



**WOMENSWEAR
FORECAST
SPRING/
SUMMER 2025
MACROTRENDS
& COLORS
LINGERIE**



LIVETREND

MACROTRENDS SS25 INTRODUCTION



ForLoveandLemons-23.jpg.webp



freepeople52.webp



@vanessamooney_1.png



@lepetitrou_7.png



FORECAST

SS25: THE QUEST

SS25 is looking for the light at the end of tunnel and is embarking on a quest towards a more regenerative, more connected and more purposeful tomorrow. This quest's balanced approach of empiricism and mysticism is running through all of the season's macro trends. For SS25, the harmony of head and heart speaks of innovation and tradition equally and takes us into an equitable future.

Find each trend's relating image gallery by clicking on this button on the page

ALL IMAGES HERE

This forecasting report is based on innovative LIVETREND Data and the expertise of Trend Analysts. The trends in this report are organized by their magnitude and impact. Find the relating icons & stamps on the last slides.

LINGERIE COLORS



LINGERIE DAINTY ORCHARDS

DAINTY ORCHARD



Dainty Orchards. The Dainty Orchards lingerie trend for Spring/Summer 2025 presents narrative that is inspired by the enchanting beauty of a garden in full bloom. Embracing a dreamy and feminine narrative, delicate embroideries of florals grace the season's trending sheer fabrics in vibrant new hues, evoking the essence of a flourishing garden. Ruffles and frills add an extra layer of femininity to designs, reminiscent of the graceful movement of petals in a summer breeze. To add even more romantic hues, miniature 3D floral embellishments and bows delicately adorn the straps and bra or panty fronts, and are transporting wearers to elegant summer fields where every moment feels like a soft romantic reverie as an escape to challenging realities

COLOR PALETTE **DAINTY ORCHARDS**



urban-outfitters_22-683x1024.webp



nette rose.jpg



Pirouette
14-3205 TCX



Summer Green
14-0156 TCX



Ophmalodes
13-4200 TCX



Pale Banana
12-0824 TCX



Durbarry
17-1647 TCX



Wild Lime
13-0540 TCX



ulla-johnson-.jpg



@lepetitrou_7.png



ForLoveandLemons-23.jpg.webp



@paulacodoner.jpg

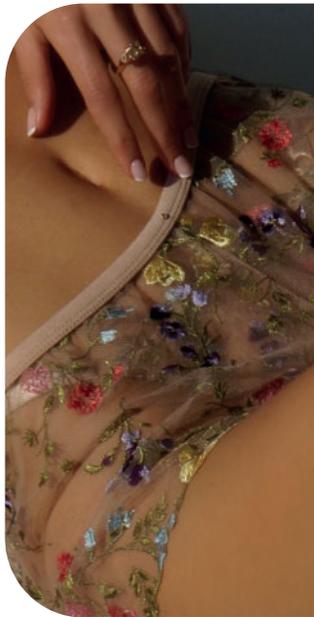


urban outfitters_30.webp

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KEY LOOKS **DAINTY ORCHARDS**



@gooseberry18.png



asos.jpeg



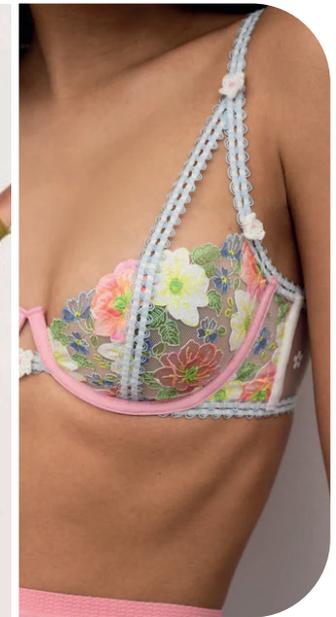
anthorpology-10.webp



ForLoveandLemons-13.jpg.webp



fleurdumal_19.png



ForLoveandLemons-23.jpg.webp



ForLoveandLemons-10.jpg.webp



freepeople61.webp



@chichicastelagno.jpeg



@raitboi_7.png



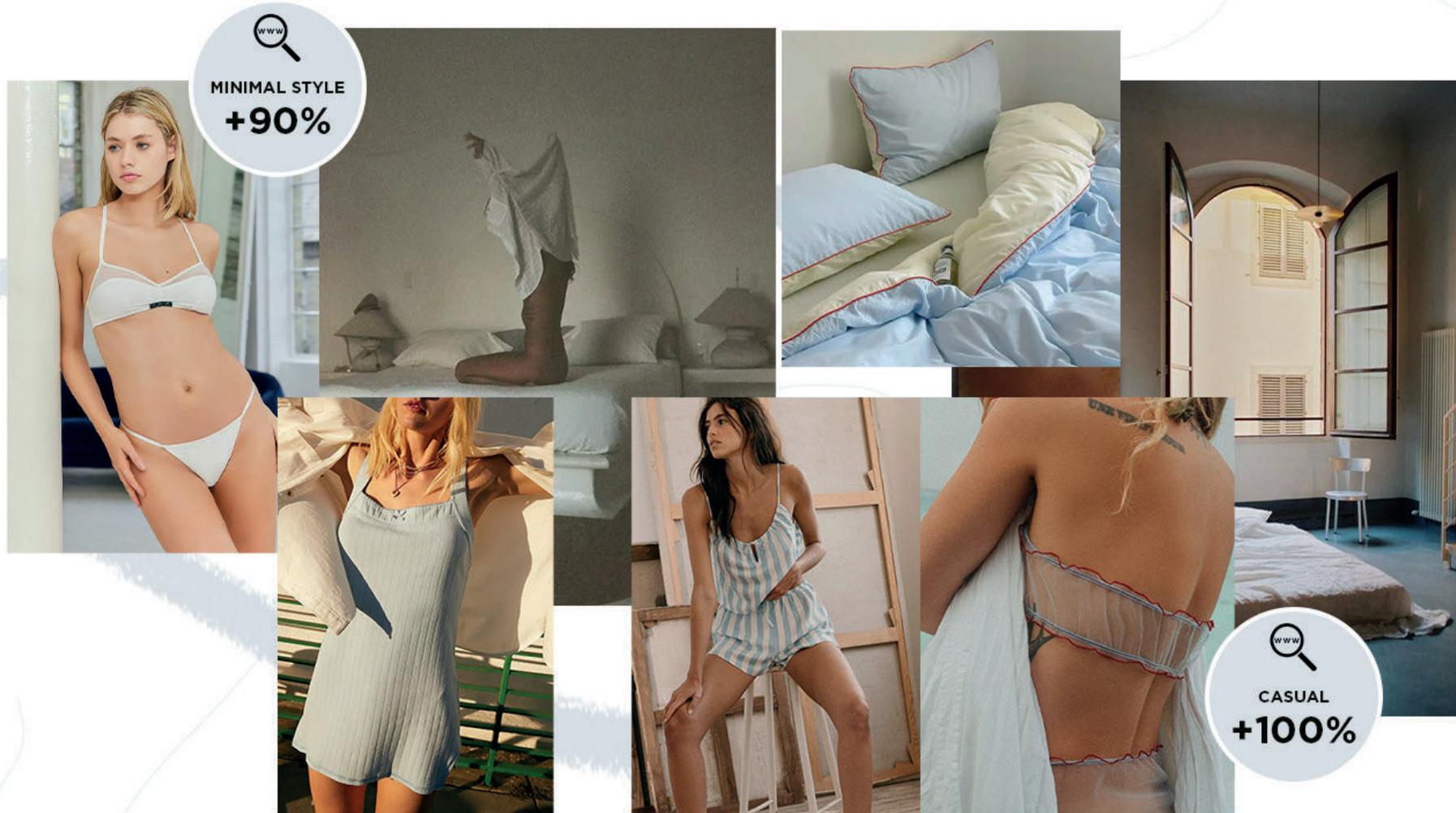
@lepetitrou_10.png



freepeople45.webp

LINGERIE PURE LINEN

PURE LINEN



Pure Linen. The Pure Linen trend embodies a genderless and gentle aesthetic, drawing inspiration from neutral basics. This narrative showcases unstructured styles with a focus on simplicity, featuring soft cotton bras and alluring sheer highlights. Scooping necklines grace unstructured tops, bras, and bodies with a sensual yet understated allure. Boxers maintain their presence, while the inclusion of typical linen stripes or contrasted hems adds a touch of freshness reminiscent of freshly laundered linens. Overall, Pure Linen captures a timeless elegance with a contemporary twist, inviting individuals to embrace comfort and sophistication effortlessly.

COLOR PALETTE PURE LINEN



artinteriors.jpeg



@loevchild_5.png



stripeandstare4.png



@gooseberry12.png



else-683x1024.webp



etsy.jpeg



@nkdyou2.png

[ALL IMAGES HERE](#)

KEY LOOKS PURE LINEN



yse_16.png



@cremesu_1.png



@gooseberry5.png



@ellakarberg_3.png



des-phemmes.jpg



Journelle26.png



gooseberry22.webp



@netterose_7.png



@gypso_linceria5.png



@gooseberry21.png



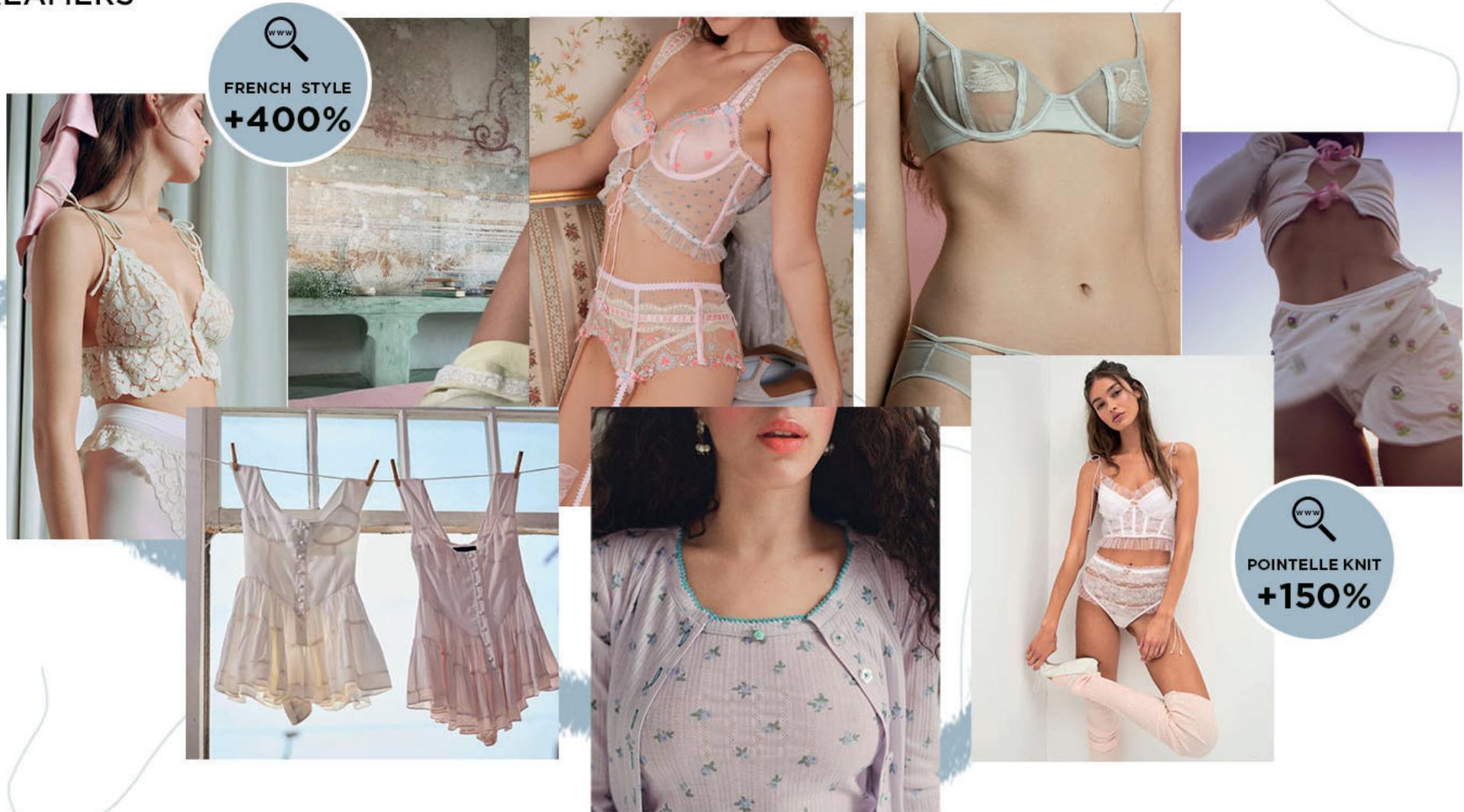
@gooseberry15.png



freepeople20.webp

LINGERIE DREAMERS

DREAMERS



Dreamers. The Dreamers trend for Spring/Summer 2025 embodies a nostalgic sense of ease and conveys a tender femininity, as opposed to the hyper sexual seasons before. Characterized by serene and gentle aesthetics, this lingerie look celebrates soft womanhood with a palette of pure whites and tender pastels. The designs feature intricate pointelle details that evoke a sense of delicate grace and naivety. Simple silhouettes are adorned with soft ditsy prints, tiny bows, and subtle mini embroideries. Styles are mainly crafted from pure cottons and dreamy satins. Each piece exudes understated elegance that is inviting wearers to embrace moments of tranquility and sensitive reflection.

COLOR PALETTE DREAMERS



@raitboi_9.png



forloveandlemons18-734x1024.png



Pirouette
14-3205 TCX



Ophmalodes
13-4200 TCX



Cascade
14-5713 TCX



Potpourri
13-2004 TCX



Orchid Hush
13-3850 TCX



Cloud Dancer
11-4201 TCX



@dreamersdelicates.jpeg



@raitboi_6.png



dreamerslingerie.jpeg



conspiracy diary tumblr.jpeg



@flanellmagazine2.jpg

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KEY LOOKS DREAMERS



coucou intimates18.png



palomo-spain.jpg



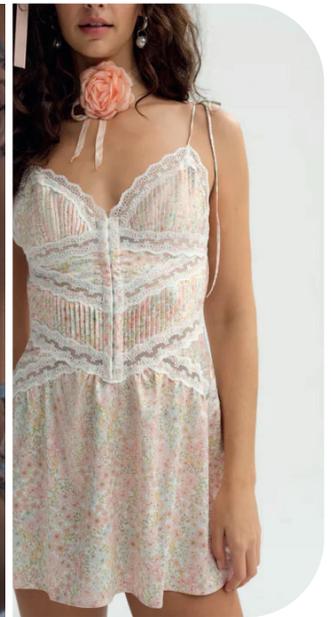
shein.jpeg



rat boi2.jpeg



fleurdumal_1.png



ForLoveandLemons-42.jpg.webp



ForLoveandLemons-34.jpg.webp



@raitboi_1.png



loungue_20.jpg.webp



freepeople9.webp



fleurofengland3.png



urban outfitters_20.webp

COLOR PALETTE **NATURAL ETHOS**



yse3.jpeg



@cabanamagazine.jpg



Clay
15-1231 TCX



Wood Ash
14-1108 TCX



Gleam
12-0317 TCX



Maroon Banner
19-1529 TCX



Roasted Russet
19-1541 TCX



Nectarine
16-1360 TCX



@cultgaia_16.png



@theleoisallinthemind_2.png



@ignant_27.png



@yse paris1.png



@plusiaroms_1.png

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KEY LOOKS NATURAL ETHOS



freepeople.jpeg



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yse_1.png



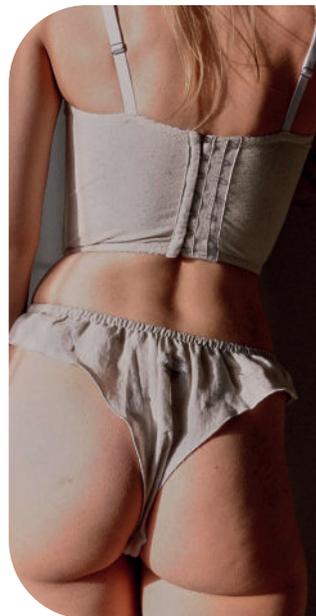
Journelle29 2.png



yse3.jpeg



freepeople50.webp



seelanii_10.jpg



zara3.jpeg



myla2.jpeg



simone perele.jpeg



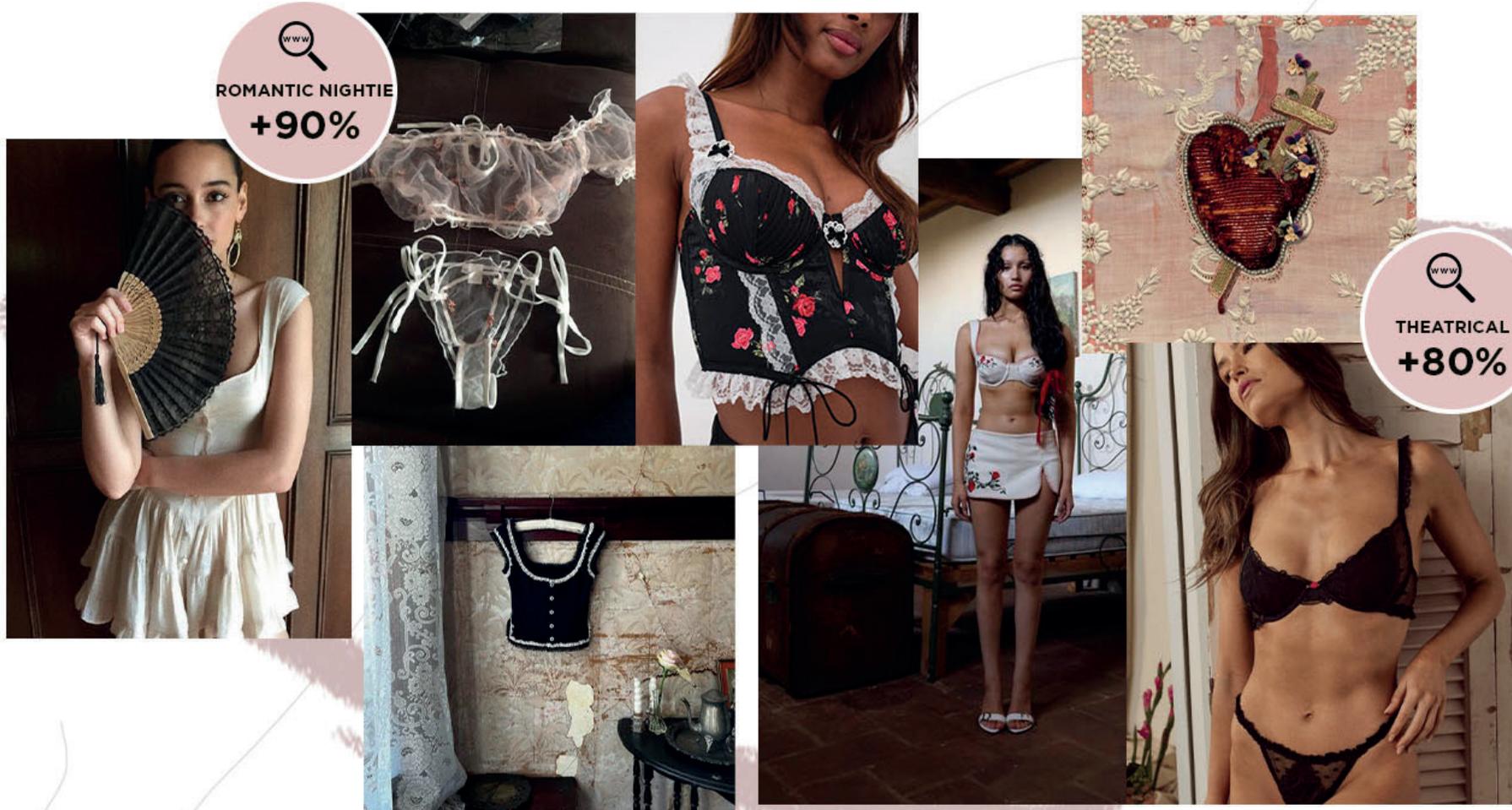
freepeople7.webp



@yse paris3.png

LINGERIE LOVEFOOL

LOVEFOOL



Lovefool. The Lovefool trend for SS25 transports us to a stage set for a theatrical summer romance, evoking the saltburn-type of nostalgia against the backdrop of an old aristocratic estate. With a palette dominated by dramatic black, white, and red hues, this narrative is adorned with intricate rose motifs, cascading ruffles, and seductive lace-ups. Polka dot elements infuse a playful charm, while an air of old money allure adds a touch of opulence. Corsets and bras feature wide straps, exuding a sense of grandeur and sophistication. Hyper-romantic and brimming with desire, Lovefool speaks a nostalgic language of style, inviting wearers to indulge in the timeless allure of passion and longing.

COLOR PALETTE LOVEFOOL



@lesliechang_4.png



@lepetitrou_4.png



Bittersweet
17-1663 TCX



Potpourri
13-2004 TCX



Antique White
11-0105 TCX



Black Beauty
19-3911 TCX



Maroon Banner
19-1529 TCX



Wood Ash
14-1108 TCX



@cremesu_6.png



shein7.jpeg



etsy1.jpg



faitparfouth-.jpeg



onlyhearts11.webp

[ALL IMAGES HERE](#)



KEY LOOKS LOVEFOOL



urban outfitters_27.webp



@vanessamooney_1.png



@faitparfouth5.png



urban outfitters_43.webp



@vanessamooney_7.png



ForLoveandLemons-60.jpgwebp



kat the label.png



fleurofengland5.png



freepeople54.webp



kat the label6.png



fleurdumal_18.png



mirror palais.jpeg

DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND GROWTH ON E-COMMERCE



SOCIAL MEDIA

YEAR ON YEAR TREND GROWTH ON INSTAGRAM



CONSUMER INTEREST

YEAR ON YEAR GROWTH OF ONLINE SEARCH VOLUMES



FASHION SHOWS

YEAR ON YEAR TREND GROWTH ON FASHION SHOWS

TREND BEHAVIOR

EDGY TREND

weak signal of a potential micro trend with very high risk

EARLY SIGN

emerging trend with growing perspective but higher risk

SAFE TREND

announced trend with growing perspective and safe risk

BIG TREND

trend with a big magnitude due to high commercial potential and quick adaption

STABLE TREND

trend that is already present in the market with flat growth

LAST CALL

trend with decreasing perspective but still having business potential

TREND MAGNITUDE



MANIFEST

AN ICONIC PRODUCT THAT IS A STABLE TREND OF LARGE MAGNITUDE WITH CONFIRMED COMMERCIAL SUCCESS



INVEST

A CORE PRODUCT REPRESENTING A STEADILY GROWING TREND OF MODERATE MAGNITUDE WITH COMMERCIAL POTENTIAL



TEST

A STATEMENT PRODUCT WITH GROWING PERSPECTIVE BUT SMALLER MAGNITUDE AND HIGHER RISK



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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