



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



LIVETREND

MACROTRENDS SS25 INTRODUCTION



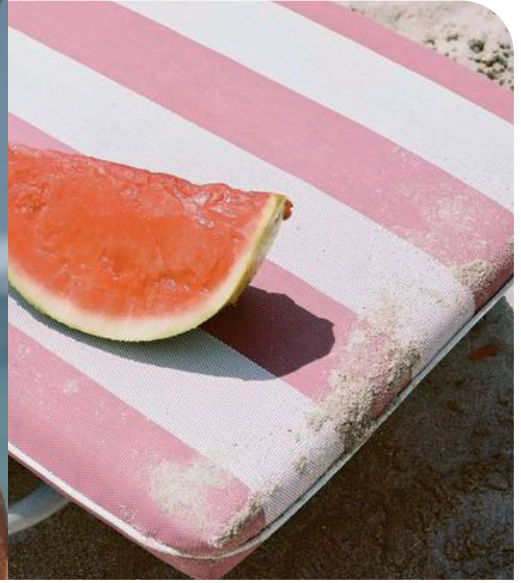
@zuluandzephyr_11.png



arnhem.jpeg



wolfandbadger.jpeg



frachella.jpeg



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

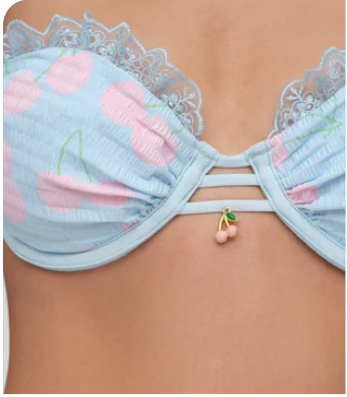
ALL IMAGES HERE

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.

SWIMWEAR COLORS



COLOR PALETTE **DAINTY RIVIERA**



forloveandlemons-9.jpg.webp



with-jean2-687x1024.jpeg



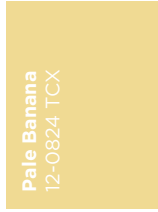
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12-0317 TCX



Summer Green
14-0156 TCX



Orchid Hush
13-3850 TCX



Pale Bahana
12-0824 TCX



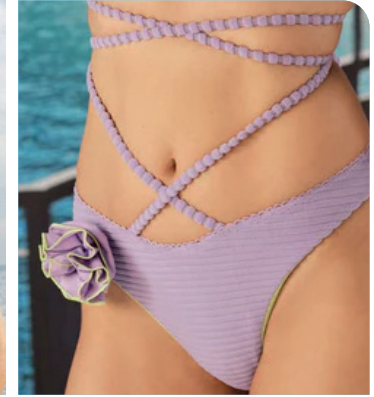
Ophmalodes
13-4200 TCX



Pirouette
14-3205 TCX



bloglovin.jpeg



forloveandlemons-5.jpg.webp



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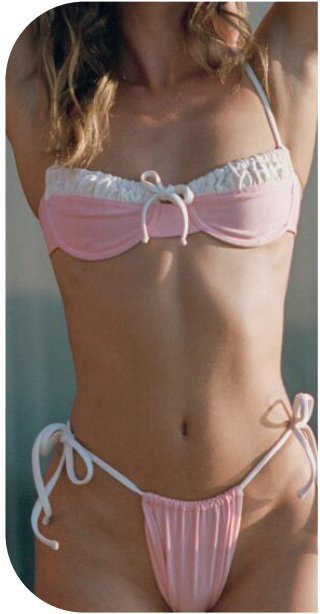
ulla-johnson-.jpg



lordofcrownsinterest.jpeg

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KEY LOOKS **DAINTY RIVIERA**



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anthropology-5-683x1024.webp



agua-by-agua-bendita-.jpg



withjean4.webp



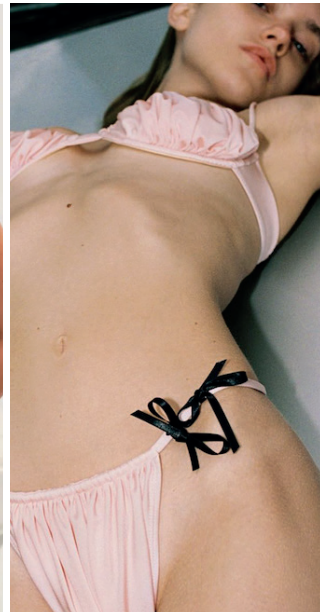
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forloveandlemons-14.jpg.webp



forloveandlemons-7.jpg.webp



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sir_2.png



oh-polly_14.jpg-683x1024.webp

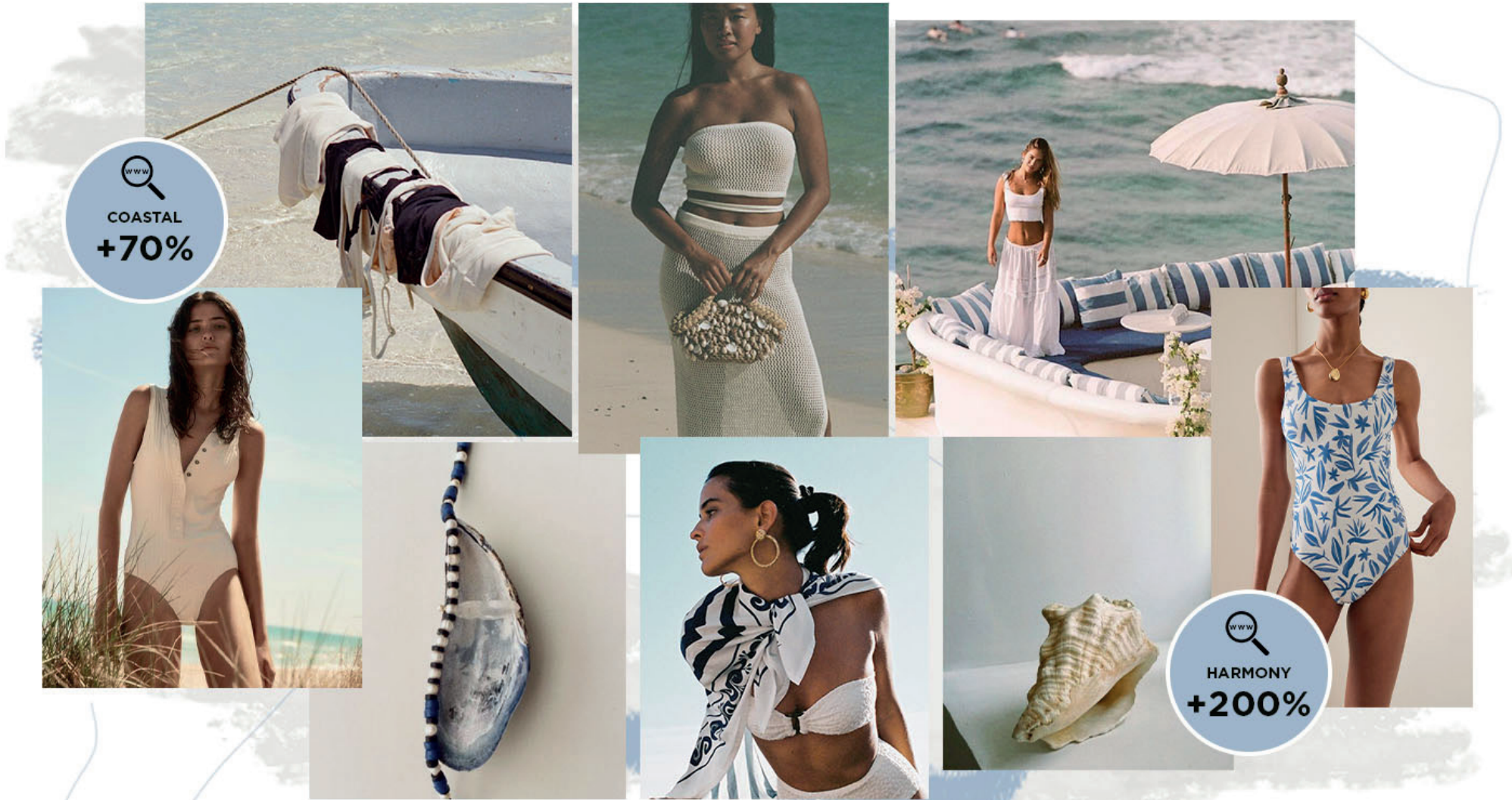


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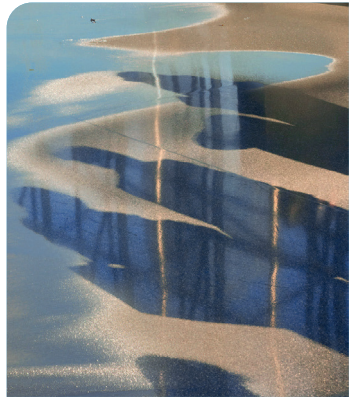
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SWIMWEAR COASTAL QUIETUDE



Coastal Quietude. Escape to coastal quietude a serene swimwear trend, where a dreamy and soft nautical story unfolds. Imagining the gentle embrace of a coastal breeze, this trend seamlessly combines chic elegance with a natural rusticity. Maritime stripes dance across swimsuits, echoing the rhythmic flow of waves, while tile-inspired designs evoke a sense of seaside charm. Soft basics take center stage, with seersucker, micro ribs and other micro textures adding a touch of understated luxury. The palette is a tranquil harmony of muted tones, embodying the peaceful essence of a coastal retreat. Embracing a chic yet relaxed vibe, this trend encapsulates the quiet sophistication of seaside moments, inviting wearers to bask in the serene beauty of coastal living.

COLOR PALETTE COASTAL QUIETUDE



@theleoisallinthemind3.jpeg



arket.jpeg



Fudgesickle
19-1431 TCX



Clay
15-1231 TCX



Della Robbia Blue
16-4020 TCX



Skipper Blue
19-3936 TCX



Ophmalodes
13-4200 TCX



Antique White
11-0105 TCX



faithfull__.jpeg



sightunseen 10.jpeg



capitana.jpeg



mango-home.jpeg



@theleoisallinthemind_4.png

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KEY LOOKS COASTAL QUIETUDE



yse_16.png



mondayswim.jpeg



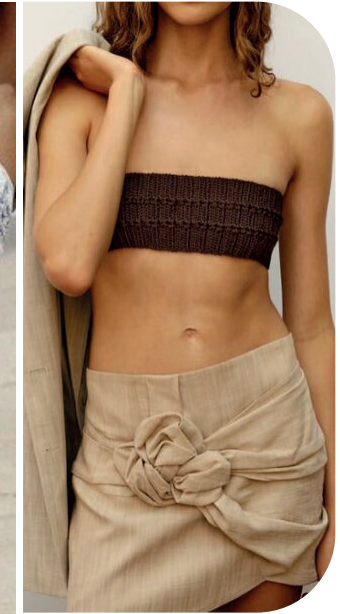
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cleonie-swim.jpeg



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aria-blue-rachel-one-piece-639x1024.jpg



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faithfulthebrand_8-775x1024.png



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nakd3.jpg.webp



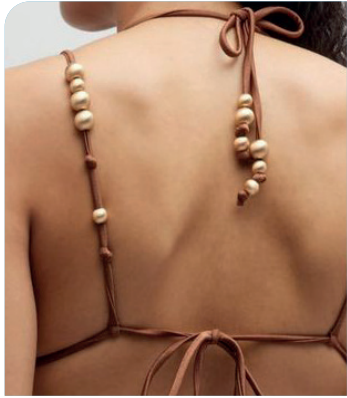
eres.jpeg

SWIMWEAR PRIMAL ETHOS



Primal Ethos. Embark on a spiritual journey with the primal ethos swimwear trend, a captivating exploration of the eternal connection between nature and the soul. Rooted in a search for the divine within, this trend embraces a modern spirituality by drawing inspiration from primal cults and the magical force from within us. Stones transcend their earthly origins, transforming into enchanting embellishments, while ethical art weaves into primitive prints. Asymmetric elements grace the swimwear, creating a draped and divine effect that resonates with the ethereal. The warm palette, rich with soul-soothing hues, forms a harmonious blend, while shimmer and glitter yarns add a mythical touch, elevating each moment into a transcendent experience. This trend invites individuals to embrace the mystical essence of their being and connect with the enchanting energy that flows through both nature and self.

COLOR PALETTE PRIMAL ETHOS



cultgaia.jpeg



@cabanamagazine.jpg



Clay
15-1231 TCX



Aspen Gold
113-0850 TCX



Maroon Banner
19-1529 TCX



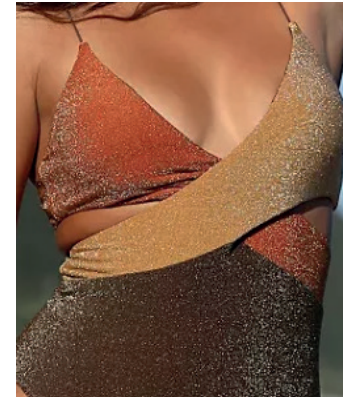
Fudgesickle
19-1431 TCX



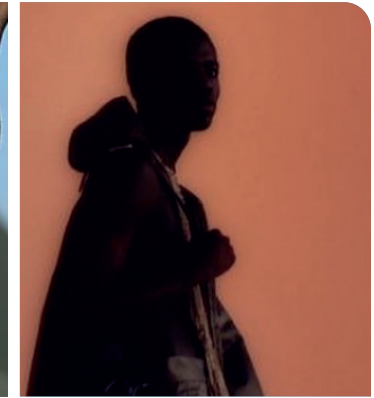
Roasted Russet
19-1541 TCX



Nectarine
16-1360 TCX



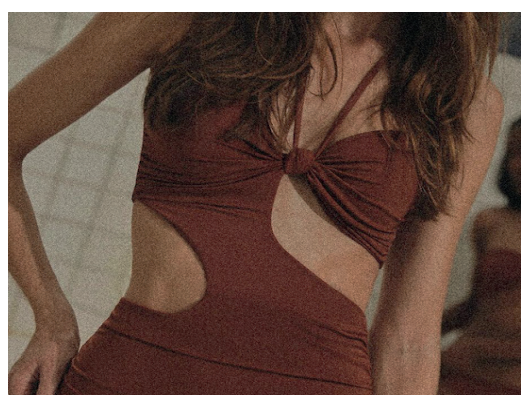
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johanna ortiz-2.png



gary-jackson.jpeg

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KEY LOOKS PRIMAL ETHOS



freepeople3.jpeg



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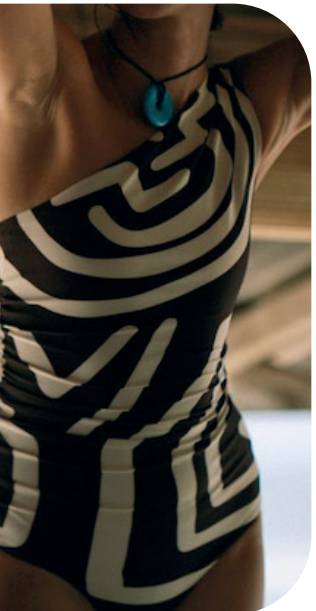
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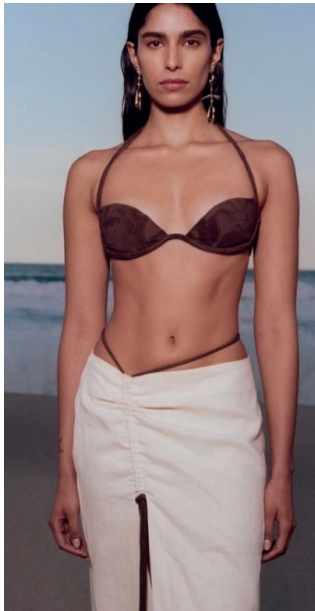
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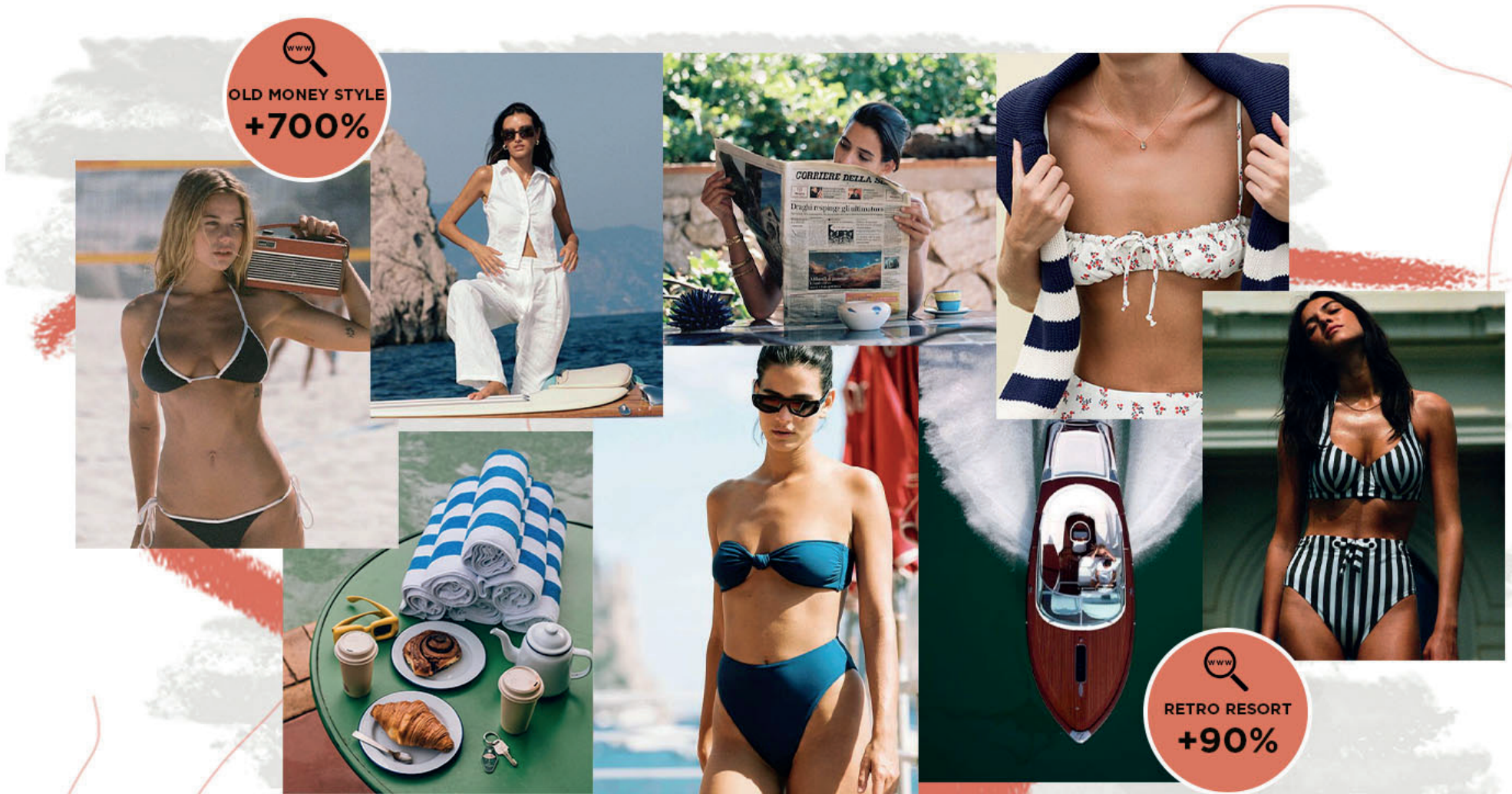
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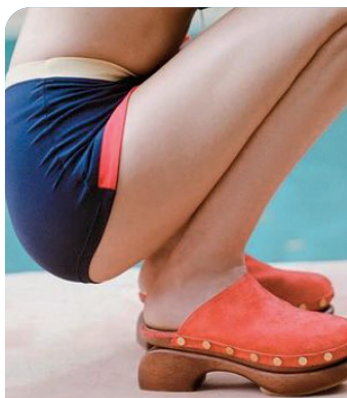


SWIMWEAR **EXCLUSIVE RESORT**



Exclusive Resort. Indulge in the epitome of sartorial luxury with this exclusive resort swimwear trend, seamlessly marrying old-money influences and high-end sporty styles. Characterized by clean, simple forms, this trend makes a bold statement through meticulously curated color stories in monochromes or striking duotones. Nautical influences reign supreme, with maritime stripes adding a touch of timeless elegance to swimsuits and cover-ups. Golden buckle details serve as opulent embellishment if needed, elevating the overall aesthetic with chic flair. Drawing inspiration from vintage Ralph Lauren and J.Crew styles, cover-up shirts and shorts exude a perfect blend of preppy sophistication, completing the ensemble with an air of laid-back summer vacations. This trend embodies a refined poolside experience for those who appreciate simplicity and the allure of classic, high-end design.

COLOR PALETTE **EXCLUSIVE RESORT**



staudt_1.png



thedunseekerbyronbay.jpeg



Tangerine Tango
13-0645 TCX



Ophmalodes
13-4200 TCX



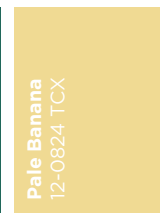
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19-3936 TCX



Nectarine
16-1360 TCX



Antique Green
18-5418 TCX



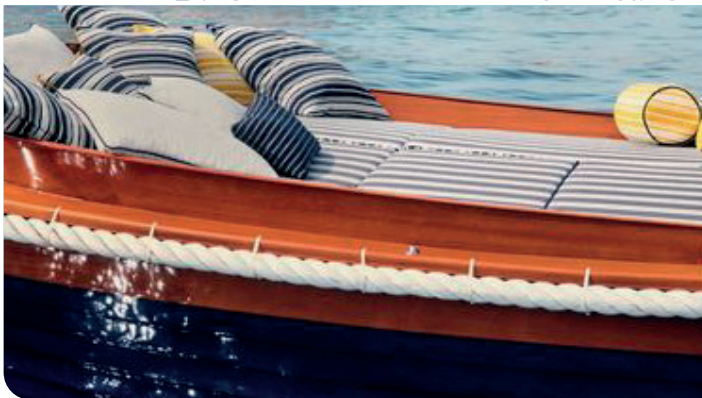
Pale Banana
12-0824 TCX



jacquemus.jpeg



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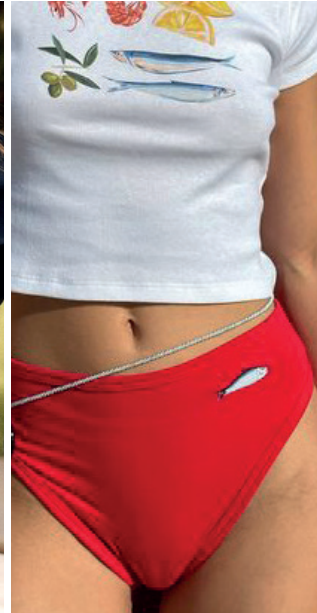
KEY LOOKS **EXCLUSIVE RESORT**



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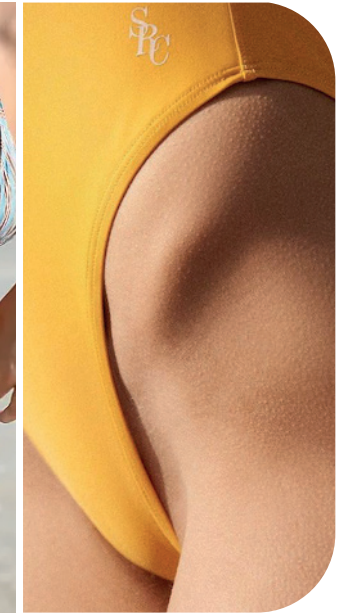
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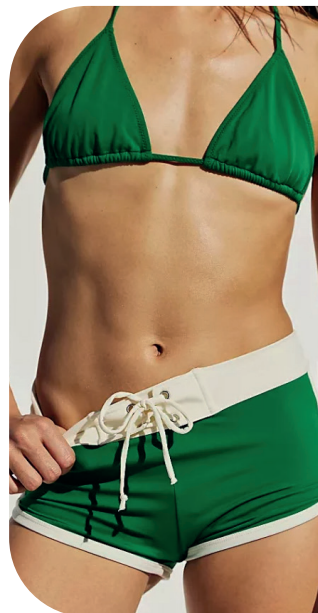
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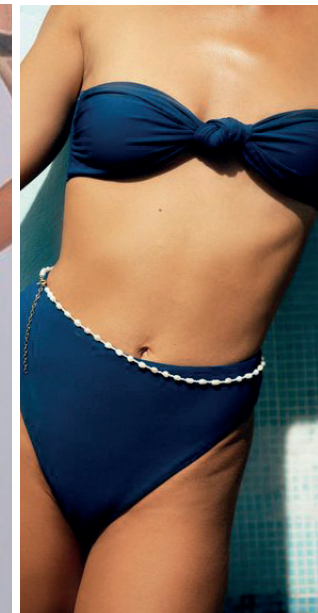
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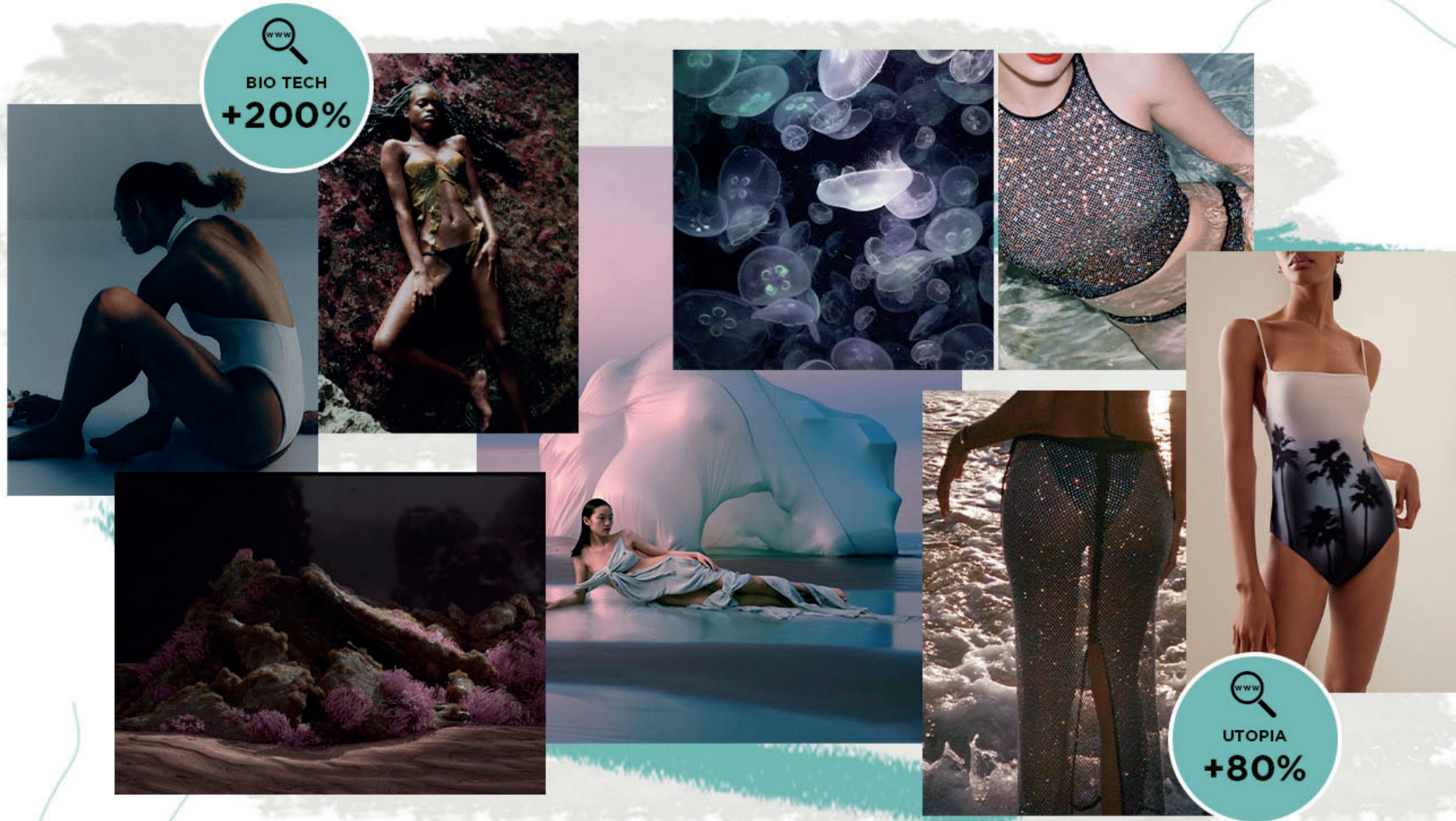


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hannahschonberg-1.jpeg

SWIMWEAR **OTHERWORLDLY SHORE**



Otherworldly Shore. Step into the enchanting realm of the Otherworldly Shore, where swimwear transcends its aquatic origins and seamlessly transforms into party wear. This magical concept unfolds in a phantasmagoric display of otherworldly sparkles and gradients, creating a celestial aura that's perfect for both day and night. The color harmony is a nocturnal exotic symphony, captivating with mysterious shades that dance in the moonlight. Draped and asymmetric styles add an ethereal touch, as if borrowed from a mermaid's wardrobe. The allure is enhanced with sparkling details that shimmer and glisten, ensuring that each piece possesses an otherworldly charm. This trend invites wearers to embrace the magic within and unleash their inner fantasy, blurring the lines between swimwear and celestial soirées.

COLOR PALETTE OTHERWORLDLY SHORE



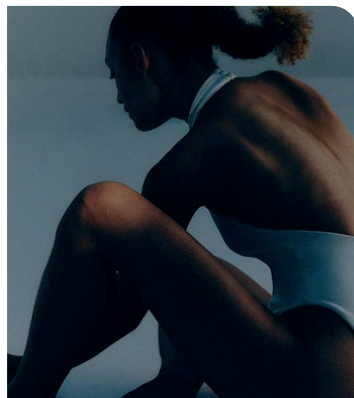
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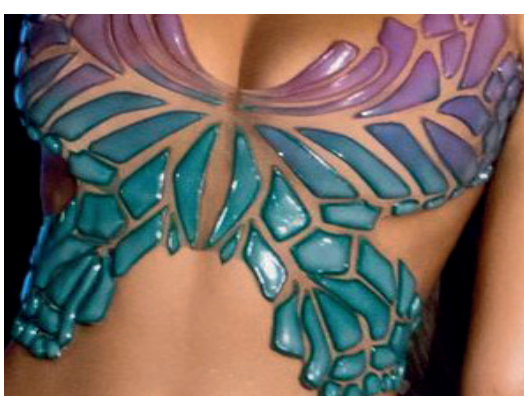
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behance3.jpeg



ema savahl.jpg



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KEY LOOKS **OTHERWORLDLY SHORE**



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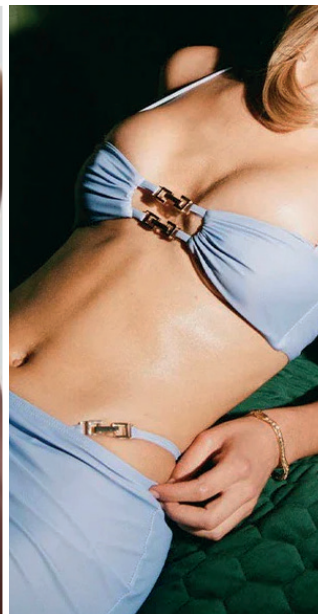
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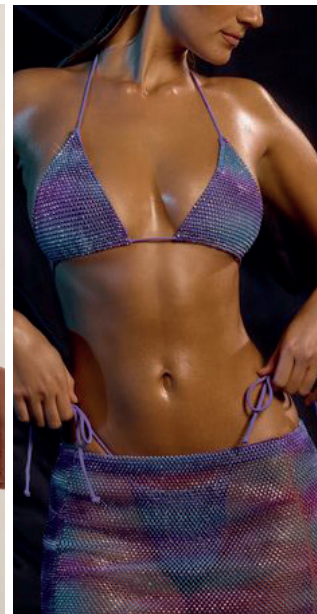
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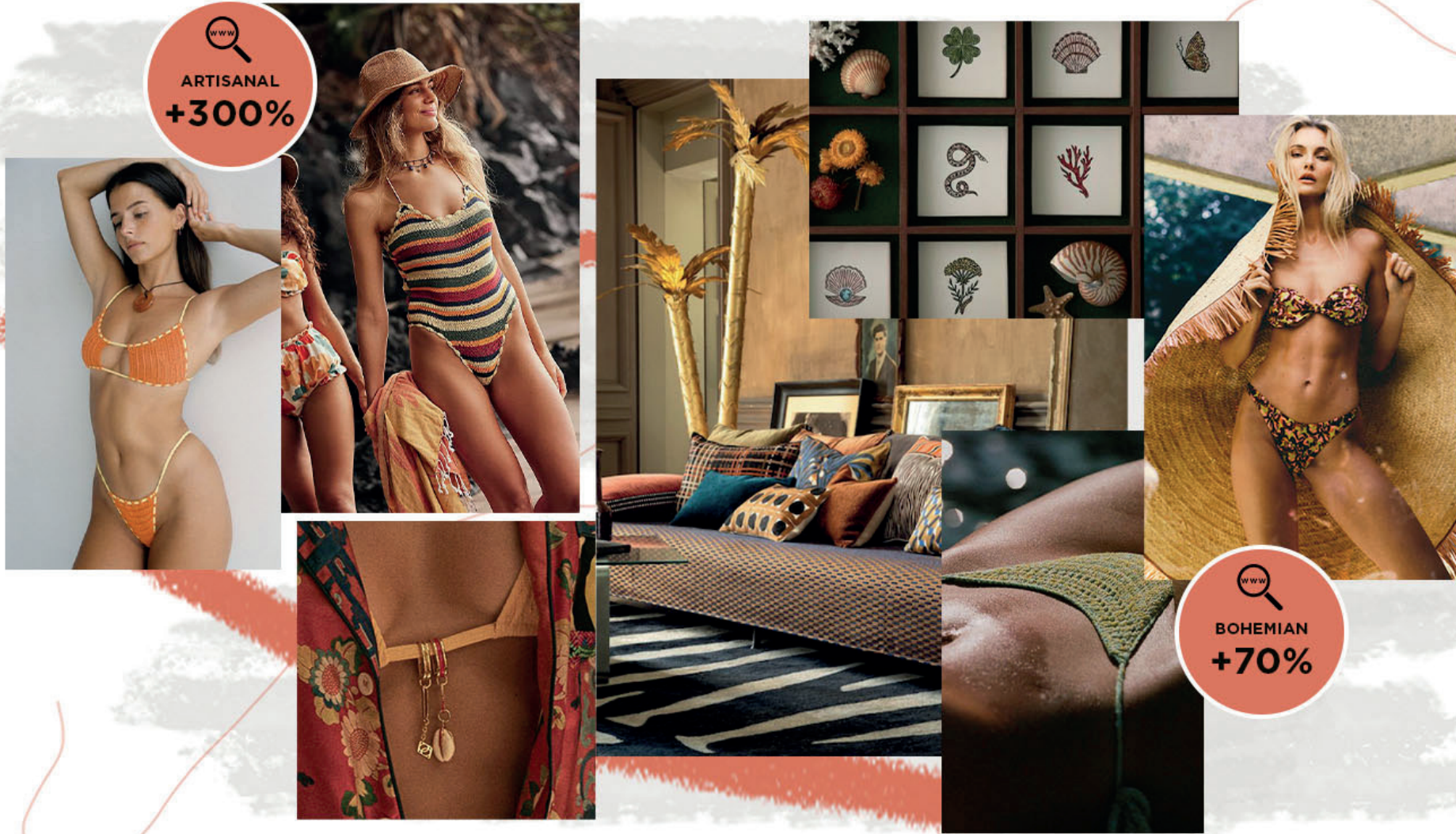


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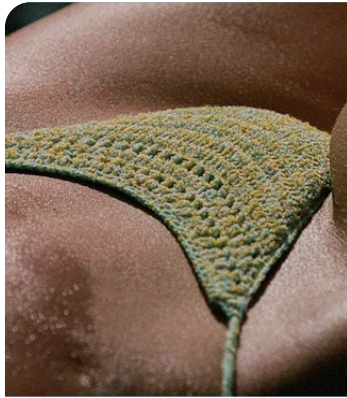
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SWIMWEAR TROPICAL CRAFT

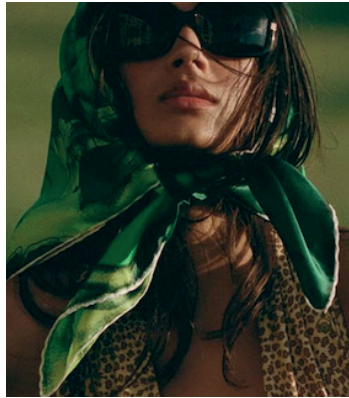


Lovefool. Embark on a journey of tropical craft with this vibrant swimwear trend, a celebration of joy and warmth rooted in heritage and community spirit. Drawing inspiration from the magic of exoticism, colorful and rustic art transforms into delightful prints and playful crochets that exude a sense of cultural richness. Youthful shapes take center stage and add a summery naivety to the trend. Experimental gradients, stripes and bohemian patterns are mixed and matched in joyful pairings that capture the spirited essence of summer's vitality. Shells and beads serve as unique embellishments, adding an individual touch to each piece. This trend radiates with the infectious energy of tropical locales, inviting wearers to revel in the vibrant hues and cultural tapestry that define a sun-soaked, joyous escape.

COLOR PALETTE TROPICAL CRAFT



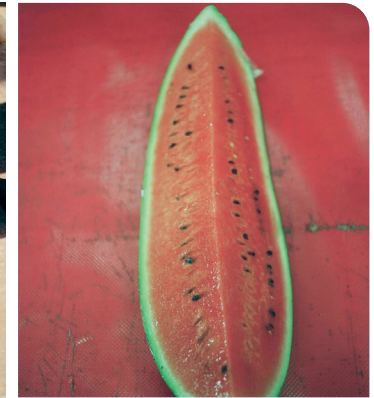
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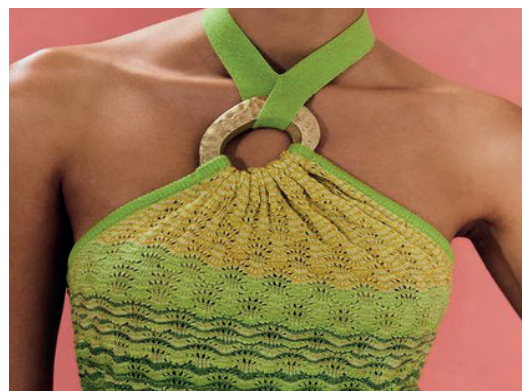
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KEY LOOKS TROPICAL CRAFT



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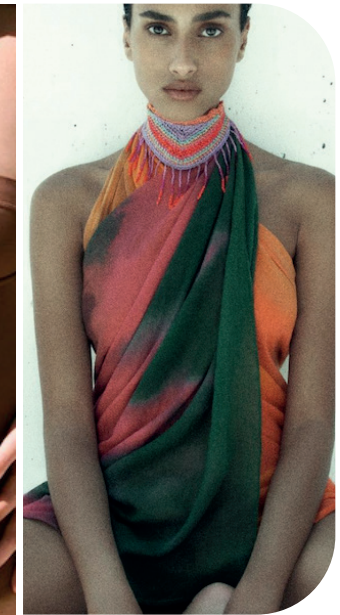
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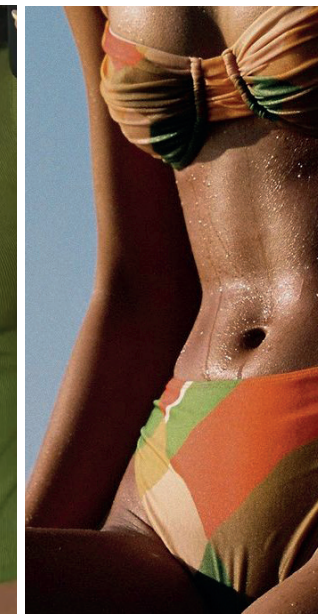
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koi-bird.jpeg



faithfullthebrand.jpeg



eloquii.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

THANK YOU!

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