



WOMENSWEAR
SS 2025
FASHION SHOWS
MUST-HAVE
OUTERWEAR



LIVETREND

SS25 OUTERWEAR INTRODUCTION



prada34.jpg



acne68.jpg



miu-miu7.jpg



lacoste6.jpg



FASHION SHOWS

Bold Tailoring & Retro Flair. In the SS25 womenswear fashion shows, outerwear took center stage with a strong emphasis on bold tailoring and striking silhouettes. Power-shoulder blazers were a dominant feature, exuding confidence and strength, with brands like Prada, N21, and Miu Miu showcasing impeccable cuts and oversized proportions. Utility coats also made a significant impact, from sporty windbreakers to chic parkas, with labels like Coperni and Lacoste highlighting functionality blended with style. A notable shift toward sleek, retro elegance was evident across the collections. Designers embraced cleaner lines and minimalism, maximizing the beauty of outerwear with new fabrics, like satin and organza adding sophistication, with lightweight textures enhancing the modern yet romantic aesthetic. This season marks a return to simplicity, but with powerful statements through sartorial tailoring, enhanced volumes and impeccable material choices.

This forecasting report is based on Data extracted from 225 International fashion shows of NY, London, Milan and Paris with 52 000 products analyzed. The trends are organized by visibility (number of looks presenting the trend attribute) and the percentage shows the trend growth compared to SS24 fashion shows. Find the relating icons & stamps on the last slide.

[ACCESS ALL IMAGES
CLICKING HERE](#)

1320
LOOKS

SS25 JACKETS THE OFFICE BLAZER

+10%
YOY

BIG TREND



miu miu.jpg



Fendi.jpg



max-mara18.jpg



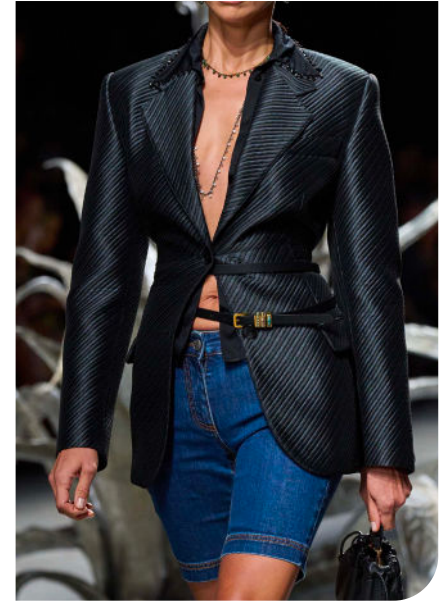
loewe-webp



sportmax.png



MM6MaisonMargiela27-2.jpg



etro33.jpg



325
LOOKS

SS25 JACKETS THE ZIP-UP LEATHER

+102%
YOY

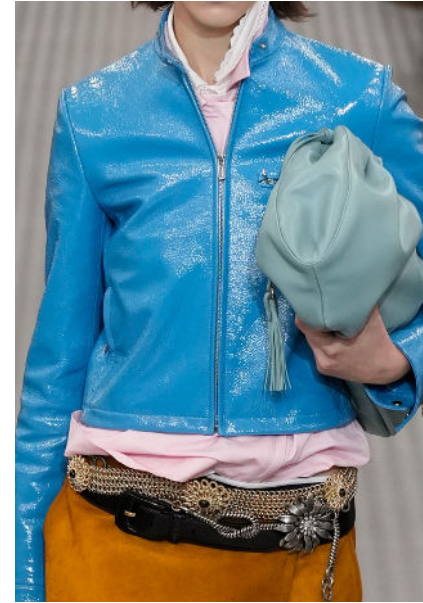
BIG TREND



Gucci10.jpg



victoria-beckham10.jpg



Miu Miu_1.jpg



del-core13.jpg



acne64.jpg



gabriela-hearst16.jpg



akris2.jpg



111
LOOKS

SS25 JACKETS THE LONG POWER BLAZER

+47%
YOY

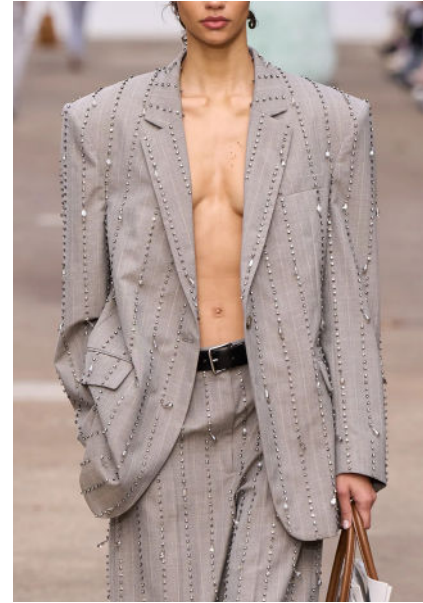
BIG TREND



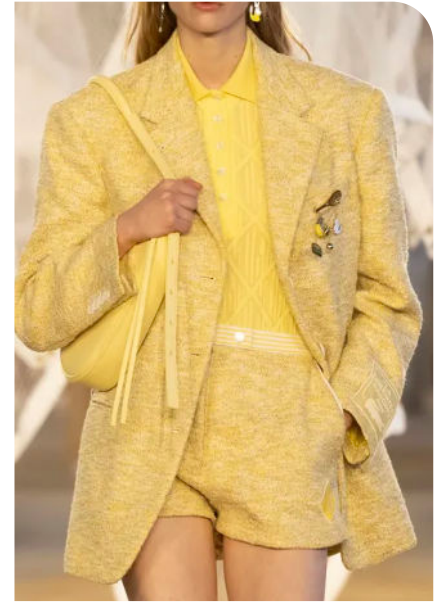
bottegaveneta1-2.jpg



Casablanca1.jpg



stella-mccartney-.webp



lacoste.png



rabanne15.jpg



Atlein.png



saintlaurent1.jpg



108
LOOKS

SS25 OUTERWEAR THE CAPE STYLE

+42%
YOY

SAFE TREND



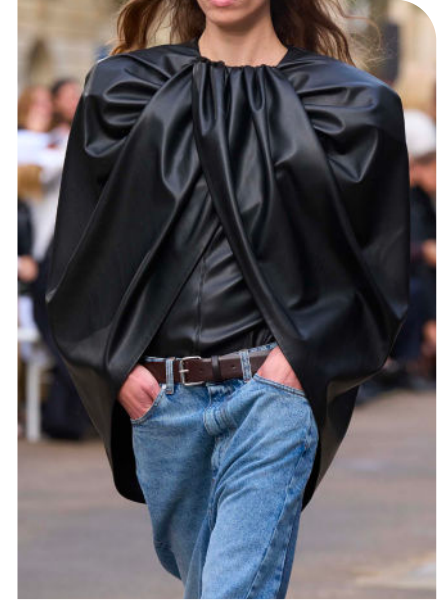
chloë1.jpg



burberry1.jpg



loewe2.jpg



stella-mccartney13.jpg



gucci48.jpg



shao12.jpg



KNWLS4.jpg



85
LOOKS

SS25 OUTERWEAR THE FLOWING TRENCH

+8%
YOY

STABLE TREND



AniyeRecords12.jpg



Chloe9.jpg



knwls17.jpg



calcaterra6.jpg



Gucci47.jpg



monse10.jpg



miyake13.jpg



SAFE TREND



Carven.jpg



iceberg29.jpg



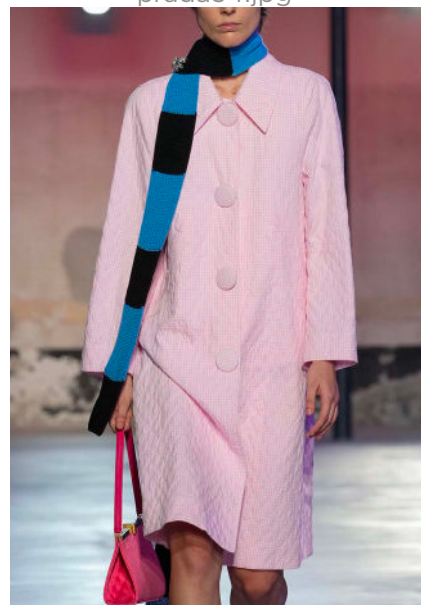
prada34.jpg



moschino95.jpg



loewe4.jpg



N21-16.jpg



ErvannoScervino25.jpg



81
LOOKS

SS25 OUTERWEAR THE COLLARLESS LADY

+3%
YOY

EARLY SIGN



prada28.jpg



toteme10.jpg



mamekurogouchi7.jpg



gucci .png



N21-19.jpg



sandy-liang21_1.jpg



van-noten57.jpg



77
LOOKS

SS25 OUTERWEAR THE LEATHER COAT

+44%
YOY

SAFE TREND



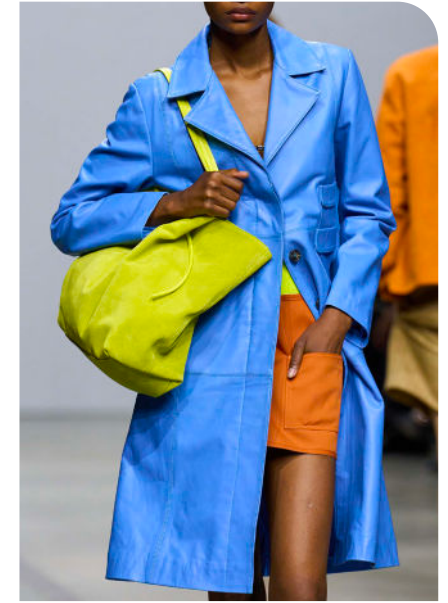
Acne Studio.webp



JilSander34.jpg



ToluCoker9.jpg



iceberg31.jpg



helen-anthony-36.jpg



ganni74.jpg



khaite8.jpg



59
LOOKS

SS25 OUTERWEAR THE LIGHT PARKA

+59%
YOY

EARLY SIGN



Prada45.jpg



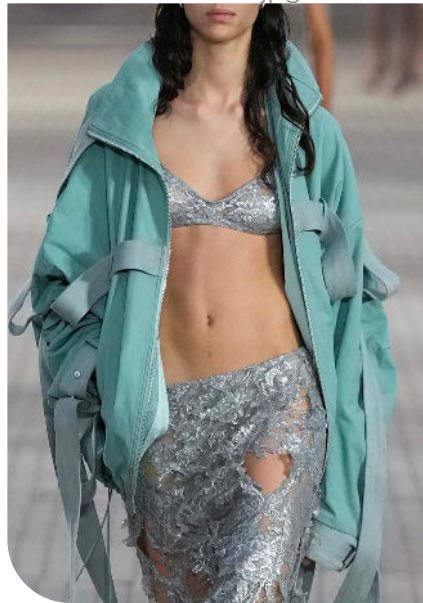
lacoste6.jpg



n-21-4.jpg



miumiu10.jpg



TheAttico2.jpg



burberry_1.jpg



cecilie-bahnsen23.jpg



36
LOOKS

SS25 OUTERWEAR **THE SHEER OVERLAYER** +34% YOY

EDGY TREND



Del Core (2).jpg



d&g51-2.jpg



laquan-smith25.jpg



ling13.jpg



simone rocha.webp



Del Core (3).jpg



Anteprima.webp



28
LOOKS

SS25 OUTERWEAR THE SATIN DUSTER

+56%
YOY

SAFE TREND



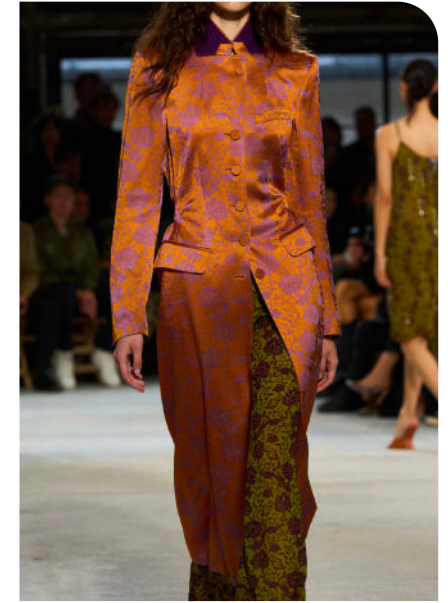
Fendi9.jpg



adam-leenaardt-17.jpg



zimmermann1.jpg



van-noten-59.jpg



valli7.jpg



MM6MaisonMargiela22.jpg



simone rocha (2).webp

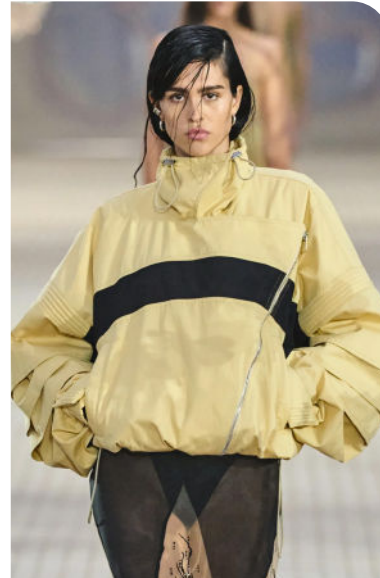


SS25 OUTERWEAR **EMERGING SIGNS**

EARLY SIGN



miu-miu .webp



the-attico .webp

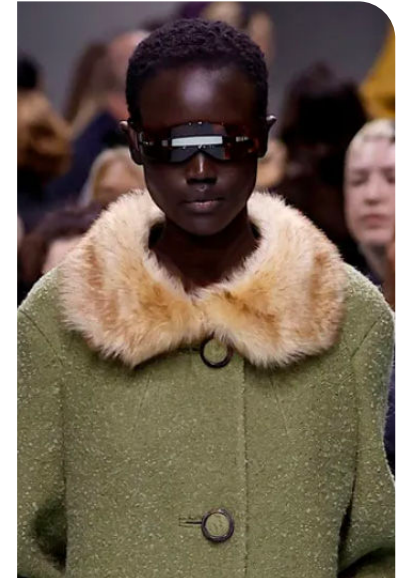


gcds.webp

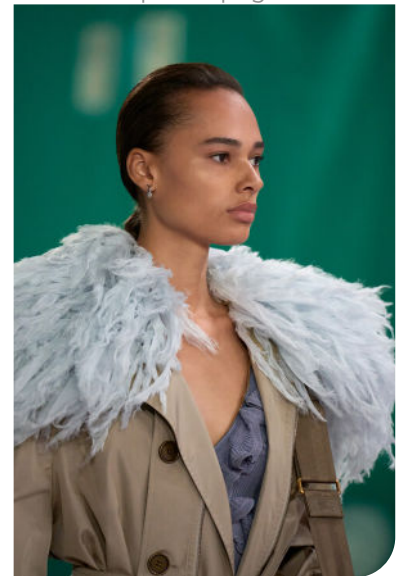
EDGY TREND



chanel .png



prada .png



BURBERRY .webp

CONTRASTING POP-OVER

FUZZY COLLARS



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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