



WOMENSWEAR
SS 2025
UPDATE
PRINTS &
PATTERNS



LIVETREND

PRINTS & PATTERNS INTRODUCTION



Milano Unica



Open Ny.png



Katie Lee.jpg



mango



UPDATE

(Un)defined. For Spring/Summer 2025, prints explore the theme of „(Un)defined,“ juxtaposing bold, defined motifs with hazy, faded interpretations. On one hand, designs feature precise geometries, intricate tiles, and complex entangled motifs that demand attention with their structured clarity and detailed ornamentation. On the other hand, a trend towards ambiguity emerges, where digital techniques create gradient prints that blur boundaries between classical themes and soft-focus aesthetics. This approach experiments with blending traditional motifs into gentle transitions of color, offering a dreamy and evocative interpretation of familiar designs. The result is a collection of prints that playfully challenge perceptions of clarity and ambiguity, inviting wearers to embrace both ornamental and abstract motifs. In Spring/Summer 2025, fashion embarks on a departure from the minimalism and essentiality that characterized previous seasons, ushering in a new era of bold experimentation with patterns. After a prolonged focus on understated elegance, this season sees a resurgence of vibrant, macro-scale prints that defy convention. Intricate patterns and expressive motifs bring a dynamic energy to garments, inviting wearers to embrace a renewed sense of exuberance and individuality in their fashion choices.

This report is based on Livetrend data extracted from Instagram and consumer interest during ss24 analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

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NEO GEOMETRICS

Neo Geometrics emerges as a dominant trend for Spring/Summer 2025 prints in fashion, fueled by the significant growth of stripes (+58%) and polka dots (+49%) on e-commerce platforms. This trend signals a dynamic shift towards integrating new color palettes and playful combinations, featuring sophisticated hues and unexpected color combos. This direction is seamlessly blending ethnic motifs with geometric patterns, creating visually compelling designs that celebrate cultural diversity while embracing modern aesthetics. This intersection promises a season of bold, energizing prints that redefine contemporary style with flair.



LIVETREND



EARLY SIGN

NEO GEOMETRICS HAZY TARTAN

+130%
YOY



@collinastrada.jpg



Devaux.jpg



Mango (2).webp

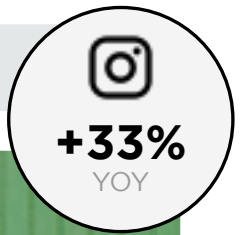
DREAMLIKE CHECKS - DELICATE BLUR - ETHEREAL TARTAN

For SS25 geometrics, tartan prints are set to gain prominence alongside vichy and gingham patterns, maintaining their relevance from the winter season. These classic designs will evolve into hazy, delicate patterns for summer, blending digital pastels with ethereal checks that appear faded, blurred, and fragmented. This trend introduces a softer, more dreamlike interpretation of traditional motifs, perfect for the warmer months.

HOT MARKETS: NORTH EUROPE, UK, SPAIN, FRANCE

SAFE TREND

NEO GEOMETRICS NEW DIRECTIONS



Streetstyle milan 7.jpeg



mantero



grazia.fr.jpg



@freepeople.jpg

TIMELESS - BOLD CHIC - FUN COLORS

For Spring/Summer 2025, multistripes are going for a bolder and more vibrant aesthetic. Expect to see a surge in new color matches injecting energy and dynamism into collections. From a Paul Smith revival for urban looks to easy sundresses in carioca colors that plunges us into the full summer, its joy and carefreeness Bold colors are matched with more sophisticated ones to create new harmonies.

HOT MARKETS: NORTH EUROPE, EUROPE



SAFE TREND

NEO GEOMETRICS **BRUSHED STRIPES**



+81%
YOY



chufy.jpg



@isabellequinn.jpg



Streetstyle Milan 1.jpeg

BOLD CONTRASTS - STATEMENT PIECES - FUN COLOR BLOCKS

The brushstroke effect revitalizes the classic stripes, once again lending an artisanal and artistic spirit to the garment, perfect for the consumer's quest for uniqueness. Digital prints allow for endless shades of color and gradient effects that revisit urban looks for tops and shirts but transform to statement piece on dresses.

HOT MARKETS: SOUTH AMERICA, SPAIN, ITALY





+17%
YOY



@jijilofficial.jpg



mango



Minakani.jpg



@caladelacruz4.jpg

TIMELESS - BOLD CHIC - FUN COLORS

For neo geometrics, the ethno-inspired vibes is influencing the latest optical revival. Geometric patterns will transform more irregularly toward ethnic infused motifs. Expect brushed traits, painted effects, and irregular outlines, blending the classic duo-tone graphic mood with a hint of exoticism. This trend will be ideal for refined resort looks, offering a sophisticated yet rich aesthetic.

HOT MARKETS: USA, UK, FRANCE

EARLY SIGN

NEO GEOMETRICS OPTICAL

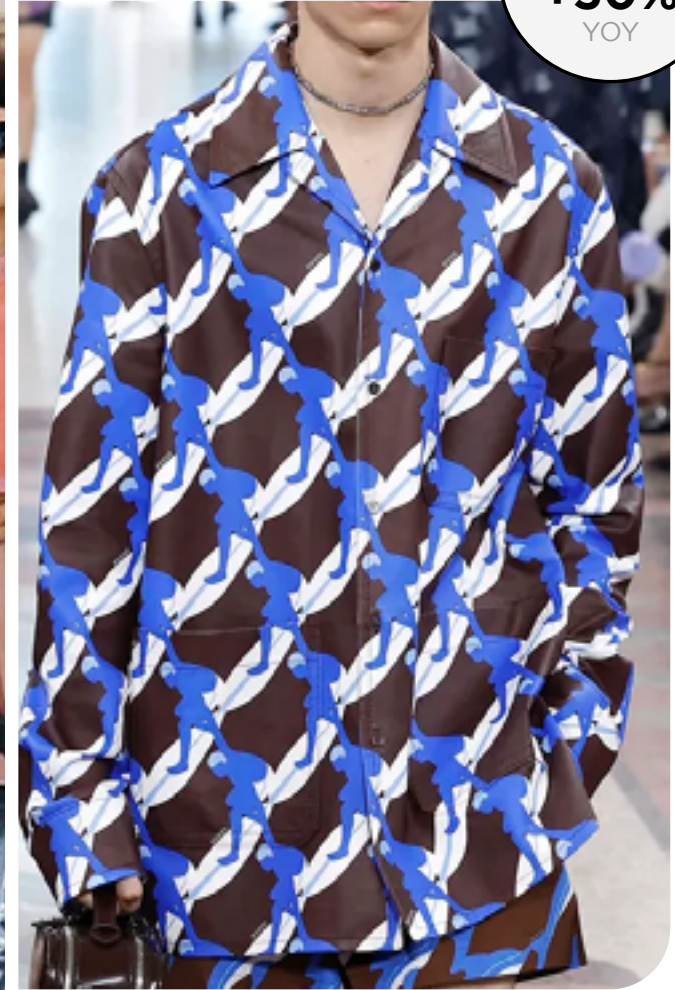
NEW
+50%
YOY



-la-doublej-resort-.webp



backstage.jpg



gucci ss25

RETRO GRAPHICS - BOLD OPTICAL - ILLUSION

The retro vibe is taking on classic optical prints fascinated by the illusion of graphics and psychedelic effects. Expect to see a surge in funky and colorful geometrics, with an emphasis on contrasting color blocks and intriguing patterns that inject energy and dynamism into collections.

HOT MARKETS: ITALY, FRANCE, GERMANY, US, UK





@pananbicollecion.jpg



@pucci.jpg



@siedres2.jpg

OPULENT ILLUSION - WANDERLUST - ELEGANT EXOTISM

These mashed-up exotic prints for resort collections are renowned for their vibrant colors and dynamic patterns, often inspired by tropical landscapes and global cultures. These prints feature swirling, psychedelic motifs and intricate designs that evoke a sense of wanderlust and luxury. With their bold, energetic aesthetic, This mix perfectly capture the carefree and opulent spirit of resort wear, making them a go-to choice for those seeking statement pieces that embody both elegance and adventure.

HOT MARKETS: SPAIN, UK, SOUTH AMERICA, ITALY



FLORALS

Florals will remain a manifested trend during Spring/Summer 2025. Digital florals redefine tradition with intricate, digitally rendered blooms that blend hyper-realism with artistic expression. Ethereal florals enchant with delicate, dream-like patterns in soft pastels, evoking a sense of ethereal beauty and tranquility. Meanwhile, Granny's couch florals make a nostalgic resurgence, featuring vintage-inspired designs and colors, offering a cozy yet sophisticated charm to the season's wardrobe choices. Together, these floral motifs promise a season of joy, elegance and modern romance.



LIVETREND





+74%
YOY



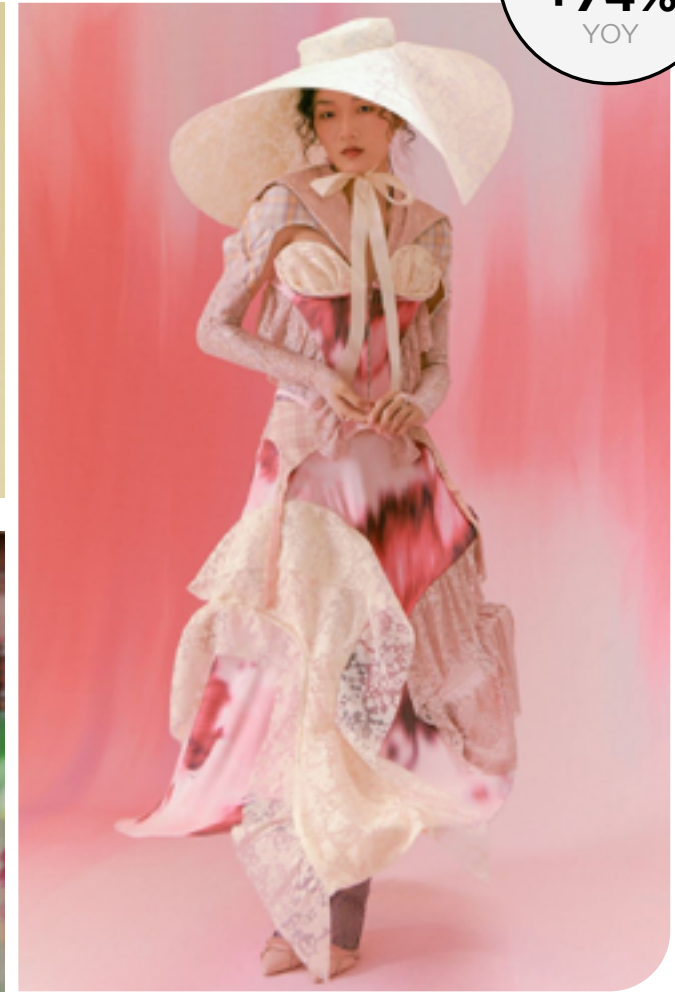
Paul Rusteau.jpg



mango



@collinastrada_1.jpg



@flanellemagazine3.jpg

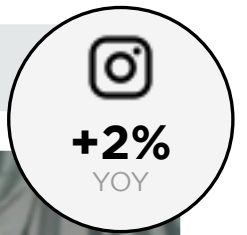
NEON PASTELS - FADED FLORALS - DIGITAL DYE

For Spring/Summer 2025, digital floral prints have been reimagined to create soft pastel artworks. Faded florals are intricately layered upon gentle gradients, or seamlessly blended with hazy, classic patterns, resulting in a utopic romantic atmosphere. This fusion of modern digital techniques with timeless floral motifs evokes a dreamy, ethereal aesthetic perfect for the season.

HOT MARKETS: RUSSIA, US, UK

BIG TREND

FLORALS GRANNY'S COUCH



@miumiu.jpg



@flanellemagazine4.jpg



Mila_Top-Top-SG2488-1510_Daisy_Field_1080x.webp



056valentinospring25-f92152e6.webp

VINTAGE MASH-UP - KITSCH ALLURE - GRANDMACORE

For Spring/Summer 2025, delicate granny's couch florals will make a nostalgic yet stylish comeback. These prints will feature vintage-inspired floral patterns reminiscent of classic upholstery, rendered in classical and retro tones that evoke a sense of comfort and timeless charm. By blending retro motifs with contemporary silhouettes, these designs will offer a fresh take on a beloved classic, perfect for adding a touch of retro elegance to the season's wardrobe.

HOT MARKETS: EUROPE, UK, US



EARLY SIGN

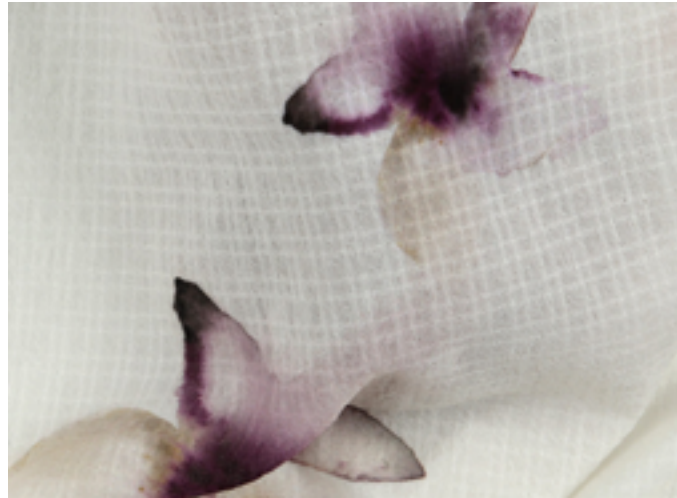
FLORALS **ETHEREAL DELICATESSE**



65%
YOY



@mollygoddard.jpg



Adalberto.jpg



Holzweiler.jpg



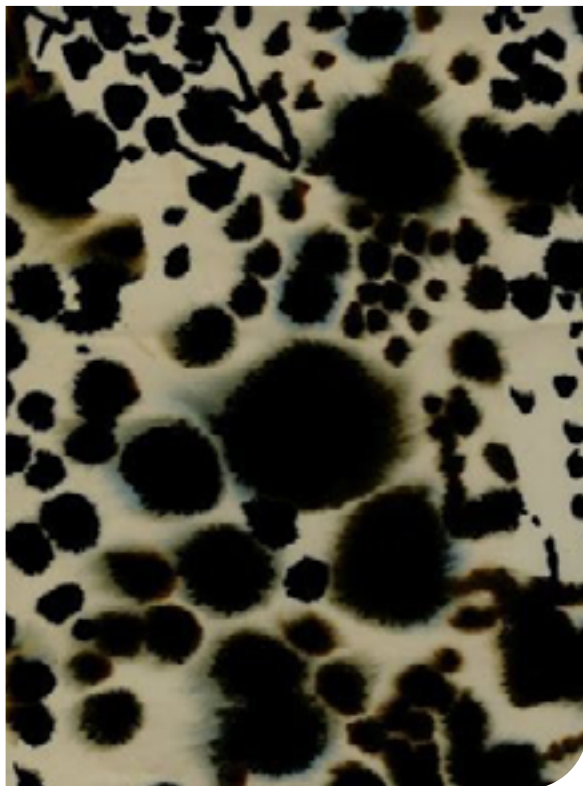
@zhangahuei5.jpg

SOFT TONE FLORALS - DELICATE ROMANCE - PURE ELEGANCE

For Spring/Summer 2025, expect to see delicate ethereal florals taking center stage. These prints will feature softly muted tones and intricate, almost ghostly floral patterns that exude a sense of lightness and grace, creating an otherworldly, romantic aesthetic perfect for the season. By combining subtle hues with finely detailed botanicals, the designs will evoke a dreamlike quality, capturing the essence of ephemeral beauty and serene elegance.

HOT MARKETS: AUSTRALIA, UK, US





ANIMALIER

In Spring/Summer 2025, tachist style will flourish with different interpretation of animal print. From cheetah to camo animalier motifs, the biomimicry is a strong trend for fashion patterns. These motifs employ rapid brushstrokes and abstract splashes of color to reinterpret traditional ones. Leopard prints will continue making a statement, both fierce and impeccably chic. Camo animaliers juxtapose nature inspired camouflage concepts with typical animal motifs, creating a striking fusion of the animal world into the urban landscape. These prints promise to bring a dynamic and expressive edge to contemporary fashion.



LIVETREND

BIG TREND

ANIMALIER **OPULENT CHEETAH**



+152%
YOY



@mihashkolnik.jpg



CHLOE.web>



Reformation.webp

LEOPARD - FELINE CHARM - LADYLIKE


For Spring/Summer 2025, leopard prints will depict different styles, from capturing the bold and glamorous mob wife aesthetic, to 60s preppy and ladylike vibes reminiscent of Jackie Kennedy. This print is incredibly versatile, interpreting a bold daring femininity, or a grunge appeal and, in the meantime a sophisticated timeless elegance. The fusion of bold animal prints with classic, structured silhouettes will evoke a sense of power and grace, making a statement that is both fierce and impeccably chic.

HOT MARKETS: SPAIN, UK, SOUTH AMERICA



EARLY SIGN

ANIMALIER ANIMAL CAMO


+537%
YOY



@elenellis.jpg



chufy-webp



alexander mc queen.jpg

ANIMAL SKINS - BIOMIMICRY - NEO CAMOUFLAGE

For Spring/Summer 2025, new camouflages take the trend of bio-mimicry, the science that aims to take inspiration from natural selection solutions adopted by nature and translate the principles to human engineering. Those prints will redefine the fusion of nature and fashion, blending camouflage into animal prints, creating a dynamic sense of adventurous sophistication.

HOT MARKETS: AUSTRALIA, EMIRATES, UK





GRADIENTS

In Spring/Summer 2025, gradients prints emerge as a captivating trend, featuring impressive dégradés, rainbow styles and soils inspirations. These gradients fade smoothly across fabric, blending deep, murky tones for swampy designs that evoke ethereal landscapes. Rainbow gradients burst with vibrant colors, creating dynamic and energetic compositions. Arid soils stratifications embody earthy hues and layered textures, reminiscent of sun-soaked terrains and natural ruggedness. These gradient prints offer a modern abstract approach to seasonal themes, adding softness and color to fashion styles with their fluid transitions and evocative color palettes.

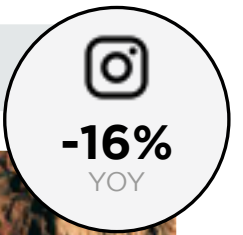


LIVETREND



STABLE TREND

GRADIENTS ARID SOILS



@stevenstanleymanolakis.jpg



Silvia Tcherassi.webp



pint.jpg

DESERT DYE - NEW SOILS - ARID EARTH

For Spring/Summer 2025, arid soils prints will capture the rugged beauty of desert landscapes. These designs will feature earthy tones and textured patterns reminiscent of cracked earth and dry terrains, evoking a sense of natural resilience and raw elegance. The result will be a harmonious blend of organic aesthetics and contemporary style, perfect for those seeking a grounded yet stylish look.

HOT MARKETS: UK, AUSTRALIA, EMIRATES, US



EARLY SIGN

GRADIENTS OVER THE R(AI)NBOW

+110%
YOY



sirius glassworks.jpeg



@fashionarchivemagazine11.jpg



@dragandlaurel.jpg

DIGITAL RAINBOWS - SOFT DOPAMINE - SERENITY

These gradient rainbow prints, will feature dynamic designs inspired by artificial intelligence, blending futuristic elements with the vivid colors of the rainbow motif. These digital prints will incorporate glitch effects, symbolizing the intersection of technology and creativity. Expect to see a mesmerizing array of colors in innovative compositions, reflecting a harmonious fusion of digital playful creativity and vibrant dreamy aesthetics, perfect for making a bold and forward-thinking fashion statement.

HOT MARKETS: CHINA, DANEMARK, GERMANY, ITALY, FRANCE



+56%
YOY



@marinadenisova5.jpg



Beztas.jpg



pia riverola.jpeg

MAGICAL DAWN - NOCTURNAL CONTRASTS - MYSTERIOUS FLAIR

For Spring/Summer 2025, swampy DAWN gradients will set a hauntingly beautiful tone. These prints will blend deep, murky hues with ethereal transitions, evoking the mysterious allure of swampy landscapes. Expect to see organic textures and subtle shifts in color that create a sense of depth and intrigue, perfect for those who appreciate a touch of nocturnal charm in their wardrobe.

HOT MARKETS: ASIA, RUSSIE, SPAIN, FRANCE, ITALY, GERMANY



53%
YOY



ulla-johnson.png



pinko.jpeg



isabel-marant.webp

MAGICAL DAWN - NOCTURNAL CONTRASTS - MYSTIC FLAIR

For Spring/Summer 2025, digital blurred prints are still interpreting the uncertain period we live in, that prevents us from seeing clearly. Moreover, digital worlds affect our perceptions by diluting contours and boundaries. Expect to see digital remakes of flowers as immersive gardens designed through a distorted lens, where the result can look like new camo-florals.

HOT MARKETS: AUSTRALIA, UK, US, EUROPE



ORNAMENTAL

Spring/Summer 2025 moves away from the minimalism and essentiality that characterized previous seasons, ushering in a new era of experimentation with patterns that are more ornamental and artisanal but still primal and celebrating heritage and inclusivity. From American country to Mediterranean style these patterns get inspired by daily and humble objects from international folklore. These ornamented prints offer a stylish fusion of cultural influences and contemporary aesthetics, adding a touch of eclectic charm to the season's fashion landscape.




LIVETREND



BIG TREND

ORNAMENTAL WESTERN COUNTRY


+56%
YOY



SEZANE.avif



@southcoastcowgirl2.jpg



@southcoastcowgirl.jpg



00015-giambattista-valli-resort-25-credit-brand.webp

REFINED TEXANA - DESERT BOHO - SOFT WESTERN


For Spring/Summer 2025, western country ornaments will be inspired by the European folklore and mixed with Texan motifs. Expect to see intricate patterns featuring curvy lines, geometric shapes, and cowboy inspired motifs that evoke a sense of Western charm and rugged elegance. These designs will blend traditional aesthetics with a modern twist, offering a stylish nod to folklore, heritage and craftsmanship.

HOT MARKETS: BRASIL, AUSTRALIA, US, EUROPE



SAFE TREND

ORNAMENTAL COASTAL BLUE


+35%
YOY



farmrio.jpg



casparionline.jpg



@luciedemoyencourt.jpg



peartandesign.jpeg

COASTAL - MEDITERRANEAN SEA - GESTURAL PRINT

For Spring/Summer 2025 the coastal trend takes the Mediterranean as inspiration with its shades of blue and typical sea elements as shells and fishes. An artsy vibe will give a vibrant touch and a renewed interest on elementary bicolor designs drawn by hand. The irregular lines and naive motifs are giving the right artisanal feel with a touch of fun.

HOT MARKETS: EUROPE, UK



STABLE TREND

ORNAMENTAL TILE STYLE


+25%
YOY



@nxcstyle.png



@theslowmod.jpg



@fortunateonstore.jpg

DOLCE VITA - JUICY RIVIERA - CHIC TILES

For Spring/Summer 2025, tile print style will be a pivotal trend, showcasing vibrant and exotic patterns inspired by traditional tile designs from ceramics to foulards to postcards. These tile prints will feature rich colors and motifs of everyday objects, such as fruit, animals, flowers, drawing on the cultural significance of tiled artistry.

HOT MARKETS: CROATIA, TURKEY, MEXICO, GERMANY, FRANCE, US



STABLE TREND

ORNAMENTAL RETRO JUNGLE



papeirpeintsdirect.com.jpg



johanna ortiz.jpg



easteraccent.com.jpg

COASTAL ESCAPE - RETROPICAL - ARTFUL COLLAGES


For Spring/Summer 2025 soft jungle prints will embody a luxurious yet relaxed aesthetic with vibrant tropical motifs. Expect to see lush foliage, and exotic animals depicting an tropical escape of yesteryear. These prints evoke a sense of leisure and sophistication, dreamy vacations and adventure with a stylish and full summer vibe.

HOT MARKETS: EUROPE, UK, AUSTRALIA, US



SAFE TREND

ORNAMENTAL MEDITERRANEA


+70%
YOY



@iniceramique.jpg



@sezane



@sourcedbyholly.jpg

RIVIERA - TIMELESS ELEGANCE - HERITAGE

For Spring/Summer 2025 Mediterranean will remain at center stage of prints and patterns influence. Featuring a harmonious blend of green, blue and red, the motifs are a reminiscence of the vibrant hues and the scents of the Mediterranean coast. Tiles and cermics motifs capture the region's rich cultural tapestry and natural beauty. The prints will evoke a sense of nostalgia and timeless elegance, making them ideal for those seeking to embody the relaxed sophistication of Mediterranean style.

HOT MARKETS: EUROPE, US



EARLY SIGN

ORNAMENTAL COQUETTE ROMANCE

+1000%
YOY



martha stewart.jpg



@forloveandlemons2.jpg



@cakpatrick.jpg

CHERRY COQUETTE - ROMANTIC PATCHWORKS - SWEET LOLITA

For Spring/Summer 2025 young market, coquettecore will emerge as a whimsical trend, blending eclectic patterns and textures reminiscent of vintage quilting. Cherry red will play a crucial role, with themes revolving around cherries, roses, lollipops, hearts, and other playful motifs. Expect a collage combo offering a fresh and creative expression of feminine charm as an ode to love and frivolity.

HOT MARKETS: SOUTH AMERICA, US, UK





ARTSY

For Spring/Summer 2025 prints, artsy designs take center stage with a focus on symbolism and storytelling. Primal motifs remain pivotal, weaving narratives through naif patterns and ancient symbols. Mystical motifs are translating the need of spirituality and meaning, up to fortune-teller patterns that connect to our more irrational side. Expect vibrant color combinations that invigorate traditional ones. Alongside emerging motifs, we can notice the influence of Matisse, the cave art where the sun is one of the favorites, bringing a sense of optimism and vitality. ensuring a season of artistic expression and bold fashion statements.



LIVETREND



+43%
YOY



@lenarose.jpg



@palmnoosa.jpg



@palmnoosa.jpg



@caladelacruz.jpg

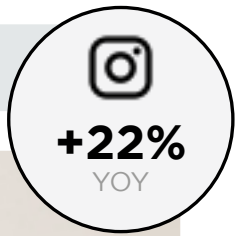
PRIMITIVE DRAWINGS - NAIVE ENCYCLOPEDIA - PRIMAL SYMBOLS

For Spring/Summer 2025, primal symbolism will inspire prints that delve into ancient cultural motifs and primal instincts. Expect to see bold patterns and symbols reminiscent of tribal art and ancient civilizations, merging traditional motifs with contemporary interpretations. These prints will evoke a sense of raw energy and cultural heritage, offering a powerful and meaningful aesthetic for the modern wardrobe.

HOT MARKETS: SOUTH AMERICA, US, EUROPE, UK

STABLE TREND

ARTSY ANCIENT IMPRINT



@labotanicamagazine2.jpg



clover.jpeg



Shop Alexis (3)_1.webp

SOFT CONTRASTS - ANTIQUE FLAIR - DELICATE ARTSY

For Spring/Summer 2025, expect artsy XL ancient fossil imprints to make a statement with soft tones and brushy effects. These prints will feature oversized, abstract interpretations of fossil imprints, blending earthy colors with artistic brushstrokes. The designs will evoke a sense of natural history and artistic expression, offering a sophisticated and tactile addition to contemporary fashion.

HOT MARKETS: USA





-15%
YOY



@cocoandlola.jpg



@toscandjoe.jpg



@toscandjoe.jpg



@graceandwillow.jpg

GIRLY MANIFESTING - PLAYFUL TAROTS - VIBRANT ENERGIES

For Spring/Summer 2025, artsy oracles will define prints that blend mystical themes with artistic flair. Expect to see abstract and playful interpretations of mystical symbol and motifs, infused with vibrant colors and expressive brushstrokes. These prints will evoke a sense of spiritual wisdom and creativity, offering a captivating and enigmatic allure to the fashion landscape.

HOT MARKETS: FRANCE, ITALY, SOUTH AMERICA, NORTH AFRICA, SPAIN



+60%
YOY



Parsimonian.jpg



sandro



<https://mossandfog.com>.jpg



Better Together _ CLAIRE RITCHIE.jpg

PLAIN COLOR BLOCK - RETRO CLASH - POWERFUL SHAPES

For Spring/Summer 2025, the new colorblocking aesthetic is inspired by new interpretations of retro design. Naive elements brings the easyness and reassurance of playful childhood, while retro designs play on essentialism and daring color combinations.

HOT MARKETS: SOUTH AMERICA, UK, EUROPE, US

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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