



WOMENSWEAR
SS 2025
FORECASTING
SWIMWEAR
KEY ITEMS



LIVETREND

SWIM SS25 INTRODUCTION



nakd__1.jpg.webp



freepeople-11.webp



flaizen tumblr.jpeg



icone 2.jpeg



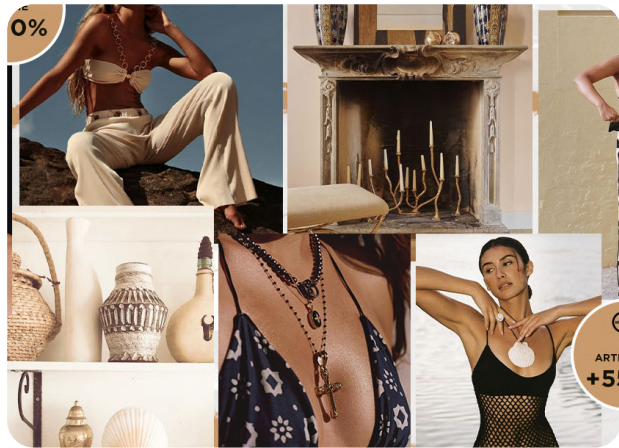
FORECAST

Tropical Boho meets Chic Nautical. Explore a season that proposes Old Money simplicity next to tropical bohemian craft. For the latter, picture free-spirited styles with beads and intricate crochet materials, weaving a narrative that resonates exoticism and craft like no other. While as a contrast, clean outlines carve out chic scooping necklines and sharp squares on bikinis and swimsuits in a minimalistic aesthetic that exudes sophistication. Drawing inspiration from the '80s, nautical glam takes center stage with high-waisted, high-cut pants and V-shaped looks and slim knotted bandeaus to add a touch of vintage allure. Meanwhile, a nod to the Y2K era maintains the strappy, barely-there styles and the playful swim skirts, bringing a contemporary flair to the overall collection. This season celebrates two diverse directions, one of classic elegance and one of bohemian whimsy, both inviting to revel in a timeless and versatile swimwear experience.

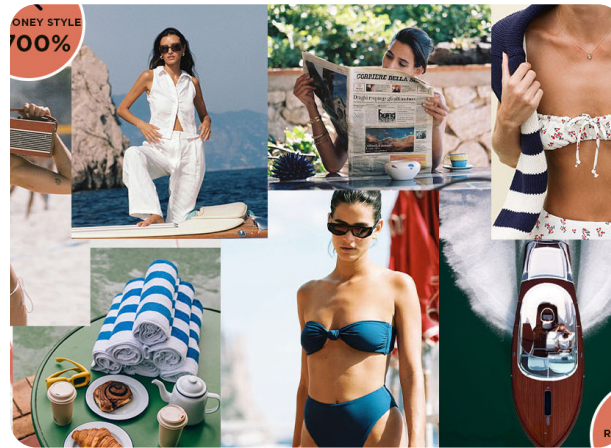
This forecasting report is realized crossreferencing LIVETREND data from several sources to empower the expertise of our Trend Analysts to forecast the trends with concrete and quantitative information. Find the related data sources and icons on the last slides.

[ACCESS ALL REPORT IMAGES
CLICKING HERE](#)

SWIM SS25 CONCEPTS



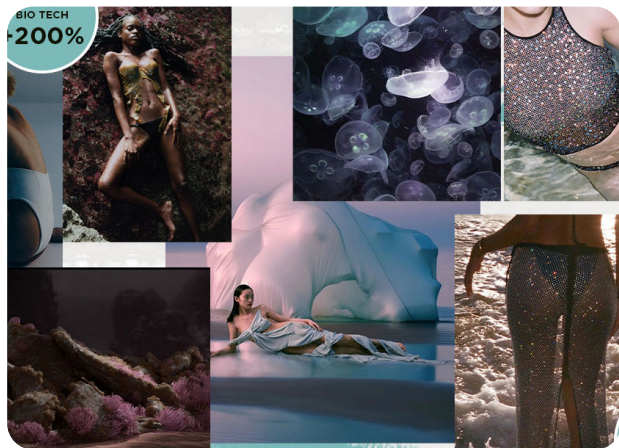
PRIMAL ETHOS



EXCLUSIVE RESORT



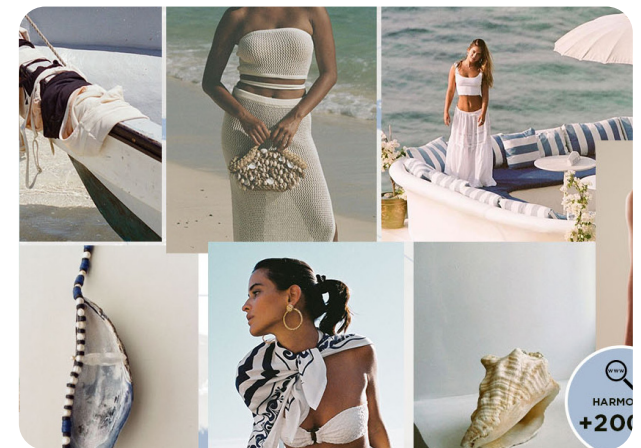
TROPICAL CRAFT



OTHERWORLDLY SHORE



DAINTY RIVIERA

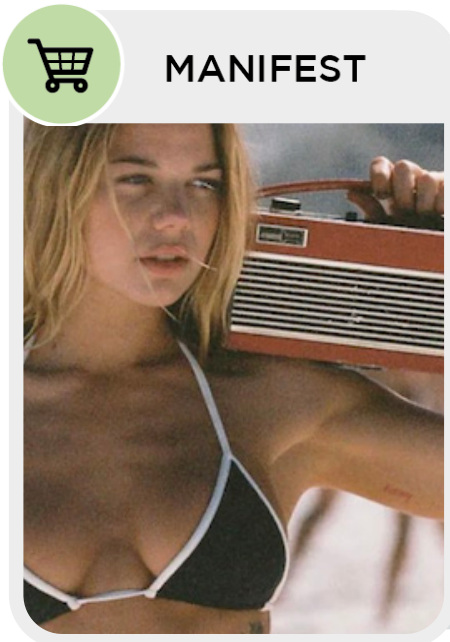


COASTAL QUIETUDE



MAKE SURE TO CHECK THE SS25 SWIM DESIGN DIRECTIONS FOR THE SEASON BY CLICKING ON THE NAME OF THE TREND!

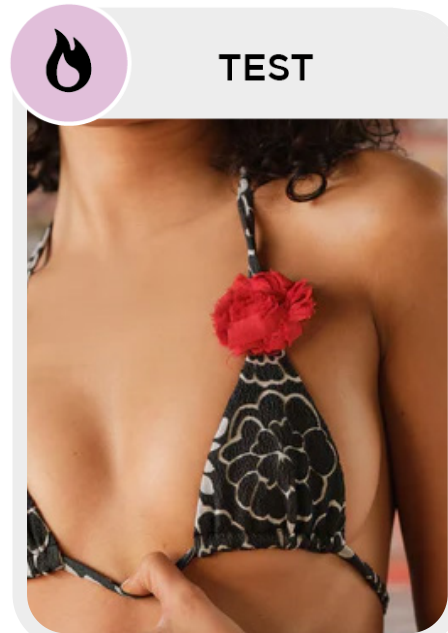
KEY DETAILS SWIM SS25



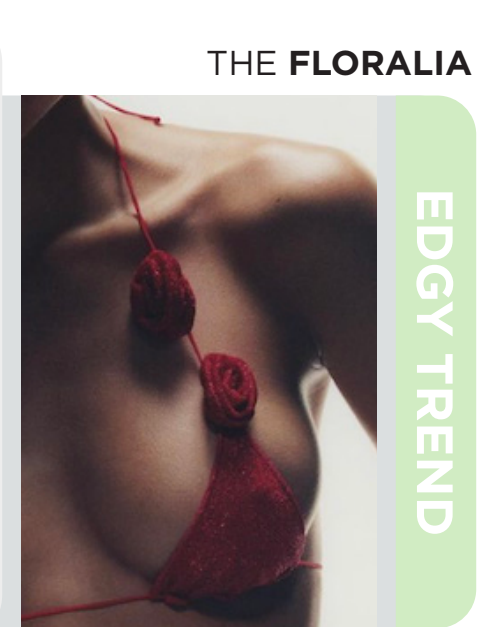
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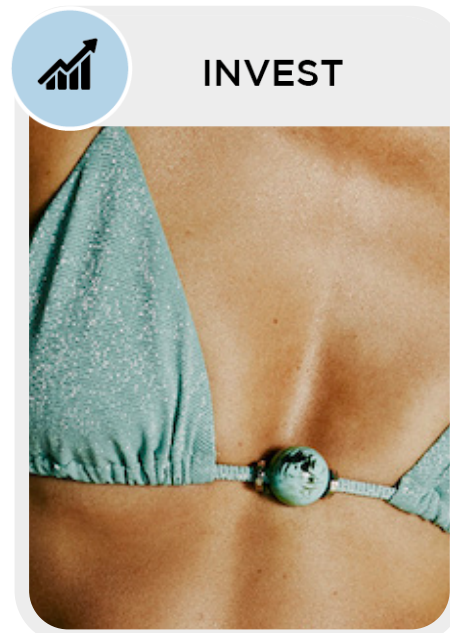
frame-.jpg



forloveandlemons-2.jpg.webp



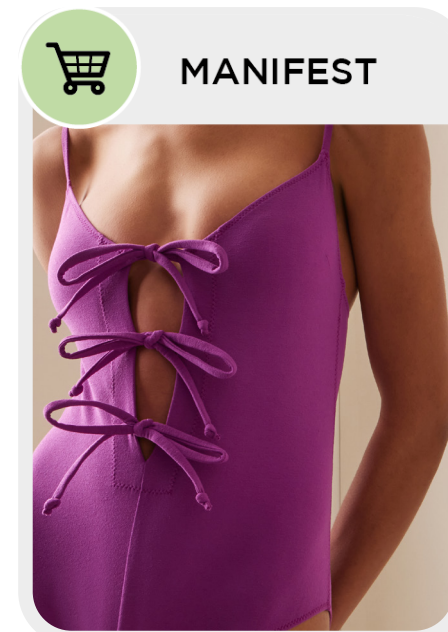
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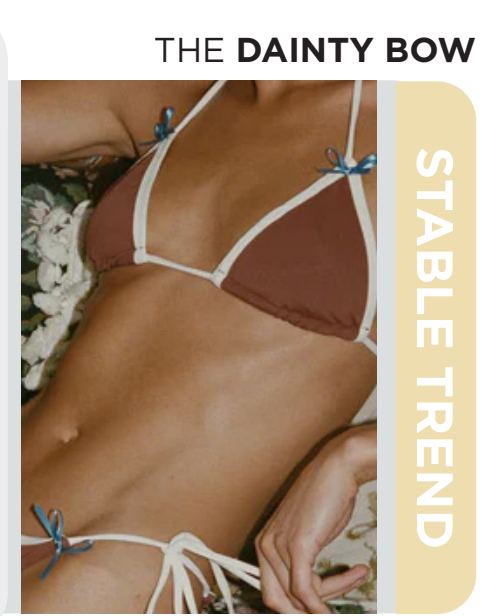
aguadecoco_6.png



cult gaia-3.jpg.webp



lisa-marie-fernandez.jpg



with jean2.webp

SWIM SS25 SPOTLIGHT



MANIFEST



INVEST



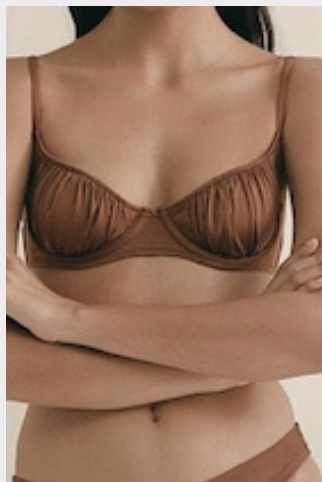
TEST

DEEP SCOOP



sir_2.png

RUCHED CUP



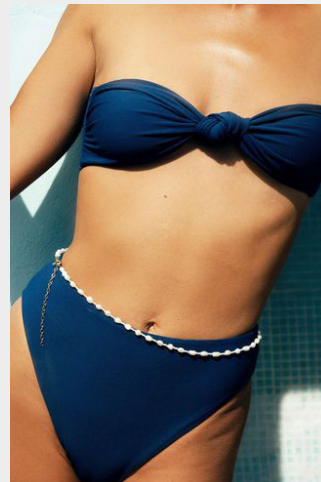
@peonyswimwear_1.png

MINIMAL SQUARED



jonathan-simkhai-.jpg

RETRO BANDEAU



icone.jpeg

MULTI CUT-OUT



@cultgaia.jpg.webp

LINGERIE-LIKE



anthropology-7.webp

This Trend Spotlight proposes the must-have products of the season to build the right assortment.

This selection is made to ensure that you have the right collection staples, invest in the right core pieces and test the right trendy items within your product range.

Find the full list of seasonal core items on the next slides.

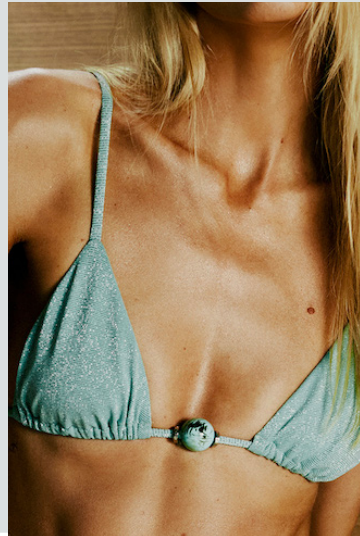
SS25 KEY ITEMS TRIANGLE BIKINIS



MANIFEST



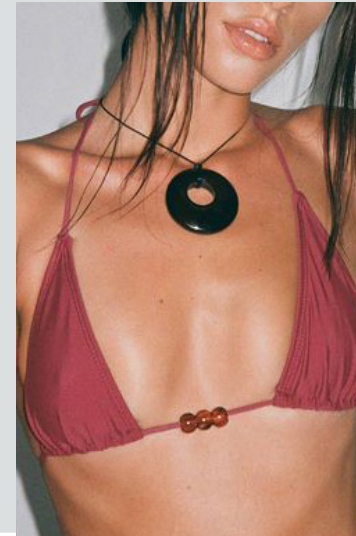
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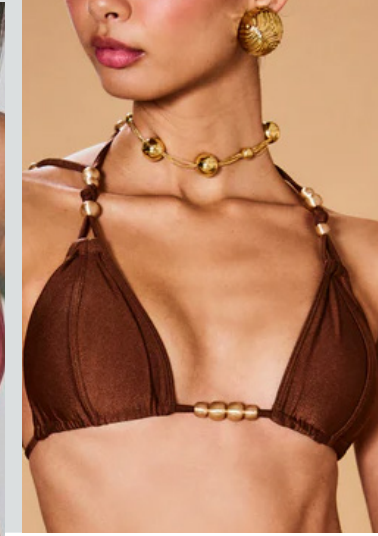
aguadecoco_6.png



sir_5.png



motelrocks.jpeg



cult gaia-2.jpg.webp

THE EMBELLISHED STYLE

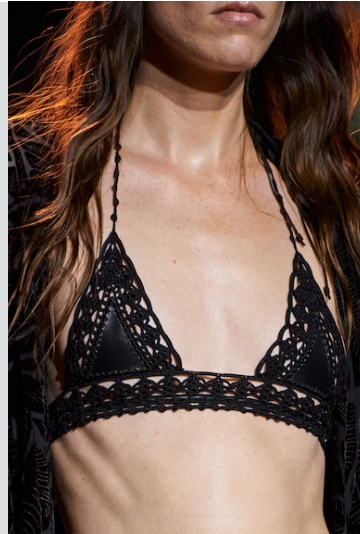
SAFE TREND



TEST



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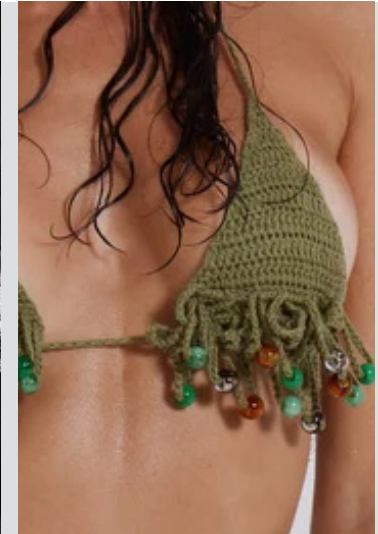
cavalli.jpg



johanna-ortiz-.jpg



holzweiler-.jpg



jaded___4.jpg.webp

THE BOHEMIAN CROCHET

STABLE TREND

SS25 KEY ITEMS TRIANGLE BIKINIS



TEST

THE RUFFLES & PETALS



cult_gaia_1.jpg.webp



anthropology-6.webp



magda-butrym_.jpg



belle the label.jpeg



@indahclothing_6.png

EDGY TREND



MANIFEST

THE FEMININE FRILLS



JADED_4.jpg.webp



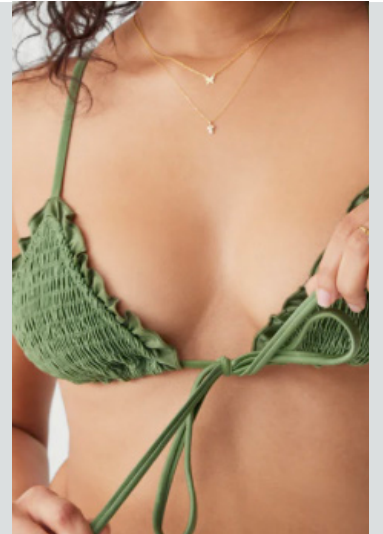
freepeople-15.webp



capitana.jpeg



oh polly_16.jpg.webp



frankiesbikinis_10.png

SAFE TREND

SS25 KEY ITEMS UNSTRUCTURED BIKINIS



INVEST



more-noir.jpg



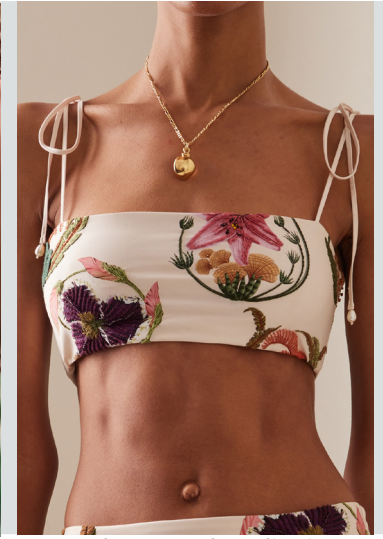
cult gaia4.jpeg



freepeople-33.webp



riot.jpeg



agua-by-agua-bendita.jpg

SAFE TREND

THE MINIMAL SQUARE



MANIFEST



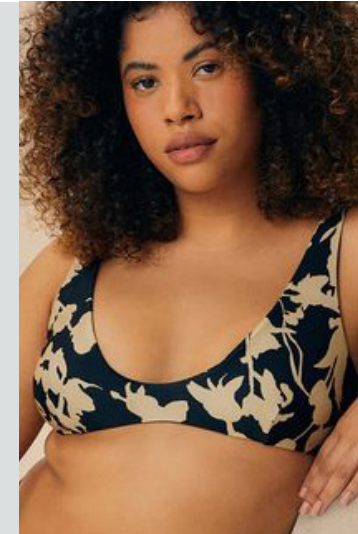
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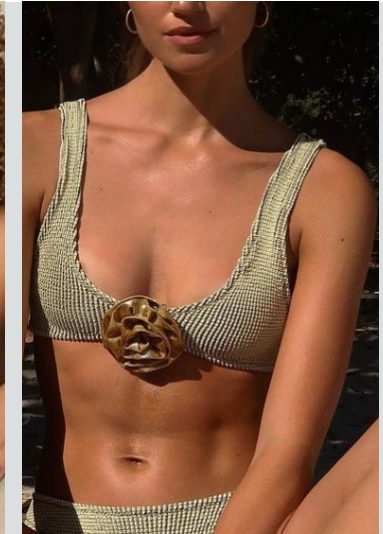
oas-.jpg



bond-eye_1.jpg



haight.jpeg



@riellibrand1.png

BIG TREND

THE SLIM SCOOPING

SS25 KEY ITEMS BANDEAU BIKINIS



TEST

THE HALTER-STRAP BANDEAU



jade.swim-2.png



fabzop.jpeg



heart of sun-7.jpg.webp



attico-.jpg



freepeople-34.webp

SAFE TREND



MANIFEST

THE RETRO KNOT



@riellibrand2.png



the cool hour.jpeg



freepeople-23.webp



icone 2.jpeg



zimmermann.jpg

SAFE TREND

SS25 KEY ITEMS STRAPPY BIKINIS



INVEST

THE STRAPPY HALTER



nakd4.jpg.webp



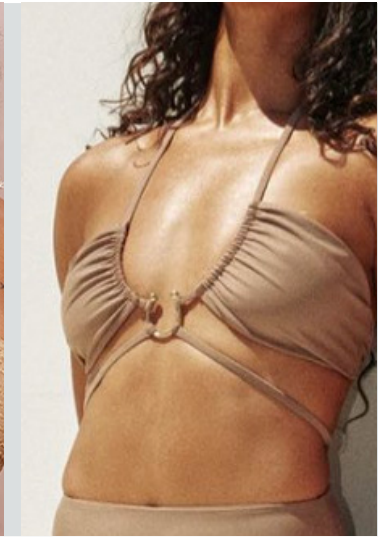
magda-butrym.jpg



miss-bikini-2.jpg



oh polly.jpg.avif



jade.swim-1.png

SAFE TREND



TEST

THE ASYMMETRIC



cult gaia5.jpg.webp



mikoh-1.jpg.webp



prabal-gurung-.jpg



nakd7.jpg.webp



JADED_2.jpg.webp

EARLY SIGN

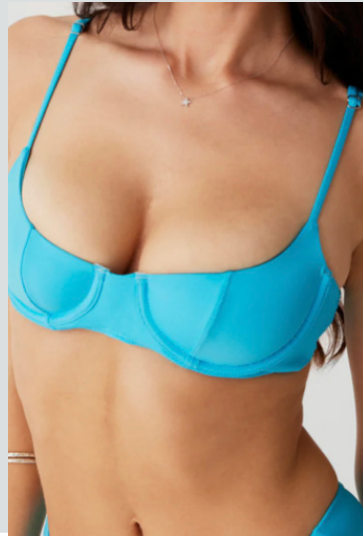
SS25 KEY ITEMS UNDERWIRED BIKINIS



MANIFEST



heart of sun-6.jpg.webp



frankiesbikinis_12.png



goosberry.jpeg



nakd5.jpg.webp



@charleeswim-3.png

THE SIMPLE WIRED

BIG TREND



INVEST



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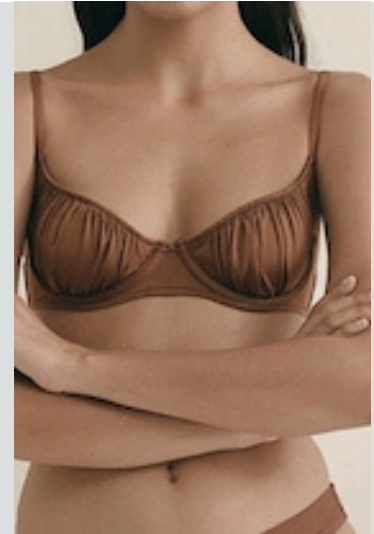
faithfullthebrand--7.webp.jpeg



jade-.jpg



@gapazbeachwear_7.png



@peonyswimwear_1.png

THE RUCHED CUP

BIG TREND

SS25 KEY ITEMS UNDERWIRED BIKINIS



TEST

THE ALMOST UNDERWEAR



anthropology-7.webp



forloveandlemons-9.jpg.webp



with jean3.jpeg



@peonyswimwear_11.png



withjean4.webp

EARLY SIGN



TEST

THE WIDE STRAP



nakd3 Kopie.jpg.webp



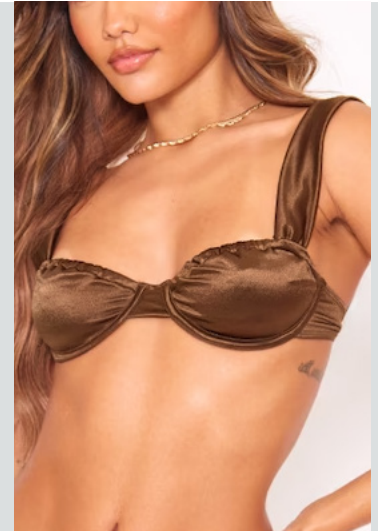
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forloveandlemons-4.jpg.webp



faithfullthebrand--1.webp.jpeg



prettylittlething2.jpg.avif

SAFE TREND

SS25 KEY ITEMS BIKINI BOTTOMS



TEST



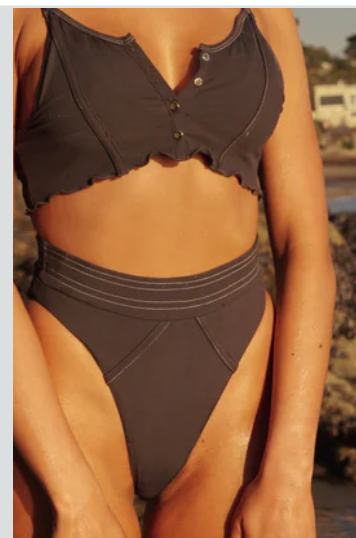
nakd___7.jpg.webp



_oh polly.webp



lisasaysgah.jpeg



heart of sun-10.jpg.webp



icone 2.jpeg

SAFE TREND



TEST



forloveandlemons-2.jpg.webp



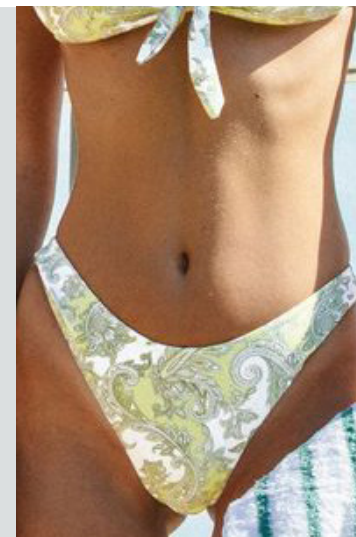
oh polly_13.jpg.webp



oh polly_11.jpg.webp



isa boulder.jpeg



cuphe.jpeg

BIG TREND

THE RETRO HIGH WAIST

THE HIGH V SHAPE

SS25 KEY ITEMS BIKINI BOTTOMS



TEST



heart of sun-11.jpg.webp



magda-butrym.jpg



attico-.jpg



jonathan-simkhai.jpg



dolce mare.jpeg

SAFE TREND

THE STYLISH STRAPPY



TEST



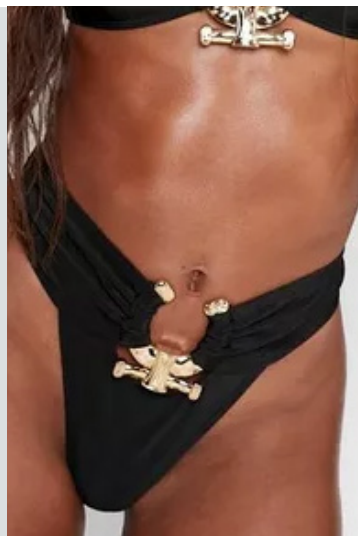
christopher esber3.jpg.webp



jacquemus.jpeg



oh polly_7.jpg.webp



ohpolly.webp



oh polly_6.jpg.webp

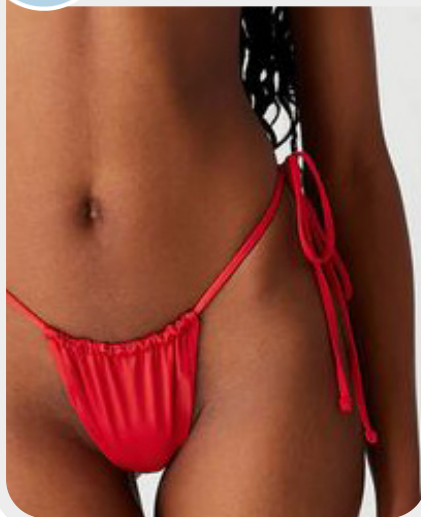
EARLY SIGN

THE JEWEL INSERT

SS25 KEY ITEMS BIKINI BOTTOMS



INVEST



frankiesbikinis.jpeg



forloveandlemons-13.jpg.webp



oh polly_25.jpg.webp



@bellethelabel_5.png



with jean.jpeg

THE BARELY-THERE

BIG TREND



INVEST



frankiesbikinis_9.png



oh polly_24.jpg.webp



heart of sun-7.jpg.webp



staudt_5.png



forloveandlemons-15.jpg.webp

THE LOW-RISE SKIRT

EARLY SIGN

SS25 KEY ITEMS ONEPIECE



MANIFEST

THE MINIMAL SQUARED NECK



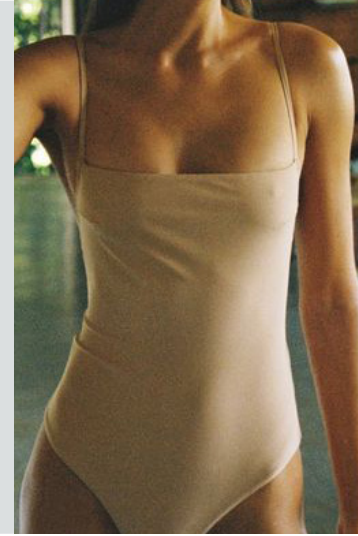
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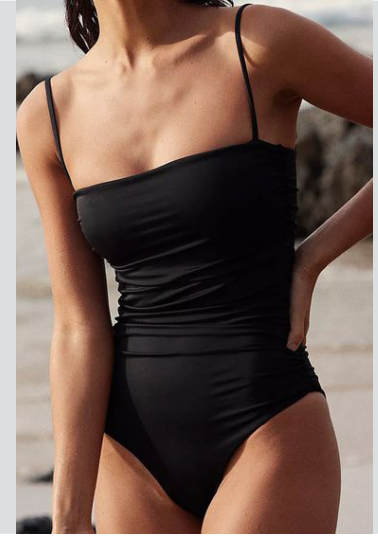
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aguabyaguabenedetta.jpeg



scampi.jpeg



freepeople.jpeg

SAFE TREND

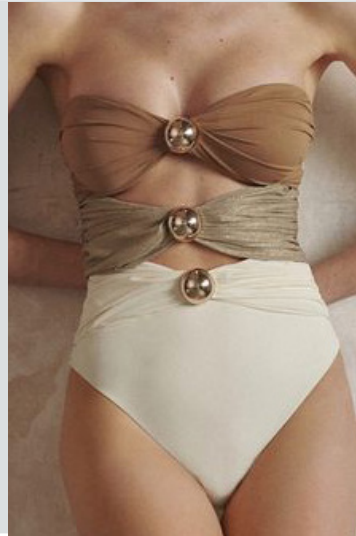


TEST

THE MULTI CUT-OUT



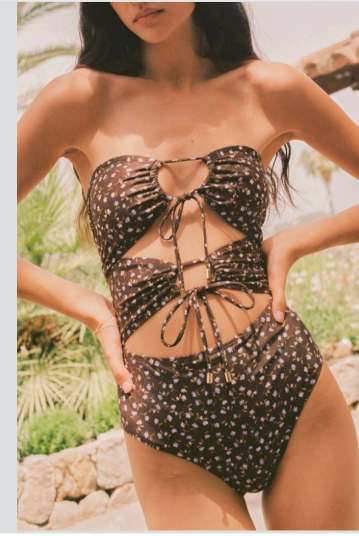
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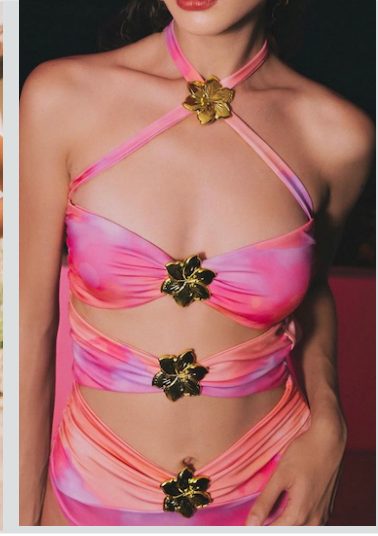
swimwearworld.jpeg



nakd1.jpg.webp



@PEONYswimwear.png



cin cin-2.png

EDGY TREND

SS25 KEY ITEMS ONEPIECE



MANIFEST



ratboi.jpeg



onia-.jpg



anthropology-1.webp



@paramidonna_6.png



agua-by-agua-bendita-.jpg

THE SCOOPING TANK

BIG TREND



INVEST



nakd___1.jpg.webp



@riellibrand4.png



di-petsa-.jpg



magda-butrym-.jpg



cult_gaia.jpg.webp

THE STRAPPY HALTER

SAFE TREND

SS25 KEY ITEMS ONEPIECE



TEST



freepeople3.jpeg



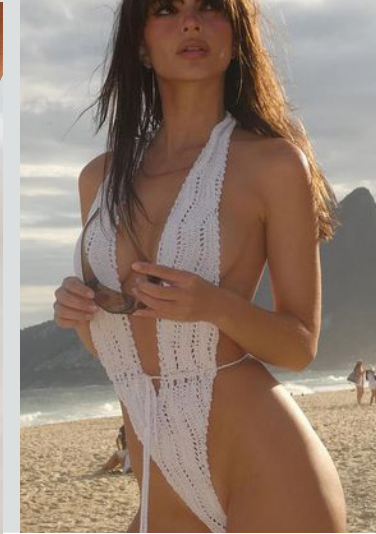
freepeople-11.webp



isa boulder-4.png



freepeople-21.webp



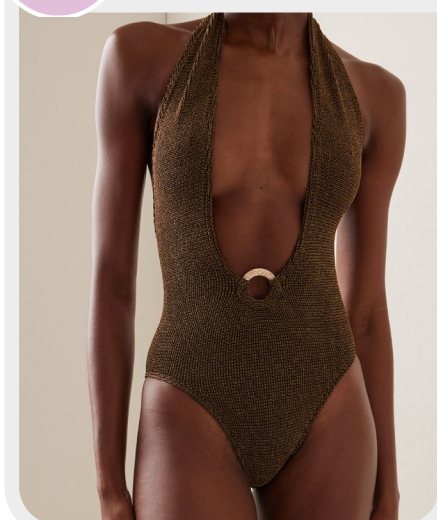
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EDGY TREND

THE CROCHET STYLE



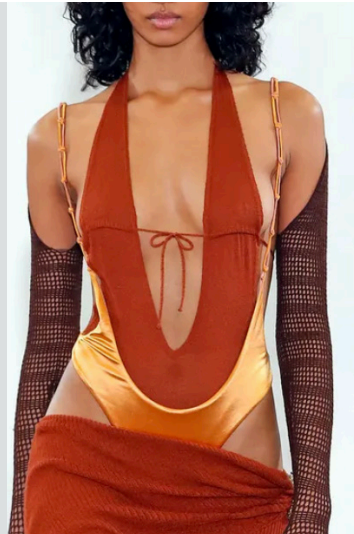
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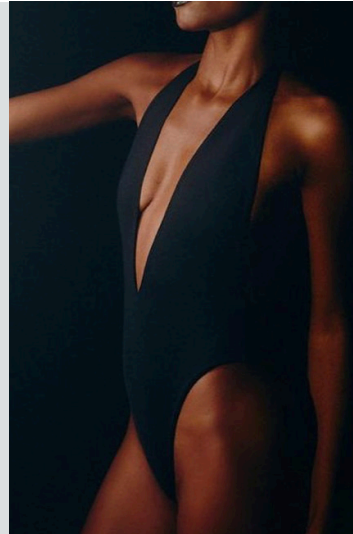
bond-eye.jpg



lisa-marie-.jpg



isa boulder-3.png



haight2.png



agua.jpg

EARLY SIGN

THE DEEP PLUNGE

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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