



**WOMENSWEAR  
SPRING 25  
DENIM  
UPDATE**



**LIVETREND**

# SS25 DENIM UPDATE INTRODUCTION



new-york-str-f24-1827.jpg



milano-m-str-f24-1112.jpg



new-york-str-f24-1352.jpg



new-york-str-f24-1148.jpg



UPDATE

**Denim Superpower.** Early signs for spring 2025 womenswear embrace a refreshing evolution in streetstyle denim, with a distinct shift towards modern shapes that redefine the classic baggy fit. Relaxed flares take center stage, effortlessly blending comfort and style, while straight-leg silhouettes exude a timeless sophistication suitable for the office. The clean lines and tailored structure of straight-leg denim redefine the boundaries between casual and office wear, making it a go-to choice for the modern woman navigating a dynamic lifestyle. Embracing the spirit of the season, cropped denim styles add a playful twist, allowing women to express their individuality with ease and flair. Anticipating the 2025, the streetstyle denim landscape is not just a reflection of fashion, it's a celebration of diverse shapes and styles that empower women to embrace their unique personalities with confidence and style.

*This report is based on data extracted from several data sources of the international Livetrend database from 1/01/24 to 23/02/24, analysing the visibility and growth of the trends compared to the same period last year.  
The percentages show the visibility evolution year on year.*

ACCESS ALL IMAGES  
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# DENIM UPDATE **FLARES**

## THE Y2K FLARE

 **+180%**  
YEAR ON YEAR



new-york-str-f24-1148.jpg



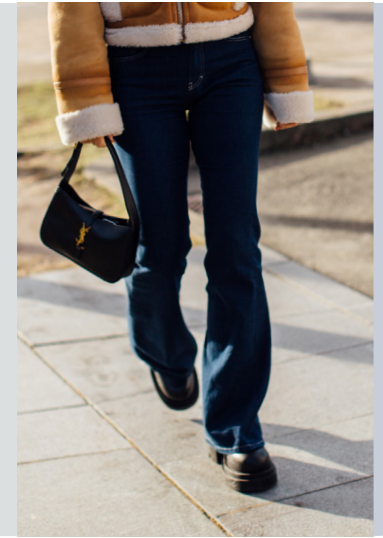
new-york-str-f24-1119.jpg



Urban Outfitters.webp



copenhagen-str-f24-0443.jpg



copenhagen-str-f24-0376.jpg

SAFE TREND



## THE WIDE-FLARES

 **122%**  
YEAR ON YEAR



paris-streetstyle



new-york-str-f24-0746.jpg



eforallmankind.webp



new-york-str-f24-1823.jpg



paris-m-str-f24-0491.jpg

STABLE TREND



# DENIM UPDATE **STRAIGHT-LEGS**



## THE STRAIGHT CROP

 **+23%**  
YEAR ON YEAR



copenhagen-street-style.jpg



new-york-street-style-webp



new-york-street-style.webp



new-york-str-f24-1391.jpg



new-york-str-f24-1419.jpg

SAFE TREND



## THE REGULAR

 **+3%**  
YEAR ON YEAR



new-york-str-f24-0777.jpg



new-york-street-style-\_1.webp



new-york-str-f24-0615.jpg



new-york-str-f24-0610.jpg



new-york-street-style\_1.webp

SAFE TREND



# DENIM UPDATE **RELAXED STYLES**



## THE BOYFRIEND FIT

**+47%**  
YEAR ON YEAR



new-york-str-f24-1365.jpg



milano-m-str-f24-1112.jpg



new-york-str-f24-1502.jpg



new-york-str-f24-0321.jpg



paris-m-str-f24-0487.jpg

SAFE TREND



## THE CREATIVE BAGGY

**+68%**  
YEAR ON YEAR



new-york-str-f24-1352.jpg



paris-m-str-f24-1291.jpg



paris-m-str-f24-1428.jpg



paris-m-str-f24-0928.jpg



paris-m-str-f24-0407.jpg

EDGY TREND



# DENIM UPDATE **EMERGING STYLES**



## THE STRASS JEAN

 **+131%**  
YEAR ON YEAR



@lesjumelles.be.jpeg



maje.jpeg



ALL-SAINTS.webp



colcci.jpeg



freepeoplexoneteaspoon.webp

EARLY SIGN



## THE BALLOON

 **+67%**  
YEAR ON YEAR



agolde balloon.webp



closed.jpeg



@AGOLDE.webp



@mohakgeneralstore.jpeg



madewell.webp

EDGY TREND



# DENIM UPDATE **EMERGING STYLES**

## THE 90 CROP

 **+28%**  
YEAR ON YEAR



90 crop-agolde.webp

citizen of humanity.jpeg

## THE CAPRI

 **+180%**  
YEAR ON YEAR  
LATAM



new-york-str-f24-1329.jpg

Urban Outfitters\_1.webp

## THE LONG SKIRT

 **+30%**  
YEAR ON YEAR



new-york-str-f24-1606.jpg

@dianaz.jpeg

7-for all mankind.webp

milano-m-str-f24-1035.jpg

agolde.webp



# 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

DENIM

WOMENSWEAR

SS25 UPDATE





## DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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