



**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
CLICKING HERE**

DENIM UPDATE **FLARES**

THE Y2K FLARE

 **+180%**
YEAR ON YEAR



new-york-str-f24-1148.jpg



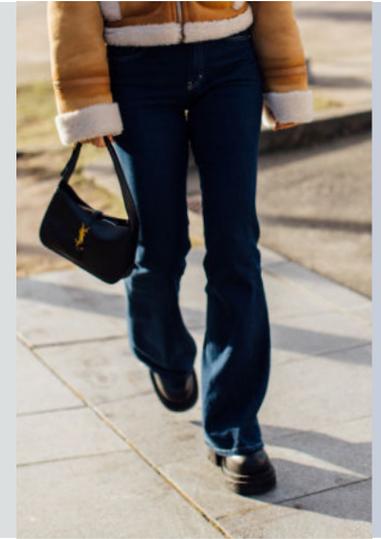
new-york-str-f24-1119.jpg



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**



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

THE STRAIGHT CROP

 **+23%**
YEAR ON YEAR

SAFE TREND



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

THE REGULAR

 **+3%**
YEAR ON YEAR

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



SAFE TREND

90 crop-agolde.webp

citizen of humanity.jpeg

THE CAPRI

 **+180%**
YEAR ON YEAR
LATAM



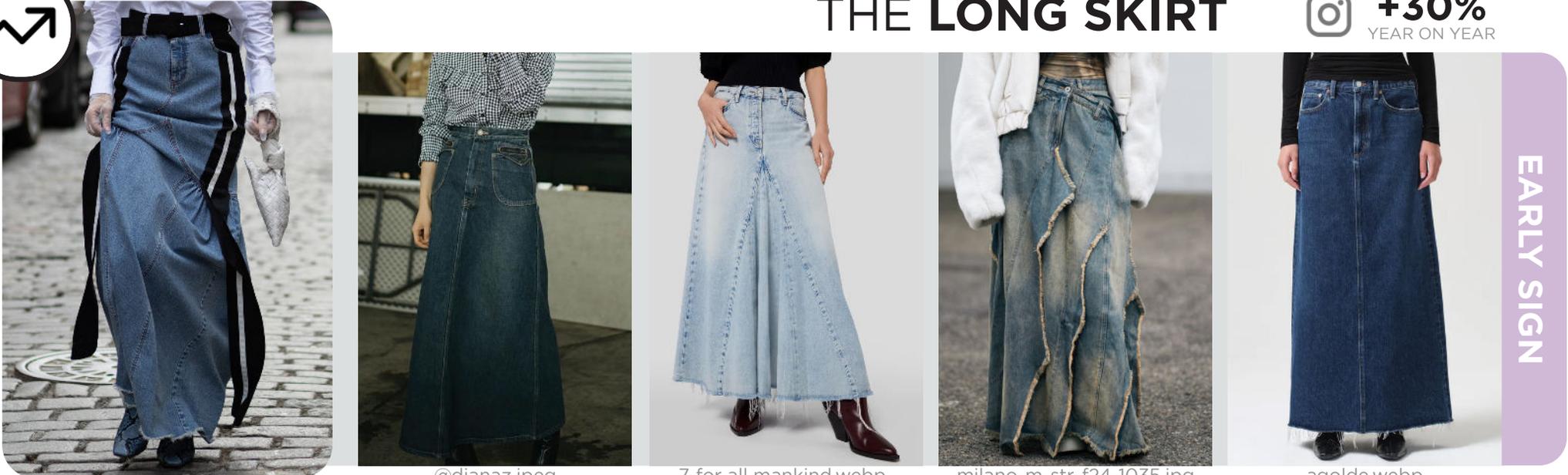
EDGY TREND

new-york-str-f24-1329.jpg

Urban Outfitters_1.webp

THE LONG SKIRT

 **+30%**
YEAR ON YEAR



EARLY SIGN

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



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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