



WOMENSWEAR
SS 2025
FORECASTING
SOFT
ACCESSORIES

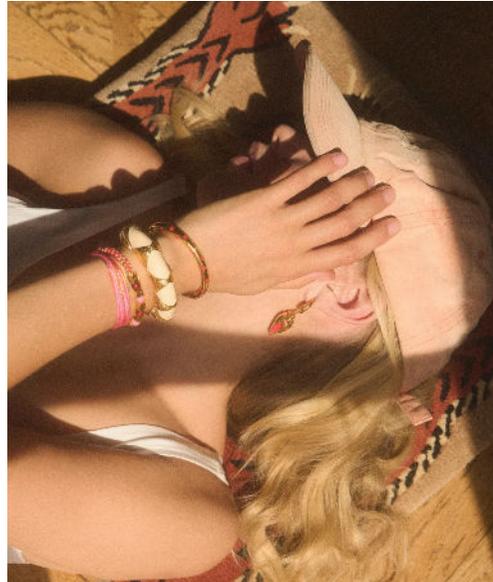


LIVETREND

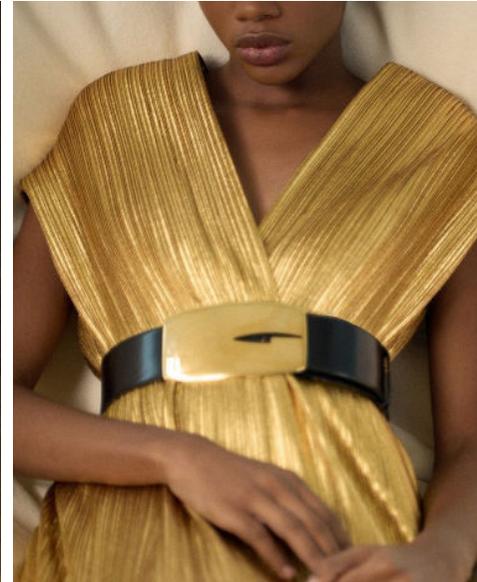
SOFT ACCESSORIES SS25 INTRODUCTION



aureumcollective.jpeg



auréliebidermannSS24.webp



@gucci_gucci.jpg



FARMrio.jpeg



FORECAST

Revisiting iconic pieces. The inspiration from past decades is inspiring women's accessories for summer SS25. Reworked in a more everyday and versatile dimension, accessories offer twisted, hybridized styles, combining emotion and functionality. Inspired by the quest for adventure and holiday escape, through nautical and artisanal influences, seaside references are favored and the natural side highlighted. Decorative touches, timeless designs and retro nods are morale-boosting elements in this period of polycrisis and nostalgia. Vibrant, colorful embellishments and patterns offer moments of joy and guaranteed crushes to stimulate purchase. The hats are an important category, offering crafted, arty or adjustable and protective details, while sun hats present new shapes and proportions. The silky scarf remains a summer staple, subtly tinged with nostalgia, it's an unmissable accessory for a stylish summer, to be worn as an head piece as top or pareo. Belts are decorative or utilitarian with a contrast within minimalism and maximalism as we detected for brooches and other add-on accessories.

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 IMAGES
CLICKING HERE](#)

KEY ITEMS BASEBALL CAPS SS25



MANIFEST



@sportyandrich_7.png



ottolingerSS24.jpg



@beautifulpeople_official Beautiful_People.JPG



AA__humanwearsolutions.JPG



Lele_Sadoughi_lele_sadoughi_2.jpg

STABLE TREND



TEST



No.6_Store_no6store_10.jpg



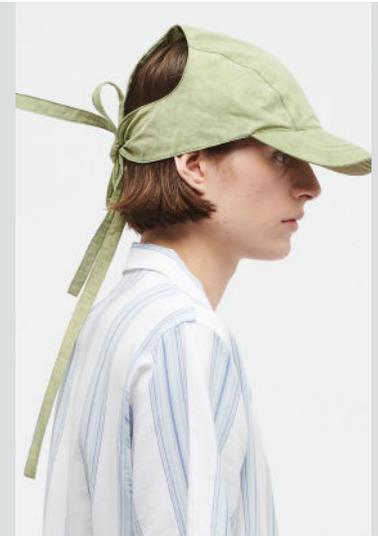
GUNIA_Project_GUNIA_Project5.jpg



Fendi.JPG



@shrimps_shrimps2.jpg



RANRA_ranra_4.jpg

EARLY SIGN

THE EVERYDAY CAP

THE HYBRID BASEBALL

KEY ITEMS SUMMER HATS SS25



INVEST

THE OPENWORK STYLE



chloé.avif



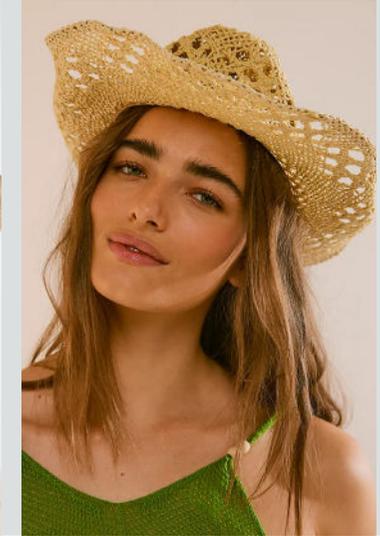
valentino.avif



vanpalma.jpeg



maisonmichel.avif



freepeople-.webp

SAFE TREND



TEST

THE CHAIN EMBELLISHED



@prettylittlethings.jpeg



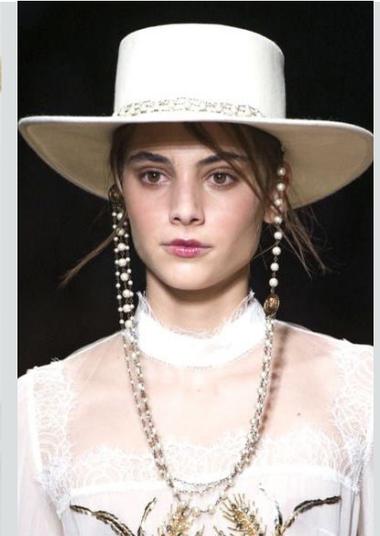
ba-sh.avif



JACQUEMUS.jpeg



ruslan baginskiy.webp



elisabetta franchi.jpeg

SAFE TREND

KEY ITEMS SUMMER HATS SS25



MANIFEST



van palma.jpeg



valentino.avif



van-palma.jpeg



hatmaker_au.jpeg



bohemianhat.webp

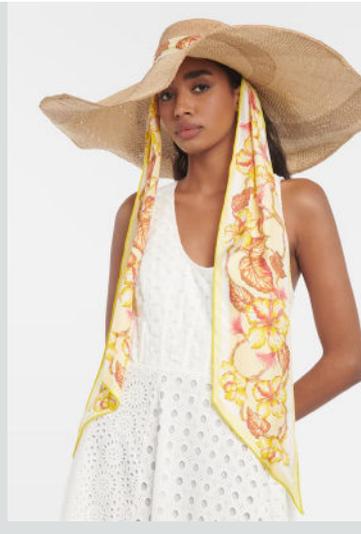
BIG TREND



TEST



@cultoftomorrow.jpeg



zimmermann.avif



sezane.jpeg



@vanpalma.jpeg



asos.jpeg

EARLY SIGN

THE FRINGED

THE SILKY TRIMMED

KEY ITEMS SUMMER HATS SS25

 TEST



ALUF.jpg



kornelia-rataj.jpg



@ruslanbaginskiy_hats.jpg



Gladys_Tamez.jpg



Marrakshi_Life.jpg

STABLE TREND

 INVEST



LadoubleJprefall24.png



cult gaia



Gant.jpg



No.6_Store.jpg



@allminimal.png

STABLE TREND

THE XXL RAFFIA

THE RETRO BELL HAT

KEY ITEMS SUMMER HATS SS25



INVEST

THE EMBELLISHED



@lele_sadoughi.jpg



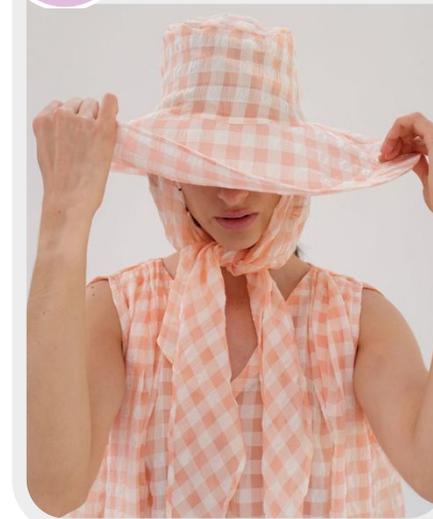
jaquemus.webp

SAFE TREND

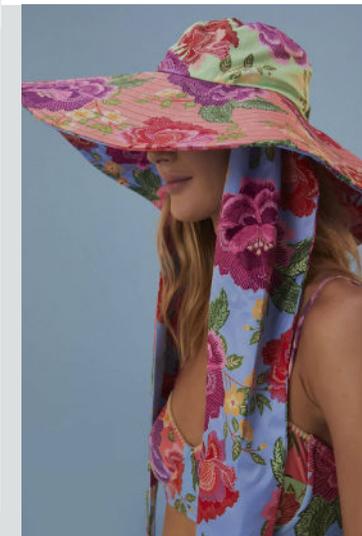


TEST

THE FULL TEXTILE



BEKLINA.jpeg



FARMrio.jpeg

EARLY SIGN



MANIFEST

THE SUMMER COWGIRL



maison-michel.avif



Brixton_brixtonwomens.jpg



ruslan-baginskiy.jpeg



Sunshine_Tienda.jpg



ExquisiteJ.jpg

STABLE TREND

KEY ITEMS RENEWED ESSENTIALS SS25



INVEST

THE RAFFIA BUCKET HAT



prada.jpg



colville_official.jpg



jcrew.jpeg



jacquemus.jpg



pacorabanne.jpg

BIG TREND



TEST

THE SUMMER VISOR



Blanc Hats.png



Heidi_Klein.jpg



Anine_Bing.jpg



Lele_Sadoughi.jpg



Marine_Serre.jpg

STABLE TREND

KEY ITEMS HIPPIE CROCHET SS25



MANIFEST



1.jpg



boraaksuSS24.jpg



miumiu.avif



@modaoperandi.jpg



ganni.jpg

THE ARTY CROCHET BUCKET

STABLE TREND



TEST



KROON_02.jpg



Pardo_Hats.jpg



sir.png



VASQUIA.jpg



boraaksuSS24_1.jpg

THE CROCHET CAP

EDGY SIGN

KEY ITEMS WOVEN ACCESSORIES SS25



INVEST

THE HEADSCARF



Tatler_Hong.jpg



Fashion_Week_Streets_1.jpg



Simon_Miller.jpg



sourceunknown.JPG



Ylla_Concept.JPG

SAFE TREND



MANIFEST

THE MAXI PRINTED SCARF



@etro_etro.jpg



@houseofsunny.jpg



Baina_baina1.jpg



Loro_Piana.jpg



Fashion_Week_Streets_2.jpg

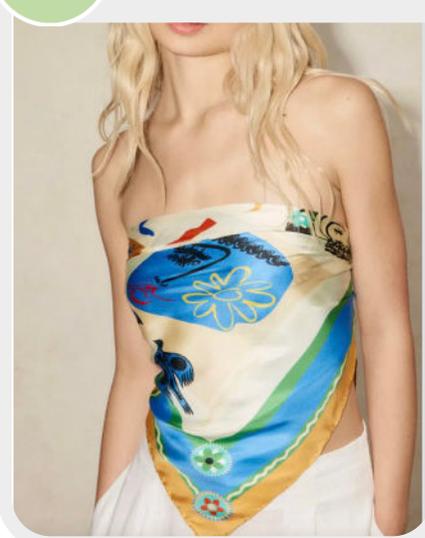
SAFE TREND

KEY ITEMS WOVEN ACCESSORIES SS25



MANIFEST

THE FOULARD TOP



the volte.webp



zara.png



@charlienlagrou.jpg



@raeyofficial_raey.jpg



farmrio.jpg

STABLE TREND



MANIFEST

THE PAREO SKIRT



escvdo.jpg



faithfull.jpeg



theattico.jpg



johanna-ortiz.jpg



alemais-sustainable-skirt-winnie-sarong.jpg

STABLE TREND

KEY ITEMS TIMELESS BELTS SS25

THE CURATED HARDWARE



MANIFEST



By_Malene_Birger.JPG



@streetsaheadusa_streetsagead.jpg



B-Low_The_Belt_b.JPG



Victoria_Beckham_vtm_kh_pre_fal_24.JPG



miumiuSS24.jpg

STABLE TREND



MANIFEST



Shanghai_sha10623_2023SH0280.jpg



B-Low_The_Belt_b_low_the_belt4.jpg



MameKurogouchiSS24-2.webp



akrisSS24.jpg



carvenSS24.jpg

STABLE TREND

KEY ITEMS STATEMENT BELTS SS25



MANIFEST



Andreas Kronthal



RalphLaurenSS24.webp



burberrySS24.jpg



dieselSS24.jpg



@laurencebras.png

THE COWGIRL BUCKLE

STABLE TREND



TEST



@chabaux-1.JPG



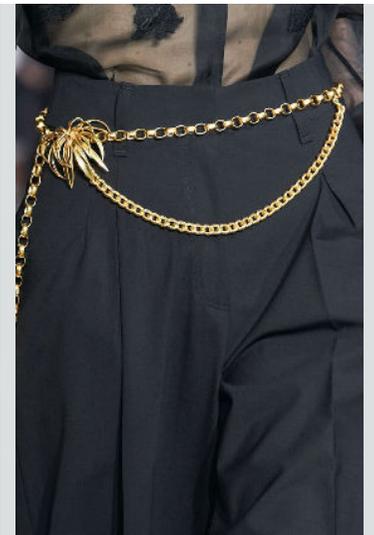
@hellesbijoux.JPG



sourceunknown_1.JPG



Blumarine-16.jpg



shiatzychenSS24.jpg

THE JEWELLERY CHAINS

STABLE TREND

KEY ITEMS FANCY BELTS SS25



INVEST

THE ROPE BELT



laurabiagiottiSS24.jpg



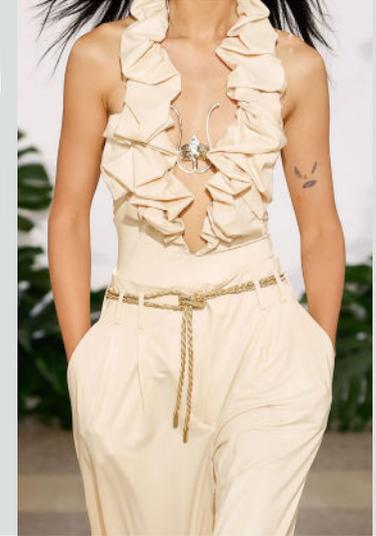
ujohSS24.jpg



luisaspagnoliSS24.jpg



proenzaschoulerSS24.webp



gennyss24.webp

SAFE TREND



TEST

THE BELT BAG



proenzaschoulerss24-1.webp



todsSS24.png



fendiSS24.png



bymarlenbirgerPrefall24.png



aignerSS24.jpg

STABLE TREND

KEY ITEMS SMALL ACCESSORIES SS25

MANIFEST



Emporio_Armani_emp_m_det_rnh_ss24_087.jpg



Staud_sud_nyc_ss24_034A.jpg



Li-Ning_lin_prs_ss24_010a.jpg



Li-Ning_lin_prs_ss24_005a.jpg



mam4to_kko_qh_aw24_002a.jpg

THE NECKLACE BAGS

BIG TREND

INVEST



image38175041-original.png



@maisondesabre.jpg



@archivepke-1.jpg



@oroton.jpg



@archivépke.png

THE USEFUL SLG

SAFE TREND

KEY ITEMS FANCY BROOCHES SS25



INVEST



soniapetroff.webp



Dawei_daw_prs_pf24.jpg



ErdemSS24London.jpg



Christopher_Esber.jpg



bottega-veneta.jpg

THE JEWELLERY BROOCH

SAFE TREND



MANIFEST



Ermanno_Scervino.jpg



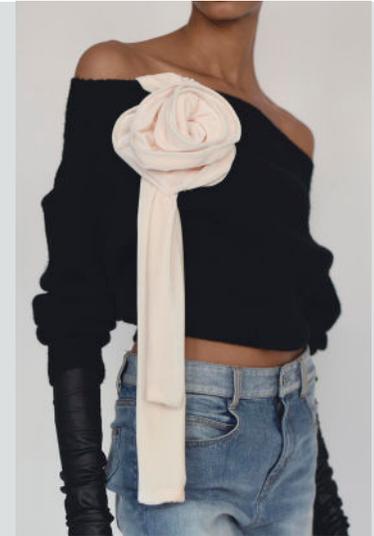
streetfashion.jpg



paulcostelloeSS24-3.webp



sourceunknown.png



Hellessy_hely_nyc_pre_fall_24.jpg

THE STATEMENT FLORAL

LAST CALL

KEY ITEMS HAIR DETAILS SS25



TEST



Jennifer_Behr.jpg



Max_Mara_max_sth_ps24.jpg



paulcostelloeSS24.jpg



boraaksuSS24-2.jpg



@roomshop.jpg

THE DECORATIVE FLOWER

EARLY SIGN



MANIFEST



@kanel_denmark_unknown.JPG



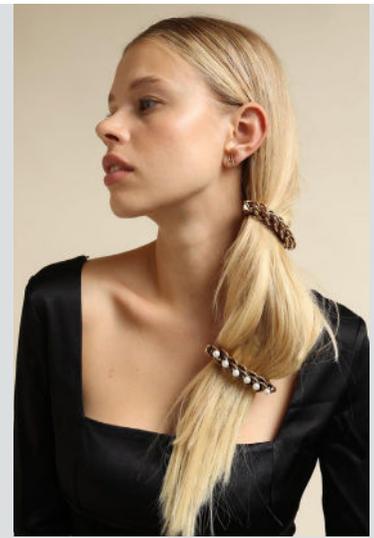
Emi_19v_limE_19v_limE.jpg



Emi_19v_limE_19v_limE.jpg



KATYA.png



Lelet_NY_lelet.jpg

THE HAIR CLIPS

STABLE TREND

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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