



**WOMENSWEAR**  
SS 2025  
FORECASTING  
**KNITWEAR**



LIVETREND

# KNITWEAR SS25 INTRODUCTION



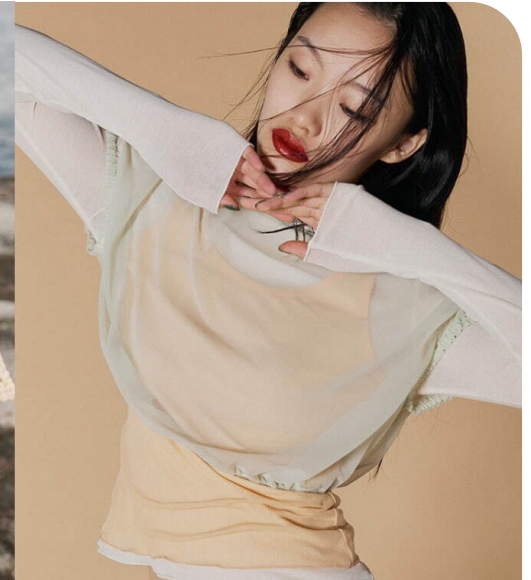
isabelle quinn.jpeg



cult gaia\_6.jpg.webp



maurieandeve.jpeg



gvgv\_.jpg



## FORECAST

**Soft Elegance.** For women's SS25 knitwear sheer gauze and crochet techniques transcend traditional boundaries and infiltrate various categories. The season's key pieces embraces a juxtaposition of slouchy and slinky fits, redefining a laid-back sexiness with effortless ease. At the same time, a timeless preppy aesthetics holds ground, as evidenced by the enduring appeal of cardigan co-ords, polos and maritime-inspired sweaters, offering a classic yet versatile wardrobe staple to the mix. However, SS25 introduces a modern twist on those essentials with layering, sheer materials or new combinations featuring micro shorts that are injecting a contemporary edge and revitalizing the look with a sense of youthful sophistication. This fusion of crafted or tender elements with contemporary elements reflects the evolving nature of women's fashion, that is returning to the essence of laid-back elegance after seasons of bolder subversion.

*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.*

[CLICK HERE: ALL IMAGES](#)

# KNITWEAR SS25 SPOTLIGHT



MANIFEST



INVEST



TEST

POLO TEE



miu-miu-1.jpg

HALTER TOP



Tanya Taylor-3.png

CRAFTY SET



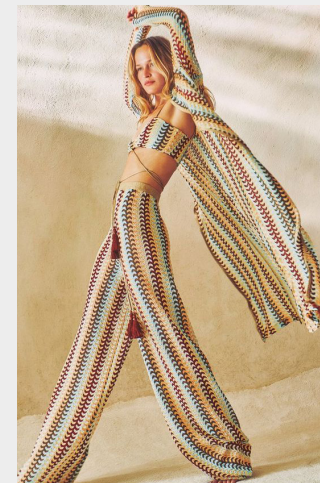
MAURIE&EVE.jpeg

SLINKY SHEER



n-21-2.jpg

LONGLINE CARDI



modaoperandi.jpeg

PANTY SET



versace.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.

# KEY ITEMS TANKS SS25

## THE SOOPING TANK



MANIFEST



GCDS-4 2.png



gucci.jpg



skall.jpeg



la femme.jpeg



zara\_2.jpg

SAFE TREND



TEST



16 ARLINGTON.png



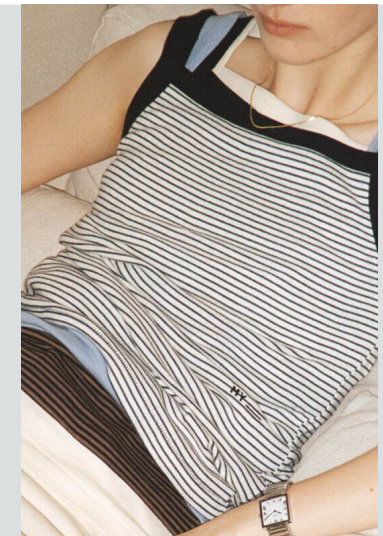
ottolinger.jpg



ferragamo.png



weekday.jpeg



fashion press 2.jpg

EDGY TREND

## THE LAYERED TOP

# KEY ITEMS KNIT TOPS SS25



MANIFEST

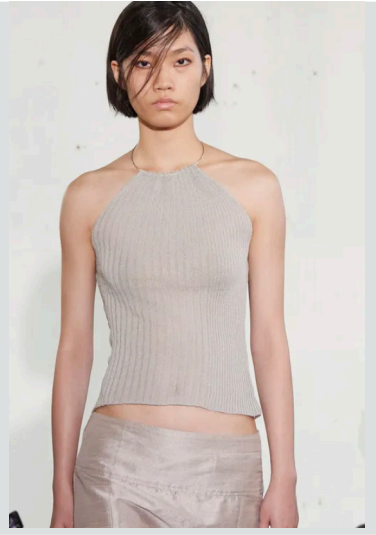
## THE HALTER TOP



Tanya Taylor-3.png



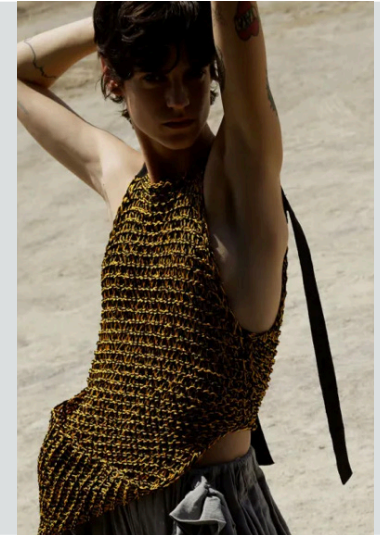
albertaferretti-0.png



paloma wool0.png



sandro.jpeg



quira-5.png

SAFE TREND



TEST

## THE CRAFTED SHIRT



all-that-remains-.jpg



source-unknown.jpeg



-maurieandeve-.jpeg



maurie evee.jpeg



nia-thomas.jpg

SAFE TREND

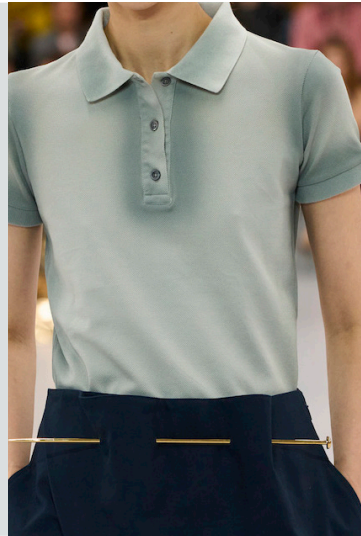
# KEY ITEMS KNIT TOPS SS25



## MANIFEST



herrera.jpg



loewe.jpg



\_miu miu.jpg



msgm\_1.jpg



givenchy.jpg

BIG TREND



## INVEST



paco-rabanne-.jpg



aya-muse.jpg



bally-.jpg



burberry-.jpg



altuzarra.webp

SAFE TREND

## THE POLO

## THE SHRUNKEN Y2K STYLE

# KEY ITEMS LONGSLEEVES SS25

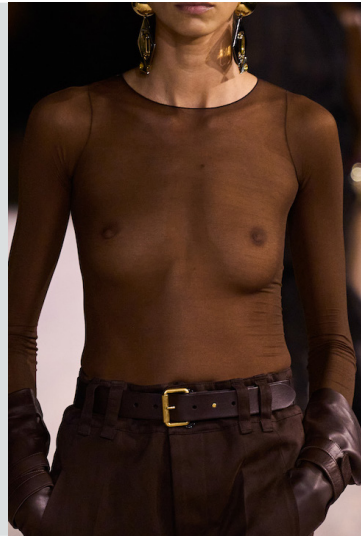
## THE SLINKY SHEER



INVEST



n-21-\_2.jpg



saint-laurent-.jpg



andreadamo-.jpg



Paloma Wool-24.png



JUUKIFF\_24ss\_007.jpg

SAFE TREND



MANIFEST

## THE GRANNY V-NECK



zara\_13.jpg



miu-miu-.jpg



loewe-.jpg



victoria-beckham-.jpg



kors.jpg

STABLE TREND

# KEY ITEMS SWEATERS SS25

## THE SHEER SWEATER



TEST



coperni.jpg



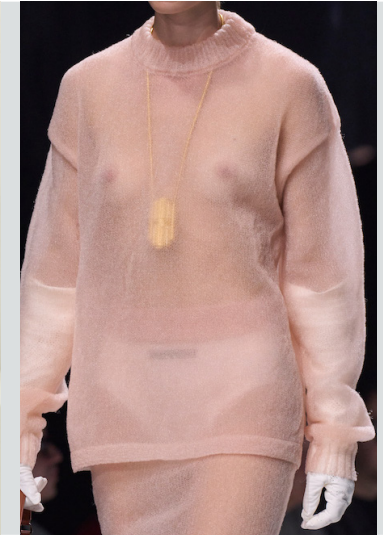
shusuh tong.jpg



iceberg-2.png



anteprima-2.jpg



ferrari.jpg

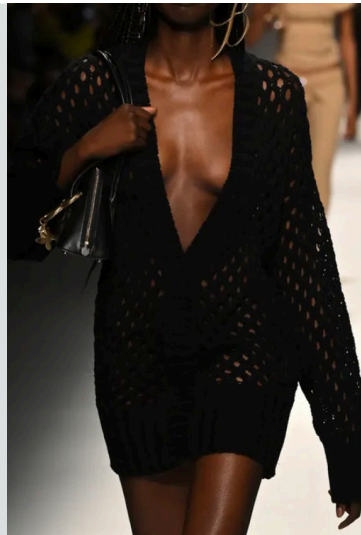
SAFE TREND



TEST



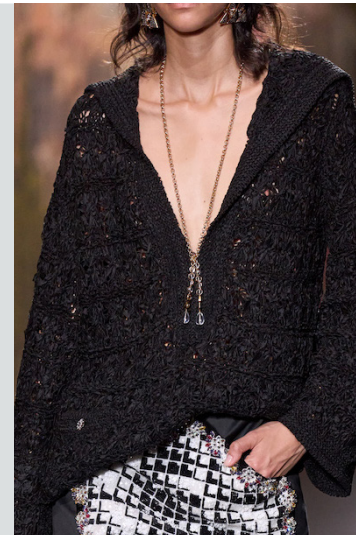
courreges-4.png



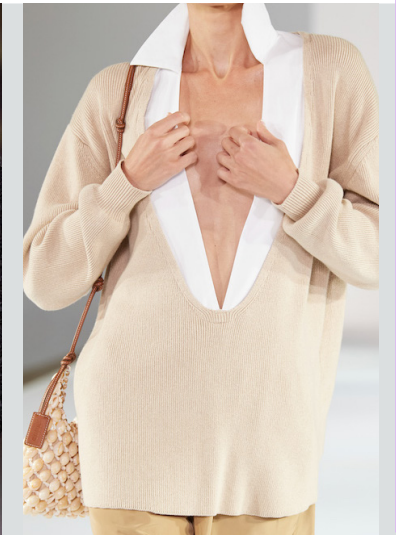
Blumarine.png



n-21-\_1.jpg



chanel-.jpg



staud-.jpg

EARLY SIGN

## THE EXTREME V



# KEY ITEMS SWEATERS SS25

## THE SLOUCHY COLD SHOULDER



INVEST



casablanca-.jpg



Paloma Wool-1.png



zara\_1.jpg



tove-6.jpg



paloma wool1.png

SAFE TREND



MANIFEST



zara\_10.jpg



loewe-1.png



victoria-beckham.jpg



zara\_7.jpg



givenchy.webp

BIG TREND

## THE MARINER STYLE

# KEY ITEMS CARDIGANS SS25



## MANIFEST



versace.jpg



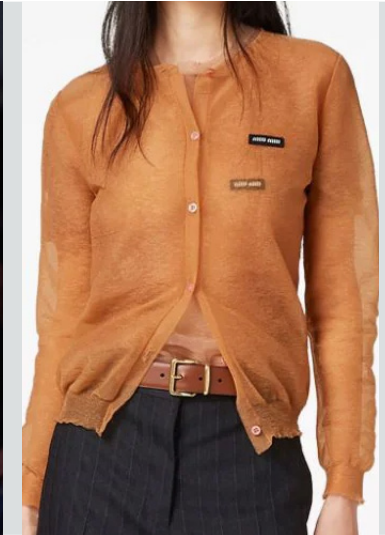
herrera-.jpg



sandy liang-2.png



n-21-.jpg



\_miumiu.jpg.webp

SAFE TREND



## TEST



del core-3.jpg



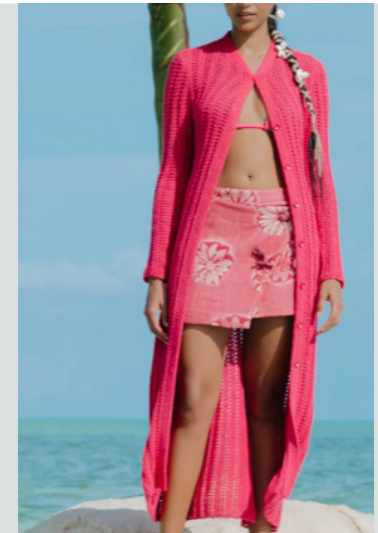
margiela0.png



selfportrait-0.png



burani-2.png



elder statesman-3.png

EARLY SIGN

## THE PRIM CO-ORD

## THE LONGLINE

# KEY ITEMS DRESSES SS25



## MANIFEST



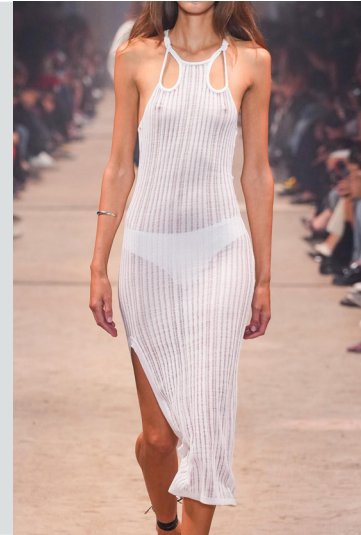
blumarine-.jpg



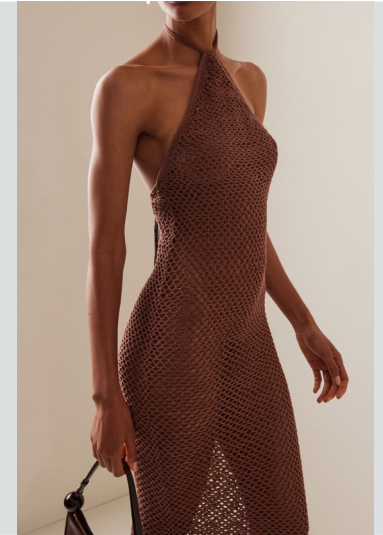
cult gaia\_5.jpg.webp



rowenrose3.jpg.webp



isabel marant-14.jpg



akoia-.jpg

SAFE TREND

## THE HALTER DRESS



## INVEST



wiederhoeft-1.jpg



fendi-6.jpg



cult gaia\_9.jpg.webp



dur-doux-.jpg



diotima-.jpg

BIG TREND

## THE LONGLINE

# KEY ITEMS DRESSES SS25

## THE RUSTIC CRAFTY



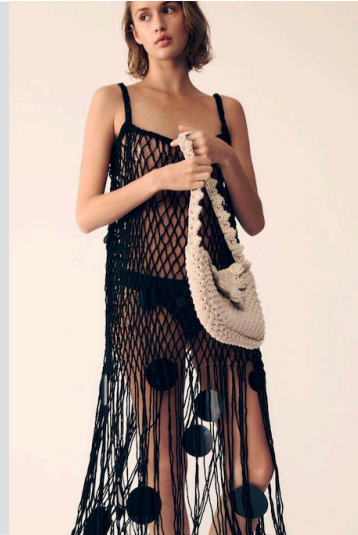
TEST



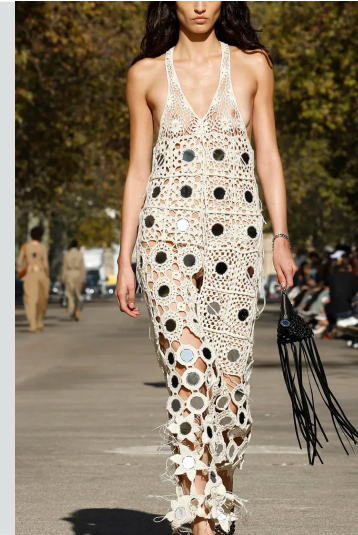
cult\_gaia\_3.jpg.webp



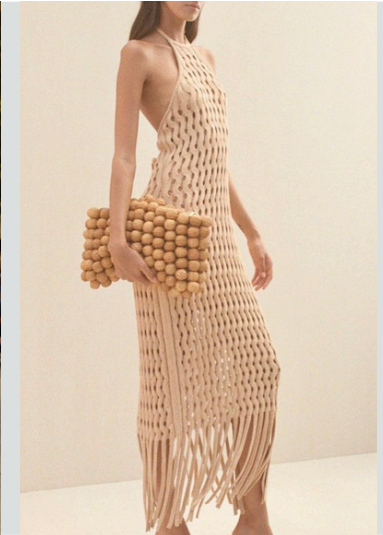
calcaterra-6.jpg



zara-1 Kopie.png



stellamccartney.webp



@cultgaia\_9.png

SAFE TREND



INVEST



isabelle quinn.jpeg



@ellakarberg\_5.png



missoni.webp



paloma\_wool.jpeg



aya-muse-.jpg

SAFE TREND

## THE MINIMAL MICRO DRESS

# KEY ITEMS SETS SS25

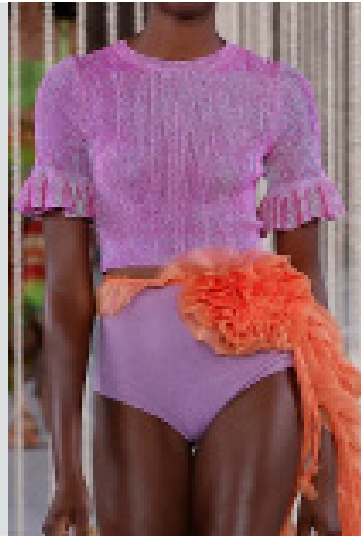


TEST

## THE PANTY SET



msgm.jpg



ullajohnson.webp



sportmax-.jpg



benetton-.jpg



zulu-zephyr-.jpg

EDGY TREND



INVEST

## THE CRAFTY CO-ORD



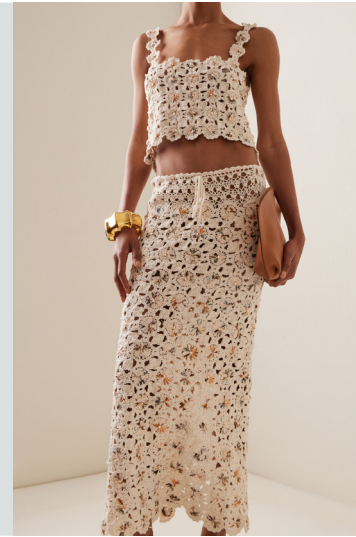
alanui.jpg



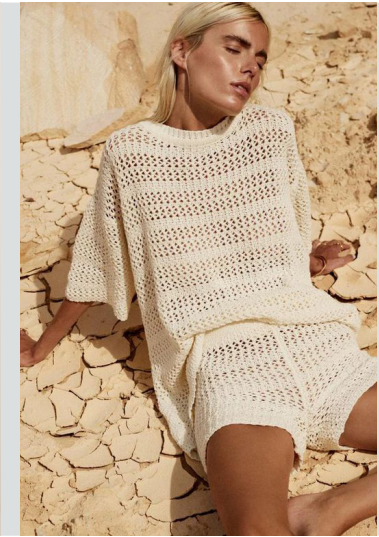
fashiongonerogue.com .jpeg



MAURIE&EVE.jpeg



agua-by-agua--.jpg



maurie&eve-.jpeg

STABLE TREND

# KEY ITEMS SKIRTS SS25

## THE SHEER LONGLINE



TEST



glassons.webp



zara\_3.jpeg



msgm.png



agua-by-agua--.jpg



ferrari\_1.jpg

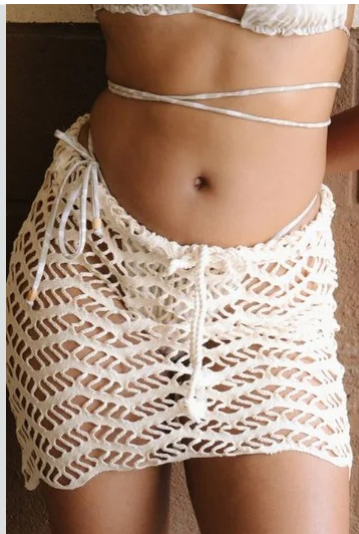
STABLE TREND



TEST



frankiesbikini.webp



norah soleigh.webp



freepeople\_\_.webp



aya-muse-\_1.jpg



mango.webp

SAFE TREND

## THE LOW-RISE MINI

# 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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