



WOMENSWEAR
SS 2025
FORECASTING
KNITWEAR



LIVETREND

KNITWEAR SS25 INTRODUCTION



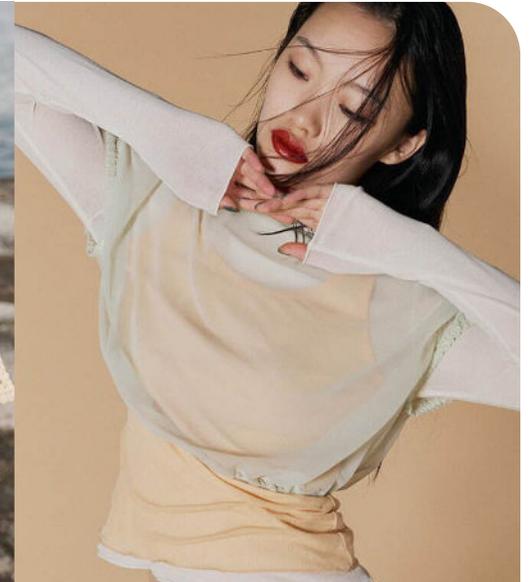
isabelle quinn.jpeg



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 embrace a juxtaposition of slouchy and slinky fits, redefining a laid-back sexiness with effortless ease. At the same time, a timeless preppy aesthetic 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

KEY ITEMS KNIT TOPS SS25



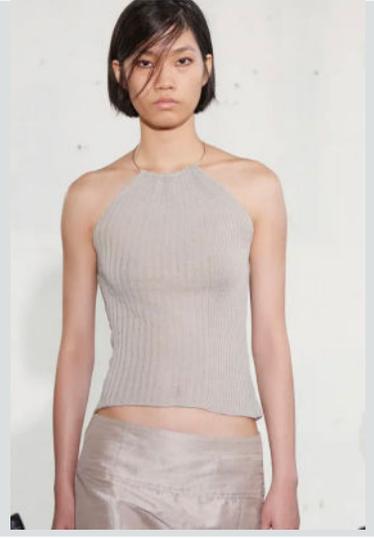
MANIFEST



Tanya Taylor-3.png



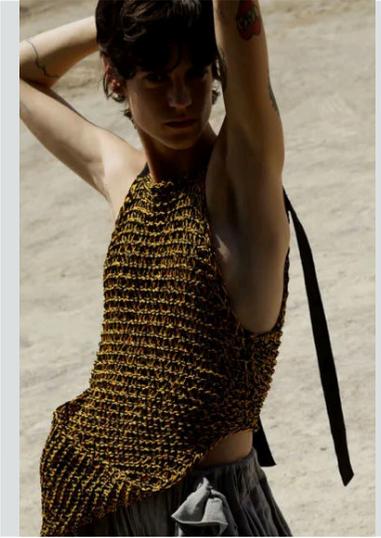
albertaferretti-0.png



paloma wool0.png



sandro.jpeg



quira-5.png

SAFE TREND



TEST



all-that-remains-.jpg



source-unknown.jpeg



-maurieandeve-.jpeg



maurie evee.jpeg



nia-thomas.jpg

SAFE TREND

THE HALTER TOP

THE CRAFTED SHIRT

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



TEST



coperni.jpg



shusuh tong.jpg



iceberg-2.png



anteprima-2.jpg



ferrari.jpg

THE SHEER SWEATER

SAFE TREND



TEST



courreges-4.png



Blumarine.png



n-21-_1.jpg



chanel-.jpg



staud-.jpg

THE EXTREME V

EARLY SIGN

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



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SAFE TREND



TEST



del core-3.jpg



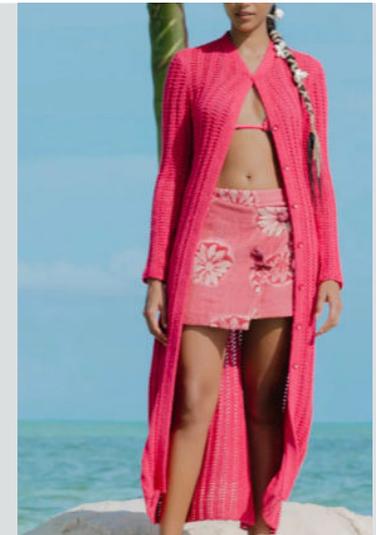
margiela0.png



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



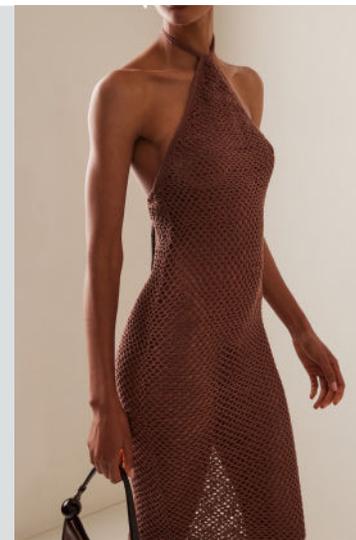
cult gaia_5.jpg.webp



rowenrose3.jpg.webp



isabel marant-14.jpg



akoia-.jpg

SAFE TREND



INVEST



wiederhoeft-1.jpg



fendi-6.jpg



cult gaia_9.jpg.webp



dur-doux-.jpg



diotima-.jpg

BIG TREND

THE HALTER DRESS

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



msgm.jpg



ullajohnson.webp



sportmax-.jpg



benetton-.jpg



zulu-zephyr-.jpg

EDGY TREND

THE PANTY SET



INVEST



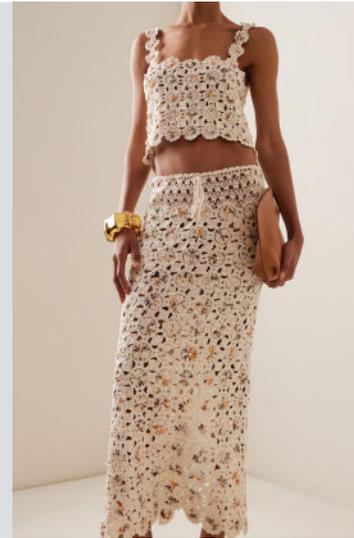
alanui.jpg



fashiongonerogue.com .jpeg



MAURIE&EVE.jpeg



agua-by-agua--.jpg



maurie&eve-.jpeg

STABLE TREND

THE CRAFTY CO-ORD

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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