



WOMENSWEAR
VALENTINES
2025 FORECAST
INTIMATES
DESIGN TRENDS
& CORE ITEMS



LIVETREND

VALENTINES 25 INTIMATES **INTRODUCTION**



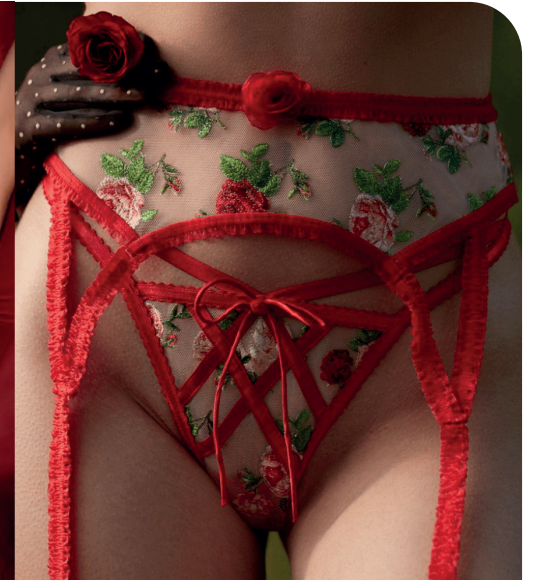
Hunkemoller (5).jpg



Forloveandlemons4.webp



Bluebella (4).webp



forloveandlemons11.png



FORECAST

Intimate Playfulness. This season's Valentine's lingerie trends seamlessly blend elements of fun and seduction, delicately playing on the dichotomy between naive femininity and irresistible desire. Key features such as playful bows, charming heart patches, enticing cut-outs and alluring rose appliqués are intricately incorporated, enhancing the sense of whimsical romance in designs. The focus lies predominantly on unlined and sheer styles that display suggestive prints or dusty embroideries that tell a delicate yet fun story for the season of love. From the flirty innocence of Lolita-inspired ensembles to the timeless elegance of vintage glamour and the captivating allure reminiscent of the romantic Regency era, trends offer a range of options for expressing individuality and embracing sensuality. Whether one seeks to indulge in playful fantasies or evoke the timeless charm of a bygone era, this Valentine's Day promises an array of captivating lingerie choices to create unforgettable moments of intimacy.

This forecasting report is obtained 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](#)

VALENTINES 25 CHERRY BOMB



Credits: ForLoveandLemons - @sophieloujacobson - Bluebella - ForLoveandLemons - PrettyLittleThing - Tezenis

Cherry Bomb. Embracing the whimsical spirit of Valentine's Day, the Cherry Bomb lingerie trend exudes an aura of Lolita charm and playful innocence. With a vibrant color palette of passionate reds and sweet pinks, this trend radiates youthful energy. Heart-shapes, kisses and cherry motifs dance across fabrics, adding a flirtatious touch to the ensemble. Frills and satins are evoking a sense of romantic extravagance, while playful cut-outs tease. This trend is designed for a Valentine's Day celebration filled with laughter, love, and a hint of mischievous allure.

KEY LOOKS CHERRY BOMB



incanto4.png



lounge.webp



@fleurdumalnyc5.jpg



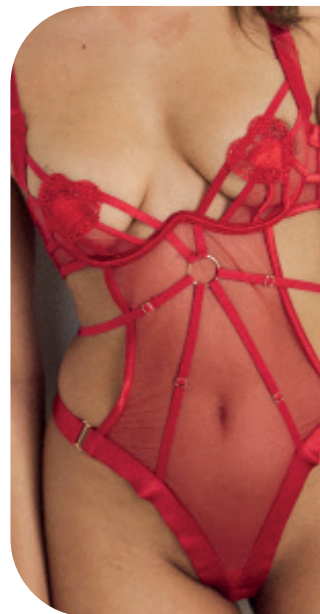
Forloveandlemons(29).webp



nastygal.jpeg



Forloveandlemons15.webp



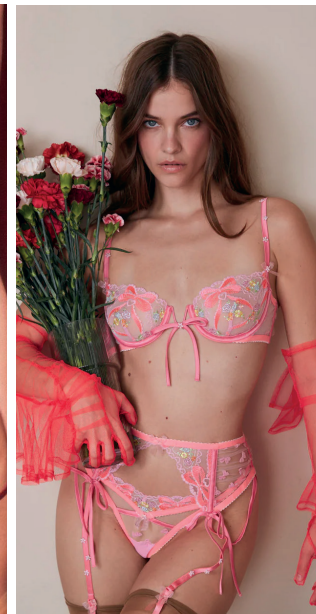
hunkemoller2.webp



fruitybooty.jpeg



@fleurdumalnyc3.jpg



Forloveandlemons (17).webp



urbanoutfitters_3.webp



annsummers2.png

VALENTINES 25 **SOFT REGENCY**



Credits: LaPerla - Ferzane Pinterest - ForLoveandLemons - ForLOveandLemons - Lounge - @mercidmdmdm - PrettyLittleThing

Soft Regency. With the Soft Regency Valentine's lingerie trend, elegance meets intimacy. Inspired by the refined aesthetics of the Regency era, this trend whispers of timeless love stories and gentle allure. Delicate lace adorns each piece with sophistication and sensuality. Frills are used gently, while sheer fabrics are hinting at hidden desires. Dainty bow details evoke a sense of innocence and charm, while a pastel color palette infuses each garment with a soft, dreamy quality. Here, every moment becomes a scene from a romantic novel, promising an evening of enchantment and whispered promises.

KEY LOOKS **SOFT REGENCY**



@laperlalingerie.jpg



mirror.png



Forloveandlemons8.webp



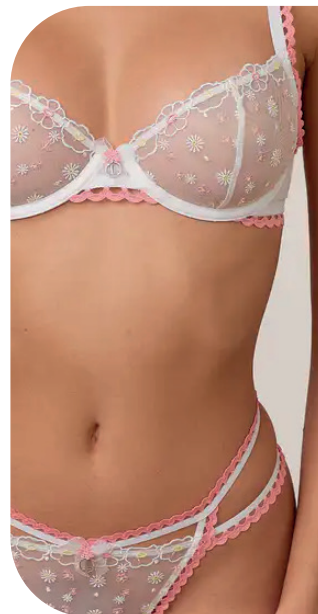
pretty little thing__.webp



@shopjournelle3.jpg



victorias secret.png



lounge_27.jpg.webp



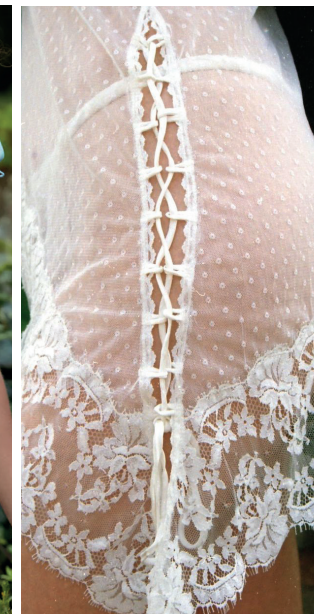
@passionataofficial.jpg



urbanoutfitters_1.webp



Forloveandlemons (14).webp



@shopjournelle4.jpg



ForLoveandLemons-70.jpg.webp

KEY LOOKS **LOVETHORNED**



incanto3.png



Zara (5).jpg



onlyhearts30.webp



annsummers1.png



urban outfitters_19.webp



lounge_14.jpg.webp



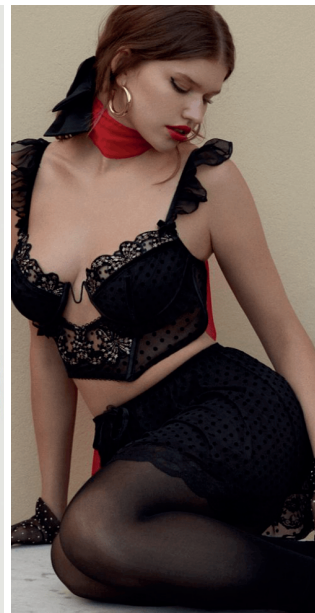
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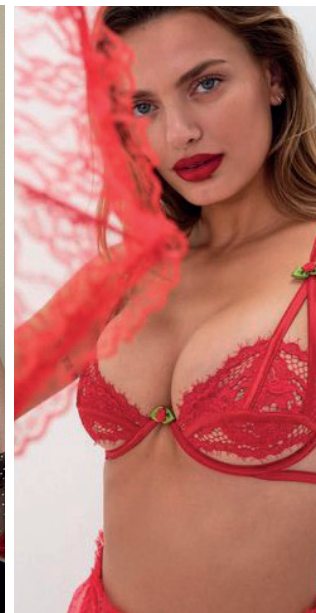
agentprovocqteur.jpeg



Victorias secret (4).jpg



forloveandlemons15.png



scontent.jpeg



ForLoveandLemons-50.jpg.webp



WOMENSWEAR
VALENTINES
2025 FORECAST
CORE ITEMS

VALENTINES 25 DETAILS

SAFE TREND



@fleurdumalnyc3.jpg



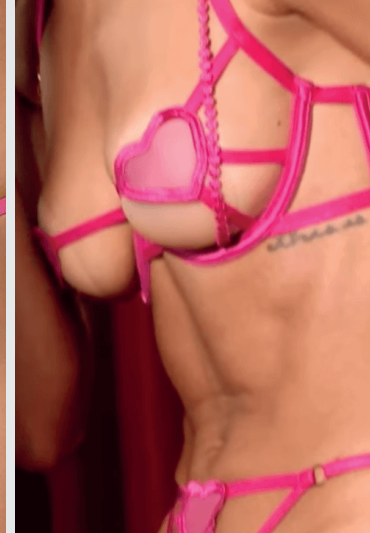
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Forloveandlemons15.webp



urbanoutfitters_9.webp

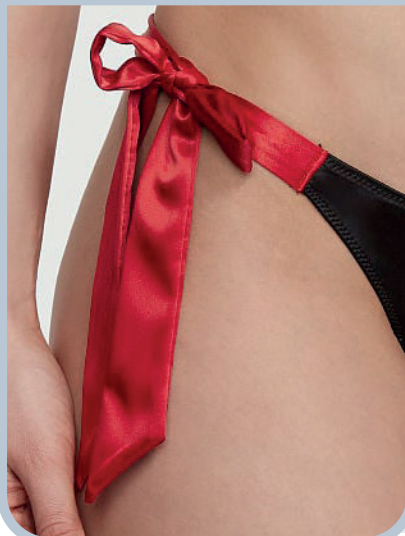


bluebella9.png


+60%
YEAR ON YEAR

THE HEART PATCH

SAFE TREND



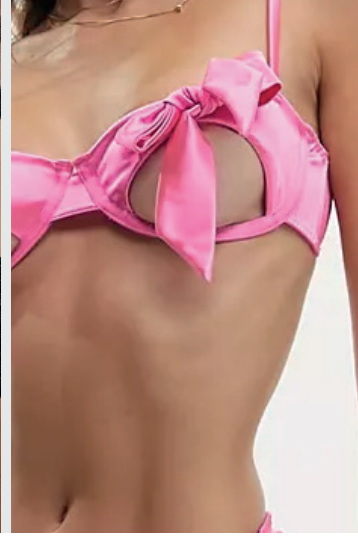
Victorias secret (3).jpg



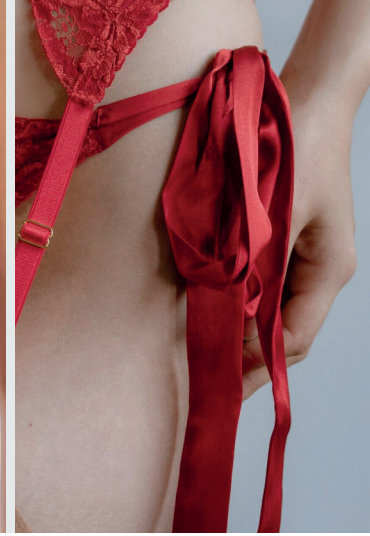
fleurdumal5.webp



urban outfitters_10.webp



asos4.webp



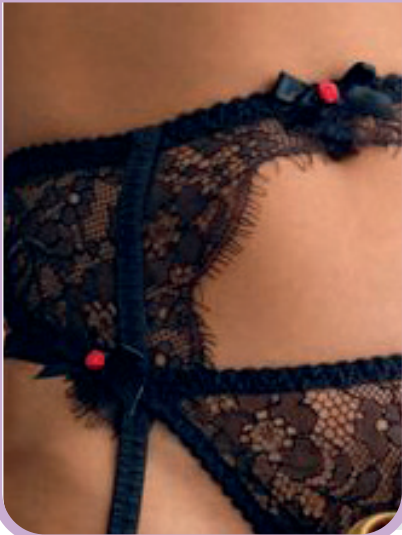
s2-.jpg


+53%
YEAR ON YEAR

THE RIBBON BOW

VALENTINES 25 DETAILS

EARLY SIGN



agentprovocqteur.jpeg



forloveandlemons11.png



Victorias secret (4).jpg



Tezenis (4).jpg



forloveandlemons30.png


+659%
YEAR ON YEAR

THE ROSE GARDEN

STABLE TREND



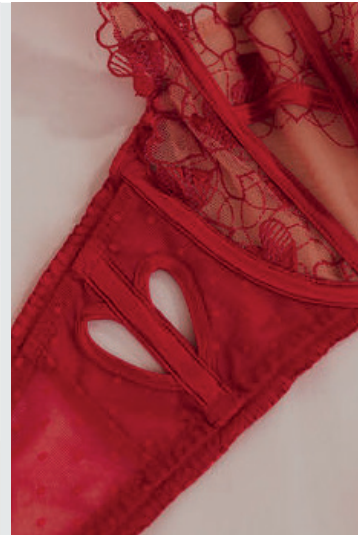
nensi_dojakak.jpeg



Le Petit Trou.webp



ForLoveandLemons-78.jpg.webp



lounge22.jpeg



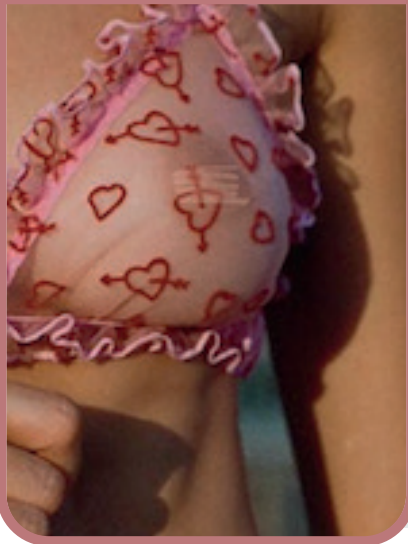
fleurdumal_12.png


+22%
YEAR ON YEAR

THE HEART CUT-OUT

VALENTINES 25 BRAS

BIG TREND



@lepetitrou_13.png



ForLoveandLemons-76.jpg.webp



Forloveandlemons (6).webp



asos33.webp



boohoo.webp

THE RUFFLED TRIANGLE


+341%
YEAR ON YEAR

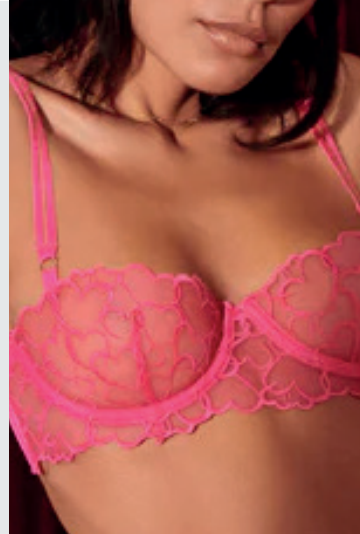
STABLE TREND



forloveandlemons21.png



Journelle11.png



Bluebella (6).webp



Forloveandlemons (16).webp



Journelle27.png

THE UNLINED CUP


+24%
YEAR ON YEAR

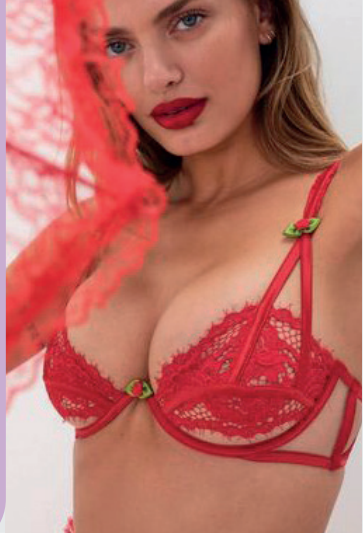
VALENTINES 25 BRAS

EARLY SIGN

THE TROMPE L'OEIL LAYERED



tezenis.jpg



scontent.jpeg



pretty little thing35.avif



lounge_29.jpg.webp

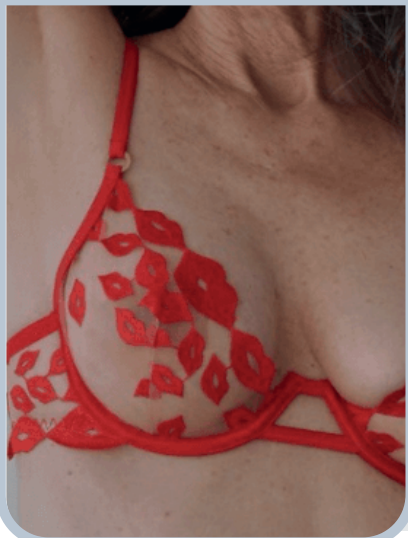


boohoo9.webp

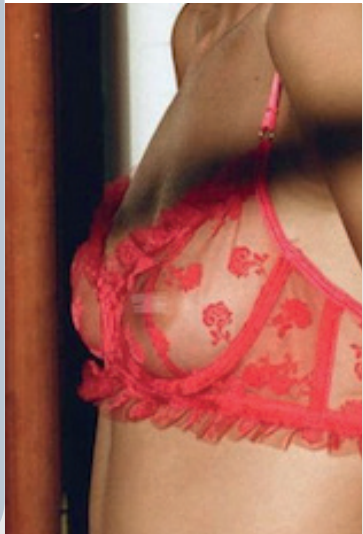

+108%
YEAR ON YEAR

SAFE TREND

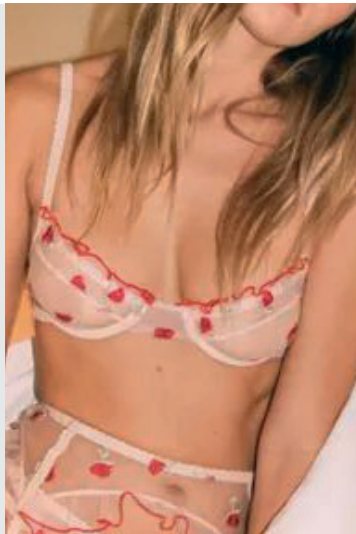
THE DITSY MESH STYLE



bluebella6.png



@lepetitrou_1.png



nastygal.jpeg



lo.ve brands.jpeg



boohoo3.webp


+57%
YEAR ON YEAR

VALENTINES 25 PANTIES

BIG TREND



urbanoutfitters_1.webp



lounge_17.jpg.webp



forloveandlemons11.png



Hunkemoller (4).jpg



lounge2.webp


+108%
YEAR ON YEAR

THE DAINTY BOW TANGA

STABLE TREND



hunkemoller6.webp



@fleurdumalnyc6.jpg



Forloveandlemons (33).webp



@fleurdumalnyc3.jpg



urbanoutfitters_9.webp


+33%
YEAR ON YEAR

THE SUBVERSIVE PATCH

VALENTINES 25 PANTIES

THE DEGRADING DITSY MOTIF

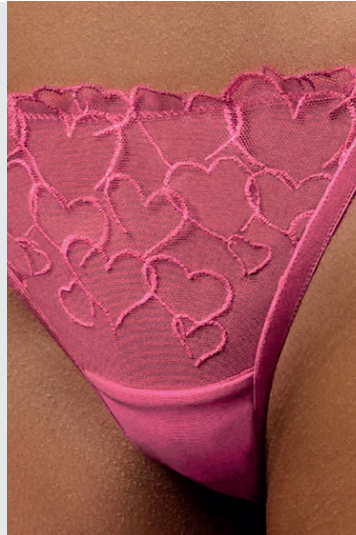
STABLE TREND



Victorias secret (5).jpg



urbanoutfitters_2.webp



Bluebella (5).webp



Bluebella (3).webp



@nette_rose2.jpg


+6%
YEAR ON YEAR

SAFE TREND



lezenis (2).jpg



lounge.webp



All Intimately (9).webp



asos3.jpeg



victorias secret.png


+271%
YEAR ON YEAR

THE DREAMY FLOUNCY



VALENTINES 25 BODIES

STABLE TREND



victoriassecretimg



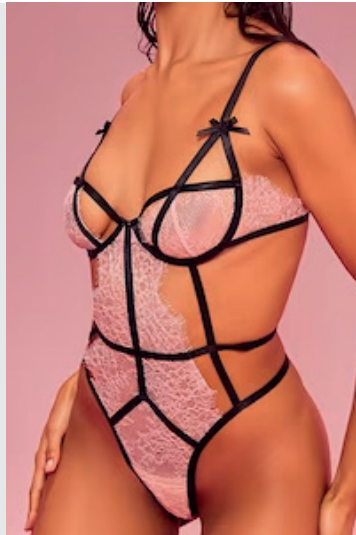
_hunkemolle.webp



@fleurdumalnyc.jpg



Forloveandlemons13.webp



pretty little thing0.avif


-2%
YEAR ON YEAR

SAFE TREND



ann summers.webp



boohoo8.webp



Forloveandlemons (24).webp



affair of hearts.jpeg



asos1.webp


+140%
YEAR ON YEAR

THE SEDUCTIVE STRAPPY

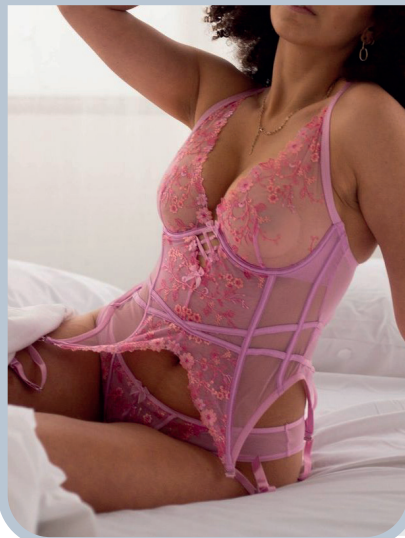
THE DITSY MESH STYLE



VALENTINES 25 CORSETS & COVERS

SAFE TREND

THE DREAMY SUSPENDER TOP




+50%
YEAR ON YEAR

@hunkemoller.jpg

pretty little thing7.avif

pretty little thing9.avif

pretty little thing__.webp

Forloveandlemons9.webp

STABLE TREND

THE TIE-UP COVER




+10%
YEAR ON YEAR

th Culture

Paula, V

@passionataofficial.jpg

fleurdumal7.webp

pretty little thing44.avif

forloveandlemons10.png

urban outfitters_19.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

week 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

CREATIVITY

STRATEGY

SUSTAINABILITY



LIVETREND

THANK YOU!

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