



**WOMENSWEAR**  
**VALENTINES**  
**2025 FORECAST**  
**INTIMATES**  
**DESIGN TRENDS**  
**& CORE ITEMS**



LIVETREND

# VALENTINES 25 INTIMATES **INTRODUCTION**



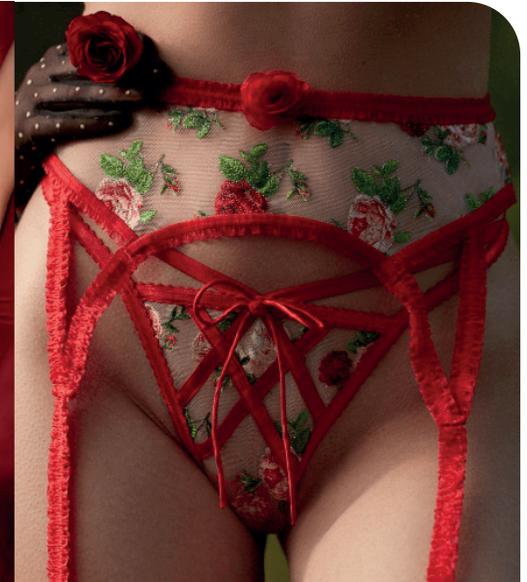
Hunkemoller (5).jpg



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 appliques 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

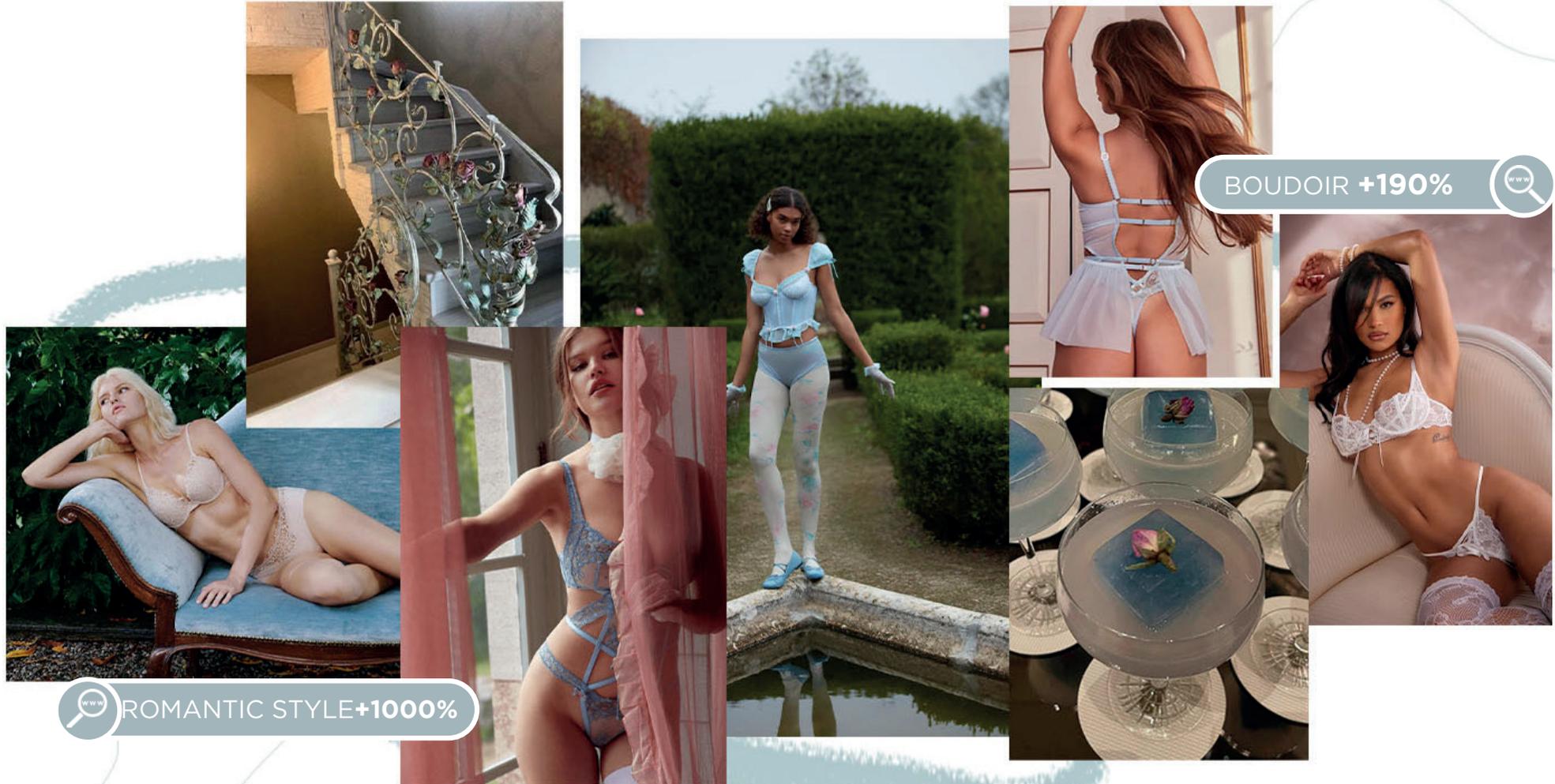


urbanoutfitters\_3.webp



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

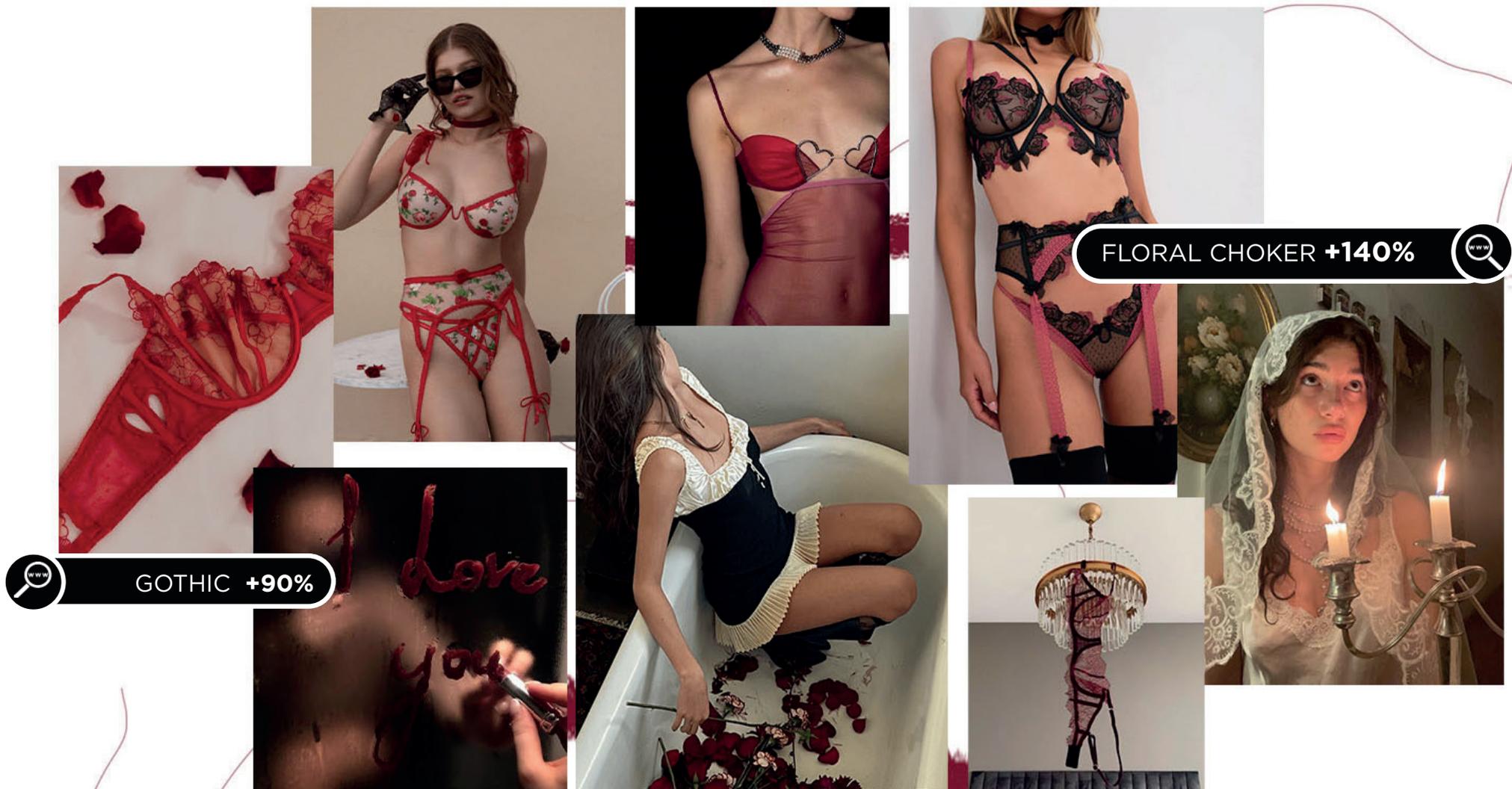


@shopjournelle4.jpg



ForLoveandLemons-70.jpg.webp

# VALENTINES 25 **LOVETHORNED**



Credits: Lounge - @modedamour - ForLOveandLemons - Faitparfoutch - NensiDojaka - ForLoveandLemons - @arvishermetis tumblr - @theheavensent pinteest

**Lovethorned.** Indulge in the allure of passion and drama with the Lovethorned Valentine's lingerie trend, where every piece tells a story of seduction and longing. Rose patterns and delicate mini roses intricately adorn each garment, weaving a tale of timeless romance. Set against a backdrop of contrasting black and red hues, this trend evokes a sense of sultry sophistication. With its focus on lace, each piece exudes a nostalgic charm. Lovethorned invites to embrace an inner temptress, to explore the depths of desire, and to surrender to the intoxicating allure of love's sweet thorns.

# KEY LOOKS **LOVETHORNED**



incanto3.png



Zara (5).jpg



onlyhearts30.webp



annsummers1.png



urban outfitters\_19.webp



lounge\_14.jpg.webp



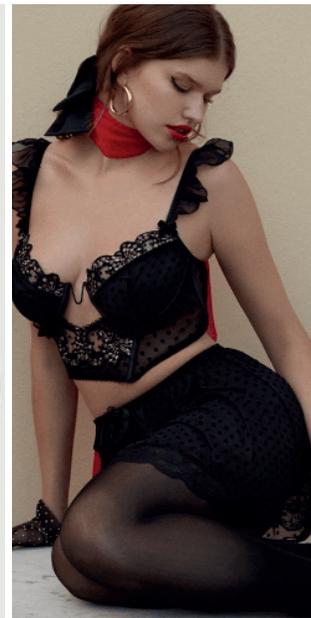
ID SARRIERI8.png



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



hunkemoller6.webp



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



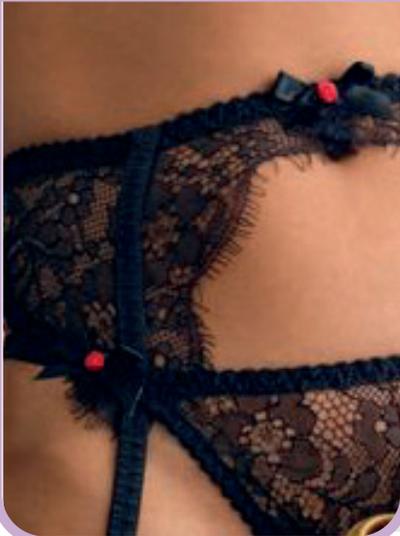
s2-.jpg

  
**+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



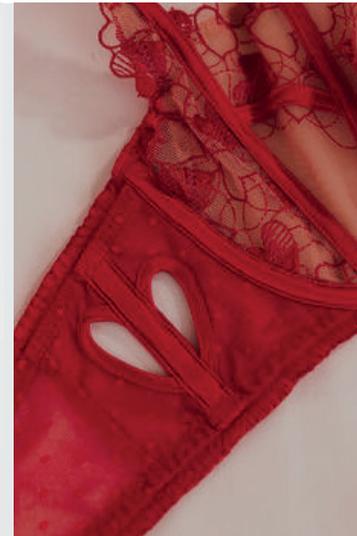
nensi\_dojakak.jpeg



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

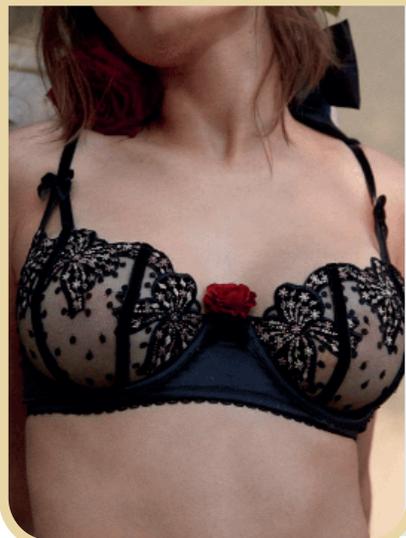


boohoo.webp

## 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

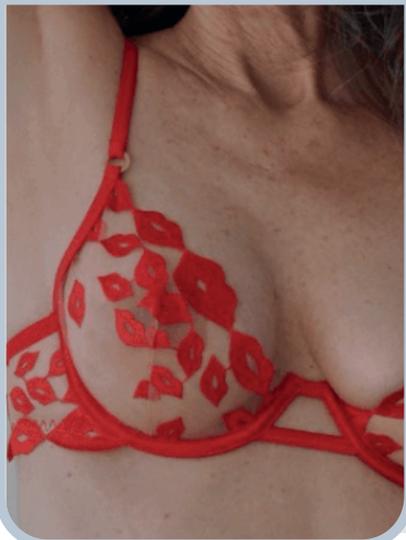


boohoo9.webp

  
**+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



victoriassecret.png



\_hunkemolle.webp



@fleurdumalnyc.jpg



Forloveandlemons13.webp



pretty little thing0.avif

  
**-2%**  
YEAR ON YEAR

## THE SEDUCTIVE STRAPPY

## SAFE TREND



ann summers.webp



boohoo8.webp



Forloveandlemons (24).webp



affair of hearts.jpeg



asos1.webp

  
**+140%**  
YEAR ON YEAR

## 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

@passionataofficial.jpg

fleurdumal7.webp

pretty little thing44.avif

forloveandlemons10.png

urban outfitters\_19.webp

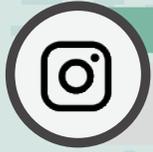
# DATA SOURCES & ICONS

## 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**

01 **CREATIVITY**

02 **STRATEGY**

03 **SUSTAINABILITY**



**LIVETREND**

# **THANK YOU!**

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