



WOMENSWEAR
SPRING
2025 FORECAST
INTIMATES
DESIGN TRENDS
& CORE ITEMS



LIVETREND

SPRING 25 INTIMATES **INTRODUCTION**



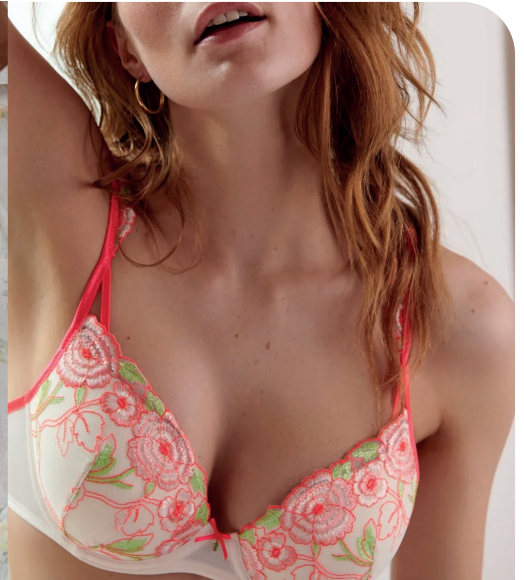
Freepeople_77.webp



For Love and Lemons -5.jpg.webp



Freepeople_73.webp



Marie Jo -3.jpg.webp



FORECAST

Phantasmic Seduction. In SS25, spring-focused lingerie trends embrace a shift away from super sexiness towards softer femininity and delicacy. This season, pieces are designed to embed gentle feminine looks with a youthful appeal, vintage romance or in tender sheers. Unlined styles take center stage, allowing for a more natural and effortless aesthetic. Vintage lace, openworks, and ditsy embroideries play a key role in materials, adding intricate detailing and charm. Flounces emerge as a prominent feature, taking over from straps and cut-outs and are contributing to the overall softness of designs. Additionally, there's a notable transition from seasons of black to purer whites and refreshing pastels, reflecting a lighter and more rejuvenating palette that aligns with the essence of spring. SS25's lingerie trends embody a delicate and feminine allure, perfect for welcoming the season with grace and elegance.

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.

**ACCESS ALL IMAGES
CLICKING HERE**

SPRING 25 DAISIES



 **LOLITA LOOK +90%**

Anthropologie-32.webp



fleur du mal -11.jpg.webp



Urban Outfitters -25.webp



For Love and Lemons -2.ipa.webp



@lubna.jpeg

RETRO FASHION +70%



For Love and Lemons -44.jpg.webp



Freepeople_39.webp

Daisies. In the SS25 lingerie trend DAISIES, retro aesthetics blend harmoniously with dainty and youthful elements. This trend features playful and naive patterns such as strawberries, cherries, daisies, gingham, or dots, evoking a sense of nostalgia and whimsy. The narrative is reminiscent of a picnic-ready atmosphere, with looks that exude a Lolita-inspired charm in a colorful and youthful palette. Looks are offering simple girly shapes that are both sweet and flirtatious, perfect for a playful and retro-inspired addition to lingerie collections.

KEY LOOKS 25 DAISIES



Urban Outfitters -46.webp



Marie Jo -12.jpg.webp



Freepeople_34.webp



YSE Paris -3.png



perrine antoinette.jpeg



Urban Outfitters -52.webp



Urban Outfitters -28.webp



Urban Outfitters -58.webp



ForLoveandLemons-2.jpg.webp



ForLoveandLemons-41.jpg.webp



fleur du mal -13.jpg.webp



Freepeople_27.webp

SPRING 25 FRESH BLOOM



FLORAL BRA +40%

-marie jo.webp



@etam-10.png



juliaberholz.jpeg



vamamav-9.webp



fleur du mal -8.jpg.webp

EMBROIDERED +2150%



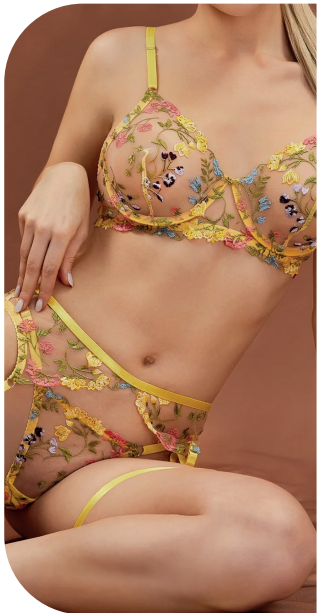
Freepeople_75.webp



Anthropologie-29.webp

Fresh Bloom. The SS25 lingerie trend FRESH BLOOM invites us into a vibrant summer garden party with its colorful and fresh explosion of flowers. Featuring ditsy botanical motifs or larger floral laces, this trend exudes a rejuvenating and lively aesthetic. The color palettes are invigorating, as if being surrounded by blossoming flowers. Long bralettes and dessous sets take center stage, offering romantic and feminine options perfect for intimate moments. For loungewear, soft volumes and frill details add charm to PJs and shorties, making them ideal for romantic lounging in a summer garden.

KEY LOOKS FRESH BLOOM



Moxy lingerie12.png.webp



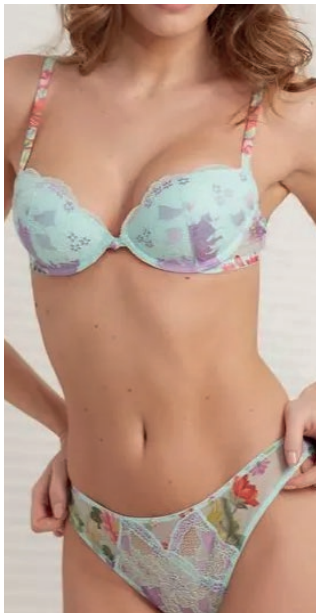
yamamay-10.webp



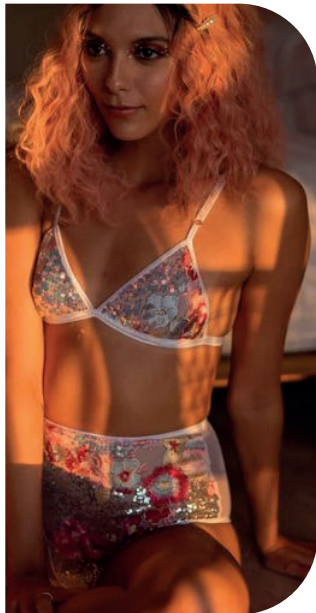
Anthropologie-36.webp



YSE Paris -19.png



yamamay-7.webp



etsy.jpeg



Anthropologie-41.webp



Intimissimi -8.jpg



Freepeople_45.webp



Darjeeling -1.png



vs -5.png

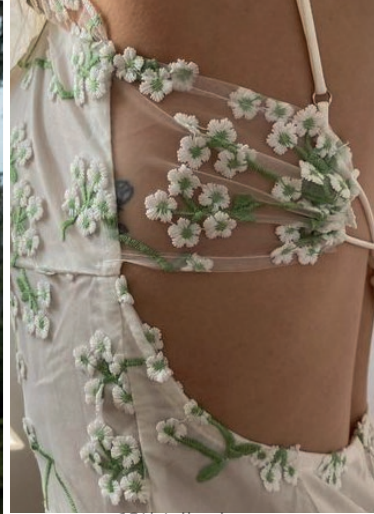


YSE Paris -17.png



SPRING 25 VINTAGE BREEZE

ROMANTIC STYLE +130%



12thtribe.jpeg



Anthropologie-9.webp



mirror palais-19.png



Anthropologie-4.webp



mirror palais-10.png



Zara_57.jpg



VINTAGE +90%

For Love and Lemons -17.jpg.webp

Vintage Breeze. The SS25 lingerie trend VINTAGE BREEZE transports us to a castle garden setting with its dreamy and pure garments. This trend embraces soft volumes and romantic shapes, reminiscent of a bygone era. Featuring pure cottons, vintage lace and delicate openwork, the pieces evoke a sense of soft nostalgia and timeless elegance. The dreamy and countryside narrative captures the essence of authentic undergarments worn by old-money aristocracy, offering lingerie that exudes sophisticated charm, perfect for those who long for a touch of vintage-inspired luxury in their wardrobe.

KEY LOOKS **VINTAGE BREEZE**



Zara_14.jpg



mirror palais-13.png



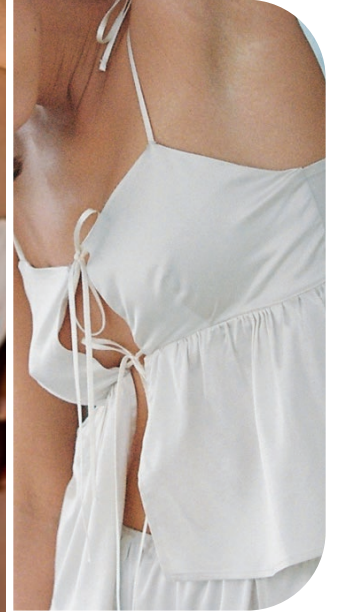
ForLoveandLemons-6.jpg.webp



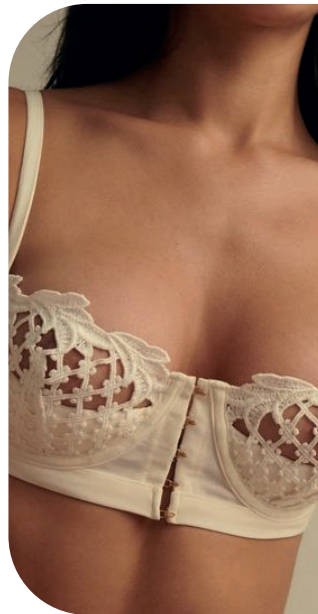
Zara_62.jpg



lundiausol.jpeg



icone lingerie_2.png



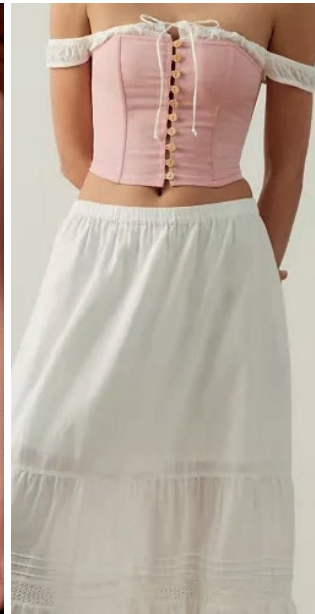
li vy.jpeg



Anthropologie-40.webp



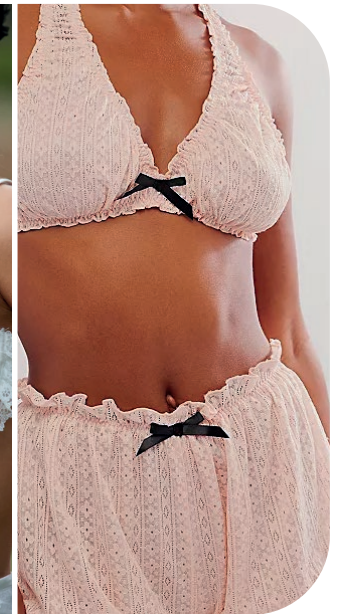
Gooseberry -8.jpg.webp



Urban Outfitters -40.webp



ForLoveandLemons-5.jpg.webp



Freepeople_50.webp

SPRING 25 DARLINGS



SOFT GIRL +60%

Urban Outfitters -18.webp



For Love and Lemons -9.jpg.webp



mirror palais-20.png



Anthropologie-20.webp



icone lingerie_9.png

BALLET CORE LOOK +80%



skims.jpeg



For Love and Lemons -52.jpg.webp

Darlings. For the SS25 lingerie trend DARLINGS, the dainty and feminine Y2K aesthetic continues to evoke a cinematic rom-com moment. This trend embraces a dreamy vibe with delicate florals on basics taking center stage. Pieces in pointelle or adorned with mini roses or soft frills, add to the whimsical charm of the look. Pieces are often combined with more casual streetwear pieces, creating a Gen Z-ready ensemble that effortlessly blends nostalgia with contemporary flair. DARLINGS offers a playful and romantic approach to lingerie, seeking a touch of vintage-inspired charm and trend appeal.



KEY LOOKS DARLINGS



Freepeople_7.webp



Urban Outfitters -53.webp



ForLoveandLemons-25.jpg.webp



mirror palais-18.png



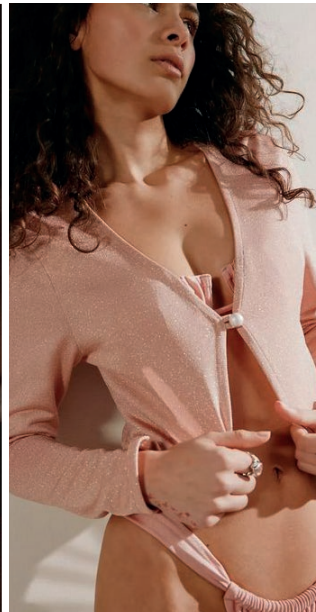
lcone Lingerie-4.jpg



Zara_17.jpg



selene provence.jpeg



urban.jpeg



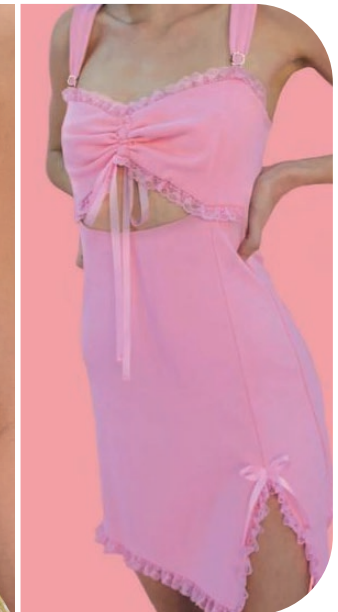
YSE Paris -13.png



shein.jpeg



ForLoveandLemons-48.jpg.webp



evewear.jpeg

SPRING 25 LEISURELY



 BASIC WEAR +40%

f-freepeople_b4.webp



alfie.jpeg



@inmymoods-8.png



Zara_58.jpg



Urban Outfitters -19.webp



LEISUREWEAR +60%



jolies moms5.png



Anthropologie-33.webp

Leisurely. For the SS25 lingerie trend LEISURELY, the focus is on elevated basics with a soft and relaxed approach. This trend embraces a comfortable yet refined aesthetic, offering a more gentle take on masculine underwear styles. Designs play with transparencies and soft color blocking to create visually intriguing pieces that evoke a sense of simplicity and ease. The overall mood is one of purity and cleanliness, reflecting a fresh and rejuvenating vibe perfect for the spring season. LEISURELY offers a modern and effortless approach for those who prioritize comfort without compromising on style.

KEY LOOKS LEISURELY



Freepeople_92.webp



Zara_26.jpg



Anthropologie-34.webp



Lovestoriesintimates6.webp



Anthropologie-21.webp



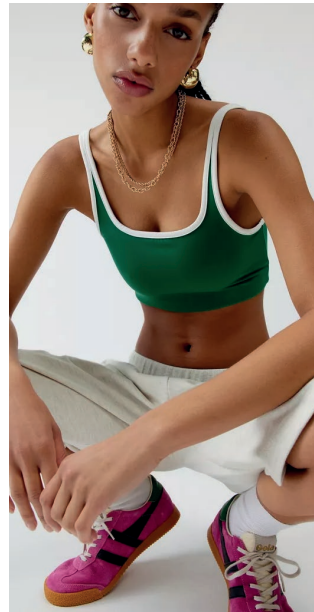
Zara_59.jpg



Urban Outfitters -2.webp



@inmymoods-5.png



Urban Outfitters -31.webp



Freepeople_35.webp



Urban Outfitters -60.webp



adidas.webp



CORE ITEMS

The lingerie key pieces focus on unlined styles this season: From lace triangles and balconettes to intricately embroidered sheer triangles and sets, new styles embrace the transparency trend. Delicacy reigns over sexiness now, as we see strap details fade out. Instead, frilled styles gain more prominence, enhancing femininity on triangles and dresses. Soft flounces and frills adorn panties for a romantic touch as well. Vintage elements make a soft return with bloomer shorts, bustier dresses, and softer corsets, injecting a nostalgic charm after season's of bold sexiness. Unstructured bras continue to provide comfort, and reign in plunging tanks or bandeaus with straps for a neo basic vibe. On that note, tops come in shrunken tanks or boat neck tees or longsleeves for a Y2K essential feel, completing the ensemble with a young feminine touch. Overall, SS25 lingerie key pieces prioritize femininity over hypersexuality, offering a

SPRING 25 UNSTRUCTURED BRA

BIG TREND



YSE Paris -14.png



@nenesparis-3.png



Freepeople_44.webp



Zara_48.jpg



Urban Outfitters -63.webp


+19%
YEAR ON YEAR

THE SCOOPING TANK

STABLE TREND



selene provence -5.png.webp



PrettyLittleThing_8.jpg.webp



lcone Lingerie-2.jpg.webp



YSE Paris -7.png



NAKD-13.jpg.webp


-31%
YEAR ON YEAR

THE UNLINED TRIANGLE

SPRING 25 UNSTRUCTURED BRA

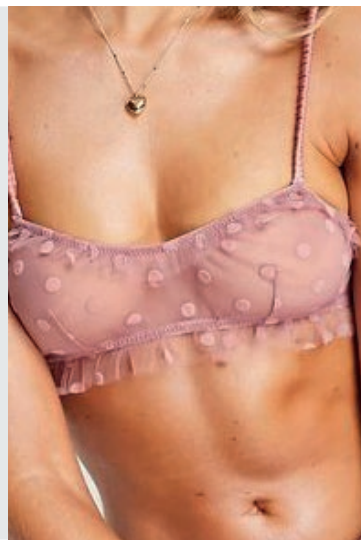
SAFE TREND



Zara_38.jpg



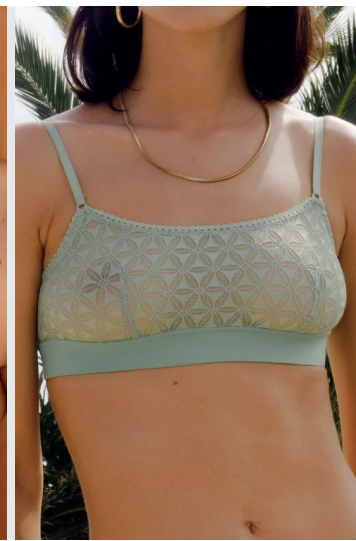
lcone Lingerie-4.jpg



asos3.jpeg



YSE Paris -6.png



lcone Lingerie-3.jpg.webp

THE BANDEAU WITH STRAPS



+71%
YEAR ON YEAR

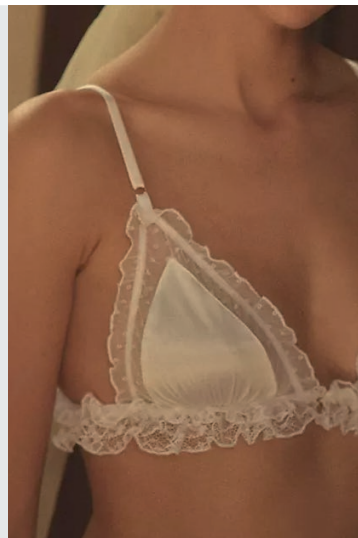
SAFE TREND



Urban Outfitters -37.webp



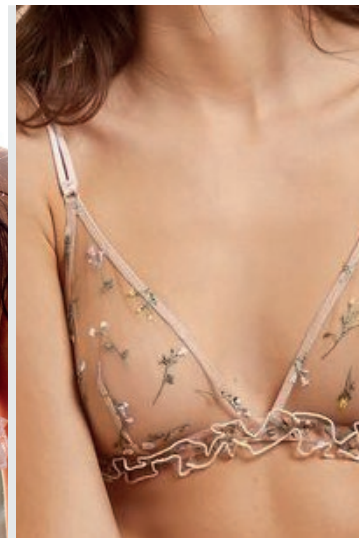
Freepeople_30.webp



Anthropologie-12.webp



@etam-8.png



etam.jpeg

THE FRILLED



+274%
YEAR ON YEAR

SPRING 25 UNLINED BRAS

BIG TREND



Anthropologie-11.webp



netaporter.avif



NAKD-9.jpg.webp



Anthropologie-5.webp



coco de mer.avif


+24%
YEAR ON YEAR

THE UNLINED BALCONETTE

SAFE TREND



etam



etsy.jpeg



icone lingerie_10.png



Freepeople_47.webp



Freepeople_51.webp


+89%
YEAR ON YEAR

THE EMBROIDERED TRIANGLE

SPRING 25 STRUCTURED BRA

THE XL FLORAL CUP

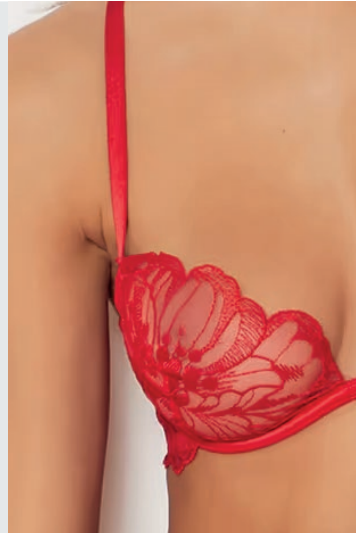
SAFE TREND



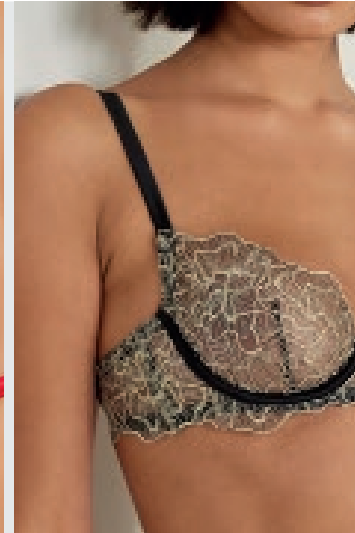
Intimissimi -8.jpg



Urban Outfitters -13.webp



Intimissimi -1.jpg.avif



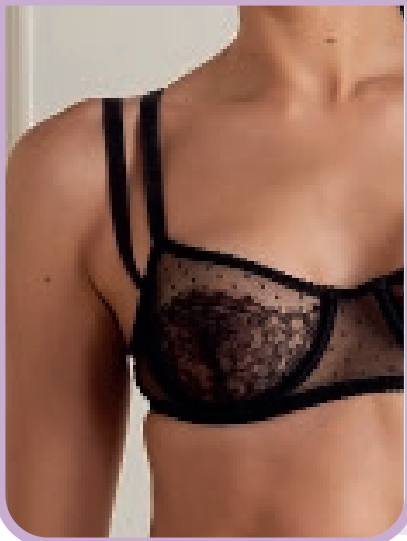
coco de mer2.avif



fleur du mal -2.jpg.webp


+38%
YEAR ON YEAR

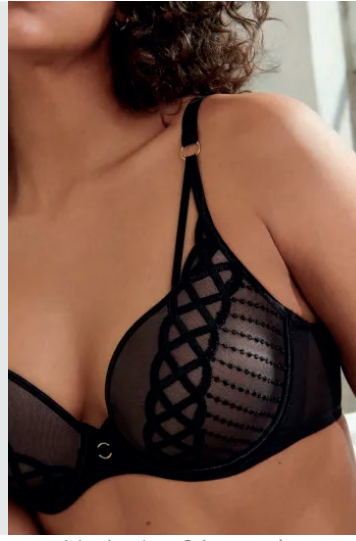
EARLY SIGN



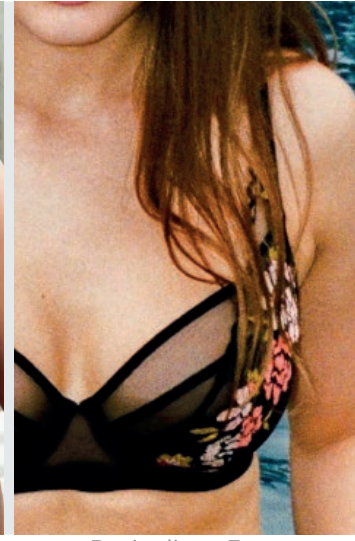
dolce gabbana.avif



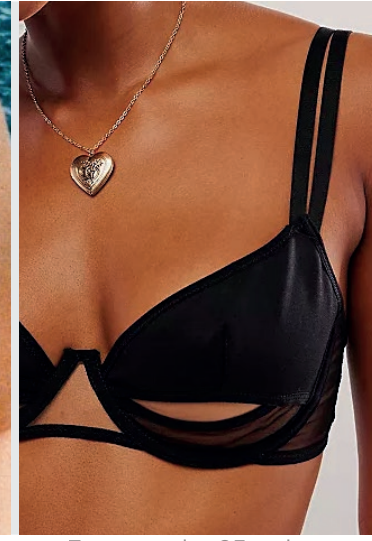
Hunkemoller -1.webp



Marie Jo -9.jpg.webp



Darjeeling -3.png



Freepeople_65.webp


+185%
YEAR ON YEAR

THE LAYERED EFFECT

SPRING 25 DESSOUS SETS

STABLE TREND



PrettyLittleThing_2.jpg.avif



agent provocateur.avif



vs -1.png



@etam-2.png



Moxy lingerie3.jpg.webp


+0%
YEAR ON YEAR

THE STRAPPY

SAFE TREND



fleur du mal.avif



Moxy lingerie7.jpg.webp



Moxy lingerie5.jpg.webp



Moxy lingerie12.png.webp



lcone Lingerie-1.jpg.webp


+29%
YEAR ON YEAR

THE DITSY FLORAL

SPRING 25 PANTIES

SAFE TREND



Anthropologie-10.webp



Freepeople_55.webp



Urban Outfitters -50.webp



Urban Outfitters -34.webp



lundiausol.jpeg

THE FRILLED CONTOUR


+83%
YEAR ON YEAR

STABLE TREND



Intimissimi -5.jpg.avif



Intimissimi -9.jpg



Zara_21.jpg



Urban Outfitters -9.webp



Urban Outfitters -36.webp

THE VINTAGE LACE

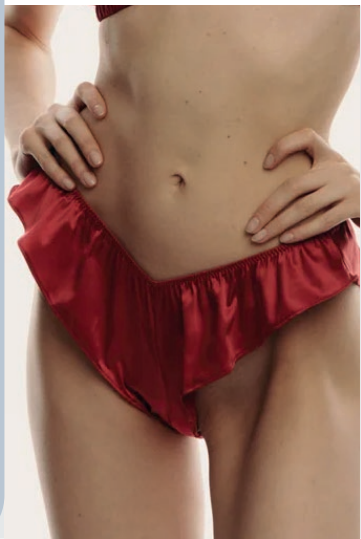

+20%
YEAR ON YEAR

SPRING 25 SHORTIES

SAFE TREND



YSE Paris -13.png



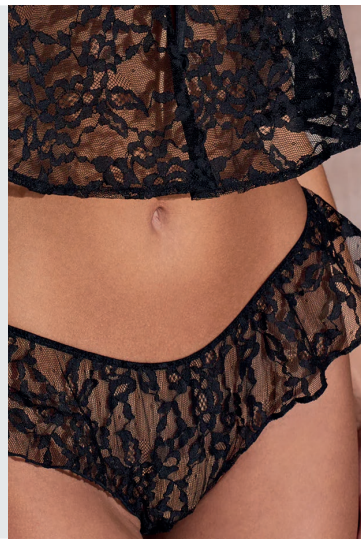
le petit trou -5.jpg.webp



Urban Outfitters -52.webp



Urban Outfitters -58.webp



fleur du mal -9.jpg.webp

THE FLONCY VOLUME



+52%
YEAR ON YEAR

EDGY TREND



@suae.jpeg



Urban Outfitters -47.webp



Anthropologie-40.webp



Zara_57.jpg



Freepeople_17.webp

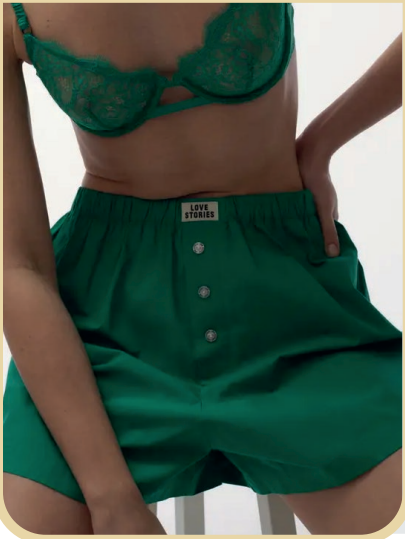
THE BLOOMER



+170%
YEAR ON YEAR

SPRING 25 BODY & BOXERS

STABLE TREND



Lovestoriesintimates9.webp



@inmymoods-8.png



Urban Outfitters -44.webp



Freepeople_92.webp



Anthropologie-34.webp

THE BOXER



-14%
YEAR ON YEAR

STABLE TREND



Marie Jo -13.jpg.webp



Gooseberry -6.jpg.webp



icone lingerie_8.png



Anthropologie-23.webp



le petit trou -1.jpg.webp

THE LACE BODY



+20%
YEAR ON YEAR

SPRING 25 BUSTIERS

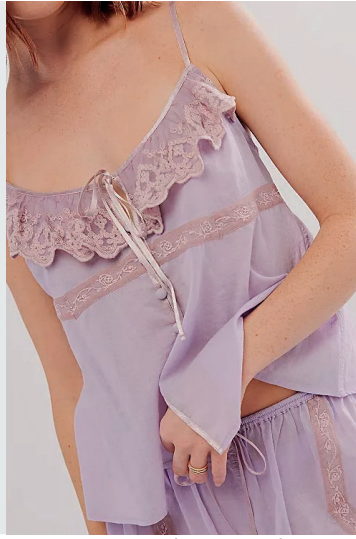
STABLE TREND



pacsun.jpeg



Urban Outfitters -22.webp



Freepeople_48.webp



icone lingerie_2.png



ForLoveandLemons-46.jpg.webp


+5%
YEAR ON YEAR

EDGY TREND



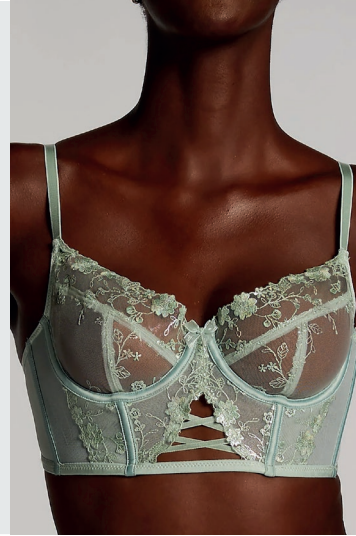
Anthropologie-19.webp



NAKD-3.jpg.webp



Anthropologie-36.webp



Hunkemoller -3.webp



Urban Outfitters -54.webp


+30%
YEAR ON YEAR

THE DREAMY SPRING CORSET

THE BOHO CAMI

SPRING 25 LOUNGE TOPS

SAFE TREND

THE BOAT & CLOSED NECK TOPS



mirror palais-21.png



Freepeople_16.webp



skims-.png



Urban Outfitters -59.webp



Zara_20.jpg


+55%
YEAR ON YEAR

SAFE TREND

THE SHRUNKEN TOP



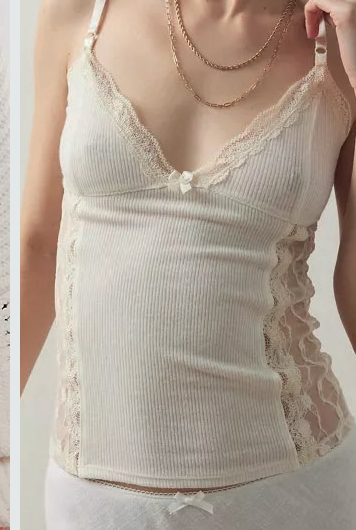
paloma wool.jpeg



@inmymoods-6.png



Freepeople_88.webp



Urban Outfitters -62.webp



Urban Outfitters -64.webp


+48%
YEAR ON YEAR

SPRING 25 SLEEP & LOUNGE

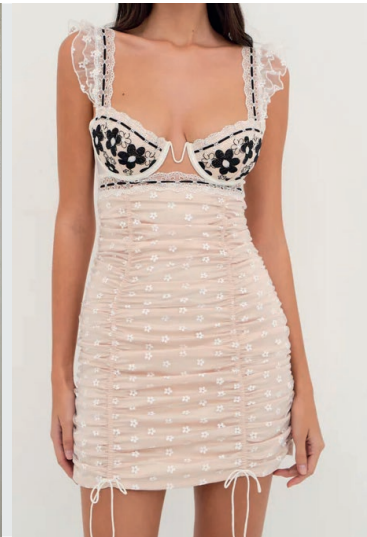
EARLY SIGN



For Love and Lemons -51.jpg.webp



Freepeople_34.webp



ForLoveandLemons-42.jpg.webp



mirror palais-13.png



ForLoveandLemons-15.jpg.webp

THE VINTGE BUSTIER


+150%
YEAR ON YEAR

BIG TREND



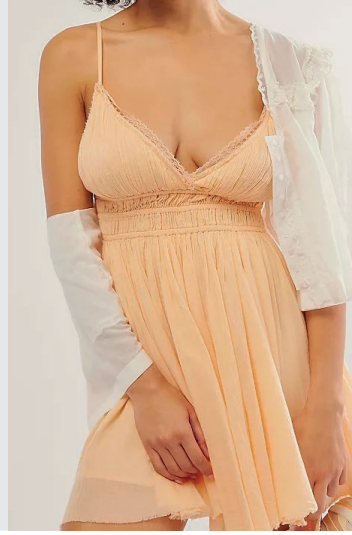
Freepeople_90.webp



PrettyLittleThing_4.jpg.avif



ForLoveandLemons-23.jpg.webp



Freepeople_19.webp



Zara_41.jpg

THE TIMELESS LACE-TRIMMED


+107%
YEAR ON YEAR

SPRING 25 SLEEP & LOUNGE

STABLE TREND



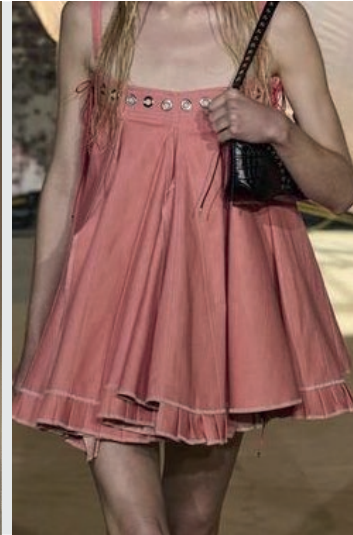
Freepeople_77.webp



ForLoveandLemons-3.jpg.webp



depop3.jpeg



sternin.jpeg



ForLoveandLemons-7.jpg.webp


+13%
YEAR ON YEAR

SAFE TREND



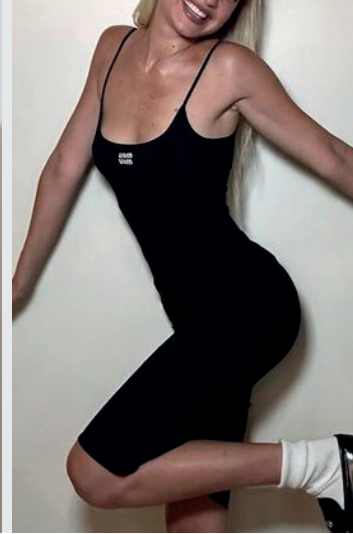
Urban Outfitters -28.webp



outfromunder.jpeg



icone lingerie_1.png



gigi hadid.jpeg



skims.webp


+30%
YEAR ON YEAR

THE UNSTRUCTURED DOLL

THE SCOOPING DRESS

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

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