



MACROTRENDS
FW 25/26
FORECAST
CONSUMER
SHIFTS



LIVETREND

Echoes of Empathy.

Amidst the haze of uncertainty and the weariness of crisis, the year 2026 ushers in a glimmer of hope. Fueled by the potent forces of creativity, escapism, and profound awe, a collective yearning for positive change takes root within us.

To catalyze this transformation, we must transcend the boundaries of our everyday existence, seeking a broader perspective and a deeper sense of purpose. But what drives us forward? Aristotle's timeless wisdom suggests that happiness is the ultimate aim of all human actions. Yet, in our modern era, happiness has often been conflated with outdated ideals of individualism, capitalist success, and the pursuit of power over others.

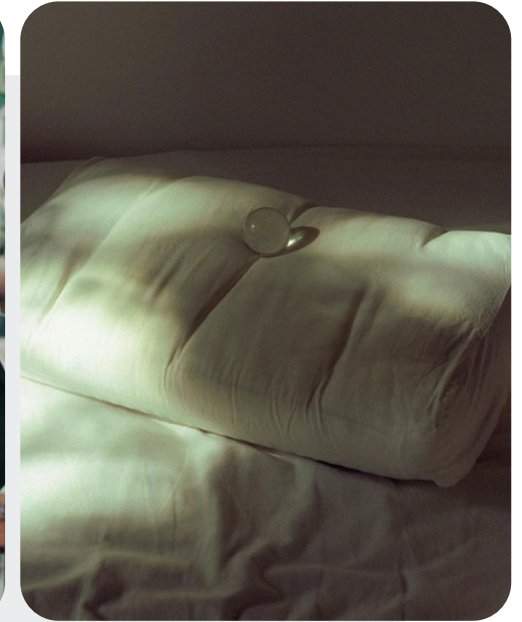
This antiquated pursuit of validation and recognition only serves to disconnect us from our true source of joy: our humanity and our connections with one another. A groundbreaking 85-year study from Harvard underscores the profound impact of relationships on our well-being, revealing that the richness of our connections far surpasses the allure of wealth and achievements. Through life's ups and downs, it is our shared humanity that binds us together, offering solace and strength. To truly thrive, we must strengthen our sense of human connection and social responsibility, championing ethical practices, diversity, inclusivity, and actively contributing to social and environmental causes. Embracing eudaimonic happiness, where our actions are outwardly focused on giving to others, replaces the fleeting pleasures of hedonic indulgence.

In this season of introspection and renewal, we are called to pursue wonder—a profound mix of awe, curiosity, and even fear that expands our resilience and deepens our understanding of the world. By embracing the full spectrum of emotions, we transcend the confines of toxic positivity, embracing vulnerability as a catalyst for growth. By embracing these new principles, we empower ourselves to make more informed decisions, choosing wisely what to engage with and how to invest our time and resources. Through radical kindness and compassion, we pave the way for a future, where every action is a testament to the transformative power of human connection

The LIVETREND Team



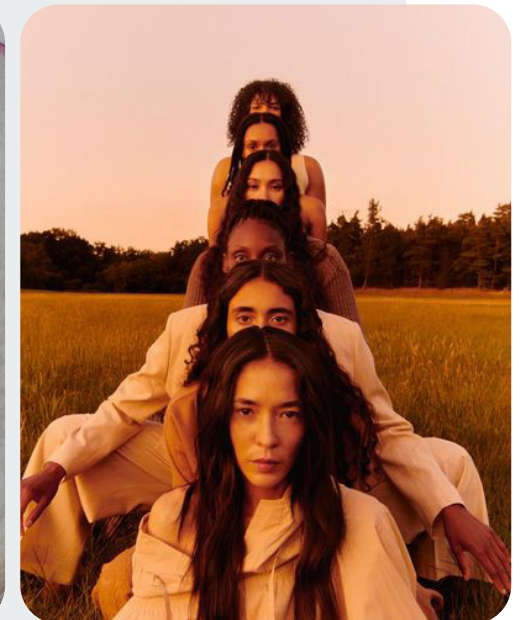
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OVERVIEW CONSUMER SHIFTS



THE SOBER

CONCENTRATE
ON ESSENTIALS



THE DIVERGENT

SUBVERTING
CODES



THE SACRED

RESTORE
CONNECTION



THE DREAMER

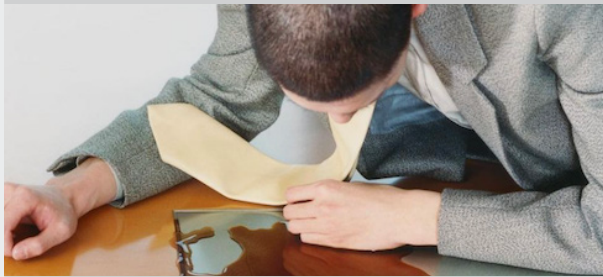
ESCAPE INTO
IMAGINATION

CONSUMER PROFILE **THE SOBER**

SECURITY & STABILITY



TRIGGER:
**UNPREDICTABLE
CHALLENGES**



END OF ABUNDANCE
URGENCY TO EMERGENCY

UNPREDICTABILITY
INSTABILITY ON ALL ENDS

FAST EVOLVING TECH
NEW LAWS & BANS



**INTENTIONAL
REASONED
INVENTIVE
RESILIENT
PRAGMATIC**



DRIVER:
**CONCENTRATE
ON ESSENTIALS**



GOOD GOWTH
MAKE MORE OF LESS

ADAPTABILITY
THINK DIFFERENTLY

INTENTIONAL TECH
REAL-WORLD SOLUTIONS

CONSUMER SHIFT **THE SOBER**

„Navigating Unpredictable Terrain“



SECURITY & STABILITY

TRIGGERS

In the swirling currents of uncertainty that define the year 2025, the Sober Consumer emerges as a steadfast navigator, steering through unpredictable challenges with intentionality and resolve. As the era of abundance draws to a close, the once plentiful resources dwindle, thrusting society into a state of emergency where urgency gives way to a need for prudent action. Every facet of life is touched by the pervasive cloak of unpredictability, with instability casting its shadow on all fronts. And the rapid evolution of technology presents both promise and peril, prompting the enactment of new laws and bans to safeguard against unforeseen risks.

DRIVERS

Driven by a singular focus on the essentials, the Sober Consumer embraces the mantra of ‚making more of less.‘ With a keen eye for good growth, they eschew excess in favor of efficiency, seeking innovative solutions that maximize utility while minimizing waste. Adaptability becomes their guiding principle, prompting them to think differently and explore new avenues for problem-solving. In the realm of technology, they prioritize intentionality, gravitating towards solutions that address real-world needs and promote sustainable practices.

CHARACTERISTICS

Their behavior is characterized by intentionality, awareness, and inventiveness. Every decision is made with a thoughtful consideration of its impact, and every action is imbued with a sense of purpose. In the face of adversity, they stand resilient, drawing upon their pragmatism and resourcefulness to overcome obstacles. For the Sober Consumer, security and stability are paramount, guiding their quest for solutions that offer a sense of assurance in an uncertain world. They embrace the concept of intentional simplicity, finding beauty and efficiency in streamlined solutions that balance timeless principles with innovative thinking.

SUMMARY

In a world where time is precious and resources are scarce, the Sober Consumer embodies the spirit of smart solutionism, approaching challenges with a mindset of purposeful innovation. With an awareness of the past and an eye towards the future, they invent with intention, forging a path towards a more balanced and sustainable way of living.

THE SOBER MACROTREND

POETIC TRAVELLER

QUIET UTILITY - GORPCORE- LOW TECH - ESSENTIALS
SEEKER - WORKWEAR - TRANQUIL TREK



Auralee _8.jpg



@garretnacareto1.png

This trend encapsulates a mindset of pragmatism, intellect, and smart solutions. Rooted in a deep appreciation for functionality and efficiency, this trend embraces a poetic interpretation of the outdoors, infusing it with a serene and contemplative essence. Aesthetic elements reflect a fusion of quiet utility and tender expressions within the realm of gorpcore. Embracing essentials over excess, this trend finds beauty in simplicity and utility, offering a genderless and neutral palette that offers functionality and versatility.

Low tech elements seamlessly integrate enhancing functionality without compromising on style or substance. All-terrain capabilities ensure adaptability to diverse environments, while maintaining an aura of understated elegance. At its core, the FW25/26 macro trend embodies a spirit of serene exploration, inviting individuals to venture into the unknown with calm confidence and respectful grace.



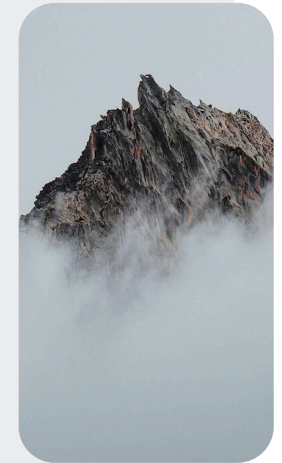
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THE SOBER MACROTREND

ADVANCED UNIFORM

CORPORATE MINIMALISM - CLINICAL - SIMPLIFIED LINES - UNIVERSAL - INNOVATION - FUTURE - DAILY TECH



@prada-5.png



tory-burch-.jpg

This macrotrend embodies a visionary mindset, characterized by intelligence, adaptability, and forward-thinking. Rooted in corporate minimalism, this trend presents an aesthetic that is both essential and refined, embracing simplified lines and sleek design elements, that touch on clinical laboratory notions. At its core, this trend celebrates innovation and timelessness, seamlessly integrating tech elements into office wear to create a harmonious fusion of form and function.

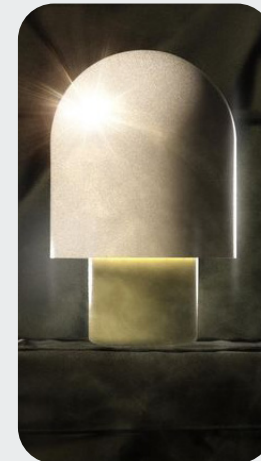
Each piece exudes a sense of understated elegance, with a focus on clean silhouettes and versatile styling. Embracing the mantra of „less is more,“ this trend prioritizes essential pieces that are both versatile and impactful, allowing for effortless integration into various wardrobes. The result is a look that is both practical and sophisticated, offering a seamless transition from the office to any other setting.



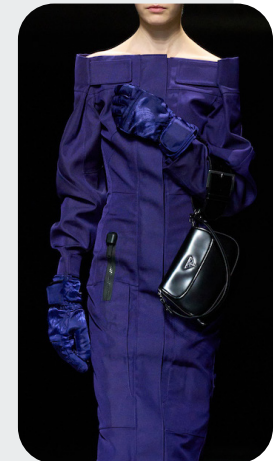
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CONSUMER SHIFT THE DIVERGENT

SINGULARITY & SUBVERSION



TRIGGER:
**DIGITAL
DETACHMENT**



MIMETIC DESIRE
ADOPT OTHERS' DESIRES

DIGITAL DUALITY
DETACHMENT FROM SELF

DEMOCRATIZED OPINIONS
MINORITY MAKES CONTENT



**SUBVERSIVE
INCLUSIVE
BRAVE
PLAYFUL
HEDONISTIC**



DRIVER:
**SUBVERTING
CODES**



NICHE IDENTITIES
INTEREST-BASED GROUPS

SELF-PRESERVATION
INCLUSIVE EXCLUSIVITY

INVENTIVE HEDONISM
PLEASURE WITH PURPOSE

CONSUMER SHIFT **THE DIVERGENT**

„Redefining the Standard“



TRIGGERS

In the ever-expansive realm of 2025, the Divergent Consumer emerges as a bold pioneer, navigating the treacherous waters of digital detachment with confidence and creativity. Triggered by the pervasive sense of disconnect, they confront mimetic desire, where we adopt the desire of millions of others from social media and get controlled by it, by breaking free from these shackles of social media's influence to reclaim their authentic selves. Further, the online sphere is controlled by a minority, with 10% of users creating 80% of contents and creating a democratizing tendency of false majority opinions.

DRIVERS

Amidst the turmoil of digital duality, where reality blurs with the virtual, the Divergent Consumer charts a new course, driven by the ethos of subverting common codes. Embracing niche identities and fostering interest-based communities, they forge connections that transcend the superficiality of mainstream culture. Self-preservation becomes their guiding principle as they explore the realms of inclusive exclusivity, seeking pleasure with purpose and purpose with pleasure. In their pursuit of inventive hedonism, they challenge societal norms and redefine the boundaries of pleasure and fulfillment.

CHARACTERISTICS

Their behavior is marked by subversiveness, inclusivity, and bravery. Fearlessly questioning restraint and rigor, they push the boundaries of acceptability and explore the edges of possibility. In the face of crisis, they refuse to be constrained by convention, embracing the chaos as an opportunity for growth and transformation. For the Divergent Consumer, the journey is about pushing beyond the ordinary, breaking free from the constraints of tradition, and embracing the unknown with open arms. With every step forward, they challenge the status quo, questioning the norms that bind and daring to imagine a world beyond the confines of expectation.

SUMMARY

In a world where innovation and tradition collide, the Divergent Consumer embodies the spirit of inventiveness, balancing timeless wisdom with forward-thinking innovation. With an awareness of the past and an eye towards the future, they navigate the complexities of the digital landscape with courage and conviction, forging a path towards a more inclusive, playful, and hedonistic world.

SINGULARITY & SUBVERSION

THE DIVERGENT MACROTREND

AVANT-GARDE CLASSICS

LUXURIOUS CONFIDENCE - MODERN BOUDOIR - STATUS
ABSOLUTE ELEGANCE - MODS - INDIVIDUALISM



amiri-m-bks-f24-139.jpg



@altuzarra1.png

This macrotrend takes a bold and innovative approach, characterized by a mindset of subverting traditional codes and embracing inclusive exclusivity. This trend breaks with conventional ladies and gents, offering a fresh perspective on fashion that is daring and individual. The aesthetic is chic yet dynamic, drawing inspiration from mod styles of the past while infusing them with contemporary and playful twists. Each piece is elevated to new heights, exuding confidence and a youthful flair while maintaining an air of exclusivity. Bold and unapologetic, this trend embraces a sophisticated touch, celebrating luxury and opulence in meticulously curated elements to make a statement. Overall, the trend represents a break from the ordinary, offering a fresh and exciting take that is set to stand-out and to inspire confidence. It's a celebration of self-expression and seeks to integrate notions of maximalism into a minimal language of style.



claudehome2.png



@morganecamillenicolas1.png



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THE DIVERGENT MACROTREND

PLAYFUL HOMAGE

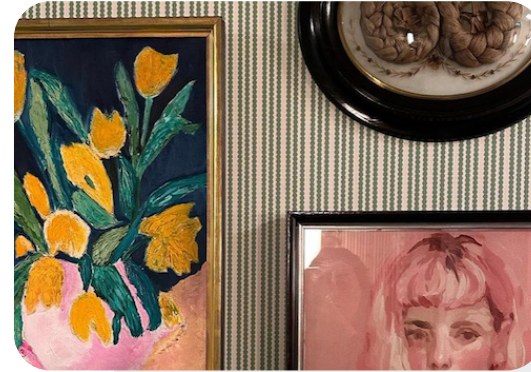
SELF-EXPRESSION - MANOR-BORN - NEW ELITES -
NOSTALGIA - MASCULINE/FEMININE - ECCLESTIC - PREP



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@Vogue.Polska4.png



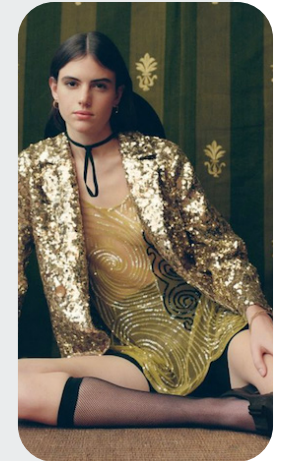
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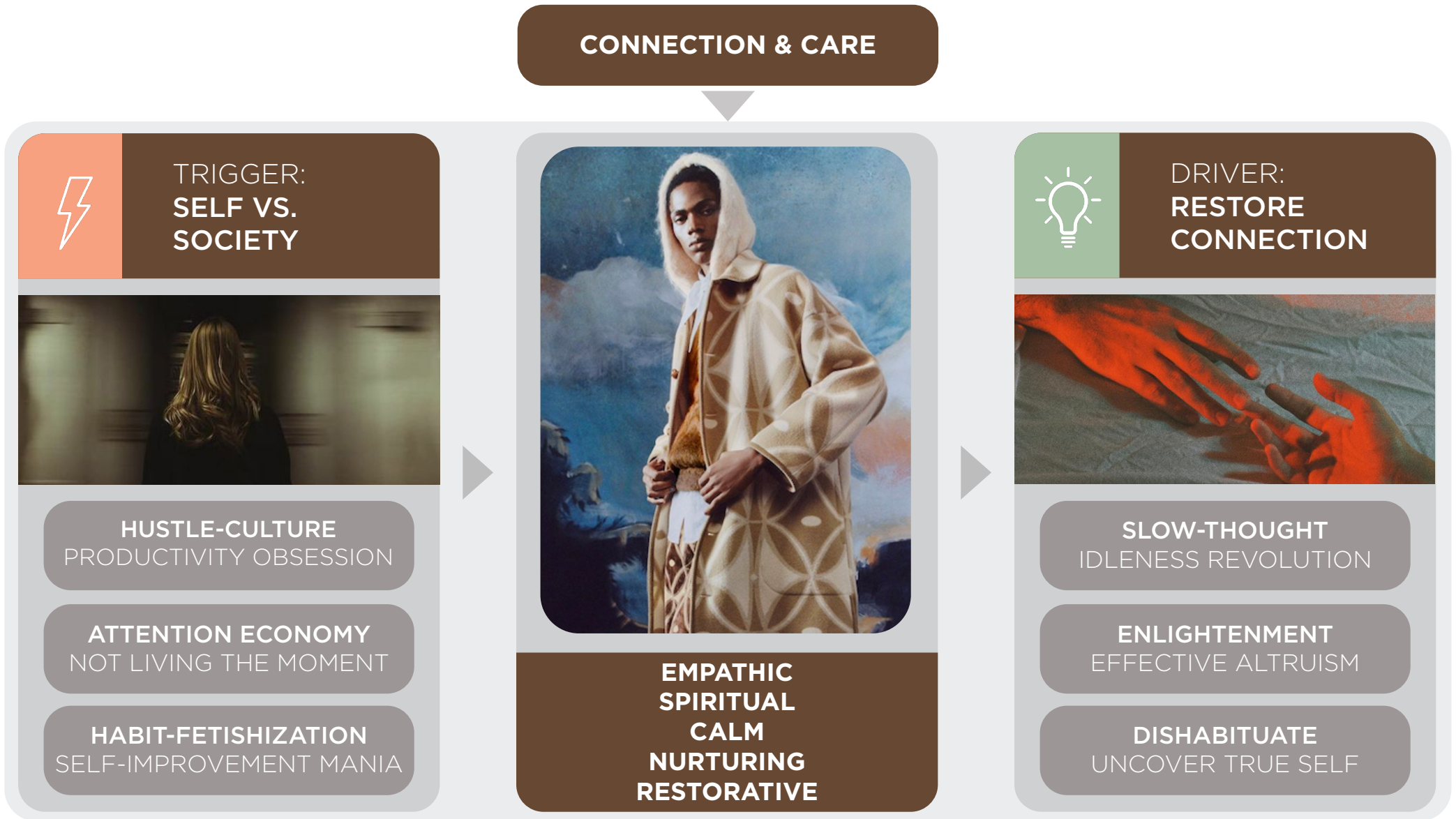


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The macrotrend encapsulates a mindset of youthful rebellion and singularity, where rules are meant to be broken and individuality reigns supreme. It's a celebration of unapologetic self-expression and of exploring classical heritage and the journey of growing up and of redefining the self. Drawing inspiration from an old money eccentricity, this trend combines elements of tradition with a playful twist. It's a mix-and-match playground where preppy rebels redefine classic styles, infusing them with a sense of nostalgia and whimsy.

At its core, the aesthetic is all about embracing personal style and having fun with fashion. It's about mixing the unexpected in an attempt to express individuality and our multifaceted characters. Each piece tells a story, whether that may be from the past, the present and/or the future. Overall, the trend is an ode to authenticity and creativity, inviting eccentric notions after seasons of quietude.

CONSUMER SHIFT THE SACRED



CONSUMER SHIFT THE SACRED

„Nurturing Harmony in a Fractured World“



CONNECTION & CARE

TRIGGERS

Amidst the frenetic pace of modern life, the Sacred Consumer emerges as a symbol of calm amidst the storm, navigating the delicate balance between self and society with empathy and introspection. Triggered by the stark dichotomy between individual well-being and societal demands, they confront the pervasive influence of hustle culture, recognizing the toll of constant stress and productivity obsession on mental and emotional health. In a time of attention economy, where our focus is commodified and our presence fragmented, the Sacred Consumer seeks refuge in the sanctuary of the present moment. Rejecting the allure of habit fetishization and the relentless pursuit of self-improvement, they embrace a path of restoration, nurturing a deeper connection to themselves and the world around them.

DRIVERS

Driven by a desire to restore connection, the Sacred Consumer embarks on a journey of inner exploration and societal transformation. Embracing the revolution of slow thought, they prioritize idleness and me-time without guilt, allowing space for creativity and contemplation to flourish. In pursuit of enlightenment, they embrace the principles of effective altruism, recognizing the interconnectedness of all beings and the power of collective action to effect positive change. Dishabituation becomes their guiding principle as they peel back the layers of conditioning to uncover their true selves and align with their communal purpose.

CHARACTERISTICS

Their behavior is marked by empathy, spirituality, and nurturing, as they strive to create a sanctuary of serenity and plenitude in an increasingly chaotic world. For the Sacred Consumer, ancestral tradition and esoteric health serve as guiding lights, offering a roadmap to inner peace and holistic well-being. With sensitivity and reflection, they assess the value and meaning of their actions, seeking to live in alignment with their deepest values and convictions.

SUMMARY

In a world in need of healing and restoration, the Sacred Consumer embodies the spirit of active zen, finding solace in collective heritage and serenity. They cultivate a sense of comfort and reassurance, looking at ancestral traditions and are nurturing a deeper connection to themselves, each other, and the world at large.

THE SACRED MACROTREND

MEDITATIVE ARTISANAL

AUSTERITY - SURREALISM - VIRTUOSO KNOW-HOW
CALM PLENTITUDE - SPLENDID MODESTY - CEREMONIAL



dior



the row4.jpeg

The macrotrend channels a mindset of restorative contemplation, drawing inspiration from austere ancestral traditions. It evokes a sense of reverence for the past while embracing the present moment with inner peace and mindfulness. The aesthetic narrative unfolds from monk to priestess, where simplicity and modesty intertwine with splendor and surrealism. Prevailing rigor and restraint are reimagined with more spiritual lenses. Each piece exudes a sense of active zen, inviting wearers to find plentitude in movement and stillness alike. This trend puts a focus on artisanal craftsmanship and heritage, creating a sense of connection to our roots. Overall, the trend offers a sanctuary in a fast-paced world, embracing the beauty of simplicity and find solace in the timeless traditions of the past. It's a reminder to slow down, reflect, and find beauty in the quiet moments of life.



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@laurenbamford11.png



@antoniomarras-7.png

THE SACRED MACROTREND

MYSTIC WANDERER

ANCESTRAL KNOWLEDGE - MYSTICAL - WARMTH -
ALCHEMY - BOHEMIAN - HOLISM - CURIOUS - FREE



etro1.png



@etro17.png

The macrotrend embraces a nurturing and restorative mindset of holistic healing and wonder, weaving together elements of spirituality and ancestral wisdom. It seeks to reconnect with the natural world and tap into the healing energies of the earth and cosmos. Drawing inspiration from ancient traditions and mystical practices, this trend embodies the role of the alchemist, blending elements of the past with a bohemian flair.

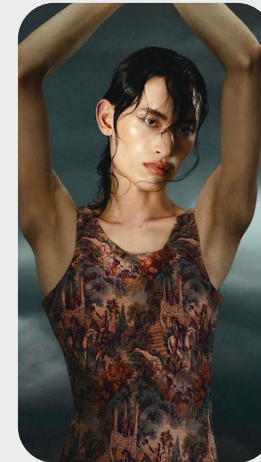
Each piece becomes a vessel for awe and exploration, inviting wearers on a journey of self-discovery and spiritual awakening. The aesthetic narrative fuses earthy stories and celestial notions. It's a celebration of the mystical and the magical, with a focus on finding beauty in the interconnectedness of all things. This trend offers a sanctuary of healing and rejuvenation, inviting an inner alchemist, reconnect with our roots, and find solace in the beauty of the natural world.



@korno.mx.jpeg



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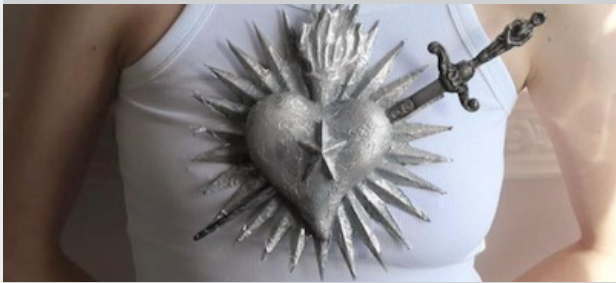
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CONSUMER SHIFT **THE DREAMER**

IMAGINATION & EMOTION



TRIGGER:
**OVERWHELMING
EMOTION**



DOOMSCROLLING
EXCESS OF NEGATIVITY

FEELING NUMB
OVERLOAD OF DISTRESS

TOXIC POSITIVITY
COPING MECHANISM



**SENSITIVE
EMOTIONAL
STIMULATING
POETIC
DREAMY**



DRIVER:
**ESCAPE INTO
IMAGINATION**



ROMANTICISM
ENCOURAGE SENSITIVITY

MICROJOYS
UNCOVER JOY & HOPE

WONDER
RICHNESS OF EMOTIONS

„Exploring the Realm of Imagination“



IMAGINATION & EMOTION

TRIGGERS

In the vast expanse of 2025, the Dreamer Consumer emerges as a luminary amidst the shadows, navigating the depths of overwhelming emotion with sensitivity and wonder. Triggered by the relentless input of negative stimuli, they confront the pitfalls of doomscrolling and the numbing effect of digital distress by seeking solace in the sanctuary of their imagination. Amidst the chaos of the world, where everything seems rushed and overwhelming, the Dreamer Consumer embraces the call of escape into the realm of fantasy. Rejecting the facade of toxic positivity, that has become a coping mechanism for many, they find refuge in the depths of their own creativity and the enchanting world of their dreams.

DRIVERS

Driven by a desire to escape into imagination, the Dreamer Consumer embarks on a journey of romanticism and micro-joys, uncovering beauty and hope in the smallest of things. Encouraging sensitivity in an overly rational time, they seek to stimulate their senses and awaken their souls to the wonders of the world. Wonder becomes their guiding principle as they embrace the plurality and complexity of emotion, exploring the richness of sentiment and the transformative power of awe. Their behavior is marked by sensitivity, emotionality, and poeticism, as they navigate the world with a sense of wonder and curiosity.

CHARACTERISTICS

For the Dreamer Consumer, escape in dreams and fantasy serves as a means of transformation and hybridization, stimulating ideas and fostering creativity in wonderfully strange and fantastical ways. Longing for an imaginary elsewhere, they seek to stimulate and transform the world around them, infusing it with the vibrancy of their dreams and the magic of their imagination.

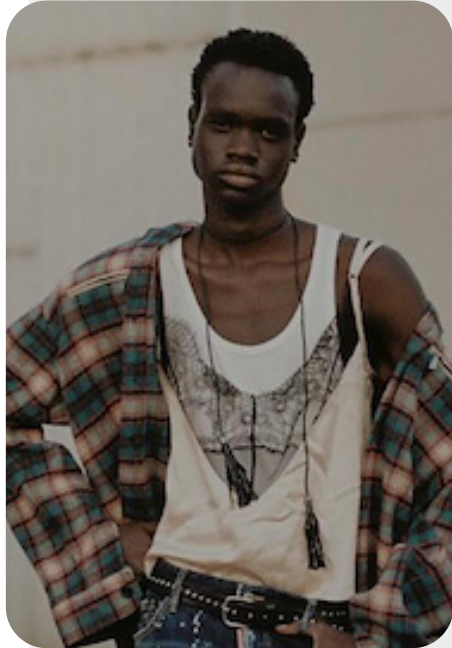
SUMMARY

In a world in need of inspiration and enchantment, the Dreamer Consumer embodies the spirit of a virtuoso, crafting fantastical mixes and ideas that challenge the status quo and elevate the human experience. With each dream, they paint a portrait of a world filled with wonder and possibility, inviting others to join them on a journey of discovery and delight.

THE DREAMER MACROTREND

POETIC DAZE

STRANGE ROMANTICISM - COMPLEX EMOTION - SENSUAL
DECONSTRUCTED - TWISTED DELICATE - PUNK POETRY



dsquared2.png



demeulemeester-.jpg

The macrotrend delves into a mindset that is sensitive, stimulating, and deeply explorative of emotion. It celebrates the complexities of the human experience, inviting wearers to embrace their vulnerabilities and delve into the depths of their feelings. The aesthetic narrative unfolds like a tale of strange romance, where a dichotomy of emotion meets like punk and poetry. It's an intimate exploration of the self, where vulnerabilities and flaws are celebrated. Styles exude a seductive allure, drawing us into a world of sensual depth and unconventional beauty. In this trend, uncovering the layers of emotion becomes an art form, in a disheveling an aesthetic that is imperfect yet captivating in its intimacy and rawness. Overall, the trend offers a space for individuals to explore sensitivity and sensuality, where every garment tells a story of love, loss, and the richness of our emotions.



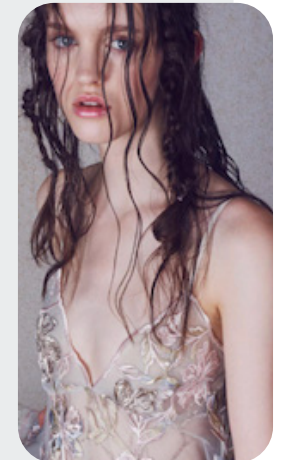
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WONDROUS WORLD

FANTSATICAL - AVANT-GARDE DREAMSCAPE - HYBRIS
PHANTSMAGORICAL NATURE - REALISTIC FICTION



@prada-4.png



knwls-bks-f24-097-552x828.jpg

The macrotrend captures a mindset that is fantastical, stimulating, and fueled by imagination. It invites wearers to embark on a journey into the depths of their creative minds, where reality blurs with fantasy and the ordinary transforms into the extraordinary. At the heart of this trend lies an avant-garde dreamscape, where the boundaries of possibility are redefined. The aesthetic narrative of phantasmagorical nature intertwines elements of the natural world with the surreal to create a world of enchantment. In this trend, reality is seen through the lens of fiction. Each piece is a work of hybris, blending elements of the familiar with the unexpected to create something truly unique and mesmerizing. The morphing nature of this trend invites wearers to explore the endless possibilities of their imagination, embracing the beauty of transformation and the power of creative expression. In this trend reality is but a canvas for infinite possibilities.

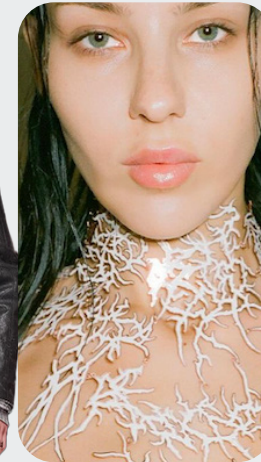
THE DREAMER MACROTREND



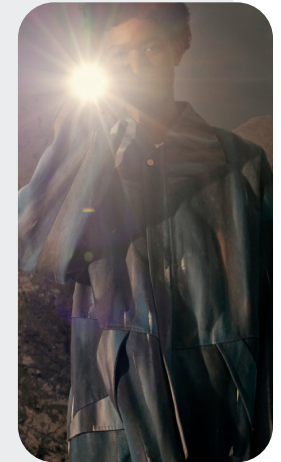
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@sayaka_maruyama_1.png



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

THANK YOU!

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