



**WOMENSWEAR**  
**SS 2025**  
**UPDATE**  
**MUST-HAVE**  
**PANTS**



LIVETREND

# SS25 PANTS UPDATE INTRODUCTION



milano-str-f24-1346.jpg



paris-fashion-week-fw24-street-style\_1.jpg



paris-fashion-week-fw24\_1.jpg



new-york-street-style-day-1.webp



## UPDATE

**Classic & Casual Blent.** Analyzing Instagram, the influences for Spring/Summer 2025 are quite clear. A nostalgic revival of 90s business chic dominates the Street styles during the fashion shows, ushering in a fresh take on power dressing for the warmer months ahead. Embracing a blend of classic tailoring and contemporary flair, menswear-inspired pieces emerge as powerful staples in women's wardrobes. Tapered 90s looks, featuring tailored fitted trousers, exude confidence and sophistication, effortlessly blending femininity with assertiveness. Capris make a stylish comeback, offering a versatile option for both casual and formal occasions, while micro-pants deliver a bold statement with a basically bottom-less silhouette. Additionally, fluid silky pants add a touch of elegance and ease to the ensemble, providing a breezy alternative to formal trousers. In Spring/Summer 2025, pants undergo a transformative update, celebrating the timeless allure of 90s fashion while embracing modern sensibilities and versatility for the contemporary woman.

*This report is based on Livetrend data crossreferencing Instagram and Consumer Search. The percentages show the visibility evolution year on year considering March 2024. Find the related legend on the last slides.*

[ACCESS ALL IMAGES  
CLICKING HERE](#)



BIG TREND



+3%  
YOY GROWTH



+50%  
YOY GROWTH

# SS25 EASY TAILORED



paris-fashion-week-fw24\_1.jpg



MFW-FW24-StreetStyle4.jpg



milano-str-f24-2023.jpg



@the-impression.jpg



paris-fashion-week-fw24-street-style.jpg



paris-str-f24-1216.jpg



Elle\_Milan street style fw24.jpg



SAFE TREND



+7%  
YOY GROWTH



+70%  
YOY GROWTH

# SS25 FLUID SILKIES



milano-str-f24-2291.jpg



@sviridovskayasasha.png



milano-str-f24-2166.jpg



milano-str-f24-2232.jpg



chloe.jpg



@maralafontan.jpg



staud.jpg



SAFE TREND



+65%  
YOY GROWTH



+100%  
YOY GROWTH

# SS25 PINSTRIPE PANTS



milano-str-f24-1346.jpg



yaitte.jpg



@veronicaferraro.png



loulou.jpg



paris-str-f24-2825.jpg



fashion-week-fw24-street-style.jpg



Street-Style-The-Impression.jpg



LAST CALL



-15%  
YOY GROWTH



+90%  
YOY GROWTH

# SS25 CRISP OUTDOOR



parisfw24.jpg



paris-str-f24-2634.jpg



darkpark.jpg



stella-mccartney.jpg



paris-fashion-week-fw24.jpg



paris-street-style-day-4.jpg



paris-str-f24-2094.jpg





SAFE TREND



+2%  
YOY GROWTH



+100%  
YOY GROWTH

# SS25 XL BERMUDAS



@emilisindlev



@dilettabonaiuti.png



fashion-week-fw24-street-style\_1.jpg



paris-str-f24-1330.jpg



@ellialli.png



milan-street-style.jpg



milan-street-style-day-2.jpg



EARLY SIGN

 +317% YOY GROWTH  +850% YOY GROWTH

# SS25 SKATER JORTS



@asos



@olenka.jpeg



@georgiafowler.webp



@popiulianca.webp



@felicity.jpeg



@vickyanthekids.webp



@puftysmuff.jpeg



EARLY SIGN

 +315%  
YOY GROWTH

 +1000%  
YOY GROWTH

# SS25 MICRO SHORTS



@carodaur.jpg



@tamara.jpg



paris-str-f24-1006.jpg



paris-fashion-week-fw24\_2.jpg



paris-str-f24-1000.jpg



milan-street-style\_1.jpg



london-str-f24-0939.jpg



 **+2%**  
YOY GROWTH

## SS25 90S TAPERED



paris-street-style-day-4\_1.jpg

### SAFE TREND



new-york-street-style.webp



paris-str-f24-0594.jpg

 **+810%**  
YOY GROWTH

## SS25 CAPRI PANTS

### EARLY SIGN



new-york-str-f24-0719.jpg



@veronicaferraro2.png



new-york-street-style-day-1.webp





**+40%**  
YOY GROWTH

## SS25 SPORT BRIEFS



paris-str-f24-0570.jpg

### EARLY SIGN



miu miu.avif



@oliviaponton2.png



**+26%**  
YOY GROWTH

## SS25 SHEERS

### EDGY TREND



london-str-f24-0794.jpg



london-str-f24-0916.jpg



sally-lapointe.jpg



# 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**

# **THANK YOU!**

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