

SS 2025 UPDATE MUST-HAVE PANTS

LT 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.



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paris-fashion-week-fw24_1.jpg



MFW-FW24-StreetStyle4.jpg



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



milano-str-f24-2023.jpg



paris-str-f24-1216.jpg



@the-impression.jpg

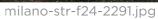


Elle_Milan street style fw24.jpg











@sviridovskayasasha.png



chloe.jpg



milano-str-f24-2166.jpg



@maralafontan.jpg



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staud.jpg



SAFE TREND



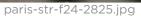
SS25 **PINSTRIPE PANTS**



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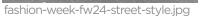














loulou.jpg



Street-Style-The-Impression.jpg









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darkpark.jpg



paris-street-style-day-4.jpg



stella-mccartney.jp



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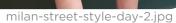






















SS25 **SKATER JORTS**









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@georgiafowler.webp

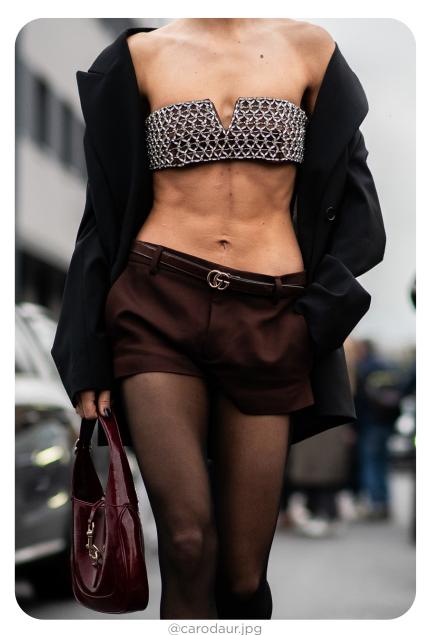


@vickyanthekids.webp





@puftysmuff.jpeg









paris-str-f24-1000.jpg





milan-street-style_1.jpg





london-str-f24-0939.jpg



SS25 **90S TAPERED**



SS25 CAPRI PANTS



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



new-york-street-style.webp



EARLY SIGN



new-york-str-f24-0719.jpg



@veronicaferraro2.png



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



SS25 **SPORT BRIEFS**



SS25 **SHEERS**



paris-str-f24-0570.jpg

EARLY SIGN



miu miu.avif



EDGY TREND





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 ROWTH 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 COM-MERCIAL POTENTIAL



TEST

A STATEMENT PRODUCT WITH GROWING PERSPECTIVE BUT SMALLER MAGNITUDE AND HIGHER RISK





L7 LIVETREND

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