



**FORECAST**  
FALL/WINTER  
2025-26  
**COLORS**



LIVETREND

# COLORS FW25 INTRODUCTION



@johannbesse2.png



## FORECAST

**Fresh & Sophisticated.** The FW25 color palette is a symphony of richness and innovation, harmonizing sophisticated hues with fresh, newly pigmented tones. At its core, refined reds take center stage, infusing the palette with a sense of power and allure. Retro warm shades add a nostalgic touch, evoking memories of sun-drenched golden hours. Olive tones bring an earthy depth, grounding the palette with their natural beauty and versatility. Chic acidic greens inject a contemporary edge, providing a vibrant burst of energy and modernity. Minty undertones offer a refreshing contrast, lending a cool, crisp feel to the overall ambiance. Royal nightshade tones in purple and blue exude luxury and refinement, adding depth and sophistication to the palette. Finally, blush rose and brown options contribute softness and warmth, creating a sense of intimacy and comfort. For this season, combining new vitalizing hues with tender tones offers an elevated take on colorblocking combos and proposes the perfect shift from quite-luxury neutral palettes into a new phase.

*This forecasting report is based on a brainstorming of international Trend Experts, crossreferencing several LIVETREND data sources (Fashion shows, Instagram, E-commerce), analysing the visibility, the growth and the sale performance of the color trends year on year.*

# COLORS FW25 OVERVIEW



@sickymag-14.png



jbtalbourdet17.png



Max Vassiades.jpg



noceraferri.1.png

<b>Windsor Wine</b> 19-1528 TCX	<b>Flame Scarlet</b> 18-1662 TCX	<b>Mandarin Red</b> 17-1562 TCX	<b>Persimmon</b> 16-1356 TCX	<b>Daffodil</b> 14-0805 TCX	<b>Taos taupe</b> 15-1119 TCX	<b>Dried Herb</b> 17-0627 TCX	<b>Climbing Ivy</b> 19-0307 TCX	<b>Antique Moss</b> 16-0840 TCX	<b>Chardonnay</b> 13-0633 TCX	<b>Sharp Green</b> 13-0535 TCX	<b>Reed</b> 193-0215 TCX	<b>Spring Bouquet</b> 14-6340 TCX	<b>Spruce-Up</b> 19-49181 TCX	<b>Wasabi</b> 16-5109 TCX	<b>Pastel Blue</b> 12-4607 TCX	<b>Dresden Blue</b> 17-4433 TCX	<b>Bellwether</b> 19-3943 TCX	<b>Purple Opulence</b> 18-3840 TCX	<b>Shadow Purple</b> 19-32171 TCX	<b>Pale Pansy</b> 17-3310 TCX	<b>Pale Lilac</b> 13-2803 TCX	<b>Misty Rose</b> 15-1512 TCX	<b>Shrimpy</b> 15-1523 TCX	<b>Cedar Wood</b> 17-1525 TCX	<b>Downtown Brown</b> 19-1223 TCX
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# COLOR SHIFT **WARM STONES**



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rachel ann kassler.jpg



@isoladesign.jpg

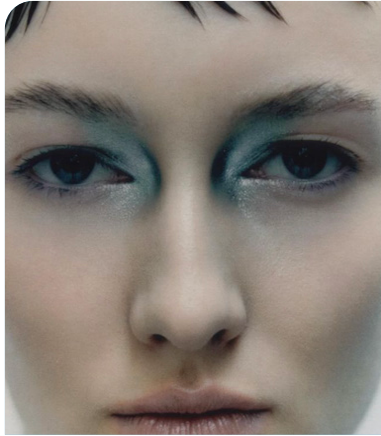
**Opal Gray**  
16-3801 TCX

**Gray Flannel**  
17-4016 TCX

**Black Beauty**  
19-3911 TCX

**Stone-inspired Sophistication.** For the FW 2025 season, the color shift for warm grey introduces captivating hues like Opal Grey and Gray Flannel, imbued with an almost taupe-like essence. Opal Grey exudes a subtle mysticism, reminiscent of the infamous gemstone, infusing sophistication and myth into any palette. Gray Flannel adds depth with its subdued, versatile shade, evoking a sense of timeless elegance. These tones, alongside classics like Black Beauty, create a palette of warmer and comforting neutrals. Their harmonious blend not only offers versatility in styling but also instills a sense of coziness and refinement for embracing the essence of autumn and winter.

# COLOR SHIFT **CLINICAL COLD**



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@simuero\_1.png



modedamour.jpeg



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**Lead**  
17-4408 TCX

**Smoke**  
14-4505 TCX

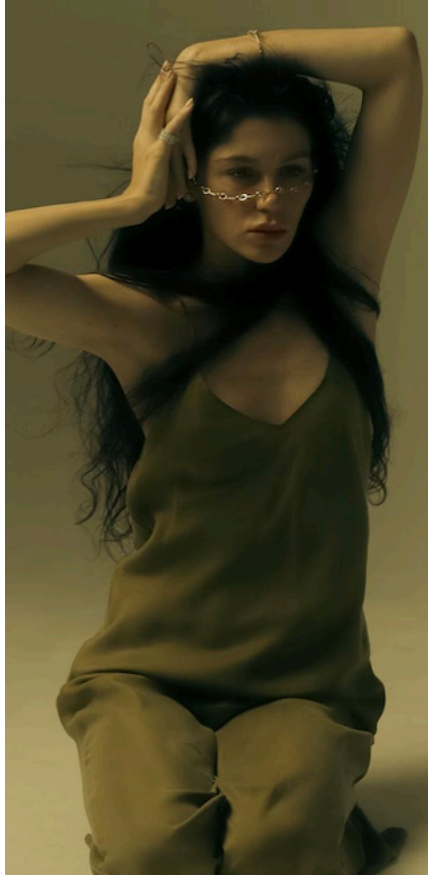
**White Asylum**  
11-1001TCX

**Sophisticated Cool.** For FW 2025, the color shift for cold grey introduces striking shades like Lead and Green-Tinted Smoke Grey. Lead Grey exudes a commanding presence with its deep, enigmatic hue, while Green-Tinted Smoke Grey adds an intriguing twist with subtle hints of verdant undertones, creating a sense of mystery and depth. White Asylum brings a crisp, clinical vibe, evoking a minimalist aesthetic with its pure, pristine hue. Overall, the clinical greenish undertones inject a touch of coolness and modernity, reminiscent of sterile environments and add a sense of innovation. Together, these hues create an „icy effect,“ conveying a mood of crisp sophistication and futuristic allure, perfectly suited for the FW season.

# COLOR SHIFT MUDDY OLIVE



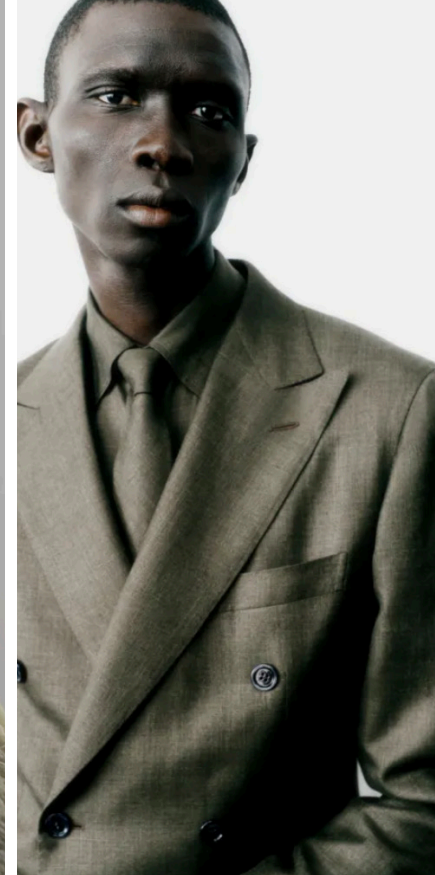
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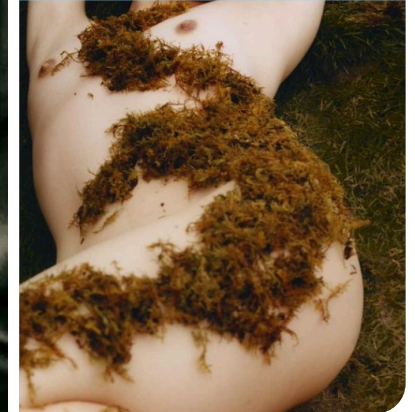
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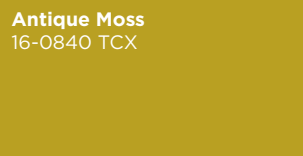
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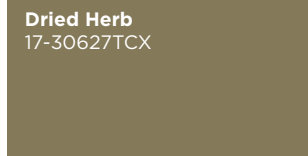
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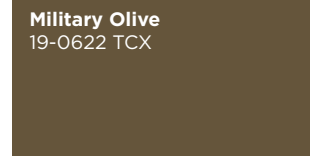
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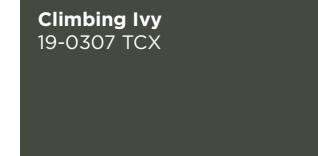
**Antique Moss**  
16-0840 TCX



**Dried Herb**  
17-30627TCX



**Military Olive**  
19-0622 TCX



**Climbing Ivy**  
19-0307 TCX

**Rugged Refinement.** For FW 2025, the khaki green palette undergoes a shift, introducing evocative shades that embody natural beauty and timeless allure. Antique Moss emerges as a standout, offering a yellow-tinted hue reminiscent of eerie yet captivating landscapes. Its subtle undertones infuse a sense of vintage charm and mysterious allure, adding depth to any ensemble. Dried Herb steps in as a neutral olive shade, exuding understated elegance and versatility. This classic hue effortlessly complements other tones while retaining its own character. Military Olive presents a rugged mud tone that echoes utilitarian aesthetics with a timeless appeal. Climbing Ivy rounds out the selection with its deep green tint, imbuing classic dark intrigue. Together, these khaki greens blend natural beauty with a hint of nostalgia, perfect for a mood of rugged refinement.

# COLOR SHIFT **SOFT ACIDS**



botter



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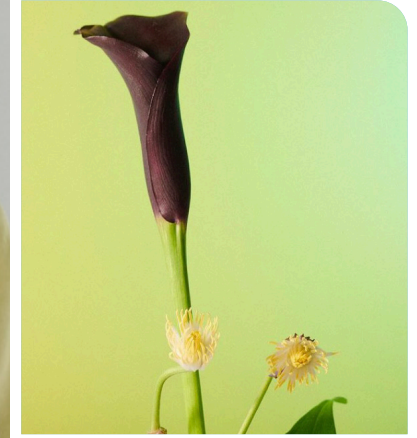
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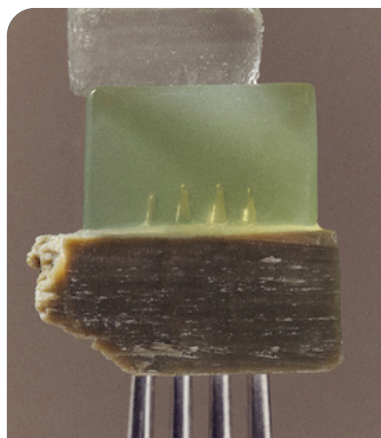


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**Acid Allure.** For FW 2025, acid tones introducing hues that exude vibrant energy and unconventional charm. Chardonnay takes center stage with an eerie green-tinted pastel yellow, casting a mesmerizing spell that evokes a sense of otherworldly allure. This unique hue adds a touch of whimsy and intrigue to any look, infusing it with a hint of surreal beauty. Sharp Green makes a bold statement, bringing its acid lime color to the forefront once again. Its vibrant presence injects a burst of vitality offering a lively contrast to the season's more subdued tones. White Jade emerges as a green acid pastel, radiating a luminous glow that captivates the senses. Its ethereal quality imbues outfits with a sense of dreamy sophistication, creating a harmonious balance between boldness and delicacy. Together, these acid tones electrify the season with an avant-garde spirit.

# COLOR SHIFT **VIRTUAL GREENS**



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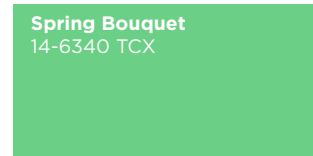
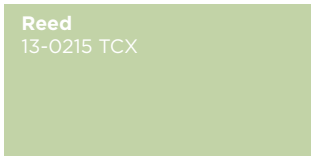
LOEWE\_24.jpg



@seonwoowan.jpg



LOEWE\_25.jpg



**Digital Age.** For FW 2025, cyber greens undergo a futuristic transformation, introducing shades that evoke a sense of technological innovation and digital escapism. Reed emerges as a cooling minty pastel, reminiscent of digital landscapes and virtual realms. Its tranquil hue imbues a sense of calmness and serenity, offering a refreshing escape from the chaos of the modern world. Spring BOuquet makes a bold impression, with a vibrant presence in the palette. This bold hue injects a burst of energy and vitality, reflecting the dynamic nature of the digital age. Together, these cyber greens create a color effect that bridges the gap between the natural and the virtual, inviting individuals to explore new frontiers and embrace the limitless possibilities of technology.



# COLOR SHIFT CYBER SAGE



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STUDIO CHACHA.png



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@dionbal8.png



@bdestudios8.png

Misty Jade  
13-6008 TCX

Wasabi  
16-5109 TCX

Spruced-Up  
19-4918 TCX

**Vibrancy and Opulence.** For FW 2025, turquoise is introducing hues that evoke a sense of tranquility and sophistication. Misty Jade emerges as an ethereal pastel, casting a spell of serenity and enchantment. Its delicate hue transports the viewer to a dreamy realm, where time seems to stand still. Wasabi steps in as a mid-tone sage, infusing the palette with a hint of natural freshness and vitality. This versatile shade adds a touch of vibrancy while maintaining an air of understated elegance. Spruced-Up adds a deep indulgent tile shade, exuding a sense of opulence and refinement. Its rich hue adds depth and dimension, lending an air of luxury to any ensemble. These turquoise tones create a color effect that captivates the senses and transports into a world of estrange beauty.

# COLOR SHIFT COLD DIVE



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Orto Parisi.jpg



Nehera.png



jil sander



Hanna Kelifa.jpg



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Max Vassiades.jpg

Pastel Blue  
12-4607 TCX

Dresden Blue  
17-4433 TCX

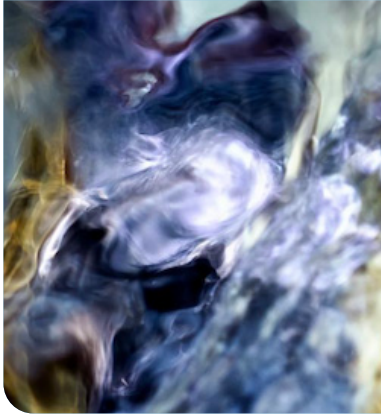
Deep Dive  
19-4126 TCX

**Beauty of Past & Future.** For FW 2025, blue undergoes a captivating transformation, unveiling hues that blend tradition with a touch of modernity. Pastel Blue takes center stage with a minty undertone, exuding freshness and tranquility reminiscent of open horizons. This soft hue adds a subtle pop of innovation while maintaining a serene ambiance. Dresden Blue emerges as a sophisticated virtual cyan, offering a glimpse into the digital age with its sleek and futuristic allure. Its vibrant hue evokes a sense of innovation and forward-thinking, while embedding timeless chic. Deep Dive completes the color with a vintage coastal navy shade, evoking memories of timeless elegance and maritime adventures. Its rich hue adds depth to the palette, grounding with a sense of retrosophistication. These blues blend tradition with innovation, inviting endless possibilities of the future while cherishing the beauty of the past.

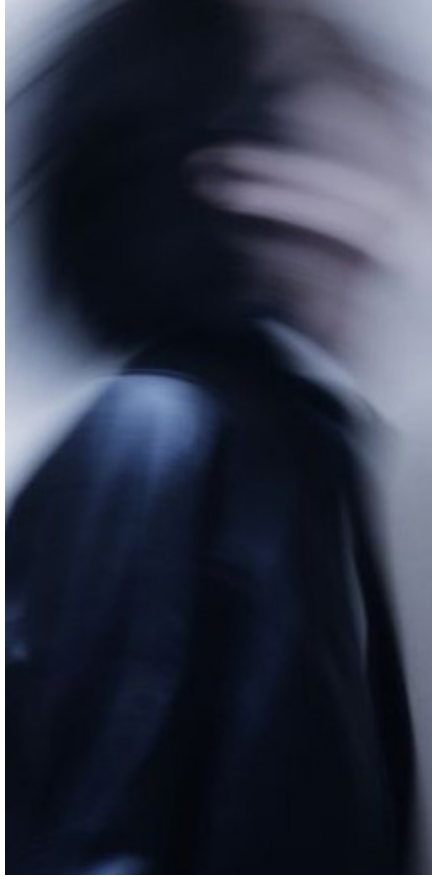
# COLOR SHIFT NIGHTSHADE



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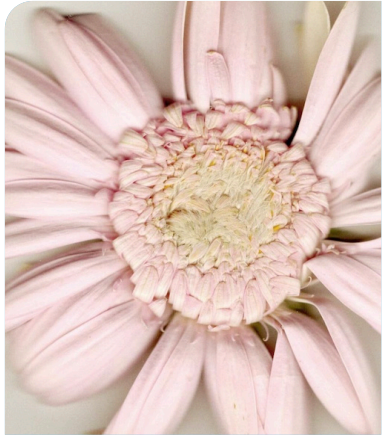
**Bellwether Blue**  
19-3943 TCX

**Purple Opulence**  
18-3840 TCX

**Shadow Purple**  
19-3217 TCX

**Cooling Biosphere Tints.** For FW 2025, the purple palette undergoes a regal transformation, introducing hues that exude opulence and sophistication. Bellwether Blue takes the spotlight as a royal aristocratic blue, commanding attention with its majestic allure. This rich hue evokes images of grandeur and elegance to embrace luxury and tradition. Purple Opulence emerges as a boldly pigmented purple, infusing the palette with a sense of drama and extravagance. Its vibrant hue adds a pop of color and personality, making a statement wherever it goes. Shadow Purple completes the trio with its nightshade tint, offering a hint of mystery and allure. Its deep hue adds depth and dimension, creating a sense of intrigue and fascination. Together, these purple tones create a color effect that captivates the imagination and transports into a world of timeless beauty and grandeur.

# COLOR SHIFT MUTED ROSE



@laura.see4.png



8on8



dries van noten -4.jpg



Miu Miu.jpg



vogue uk2.jpeg



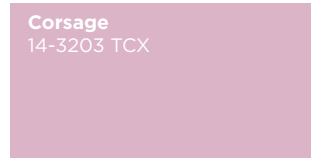
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@karenmeadows.jpeg



Pale Lilac  
13-2803 TCX



Corsage  
14-3203 TCX



Pale Pansy  
17-3310 TCX

**Cooling Biosphere Tints.** For FW 2025, the pink palette is introducing hues that evoke muted feelings of romance and whimsy. Pale Lilac emerges as a nostalgic pale rose, reminiscent of soft petals and gentle sunsets. Its delicate hue exudes a sense of tranquility and innocence, perfect for those seeking a touch of vintage charm. Corsage steps in as a muted baby pink, adding a subtle hint of sweetness and femininity. This understated shade offers a feminine elegance but feels more subdued than before. Pale Pansy completes the palette with its new in-between mauve and pink tint, offering a modern twist on a classic hue. Its soft yet sophisticated tone adds depth and dimension, creating a sense of understated luxury. Together, these pink tones create a color effect that captures the essence of tender romance inviting individuals to embrace their softer side and celebrate the beauty of feminine heritage.

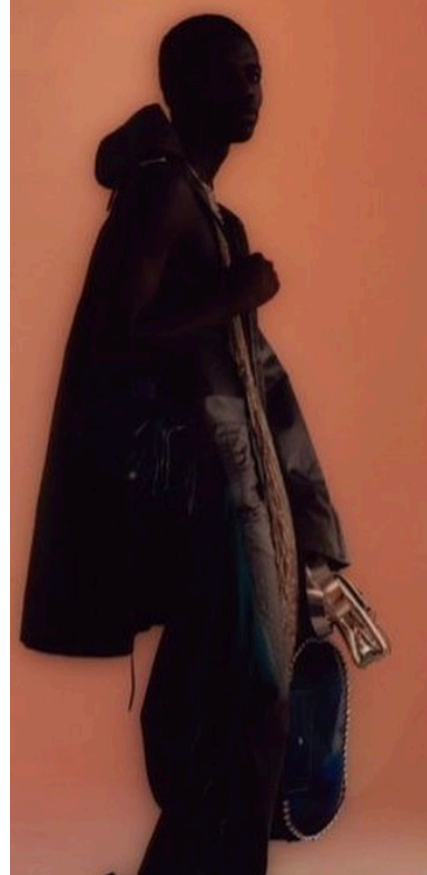
# COLOR SHIFT **BLUSHY NUDES**



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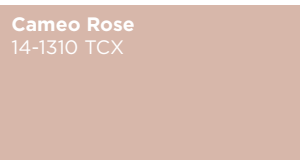
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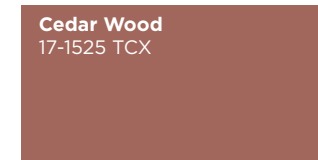
**Cameo Rose**  
14-1310 TCX



**Misty Rose**  
15-1512TCX



**Shrimp**  
15-1523 TCX



**Cedar Wood**  
17-1525 TCX

**Elegant Nudes.** For FW 2025, neutrals take on a refined and sophisticated character, introducing hues that blend tender warmth with pure elegance. Cameo Rose emerges as a nude beige, embodying timeless simplicity and versatility. Its understated charm provides a perfect canvas for layering textures and accessorizing with bold accents. Misty Rose steps in as a neutral blush, infusing the palette with a soft, romantic allure. This delicate hue adds a touch of femininity and grace. Shrimp brings a hint of warmth with its apricot neutral tone, offering a fresh take on classic neutrals. Its vibrant hue adds a playful twist to the palette, injecting a sense of natural vibrancy. Cedar Wood completes the quartet with its sophisticated blush brown shade, exuding richness and depth. This earthy hue adds a sense of grounding and stability, providing a perfect balance to the softer tones in the palette. These neutrals are both timeless and modern, inviting softness and confidence.

# COLOR SHIFT WOODLANDS



@cultgaia7.png



Thomas Cristiani.jpg



lanvin.jpeg



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AMC\_6.png



Fernando Casasempere.jpg



Soeur.jpg

Clay  
15-1231 TCX

Downtown Brown  
19-1223 TCX

Mulch  
19-0910 TCX

**Warmth and Depth.** Warm browns undergo a rich transformation, introducing hues that evoke a sense of earthy sophistication and timeless charm. Clay proposes as a classic warm beige, embodying the essence of natural elegance and versatility. Its understated warmth provides a neutral foundation for building a myriad of looks, from casual to formal. Downtown Brown steps in as the perfect in-between brown, offering a balanced blend of warmth and depth. This versatile hue adds a touch of urban sophistication to the palette, perfect for the cosmopolitan individual. Mulch completes the trio with its deep black-brown shade, exuding a sense of mystery and allure. Its rich hue adds depth and intensity, creating a striking contrast against lighter tones. Together, these warm browns feel comforting and refined, inviting to embrace nature and the richness of the urban landscape.

# COLOR SHIFT **GOLDEN TINTS**



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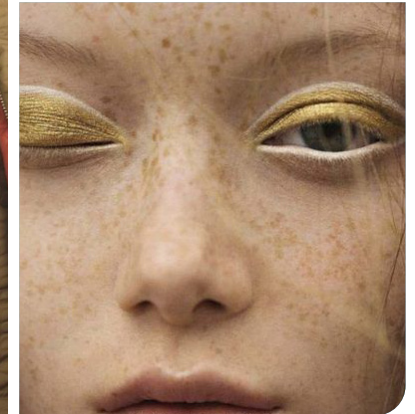
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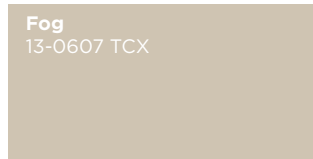
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**Fog**  
13-0607 TCX



**Lemon Pepper**  
16-1119 TCX



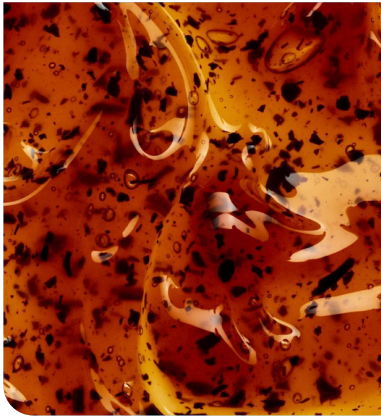
**Taos Taupe**  
15-1119 TCX

**Neutral Grace.** FW 2025 unveils hues that blend warmth with sophistication, evoking a sense of understated luxury and timeless allure. Fog emerges as a light stone beige, casting a soft and ethereal ambiance reminiscent of misty mornings. Its gentle hue provides a neutral backdrop, perfect for creating serene and elegant ensembles. Lemon Pepper steps in as an olive-tinted beige, adding a hint of earthy warmth and depth to the palette. This unique hue infuses a touch of earthiness and character, offering a fresh take on classic neutrals. Taos Taupe completes the trio with its subdued golden shade, exuding richness and elegance. Its warm undertones add a sense of opulence and refinement, creating a sophisticated color effect that is both comforting and chic. Together, these golden beige tones create a harmonious palette that invites to embrace their inner glow and radiate with confidence and grace.

# COLOR SHIFT **RETRO WARMTH**



Freddy Persson.jpg



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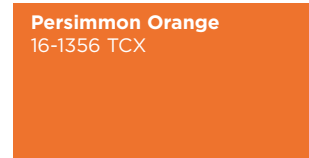
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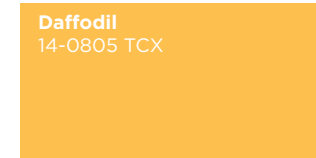
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**Gold Flame**  
16-1449 TCX



**Persimmon Orange**  
16-1356 TCX

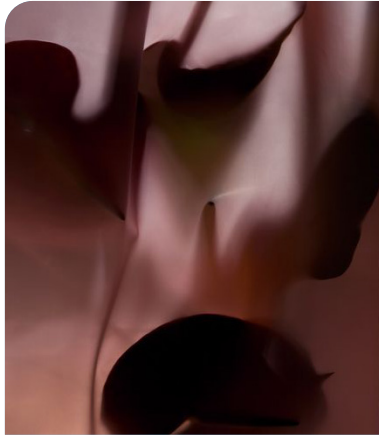


**Daffodil**  
14-0805 TCX

**Rich Retro Shades.** For FW 2025, warm colors offer hues that exude elegance, vibrancy, and a touch of retro charm. Gold Flame emerges as a cognac shade, evoking the essence of sophistication and refinement. Its rich hue adds depth and warmth, reminiscent of fine aged spirits and luxurious leather. Persimmon Orange steps in as a golden warm orange, infusing the palette with a burst of energy and vitality. This vibrant hue captures the warmth of autumn sunsets, radiating a sense of optimism and joy. Daffodil completes the trio with its clean retro yellow, offering a nostalgic nod to the past while remaining fresh and contemporary. Its bright hue adds a pop of color and personality, perfect for injecting a sense of playfulness into any ensemble. Together, these warm colors create a dynamic color effect that celebrates the beauty of fall season and invites to embrace a warm and vibrant side with confidence.



# COLOR SHIFT **DEEP TERRACOTTA**



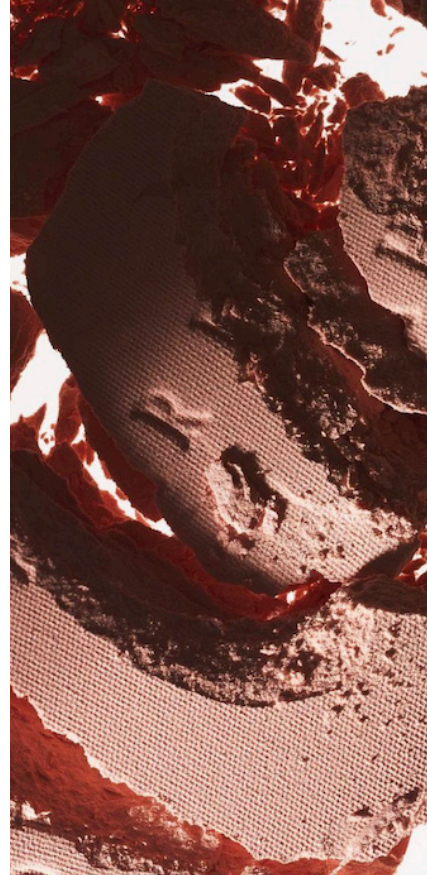
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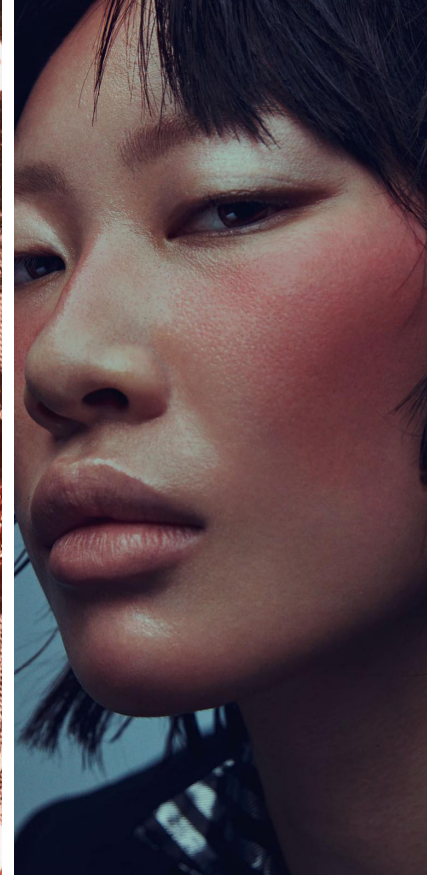
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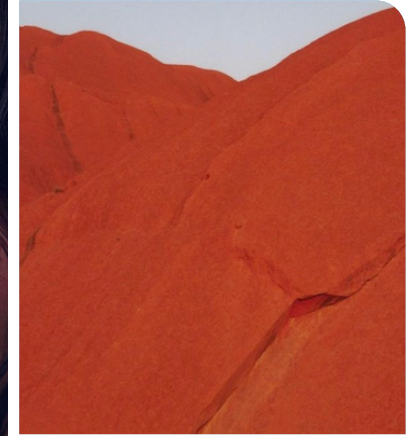
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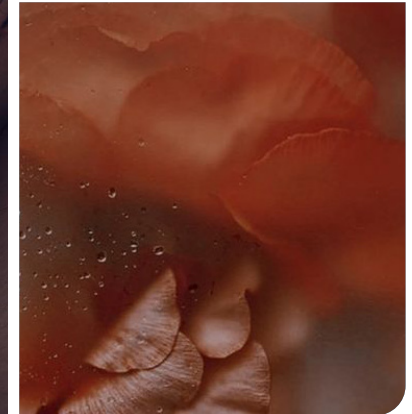
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Andrew Yee.jpg



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**Windsor Wine**  
19-1528 TCX

**Fired Brick**  
19-1337 TCX

**Red Clay**  
18-1454 TCX

**Luxurious Earth.** For FW 2025, reddish browns undergo a luxurious transformation, introducing hues that blend warmth with depth and sophistication. Windsor Wine emerges as a burgundy basic, infusing the palette with richness and elegance. Its deep hue evokes images of fine wine and opulent velvet, adding a touch of luxury to any ensemble. Fired Brick steps in as a dark red-tinted brown, offering a sense of intensity. This bold hue adds depth and character, perfect for understated but indulgent style. Red Clay adds a sophisticated terracotta tone, exuding warmth and earthiness. Its rich hue adds a sense of timeless elegance, reminiscent of sun-kissed landscapes and rustic charm. Together, these red browns feel refined and inviting, in order to embrace the richness and warmth of the season with sophistication and spiritual earthiness.

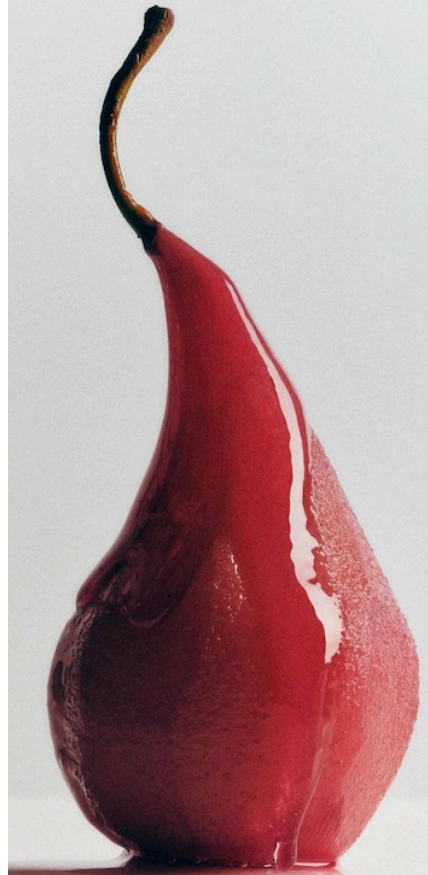
# COLOR SHIFT INTENSE REDS



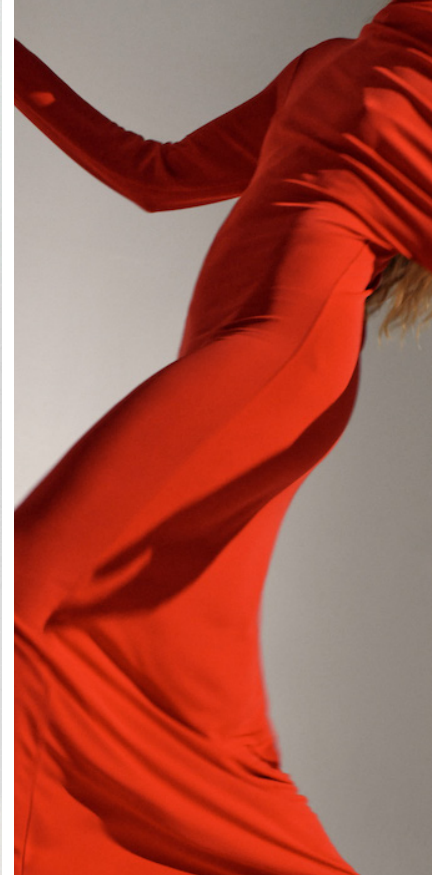
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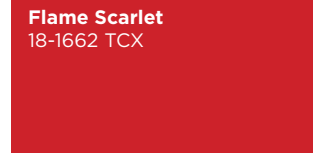
Jo Malone.jpg



Charles Helleu.jpg



valentino-.jpg



**Cooling Biosphere Tints.** Reds ignite passion and vitality with a contemporary twist. Savvy Red emerges as a bold, bloody red, commanding attention with its intense and assertive presence. This hue exudes confidence and strength, making a powerful statement with a subtle wine undertone. Flame Scarlet steps in as a clean, cartoon-like red, injecting a sense of playfulness and whimsy into the palette. Its vibrant hue adds a pop of color and energy, evoking memories of classic icons. Mandarin Red completes the trio with its vibrant coral hue, offering a fresh take on traditional reds. Its lively and optimistic tone infuses the palette with impactfulness.. Together, these red tones create a color effect that is bold, dynamic, and full of life, inviting an inner fire and to express confidence and creativity.

# 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

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