



**WOMENSWEAR  
SS25  
FULL SUMMER  
FESTIVAL  
UPDATE**



LIVETREND

# FESTIVAL UPDATE INTRODUCTION



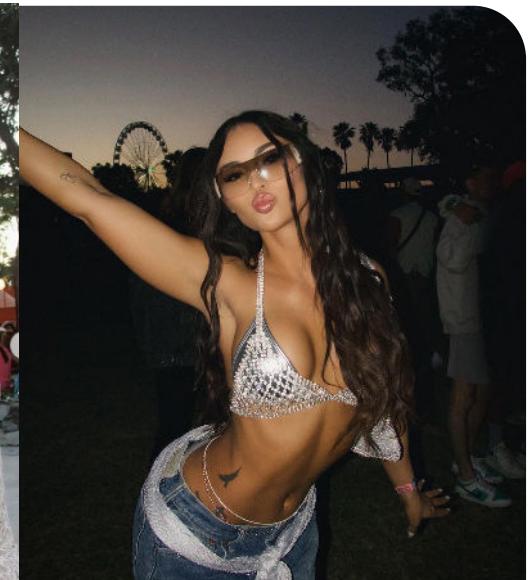
@paudictado.jpg



@montyymiller.jpg



@madslewis.png



@jordan1sanchez.jpg



UPDATE

**Girl Things.** As the vibrant energy of festival season approaches, fashion enthusiasts eagerly anticipate the unveiling of the latest trends for Spring/Summer 2025. The looks have been steering away from the typical flower crowns vibe to a more wearable and boho-chic look and leaning into the “we’re girls” trend taking over social media, an array of romantic and girlish details saturated festival fashion. From the heart of Middle America to the flirtatious whims of Lolita fashion and the nostalgic nods to 90s culture, summer festivals promise to be a celebration of individuality and creativity. One of the standout influences on this season’s festival fashion is Beyoncé’s latest album, which has ignited a newfound appreciation for pure country aesthetics. Embracing the essence of #countrycore in all its authenticity, fashionistas are drawn to rustic denim, fringed details, stetson hats and classic cowboy boots. Meanwhile, the realm of coquettes and frivolous Lolita fashion undergoes a whimsical evolution, delving into even girlier territory with unabashed confidence. In a nod to the recent revival of sports and 90s culture, festival-goers can expect to see a tender fusion of sporty aesthetics and preppy influences.

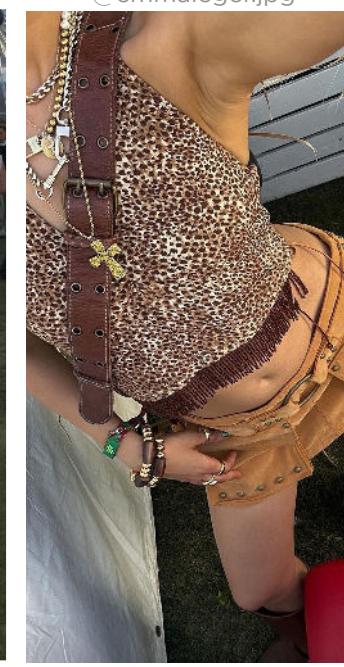
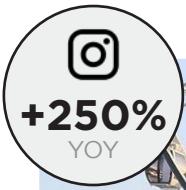
*This report is based on Livetrend data extracted from Instagram and consumer searches, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.*

ACCESS ALL IMAGES  
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# FESTIVAL UPDATE **KEY CHARACTERS**

# FESTIVAL CHARACTERS THE COUNTRY AMERICANA



#CONTRYCORE - DENIM - COWGIRL

# FESTIVAL CHARACTERS THE GIPSY COQUETTE



@lacetann.jpg

BOHO WESTERN - @COQUETTECORE - SOFT GIPSY



@camilacoelho2.png



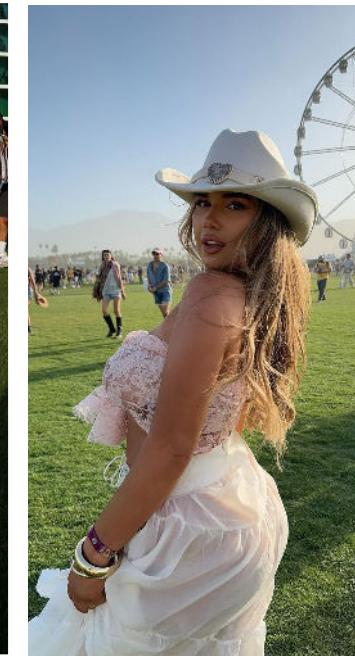
@francescastavolone.jpg



@iamtristina.jpg



@libertypoollex.jpg



lindabayliszullo.jpg

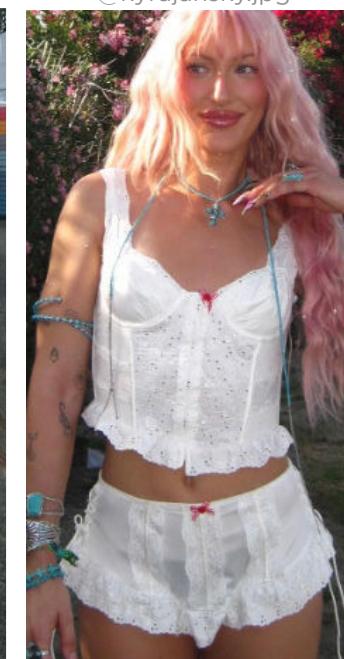
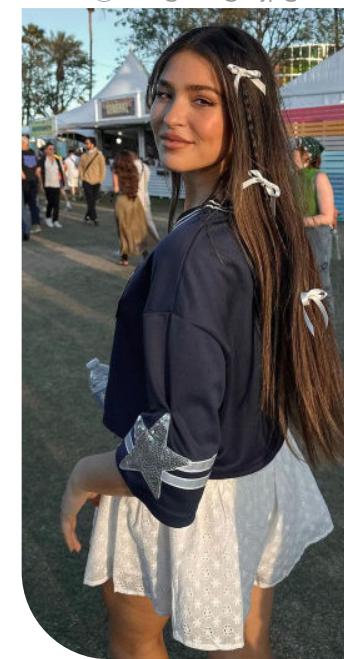
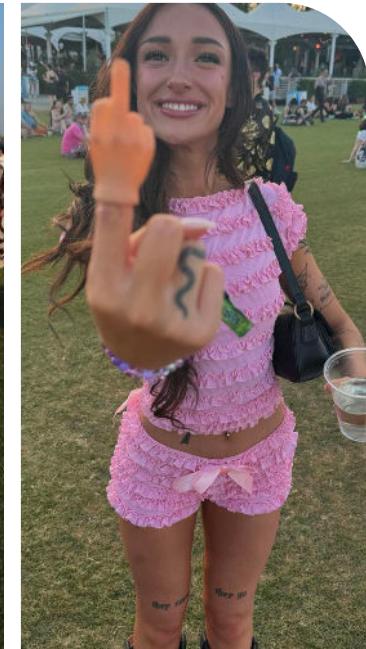


@kimyebrahimi.jpg

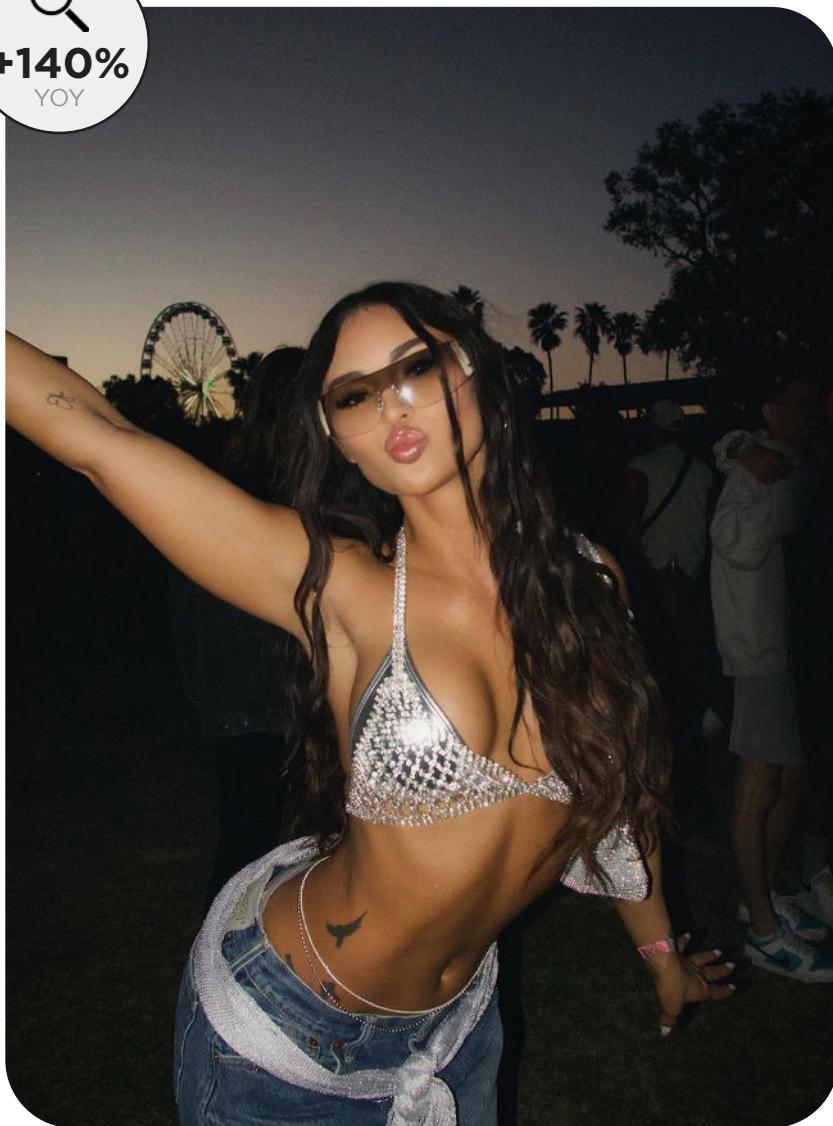
# FESTIVAL CHARACTERS THE LOLITA



FRIVOLOUS - FEMININE - BOUDOIR



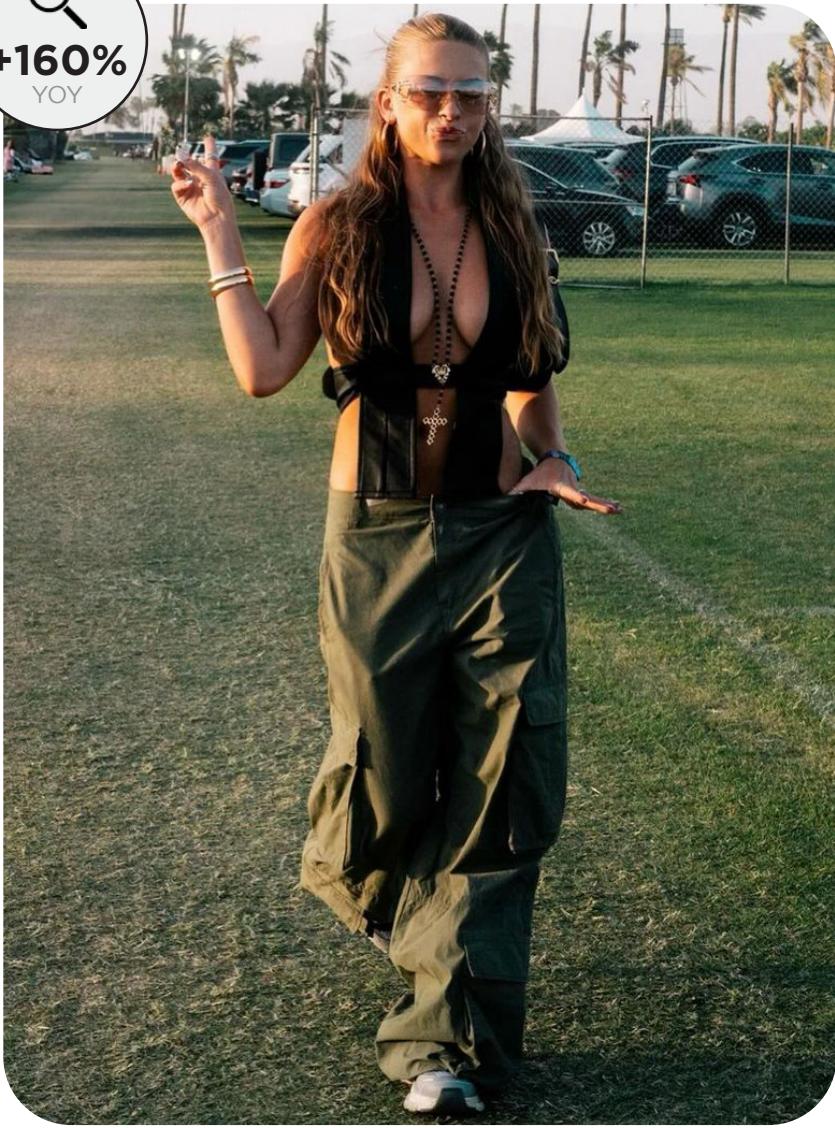
# FESTIVAL CHARACTERS THE BLING-RING BABE



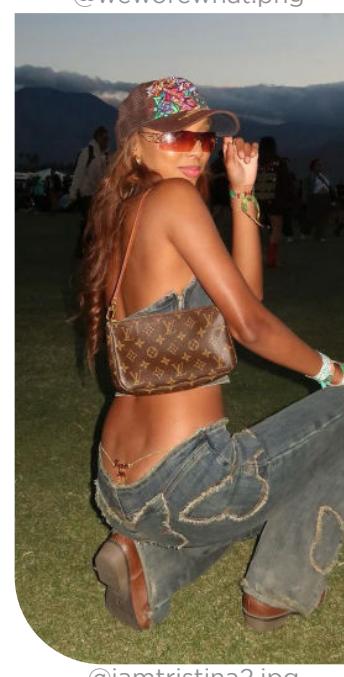
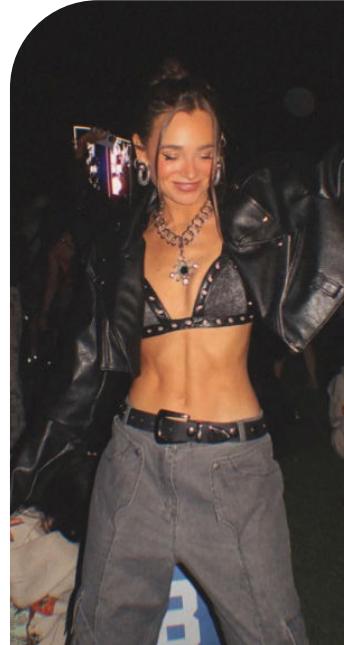
#Y2K - GLITZY - #RICHBITCH



# FESTIVAL CHARACTERS THE DESERT RAVER



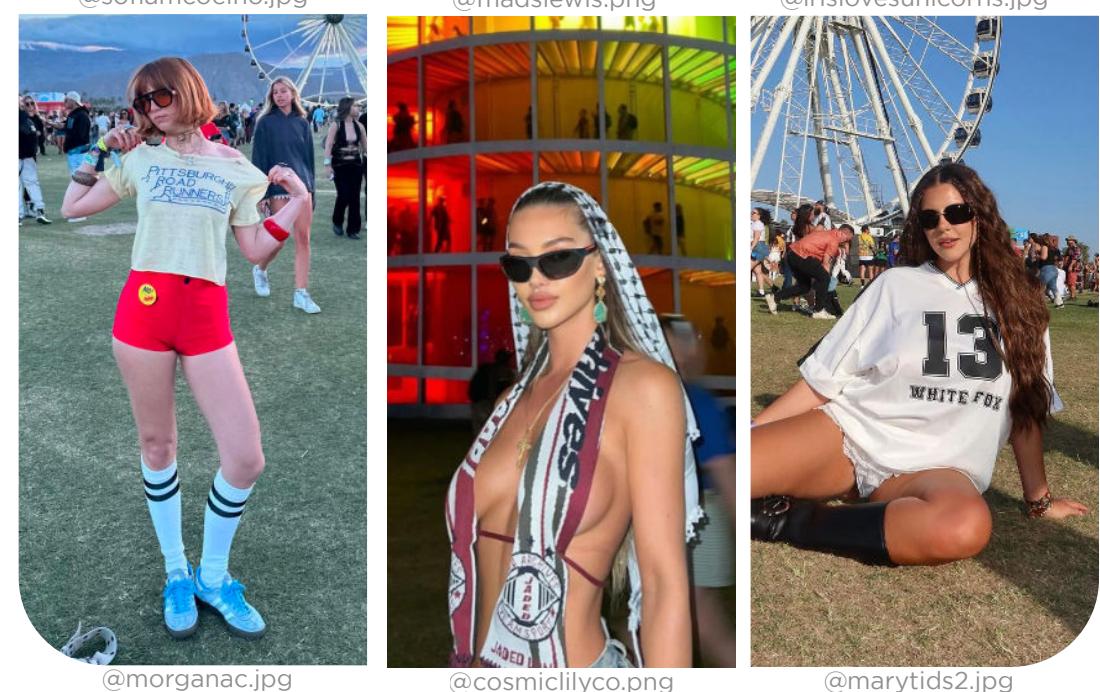
HOT RACER - DISRUPTIVE - #BOSSGIRL



# FESTIVAL CHARACTERS THE BLOKETTE



#BLOKECORE - FUN - DIY



# FESTIVAL CHARACTERS THE SK8R GIRL



90S - HIP HOP - EASY STREETWEAR



# FESTIVAL CHARACTERS THE OPULENT DIVA



@emmakeitmann.jpg

MAXIMALIST - BEJEWELLED - ECCENTRIC



@sophiatuxford.jpg



@nebioliva.jpg



@elenahazinah.jpg



@soo\_oos.jpg



@lilybrooksobriant.jpg

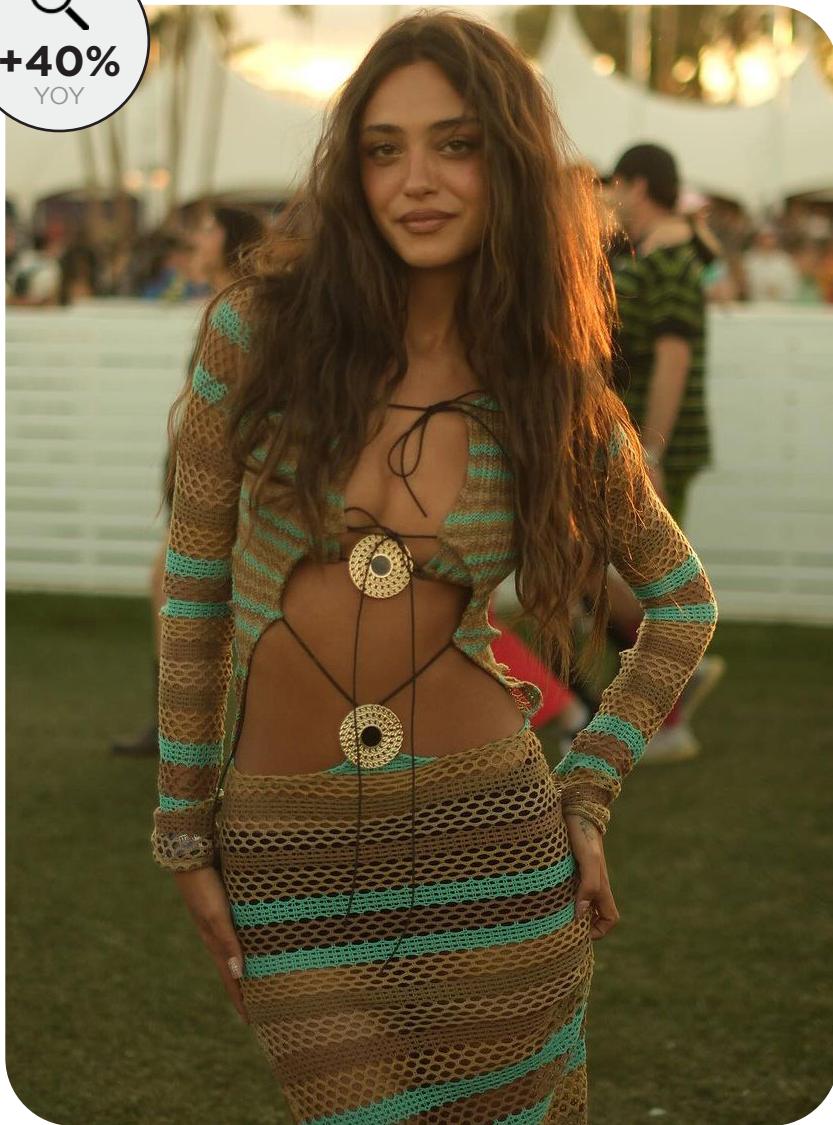


@raveculturel\_1.jpg



# FESTIVAL UPDATE **KEY STYLES**

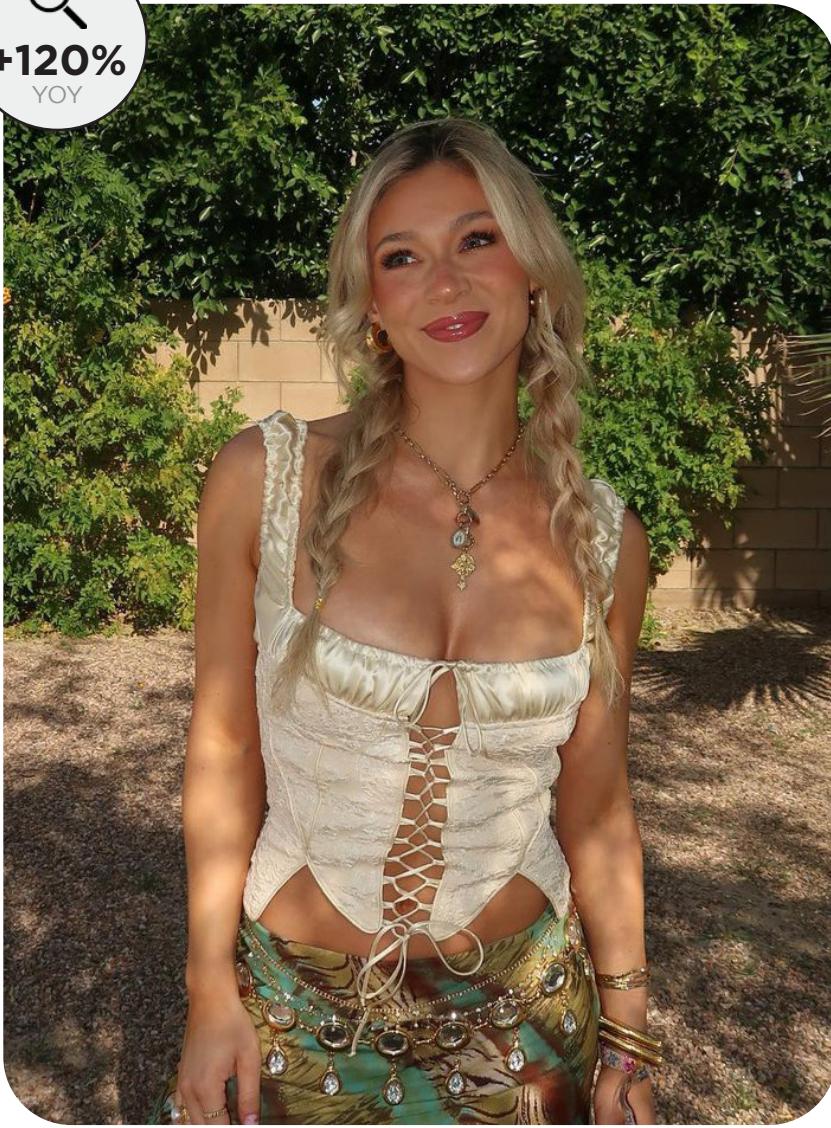
# FESTIVAL KEY STYLES THE CROCHET UNSTRUCTURED



CUT OUTS - FLOSSING - BARE BELLY



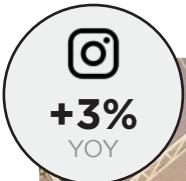
# FESTIVAL KEY STYLES THE BRIDAL BUSTIER



COQUETTE - ROMANTIC - STRUCTURED LINGERIE



# FESTIVAL KEY STYLES THE HOODED STYLE



DOOMSDAY - SHAMAN - PLUNGING NECKLINE



@cassc.jpg



@mjheddermann.png



@cierraortega2.jpg



@mjheddermann2.jpg



@natalienagatoishi.png



@cierraortega.jpg

# FESTIVAL KEY STYLES THE MICRO PANTIE



@jennyhunsaker.jpg

HOT PANTS - LOW RISE - INTIMATE - Y2K



@renneherberts.jpg

@indahclothing.jpg

@moderngurlzz.jpg

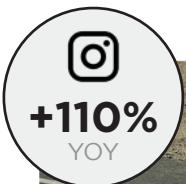


@jardnassac.jpg

@sophiecornwell.png

@jennyhunsaker.jpg

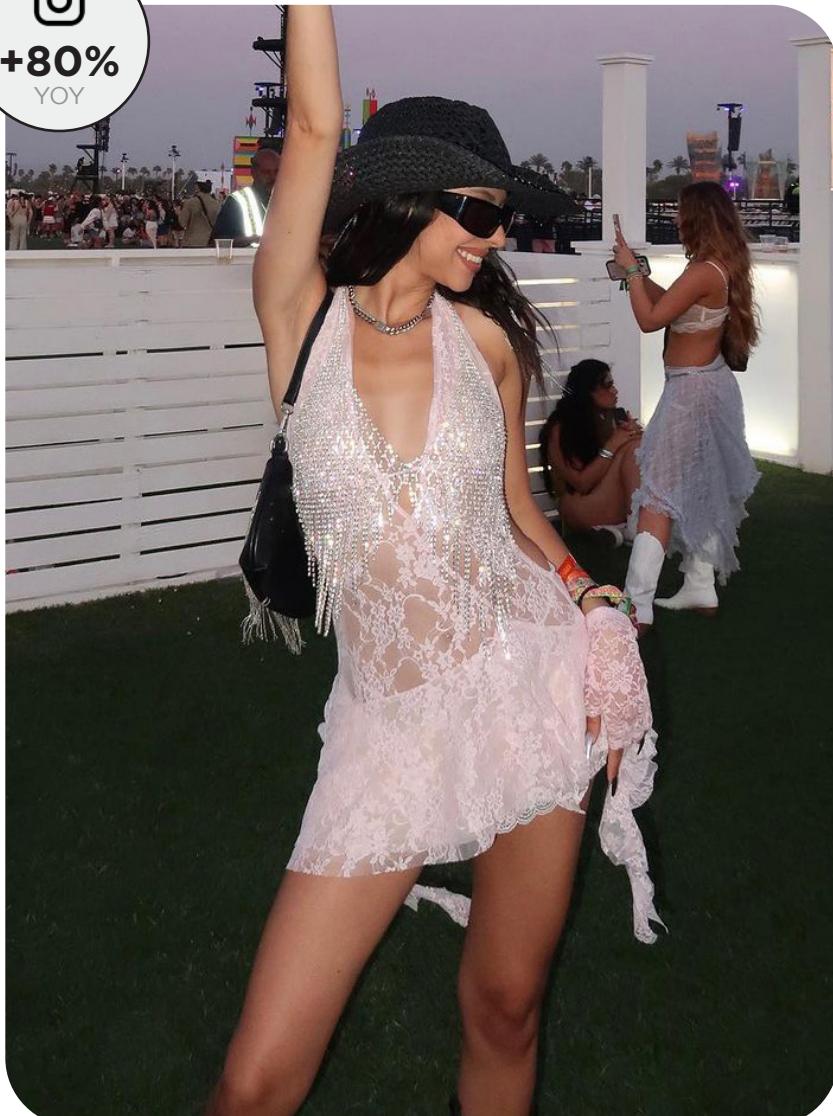
# FESTIVAL KEY STYLES THE PURE BOHO SKIRT



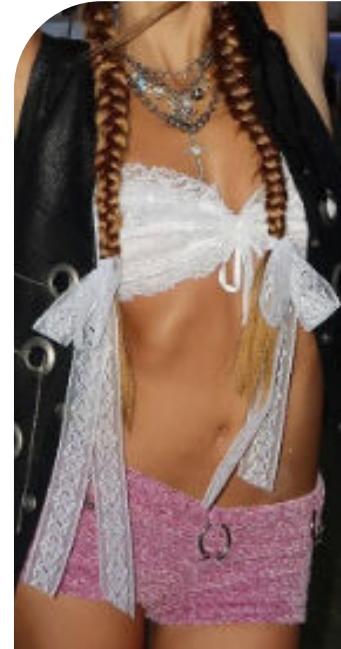
TIERED SKIRT - ASYMMETRIC SKIRT - PURE



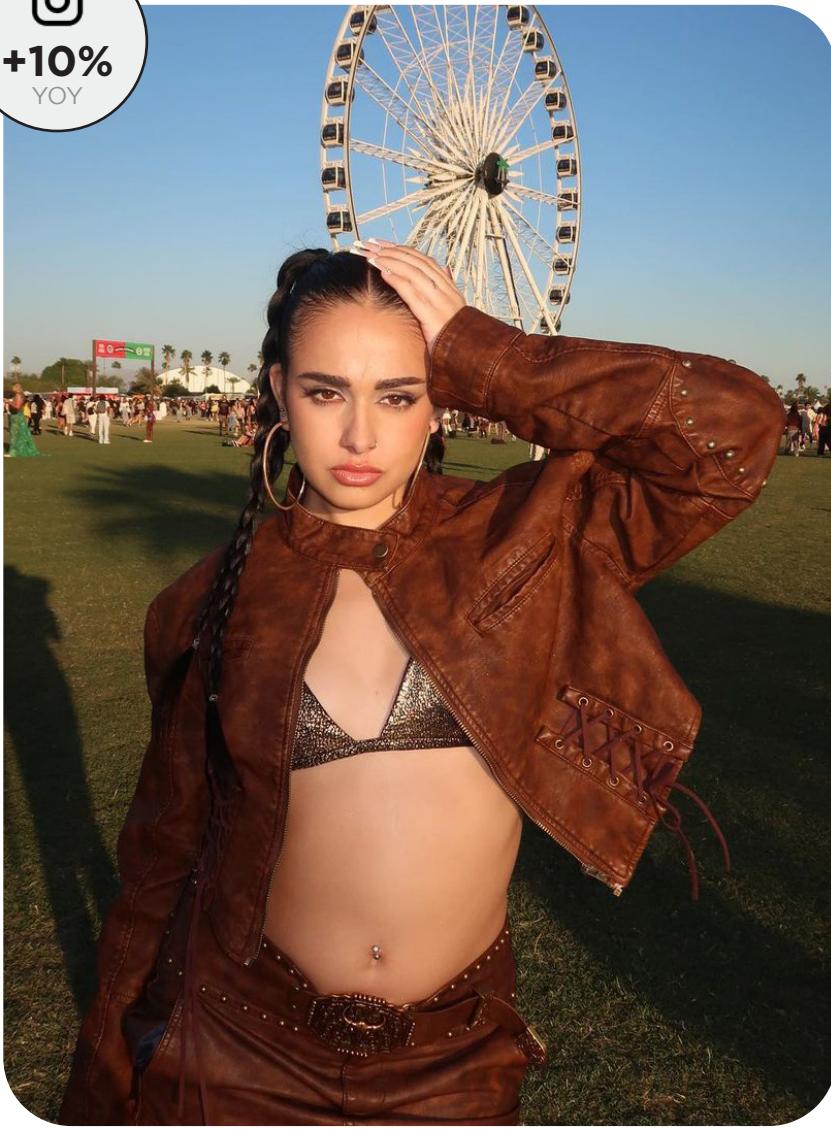
# FESTIVAL KEY STYLES THE LACE MOMENT



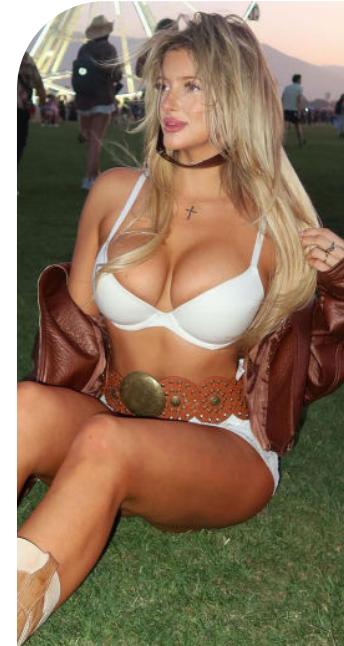
FRIVOLOUS - LOLITA - BOUDOIR - HYPER FEMININE



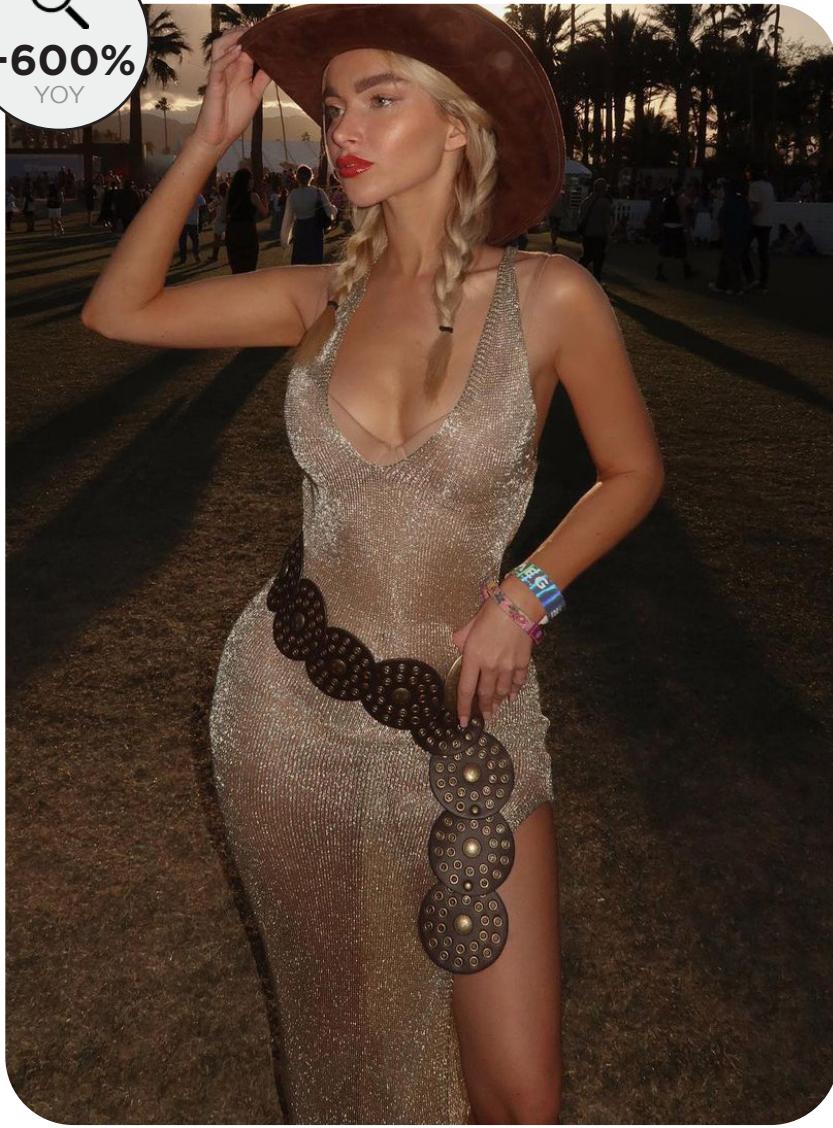
# FESTIVAL KEY STYLES THE DESERT LEATHER



WESTERN FLAIR - RETRO



# FESTIVAL KEY STYLES THE NAKED LOOK



SEDUCTIVE - SEE-THROUGH



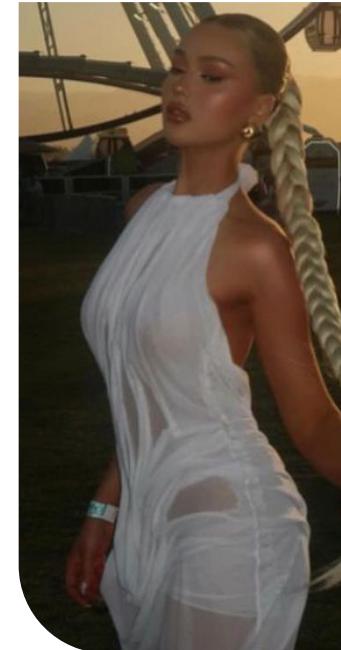
@xandrapohl\_1.jpg



@paudictado.jpg



@kylieverzosa.png



@romanevsp.jpg



@claudiasulewski3.png



@vanessafuchs.jpg

# FESTIVAL KEY STYLES THE TACKY LEO



WEST COAST WIFE - ECCENTRIC - 2000S



# FESTIVAL KEY STYLES THE BOHO BELT



@christinaelezahj2.jpg

TEXAN BOHO - STATEMENT BELT - STUDS



@chynale.jpg



@lianatambini.jpg



@ohpolly.jpg



@chinnychinny.jpg



@loveshackfancy.jpg



@kirbyj.jpg

# FESTIVAL KEY STYLES SHOES HIGHLIGHTS

## THE TEXAN BOOT



+50%  
YOY



@evelyn\_iliana.jpg

## THE BIKER BOOT



+400%  
YOY



@maryitds.jpg

## THE RETRO SNEAKER



+200%  
YOY



@morganac.jpg

NEO WESTERN - SLOUCHY

ENHANCED BIKER - REBEL ALLURE

COURT SNEAKER - 90S ESSENTIALS

# 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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