



**WOMENS & MENSWEAR**  
FW 2025  
FORECASTING  
**DENIM**  
**MATERIALS**  
**& FINISHINGS**



LIVETREND

# DENIM FW25 INTRODUCTION

## Worn Aspects & Sophisticated Finishes.

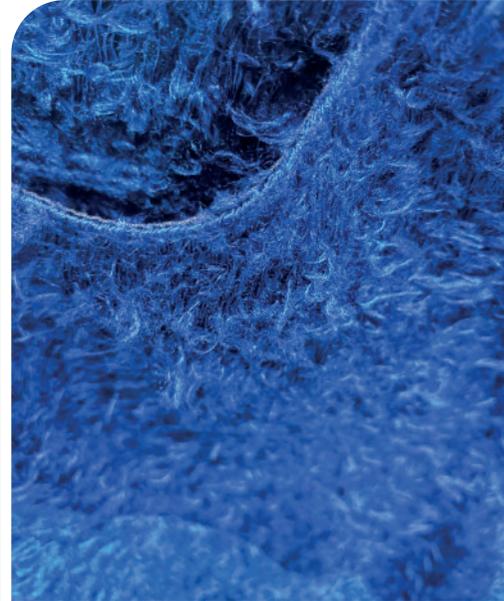
For the FW25-26 season, denim explores new horizons, looking to strike a balance between textures and shape, between minimalism and opulence. Elaborate fabrics recall artisanal weaves, distressed effects and washes feature warm, earthy colors, and oversized volumes evoke sculptural drapes. Moving away from the cloth's utilitarian origins to transcend the notion of a basic everyday essential, denim interweaves multiple historical and traditional influences. The resulting effect: hybrid products combining creative allure and couture-style finishes. Fluidity is a constant, thanks to blend cellulosic fibers with natural ones.

Plays of yarns are used to create a surprise effect, including on jacquards, with a blurry aspect that confers an unexpected richness on denim fabrics. Different yarns are also combined to create textures with seductive rough edges.

The search for soft looks and textures with weaving mimicking fleece and the use of cashmere and recycled cottons for a surprising feel.

Other universes extend their influence on the season's fabrics, with hybrid products combining denim with bouclette or tweed effects. Patterns lifted from traditional cloths such as checks and tartans take center stage in resolutely sophisticated fabrics.

The worn look also inspires innovative creative developments, with jacquards and finishes, including coatings and prints, cleverly mimicking a distressed look. A compelling, albeit luxurious, alternative to the mechanical aging of materials.



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CLICKING HERE](#)

# DENIM FW25 COLORWAYS

DUSTY GREY



Peter Patrov  
PV denim

BURNT RED



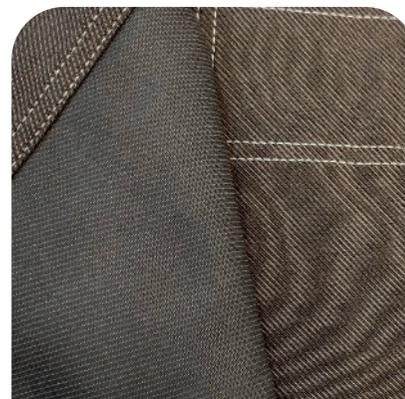
Realteks  
PV Denim

SOFT NEUTRAL



Echhaus Latta  
PV denim

MUDDY GREEN



PV Denim  
PV Denim

RED BROWN



PV Denim  
Courrage



NEO BLACK



ACID RED



PURPLE HAZE



BLURRED BLUE



RAW NAVY

**Neo Chromatism.** The color range for FW2526 embraces the coexistence of opposites, dividing the palette into two distinct registers. The first is a quest for high drama, reflected in extraordinary colors and finishings, with base fabrics dyed in rich, dense pigments, illuminated by flash of colors as purple and black, for opulent mixes. The second is a muted minimalism, with softer colors creating a delicate and dusty palette. Romantic hues join the ozonewashed denims on extremely distressed grounds, while blacks are softened by bio-based pigments. The winter season is so enhanced by a contrasted palette, with opulent and rich colors enlivened with vibrant accents. Among the dominant shades, black, green and purple stand out as contrasting colors. black denim is brightened up by touches of colors that add vibrancy to dark tones. Chromatic accents are dispersed like flashes of light, attained through the use of techniques as spray or partial dyes, including deep-dye. This kind of color experimentation adds a strong visual interest, while creating an energetic atmosphere, highlighting an interest in exploring new aesthetic and plays with contrasts and plays on light and shadows.

# FW25 VELVETY FLOCKING

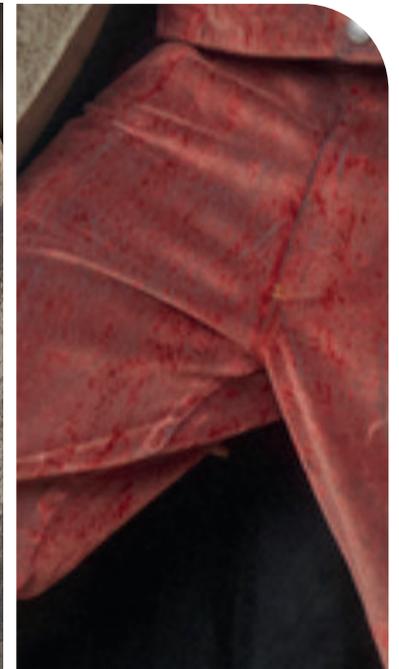
Streetstyle



COS



Wooyoungmi



1989



PV Denim



Seafarer



PV Denim

This season, denim is arming itself with softness, expressed through subtle tactile effects in a variety of fabrics, evoking velvet. Technically, they are obtained through surface treatments, including flocked effects made from recycled denim or certified viscose, who's contributing to more sustainable production.

# FW25 DECORATIVE FADING



Egonlab



PV Denim



PV Denim



Helmut Lang



Juun J



Gucci PV Denim



@denimdudes

Decorative fading creates contrasted treatments, blending partial and washed-out dyes to achieve a purposeful worn-out look. This process accentuates color variations and washes have an illuminating effect on dark bases; rays of colored light are used in unexpected ways; in lieu of the usual whiskers, fade effects are used to accentuate the knees or lower legs; and accents of light are created using deep dye treatments or sprays.



# FW25 WAXED GLEAM



Chanel

Waxed gleam offers a leather-like coating with a subtle shimmer, creating a laid-back luxe appeal. This contemporary treatment transforms classic jeans into standout pieces, blending casual denim and stylish sophistication. Perfect for modern wardrobes, waxed gleam denim adds elegance to everyday wear, making it an essential for those seeking a chic yet relaxed look.



Acne Studios



Diesel



Gommatex



@denimdudes



@denimdudes



Diesel

# FW25 COZY RAW DENIMS



Emilia Wickstead

Dense and cozy raw denims offer a heavier quality, perfect for structured heritage looks. These durable yet elegant fabrics feature slubbing yarns, adding unique texture and colorful highlights. Ideal for those seeking a blend of tradition and style, these denims provide a robust yet refined aesthetic, making them a versatile choice for timeless fashion pieces.



Coperni



Japan Blue



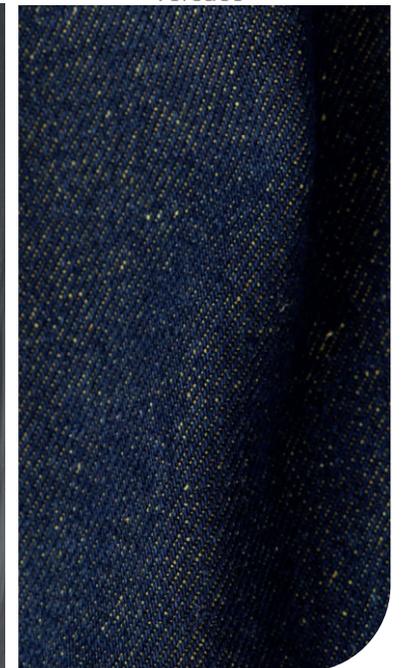
Versace



Kline



Federico Cina



Akkumas

# FW25 SOFT BLEACHING

Paul Smith



Findigoklu



Christina Weijnants



Diesel



Akkumas



Popova Lowena



PV Denim

Intense bleaching on denim creates an extra-worn, creative look with subtle color contrasts. This process lends a vintage appeal, highlighting individuality and personal style. Each pair becomes unique, inviting wearers to express their distinct fashion sense. The resulting denim pieces are both trendy and timeless, perfect for a bold yet classic look.



# FW25 ROMANTIC DISTRESS



@iidenimjean



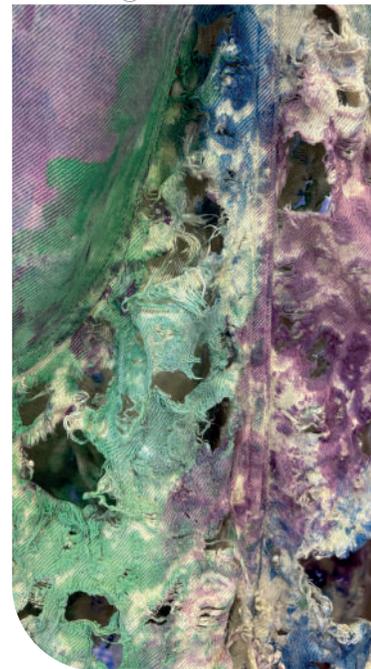
@denimdudes



@denimaudes



Fabritex



PV Denim



Diesel



Paoletti Tessuti

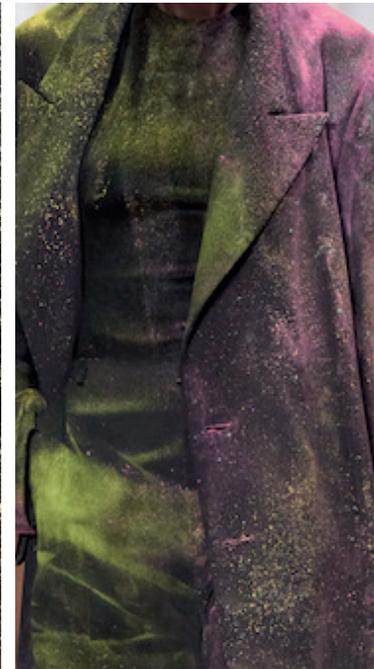
Romantic distress in denim treatment involves delicate deconstructions and playful, tender color gradations on highly distressed fabrics. This approach balances softness and provocation, creating a unique blend of vulnerability and edge. The worn, yet artfully crafted look evokes a nostalgic, yet contemporary feel, creating a piece of art that tells a story.

# FW25 SPRECKLED COATINGS

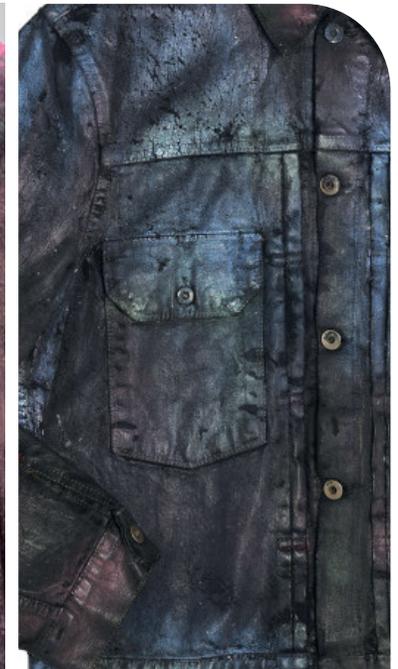
Acne Studios



PV Denim



MM6



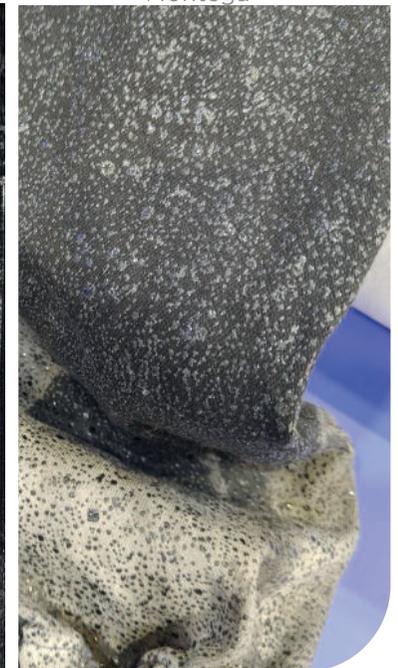
Montega



Silvia Tcherassi



Jaded



PV Denim

Playful coatings on denim explore contrast with droplets and a crackled effect, imparting a subtle artsy vibe. This unique treatment enhances the fabric's character, especially against darker grounds. The blend of textures and finishes creates a dynamic, visually intriguing look that redefines classic denim with a touch of creative flair.

# FW25 WORKWEAR TWILLS

Auralee



PV Denim



3. Paradis



PV Denim



Ulla Johnson



PV Denim



Streetstyle

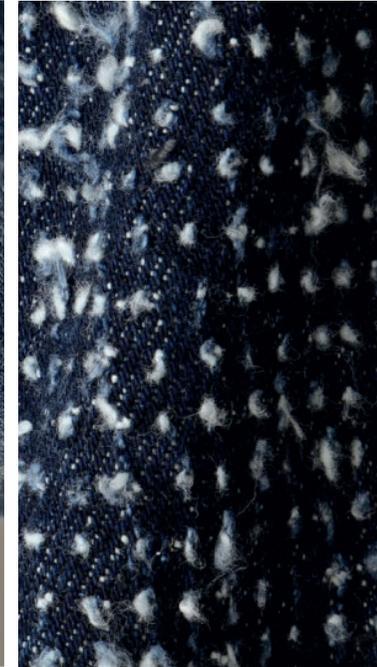
Workwear denim twills explore alternative pigments in natural shades and earthy tones. This aligns with the workwear revival trend, emphasizing sustainability and authenticity. Pigments, derived from natural sources, provide a more eco-friendly option while preserving a rugged aesthetic and durability of traditional workwear, offering a stylish yet conscientious choice.

# FW25 SENSITIVE SURFACES

Stella McCartney



Reddit



Haseller



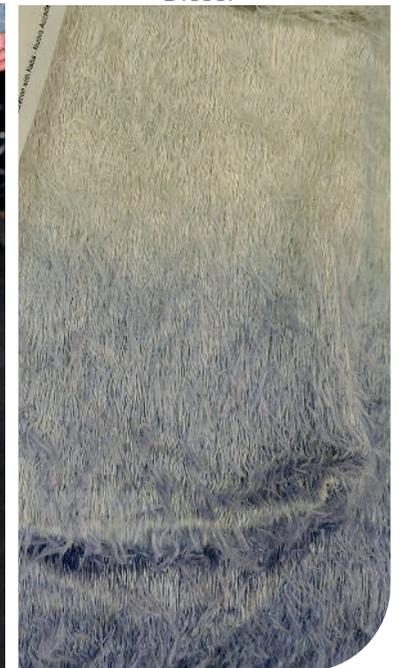
Diesel



PV Denim



Taakk



PV Denim

Sensitive surfaces offers soft looks and textures based on fringes and fil coupé effects that mimic fur and fuzz. This approach delivers a tender, visionary take on denim, creating garments that combine comfort with modern aesthetics. The result is a collection that feels gentle against the skin, redefining traditional denim with innovative, tactile qualities.

# FW25 MICRO GLITTERS

JW Anderson



Etro



Vetements



Gianni



1986



Des Phemmes



Dauphinettes

Denim treatments evolve with micro glitters adding subtle sparkle, balancing toned-down maximalism for a refined look. Accessories play a central role with micro jewelry elevating denim styles. It's all about giving classic denim an all-over shimmering finish for a fresh take on previous bolder glitzy styles.

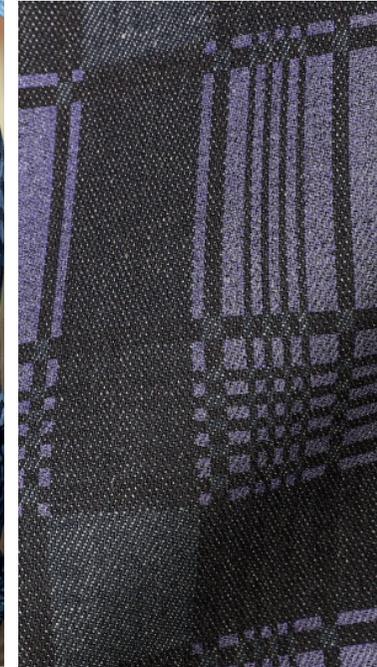
# FW25 ARTISANAL DUOTONES



Louis Vuitton



Drole de Monsieur



Delago



@isko



Trocolor



A&A



Akkumas

Juxtaposing duotones in geometric and artisanal weaves create a modern twist. In reworked monograms they can evoke heritage and artisanal craftsmanship. Utilizing natural yarns adds depth and authenticity to each piece. The worn look also inspires new jacquards and finishes, including laser and prints, cleverly mimicking a distressed look. A compelling, albeit luxurious, alternative to the mechanical aging of materials.

# FW25 ROUGH ACIDS

Antonio Marras



Diesel



Kenzoma



@denimdudes



PV Denim



@diesel



PV Denim

Contrasts flourish with bold finishings, evoking brushed and worn aesthetics. Pigmented hues are eroded with irregular acid wash or laser effects, infusing an energetic vibe. Each piece invites a hunt for contrast. These treatments are applied to surface, while inductions as irregular coatings enrich the textile bases, adding eye-catching matte or shiny highlights.



# FW25 DRAMATIC PRINTS

Streetstyle



Delago



Luar



Balmain



Monse



Dhruv Kapoor



Monse

Denim takes a bold leap with immersive prints, offering a dramatic and eccentric look. Designs play with trompe-l'oeil elements, blurring reality with hyper-realistic depictions, transporting wearers elsewhere. From surreal landscapes to cosmic scenes, pieces become a canvas of imagination, inviting fantasy realms where creativity knows no bounds.



# 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



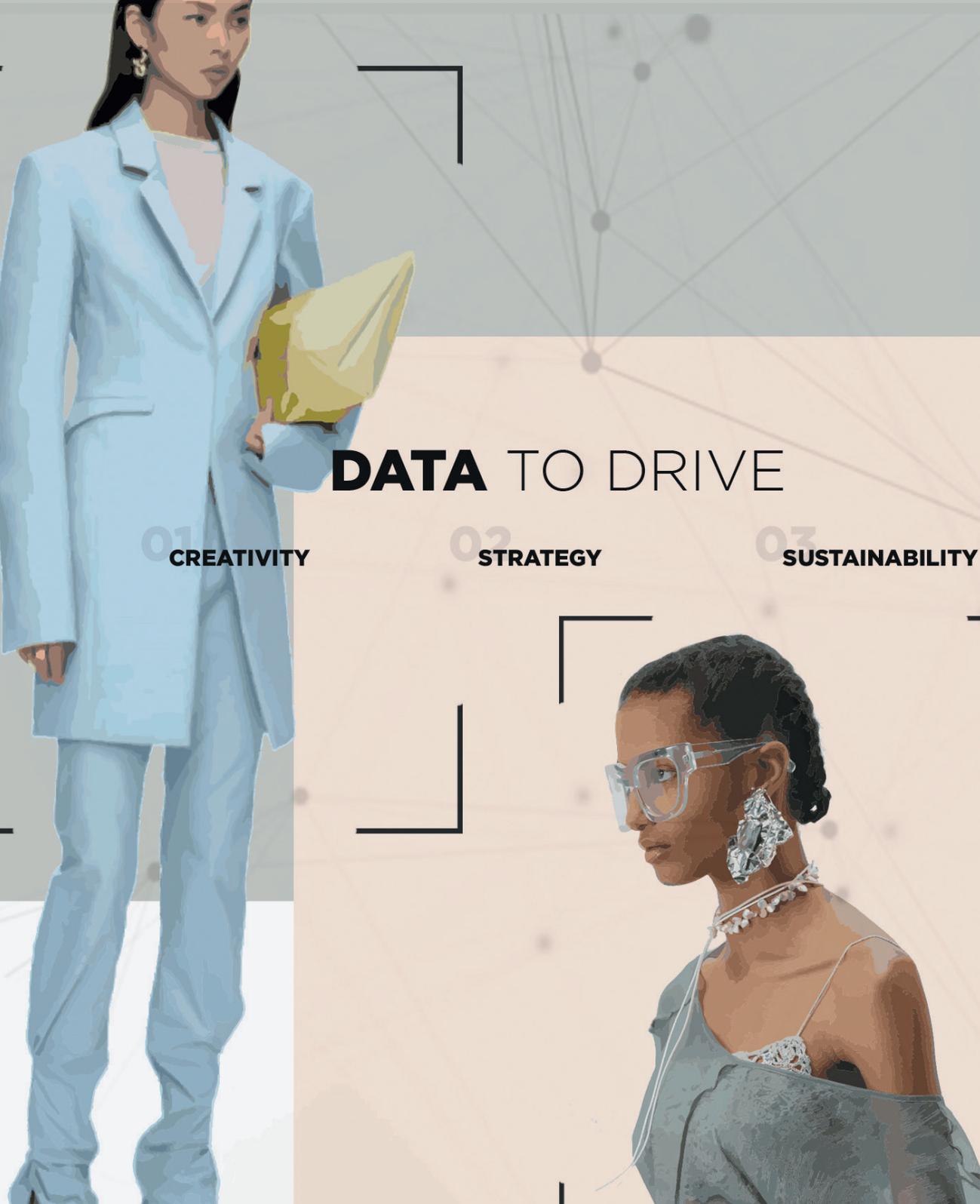
### INVEST

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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