

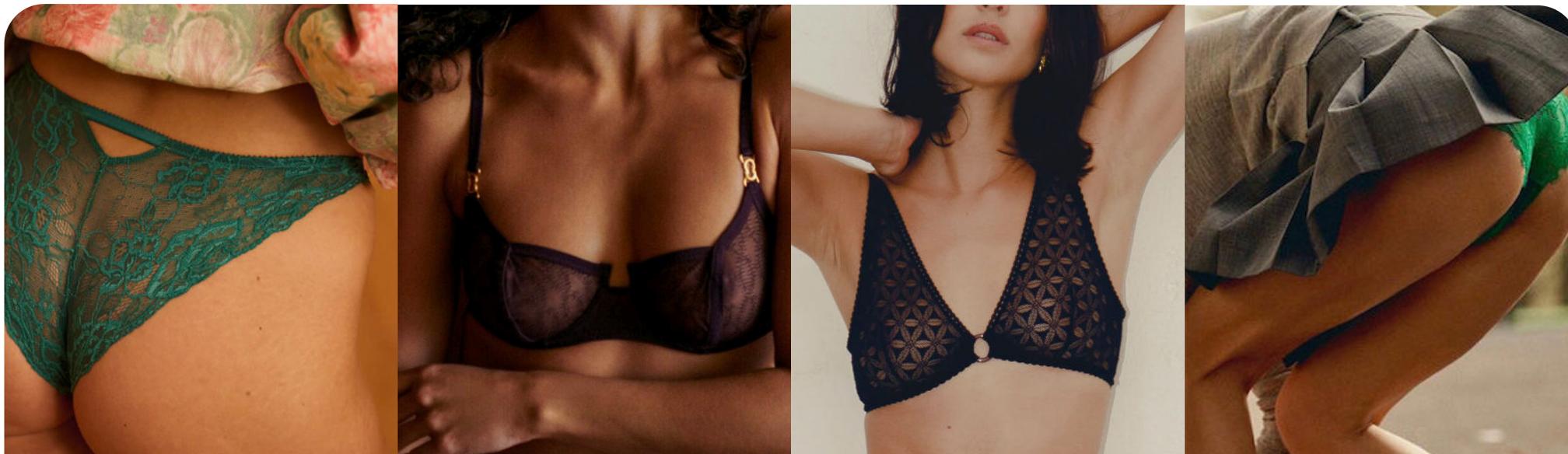


WOMENSWEAR
FW 2025
FORECASTING
LINGERIE
KEY ITEMS



LIVETREND

LINGERIE FW25 INTRODUCTION



paris streetstyle

gucci

streetstyle

streetstyle



FORECAST

Traditional Form & Contemporary Notions. For FW 25/26, lingerie is stepping away from the sexy styles of previous seasons but also takes the craze for super essential basics further. The season focuses on looks that balance the two previous direction with a more elevated sense of sensuality. Lingerie proposes sophisticated yet comfortable styles for the next fall/winter. The plunging neckline takes over across bras, bodies and dresses while the button-up detail adds a comforting loungewear element. A more nostalgic femininity shimmers through in dainty bandeau styles and bustiers, balconettes and bloomers with dainty bows and lace-ribbon trims. While romantic flounce details add a subtly maximal sense of femininity, their interpretations remain soft and layed-back. New layering takes over from strappy styles in a more toned-down sensuality and unlayered lace designs take over from the fully sheer trend for a slightly more elaborate and dreamy allure of new linear and graphic floral designs.

This forecasting report is realized crossreferencing LIVETREND data from several sources to empower the expertise of our Trend Analysts to forecast the trends with concrete and quantitative information. Find the related data sources and icons on the last slides.

[ACCESS ALL IMAGES
CLICKING HERE](#)

TOP MATERIALS LINGERIE FW25

 **MANIFEST**



bohoo dessous4.webp

THE SHADOW FLORAL



BIG TREND

yse11.png

 **INVEST**



-freepeople15.webp

THE TECHNICAL LACE



SAFE TREND

urbanoutfitters64.webp

 **TEST**



fleurdumal4.jpg.webp

THE DENIM DO-OVER



EDGY TREND

acne

 **TEST**



wconcept8.png

THE SOFT KNIT



EARLY SIGN

ivalo6.jpg.webp

TOP DETAILS LINGERIE FW25



MANIFEST



-freepeople60.webp

THE MICRO BOW



urbanoutfitters61.webp

BIG TREND



TEST



fashionsierra.jpeg

THE SATIN RIBBON



forloveandlemons43.jpg.webp

EARLY SIGN



INVEST



urbanoutfitters8.webp

THE BUTTON-UP



acne

SAFE TREND



INVEST



urbanoutfitters62.webp

THE RUFFLE & FLOUNCE



bohoo dessous13.webp

STABLE TREND

STABLE TREND

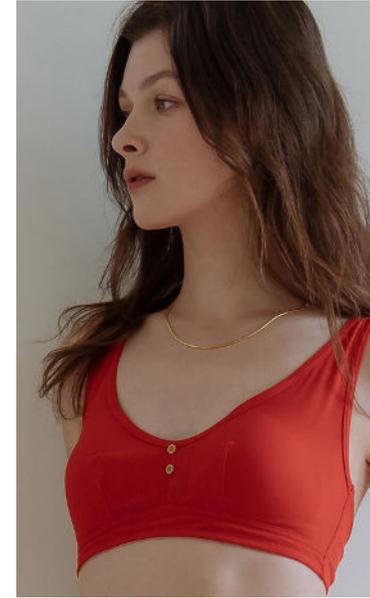
FW25 BRA SPORTING BRALETTE



chantelle8.png



hunkemoller4.webp



wconcept3.png



urbanoutfitters39.webp



-freepeople29.webp



@emrata1.png



wconcept9.png

STABLE TREND

FW25 BRA DAINTY BANDEAU



anthropologie10.webp



ivalo1.jpg.webp



shopjournelle2.png



urbanoutfitters28.webp



@chantelleparis_7.png



forloveandlemons22.jpg.webp



rouje2.webp

BIG TREND

FW25 BRA PLUNGE TRIANGLE



-zara6.jpg



-freepeople38.webp



_zara.jpeg



yse3.png



wconcept4.png



etam1.jpg.avif



lovestoriesintimates9.png

BIG TREND

FW25 BRA PLUNGING WIRED BRA



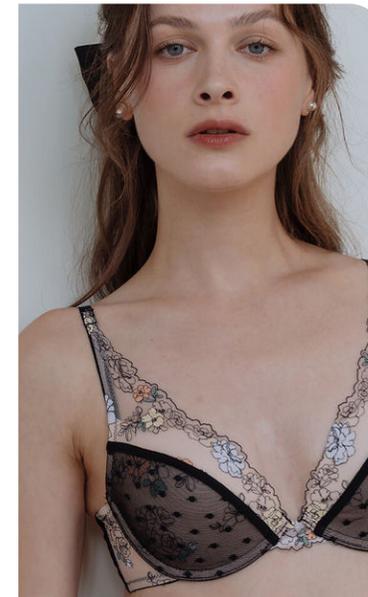
reserved1.jpg.avif



-freepeople56.webp



reserved4.jpg.avif



wconcept5.png



yse21.png



urbanoutfitters2.webp



lovestoriesintimates3.png

STABLE TREND

FW25 BRA **SIMPLE SATIN COMBOS**



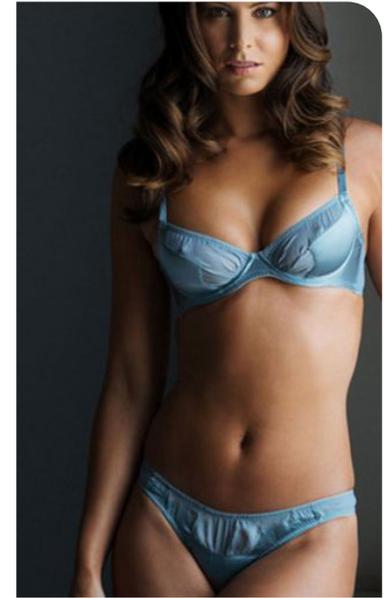
-zara12.jpg



murashki3.jpg



etsy.jpeg



theclothinglounge.jpeg



-freepeople14.webp



fleurdumal14.jpg.webp



lovestoriesintimates11.png

SAFE TREND

FW25 BRA UNLINED FLORAL CUP



@shopjournelle4.jpg



orcajump.jpeg



bohoo dessous23.webp



yse6.png



etam6.jpg.avif



nakd.webp



anthropologie8.webp

SAFE TREND

FW25 BRA VINTAGE TRIMMED CUP



urbanoutfitters56.webp



agentprovocateur.webp



@forloveandlemons3.jpg



anthropologie7.webp



forloveandlemons25.jpg.webp



urbanoutfitters57.webp



forloveandlemons38.jpg.webp

SAFE TREND

FW25 BRA TRIMMED BALCONETTE



forloveandlemons31.jpg.webp



yse16.png



urbanoutfitters27.webp



-freepeople5.webp



lovestoriesintimates8.png



findikoglu-clp-f24-004.jpg



bohoo dessous20.webp

LINGERIE

WOMENSWEAR

FORECASTING

FALL/WINTER 2025



EARLY SIGN

FW25 BRA VINTAGE BASICS



@coucouintimates.jpg



@lapetra.jpg



fetico_24aw_008.jpg



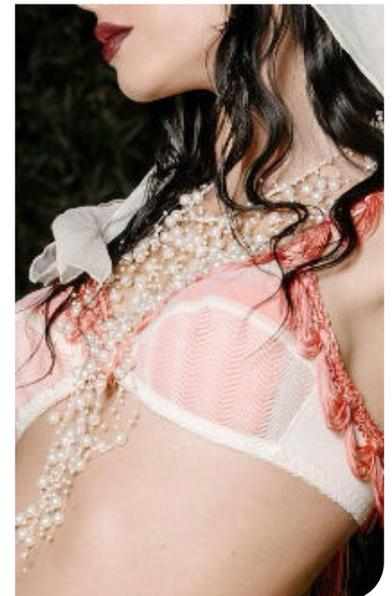
urbanoutfitters10.webp



-zara16.jpg



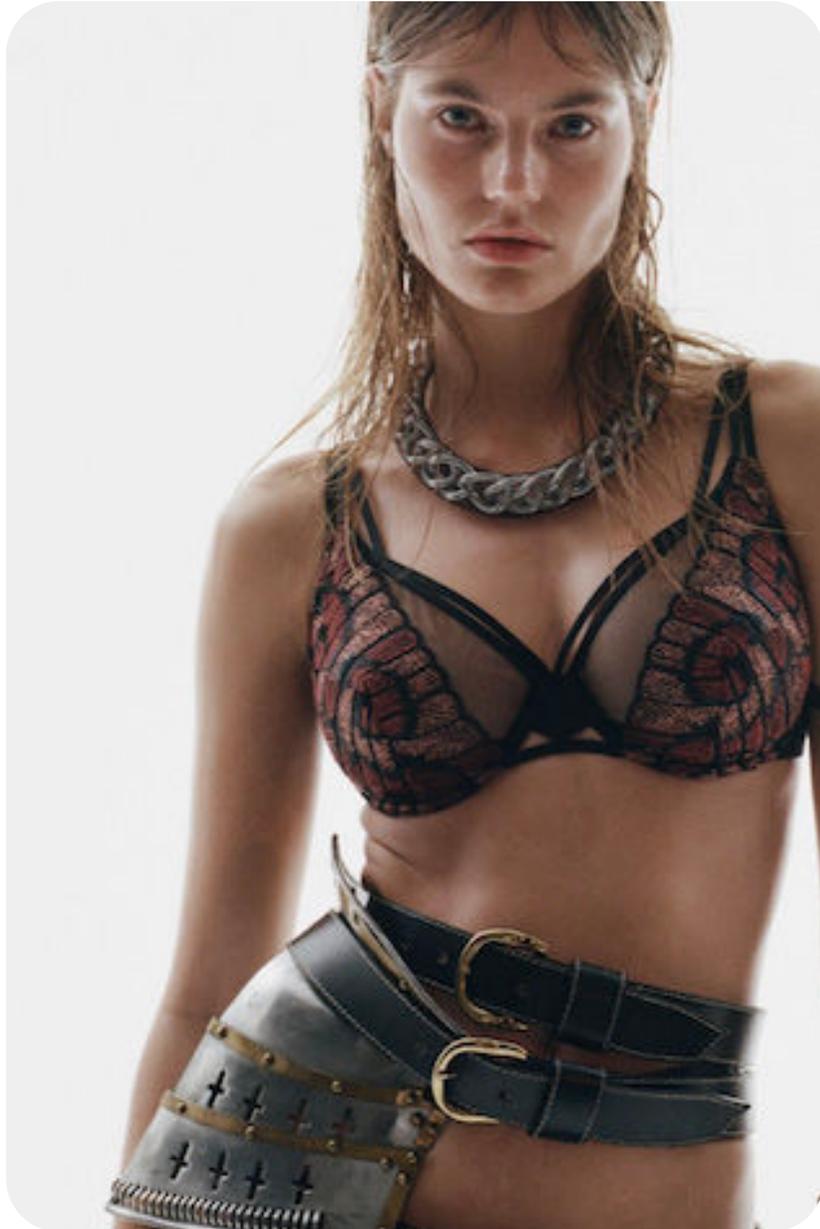
@mathoieudelbreuve-4.png



@mariavittoriareale.png

EDGY TREND

FW25 BRA **LAYERED LOOK**



@chantelleparis_5.png



tezenies.jpeg



passionata2.png



forloveandlemons4.jpg.webp



yse17.png



gucci-.jpg



bohoo dessous6.webp

BIG TREND

FW25 BRIEFS LETTUCE PANTIES



urbanoutfitters16.webp



-freepeople62.webp



hunkemoller7.webp



-freepeople26.webp



-zara20.jpg



urbanoutfitters42.webp



urbanoutfitters54.webp

STABLE TREND

FW25 BRIEFS **FULL-LACE BRIEFS**



-freepeople10.webp



reserved3.jpg.avif



wconcept2.png



mey5.webp



etam6.jpg.avif



reserved2.jpg.avif



yse9.png

STABLE TREND

FW25 BRIEFS **FANCY PANTIES**



forloveandlemons20.jpg.webp



forloveandlemons40.jpg.webp



wconcept7.png



fleurdumal16.jpg.webp



-freepeople37.webp



hunkemoller5.webp



yse13.png

EARLY SIGN

FW25 BRIEFS **BUTTON-UP BRIEFS**



urbanoutfitters8.webp



anthropologie5.webp



duran-lantink-clp-f24-055.jpg



asos.png



@lovestoriesintimates17.png



wconcept1.png



mira mikati 3.png



EDGY TREND

FW25 BRIEFS **KNIT PANTIES**



hannahschonberg2.png



-zara4.jpg



@dardestudio2.jpg



-freepeople4.webp



@magdabutrym4.png



@nastyamasha4.png



-freepeople19.webp



mirrorpalais--4.heic.webp

RUFFLED



@tachclothing.jpg



streetstyle



anthropologie11.webp

SOFT POUFF



khaite.jpeg

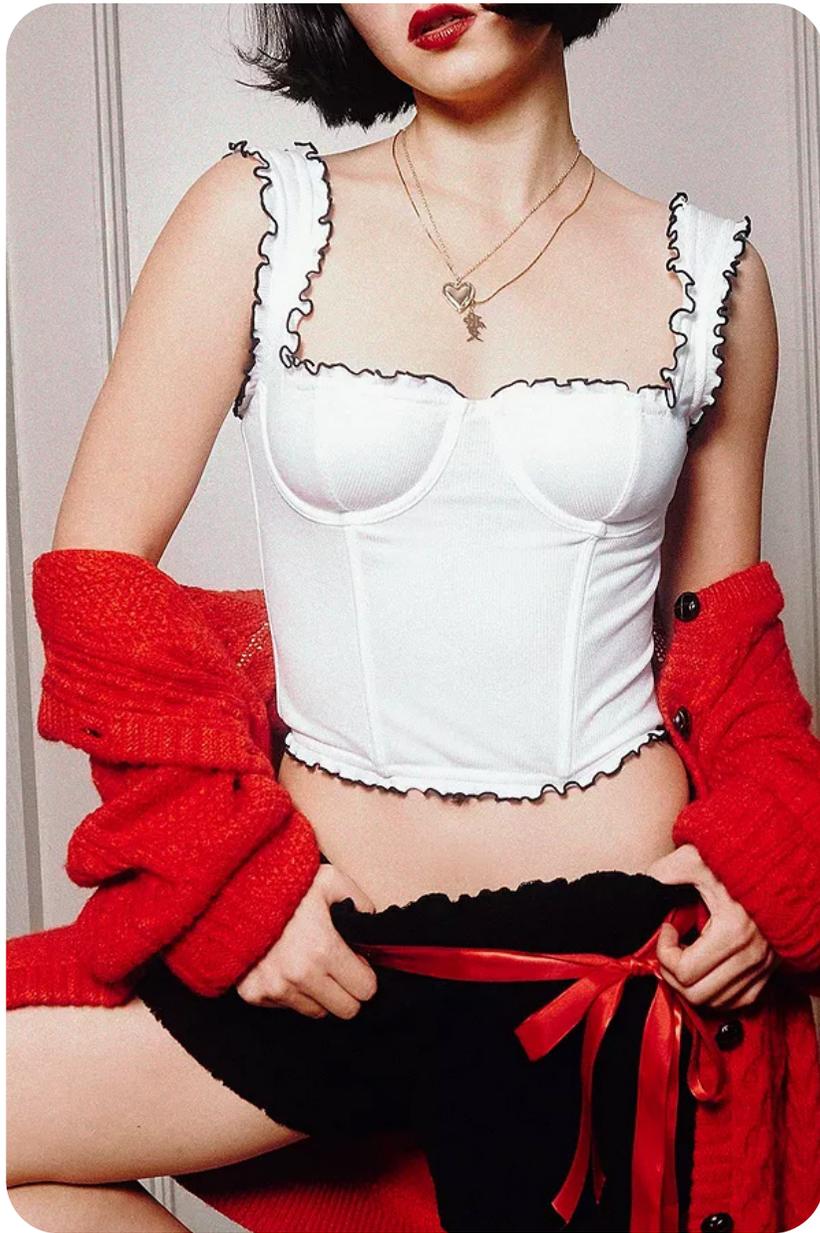


@morganecamillenicolos2.png



EDGY TREND

FW25 TOPWEAR **VINTAGE BUSTIERS**



urbanoutfitters21.webp



forloveandlemons34.jpg.webp



mirrortalais--3.heic.webp



cider.jpg



urbanoutfitters26.webp



fashionsierra.jpeg



meruert toegen1.jpg

BIG TREND

FW25 BODYWEAR **DEEP V BODY**



Nina-Ricci-Fall-2024-Fashion-Show-the-impression-001-scaled.jpg



hm.jpeg



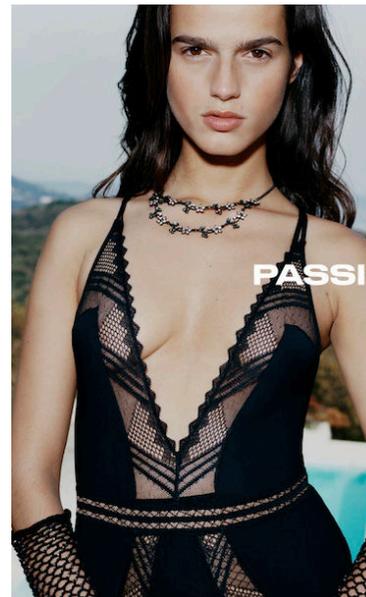
shopjournelle4.png



cosabella.jpeg



bohoo dessous10.webp



@passionata1.png



etam3.jpg.avif

LINGERIE

WOMENSWEAR

FORECASTING

FALL/WINTER 2025



SAFE TREND

FW25 BODYWEAR **RUFFLED BODY**



forloveandlemons21.jpg.webp



-freepeople44.webp



@onlyheartsroma.jpg



lovestoriesintimates6.png



bohoo dessous17.webp



bohoo dessous2.webp



-freepeople59.webp

LINGERIE

WOMENSWEAR

FORECASTING

FALL/WINTER 2025



SAFE TREND

FW25 TOP **PLUNGING TOPWEAR**



-zara1.jpg



anthropologie12.webp



streetstyle



-zara2.jpg



anthropologie6.webp



urbanoutfitters22.webp

SPORTY KNITS

HALTER BASICS

BIG TREND

FW25 TOP SHRUNKEN BASICS



marym nassir zadeh.jpeg



hopcider-.jpeg



tezenis 2.jpeg



forloveandlemons27.jpg.webp



@dardestudio.jpg



urbanoutfitters25.webp



-zara13.jpg

LINGERIE

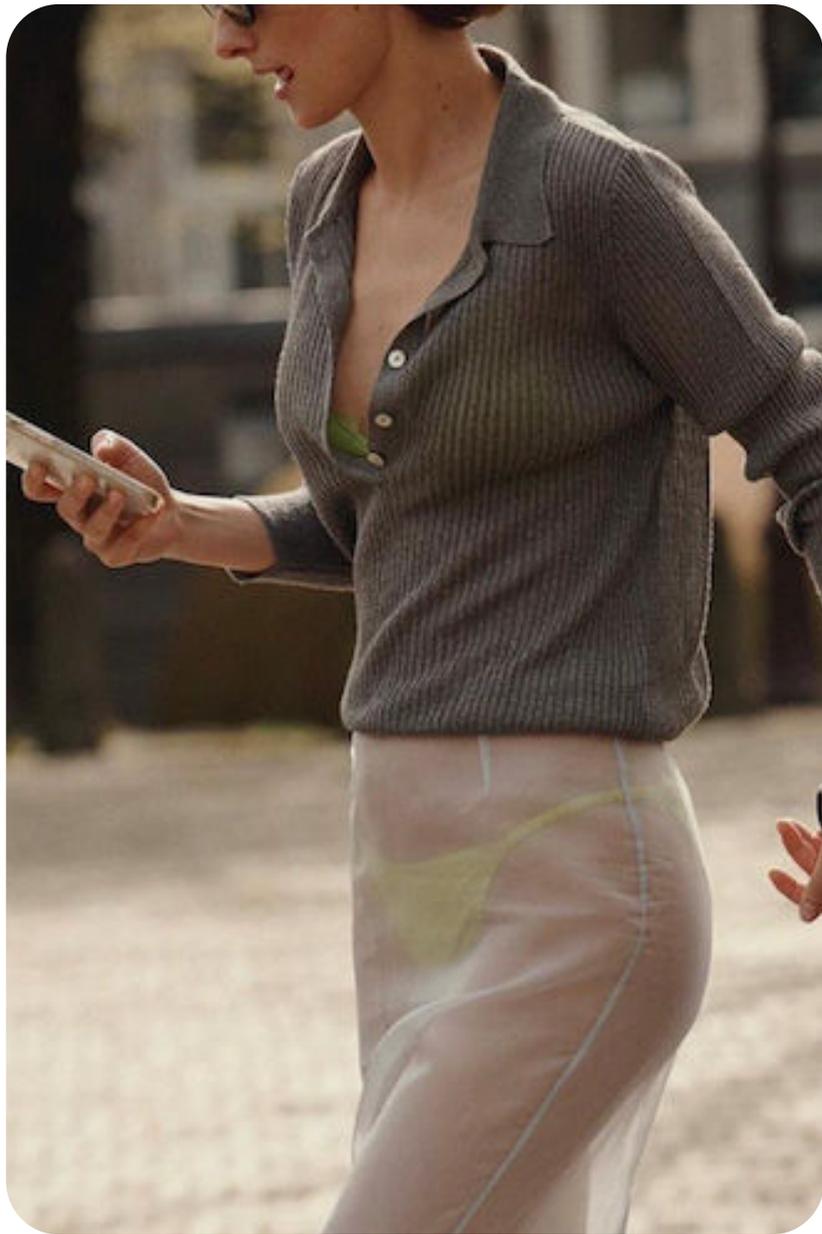
WOMENSWEAR

FORECASTING

FALL/WINTER 2025

STABLE TREND

FW25 TOP **BUTTON-UP LONGSLEEVES**



@lovestoriesintimates13.png



mirrortalais--1.jpg.webp



anthropologie1.webp



yse22.png



urbanoutfitters33.webp



urbanoutfitters66.webp



coucou1.png

SAFE TREND

FW25 DRESS DEEP PLUNGING SLIP



rotate-2.jpg



@best.dressed5.png



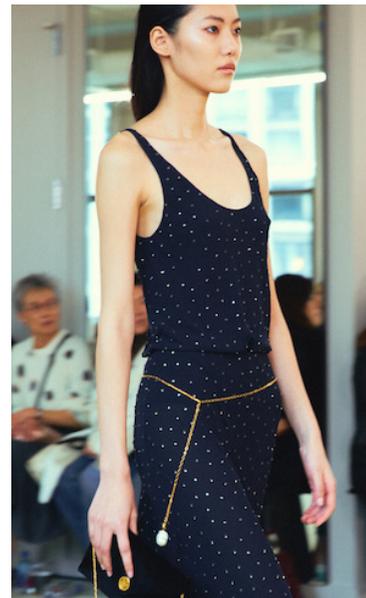
forloveandlemons14.jpg.webp



louis vuitton 10.jpg



cavalli4.jpg



altuzarra-po-f24-021-11248431.jpg



-zara23.jpg

EARLY SIGN

FW25 DRESS FLOUNCY SLIP



cecilie-bahnsen-bks-f24-113.jpg



forloveandlemons5.jpg.webp



cecilie-bahnsen.jpg



tory burch.jpg



damsonmadder2.png



chloe5.jpg



@forloveandlemons5.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



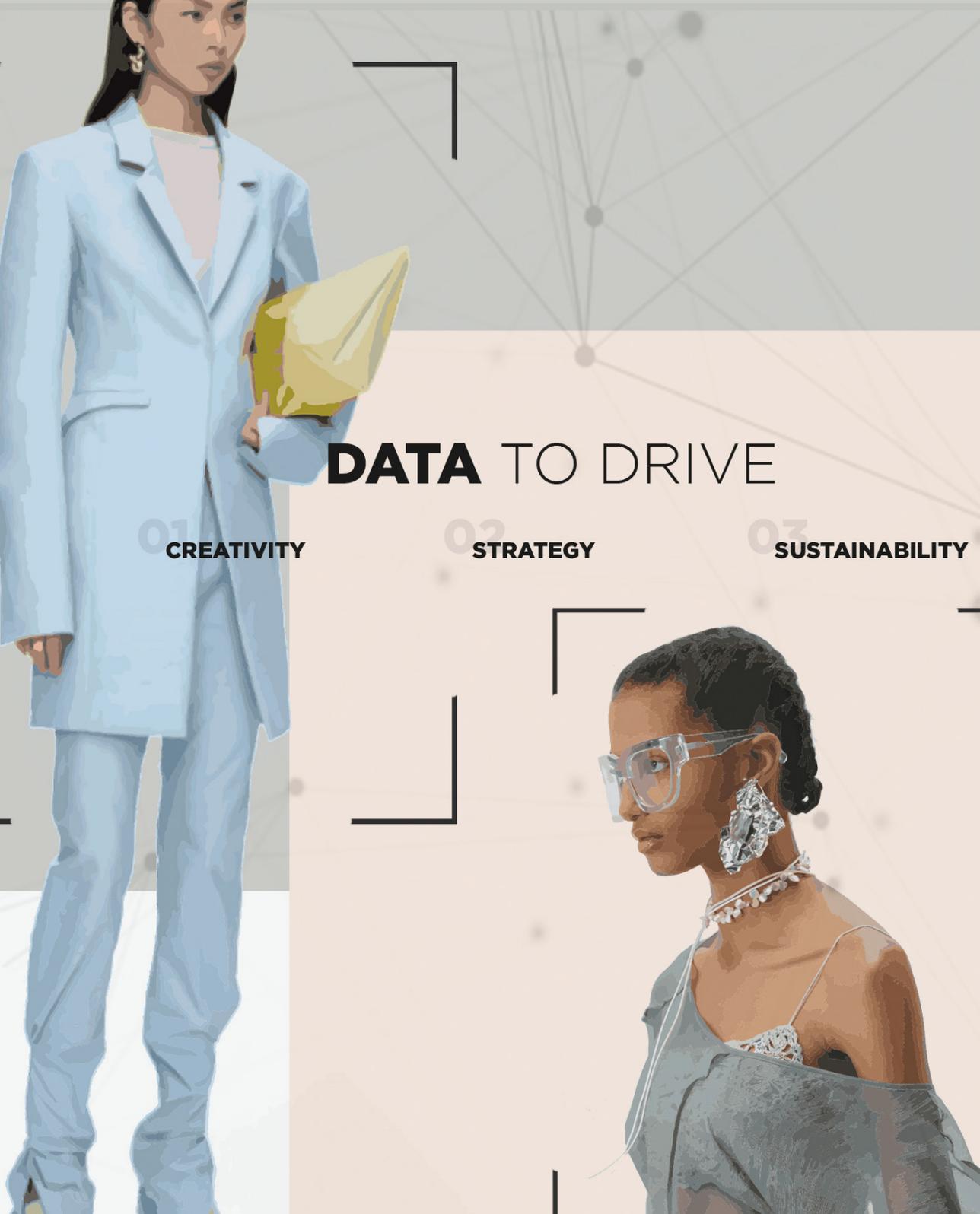
INVEST

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

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