SS25
UPDATE
SWIMWEAR

LIVETREND

SWIMWEAR **INTRODUCTION**

@bydeeaus.jpg

@sir.jpg

@casarosaswim.jpg

agua-by-agua-bendita.jpg

UPDATE

Exotic Blend. Spring/Summer 2025 swimwear trends promise a joyful and elegant season, seamlessly blending tropical resort flair, sophisticated Riviera charm, and enchanting feminine spirits. European destinations are becoming increasingly popular, especially Italy, and the Italian mood is interpreted in many different ways, mainly chic and retro.About fabrics, they range from artisanal crochet to glitzy sheens, while prints bring a burst of color, moving beyond the minimalism of previous seasons. Expect seductive animal patterns, classy geometries, and a triumph of artsy colors. Swimsuit shapes intertwine retro vibes with micro silhouettes, celebrating womanhood in all its diverse expressions. This season, swimwear is a vibrant homage to femininity, embracing both nostalgic and modern elements to create a truly captivating summer style.

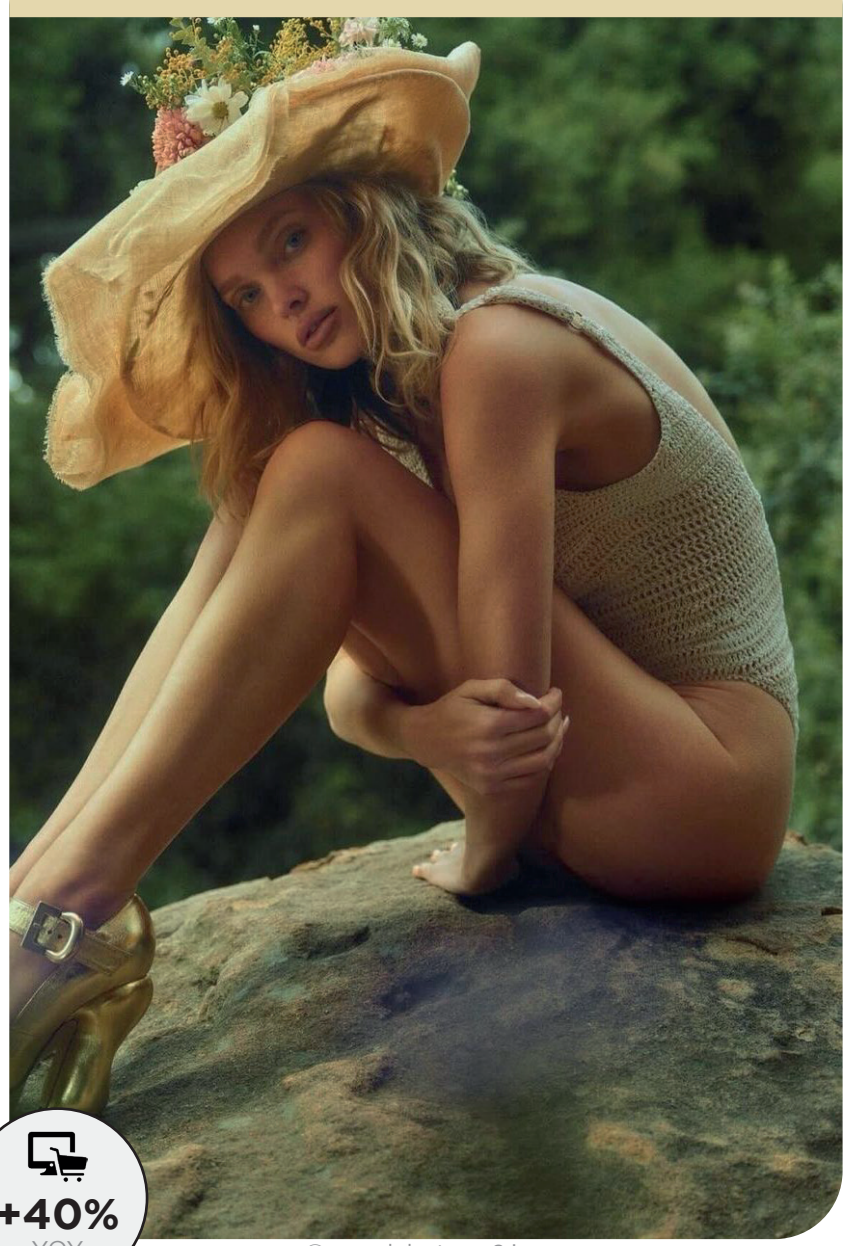
This report is based on Livetrend data extracted from Instagram & e-commerce during May analysing the visibility and growth of the trends compared to te same period last year. The percentages show the visibility evolution year on year.

ACCESS ALL IMAGES CLICKING HERE

SWIMWEAR
TEXTILES & PRINTS

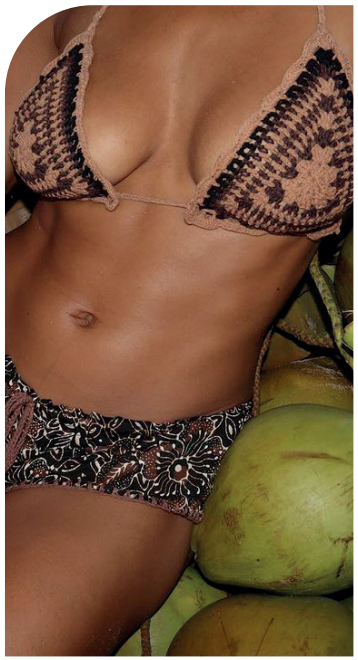
LIVETREND

STABLE TREND



+40%
YOY

@magdabutrym2.jpg



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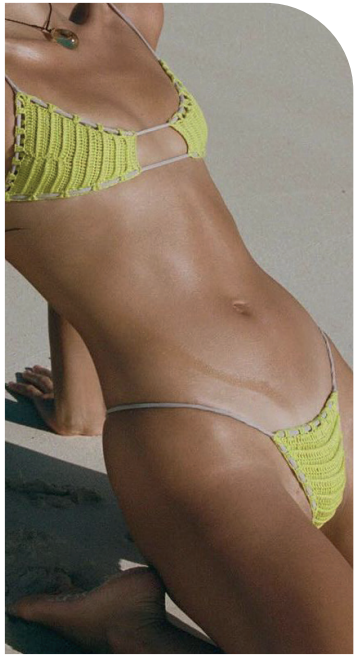

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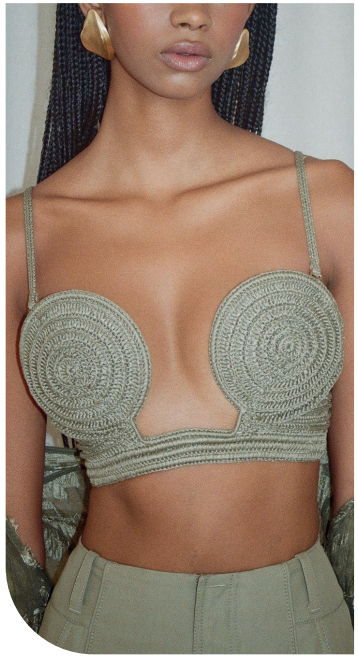

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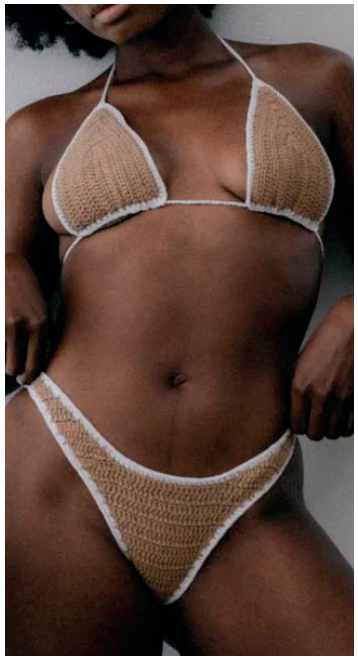
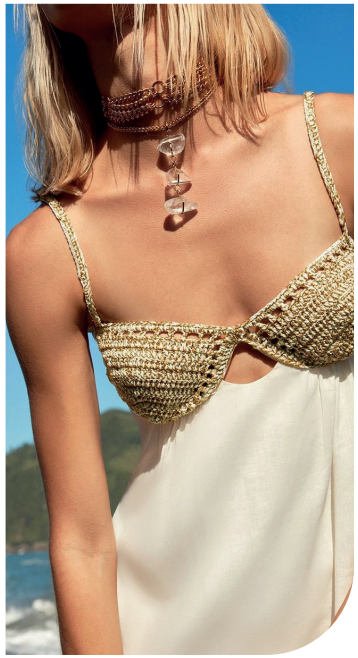


Sienna Swim (2).webp



@barillarimilano.jpg

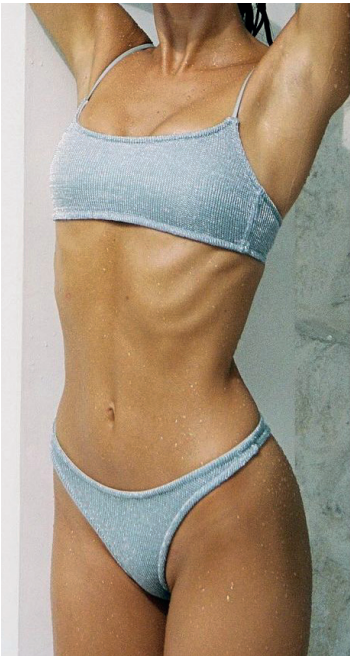
TEXTILES & PRINTS **SEERSUCKER**

SAFE TREND

+192%
YOY

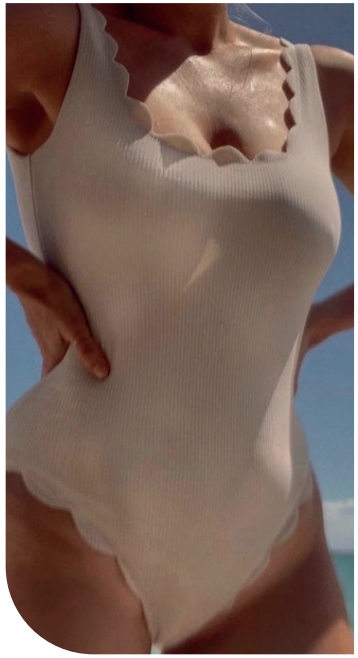
@paramidonna5.jpg

Reina Olga.jpg



@triangl.jpg

&Other Stories.jpg



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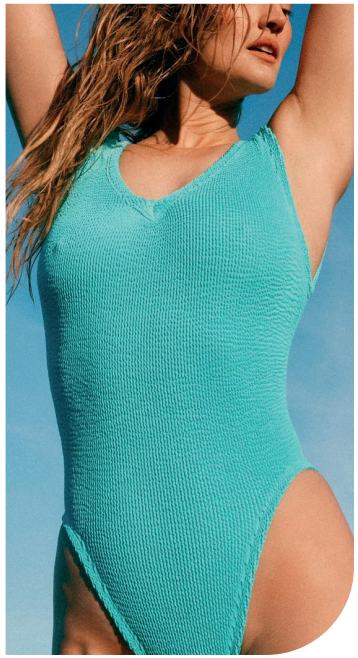
@paramidonna.jpg



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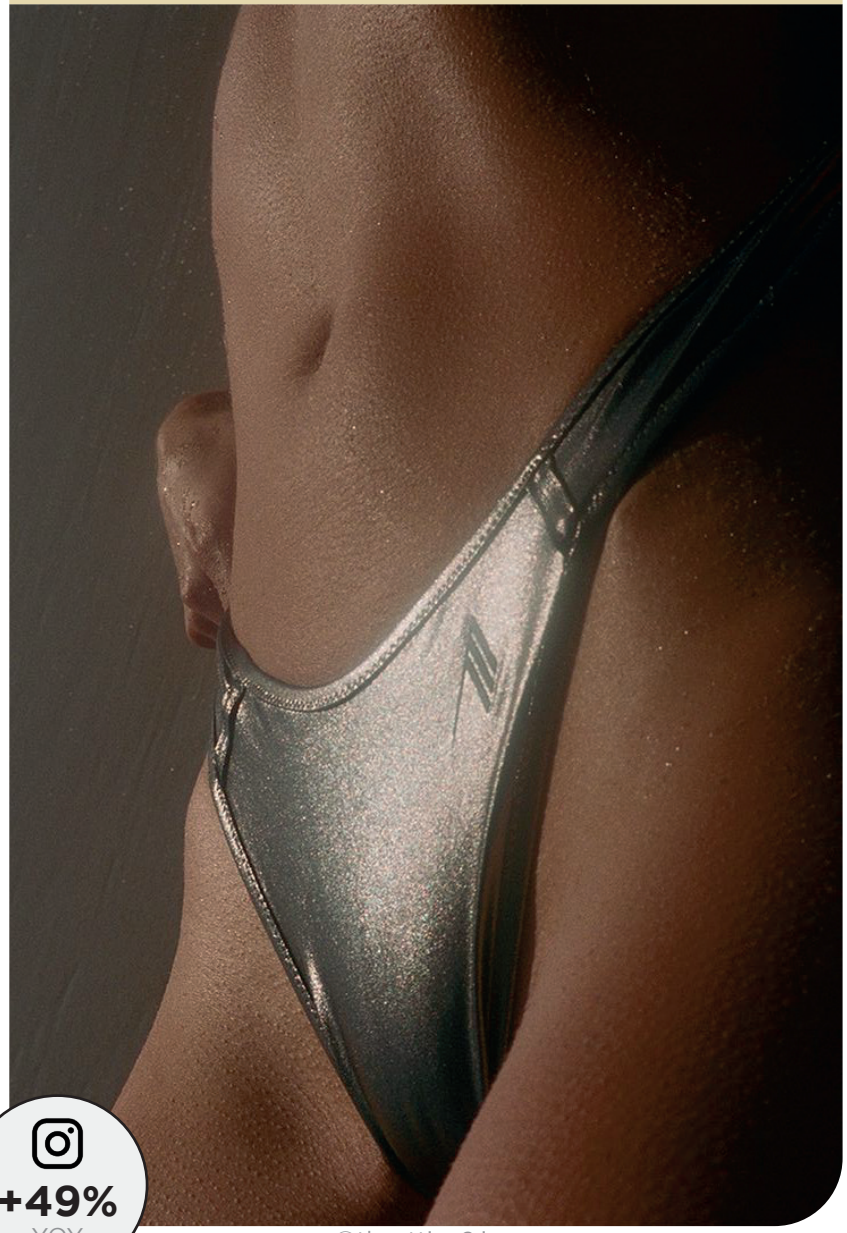
STABLE TREND



+49%
YOY

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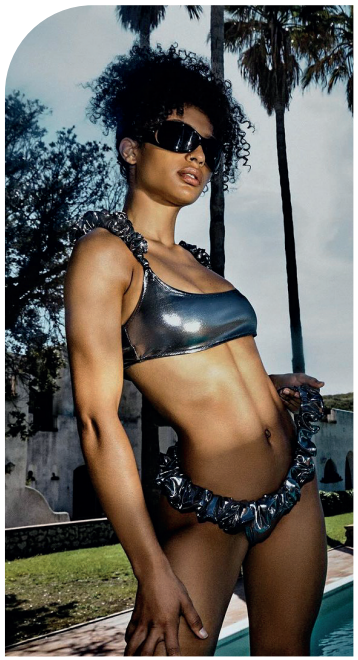

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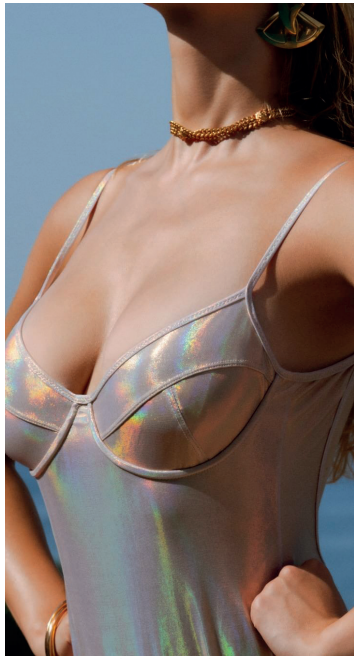

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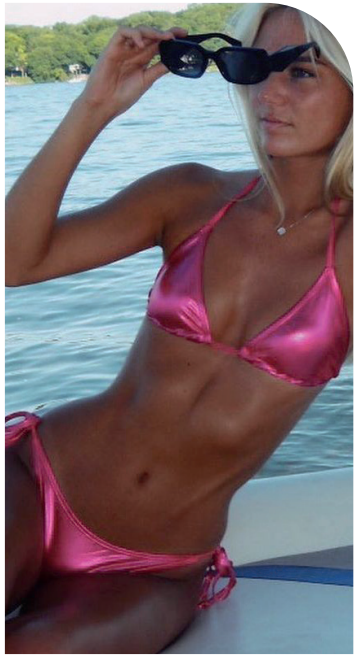

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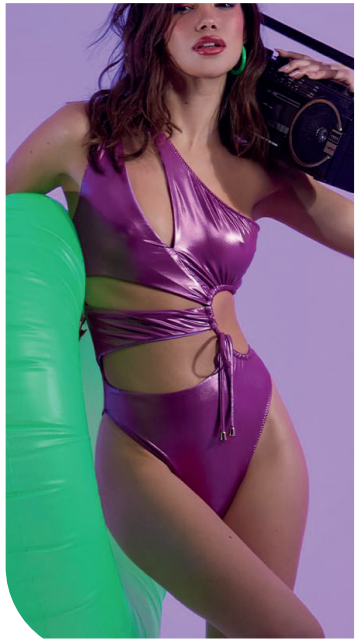

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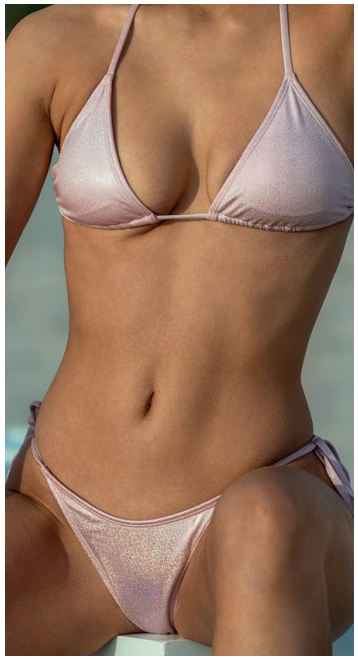

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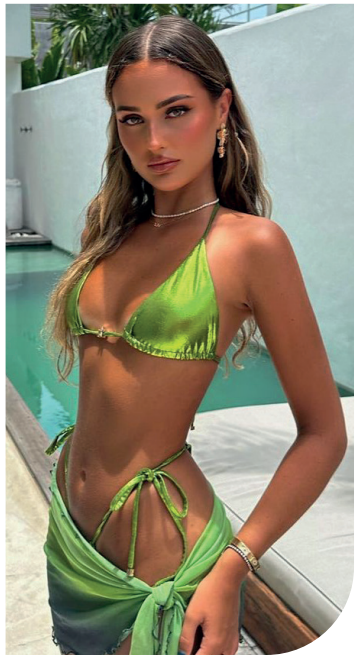
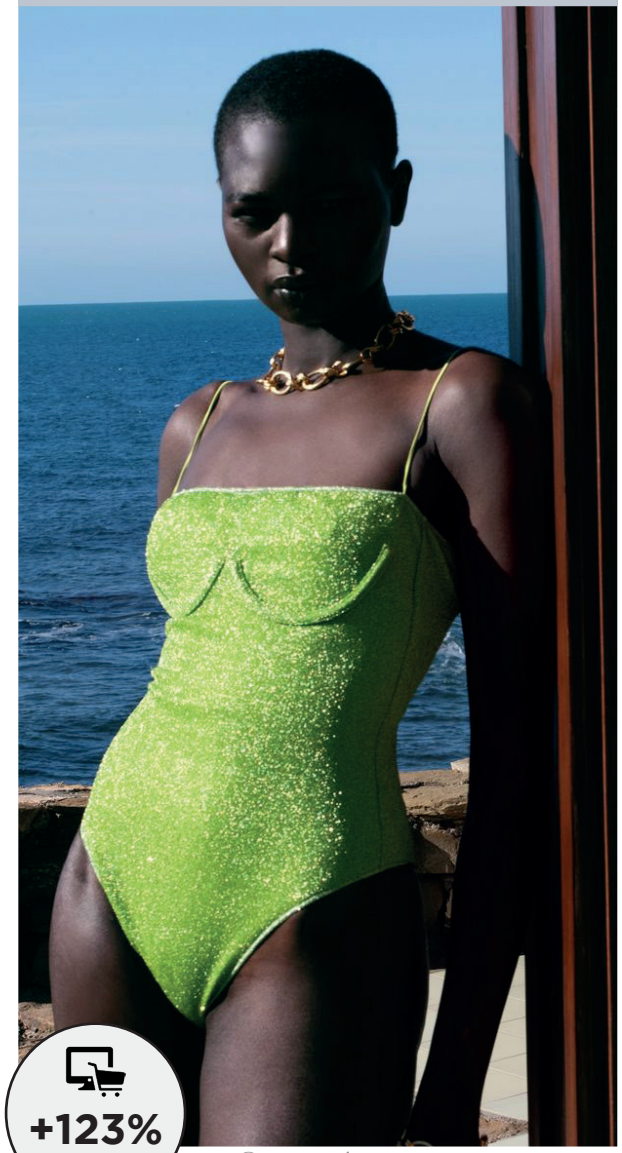


@oliviaevelynn.jpg

TEXTILES & PRINTS

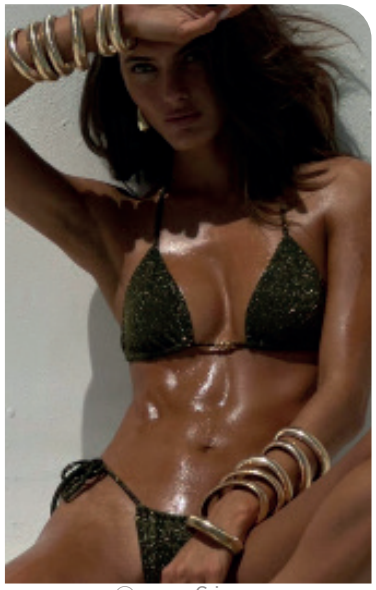
DAILY GLITZ

SAFE TREND



+123%
YOY

@oseree.jpeg



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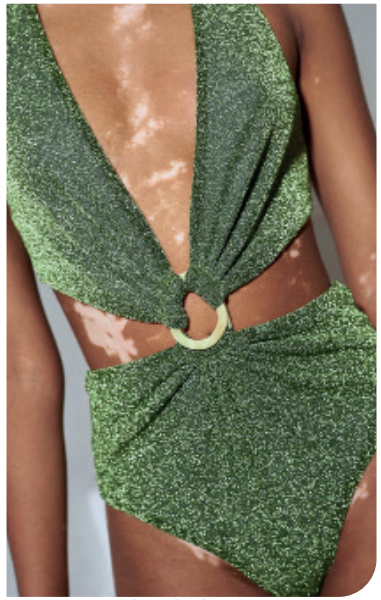

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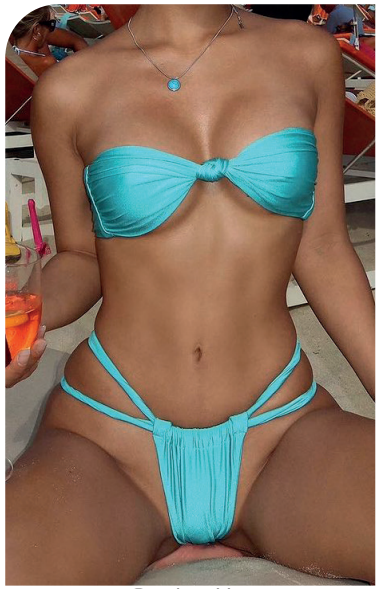
LUXE SATIN



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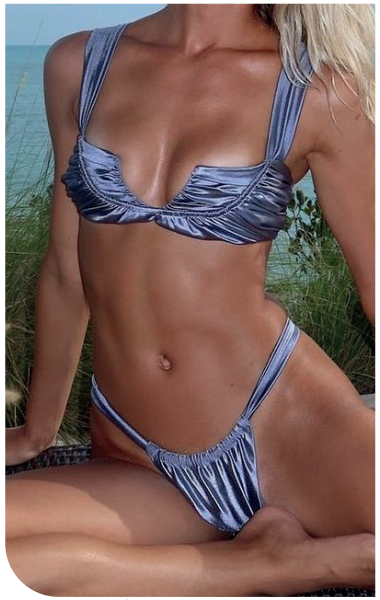

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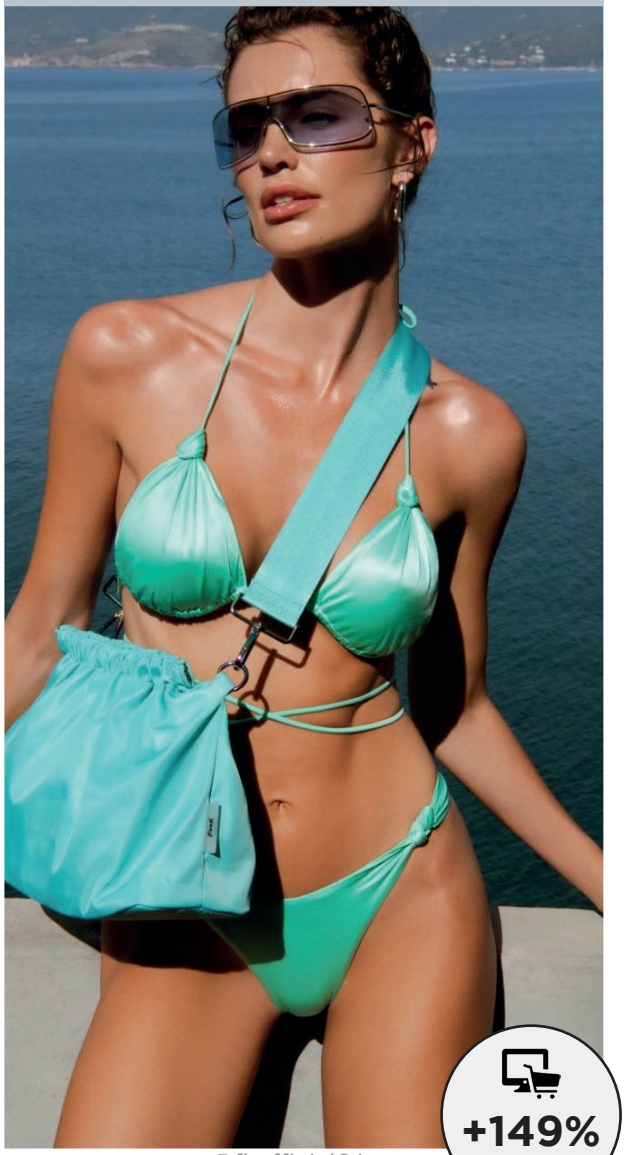
SAFE TREND



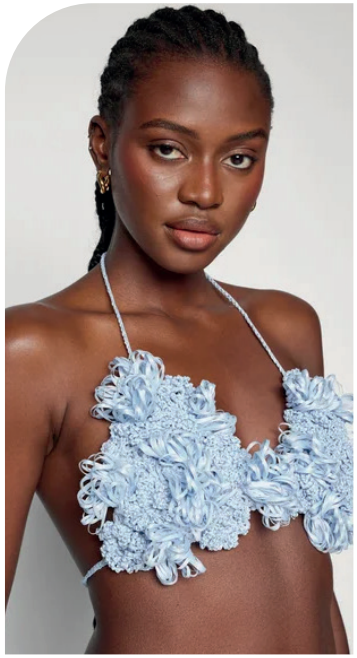
+149%
YOY

@fkofficial6.jpg

EDGY TREND

@KINDA.webp

+21%
YOY



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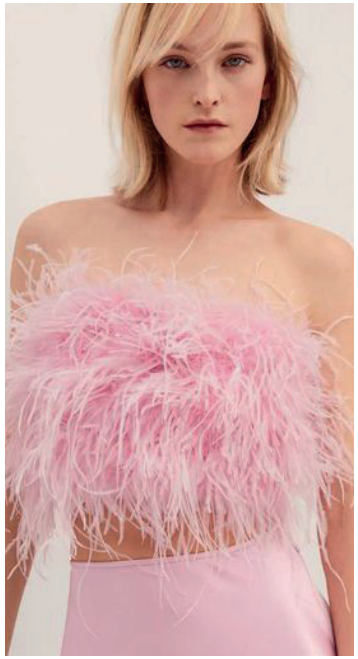

@mango.jpeg

Changit.jpg

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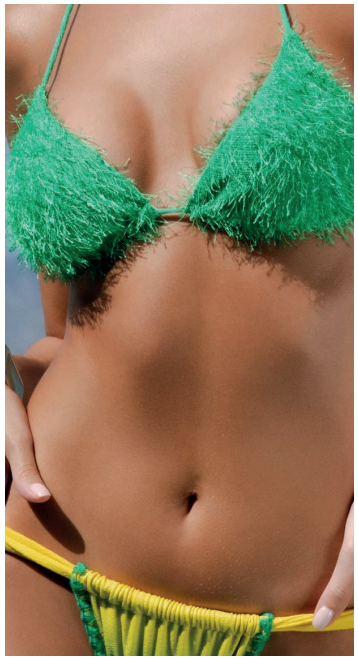

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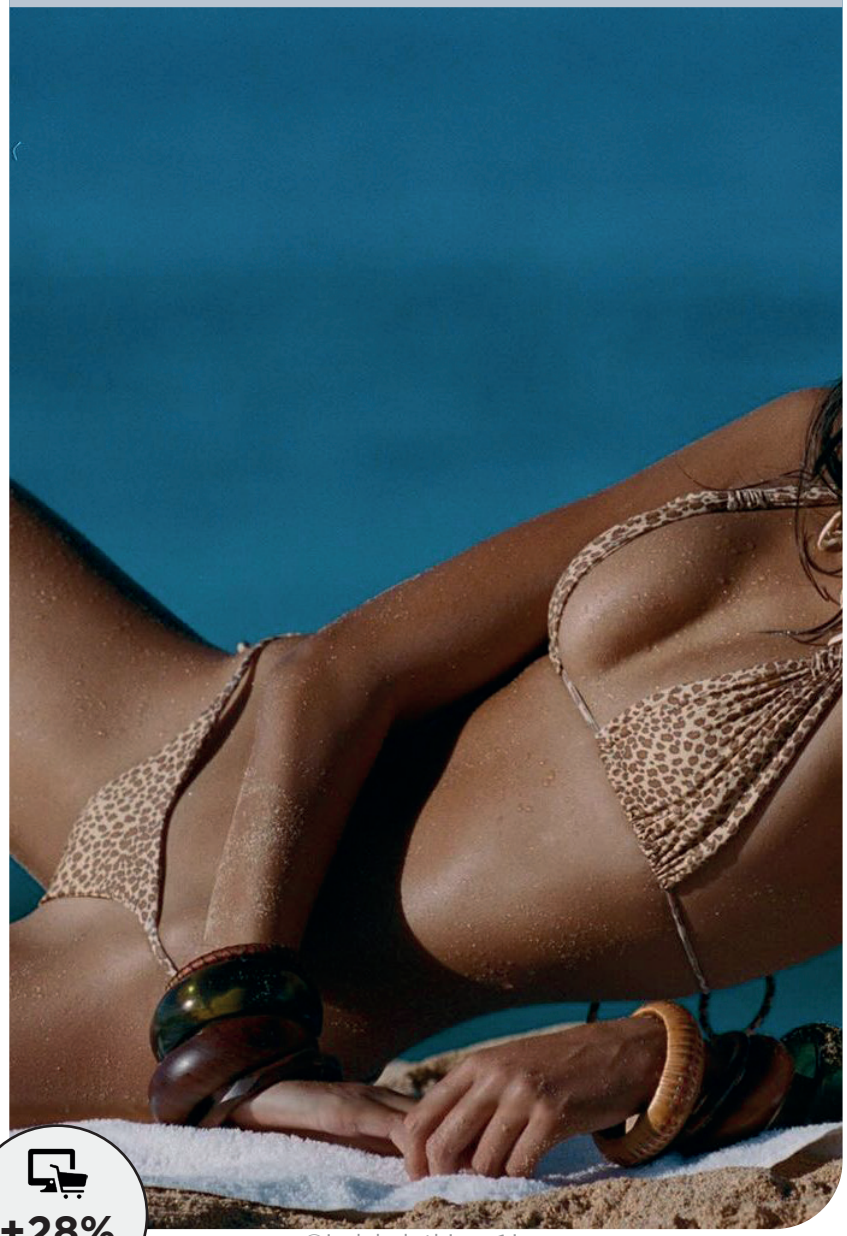
MISS SELFRIDGES.png

SAFE TREND



+28%
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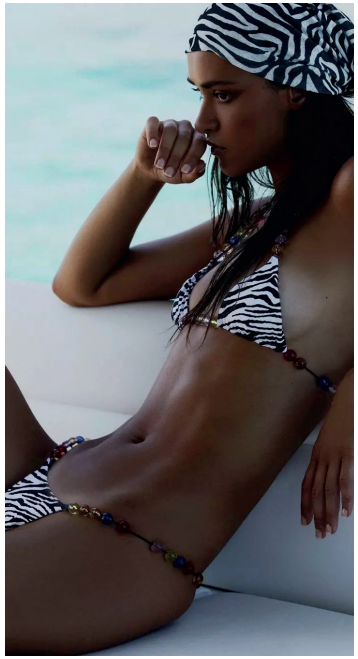

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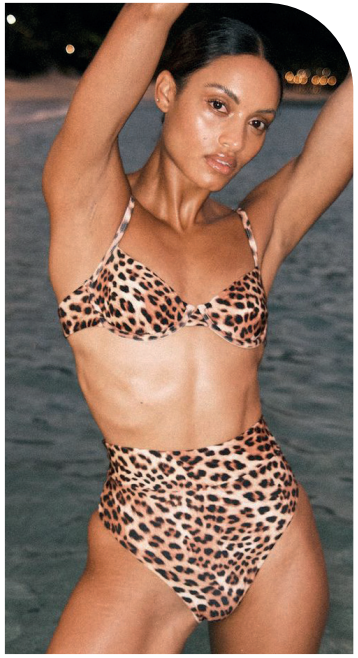
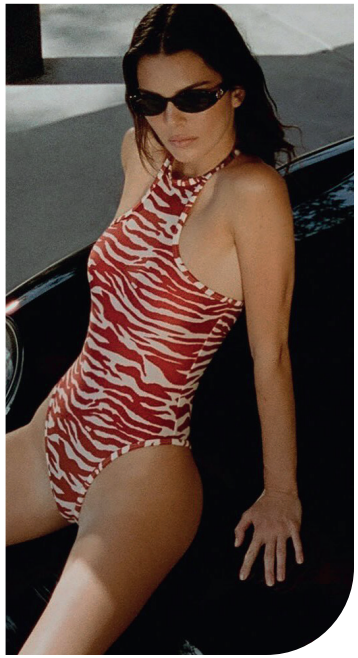


monday-swimwear.jpg

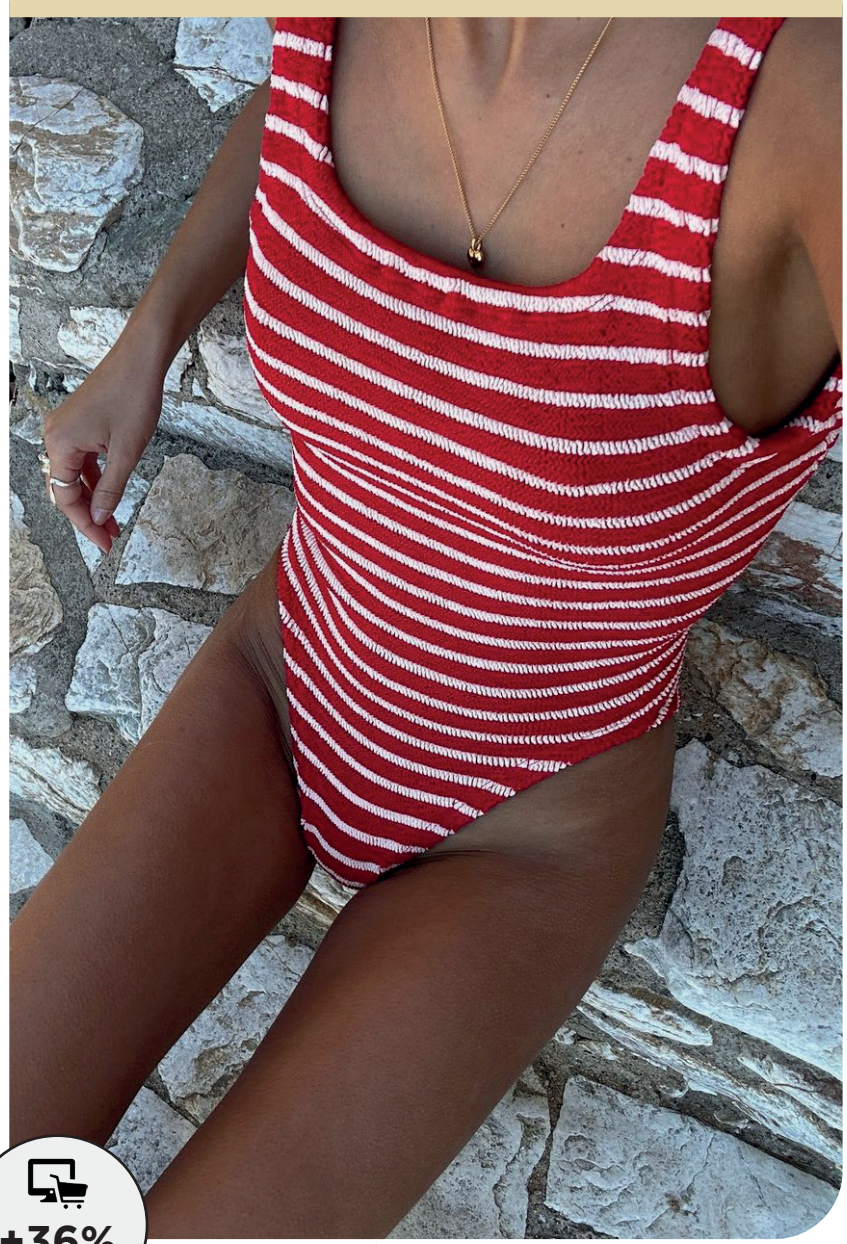
@theattico.jpg

@christopheresber.jpg



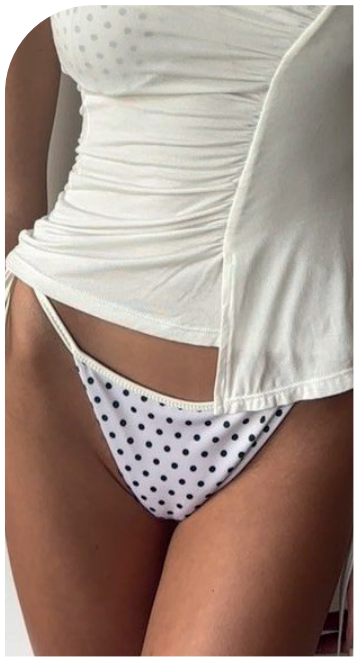
@fwrd2.jpg

STABLE TREND



+36%
YOY

@hunzag.jpg



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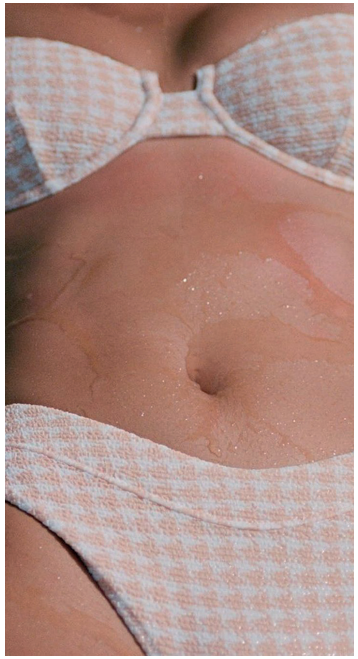
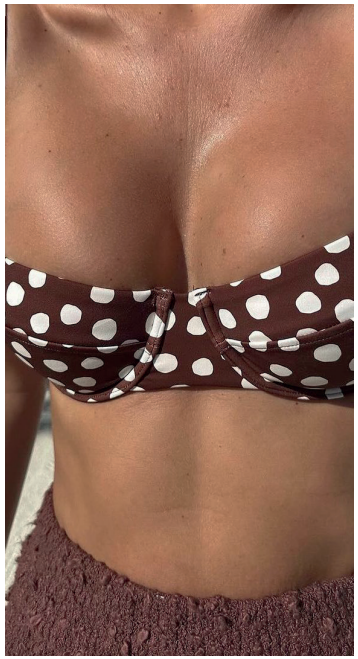


@elceswim2.jpg

@dippedinbluebikinis.jpg

@idazeile.jpg



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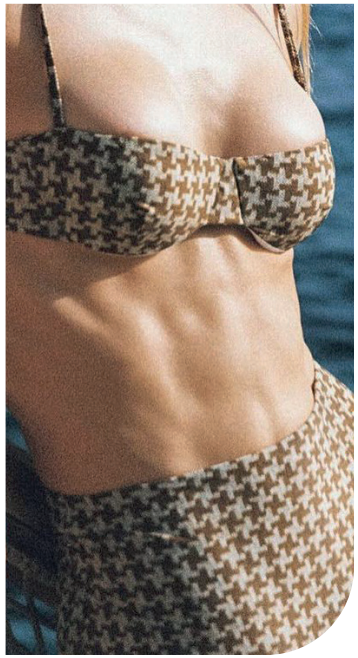
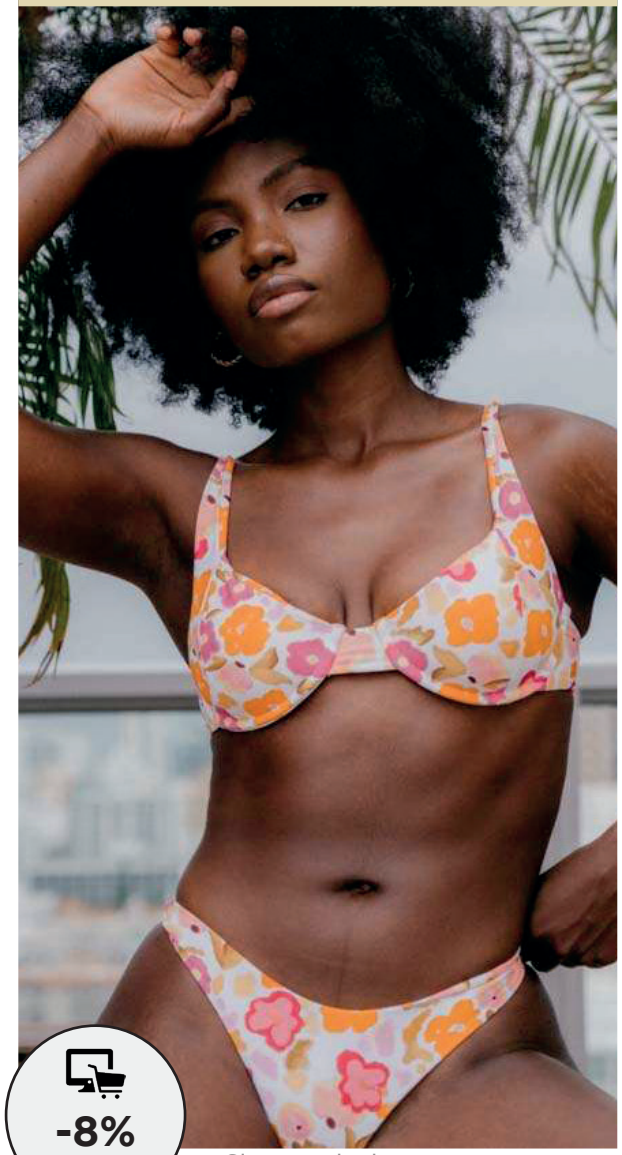


@juillet2.jpg

TEXTILES & PRINTS

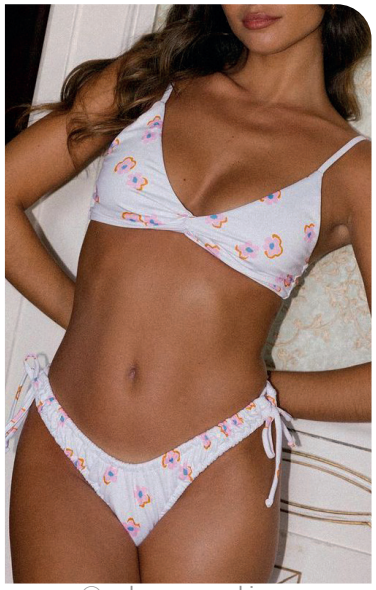
NAIVE GARDEN

STABLE TREND



-8%
YOY

Siennaswim.jpg



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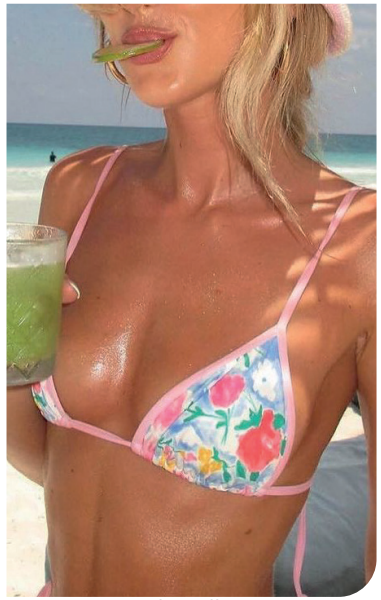

@emilisindlev.jpg

HAWAIAN FLORALS

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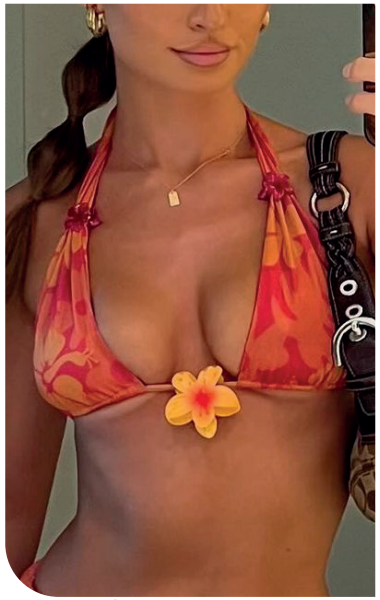


@sylavieswimwear.jpg

STABLE TREND

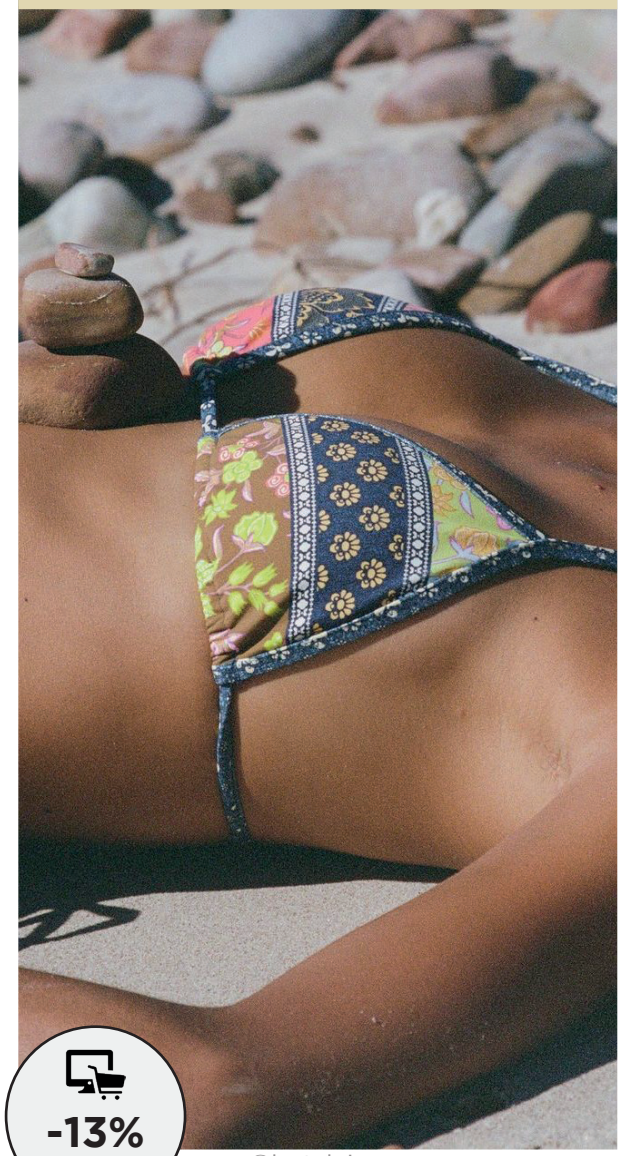
-29%
YOY

@billabongwomen.jpg

TEXTILES & PRINTS

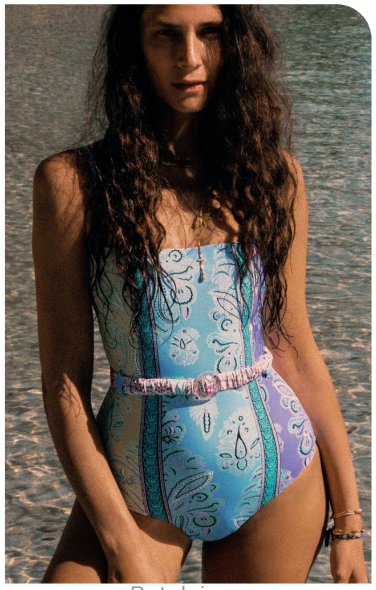
BOHO PATCHWORKS

STABLE TREND



-13%
YOY

@boteh.jpg



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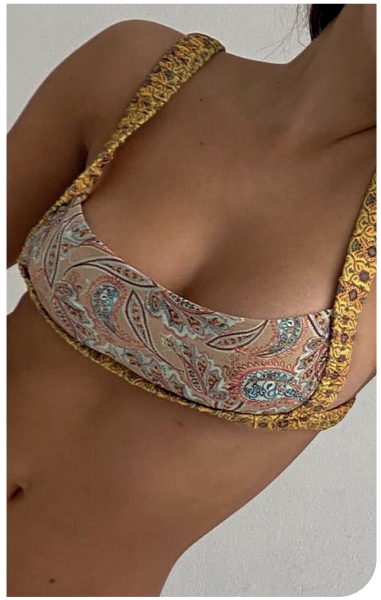
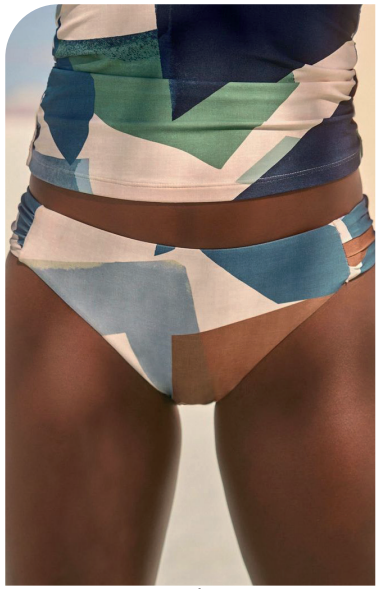
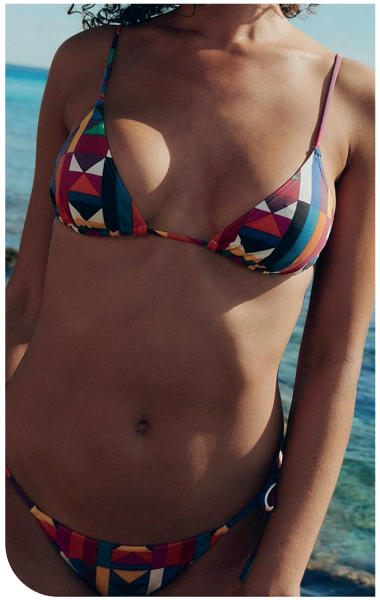


@areyouami2.jpg

BOLD ABSTRACTS



next.jpeg



@eres.jpg

STABLE TREND

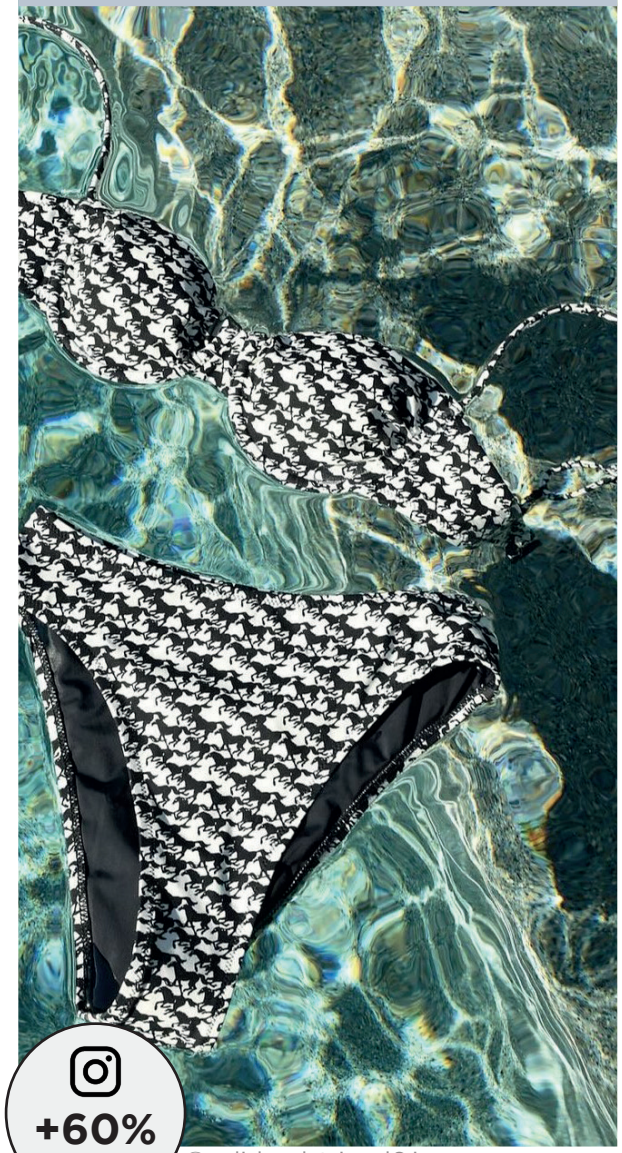
+15%
YOY

billabong.jpeg

TEXTILES & PRINTS

OPTICAL SHADOWS

SAFE TREND



+60%
YOY

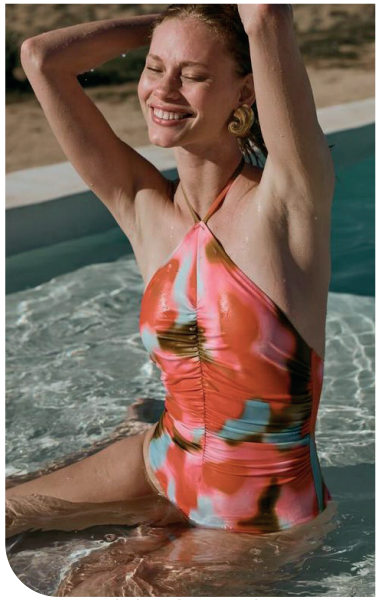
@solidandstriped6.jpg

@peonyswimwear.jpg

@juillet3.jpg

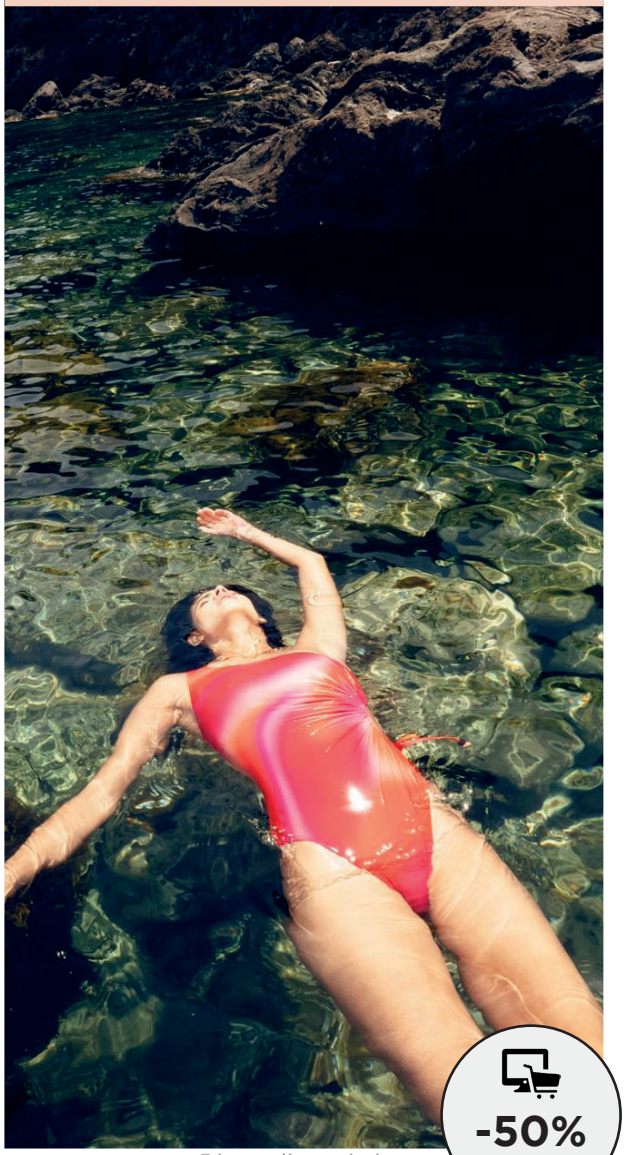
SUNSET BLUR

@bananhot5.jpg



@solidandstriped7.jpg

LAST CALL



-50%
YOY

@iconelingerie.jpg

SWIMWEAR
DETAILS & TRIMS

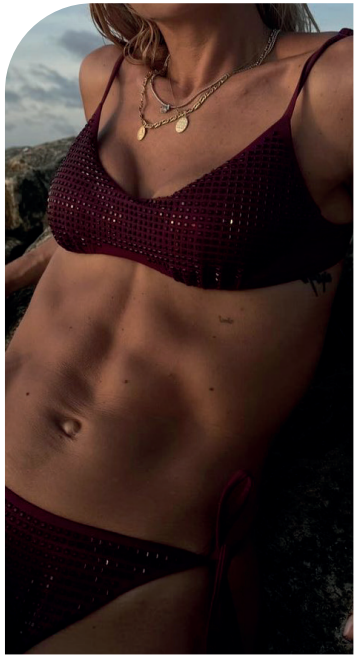
LIVETREND

DETAILS & TRIMS **SPARKLES TEMPEST**

SAFE TREND

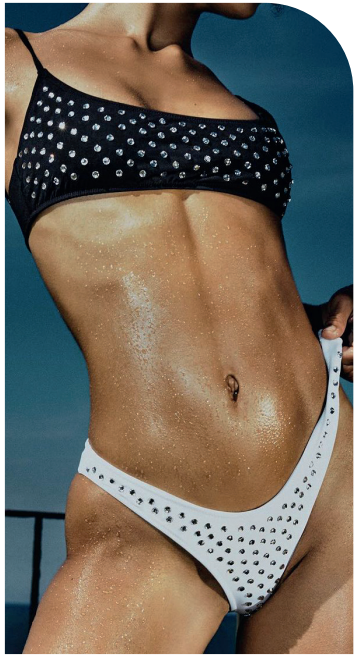
+56%
YOY

Oceanus.webp

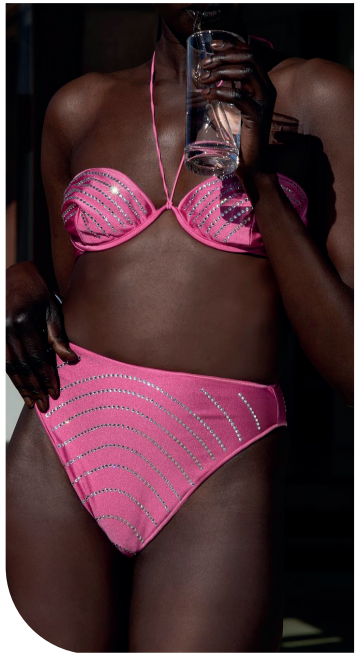


@cristinamarino.jpg

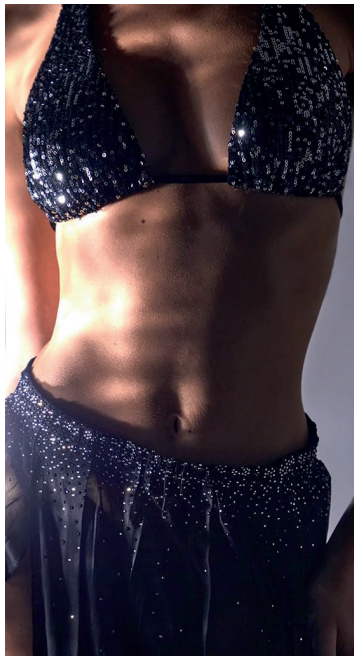
@osereeswimwear4.jpg



@paramidonna3.jpg



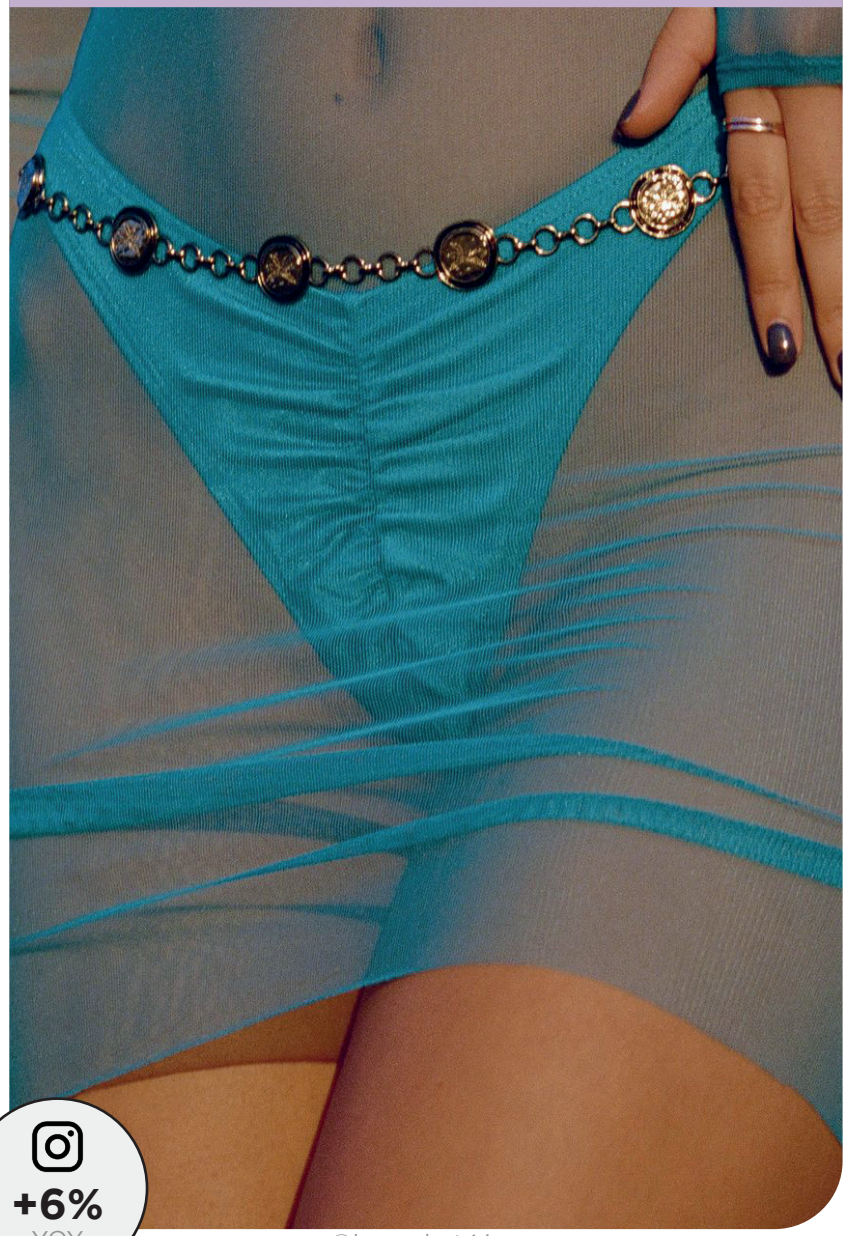
@osereeswimwear3.jpg



@nahialuxurybeachwear.jpg

Calzedonia.jpg

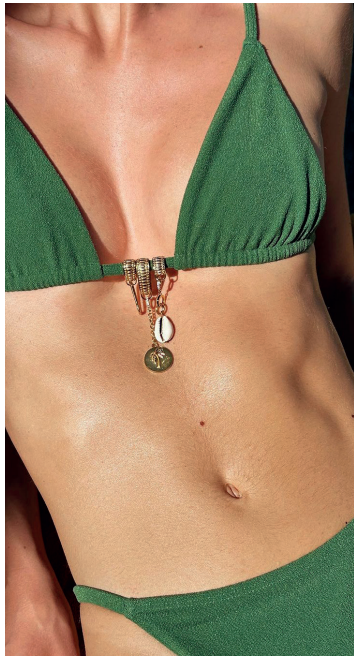
EARLY SIGN



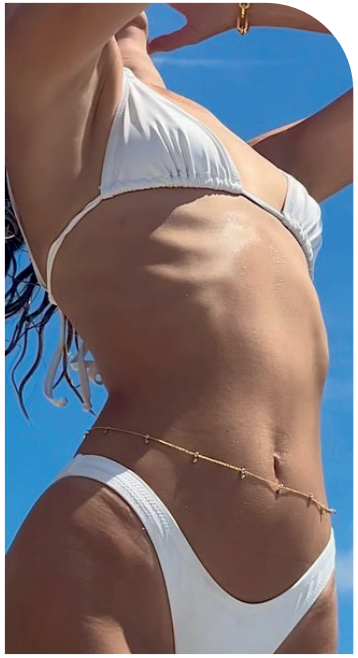
+6%
YOY

@bananhot4.jpg

@fairmusa.jpg



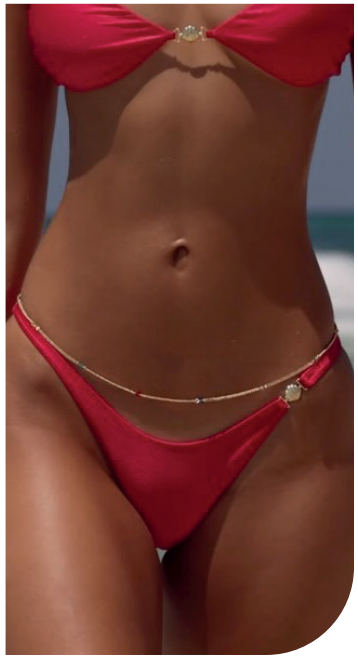
@meridianswimwear3.jpg



@jadedistinguinn.jpg

@bydeeaus4.jpg

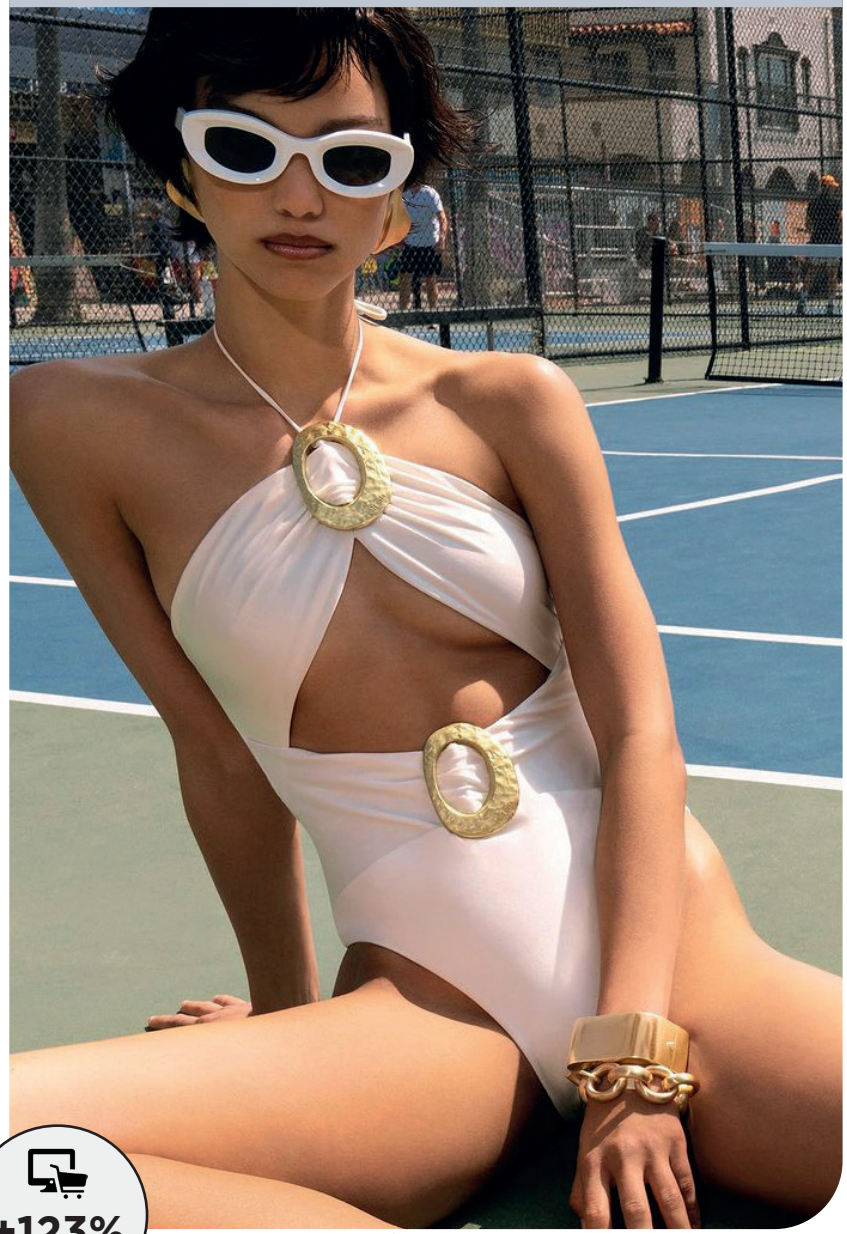
@barillarimolano7.jpg



@ohpollyswim3.jpg

DETAILS & TRIMS **REFINED LINKS**

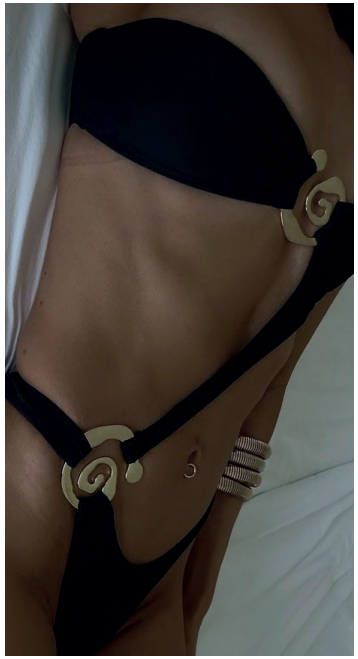
SAFE TREND



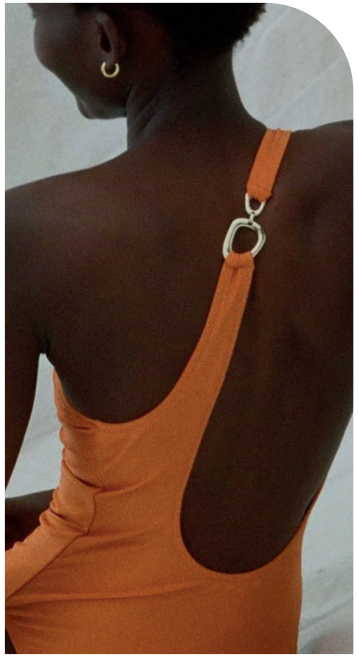
@cultgaia2.jpg

+123%
YOY

@baobab7.jpg



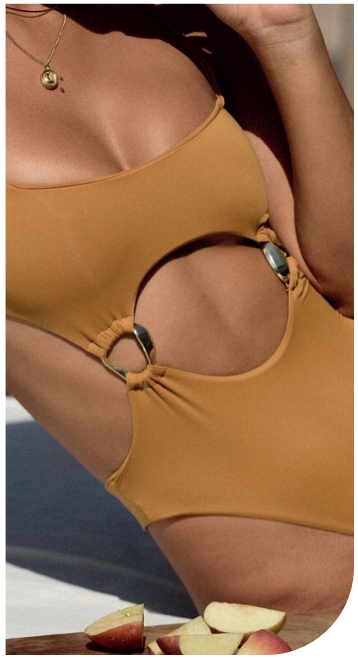
@same.jpg



@solidandstriped.jpg

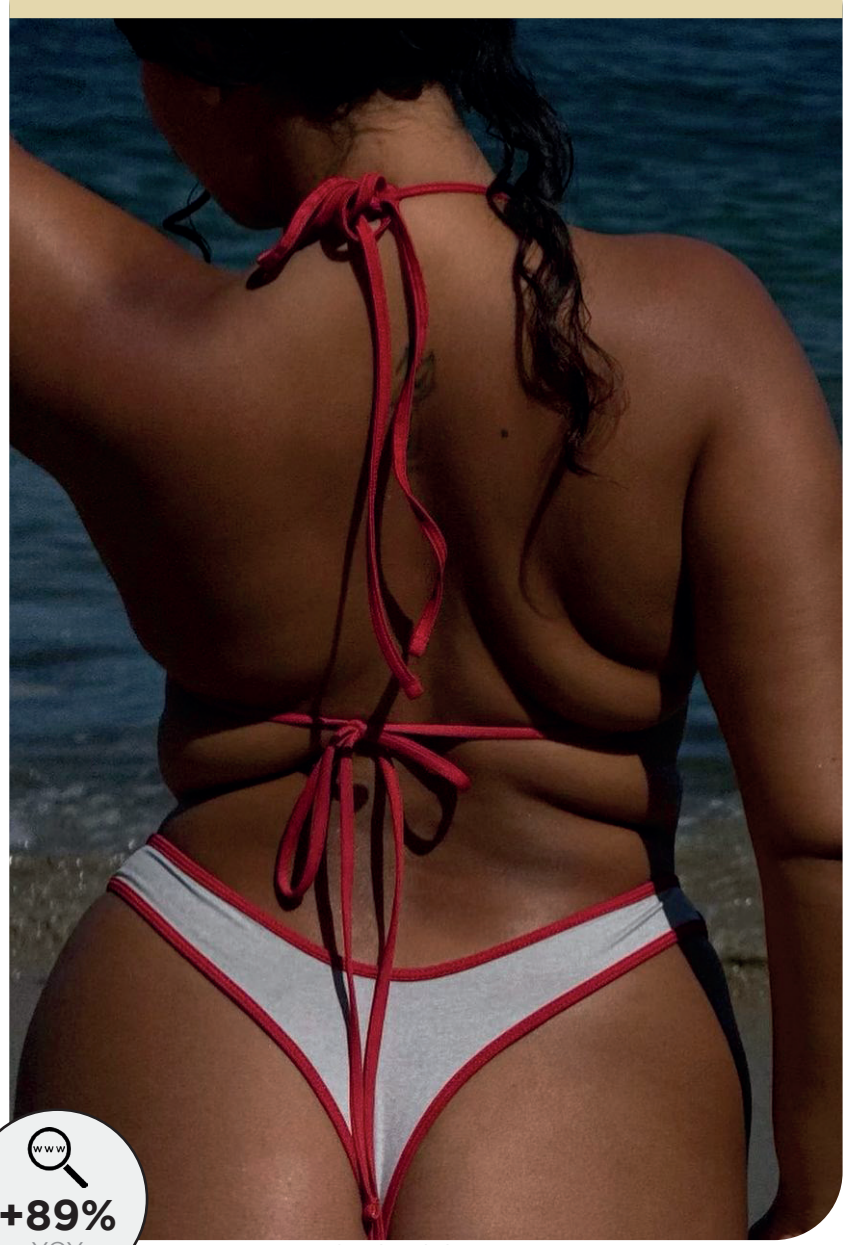
@sidecompt.jpg

@lilufamaswimwear.jpg



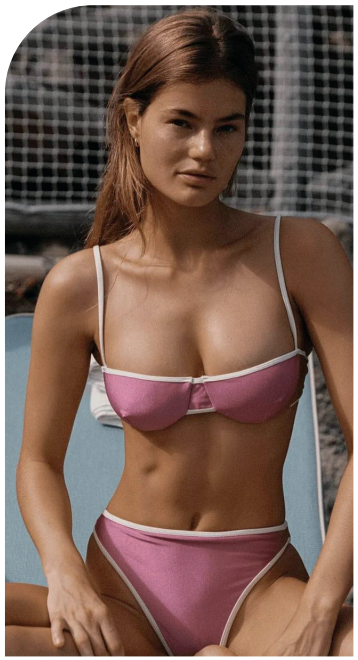
@riotswim.jpg

STABLE TREND

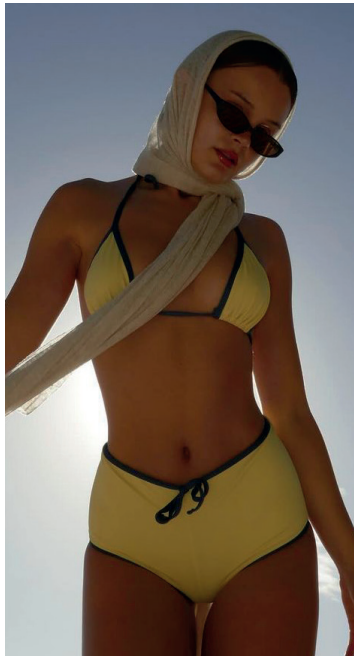


+89%
YOY

@frankiesbikini2.jpg



@juillet.jpg

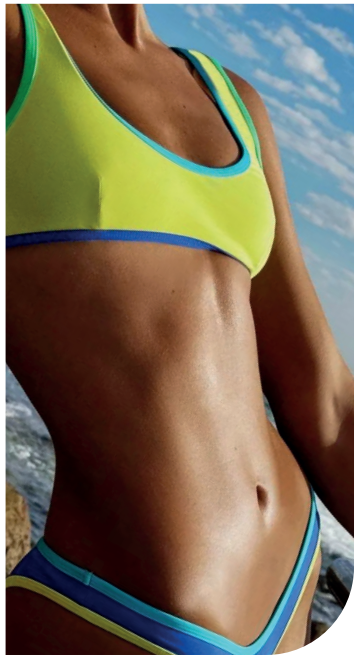


@rubiervine.jpg

@andreanoguero.jpg

@sashamei.jpg

@jmpthelabel.jpg



@itsnowcool2.jpg

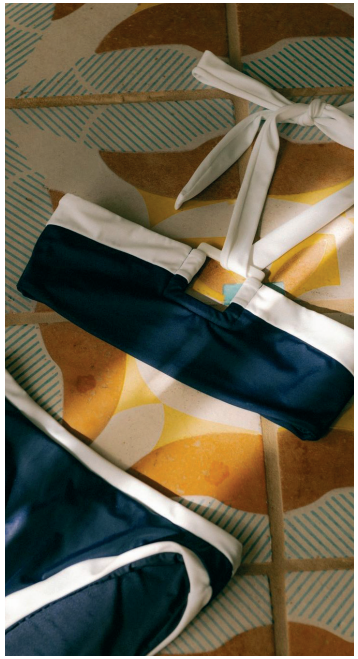
DETAILS & TRIMS **B&W CONTRASTS**

STABLE TREND

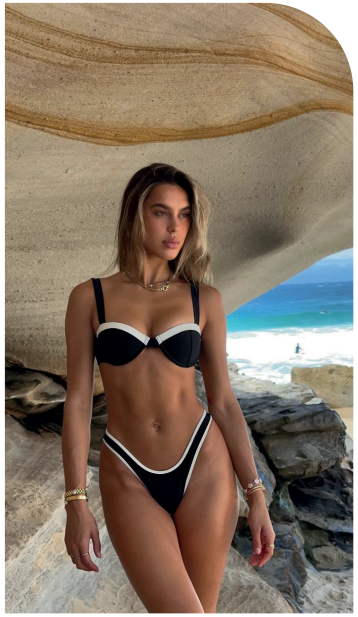
+16%
YOY

@oneoneswim4.jpg

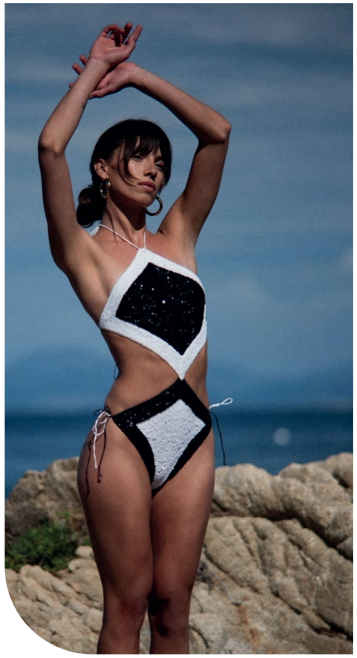
@same_1.jpg



@onia_1.jpg

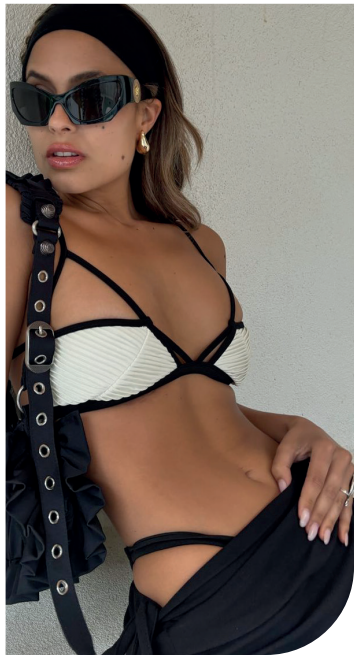


@mikaylamenin.jpg



@osereeswimwear5.jpg

@bondibornaustralia2.jpg



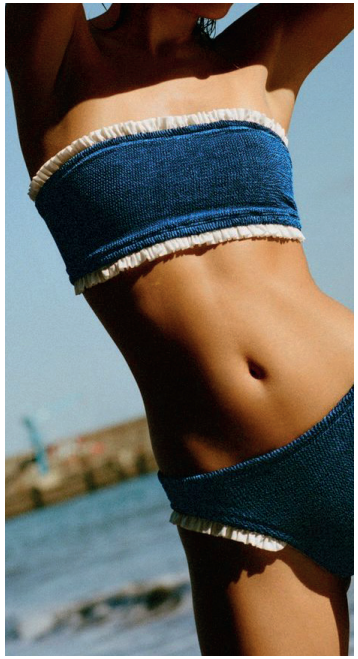
@seliachwood2.jpg

EARLY SIGN

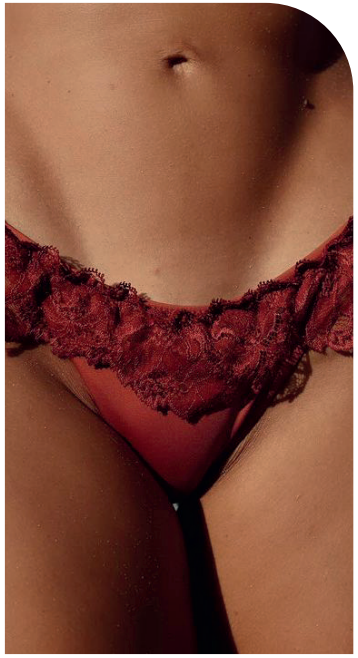
+17%
YOY

@bydeeaus3.jpg

@voguefolio.jpg



@hunzag2.jpg



@paramidonna4.jpg

@frankiesbikini.jpg

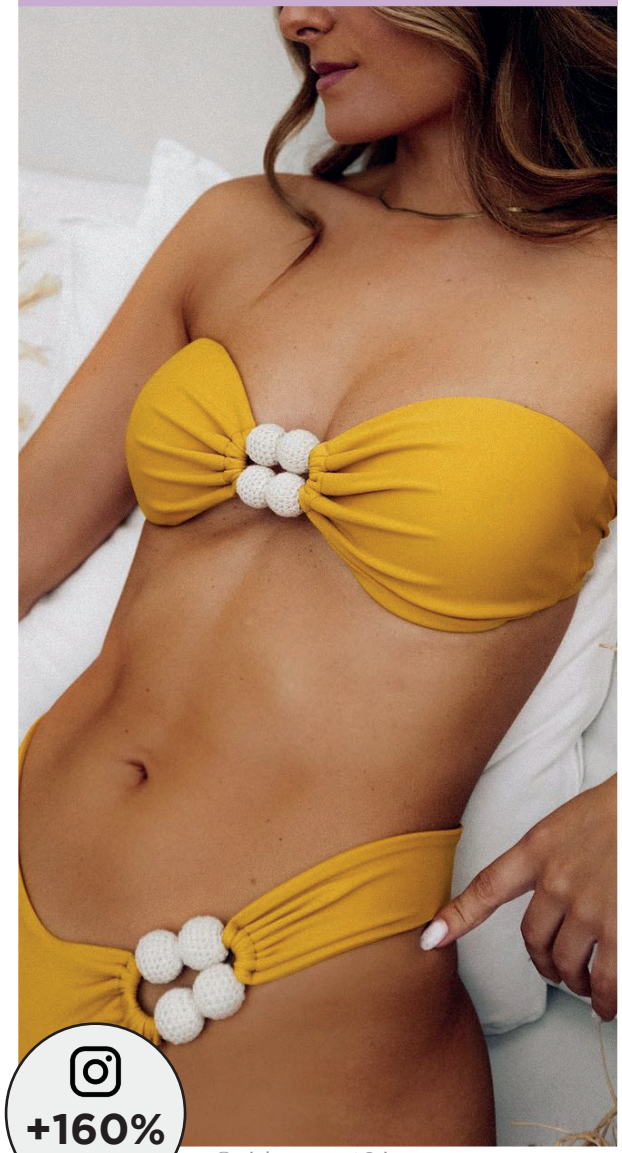
@chlkoefraterr.jpg

Sienna Swim.webp

DETAILS & TRIMS

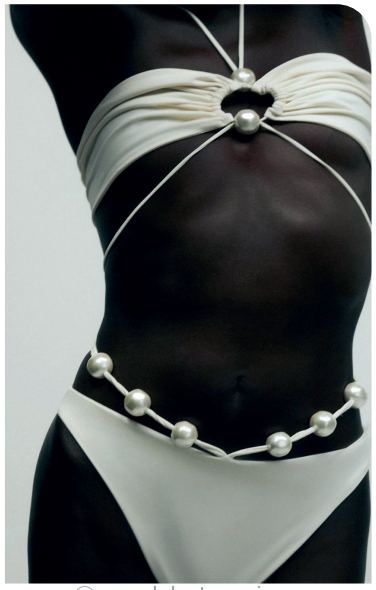
BUBBLE BEADS

EARLY SIGN

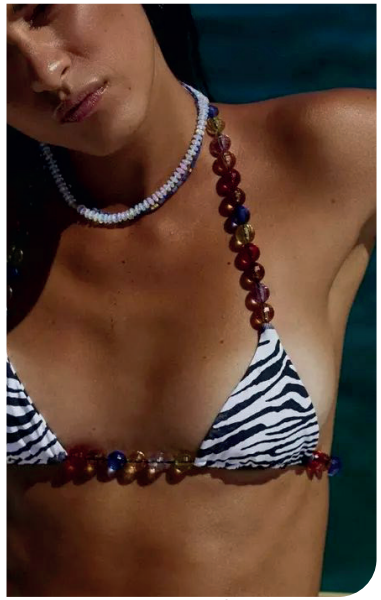


+160%
YOY

@sidecompt2.jpg

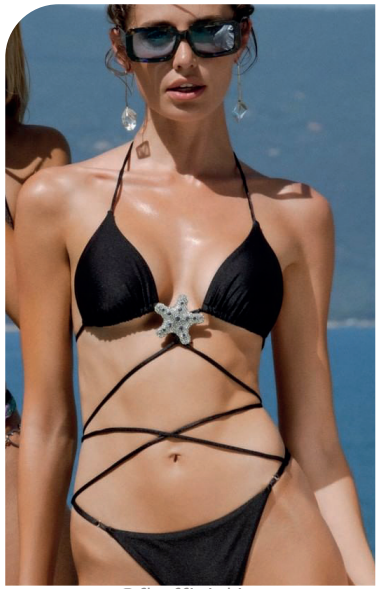


@magdabutrym.jpg

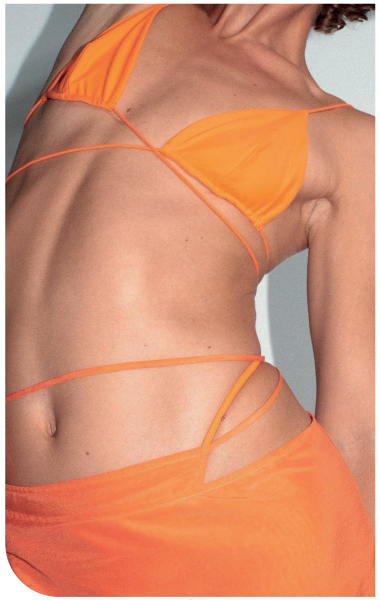


@itsnowcool_1.jpg

FLOSSING

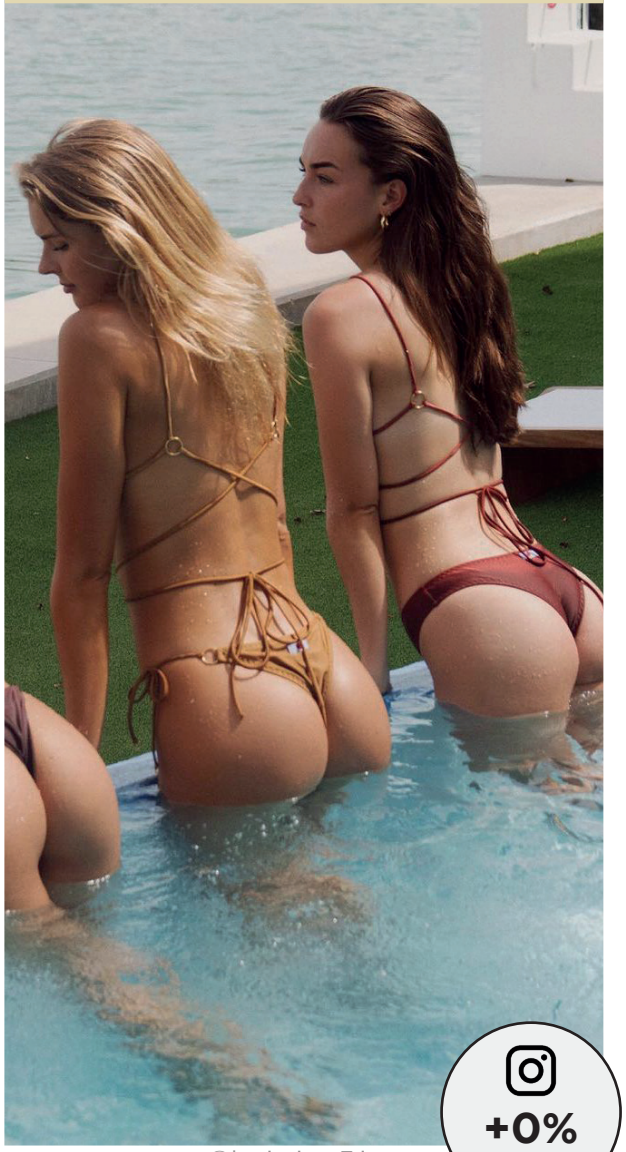


@fkofficial.jpg



@ziah.jpg

STABLE TREND



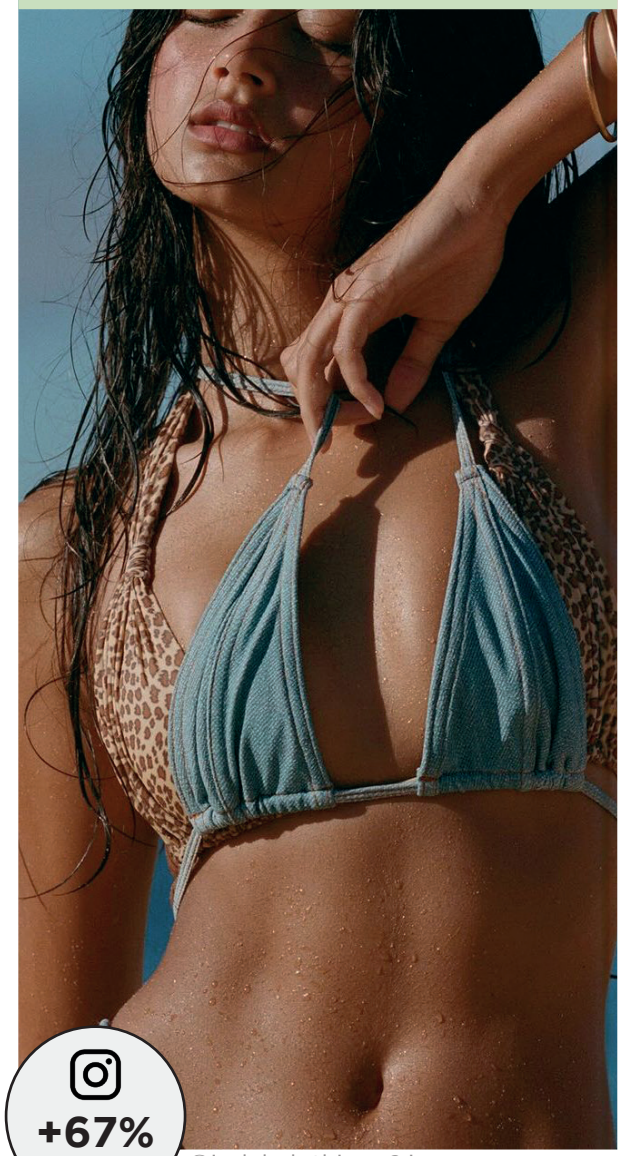
+0%
YOY

@lovissima3.jpg

DETAILS & TRIMS

DOUBLE BRA

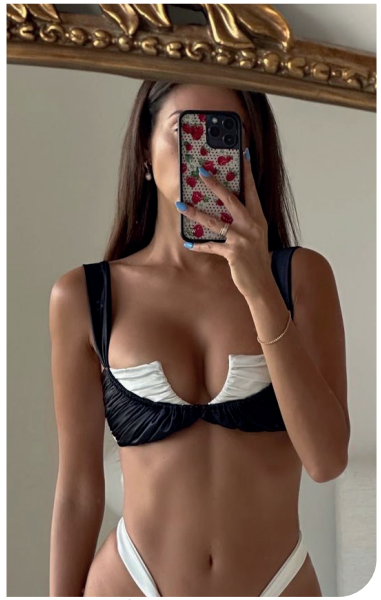
EDGY SIGN



+67%
YOY

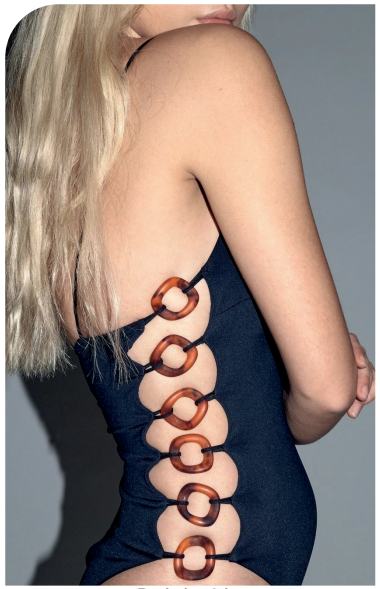
@indahclothing_2.jpg

des_phemmes.jpg

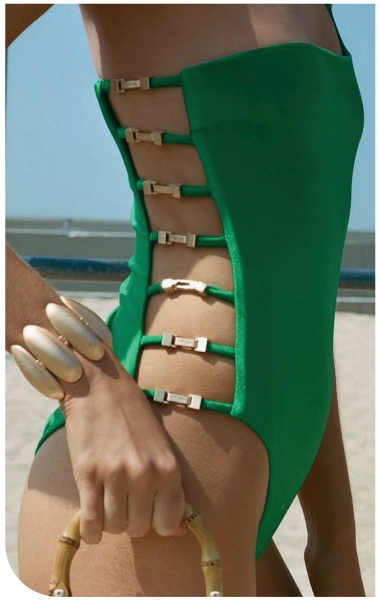


@divinoseas7.jpg

SIDE CUT-OUTS

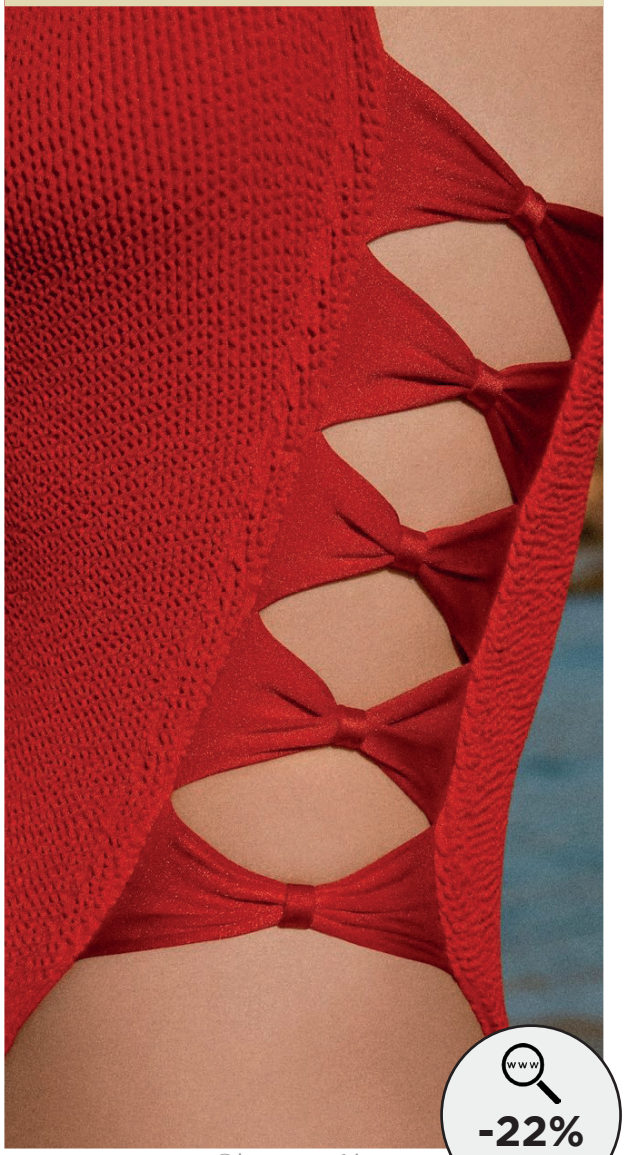


@ziah_1.jpg



@cultgaia5.jpg

STABLE TREND



-22%
YOY

@hunzag_1.jpg

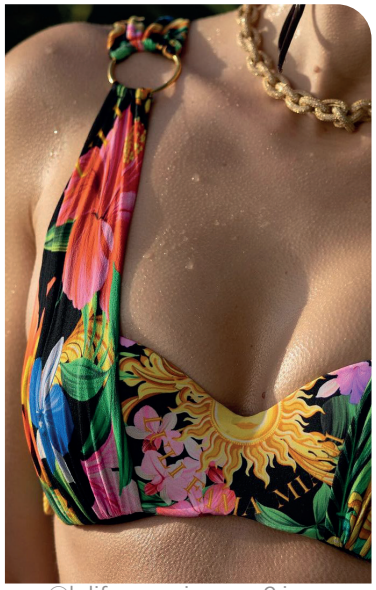
DETAILS & TRIMS

LARGE STRAPS

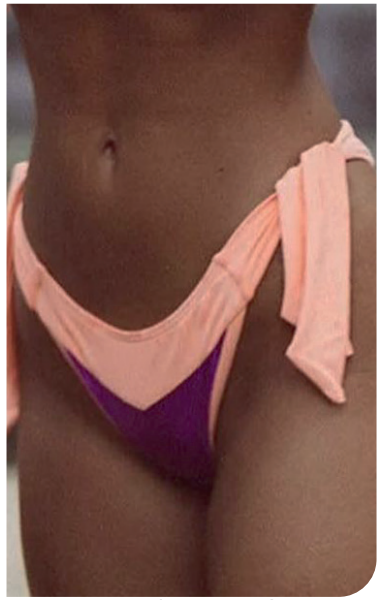
EARLY SIGN

+51%
YOY

@andreayamah_1.jpg

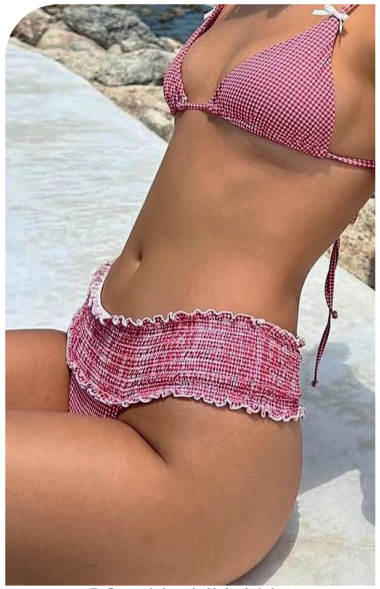


@lulifamaswimwear2.jpg



@margaridacorceirofas.jpg

SCRUNCHY ELASTIC



@frankiesbikini4.jpg

@seliachwood.jpg

EARLY SIGN

+150%
YOY

@gorgeousxls.jpg

SWIMWEAR
STYLES

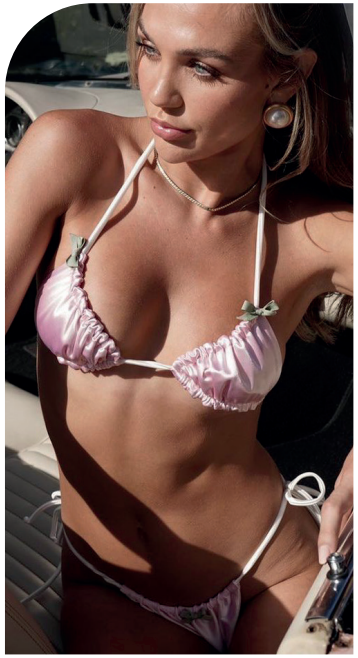
LIVETREND

BIKINI STYLES **THE COQUETTE LOOK**

SAFE TREND

+860%
YOY

@withjean.jpg

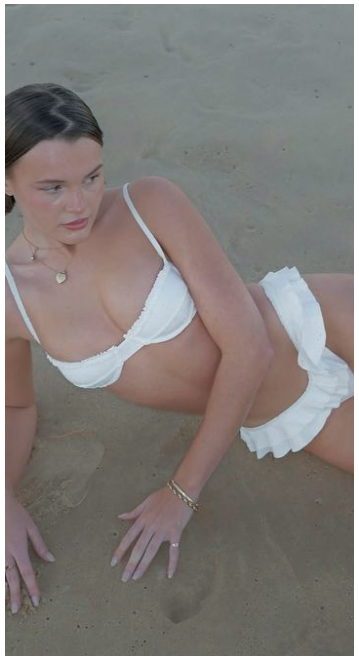


@divinoseas.jpg

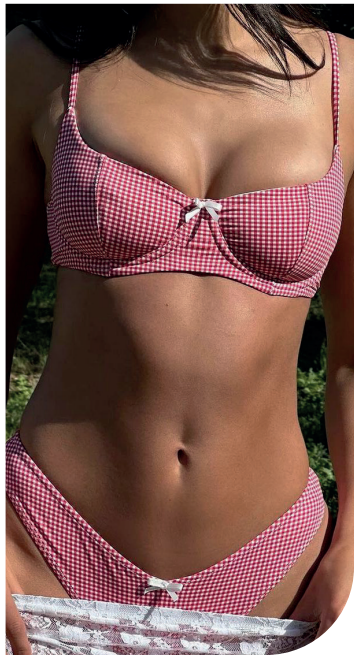
Forloveandlemons.webp

@areyouami3.jpg

Sienna swim (2)_1.webp



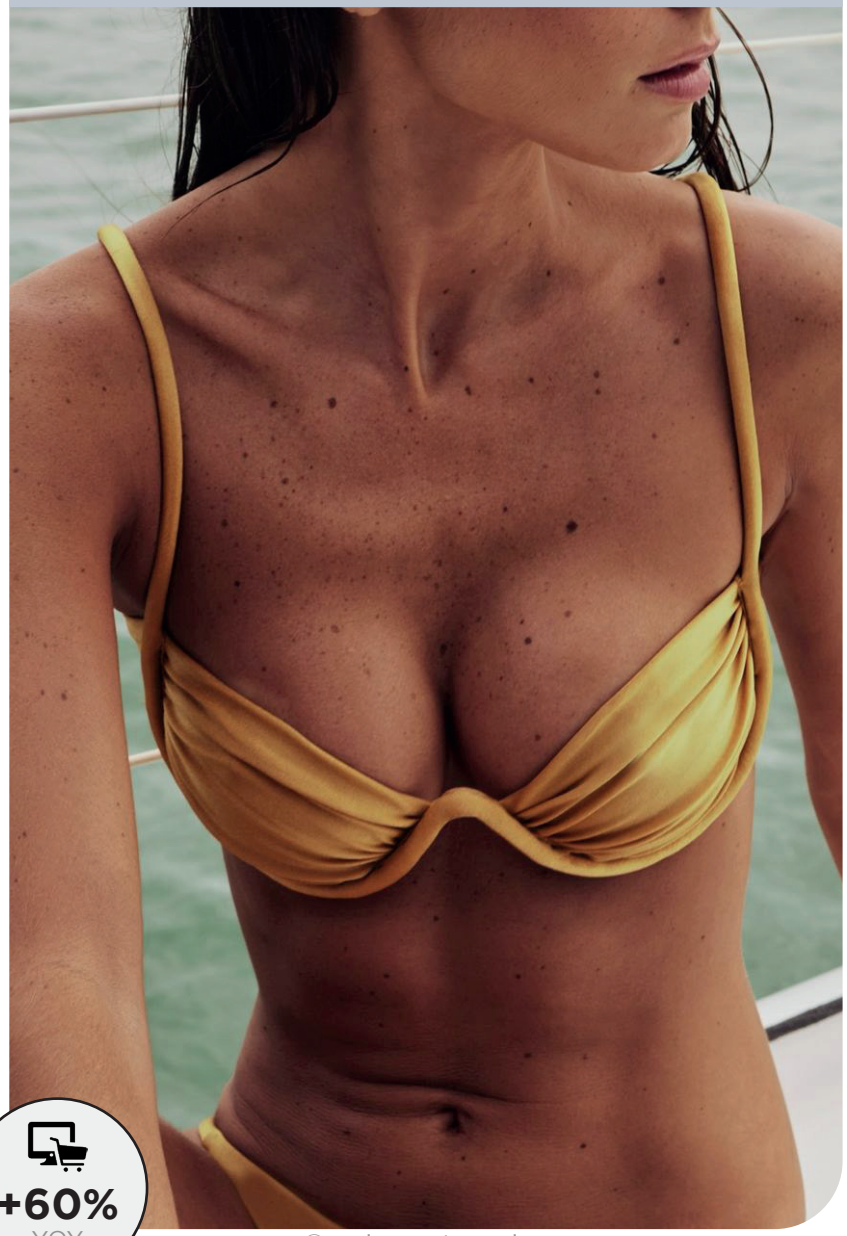
@rubieirvine.jpg



@frankiesbikini3.jpg

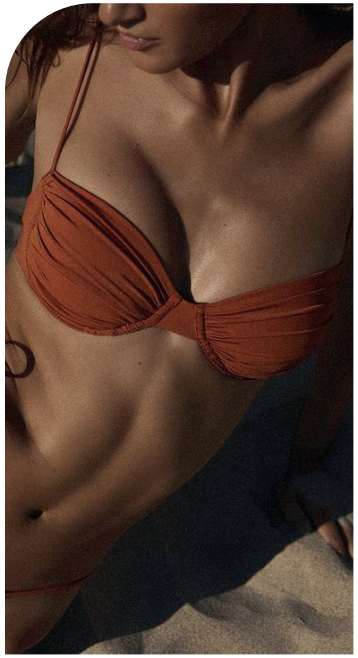
BIKINI STYLES **THE GATHERED UNDERWIRE**

SAFE TREND



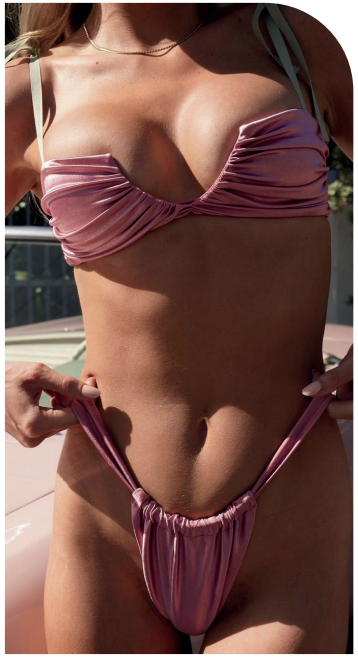
+60%
YOY

@oasisresortwear.jpg



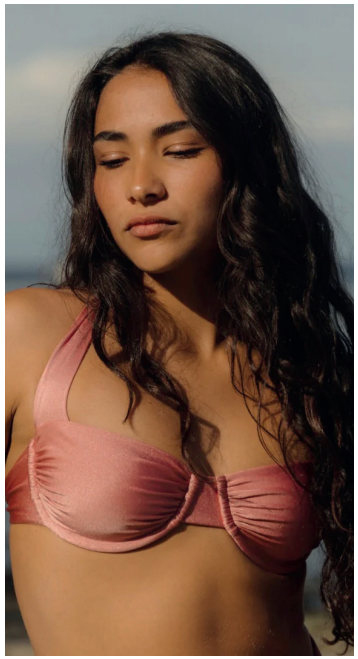
@belamerstudio8.jpg

@andreayamah.jpg



@divinoseas2.jpg

@marineaudineau.jpg



Siennaswim.webp

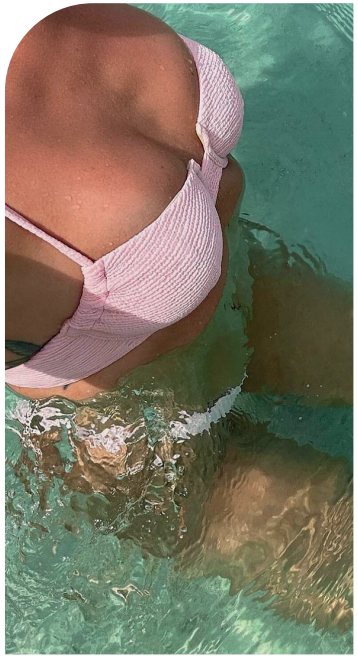
@chloebb.jpg

BIKINI STYLES **THE MINIMAL BALCONETTE**

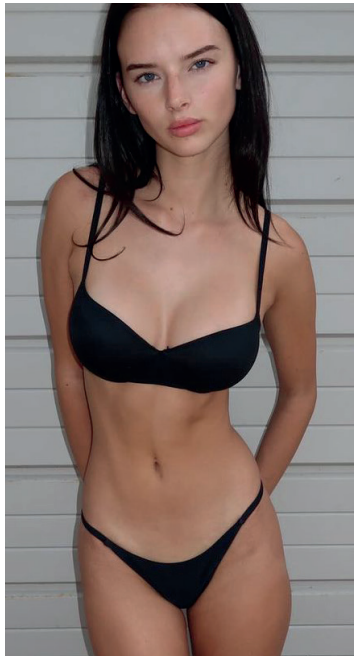
STABLE TREND

+26%
YOY

@belamerstudio2.jpg



@elceswim.jpg



@emmakaitalin.jpg

@festaforestsa.jpg

@belamerstudio.jpg

@nahialuxurybeachwear3.jpg

@juillet_1.jpg

BIKINI STYLES **THE SLIM TRIANGLE**

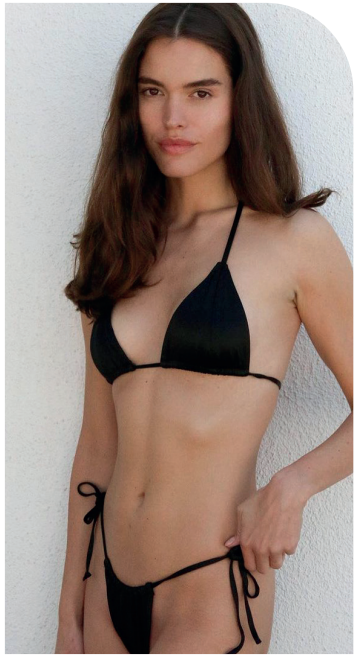
STABLE TREND

-12%
YOY

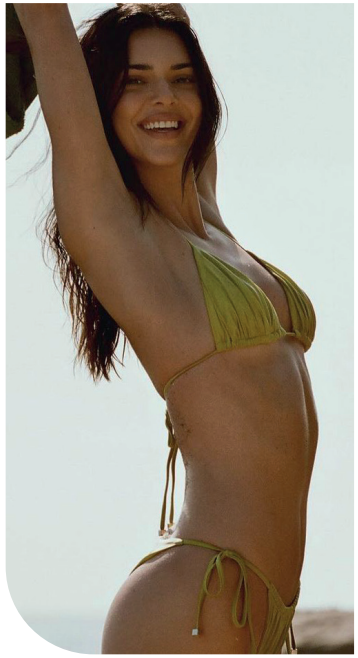
@kein.jpg

@ziah_2.jpg

@ashleythompsonn.jpg



@brittbergmeister.jpg



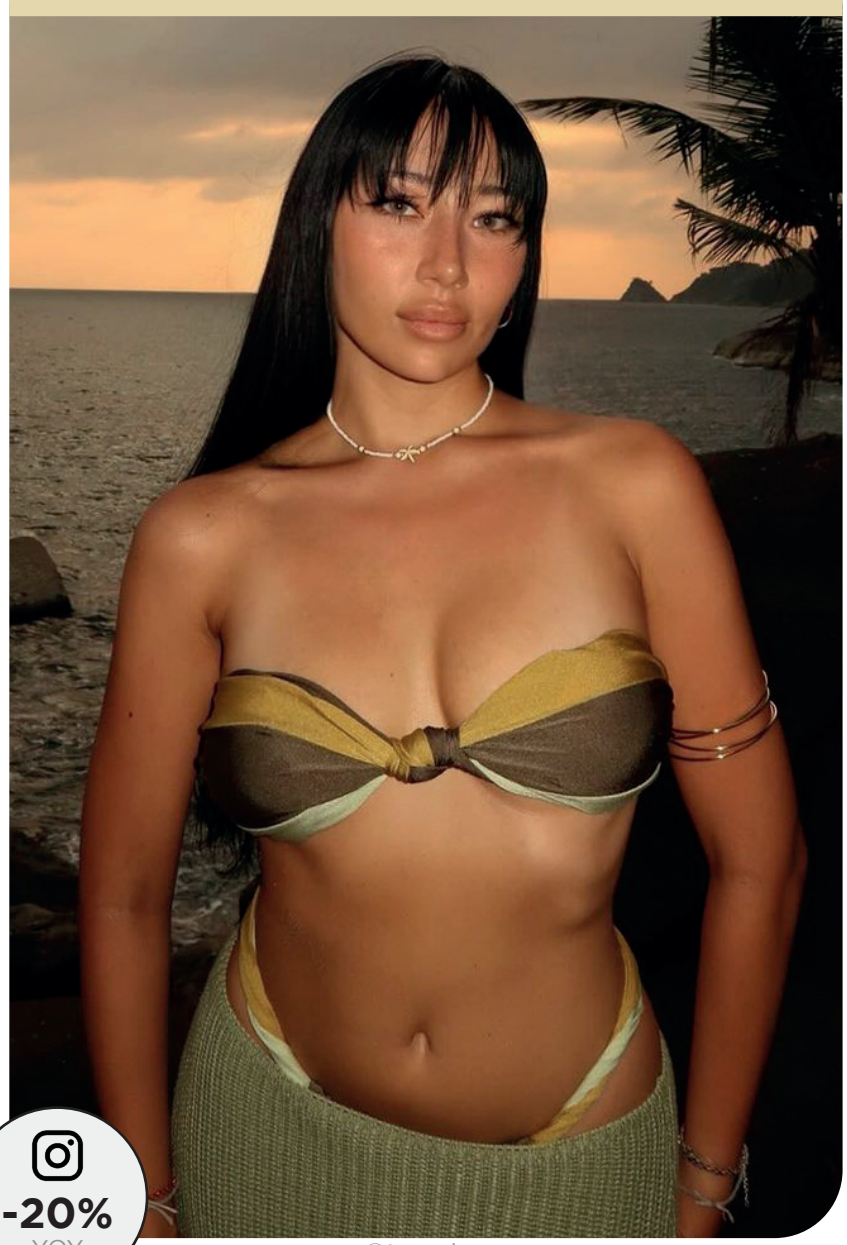
@calzedonia.jpg

@indahclothing_3.jpg

@divinoseas5.jpg

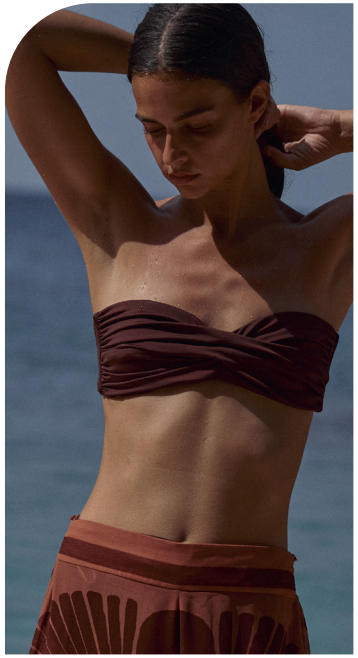
BIKINI STYLES **THE DRAPED BANDEAU**

STABLE TREND

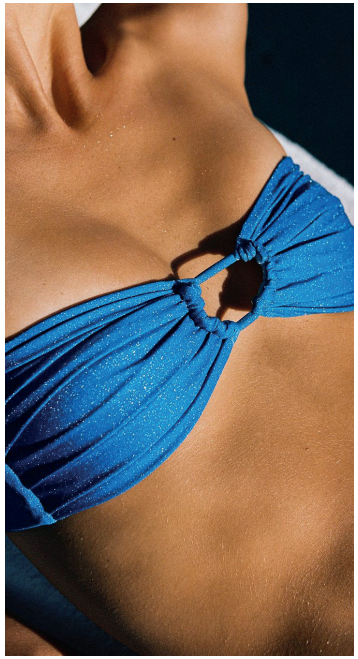


-20%
YOY

@tryaz.jpg



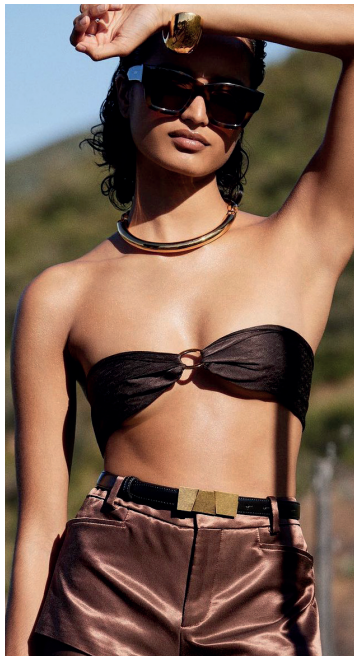
johanna-ortiz.jpg



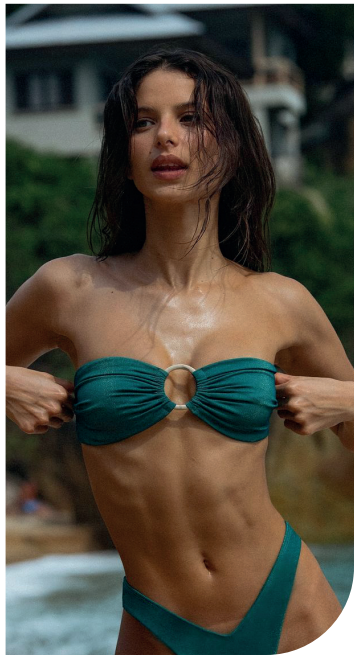
@oneoneswim6.jpg

@vikalitvin.jpg

@caladelacruz2.jpg



@fwrd3.jpg

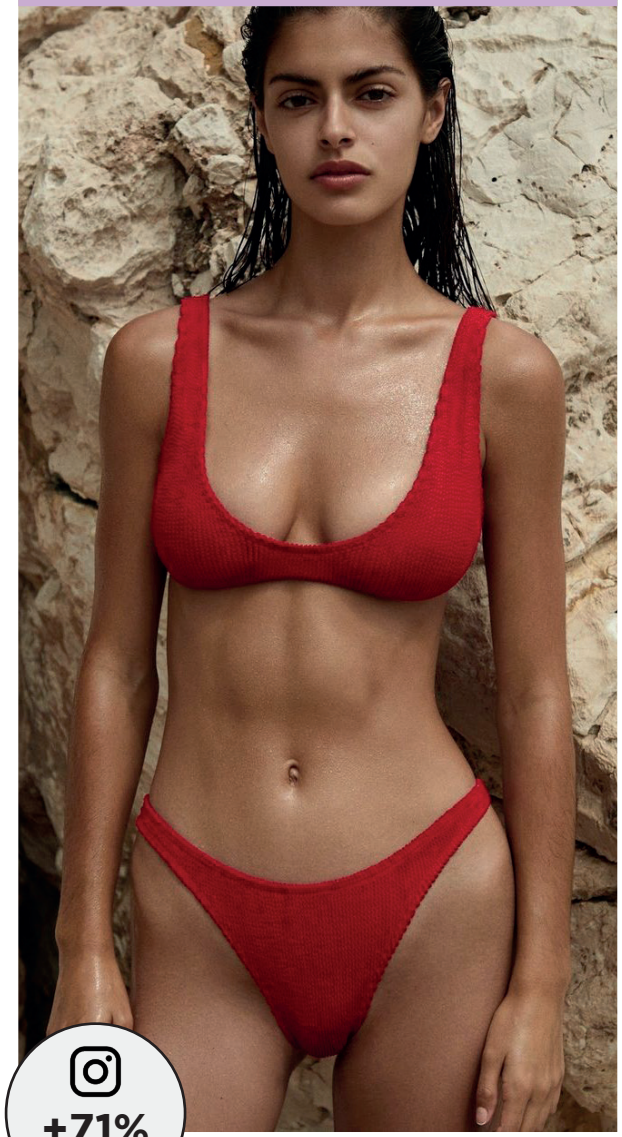


@dropeclothing.jpg

BIKINI STYLES

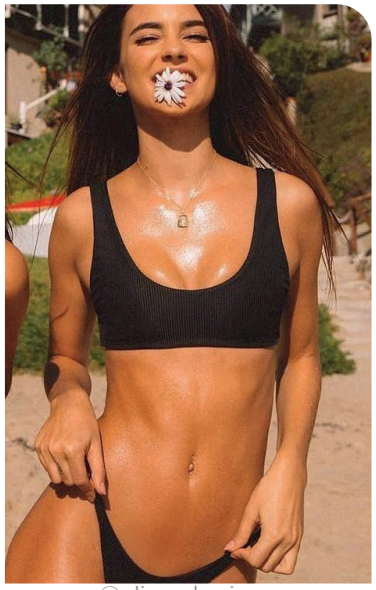
THE SCOOP NECK

EARLY SIGN

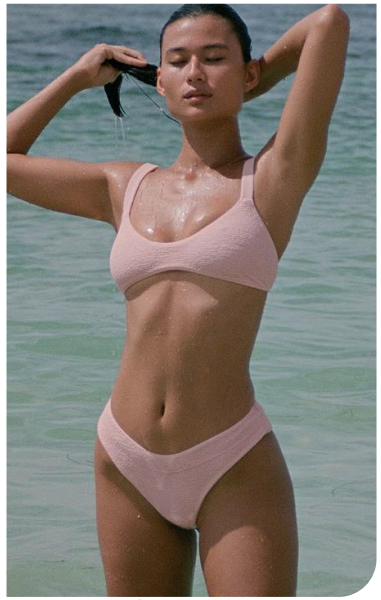


+71% YOY

@bondeyeswim2.jpg

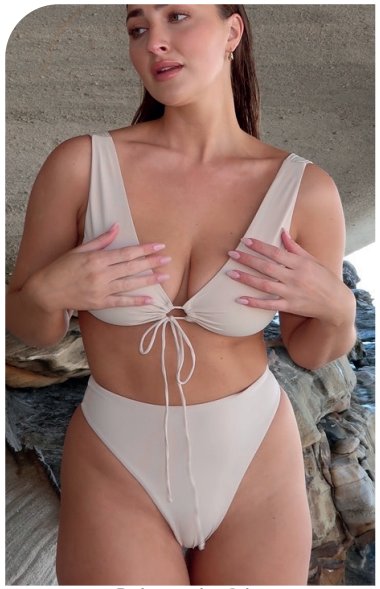


@aliverelax.jpg



@elceswim3.jpg

THE FRONT OPENED



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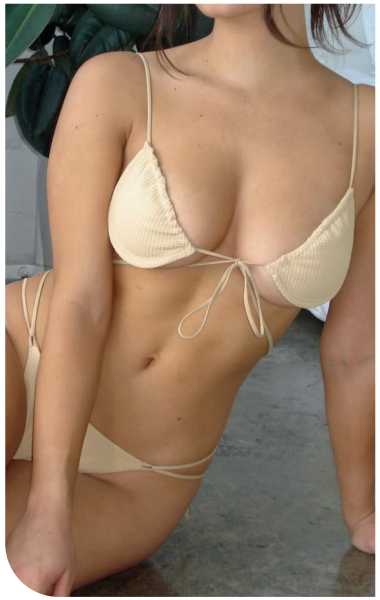
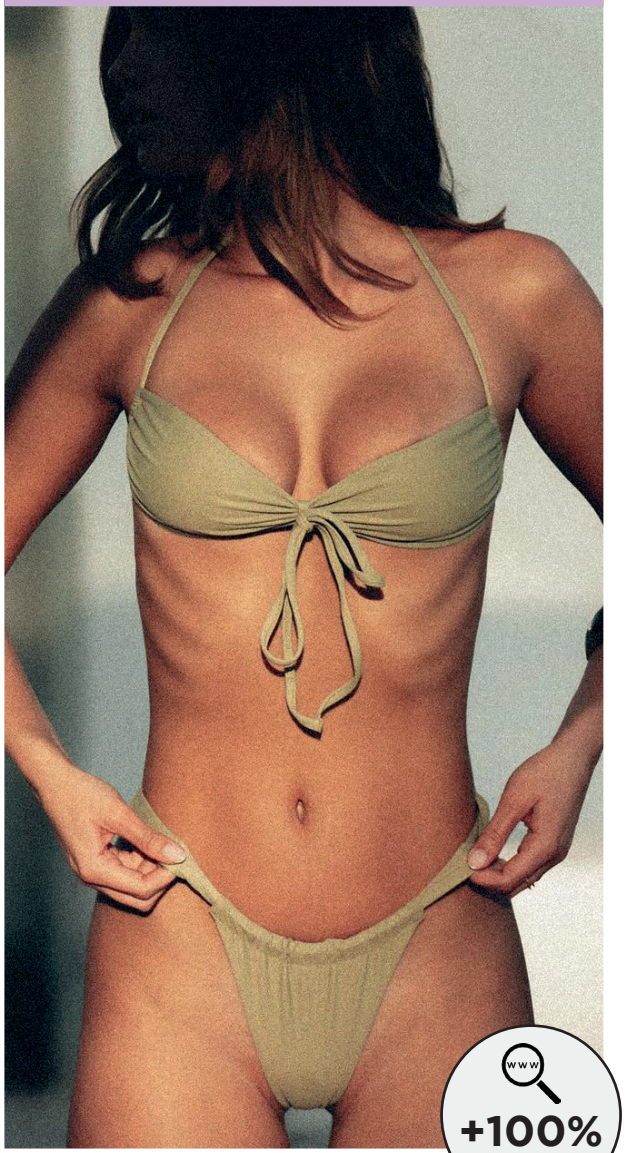


@areyouami2_1.jpg

EARLY SIGN



+100% YOY

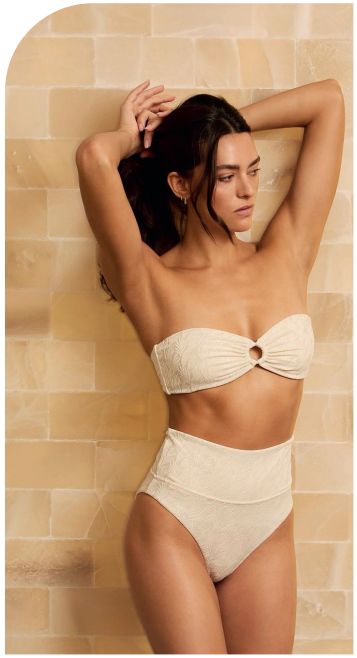
@idazeile2.jpg

BOTTOM STYLES **THE RETRO HIGH-WAIST**

SAFE TREND

@juillet2.jpg

+100%
YOY



@onia.jpg

@peonyswimwear_1.jpg

@lemlemofficial.jpg

Reformation.webp

@peonyswimwear_2.jpg

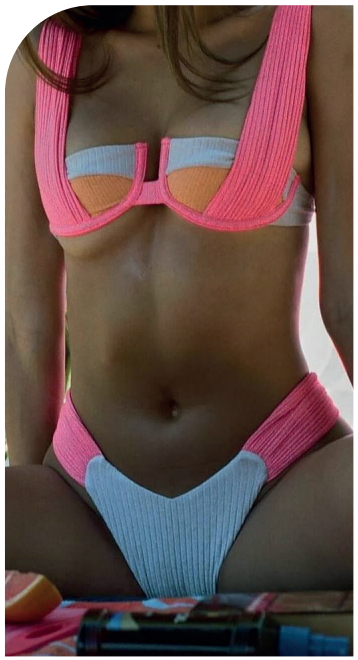
meridian.jpg

BOTTOM STYLES **THE HIGH-V**

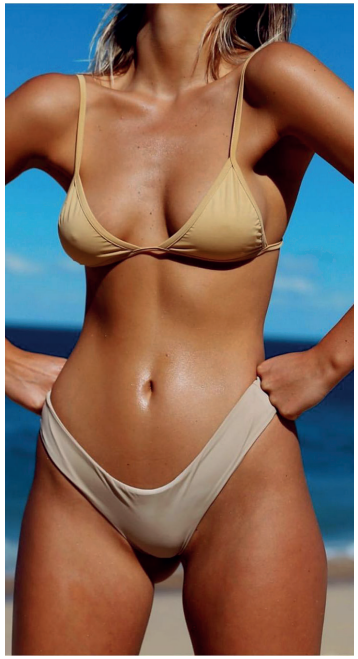
SAFE TREND

@camilacoelho.jpg

+40%
YOY

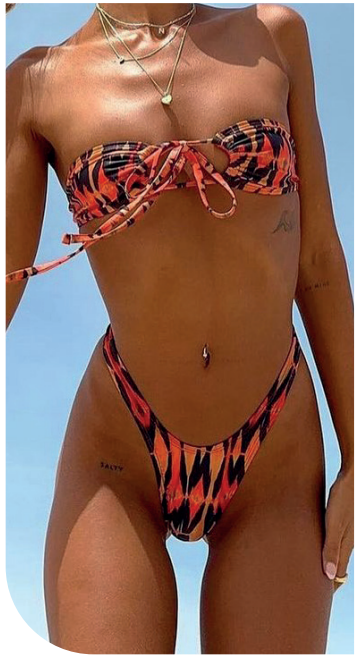


@oneoneswim3.jpg

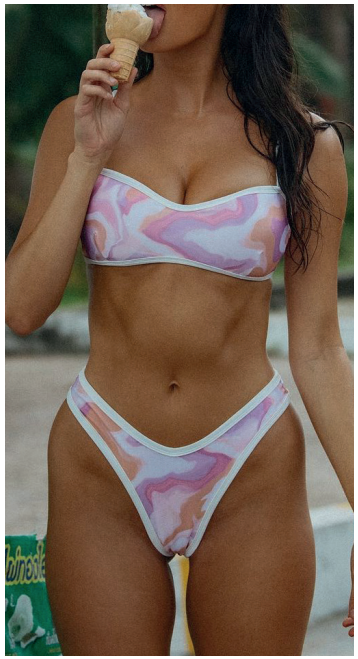


@boutibabes.jpg

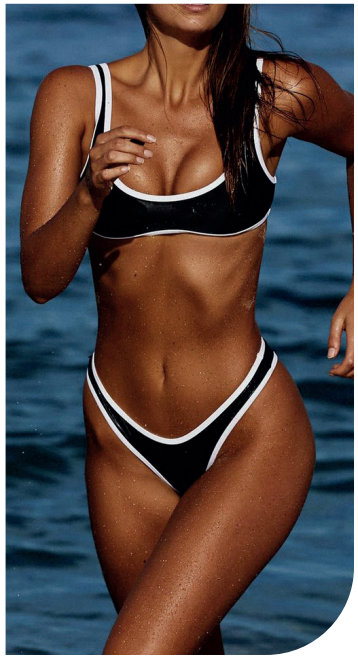
@vikalitvin.jpg



@drippingswim.jpg



@dropeclothing2.jpg

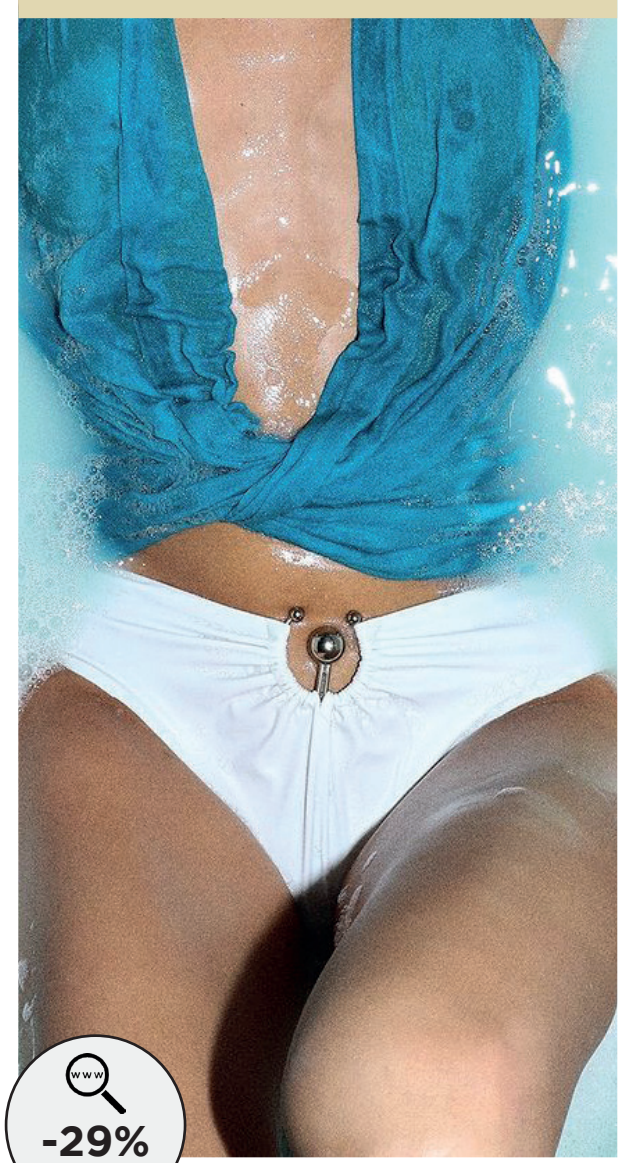


it-s-now-cool.jpg

BOTTOM STYLES

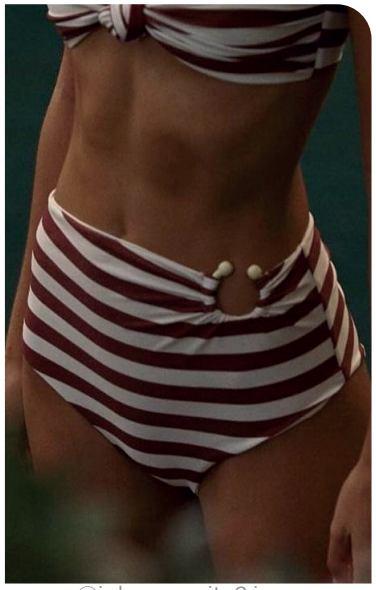
THE PIERCING

STABLE TREND

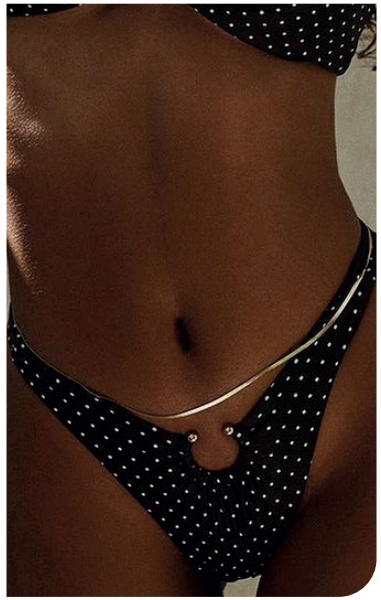


-29%
YOY

@christopheresber_2.jpg



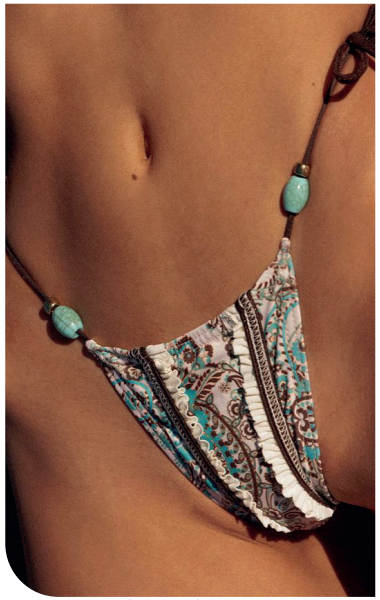
@johannaoritz2.jpg



@same5.jpg

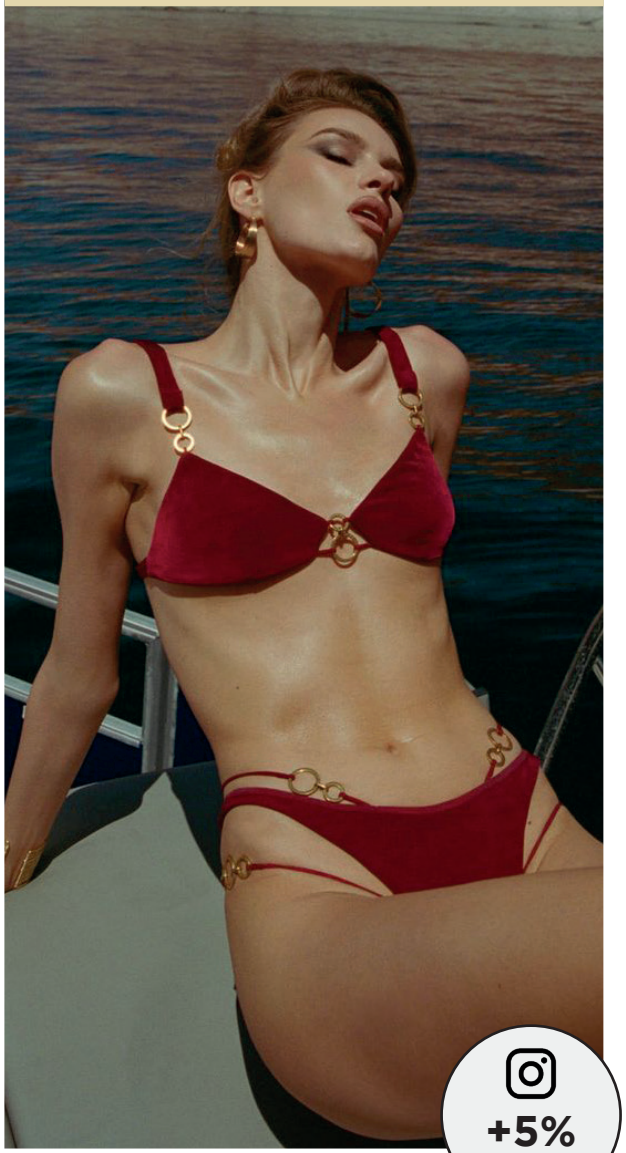
THE ADDED VALUE

@poshlivkabak.jpg



@bananhot.jpg

STABLE TREND



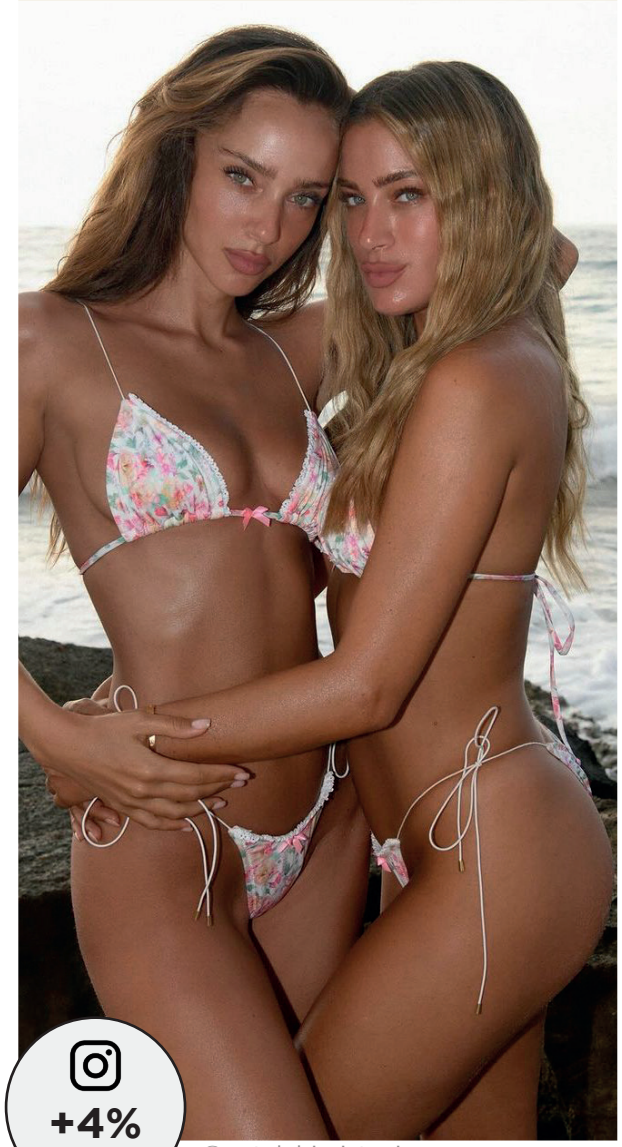
+5%
YOY

nana-jacqueline.jpg

BOTTOM STYLES

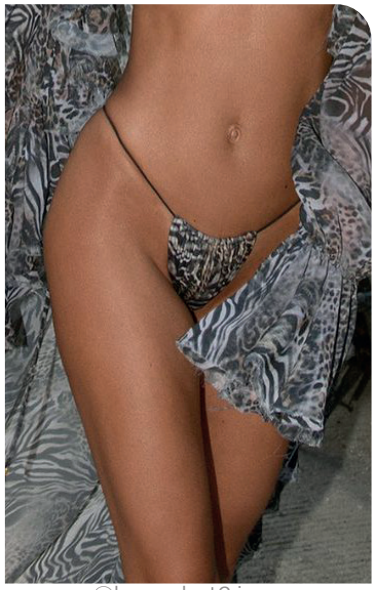
THE EIGHTIES STYLE

STABLE TREND

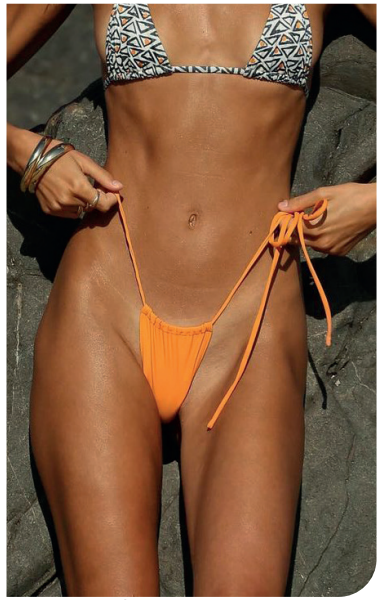


+4%
YOY

@netalchimister.jpg

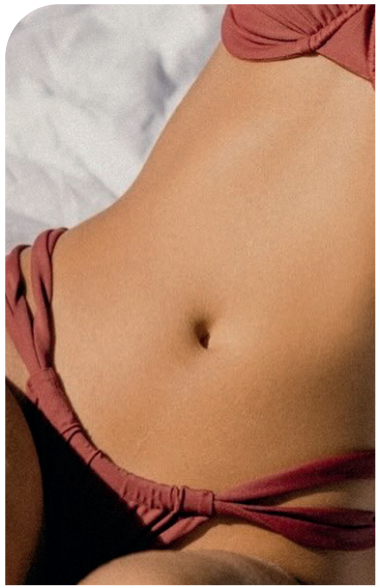


@bananhot2.jpg

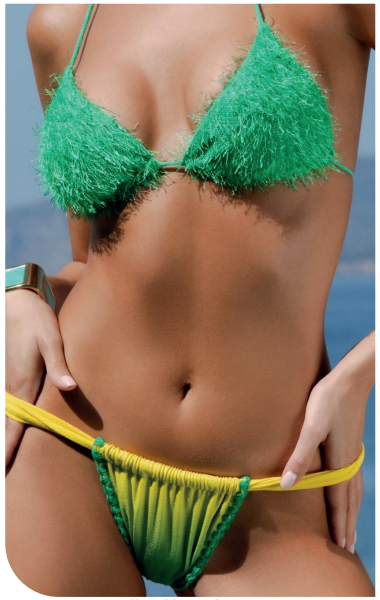


@drippinswim.jpg

THE BANDWIDTH

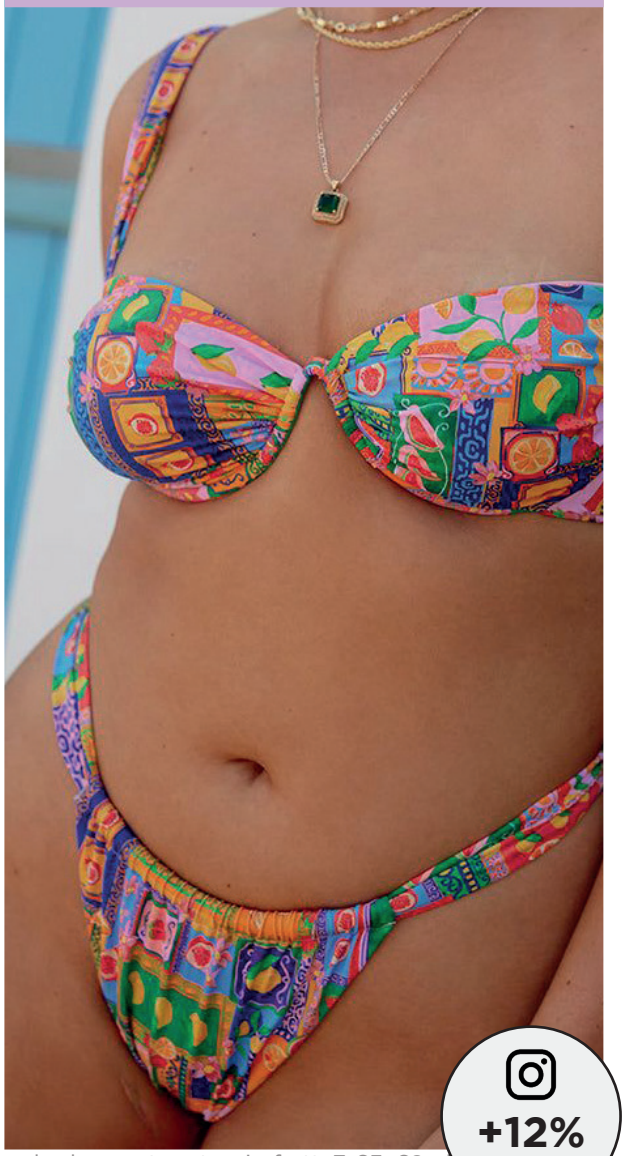


@siennaswim.jpg



@fkofficial5.jpg

EARLY SIGN



+12%
YOY

bydee-ventura-top-in-frutta3-65e62ed

BOTTOM STYLES

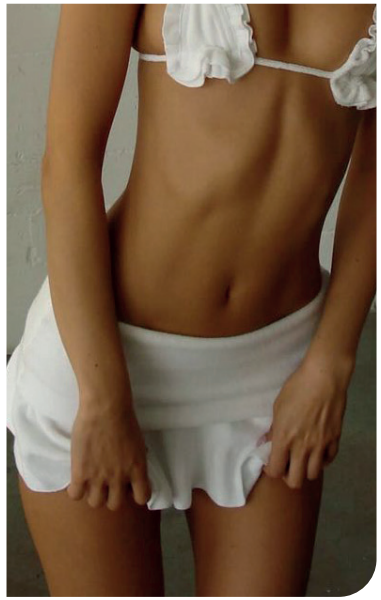
THE MATCHY MINI

EARLY SIGN

+50%
YOY

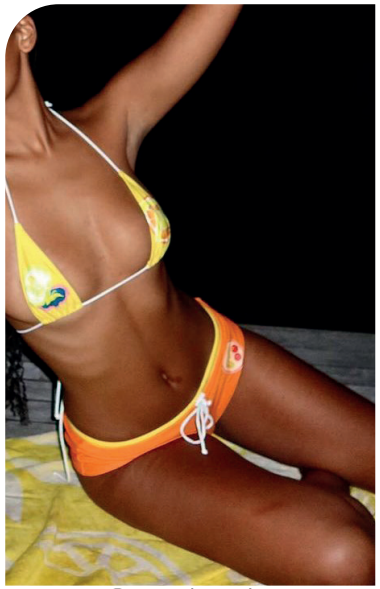
@seliachwood.jpg

@bellasalerno.jpg

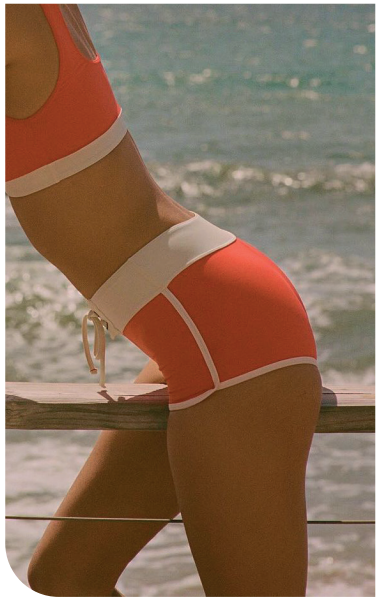


@areyouami3.jpg

THE MICRO PANTIE

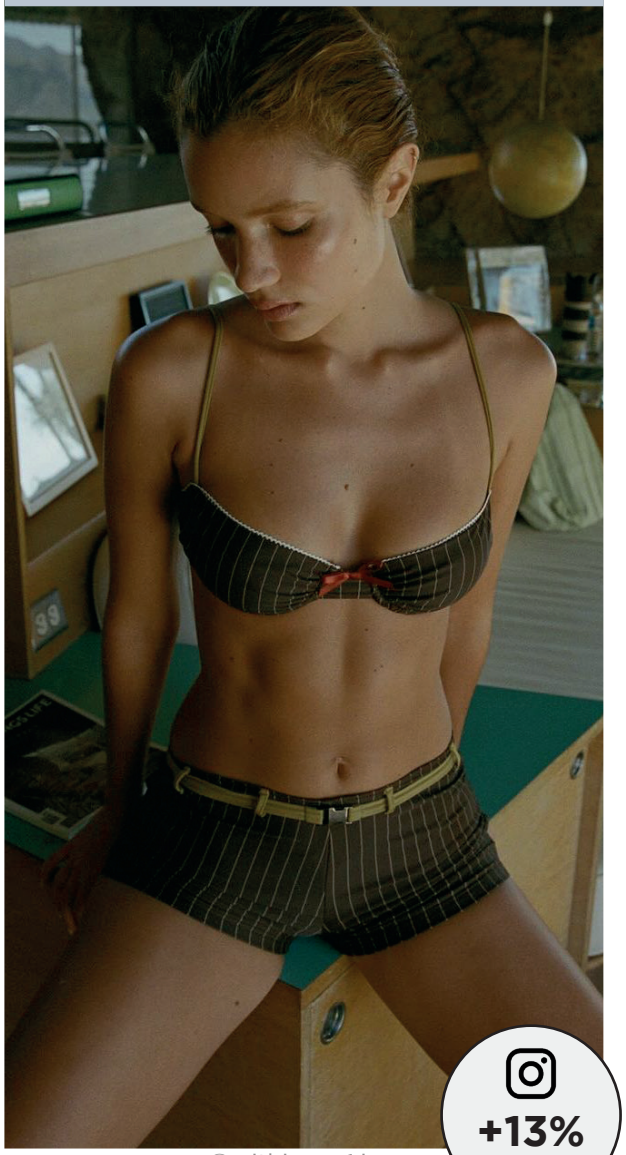


@pamalaam.jpg



@oneoneswim.jpg

SAFE TREND



+13%
YOY

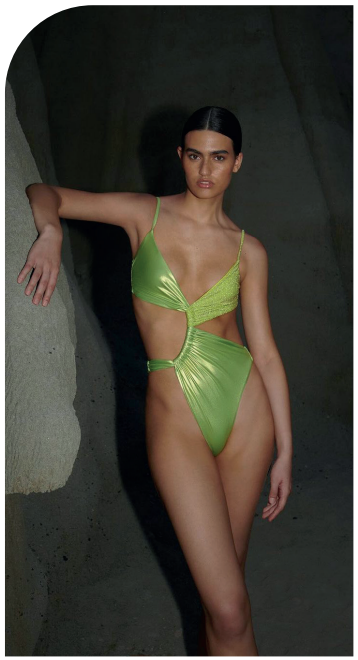
@withjean_1.jpg

ONEPIECE STYLES **THE INTRIGUING CUT-OUTS**

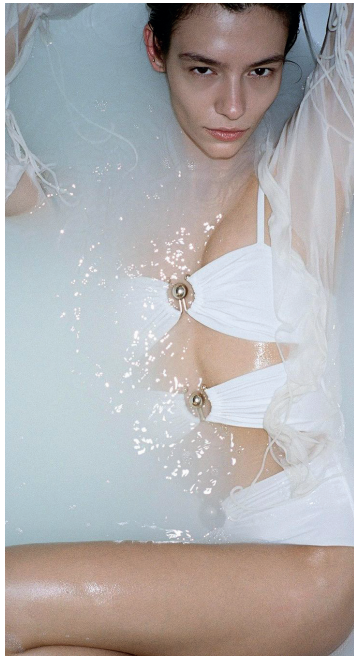
STABLE TREND

-24%
YOY

@maxmara.jpg



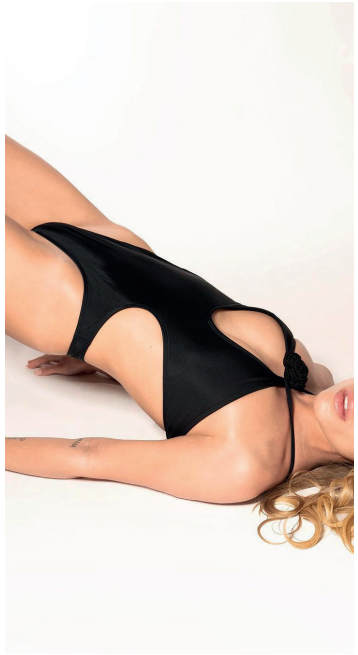
@baobab3.jpg



@christopheresber2.jpg

eloquii.webp

@tropicofc.jpg



@saonarapetto.jpg

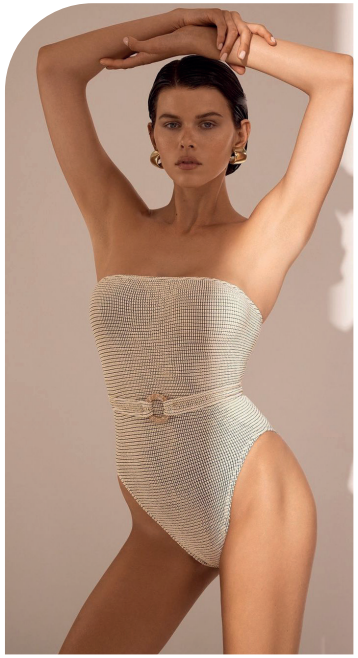
@jadeswim.jpg

ONEPIECE STYLES **THE STRAPLESS**

EARLY SIGN

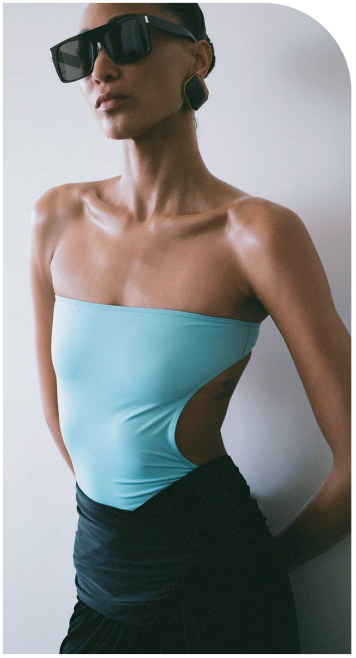
+47%
YOY

@aguadecocco.jpg

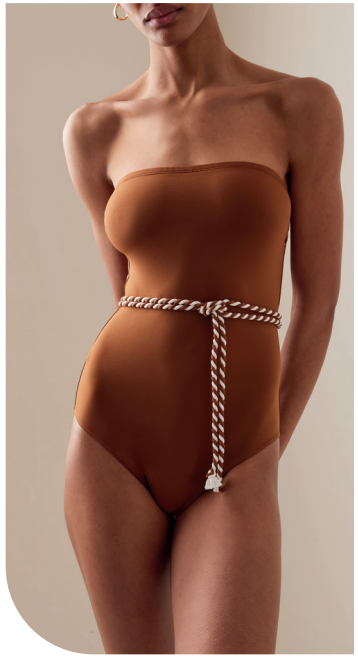


@bondeyeswim_2.jpg

@bondeyeswim.jpg



@fwrd.jpg



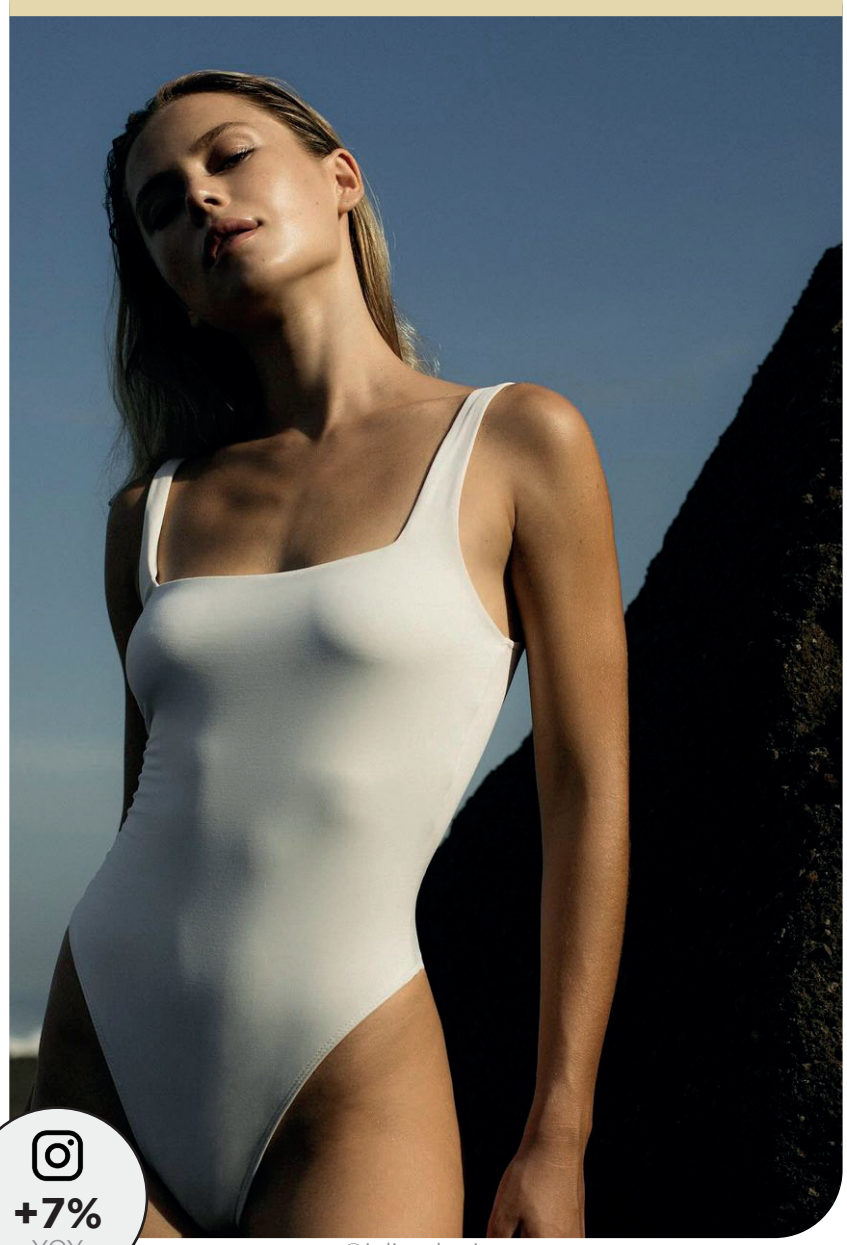
eres-brown-majorette.jpg

@baobab2.jpg

na-kd.webp

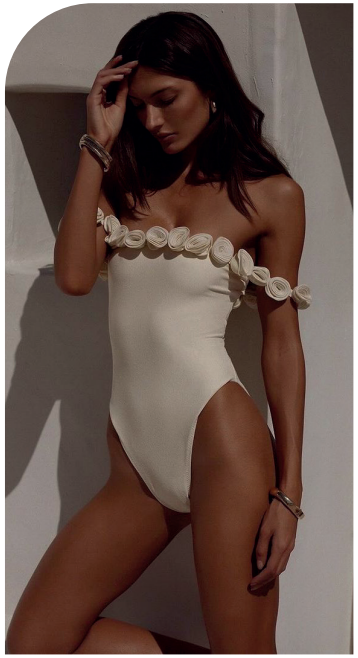
ONEPIECE STYLES **THE PURE MINIMAL**

STABLE TREND

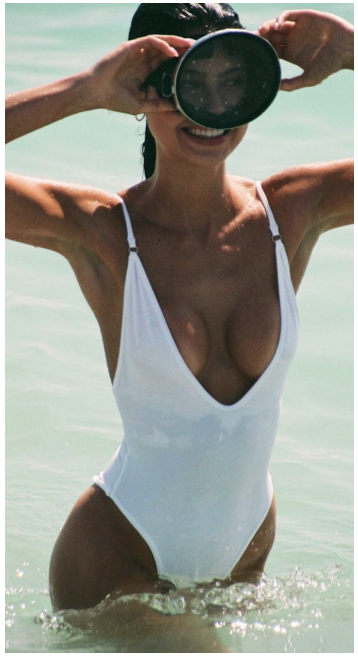


+7%
YOY

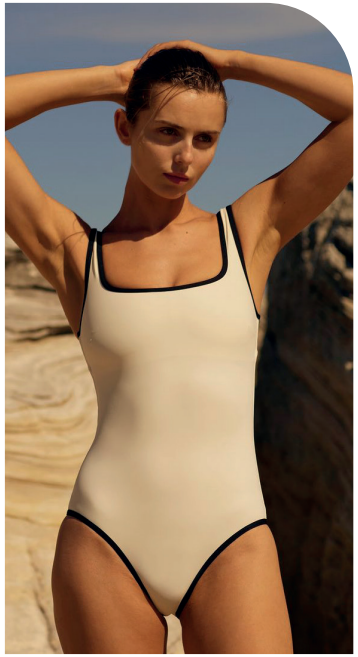
@juliaorlvv.jpg



@same2.jpg

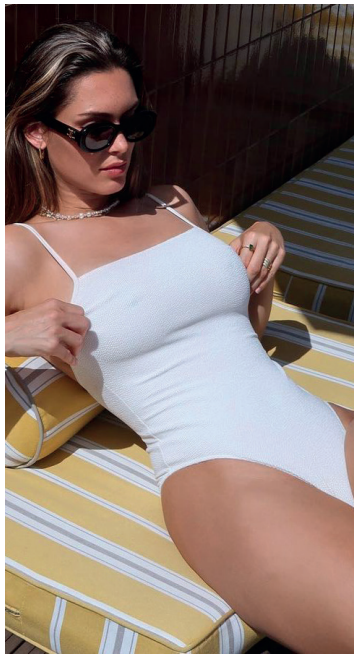


@gooseberry.jpg



@bondibornaustralia3.jpg

@same3.jpg



@marionpascale.jpg

@anemos.jpg

ONEPIECE STYLES

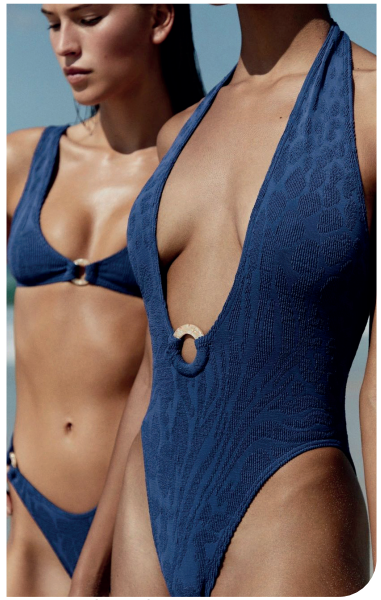
THE DEEP-V

EDGY TREND

+8%
YOY

@christopheresber_1.jpg

maygel-coronel.jpg



@bondeyeswim_1.jpg

THE GATHERED STYLE

@lovissima2.jpg

follow-suit.jpg

EARLY SIGN

+100%
YOY

@peonieswimwear.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

LIVETREND

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