



WOMENSWEAR
FASHION SHOWS
RESORT
2025
GENERAL
DIRECTIONS



LIVETREND

INTRODUCTION RESORT 2025



Galvan 13.jpg



Stella McCartney 7.jpeg



No 2114.jpg



Safiyaa 8.jpg



FASHION SHOWS

Embracing Duality and Simplicity.

For Resort 2025, the womenswear collection embraces a duality of rebellious edge and tender elegance. The styles range from dark ballerinas to rebellious teens, and tomboy-like preppy looks, creating a diverse and dynamic array of options. The playfulness and maximalist undertone of the 2010s moves back in focus now. At the same time, ladylike narratives are explored through more sophisticated and refined pieces and are balancing the collection's edgier elements. Workwear retains a masculine and almost military edge, characterized by structured silhouettes and utilitarian yet polished details. Boho-inspired stories are more subdued, incorporating fringe and fur elements in a sober, understated manner. Similarly sober, a need for essentials translates into several normcore narratives. Fluidity remains a key theme, with designs that emphasize movement and grace for a sense of ethereal beauty. This season's directions merge contrasting styles to create a versatile and captivating collection, appealing to a wide range of fashion sensibilities. The fusion of rebellious and tender elements ensures a fresh and innovative approach.

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RESORT 2025 KEY DESIGN DIRECTIONS

CRISP UTILITY



Tods3.jpg



Burberry 8.jpg



Lanvin 3.jpg



la pointe



Stella McCartney 14.jpeg

BIG TREND



Khaite 5.jpg



Cecile Bahnsen4.jpg



Tods8.jpg



armani



Dior 6.jpg

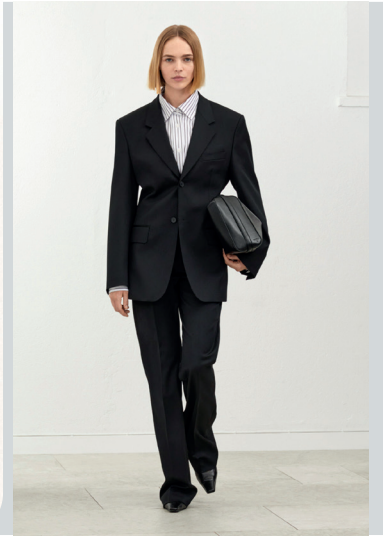
RESORT 2025 KEY DESIGN DIRECTIONS

NORMCORE

BIG TREND



Magda Butrym3.jpg



Filippa K 10.jpg



Filippa K 2.jpg



tods



Armarium11.jpeg



Del Core 3.jpg



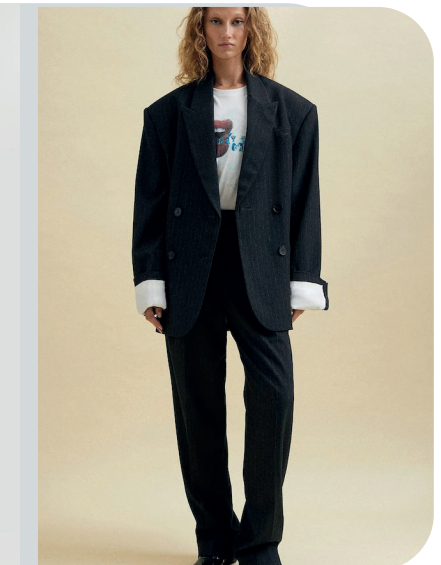
Victoria Beckham 3.jpg



Stella McCartney 2.jpeg



armani



Christopher Esber 5.jpg

RESORT 2025 KEY DESIGN DIRECTIONS

ROMANTIC REBELS



Khaite 18.jpg



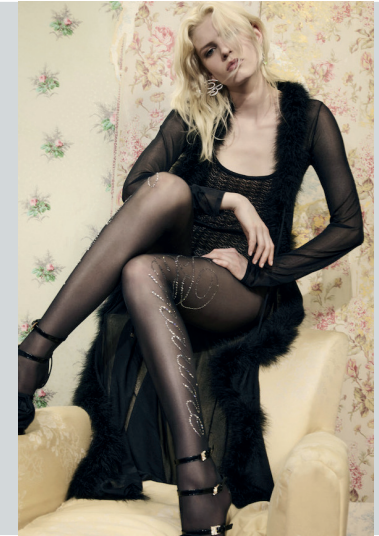
mohapatra



Anna Quan4.jpg



esber



Bluemarine4.jpg

SAFE TREND



Ashlyn 1.jpg



Vince 2.jpg



Versace6.jpg



armani



Cecile Bahnsen11.jpg

RESORT 2025 KEY DESIGN DIRECTIONS

TOMBOYISH PREP



Coperni 10.jpg



Coach 5.jpeg



Tibi 5.png



undercover



Rabanne 3.jpg

SAFE TREND



No 2114.jpg



Dsquared2-4.jpg



Coach 4.jpeg



armani



Facetasm2.jpg

RESORT 2025 KEY DESIGN DIRECTIONS

SOBER ALCHEMY



Chloe15.jpg



Nanushka9.jpg



Ulla Johnson12.jpg



oscar de la renta



David Koma1.jpg

STABLE TREND



Tods4.jpg



Isabel Marant 2.jpg



MaxMara 11.jpg



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Khaite 4.jpg

RESORT 2025 KEY DESIGN DIRECTIONS

FOREIGN FLUIDITY



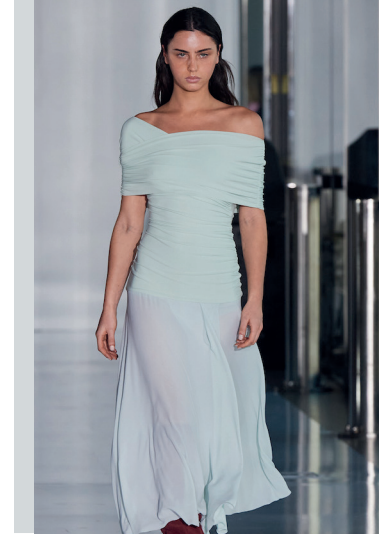
Kallmeyer 4.jpg



gucci6.jpg



Stella McCartney 23.jpeg



bec & bridge



Victoria Beckham 7.jpg

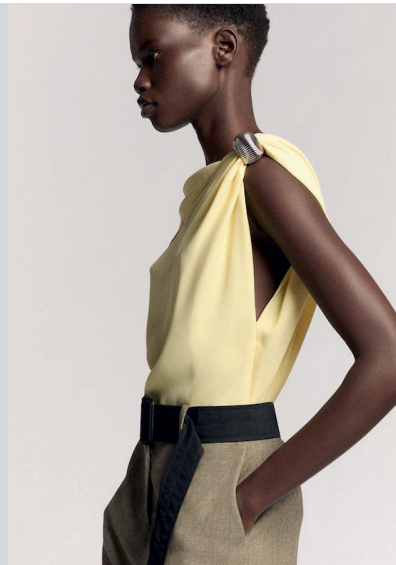
STABLE TREND



LaPointe 8.jpg



Hellessy 4.jpg



Lanvin 6.jpg



armani



tory burch 4.jpg

RESORT 2025 KEY DESIGN DIRECTIONS

TENDER GARDENS

STABLE TREND



Antonio Marras 7.jpg



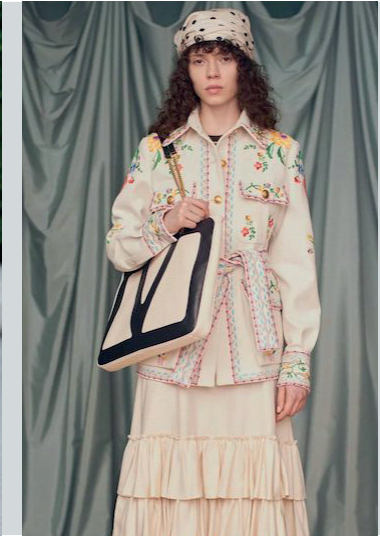
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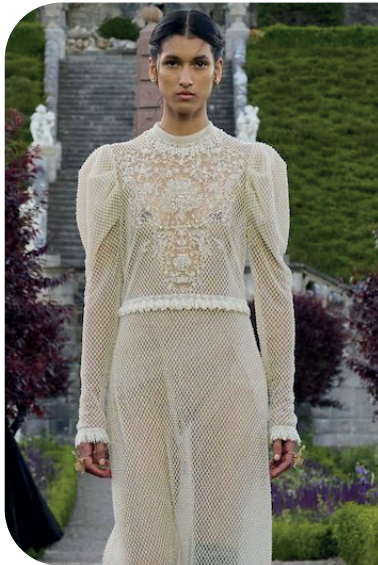
Magda Butrym1.jpg



setchu



Valentino24.jpeg



Dior 4.jpg



Bluemarine9.jpg



gucci4.jpg



armani



Staud1.jpeg

RESORT 2025 KEY DESIGN DIRECTIONS

LADYLIKE ALLURE



Gentle 2.jpg



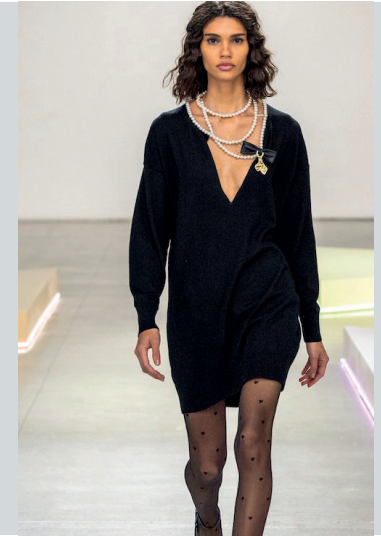
Gentle 3.jpg



Safiyaa 6.jpg



no21



Zimmermann 8.jpg

EARLY SIGN



Rochas 3.jpg



Staud11.jpeg



Valentino20.jpeg



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Khaite 19.jpg

RESORT 2025 KEY DESIGN DIRECTIONS

INDIE TEENAGE QUEEN



No 2112.jpg



Coach 6.jpeg



Blumarine2.jpg



setchu



Blumarine13.jpg

EARLY SIGN



Coach 8.jpeg



gucci1.jpg



Givenchy 5.jpg



armani



Valentino9.jpeg

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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