



WOMENSWEAR
SS25
TOPS & DRESSES
DETAILS UPDATE

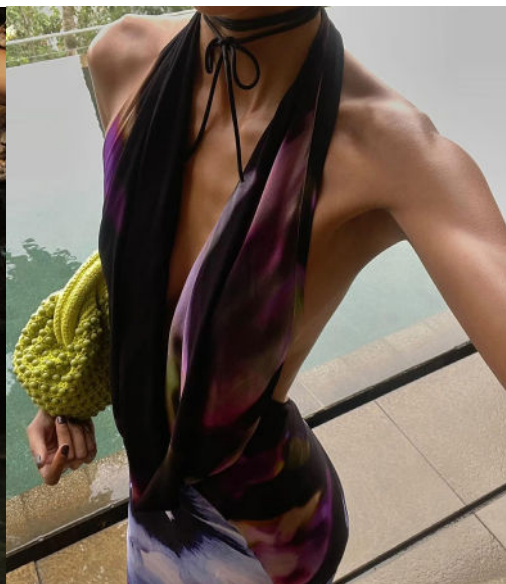


LIVETREND

DETAILS UPDATE **INTRODUCTION**



@shopjulietta3.jpg



rat&boa_1.jpg



Colangelo 7.jpg



@lihifreud.jpg




UPDATE

Flirtatious Charm. For the upcoming Spring/Summer 2025 season, dresses and tops are embracing sophisticated details that blend seductive features with polished sartorial elegance, echoing the ladylike trends. Key elements include elegant drapes that create fluid, graceful silhouettes, and retro-inspired scarf add-ons that offer a nostalgic yet modern touch. Sixties necklines, characterized by their distinctive shapes and styles, add a touch of vintage glamour to contemporary pieces. Sophisticated minimalism is a defining theme, where simplicity meets refinement, creating timeless and effortlessly chic looks. The coquette aesthetic is making a refined return, incorporating lingerie elements to add a playful yet elegant twist to slip dresses and delicate tops. Expect to see intricate lace, delicate straps, and sheer fabrics subtly integrated into these garments, enhancing their allure while maintaining a sense of sophistication. This season, the fusion of these elements results in a collection that is both seductive and polished, perfect for the modern woman who appreciates elegance and a hint of flirtatious charm in her wardrobe.

This report is based on Livetrend data extracted from Instagram & e-commerce during the Summer 2024 Season 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
CLICKING HERE**


+40%
YOY



@chateauestoublon.jpg



@tovestudio.jpg



lla.jpg



significant-other.jpg



Tiger of Sweden.webp



sophie-et-voila.jpg



@avecstudio.jpg

EARLY SIGN

KEY DETAILS THE SCARF COLLAR

+1022%
YOY



posse.jpg



Arakii.webp



@jarinpat.jpg



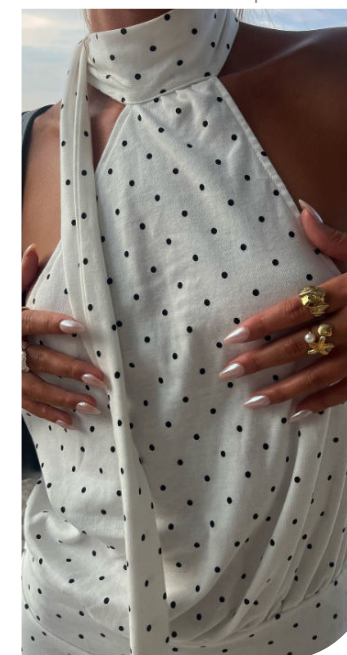
Materiel.webp



Magda Butrym_1.webp



Reformation.webp



@teganameganbarker.png

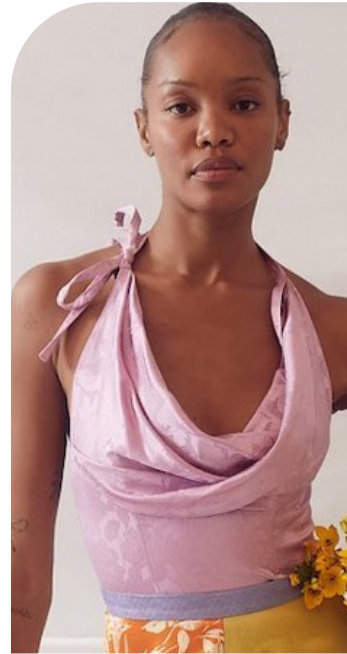
BIG TREND

KEY DETAILS THE WATERFALL NECK


+600%
YOY



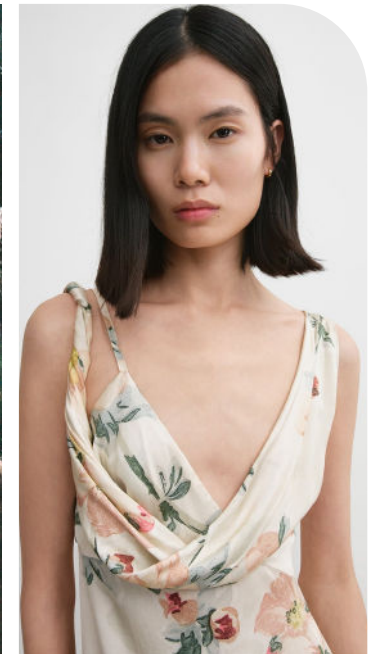
@siedres.jpg



@rosieaussolin2.jpg



Rat&Boa.jpg



Toteme.jpg



The Reformation (2).webp




@shopjulietta.jpg



@bahiamariasw.jpg

EARLY SIGN

KEY DETAILS THE REGENCY NECKLINE


+220%
YOY



@miaou.jpg



@liberowe.jpeg



Gentle 3.jpg



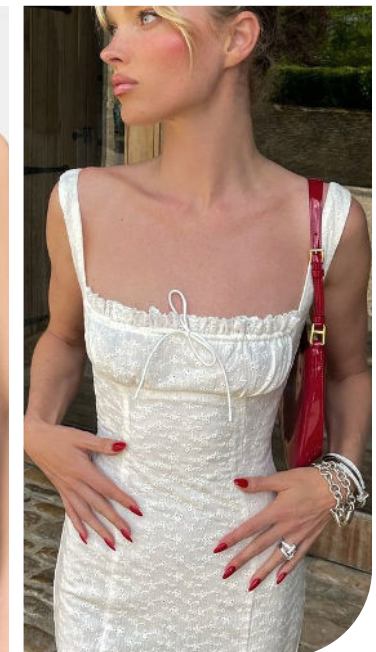
@shopjulieta_1.jpg



The Reformation (3).webp



Jacquemus_1.avif



@hoskelsa.jpg

EARLY SIGN

THE APRON SQUARE


+130%
YOY



Prada.webp



Jacquemus.avif



@stagnistudio.jpg

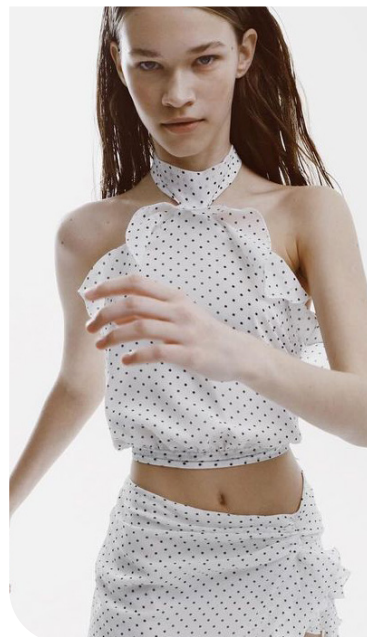
SAFE TREND

THE HALTER TRIANGLE


+40%
YOY



@nudestory.jpg



@asyasemyonova.jpg



@areyouami.jpg


-25%
YOY



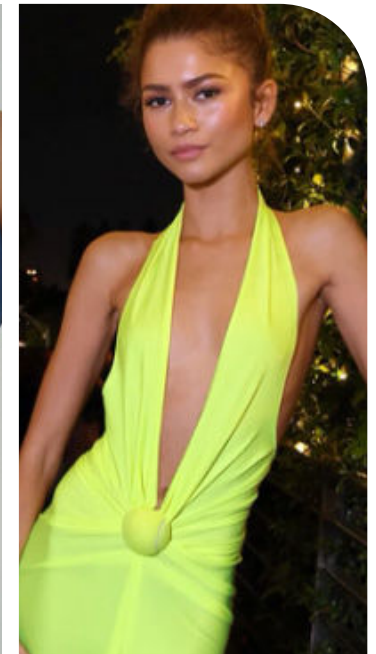
Christopher Esber.webp



@catherinematina.jpg



Magda Butrym (2).webp



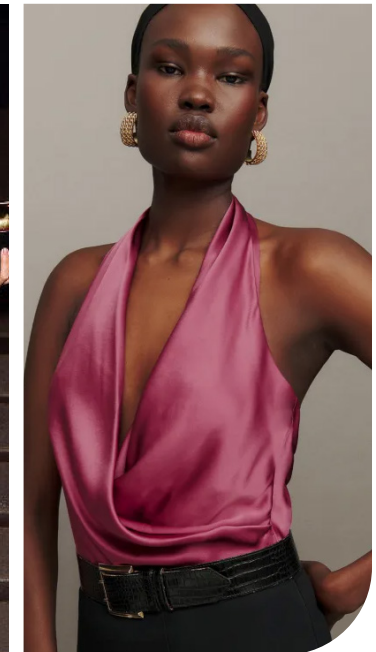
@voguesingapore.png



Zara_1.jpg



@elleuk.jpg



Reformation_5.webp

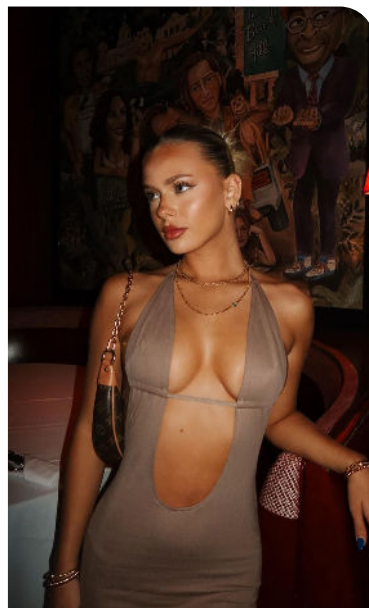
EDGY TREND

THE BEACHWEAR

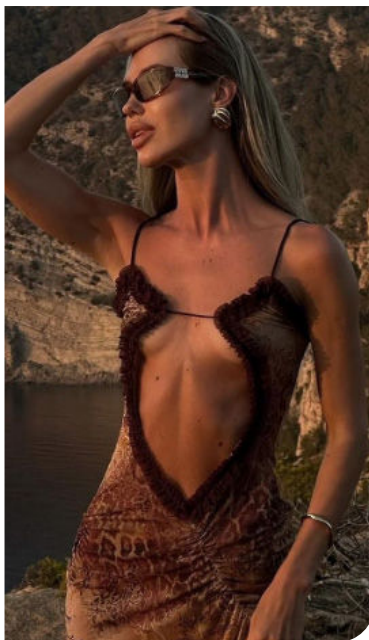
+150%
YOY



@lihifreud.jpg



@k8lyntate.jpg



@itspradabitch.png

STABLE TREND

THE AMORPHE NECK

+10%
YOY



Christopher Esber_2.webp



Magda Butrym.webp

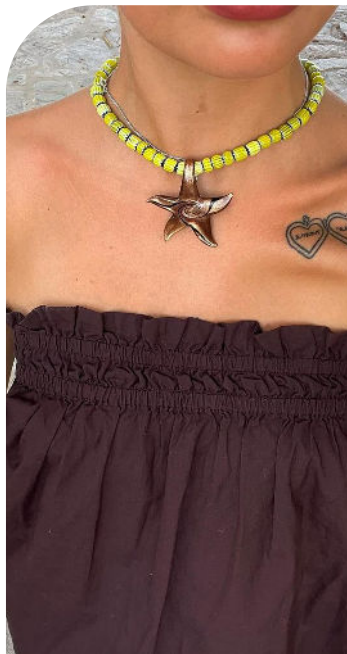


Cult Gaia_1.webp

WWW
+160%
YOY



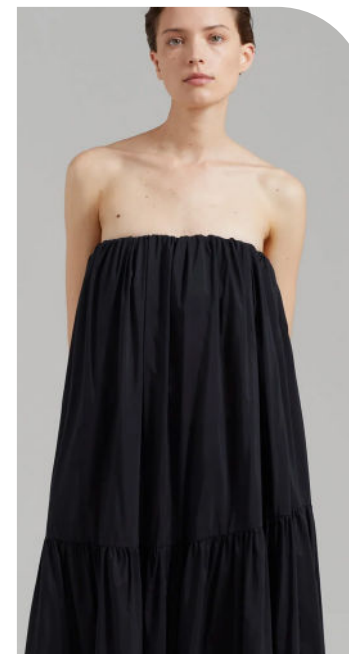
@shopjulieta3.jpg



@eviemills.jpg



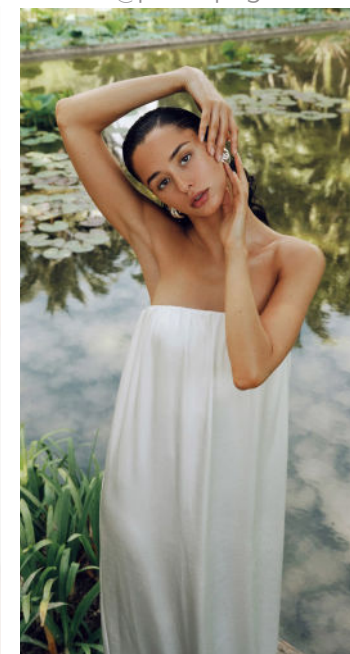
@posse.png



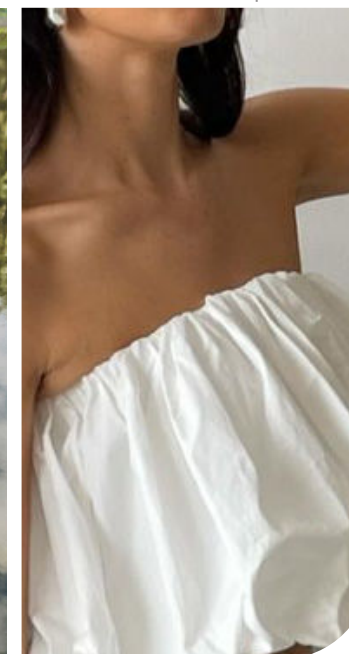
Matteau.webp



Reformation_3.webp



Mango.webp



@nuonda.png

www
+800%
YOY



@shopjulietta2.jpg



Off Shoulder.webp



Galvan 8.jpg



ByMarlene Birger2.jpg



Isabel Marant 12.jpg



Jacquemus (2).avif



Rag&Bone-7.jpg

EARLY SIGN

THE CRISS-CROSS


+250%
YOY



@embody.jpg




Ganni 2.jpg



Alejandra 5.jpg

EARLY SIGN

THE FOLDED


+298%
YOY



cULT gAIA (3).webp



Zara.jpg



@rosieaussolin.jpg



+33%
YOY



Jacquemus.jpg



The Reformation_3.webp



milano-str-f24-2161.jpg



significant-other_1.jpg



Sir the label.jpg



Armarium2.jpeg



@tovestudio_1.jpg

EDGY TREND

THE TRAIL ADD-ON

+178%
YOY



Rat&Boa (2).webp



@jacquemus.jpg

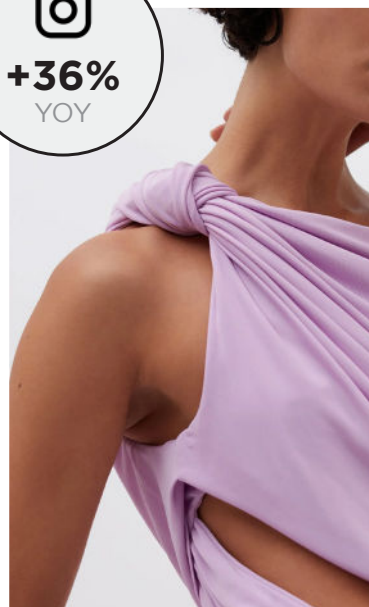


Reformation_2.webp

EARLY SIGN

THE ROLLED STRAP

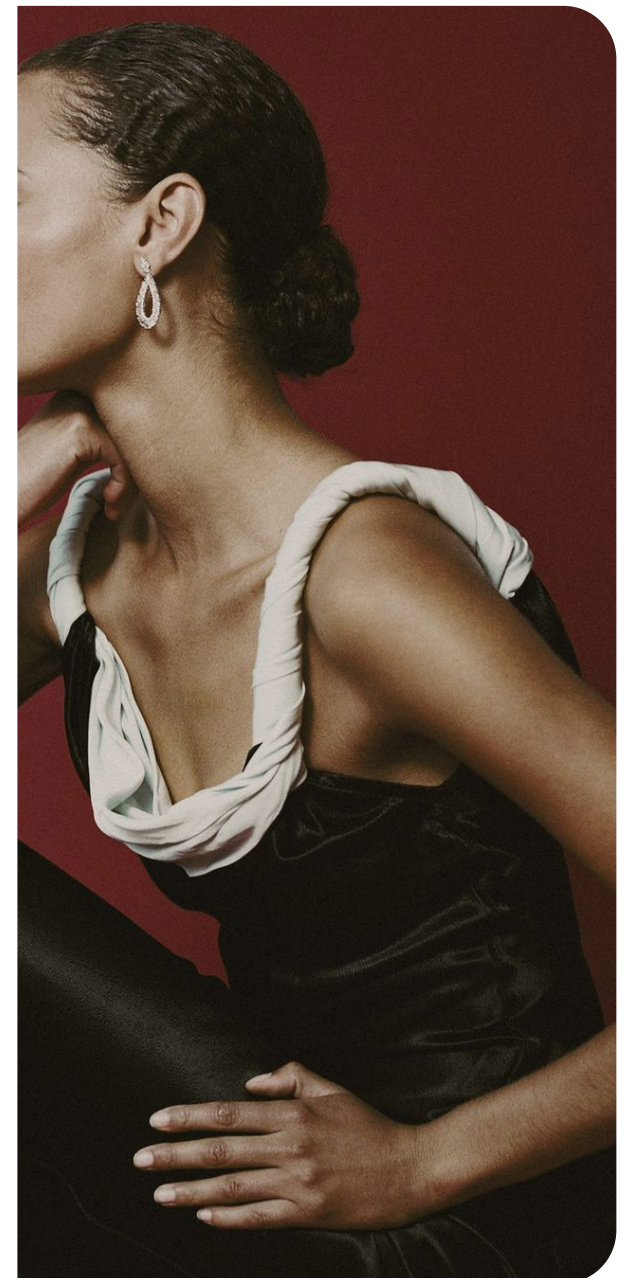
+36%
YOY



Christopher Esber_1.webp



The Andamane.webp



@modaoperandi.jpg

EARLY SIGN

THE BRA CUT

EARLY SIGN

THE BUBBLE BOOB



+5%
YOY



@annaoctober.png



Magda Butrym (2)_1.webp



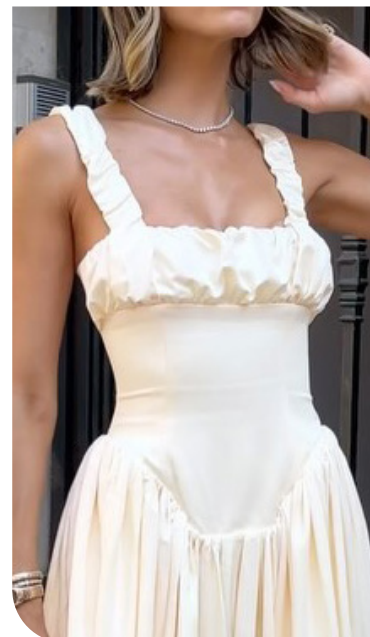
Zara_2.jpg



+23%
YOY



Zara (2).jpg



@yasminaferrara.jpg



Cult Gaia (3)_1.webp

STABLE TREND

THE LINGERIE LAYER

Instagram icon
+4%
YOY



Alberta Ferretti 3.jpg



Jw Anderson.webp



@pirnaystore.jpg

EARLY SIGN

THE BALCONETTE

Instagram icon
+52%
YOY



@bydeeeaus.jpg



Cult Gaia.webp



Reformation_4.webp

SAFE TREND

THE PEPLUM

EARLY SIGN

THE BUBBLE

www
+60%
YOY



@nudestory_1.jpg



@dresstoimpress.png



Frankie Shop.webp

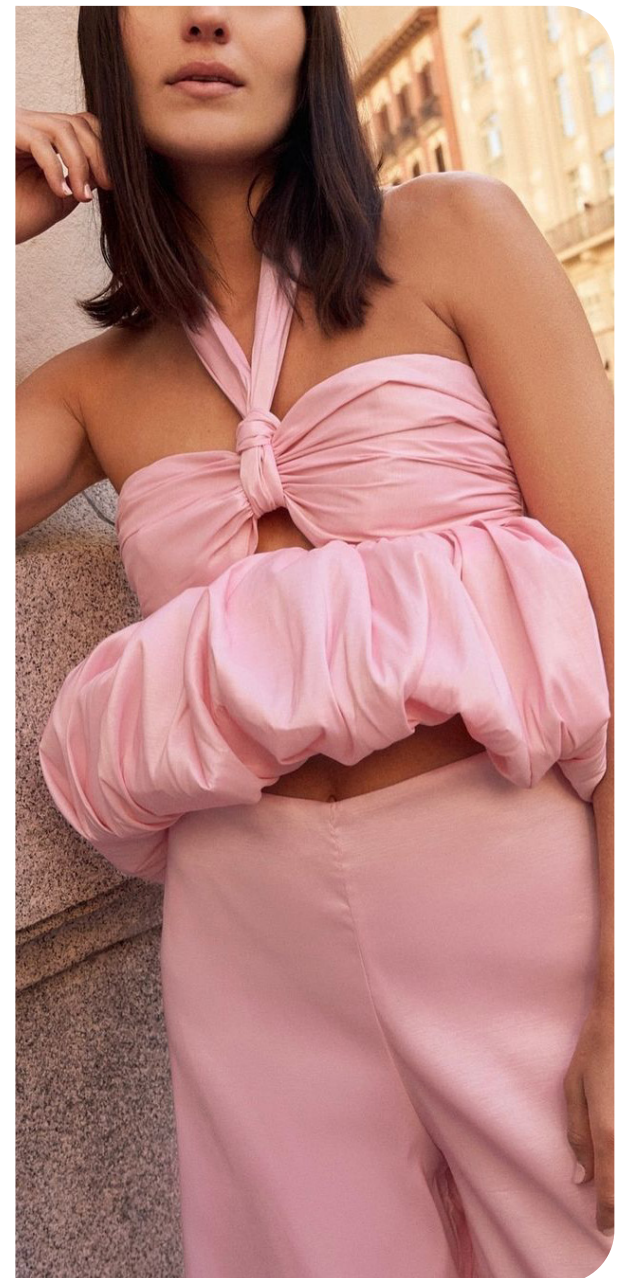
ig
+276%
YOY



@jeromevintage.jpg



@sorelleera3.jpg



@eugeniafernandez.jpg

EDGY TREND

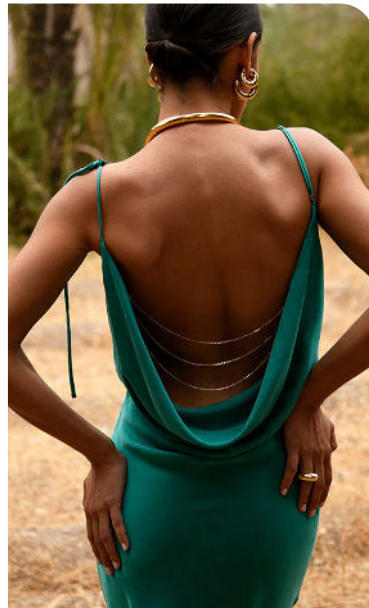
THE JEWEL BAREBACK



+2%
YOY



@siedres3.jpg



Rat&Boa.webp



@cultgaia.jpg

EDGY TREND

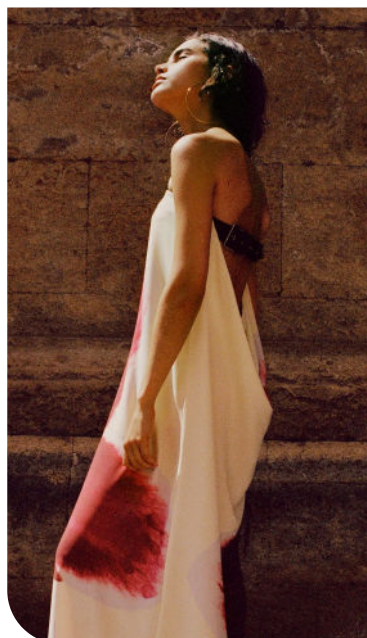
THE CASCADING BACK



+4%
YOY



@liostore.jpg



Rat&Boa_1.webp



Reformation_1.webp



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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