



WOMENSWEAR
FASHION SHOWS
COPENHAGEN
SS 2025
DESIGN
DIRECTIONS



LIVETREND

INTRODUCTION COPENHAGEN SS25



skall4.png

backstage5.jpg.webp

remain1.png



FASHION SHOWS

Natural Femininity & A Return of Self Expression.

Copenhagen Fashion Week for SS25 showcased a dynamic shift from fully minimalistic and normcore themes to a more feminine and expressive style. Ladylike resortwear became a significant trend, highlighting soft elegance and timeless sophistication through sheath dresses and knee-length bottoms. Designers embraced pure boho femininity with openwork cottons and relaxed yet refined silhouettes, evoking a sense of wanderlust. Subtle textures added sensuality to crafted materials and intimate layering of sheers and basics was balancing modesty with allure. Alongside these feminine explorations, bolder forms of self-expression emerged. The blokette look, a fresh twist on men's sportswear, combined athletic pieces with feminine accents, creating a playful juxtaposition. This trend encouraged creative color and print mixes, featuring vibrant hues and unexpected patterns to capture imagination. Whimsical designs inspired by children's drawings brought comfort and care to the runway, infusing collections with lightheartedness and playful innocence. SS25 in Copenhagen offered a blend of elegance, creativity, and innovation, from ladylike to avant-garde, marking a new chapter.

*This report is based on the SS25 Copenhagen Fashion Shows.
Find the relating icons & stamps on the last slide.*

[ACCESS ALL IMAGES
CLICKING HERE](#)

COPENHAGEN DESIGN DIRECTIONS

SS25 PURE ROMANTIC BOHO

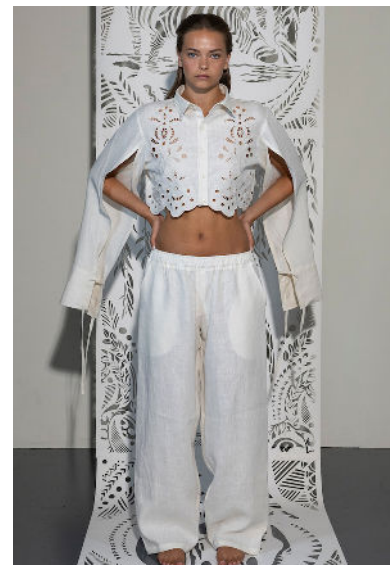
BIG TREND



Rotate12.jpg



Munthe 2.jpg



ukrainian Fashion Week8.jpg



The Garment7.jpg



Domino Tan2.jpg



Lovechild2.jpg



tg botanical7.png

COPENHAGEN DESIGN DIRECTIONS

SS25 LADIES ON VACATION

SAFE TREND



Remain6.jpg



caro editions



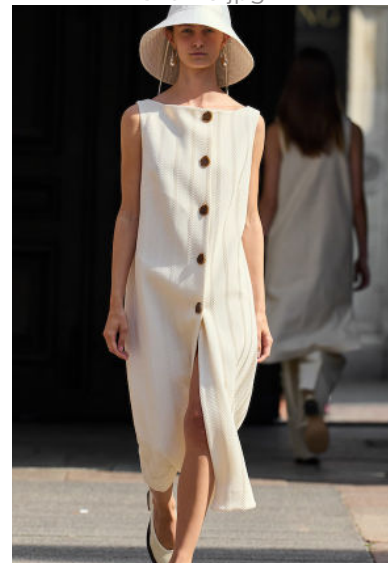
Skall10.jpg



skall studio4.png



Rotate2.jpg



Domino Tan10.jpg



Gestuz 1.jpg

COPENHAGEN DESIGN DIRECTIONS

SS25 **NORMCORE NUANCES**

STABLE TREND



Skall6.jpg



berner kuhl



stein.jpg



Munthe 21.jpg



la bagatelle



stel



The Garment14.jpg

COPENHAGEN DESIGN DIRECTIONS

SS25 FORMS OF SELF EXPRESSION

STABLE TREND



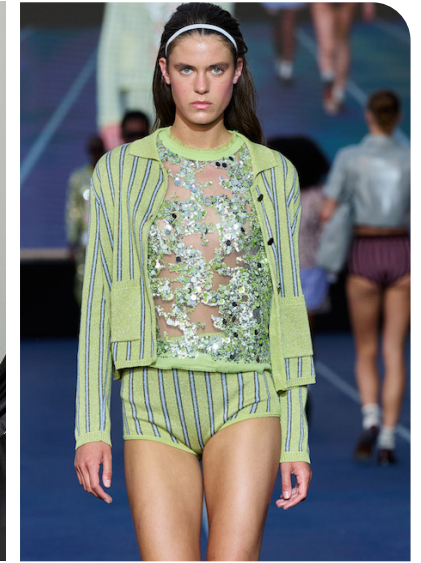
stine goya8.png



caro editions



skoovgaard



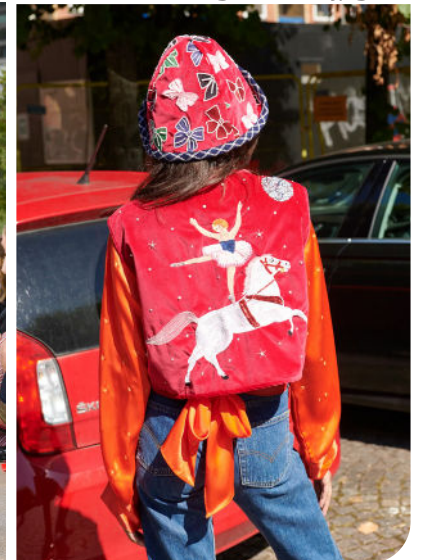
Baum & Pferdgarten 16.jpg



stine goya4.png



Marimekko -2.jpg



caro editions

COPENHAGEN DESIGN DIRECTIONS

SS25 NATURAL NYMPH

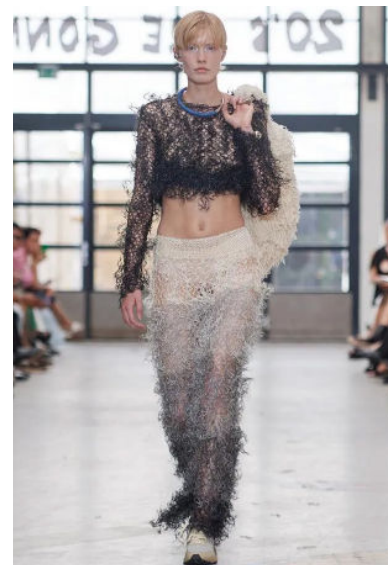
SAFE TREND



Joao Marashin -2.jpg



Rotate14.jpg



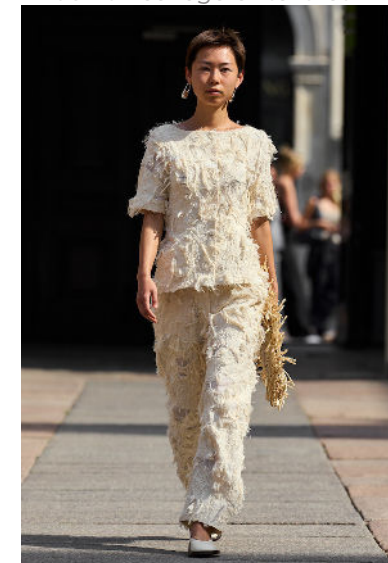
danish college of textiles



Gestuz 10.jpg



tg botanical3.png



Domino Tan4.jpg



Sofie Tschenska 2.jpg.webp

COPENHAGEN DESIGN DIRECTIONS

SS25 BLOKETTE

SAFE TREND



Baum & Pferdgarten 20.jpg



baumpferdgarten2.png



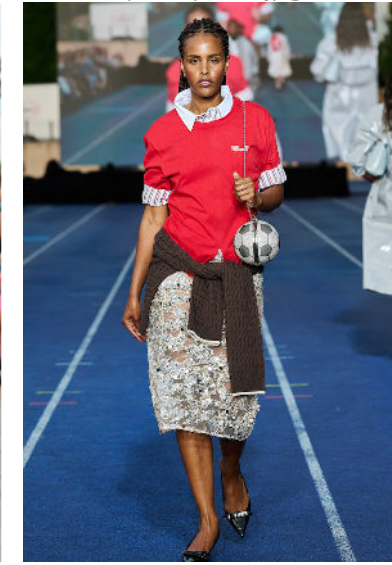
Operasport9.jpg



sia arnika



marimekko



Baum & Pferdgarten 3.jpg



Operasport10.jpg

COPENHAGEN DESIGN DIRECTIONS

SS25 90S MINIMALISM

STABLE TREND



kuhl-s25-009.jpg



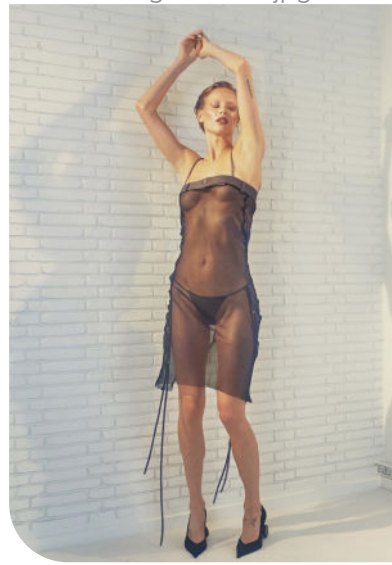
roege hove 6.jpg



Skall16.jpg



Gestuz 21.jpg



boetje



remain



Remain1.jpg

COPENHAGEN DESIGN DIRECTIONS

SS25 INTIMATE LAYERS

EDGY TREND



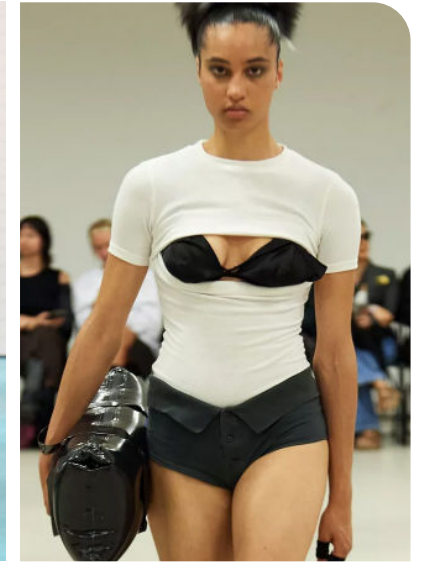
hansdottir



roege hove 4.jpg



Division6.jpg



sia arnika



rabens saloner



Benedikte Lorentz 2.jpg.webp



Sinead o Dwyer3.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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