



WOMENSWEAR
SS25
DRESSES
UPDATE



LIVETREND

DRESSES UPDATE **INTRODUCTION**



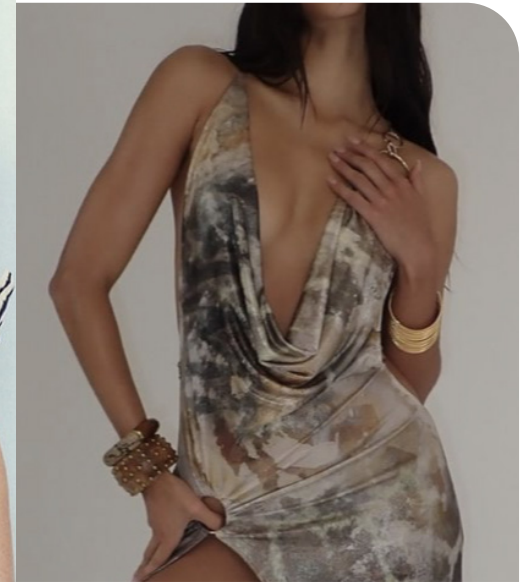
@forloveandlemons5.png



rouje5.jpg.webp



altuzarra4.png



jaded2.png



UPDATE

Focus on Femininity.

The SS25 season brings a notable shift towards bohemian-inspired, soft feminine silhouettes, moving away from the bold, sexy cutout bodycons of previous years. Designs are embracing the allure of milkmaid dresses, complete with intricate corset details and crafted from light, airy cotton fabrics that exude effortless elegance. Maxi kaftans and flouncy silhouettes take center stage, offering a relaxed yet sophisticated aesthetic that resonates with contemporary tastes. This season also witnesses a more understated approach to slinky slip dresses, characterized by maxi lengths and trending plunge or halter necklines or long monastic sleeves, adding a touch of subtle glamour. Bubble hems, emerging from new dropped waist silhouettes, introduce a playful and fresh dimension to create a tutu-like designs. While tube dresses continue to hold their timeless appeal, ladylike boat and scoop necks are increasingly coming into focus, redefining elegance with their classic yet modern sensibilities.

This report is based on Livetrend data extracted from Instagram & e-commerce during June 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**



SS25 UPDATE
DRESSES
STYLE FOCUS



LIVETREND

BIG TREND

KEY STYLES THE MILKMAID STYLE

www
+160%
YOY



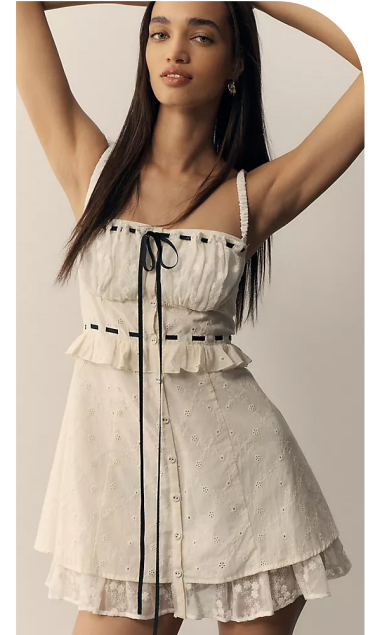
altuzarra1.png



@forloveandlemons7.png



@ullajohnson_1.png



anthropology20.webp



urbanoutfitters9.webp



freepeople17.webp



@prohoda.png

WOMENSWEAR

DRESSES

SS25 UPDATE

BIG TREND

KEY STYLES THE PLUNGING SLIP

WWW
+250%
YOY



blumarine1.png



@kisafstudio.jpg



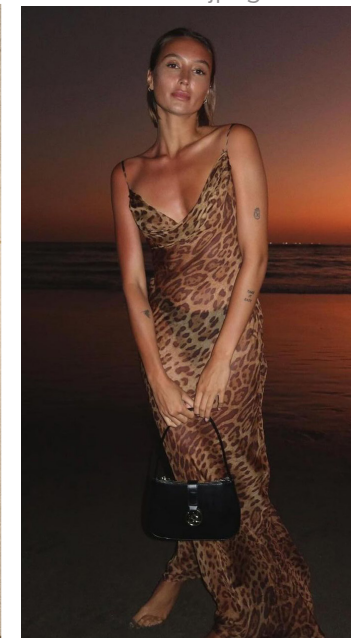
Staud6.jpeg



zara62.jpg



Monse 7.jpg



@rentcomite.jpg



zara72.jpg

STABLE TREND

KEY STYLES THE COTTAGE FIT&FLARE

www
+80%
YOY



@shopworewhat6.png



freepeople46.webp



shopalexis8.png



The Reformation_1.webp



zara



@ohpolly.jpg

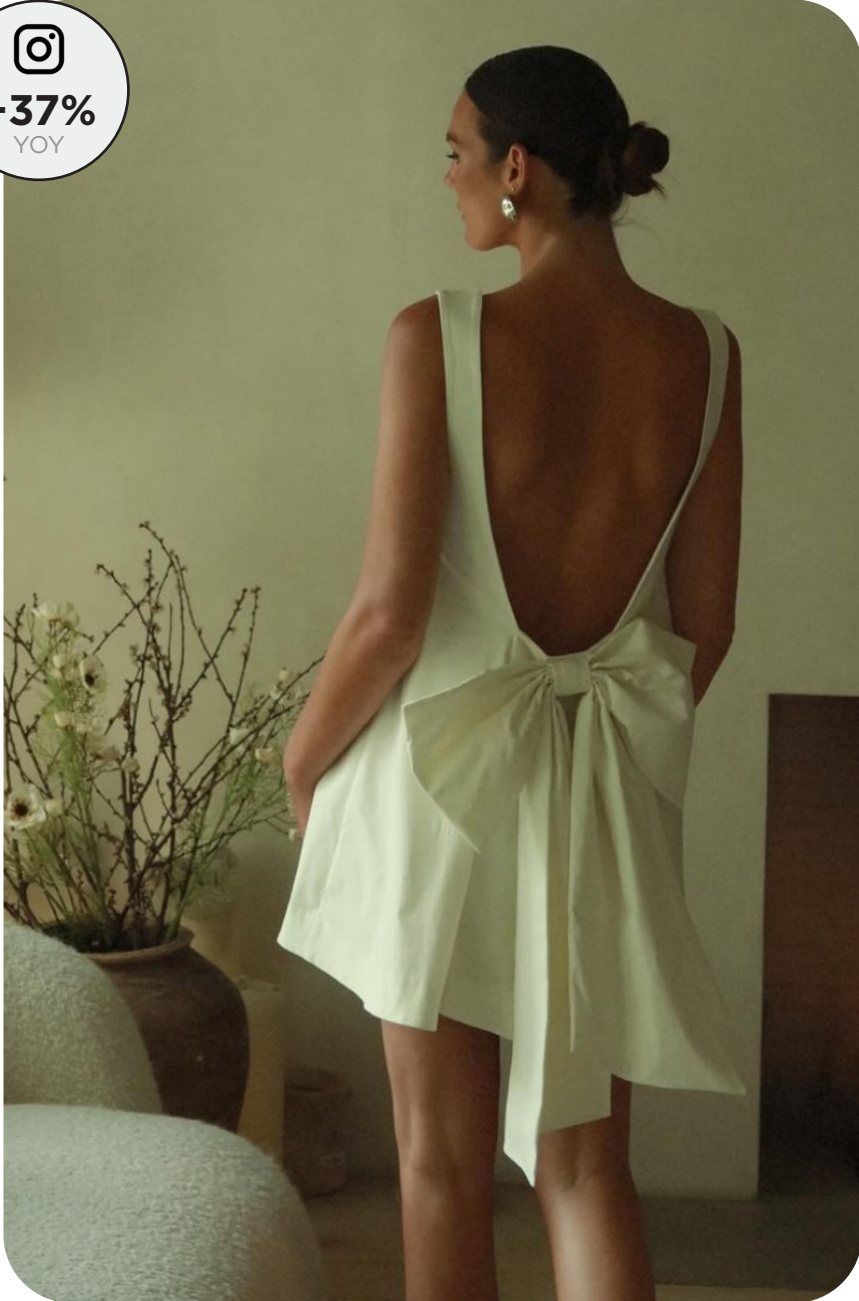


Matteau.jpg

SAFE TREND

KEY STYLES THE SHIFT MINI


+37%
YOY



@lpa.jpg



@luciaavendano.jpg



CHloe12.jpg



Retrofete 1.jpg



@lisonseb.jpg



@maisoncleo.jpg



faithfullthebrand8.webp.jpeg

SAFE TREND

KEY STYLES THE HOLIDAY TUBE

www
+120%
YOY



anthropology10.webp



forloveandlemons4.jpg.webp



Armarium4.jpeg



posse



Tove 9.jpg



cala de la cruz



shopalexis1.png

SAFE TREND

KEY STYLES THE FEMININE HALTER


+49%
YOY



forloveandlemons17.jpg.webp



cultgaia3.jpg.webp



urbanoutfitters.webp



sir



anthropology21.webp



bernadette



@modaoperandi12.png

STABLE TREND

KEY STYLES THE BOHO TUNIC

www
+50%
YOY



freepeople47.webp



Alberta Ferretti 4.jpg



CHloe17.jpg



freepeople7.webp



CHloe8.jpg



sea ny5.png



anthropology6.webp

WOMENSWEAR

DRESSES

SS25 UPDATE

EARLY SIGN

KEY STYLES THE DRAPED HIGH-NECK


+80%
YOY



@avecstudio.jpg



@tovestudio.jpg



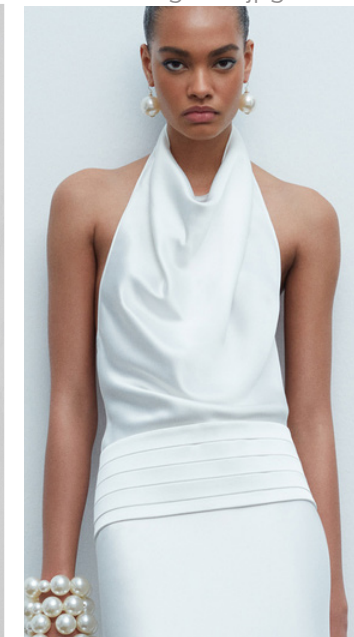
Colangelo 7.jpg



significant-other (1).jpg



Tiger of Sweden.webp



lla.jpg



sophie-et-voila.jpg

EARLY SIGN

KEY STYLES THE ROMCOM BODYCON


+90%
YOY



urbanoutfitters20.webp



Urban Outfitters_18.webp



@shopweworewhat7.png



@forloveandlemons9.png



Freepeople_7.webp



rouje6.jpg.webp



rouje9.jpg.webp

EARLY SIGN

KEY STYLES THE LOW-RISE LONGLINE

www
+250%
YOY



@shopworewhat2.png



@christietyler.jpg



laura garcia.jpg



@shopworewhat5.png



mirror palais_2.jpg




del core



urbanoutfitters16.webp

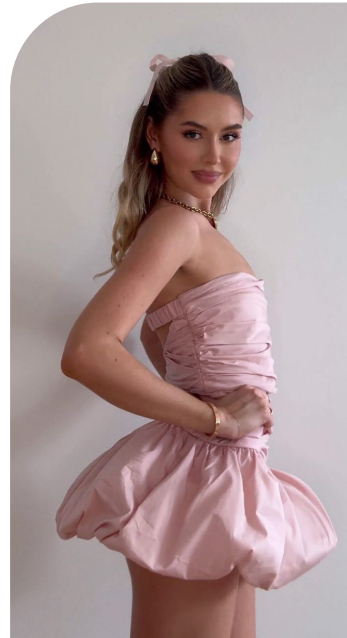
EDGY TREND

KEY STYLES THE LOW-RISE TUTU


+170%
YOY



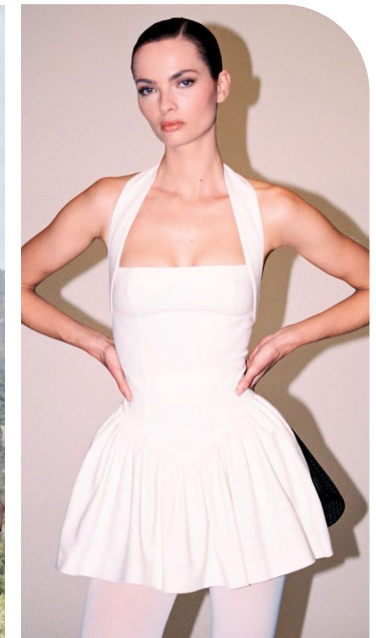
@forloveandlemons3.png



@isabellagray.jpg



Coperni 3.jpg



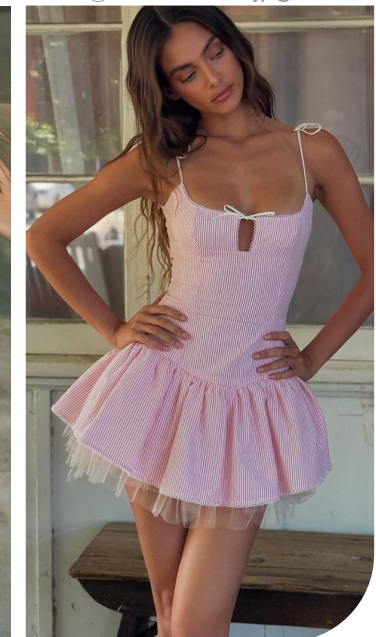
@helsastudio.jpg



zara82.jpg



shopalexis6.png



@faithparfouch.jpg

EDGY TREND

KEY STYLES THE CRAFTED MASTERPIECE

www
+70%
YOY



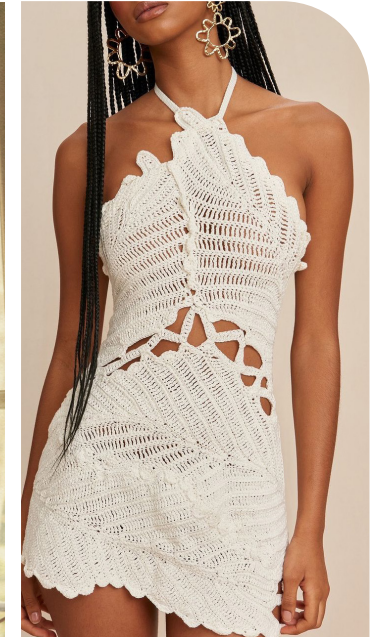
zara6.jpg



@wolfcub2.png



@modaoperandi1.png



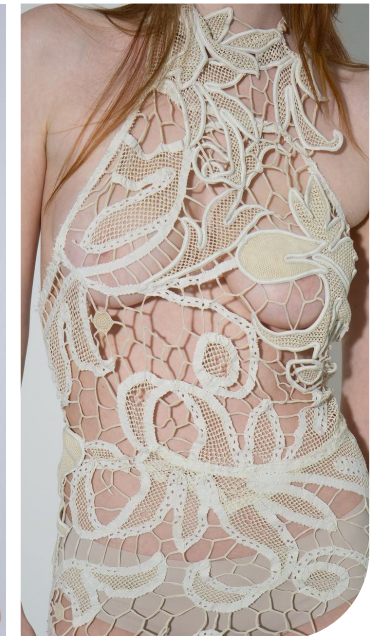
@cultgaia.jpg



Freepeople_39.webp



@kettleatelier.jpg



@lesfleursstudio.jpeg

EARLY SIGN

KEY STYLES THE FRIVOLOUS FRILL

www
+50%
YOY



@shopweworewhat8.png



freepeople (2).webp



siedres



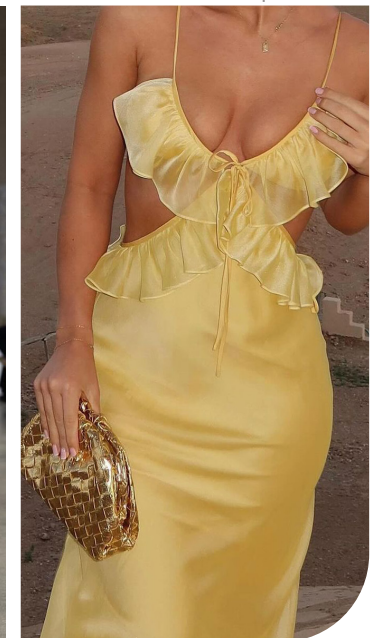
Retrofete.webp



zara38.jpg



Vuitton 6.jpg



@stolenstores.jpg


WOMENSWEAR

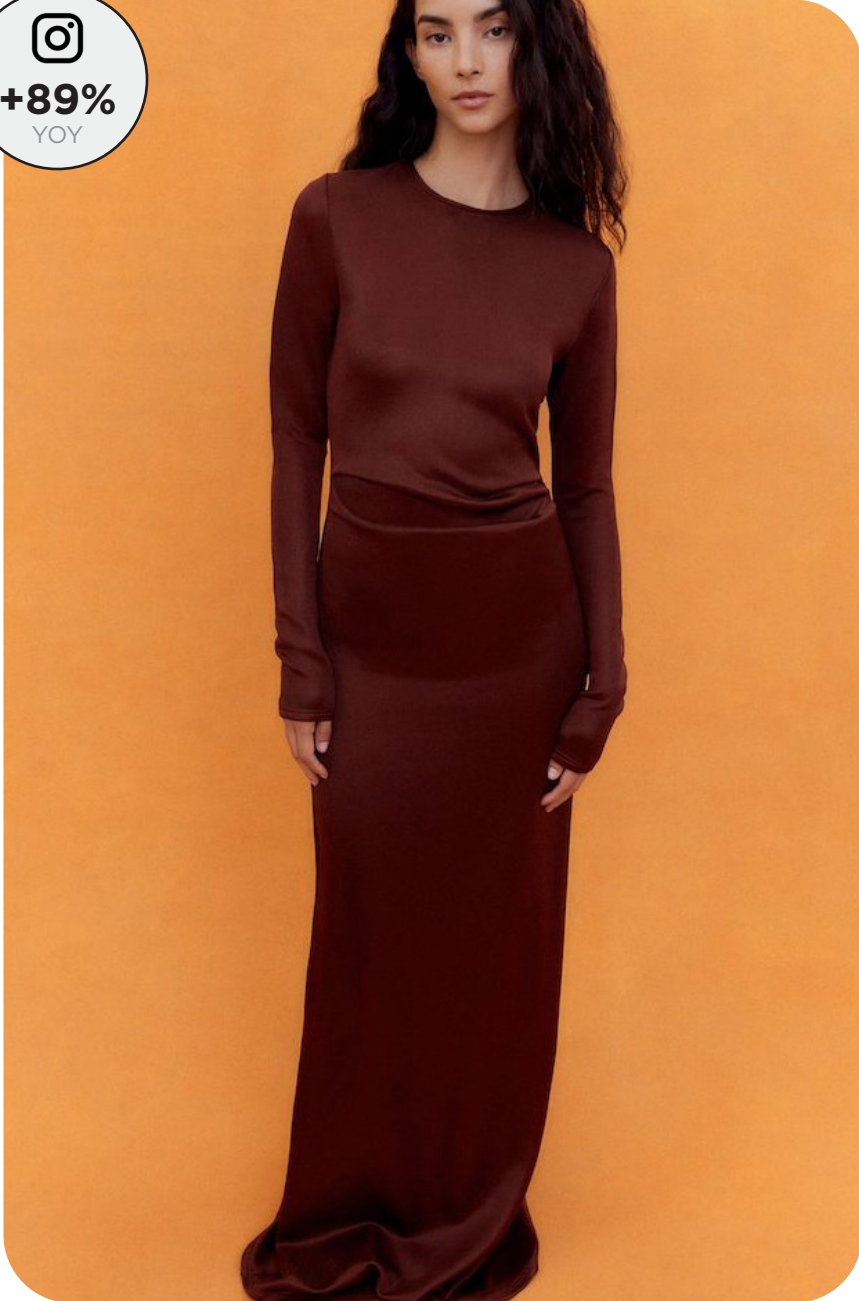
DRESSES

SS25 UPDATE

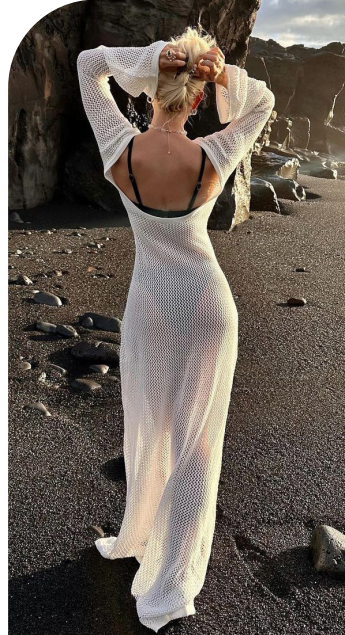
EARLY SIGN

KEY STYLES THE MONASTIC MAXI


+89%
YOY



Tove 4.jpg



@ilemerci.jpg



@faithfulthebrand_1.jpg



@faithfulthebrand3.jpg



@dymostudio_1.jpg



shopalexis7.png



@modaoperandi5.png



SS25 UPDATE
DRESSES
DETAIL FOCUS



LIVETREND

KEY STYLES - FITTED BODICE



LAYERED LINGERIE



freepeople1.webp



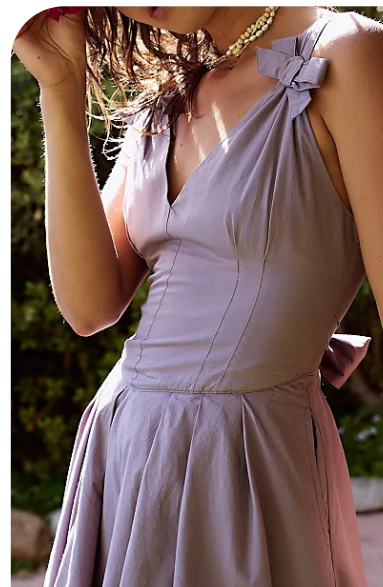
urbanoutfitters5.webp



freepeople33.webp



INTEGRATED CORSET



freepeople13.webp



reformation



anthropology3.webp

KEY STYLES - NECKLINES



FIRST LADY CLASSICS



anthropology7.webp



philosophy1.png



bernadetteantwerp2.png



CONTRASTED ENTRE-DEUX



urbanoutfitters13.webp



rouje8.jpg.webp



forloveandlemons9.jpg.webp

KEY STYLES - NECKLINES



CHOCKER HALTER



@jarinpat.jpg



freepeople32.webp



verge_girl5.jpg.webp



WATERFALL



Aknvas 3.jpg



Anthropology_7.webp

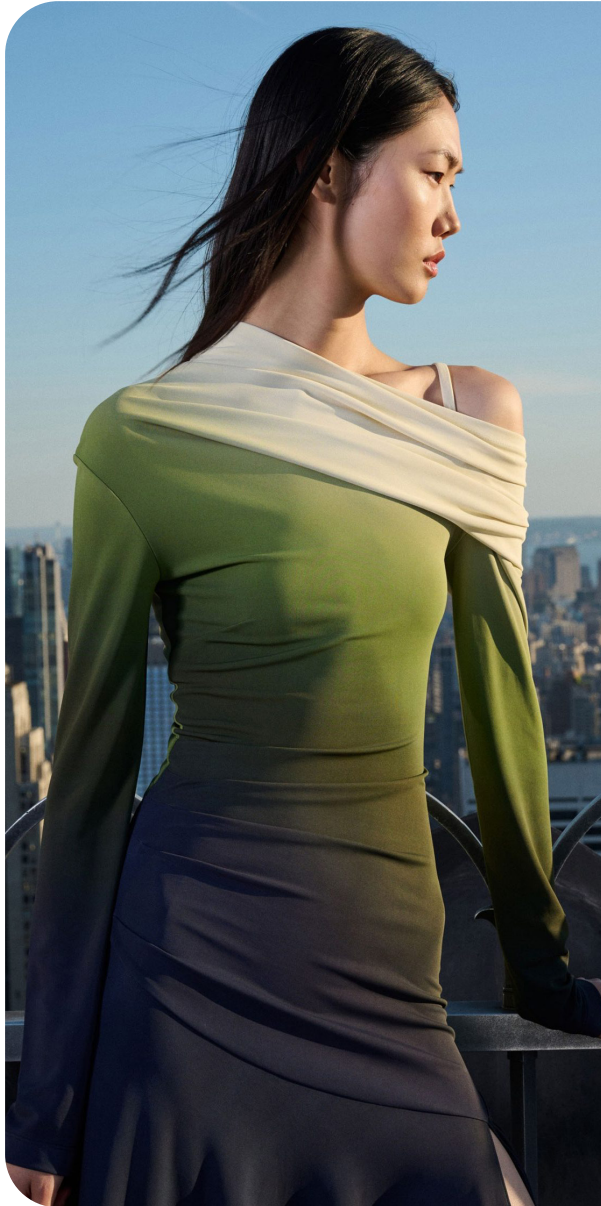


Versace1.jpg

KEY STYLES - DRAPES



ASYMMETRIC SHOULDER



Monse 13.jpg



freepeople2.webp



Jacquemus.jpg



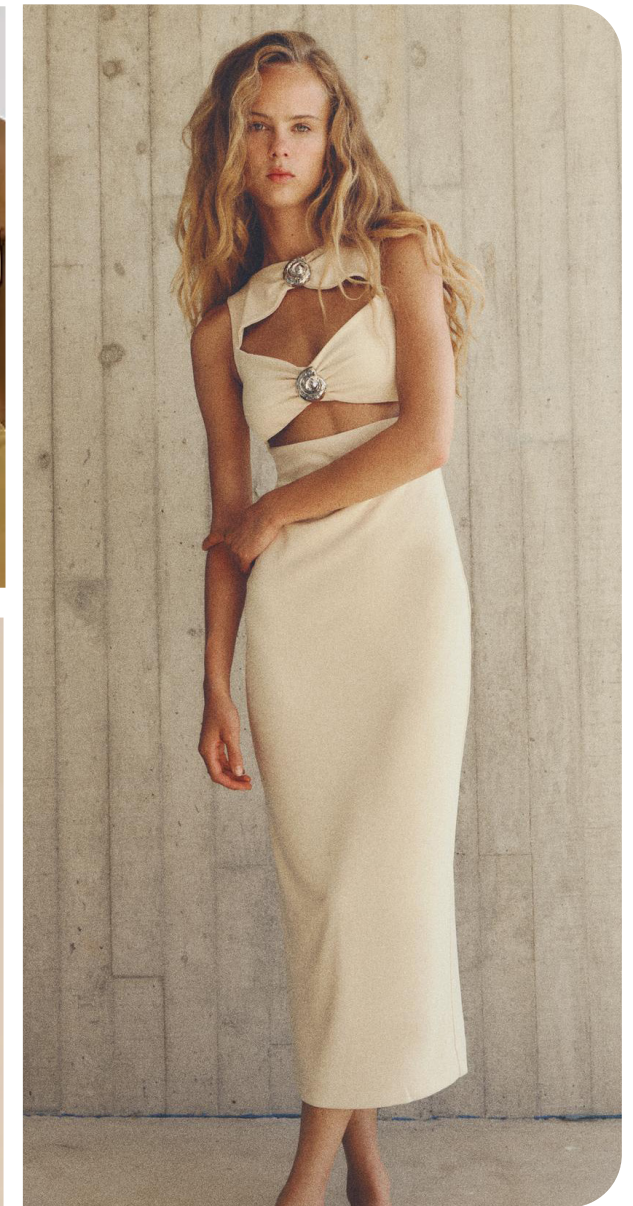
DRAPED CUT-OUTS



freepeople19.webp



cultgaia1.jpg.webp



zara70.jpg

KEY STYLES - HEMS



HANDKERCHIEF LOOK



urbanoutfitters4.webp



Freepeople_36.webp



philosophy2.png



BUBBLEMANIA



LoveShackFancy 3.jpg



Simkhai 1.jpg



No 219.jpg

KEY STYLES - DETAILS



FLOUNCED-UP



forloveandlemons16.jpg.webp



freepeople8.webp



Retrofete.webp



BOHO FRILLS



cecilia prado.webp



Anthropology_6.webp



sea ny4.png

KEY STYLES - EMBELLISHMENTS



SMALL ALL-OVER



zara80.jpg



Bluemarine10.jpg



freepeople12.webp



BOTANICAL ADD-ON



forloveandlemons2.jpg.webp



altuzarra5.png



@modaoperandi2.png

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

WOMENSWEAR

DRESSES

SS25 UPDATE



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

THANK YOU!

You may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit any such content, nor may you distribute any part of this content over any network, sell or offer it for sale, or use such content to construct any kind of database. You may not alter or remove any copyright or other notice from copies of the content on any Livetrend report.

If you have further needs, please contact us via chat.