



KIDSWEAR
SS25
UPDATE
**PATTERNS &
PRINTS**



LIVETREND

PRINTS & PATTERNS INTRODUCTION



stella kids 3.jpg

ammehoela2.jpg

NICKIS.jpg



UPDATE

A Stylish Take on Fun Themes.

This summer's prints and patterns are all about vibrant and nostalgic themes. Active and sport-related graphics dominate, bringing a dynamic energy to the season. Animal prints get a bold update, adding a wild and adventurous spirit to designs. Nautical themes are taking a more minimal and chic approach, perfect for a modern summer vibe. Stripes are reminiscent of retro beach towels and blankets, evoking a sense of nostalgia and fun. Gingham patterns are cleverly fused with mini fruit embroideries and badges, creating a charming blend of classic and fresh elements for a full picnic moment. Food motifs favor ditsy berries, vintage veggies, and depictions of yummy sweet baked goods, adding a delightful and whimsical touch to the mix. Floral patterns stay true to their naïve charm or venture into a more sophisticated territory with paisley-like Art Nouveau influences. Travel motifs remain a summer staple, capturing the essence of adventure and exploration. Sketched beach scenes and blurry stripes offer a fresh twist on classic looks, adding a dreamy quality. Exotic and colorful vacation postcards embody an ultimate summer spirit, bursting with vibrant and lively imagery. Altogether, the prints are a joyful celebration of all things summer, blending nostalgia with modernity for kids.

This report is based on Livetrend data extracted from online searches & e-commerce from May to July 2024 analysing trend visibility and growth compared to the same period last year. The percentages show the visibility evolution year on year.

[ACCESS ALL IMAGES
CLICKING HERE](#)

BIG TREND

ACTIVE CLUB

WWW
+350%
YOY



67036756_56_D6.avif



zara1.jpg



MINI RODINI 3.webp



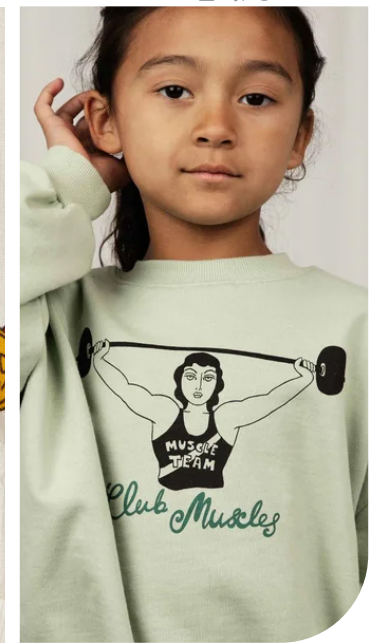
bebezoo_2.jpg



zara4.jpg



MINI RODINI.webp



MINIRODINI.webp

BIG TREND

RETRO BEACH TOWELING

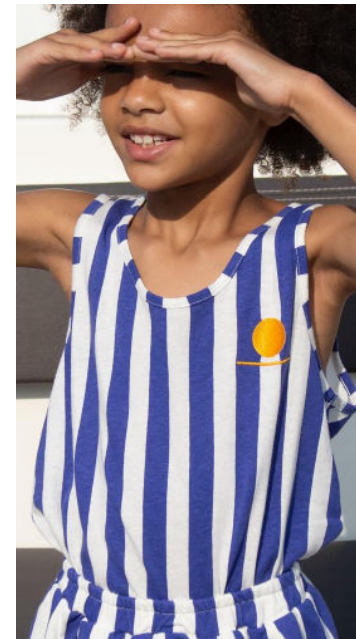
WWW
+90%
YOY



The New Society.jpg



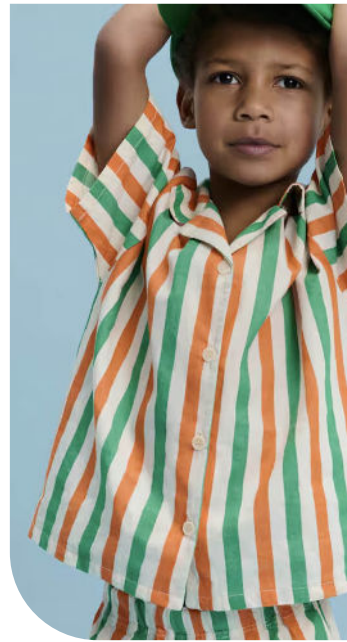
belita and boys 7.jpg



wearekids.jpg



HM1.jpg.avif



NICKIS.jpg



zara38.jpg



stellamccartneykids3.webp

WWW
+100%
YOY



pimpollo baby 3.png



minipsmarket2.jpg



the animal observatory.jpg



Wild_Animals.jpg



burberry kids 2.webp



zara32.jpg



Scotch_Soda.jpg

STABLE TREND

PICNIC GINGHAMS

WWW
+130%
YOY



bebebebe8.jpg



pimpollo baby 4.jpg



bebezoo.jpg



goldie + ace.png



goldie + ace 2.png



COCOLEBIMBI.webp



pimpollo baby 5.jpg



STABLE TREND

NAIVE FLORALS

+6%
YOY



the campamento copy.jpg



PINKCHICKEN.webp



stellakids7ù.png



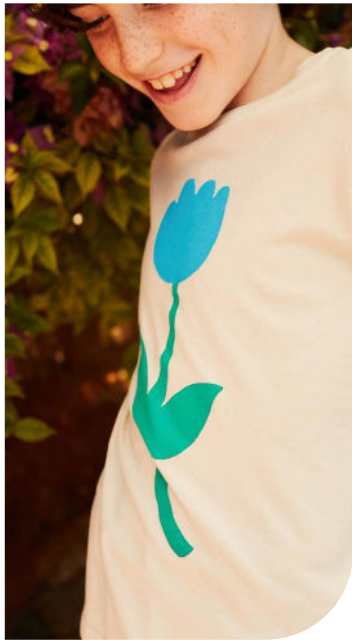
mango-12.jpg.avif



bebedepino4.jpg



pimpollo baby.png



picnick. barcelona.jpg



STABLE TREND

NAUTICAL MINIMALISM

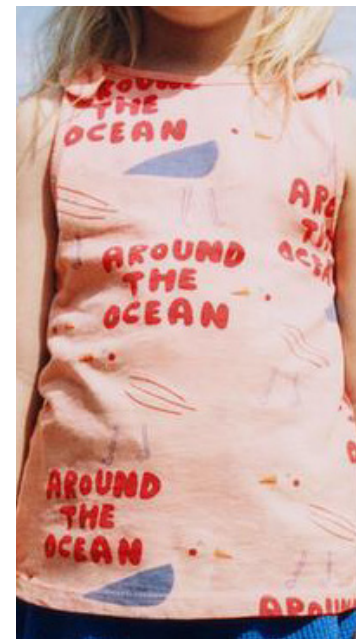
WWW
+60%
YOY



afabula.jpg



FISH AND KIDS.JPG



zara37.jpg



omibi2.jpg



fish & kids.jpg



belita and boys 13.jpg



VIGNETTE.jpg



WWW
+20%
YOY



daily bat 5.webp



greenlabel.jpg



PERTE DEGO.jpg



iminkids.jpg



the parrot .jpg



minirodini2.jpg



minikyomo.jpg



WWW
+60%
YOY



mango-6.jpg.webp



FISH AND KIDS.JPG



scotch soda.jpg



belitaboys.jpg



susana diaz.jpg



NAMI KIDS.webp



universoluca.webp

EARLY SIGN

VERY BERRY

WWW
+80%
YOY



minipsmarket3.jpg



bebebebe10.png



hebesgini.co.za/merchandise/24392.jpg



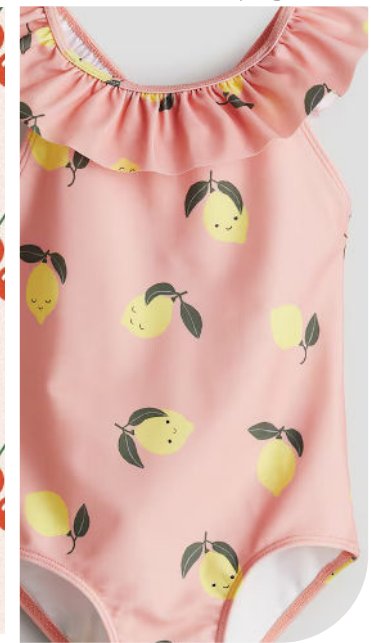
mamanota_3.png



limited_doudou2.png



bebedepino.jpg



HM2.jpg.avif

EARLY SIGN

NATURE-NOUVEAU

WWW
+140%
YOY



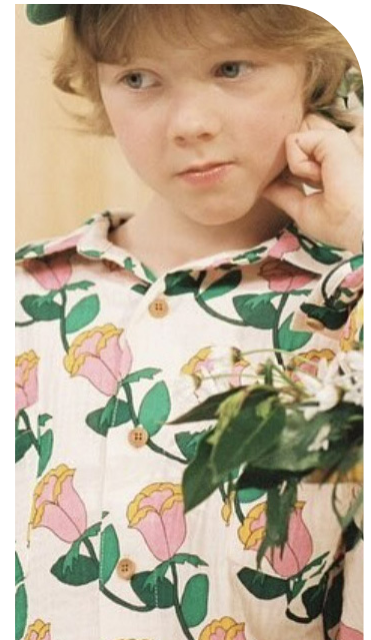
mango-10.jpg.avif



garbo and friends.jpeg



uo.webp



limited doudou 14.jpg



zara19.jpg



MOLO.webp



the new 7.png

STABLE TREND

VINTAGE VEGGIES


-4%
YOY



mikakids5.jpg



kipandco5.jpg



minimoo.jpg



bebebebecompany 8.jpg



minirodini2_1.jpg



bebebebecompany 2.jpg



@bebebebecompany.jpg



STABLE TREND

HEAL THE WORLD

+10%
YOY



kindrebel2.webp



Papa Weibo.jpg



BMING BY BEAMS.jpg



JOIN MYAR.jpg



Samuelzelig.jpg



ON AND ON.jpg



the new 12.jpg

WWW
+40%
YOY



PLAYUP.webp



misha and puff.webp



maison mangostan 3.webp



zara29.jpg



zara39.jpg



ZARA kids.jpg



playup2.jpg

EARLY SIGN

TRAVEL BUDDY

+30%
YOY



belitaaboys2.jpg



arketkids.jpg



belitaandboys 4.jpg



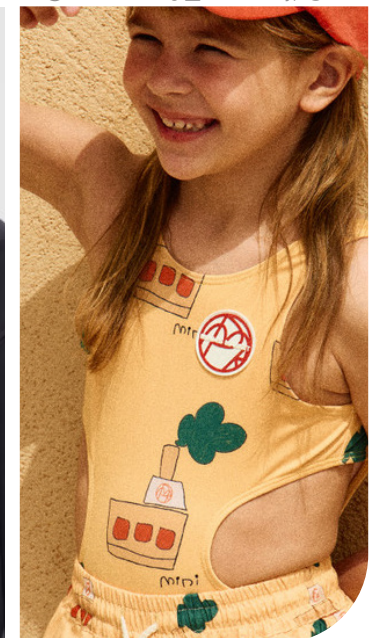
@matildany_official.jpg



wander & wonder.jpeg



mango-4.jpg.avif



minipsmarket4.jpg

STABLE TREND

BLURRED LINES

WWW
+9%
YOY



mango-18.jpg.avif



misha and puff 3.jpg



zara36.jpg



thenewsociety_PPP.jpeg



HM3.jpg.avif



@sciamparellomagazine13.png



mango-7.jpg.avif



EARLY SIGN

SUMMER STAMPS

+5%
YOY



oilily4.webp



afabula 3.jpg



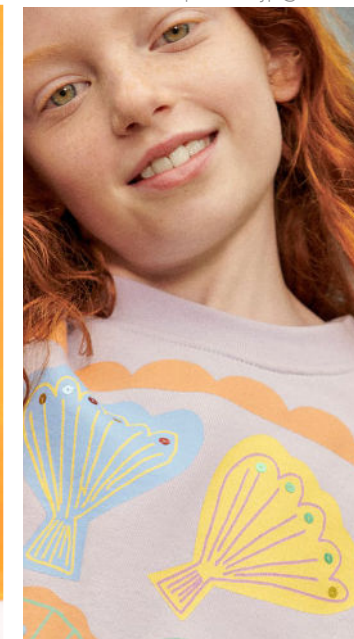
misha n puff 2.jpg



afabula_1.jpg



Favourite people.jpg



stella kids 3.jpg



Gathernomoss.jpg

WWW
+90%
YOY



Bebezoo_1.jpg



yuki.jpg



tinycottons.jpg



BIT Z.jpg



PINKCHICKEN 2.webp



maxmara.jpg



bebezoo2.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

WOMENSWEAR

DRESSES

SS25 UPDATE



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

THANK YOU!

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