



WOMENSWEAR
TRANSITIONAL 25
INTIMATES
UPDATE
DESIGN TRENDS
& CORE ITEMS



LIVETREND

TRANSITIONAL INTIMATES **INTRODUCTION**



anthropology31.webp

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freepeople-43.webp

freepeople-24.webp



UPDATE

Individual Expression from Comfort to Sexiness.

This report explores the latest design directions and core items in transitional lingerie and intimates, highlighting the fusion of sexiness and comfort that defines the season. With the rise of the office siren look, Y2K-inspired basics, and a tomboy allure, lingerie is taking cues from both professional and academic settings, blending sharp contours and masculine undertones with feminine appeal. Additionally, the indie sleaze aesthetic revives 2010s rock influences, while the enduring romantic and cottagecore trends continue to offer softer, boho-inspired looks.

This report delves into how these trends shape the current landscape of intimate apparel.

This forecasting report is obtained crossreferencing LIVETREND data from several sources to empower the expertise of our Trend Analysts to forecast the trends with concrete and quantitative information. Find the related data sources and icons on the last slides.

**ACCESS ALL IMAGES
CLICKING HERE**





DESIGN TRENDS

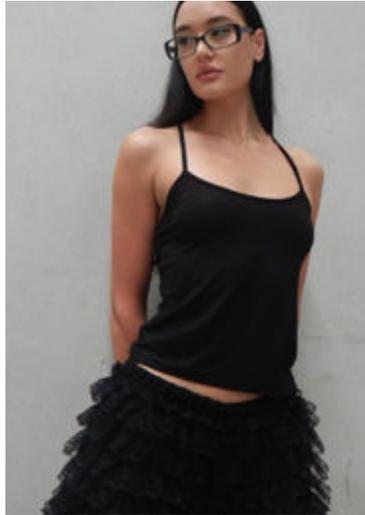
Transitional lingerie and intimates are evolving with design directions that blend school, work, and seductive aesthetics. The office siren look introduces a sexy edge to professional and academic settings, infusing Y2K basics with clean materials, deep necklines, and sharper contours. Alongside this, a tomboy allure redefines classic back-to-school styles, incorporating masculine elements that offer new freedom of expression. This same gritty aesthetic extends into the indie sleaze trend, reminiscent of the 2010s and evoking a romantic rock vibe inspired by high school movies of the era. This look appeals to youth with feminine touches, including cheetah prints for a playful, flirty twist. Meanwhile, the romantic and cottagecore influence remains strong in womenswear, providing a softer, boho-inspired approach to back-to-school fashion. This interpretation of the coquette cottage aesthetic offers a whimsical, fall-ready look that balances nostalgia with contemporary style. blend of elegance and comfort.

BTS 25 OFFICE SIRENS



OFFICE SIREN +300%

ForLoveandLemons_16.jpg.webp



@highrackstudio_4.png



anthropology20.webp



mvmummadeit2.png

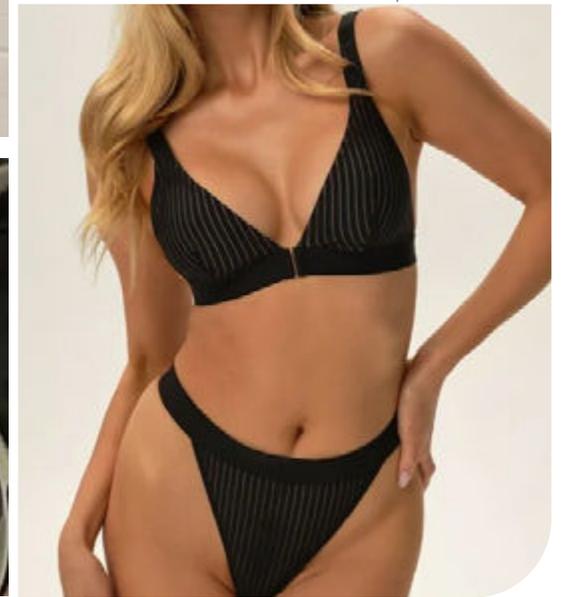


_pinterest Kopie.jpeg

SIREN GLASSES +850%



UrbanOutfitters-45.webp



esotiq.webp

Office Sirens. The office siren lingerie trend channels Y2K and 90s influences, merging corporate aesthetics with seductive allure. Minimal yet sexy basics feature bold, daring designs perfect for a rom-com vibe. Key pieces include banded and plunge bras, balloon skirts, and halter tops, each crafted to enhance both confidence and sophistication in professional settings. This trend redefines workplace attire by infusing it with romantic and eye-catching elements, creating a seamless blend of minimalism and allure that is both functional and captivating.



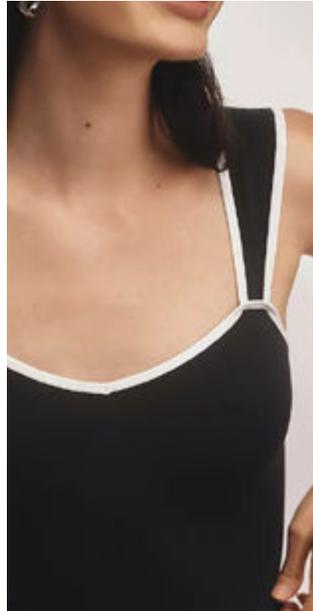
KEY LOOKS OFFICE SIRENS



next.webp



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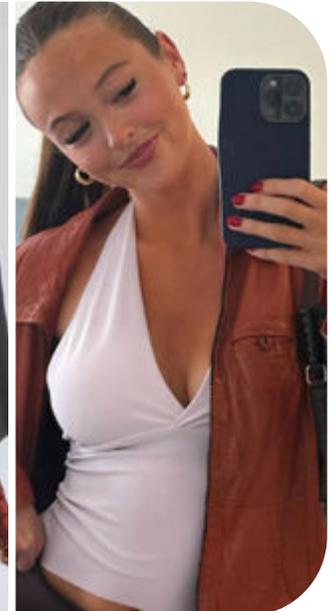
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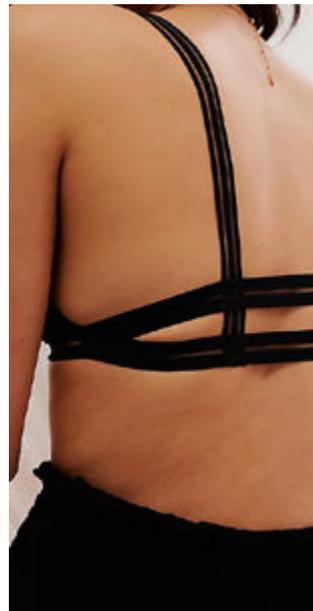
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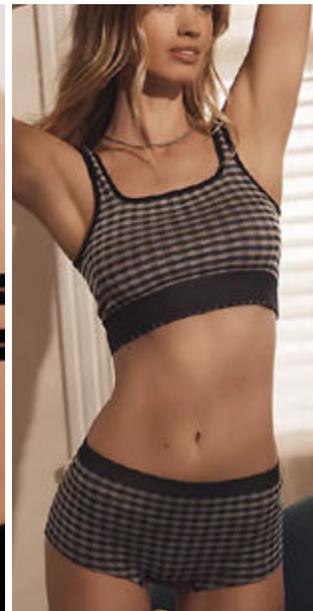
hm_3.jpg.avif



understatement3.png



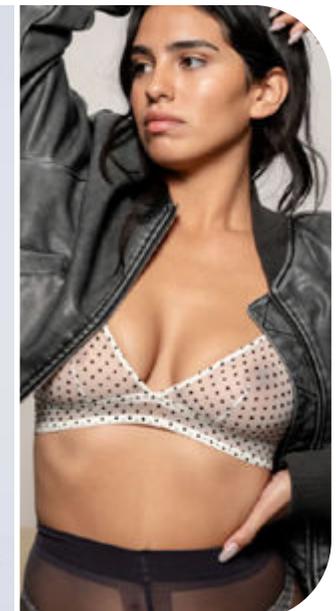
freepeople-49.webp



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understatement8.png



BTS 25 INDIE SLEAZE YOUTH



2010s +150%

zara_lingerie_53.jpg



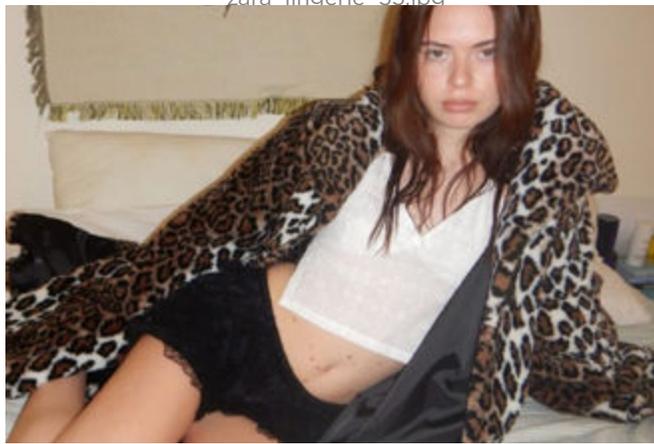
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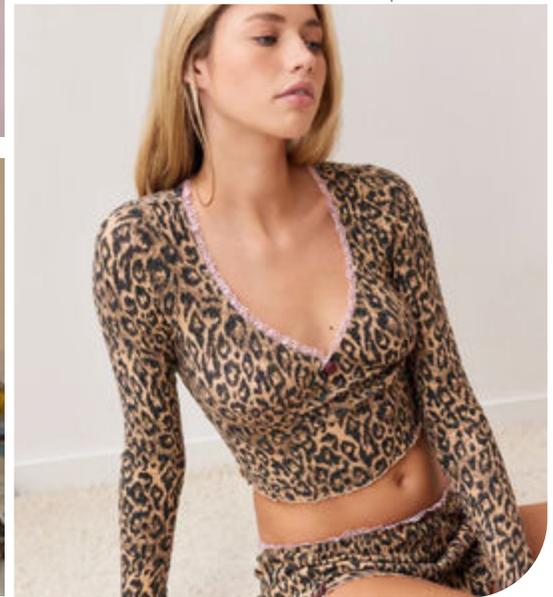
zara_lingerie_55.jpg



@highrackstudio_2.png



UrbanOutfitters-47.webp



UrbanOutfitters-6.webp

SLEAZE +300%

Indie Sleaze Youth. The indie sleaze lingerie trend revives the 2010s rock-inspired aesthetic with a grungy twist on feminine styles. This trend merges edgy, rebellious elements with classic feminine touches, featuring cheetah prints, bows, and florals. Key items include camisoles and low-rise panties adorned with contrasting trims and bow details, alongside plunging necklines that enhance the bold, flirtatious appeal. This fusion of rock and romance creates a distinctive, nostalgic look that channels the carefree spirit of the 2010s while celebrating a daring approach to intimate apparel.



KEY LOOKS **INDIE SLEAZE YOUTH**



pinterest archive.jpeg



UrbanOutfitters-39.webp



prettylittlething-24.jpg.avif



freepeople-23.webp



UrbanOutfitters-15.webp



anthropology3.webp



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pin.jpeg



zara_lingerie_45.jpg



urbanoutfitters3.webp



freepeople-37.webp



zara_lingerie_28.jpg



BTS 25 TOMBOYS



BLOKECORE +40%

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@highrack3.png



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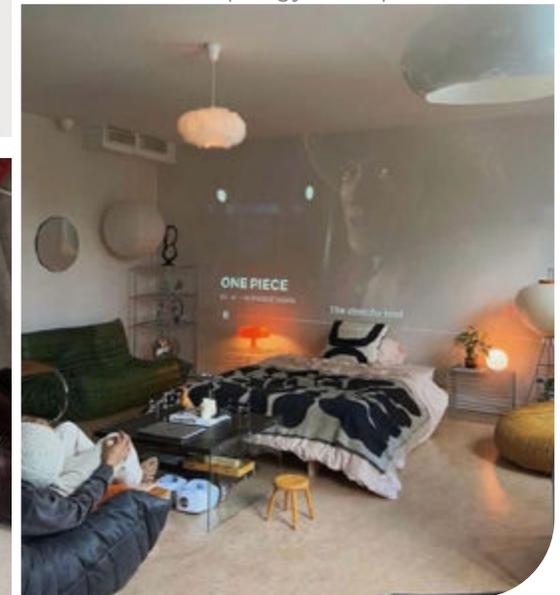


UrbanOutfitters-38.webp



y2k CLOTHING +60%

anthropology39.webp



_pinterest 3.jpeg

Tomboys. The tomboy lingerie trend draws inspiration from the Y2K high school experience, blending masculine elements with a sporty, laid-back vibe. Key pieces include layered basics with a modern twist, such as cropped versions of classic staples. Feminine pieces are reimagined with tomboy influences, featuring details like boxer-inspired designs on panties and clean, sharp lines. This trend balances comfort and style, offering a fresh take on traditional lingerie by merging athletic aesthetics with a playful, youthful spirit that resonates with contemporary fashion.



KEY LOOKS 25 TOMBOYS



urbanoutfitters12.webp



UrbanOutfitters-33.webp



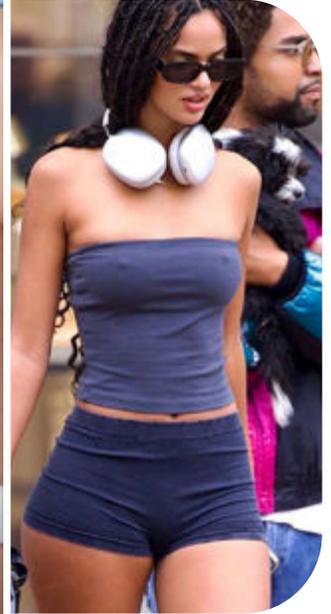
UrbanOutfitters-29.webp



lounge6.jpg.webp



womenssecret.jpeg



kraviz.jpeg



asos4.png



highrack.jpeg



anthropology39.webp



UrbanOutfitters-30.webp



anthropology37.webp



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FALL 25 **SOFT HARVEST**



 **BOHO STYLE +150%**

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home-anthropology3.webp



freepeople-24.webp



ForLoveandLemons_24.jpg.webp



_home-anthropology3.webp



ForLoveandLemons_4.jpg.webp



UrbanOutfitters-20.webp

COQUETTE +90%



Soft Harvest. The soft harvest lingerie trend revives boho style with a rustic-meets-romantic vibe. This season is characterized by dreamy yet comfortable pieces, featuring bloomers, cardigans, and delicate pointelle fabrics. Frilled details take center stage, adding a whimsical touch to the collection. Gentle bustier elements and lace trims enhance the romantic feel, offering a refined femininity that remains effortlessly wearable. This trend blends nostalgia with modern comfort, making it a perfect choice for those seeking both style and ease in their lingerie wardrobe.



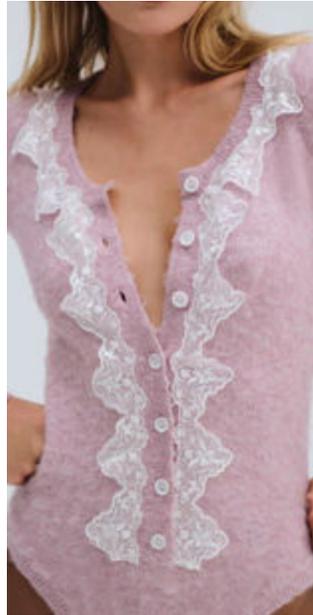
KEY LOOKS **SOFT HARVEST**



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mymummadeit1.png



ForLoveandLemons_22.jpg.webp



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UrbanOutfitters-25.webp



anthropology41.webp



anthropology35.webp



victoriasecret2.png



zara_lingerie_44.jpg



anthropology14.webp



freepeople-46.webp



freepeople-18.webp





CORE ITEMS

Transitional lingerie and intimates are embracing a laid-back sexiness with unstructured styles that prioritize comfort and ease. Bralettes and soft bras take center stage, featuring scooping and plunging necklines as well as bandeau styles that exude effortless allure. Sheer bras, crafted from mesh and adorned with embroidery, introduce an elevated transparency to the collection. Basics are refreshed with contrasting piping and lace trims, adding a touch of sophistication after seasons dominated by clean girl aesthetics. The layered balconette remains a fashion favorite, while Y2K-inspired camisoles with bustier details and scalloped hems capture a girlish charm. Mini camis and shrunken basics continue to trend, offering playful versatility. In panties, the sporty high-waist silhouette holds strong, while the tomboy-inspired low-rise brief makes a comeback. Shorts transition seamlessly into ready-to-wear with boxers and soft bloomers, blending comfort with a chic, everyday style.

TRANSITIONAL 25 **SOFT BRAS**

BIG TREND



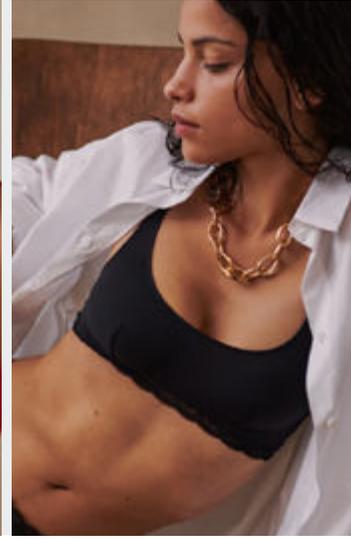
UrbanOutfitters-19.webp



hollister1.avif



UrbanOutfitters-8.webp



yse5.png



asos7.avif

THE SCOOPING BRALETTE


+96%
YEAR ON YEAR

STABLE TREND



lovestoriesintimates3.webp



yse2.png



bohoo5.webp



yse13.png



prettylittlething-19.jpg.webp

THE SPORTY RIBBED


+8%
YEAR ON YEAR



TRANSITIONAL 25 **SOFT BRAS**

SAFE TREND



urbanoutfitters4.webp



understatement7.png



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esotiq.webp

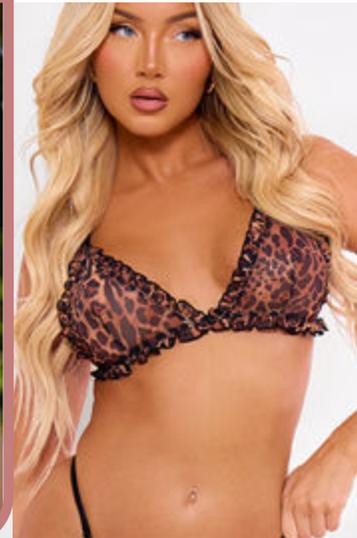

+50%
YEAR ON YEAR

THE DEEP PLUNGE

BIG TREND



freepeople-22.webp



prettylittlething-24.jpg.avif



lovestoriesinimates7.webp



asos6.png



freepeople-42.webp


+313%
YEAR ON YEAR

THE RUFFLED TRIANGLE



TRANSITIONAL 25 BANDEAUS

SAFE TREND



kraviz.jpeg



rouje.jpeg



freepeople-2.webp



prettylittlething-36.jpg.webp



ForLoveandLemons_27.jpg.webp



+74%
YEAR ON YEAR

THE VERSATILE BANDEAU

STABLE TREND



yse14.jpg.avif



freepeople-41.webp



anthropology18.webp



anthropology17.webp



hm_15.jpg.avif



+18%
YEAR ON YEAR

THE STRAIGHT BRALETTE



TRANSITIONAL 25 WIRED BRAS

SAFE TREND



nakas.jpg.webp



agentprovocateur.webp



prettylittlething-17.jpg.webp



hm_22.jpg.avif



blubella.webp


+174%
YEAR ON YEAR

SAFE TREND



yse10.png



prettylittlething-29.jpg.avif



bohoo1.webp



urbanoutfitters7.webp



yse8.png


+113%
YEAR ON YEAR

THE FLORAL CUP

THE MESH BRA

TRANSITIONAL 25 FASHION BRAS

STABLE TREND



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freya.webp



freepeople-21.webp



tezenis3.jpg



esotiq2.webp

THE LAYERED CUP


+29%
YEAR ON YEAR

BIG TREND



anthropology22.webp



urbanoutfitters5.webp



tezenis4.jpg



UrbanOutfitters-27.webp



freepeople-15.webp

THE CONTRASTING LACE


+282%
YEAR ON YEAR



TRANSITIONAL 25 CAMISOLES

STABLE TREND



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lovestoriesinstimates2.webp



UrbanOutfitters-11.webp



freepeople-14.webp



asos3.avif


+25%
YEAR ON YEAR

THE Y2K BUSTIER CAMI

SAFE TREND



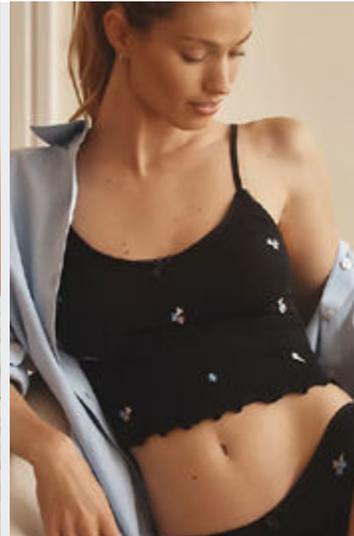
hm_29.jpg.avif



UrbanOutfitters-33.webp



freepeople-3.webp



anthropology7.webp



UrbanOutfitters-5.webp


+132%
YEAR ON YEAR

THE GIRLY SCALLOP TOP



TRANSITIONAL 25 **TOPS**

SAFE TREND



hm_13.jpg.avif



UrbanOutfitters-24.webp



@highrackstudio_6.png



ForLoveandLemons_26.jpg.webp



urbanoutfitters1.webp



+30%
YEAR ON YEAR

THE **MINI CARDI**

STABLE TREND



asos5.png



prettylittlething-40.jpg.webp



hm_1.jpg.avif



prettylittlething-26.jpg.webp



anthropology6.webp



+11%
YEAR ON YEAR

THE **SHRUNKEN BASIC**

TRANSITIONAL 25 PANTIES

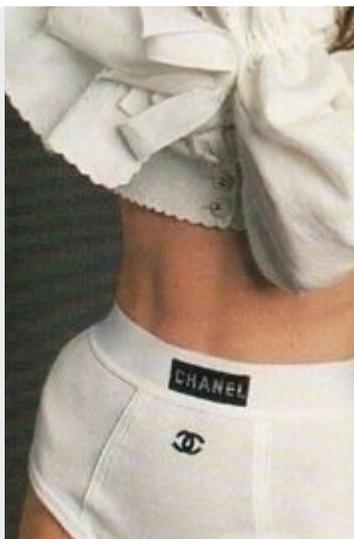
STABLE TREND



urbanoutfitters12.webp



lounge6.jpg.webp



@highrackstudio_5.png



prettylittlething-7.jpg



lounge10.jpg.webp


+9%
YEAR ON YEAR

THE SPORTY HIGH WAIST

BIG TREND



lounge16.jpg.webp



urbanoutfitters10.webp



lounge7.jpg.webp



asos2.avif



urbanoutfitters6.webp


+400%
YEAR ON YEAR

THE BABY BOW LOOK



TRANSITIONAL 25 **PANTIES**

EARLY SIGN



hm_9.jpg.avif



anthropology13.webp



@forloveandlemons_3.png



asos14.avif



anthropology15.webp

THE BACK TO LOW-RISE



+222%
YEAR ON YEAR

STABLE TREND



understatement1.png



intimissimi5.jpg



hm_10.jpg.avif



hm_28.jpg.avif



anthropology9.webp

THE CHEEKY LACE



+15%
YEAR ON YEAR



TRANSITIONAL 25 SHORTS

BIG TREND



freepeople-48.webp



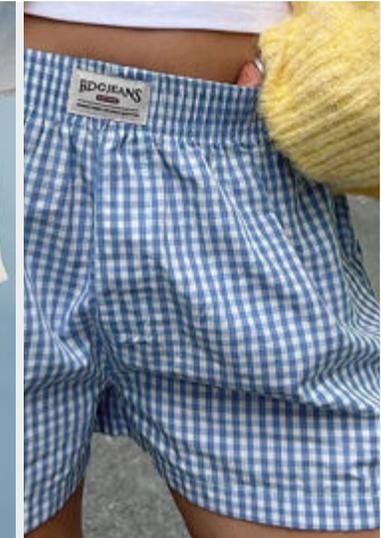
lovestoriesinstimates1.webp



ForLoveandLemons_19.jpg.webp



freepeople-19.webp



UrbanOutfitters-28.webp



+99%
YEAR ON YEAR

THE BOXER

EDGY TREND



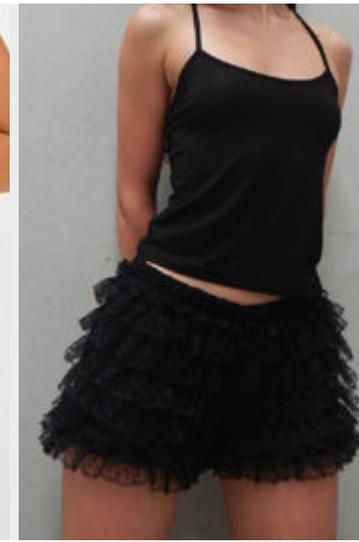
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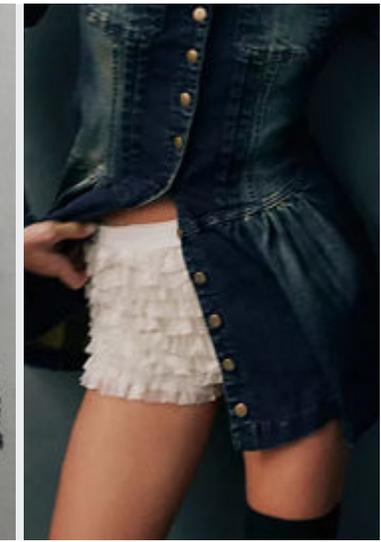
myummadeit1.png



freepeople-18.webp



@highrackstudio_4.png



freepeople-23.webp



+199%
YEAR ON YEAR

THE BLOOMER



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

week 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

CREATIVITY

STRATEGY

SUSTAINABILITY



LIVETREND

THANK YOU!

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