



**WOMENSWEAR**  
**SS25**  
**UPDATE**  
**BLAZER**



**LIVETREND**

# BLAZER UPDATE INTRODUCTION



ZARA 11.jpg



sandy liang 2.jpg



@vannesahong.png



ZARA8.jpg



**UPDATE**

## **From Masculine XL to Feminine Fluidity.**

For Spring/Summer 2025, womenswear blazers embrace a transition from the oversized, masculine silhouettes of past seasons toward more feminine, fluid shapes. While the oversized look persists, it has softened into fluid cuts or single-breasted power blazers that maintain a relaxed edge. Casual yet elegant styles gain traction, with hourglass designs—whether classic, belted, or asymmetric—becoming prominent. Ladylike slim-fit short blazers and heritage tweed jackets also make a striking appearance. Focus on textiles like linens, satins, and sheer openworks to enhance the sophisticated feel, while classic details such as military buttons, bow-tie accents, and structured shoulders to add timeless elegance. Spring Summer 2025 season will celebrate femininity, power, and versatility in equal measure.

*This report is based on Livetrend data extracted from several online sources during Spring Summer 24, 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**

STABLE TREND

# FLUID OVERSIZED

  
**+4%**  
YOY



Teurn Studios.jpg



Officine Générale.jpg



baum.jpg



zara11.jpg



MaxMara 18.jpg



ZARA 9.jpg



massimodutti.jpg

STABLE TREND

# SINGLE-BREADED POWERBLAZER



+1%  
YOY



philosophy-di-lorenzo-serafini-grey-jacket.jpg



Safiyaa 9.jpg



Gestuz 21.jpg



system.jpg



jacquemus2.jpg.avif



holzweiler.jpg

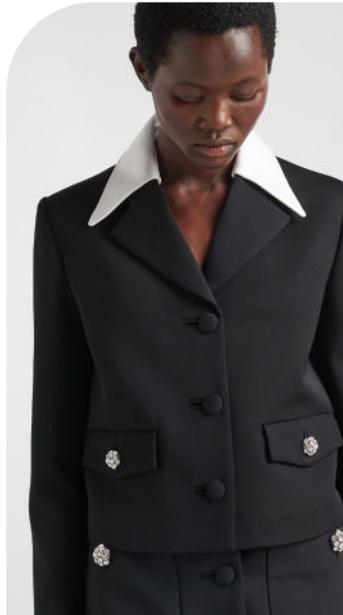


@kaity\_modern 5.jpg

+27%  
YOY



@melisekrem 3.jpg



prada2.avif



anthropology1.webp



@emilindlev\_1.png



@melisekrem 5.jpg



Patou.jpg



remain birger christensen.avif

  
-2%  
YOY



munn-jpg



prada1.avif



etro-jpg



fletcher-bks-s24-025.jpg



@irislovesunicorns\_8.png



Anna Sui.jpg



patbo-jpg

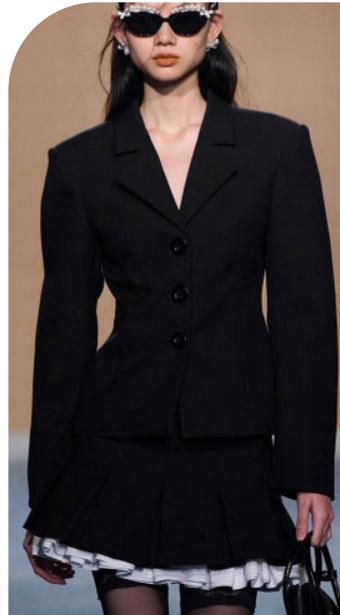
STABLE TREND

# SUBTLE HOURGLASS

  
**+9%**  
YOY



image38682070-original.png



shushutong.jpeg



@amagodson\_a.jpg



bottega-veneta-.jpg



offwgite.webp



zara1.jpg.webp



maxwell.jpg

STABLE TREND

# SAFARI JACKET



+12%  
YOY



hennets&mauritz.avif



-saint laurent-.webp



toteme.avif



yves salomon.webp



Claudie\_PIERLOT.webp



celine.webp



chloe.jpeg

STABLE TREND

# BELTED LEISURE STYLE



-26%  
YOY



victoria beckham.jpg



heirlome.jpg



freepoeple4.webp



ZARA8.jpg



mango.webp



victoria beckham 2.jpg



joseph.webp

EARLY SIGN

# ASYMMETRIC HOURGLASS

+132%  
YOY



des\_phemmes-lime-green-double-breasted-blazer.jpg



Awge.jpg



prada7.avif



givenchy-.jpg



sourceunknown5.jpg.webp



zara3.jpg.webp



saint laurent.webp

EARLY SIGN

SHORT-SLEEVED

+65%  
YOY



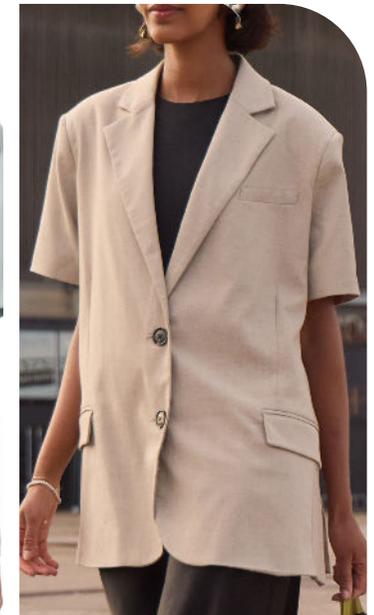
zara 7.jpg



victoria beckham.jpeg



feng chen wang.avif



streetstyle copenhagen.jpg



@linmick.jpg



sourceunknown1.jpg.webp



GANNI 2.webp

SAFE TREND

# MODERN COLLARLESS

+37%  
YOY



@fashionwonderer\_15.png



@anoukyve.jpg



herskind.jpg



givenchy.avif



garbeiele\_colangelo.jpg



cfcl-0.png



tibi5.jpg

# BLAZER DETAILS

+8%  
YOY

## MILITARY BUTTON



balmainss240011-c77dd5ef02d6ab1c530d.JPG.webp



Giambattista Valli.jpg



zara4.jpg.webp

-7%  
YOY

## BOW TIED



helmut lang.avif



ganni.avif



freepoeple1.webp

# BLAZER FABRICS

+44%  
YOY

## RUSTIC LINENS



ZARA 11.jpg



freepeople.png



@brittanyxavier 2.jpg

+32%  
YOY

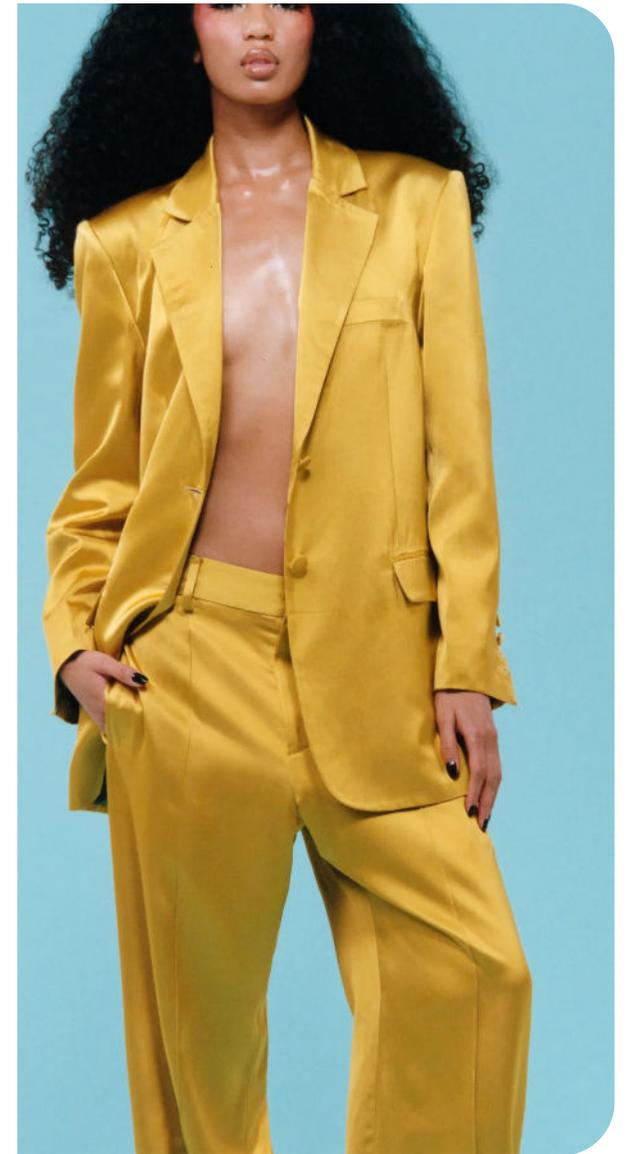
## CHIC SATINS



@vannesahong.png



retrofete3.jpg



theophilio.jpg.webp

# BLAZER FABRICS

## AIRY SHEERS



+7%  
YOY



The Garment.jpg



twinsset copy.webp



maxmara.avif



-14%  
YOY



twinsset.webp



giambattista valli.avif

## OPENWORK & LACE



adeam-bks-s24-092.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



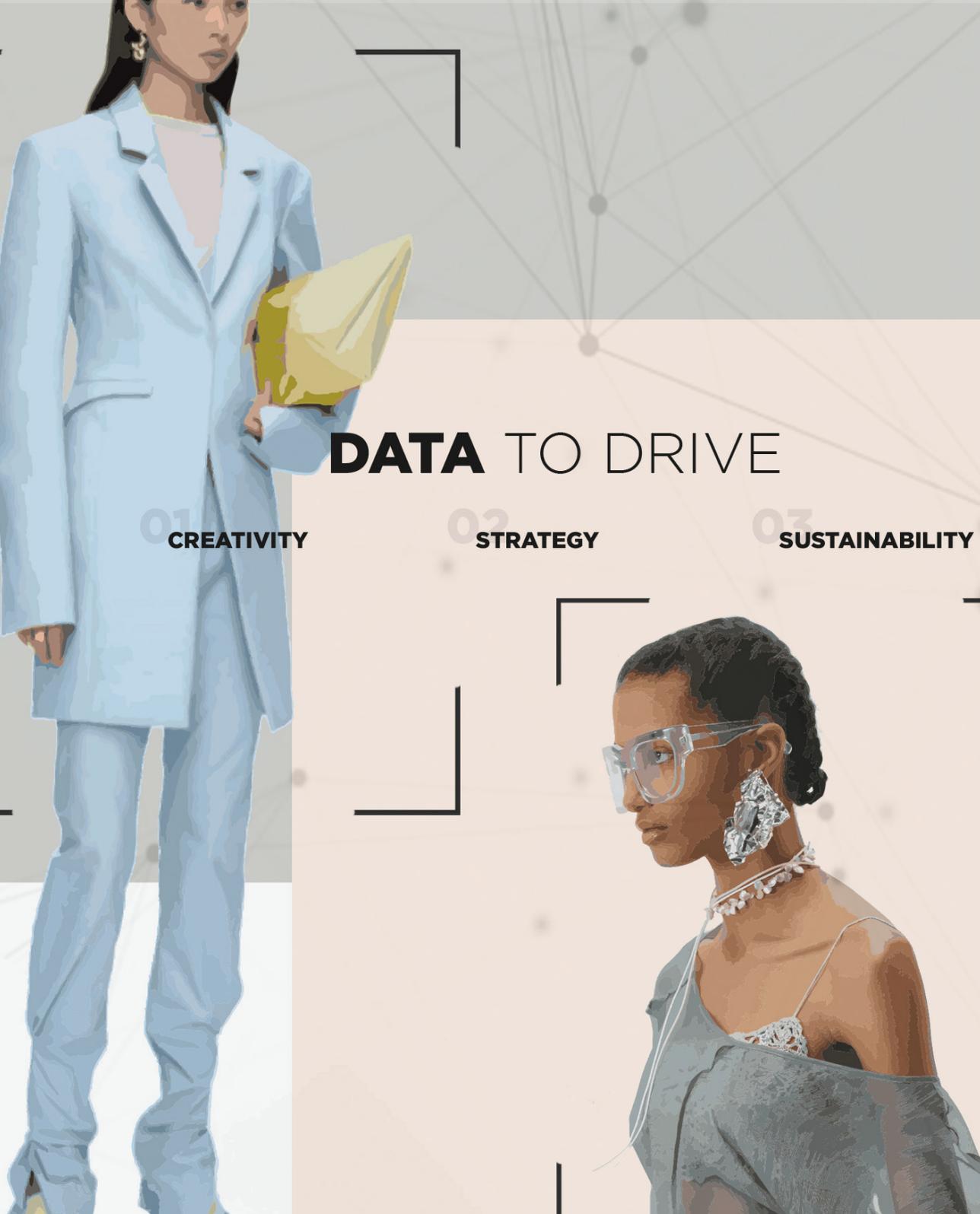
### TEST

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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