



WOMENSWEAR
SS 2025
FASHION SHOWS
KEY COLORS
SHOES & BAGS



LIVETREND

SS25 KEY COLORS SHOES & BAGS INTRODUCTION



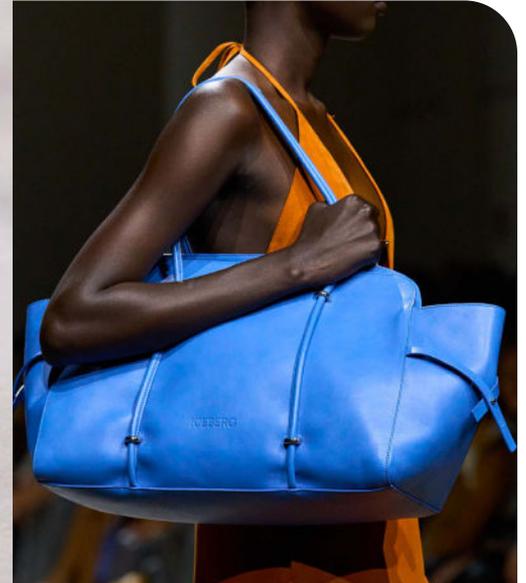
biagiotti.jpg



gucci-107.jpg



ferragamo-107.jpg



iceberg-054.jpg



FASHION SHOWS

Timeless Boldness The Spring Summer 2025 collections showcased colorful accessories, from bags to shoes. While some brands revisited timeless colors with boldness such as pure immaculate white and deep black, others embraced dazzling color ranges inspired by primary colors, as if they had just stepped out of a tube of paint. In a color-block pattern, red, yellow and blue are, the key tones, alongside a bright green, which brings a touch of light to the summer collections. As a sign that environmental challenges are at the heart of our society's concerns, shades inspired by our biosphere are once again making their way onto the catwalks of luxury brands this season. From olive green to sandy tones, dark brown is becoming the new black essential to include in our wardrobe for summer 2025. In our latest Womenswear SS25 reports, we noted that transparency was a key edgy trend for ready-to-wear, and the same is true for accessories. Between half-hidden and half-seen, lines are blurring to shape minimalist and contemporary designs.

This forecasting report is based on Data extracted from 225 International fashion shows of NY, London, Milan and Paris with 52 000 products analyzed. The trends are organized by visibility (number of looks presenting the trend attribute) and the percentage shows the trend growth compared to SS24 fashion shows. Find the relating icons & stamps on the last slide.

[ACCESS ALL IMAGES
CLICKING HERE](#)



TIMELESS COLORS



LIVETREND

SS25 KEY TIMELESS COLORS **PURE WHITE**

BIG TREND



vallant.jpg



biagiotti.jpg



coperni.jpg



simkhai.jpg



emporio armani (2).jpg



fiorucci.jpg



stella mccartney (2).jpg

SS25 KEY TIMELESS COLORS **DEEP BLACK**

BIG TREND



simkhai_1.jpg



max mara.jpg



gabriela hearst.jpg



chloé.jpg



carven.jpg



ferragamo_1.jpg



comey.jpg



**BOLD
COLORS**



LIVETREND

SS25 KEY BOLD COLORS **SEA BLUE**

STABLE TREND



ferragamo.jpg



patou.jpg



emporio armani.jpg

SAFE TREND



bally.jpg



ottolinger.jpg



scervino.jpg

OCEAN BLUE

CYAN BLUE



SS25 KEY BOLD COLORS **SOLAR YELLOW**

STABLE TREND



anteprima.jpg



jw anderson.jpg



giambattista valli.jpg



erdem.jpg



carven_1.jpg



lacoste.jpg



anteprima (2).jpg

SS25 KEY BOLD COLORS **RED ALERT**

SAFE TREND



stella-mccartney.jpg



ferragamo (2).jpg



ganni.jpg



miu miu.jpg



tibi.jpg



adam-leenaerd-055.jpg



van-noten.jpg

SS25 KEY BOLD COLORS **BRIGHT GREEN**

STABLE TREND



lacoste.jpeg



ralph-lauren.jpg



burberry.jpg



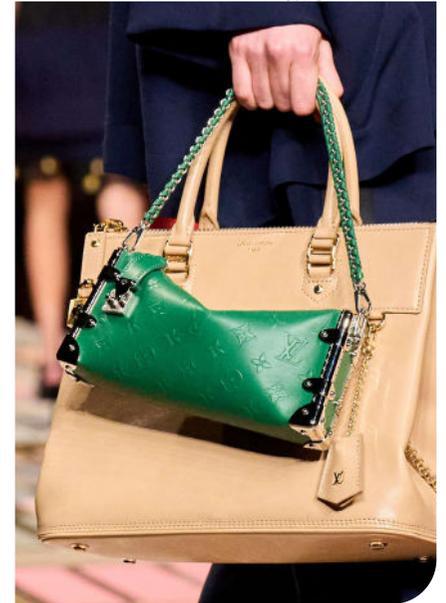
federico.cina.jpg



anteprima (2)_1.jpg



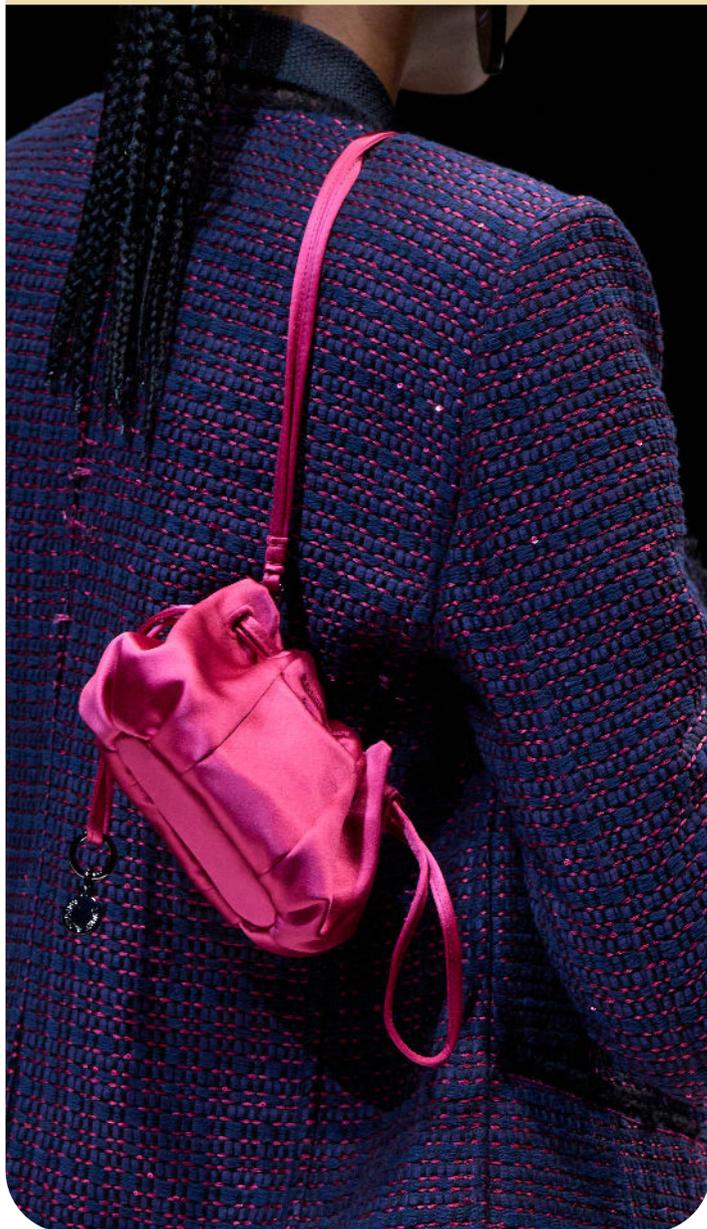
lacoste_1.jpg



vuitton.jpeg

SS25 KEY BOLD COLORS **PINK FOREVER**

STABLE TREND



emporio-armani_1.jpg



sandy-liang.jpg



fiorucci_1.jpg



chloe.jpg



popova.jpg



bally_1.jpg



carven_2.jpg



NATURAL SHADES



LIVETREND

SS25 KEY NATURAL SHADES **DARK SOIL**

BIG TREND



knwls.jpg



ferragamo_2.jpg



miu miu_1.jpg



tibi-clp-s25-062.jpg



max-mara.jpg



wijnants.jpg



max-mara-081.jpg

SS25 KEY NATURAL SHADES **VEGETAL KHAKI**

SAFE TREND



acne.jpg



attico.jpg



stella-mccartney_1.jpg



miu miu.jpeg



emporio-armani.jpg



iceberg_1.jpg



mugler.jpg

SS25 KEY NATURAL SHADES **DESERT LAND**

BIG TREND



akris.jpg



marant.jpg



tod-s-035.jpg



andreadamo.jpg



burberry_1.jpg



iceberg_2.jpg



stella mccartney.jpg



SOFT PASTELS



LIVETREND

SS25 SOFT PASTELS

STABLE TREND



fendi.jpg



biagiotti 1.jpg



kent curwen.jpg

SAFE TREND



iceberg-081.jpg



ganni (2).jpg



versace (2).jpg

SWEET POWDER

LIMY YELLOW



METALLIC SHINE



LIVETREND

SS25 METALLIC LUNAR SILVER

SAFE TREND



attico_1.jpg



attico (2).jpg



ling.jpg



coperni (2).jpg



erdem (2).jpg



stella-mccartney_2.jpg



sara wong.jpg



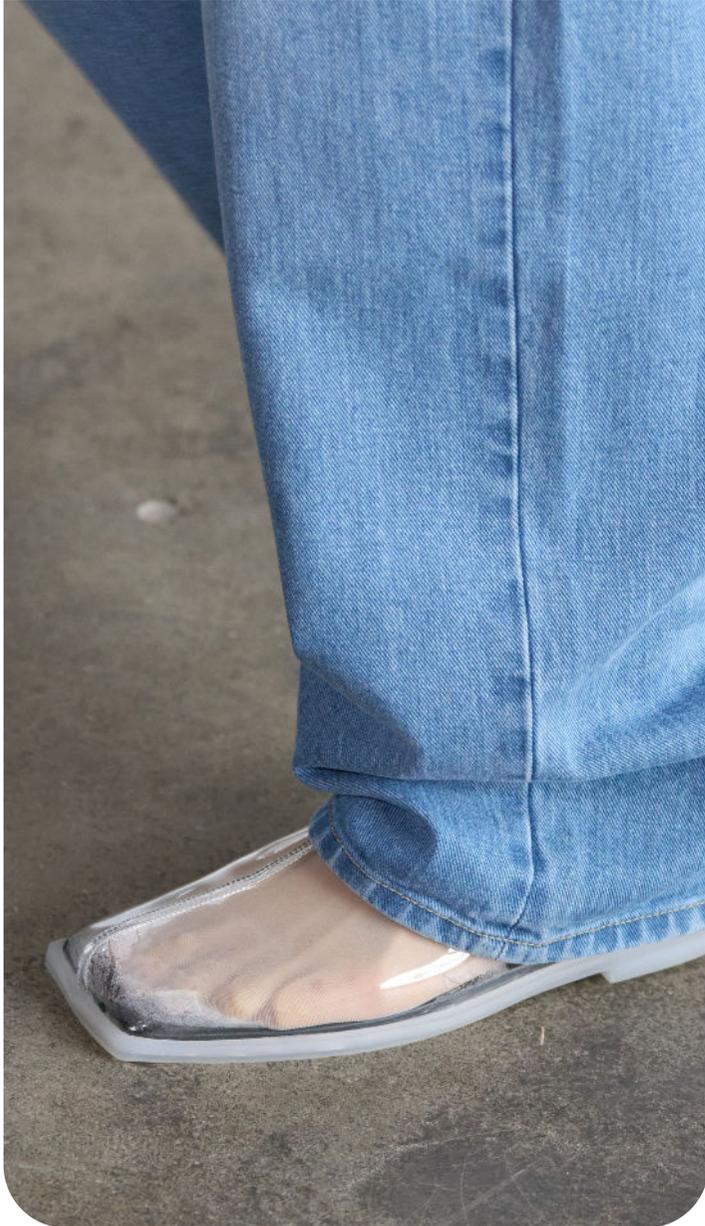
NEUTRAL TRANSPARENCY



LIVETREND

SS25 NEUTRAL TRANSPARENCY NUDE STYLE

EARLY TREND



tibi_1.jpg



victoria-beckham.jpg



rabanne-webp



fendi-clp-s25-042.jpg



dries van-noten.jpg



rocha.jpg



rokh.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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