



WOMENSWEAR
SS2025
FASHION SHOWS
KEY COLORS



LIVETREND

SS25 COLORS INTRODUCTION



Christopher Esber50.jpg



zimmermann49.jpg



BOSS 46.jpg



Fendi 40.jpg



FASHION SHOWS

Neutrals & Ethereal Pastels. The SS25 fashion shows revealed a dominant presence of black, white, and neutrals, accounting for more than 8000 looks on the runways, almost wondering if these were really summer collections. Neutrals saw a remarkable rise of +263%, signaling their growing importance in contemporary styles. Pastels made an appearance, often paired with soft, sheer fabrics to evoke a sense of intangible emotions and shifts into new color dimensions. While these „no-color“ shades are building the backbone of many collections, a glimpse of bold colors are used to create modernist and sophisticated color-blocking, blending the basics with striking hues. Overall, the rise in neutrals may reflect a shift toward sustainability and versatility in fashion, allowing for seasonless, adaptable wardrobes. The delicate use of pastels with sheer fabrics suggests a desire to explore emotional depth and a softer, more poetic approach to color expression in SS25.

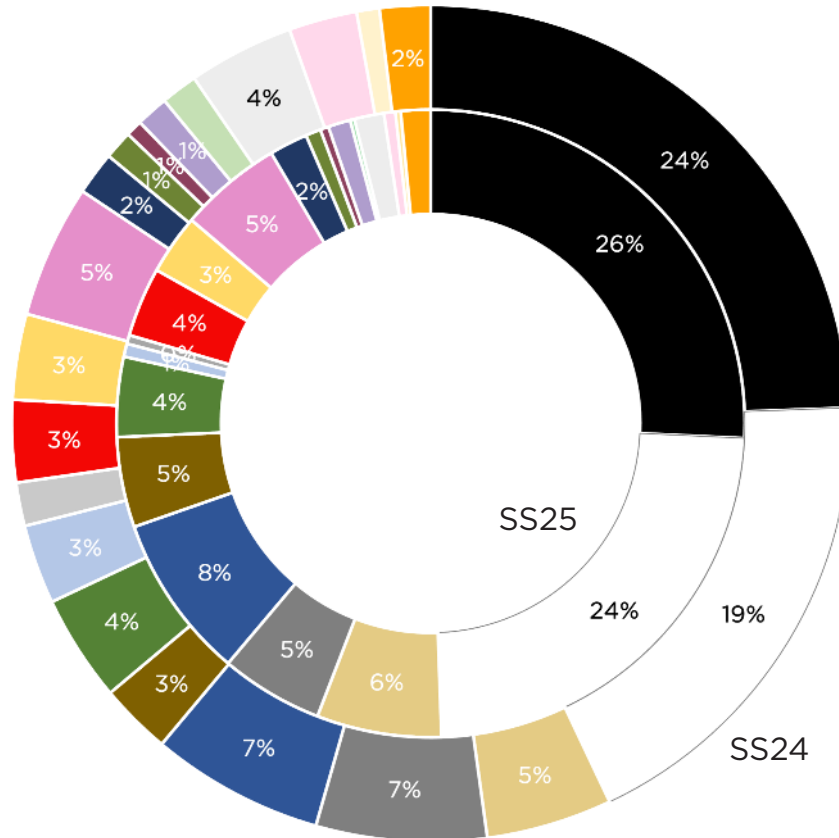
This forecasting report is based on Data extracted from 225 International fashion shows of NY, London, Milan and Paris with 52 000 products analyzed. The trends are organized by visibility (number of looks presenting the trend attribute) and the percentage shows the trend growth compared to SS24 fashion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

[ACCESS ALL IMAGES
CLICKING HERE](#)

SS25 COLORS ASSORTMENT

FASHION SHOWS COLOR ASSORTMENT

- BLACK
- WHITE
- BEIGE
- GREY
- BLUE
- BROWN
- GREEN
- LIGHT BLUE
- LIGHT GREY
- RED
- YELLOW
- PINK
- NAVY
- KHAKI
- BURGUNDY
- PURPLE
- LIGHT GREEN
- METALLIC
- LIGHT PINK
- LIGHT YELLOW
- ORANGE



The Neutrals Reinassance.

The SS25 fashion season marks a significant change from the color trends of past seasons. It is clearly a season dominated by white, whose presence has increased from 19% of the overall color assortment last year to 24% today. Combined with neutrals and black, 63% of the color palette is now covered by “no color”. This reflects a complicated market situation and resulting in easy, commercial choices, a growing minimalism that sees the peak of quiet luxury.

However, the tints are evolving in multiple directions, with no clear consensus. Some hues are inspired by reassuring classics and retro browns and yellows, intimate ethereal pastels contrasted by flashes of vivid colors, in some unexpected clash. Greens range from soft mint hues to acid lime and from bright green to sophisticated khaki tones. Pink remains stable but is explored in diverse ways. This broad lack of focus on specific hues suggests a deeper uncertainty from brands. Rather than following set trends, SS25 is emerging as a season of ambiguity and fluidity. The very absence of a clear trend is potentially signaling a more complex, uncertain era in fashion.

SS25 TOP COLORS NEUTRALS



Chloe.jpg



Khaite.jpg



Zimmermann 39.jpg

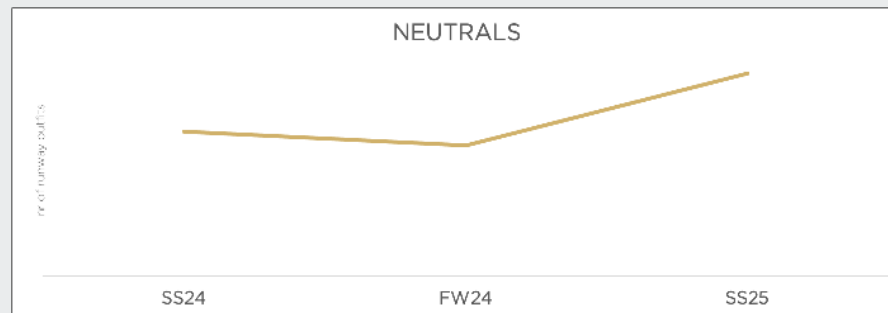


Michael Kors.jpg



Fendi.jpg

1394
LOOKS



+263%
YEAR ON YEAR

SS25 TOP COLORS **ETHEREAL PASTELS**



delcore.jpg



Christopher Esber50.jpg



prabal-gurung2.jpg

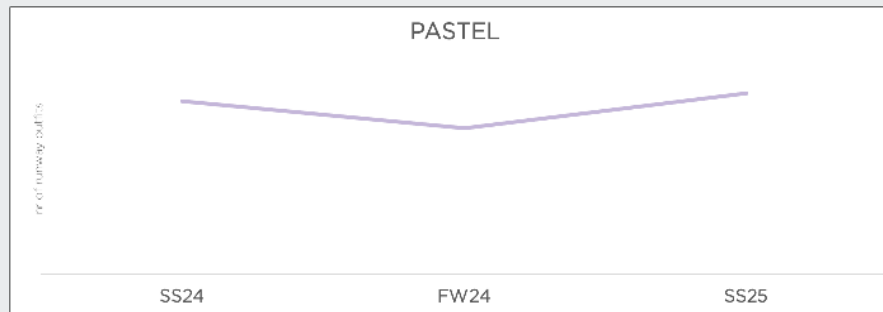


carven10.jpg



Sportmax.jpg

707
LOOKS



+5%
YEAR ON YEAR

SS25 TOP COLORS **SHADES OF GREY**



Stella Mc Cartney.jpg



Alberta Ferretti 15.jpg



Emporio Armani 74.jpg



Acne Studios 5.jpg



Fendi 40.jpg

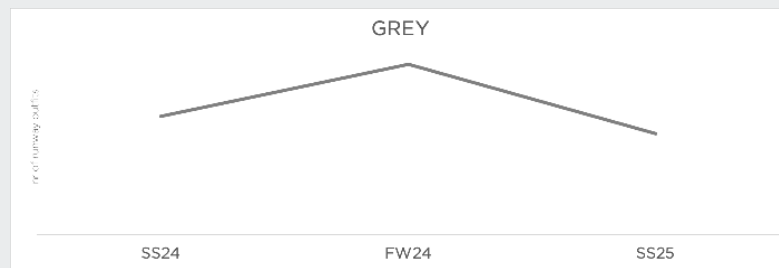


Loewe 7.jpg



Bottega Veneta_1.jpg

723
LOOKS



-15%
YEAR ON YEAR

SS25 TOP COLORS **EARTHY BROWN**



andreadamo 2.jpg



alaia.jpg



andreadamo.jpg



boss.jpg



loewe

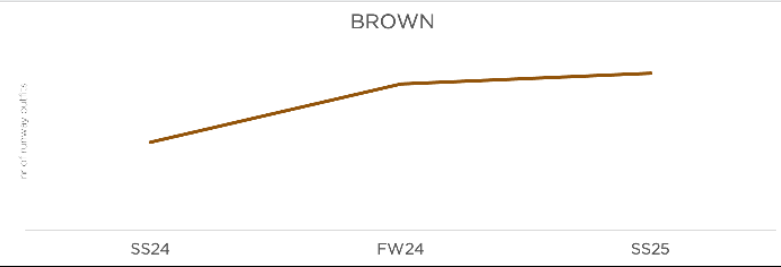


Miu Miu 41.jpg



Chicco Mao 55.jpg

636
LOOKS



+79%
YEAR ON YEAR



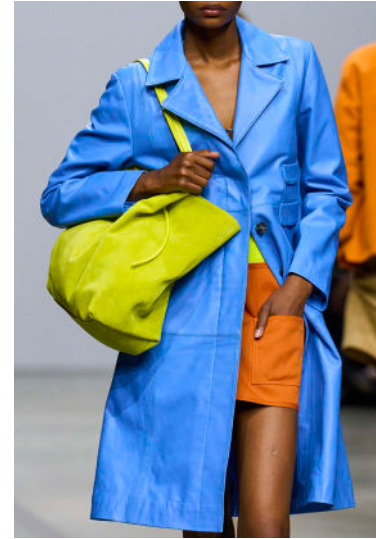
SS25 TOP COLORS **BLUE**



Miu Miu.jpg



Chloé57.jpg



iceberg31.jpg



Coperni 1.jpg



Acne Studios 17.jpg

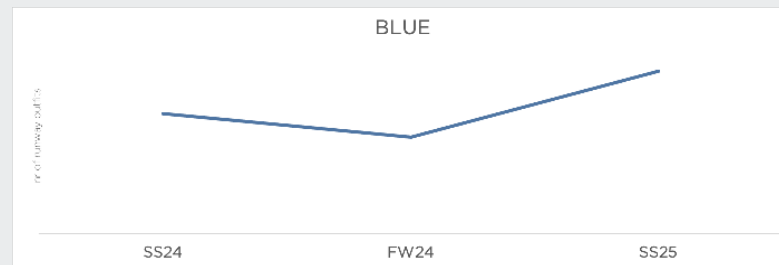


Loewe.jpg



Ferragamo 45.jpg

1162
LOOKS

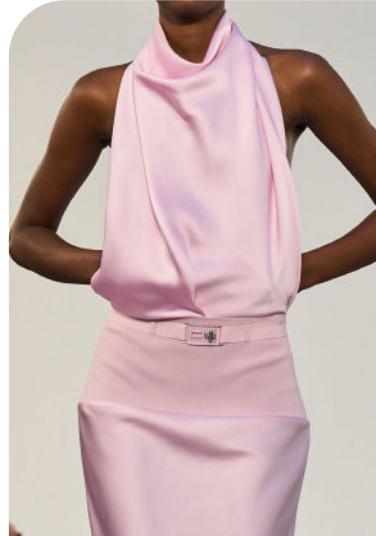


+35%
YEAR ON YEAR

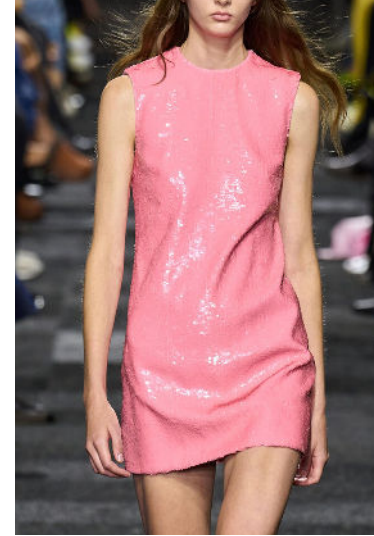
SS25 TOP COLORS **PINK**



Sandy Liang 31.jpg



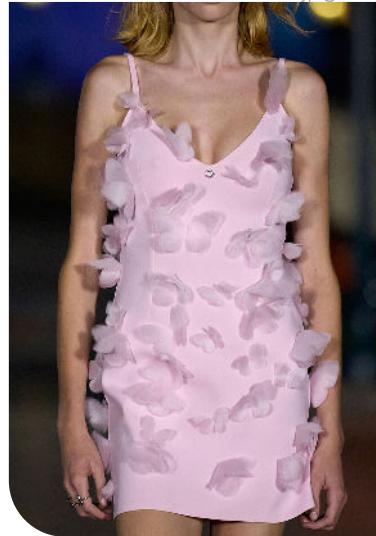
Brandon Maxwell 39.jpg



JW Anderson 15.jpg



Bottega Veneta 50.jpg



coperni 22.jpg

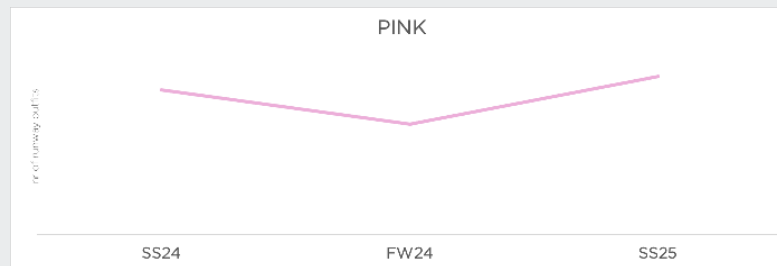


Miu Miu 62.jpg



Kate Barton 27.jpg

725
LOOKS



+10%
YEAR ON YEAR

SS25 TOP COLORS GREEN



Scervino (2).jpg



erdem.webp



Sunnei



prada.webp



Coach43.jpg

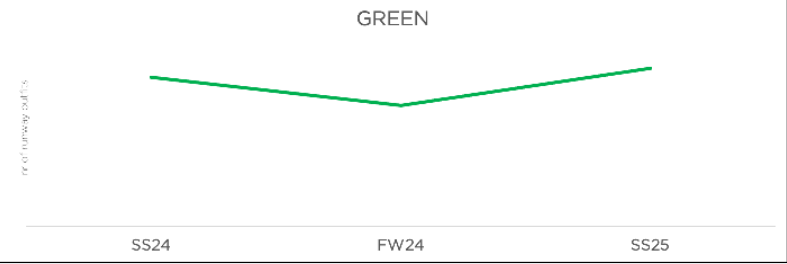


Iceberg41.jpg



gucci.jpg

562
LOOKS



+6%
YEAR ON YEAR



SS25 TOP COLORS **VIVID RED**



patou.jpg



proenza schouler.jpg



stella mccartney.jpg



toga.jpg



balmain.jpg

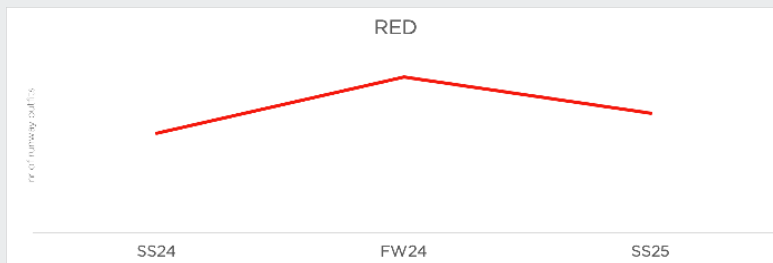


simone rocha.jpg



balenciaga.jpg

490
LOOKS



+20%
YEAR ON YEAR

SS25 TOP COLORS **YELLOW**



Luisa Spagnoli 49.jpg



chloe 1.jpg



Moschino 53.jpg



Saint Laurent 48.jpg



Rochas 24.jpg

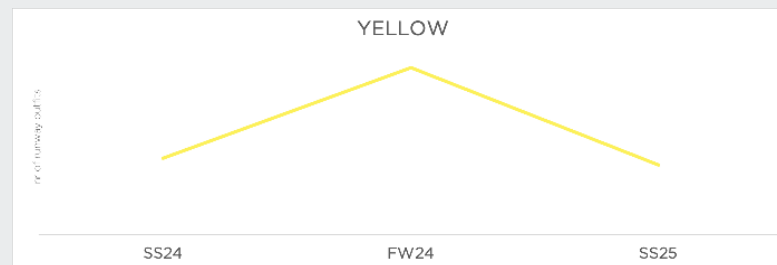


The Attico 12.jpg



Tods 26.jpg

424
LOOKS



+0%
YEAR ON YEAR

SS25 TOP COLORS **LUXE NAVY**



The Attico.jpg



Mame Kurogouchi26.jpg



dojaka.jpg



vuitton 36.jpg



time.jpg

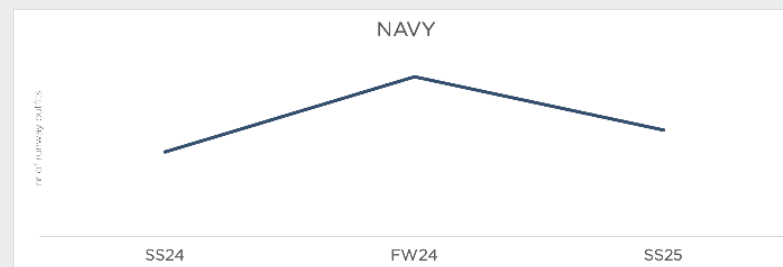


maxwell.jpg



Vivetta 2.jpg

271
LOOKS



+26%
YEAR ON YEAR

SS25 HIGHLIGHT COLOR BLOCK



iceberg 24.jpg



Bottega Veneta.jpg



Prada.jpg

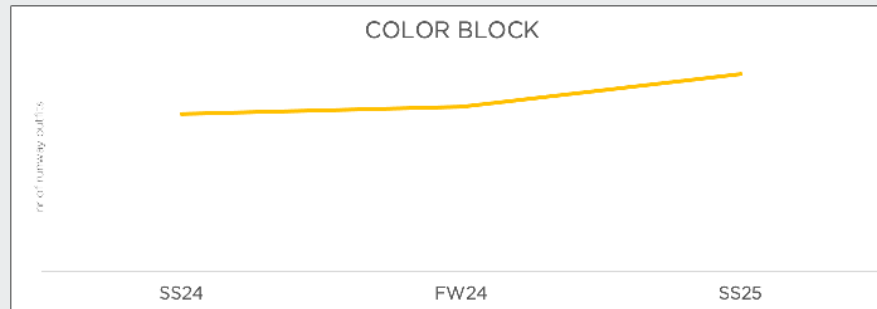


Tibi



miumiu 32.jpg

431
LOOKS



+25%
YEAR ON YEAR

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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