



WOMENSWEAR
SS 2025
FASHION SHOWS
KEY MATERIALS
& PATTERNS



LIVETREND

SS25 MATERIALS & PATTERNS INTRODUCTION



kiko-kostadinov16.jpg

pasqualetti-143.jpg

dior-138.jpg

Balmain-100.jpg



FASHION SHOWS

Silent Elegance. The SS25 season is leaning heavily into plain fabrics and neutral tones, with a focus on understated luxury. Sheer fabrics, satin, and subtle sparkles are key features, bringing a soft, refined femininity to many collections. Designers have embraced clean, minimalist shapes creating a modern, elegant aesthetic that feels fresh yet classic. Prints and patterns take a backseat this season, acting more as accents than the centerpiece. When they do appear, they tend to reflect retro motifs, florals or geometric patterns. Prints are providing just a hint of visual interest without overwhelming the overall simplicity. This restrained use of prints reinforces the season's emphasis on timeless versatility. Embellishments are still an important feature as sparkling and shimmering fabrics, bringing craftsmanship and a little bit of show off. This trend speaks to a new kind of luxury, one that is less about opulence and more about refinement, subtle details, and the quality of fabrics. It's a delicate balance between simplicity and elegance, seeking for a soft and quiet approach to fashion luxury.

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.

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CLICKING HERE](#)



KEY MATERIALS



LIVETREND

SS25 KEY MATERIALS DRAPERIE

BIG TREND



saint-laurent.webp



bottega-veneta.webp



stella-mccartney-.webp



peter-do.webp



victoria-beckham.webp

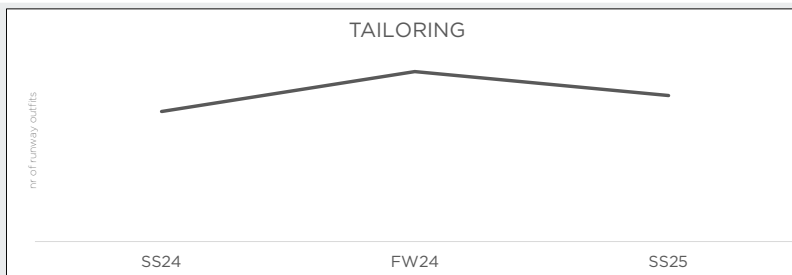


loewe-.webp



bottega veneta.webp

1389
LOOKS



+64%
YEAR ON YEAR

SS25 KEY MATERIALS **SHEER**



Del Core.webp



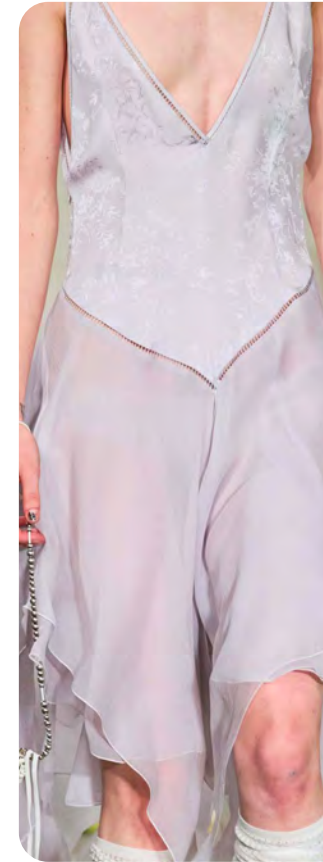
carven10.jpg



hermes.jpg



Anteprima (2).jpg



demeulemeester10.jpg



prabal-gurung2.jpg

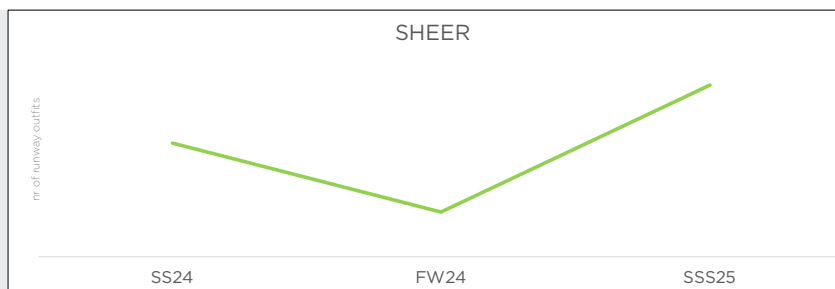
ORGANZA

SPORTY NET

FLOWY LAYERS

BIG TREND

1343
LOOKS



+52%
YEAR ON YEAR

SS25 KEY MATERIALS **KNIT**



demeulemeester-055.jpg



anteprima.jpg



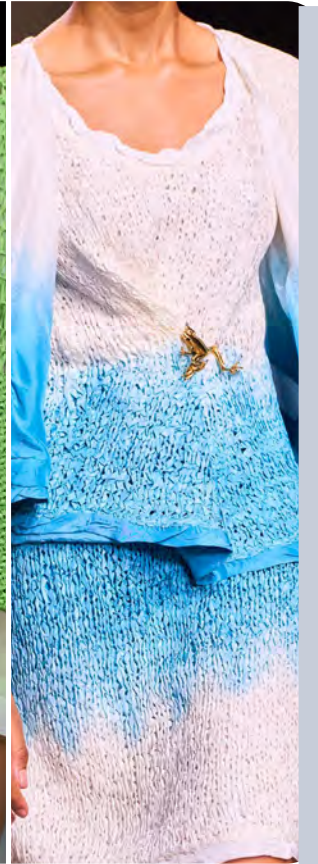
chloe-084.jpg



ralph-lauren-094.jpg



anteprima (2)_1.jpg



bottega-veneta-035.jpg

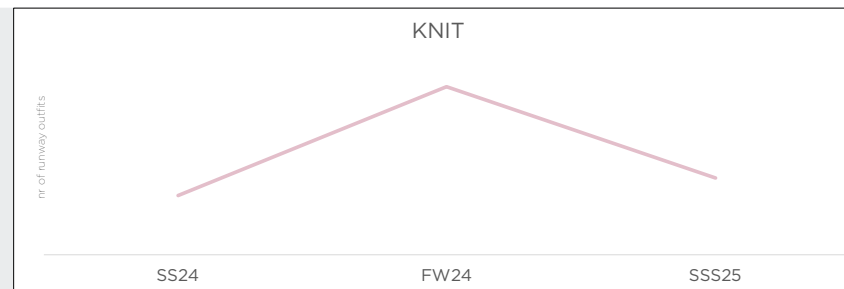
BARELY THERE

RESORT DOILY

CRAFTY RIBBONS

SAFE TREND

831
LOOKS



+40%
YEAR ON YEAR

SS25 KEY MATERIALS **SOFT NAPPA**



loewe2.jpg



chloe-53.jpg



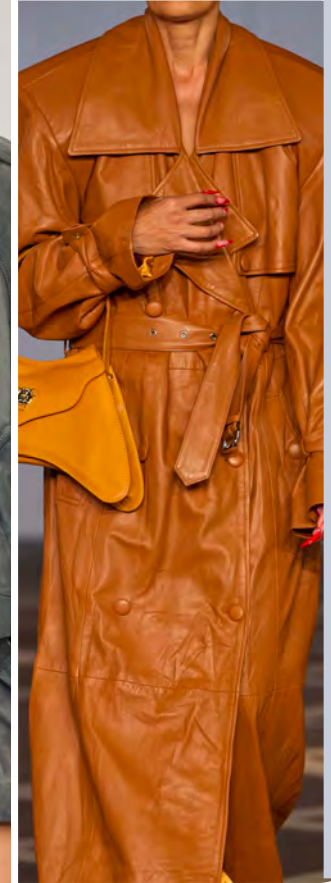
acne-69.jpg



ferragamo 2.jpg



acne-59.jpg

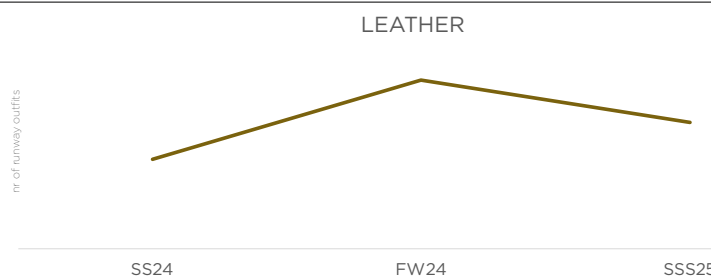


helen-anthony-36.jpg

MODERN MATTE

CRINKLED SURFACE

810
LOOKS



+59%
YEAR ON YEAR

SAFE TREND

SS25 KEY MATERIALS **SPARKLING**



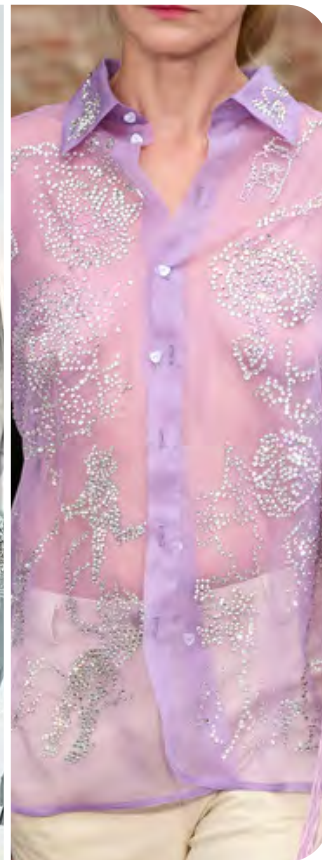
The Attico.jpg



burberry.jpg



-fendi-ss-2025-.webp



marcorambaldi49.jpg



Loewe 17.jpg



Noon by Noor 27.jpg

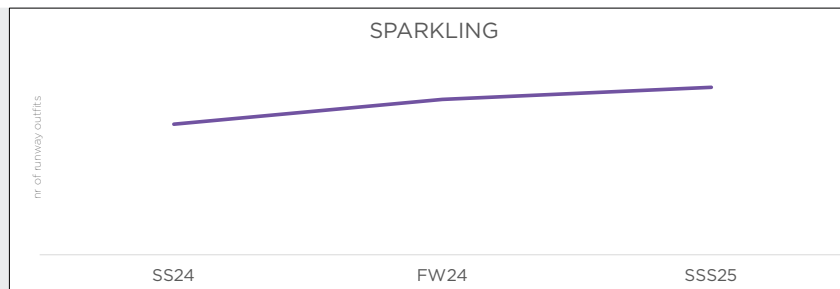
SPARKLING FRAYS

EMBELLISHMENTS

LIQUID SEQUINS

SAFE TREND

787
LOOKS



+29%
YEAR ON YEAR

SS25 KEY MATERIALS **SATIN**

BIG TREND



Sandy Liang_1.webp



Coperni_1.jpg



Sarawong34.jpg



JWAnderson2.jpg



prada78.jpg

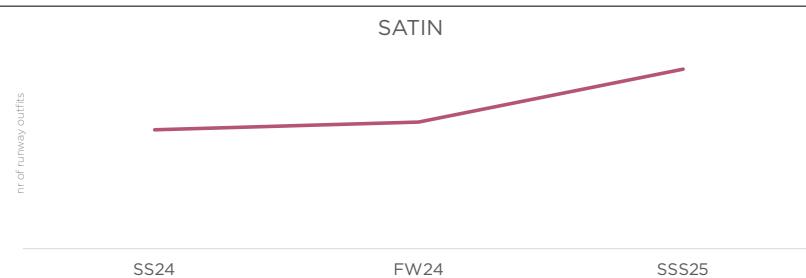


monse9.jpg



gcds-47.jpg

512
LOOKS



+174%
YEAR ON YEAR

SS25 KEY MATERIALS DENIM



bottega-veneta (2).jpg



schiaparelli9.jpg



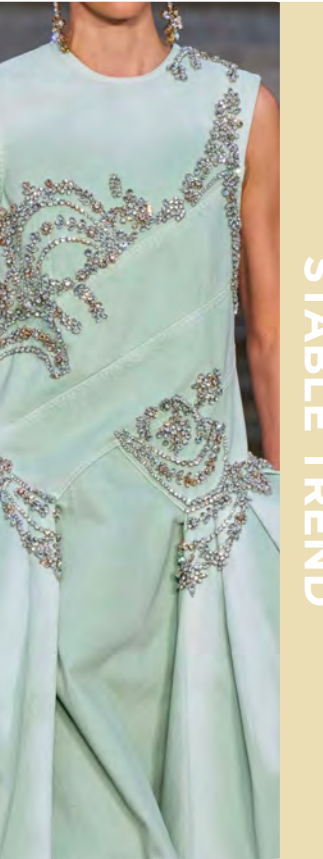
Coperni.jpg



stella-mccartney14.jpg



victoria-beckham11.jpg



erdem24.jpg

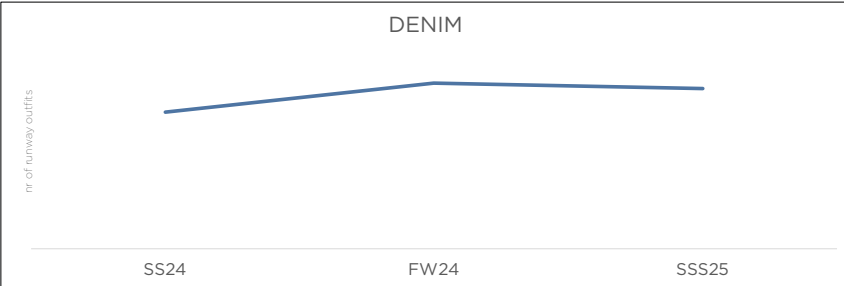
STABLE TREND

ALMOST BLUE

SPARKLE TEMPEST

DUSTY DELUXE

459
LOOKS



+5%
YEAR ON YEAR



SS25 KEY MATERIALS **FRINGES**

BIG TREND



bottega-veneta-atm-s25-013.jpg



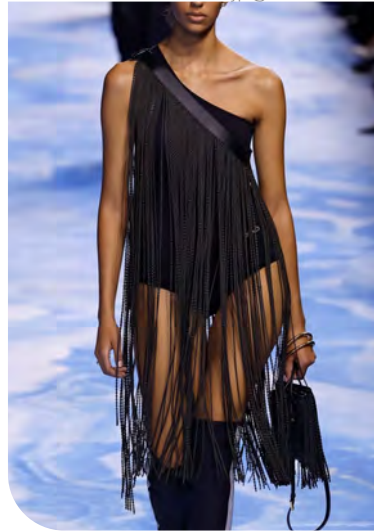
marant8.jpg



-antonio-marras-.webp



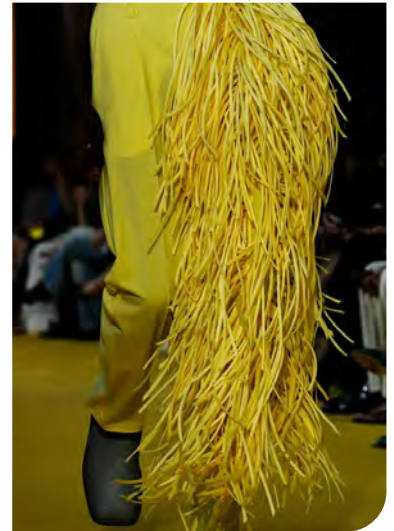
diesel.webp



christiandior.webp

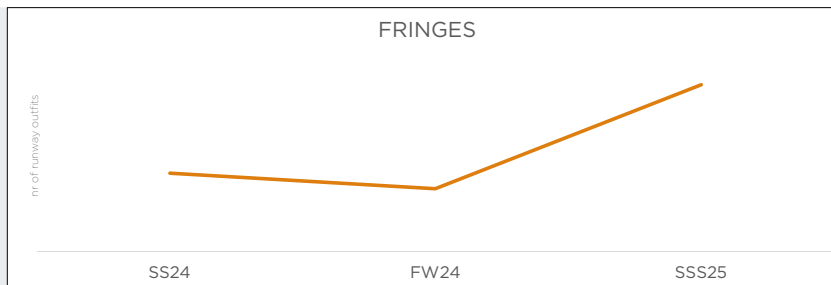


calcaterra.jpg



federico cina.webp

442
LOOKS



+106%
YEAR ON YEAR

SS25 KEY MATERIALS **GUIPURE LACE**

SAFE TREND



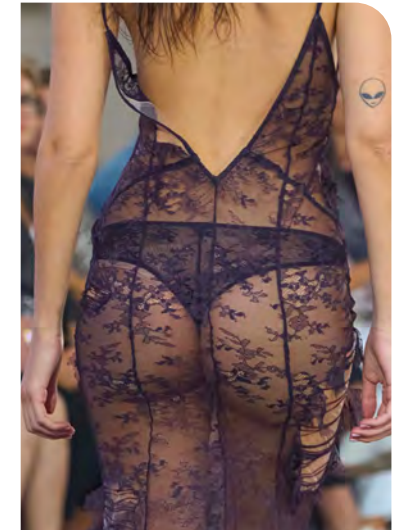
d&g52.jpg



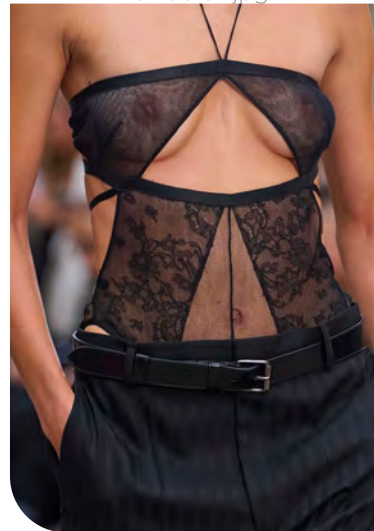
chloe137.jpg



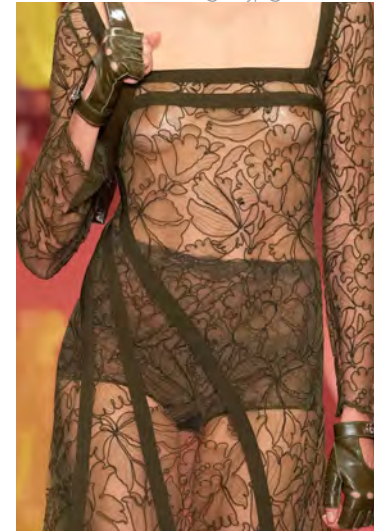
balenciaga1.jpg



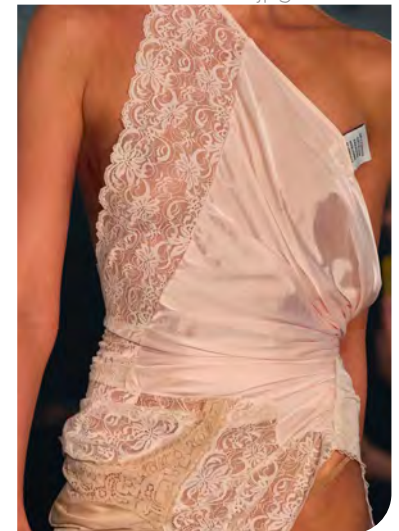
TheAttico60.jpg



stella-mccartney22.jpg



gucci 2.jpg

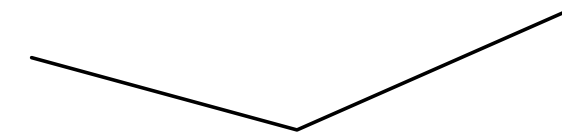


Vetements10.jpg

431
LOOKS

nr of runway outfits

LACE



SS24

FW24

SSS25

+34%
YEAR ON YEAR

SS25 KEY MATERIALS **SUEDE**

SAFE TREND



miu-miu7.jpg



tory-burch1.jpg



coach8.jpg



miu-miu16.jpg



marant1.jpg

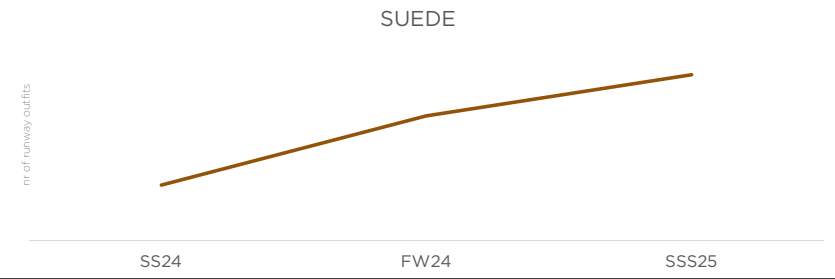


ralph-lauren30.jpg



iceberg68.jpg

108
LOOKS



+15%
YEAR ON YEAR



SS25 KEY MATERIALS FEATHERS

EDGY TREND



esber42.jpg



Van-Der-Kemp5.jpg



sacai6.jpg



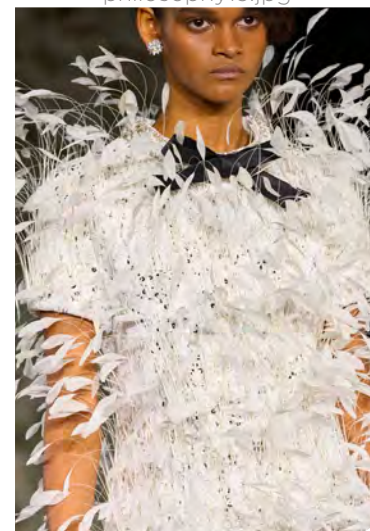
philosophy15.jpg



loewe9.jpg

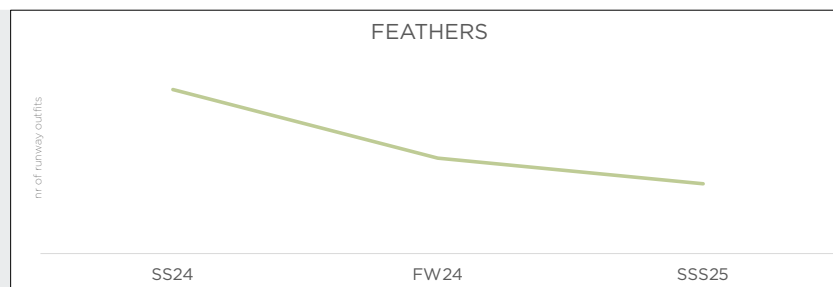


loewe10.jpg



richard-quinn42.jpg

88
LOOKS



-20%
YEAR ON YEAR

SS25 KEY MATERIALS **LUSH JACQUARDS**

EARLY SIGN



saint-laurent-.webp



FERRAGAMO.png



DRIES VAN NOTEN.png



-saint-laurent-.webp



bibhu-mohapatra.webp

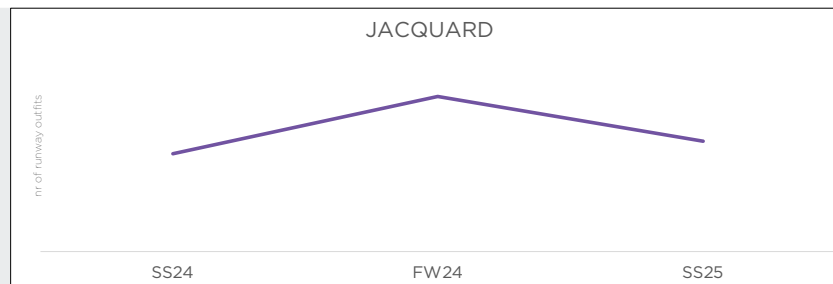


Kent_&_Curwen.png



Marques'Almeida.png

50
LOOKS



+65%
YEAR ON YEAR



KEY PATTERNS



LIVETREND

SS25 KEY PATTERNS **FLOWERS**



loewe13.jpg



chloe143.jpg



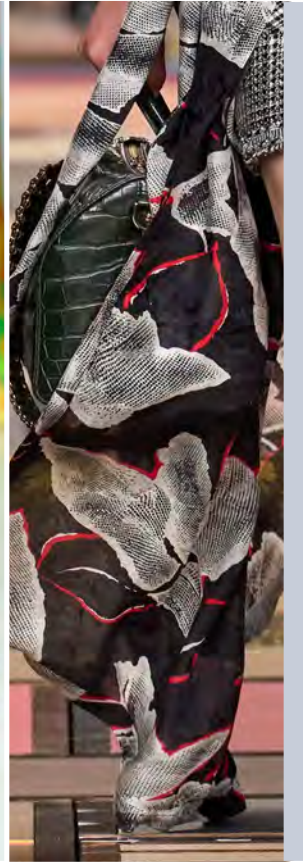
fendi73.jpg



miu miu.webp



zoomer.png



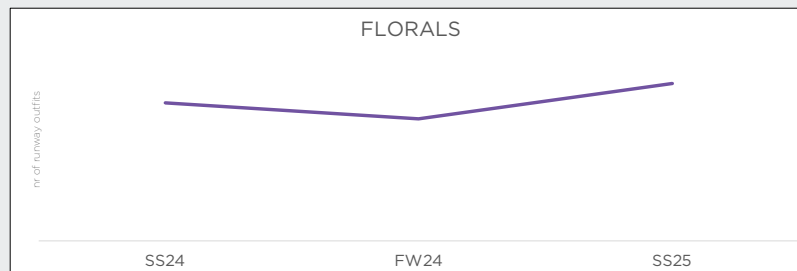
louis-vuitton.webp

GRANNY'S INTERIOR

GHOST BOUQUETS

BIG FLORALS

1684
LOOKS



+35%
YEAR ON YEAR

SAFE TREND

SS25 KEY PATTERNS **GRANNY'S WALLPAPER**

SAFE TREND



loewe13.jpg



chloé.webp



loewe-s2025.webp



chloe.webp



Loewe_.webp



-chloé-.webp



Vivetta.png

SS25 KEY PATTERNS **BIG FLORALS**

EARLY SIGN



Loewe_SS25_Backstage.webp



rabanne.png



-carolina herrera-.webp



chloe.webp



dolce-and-gabbana-.webp



-dries-van-noten-.webp



Loewe_SS25_.webp



SS25 KEY PATTERNS **GHOST BOUQUETS**

EARLY SIGN



fendi-.webp



-zimmermann-.webp



-fendi-.webp



fendi_.webp



-versace_.webp



dries van noten-.webp



-zimmermann.webp

SS25 KEY PATTERNS **POSITIVE-NEGATIVE**

EARLY SIGN



versace.webp



Capturedecran2024-10-13à00.34.41.png



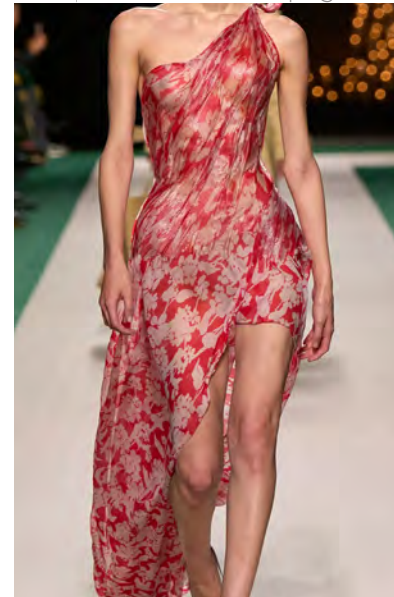
patrick mcdowell.png



versace-.webp



MICHAEL Kors.png



victoria-beckham.webp



Louis_vuitton.png

SS25 KEY PATTERNS **STRIPES**



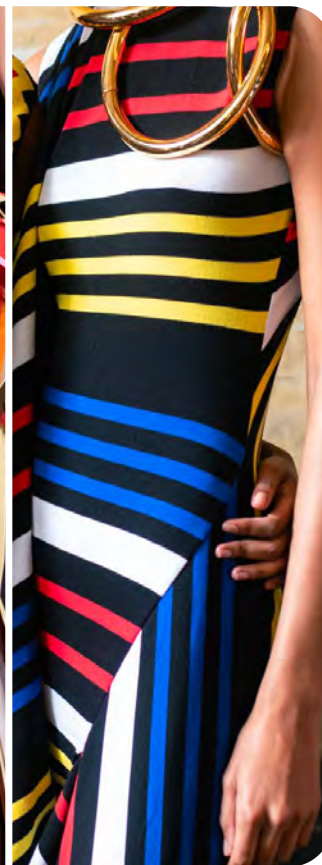
versace-webp



Vaillant Studio 17.jpg



bottega-veneta.jpg



missoni-076.jpg



fendi32.jpg



Des Phemmes 5.jpg

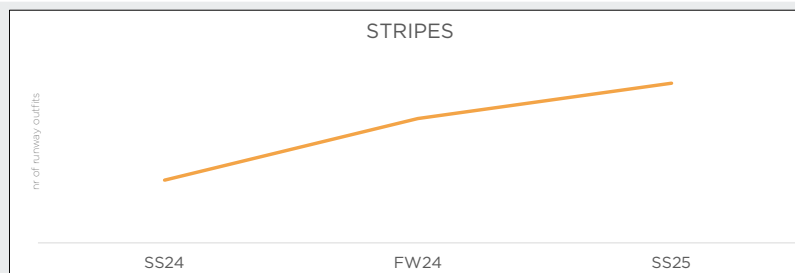
RETRO STRIPES

BOLD RESORT

PINSTripES

SAFE TREND

721
LOOKS



+38%
YEAR ON YEAR

SS25 KEY PATTERNS **RETRO KNITTED STRIPES**

STABLE TREND



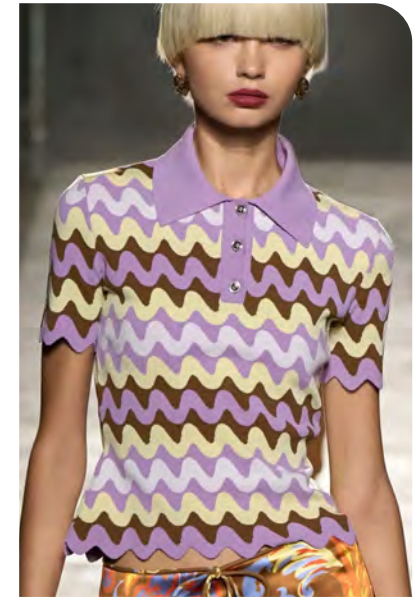
kent&curven.png



casablanca.png



+monse+.png



versace-spring-2025.webp



monse.png



AKNVAS.png



chanel.png

SS25 KEY PATTERNS **BOLD RESORT**

EARLY SIGN



missoni.webp



+bottegaveneta+.webp



-bibhu-mohapatra-.webp



ulla-johnson-.webp



missoni-spring-2025.webp



andreas-kronthaler.webp



-proenza-schouler-.webp

SS25 KEY PATTERNS CHECKS



sacai38.jpg



Acne Studio.webp



Collina Strada 25.jpg



LaQuan Smith 6.jpg



Miu miu_1.webp



Schiaparelli 37.jpg

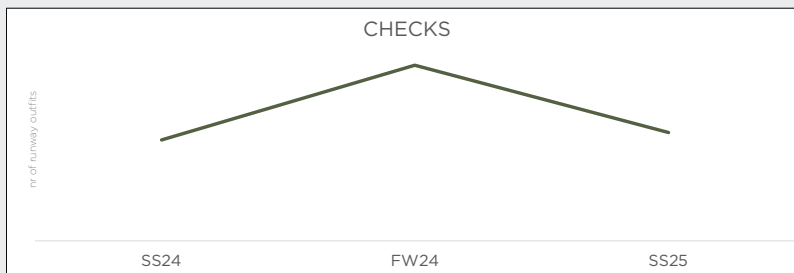
CABIN PLAID

DAZED TARTAN

RETRO GRIDS

STABLE TREND

299
LOOKS



+10%
YEAR ON YEAR

SS25 KEY PATTERNS **GEOMETRICS**



miu miu 43.jpg



emilia-wickstead.webp



bottega-veneta.webp



ferragamo.webp



Shuting Qiu 15.jpg



acne53 copy.jpg

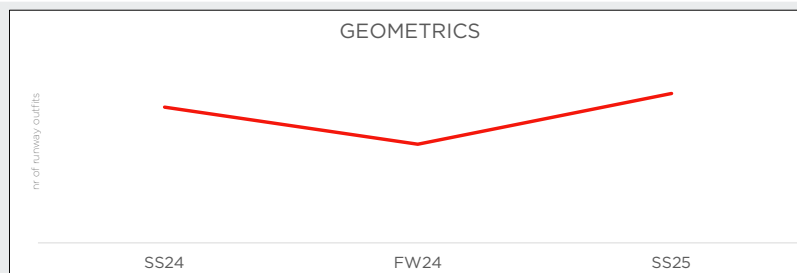
SAFE TREND

RETRO OPTICAL

ABSTRACT

BOLD DOTS

222
LOOKS



+30%
YEAR ON YEAR

SS25 KEY PATTERNS **RETRO OPTICAL**

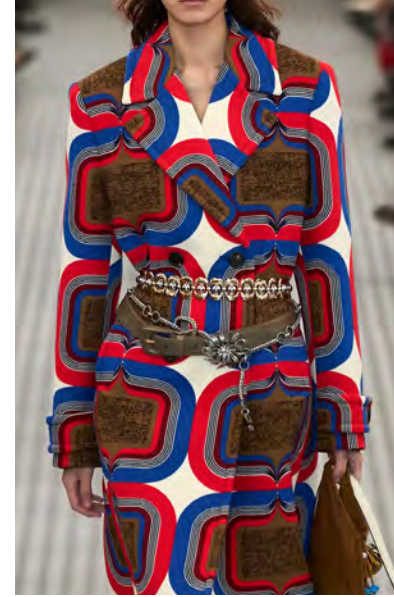
EARLY SIGN



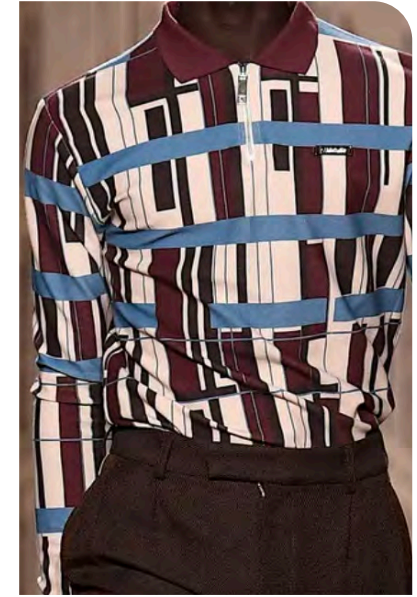
miu-miu.webp



Ahluwalia.png



-miu-miu-.webp



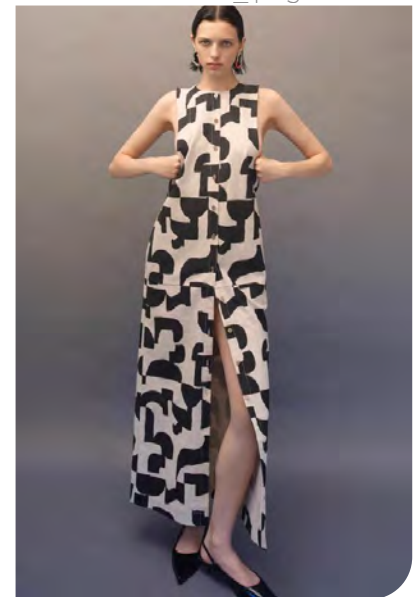
Ahluwalia_.png



emilia-wickstead.webp



Patrick-Mcdowell .png



rumche.jpg

SS25 KEY PATTERNS **ABSTRACT**

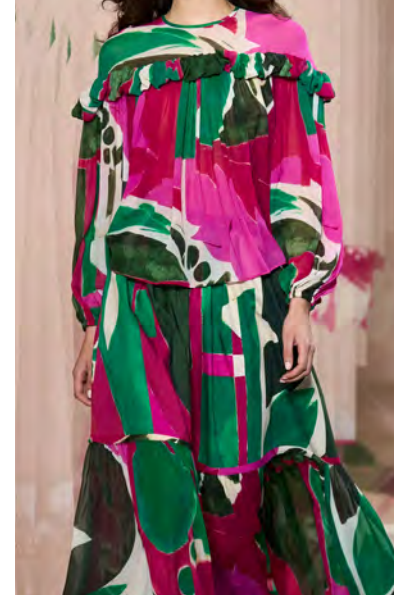
EARLY SIGN



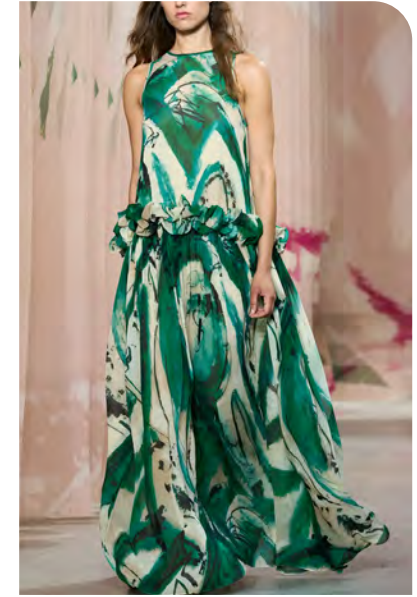
bottega-veneta.webp



missoni-059.jpg



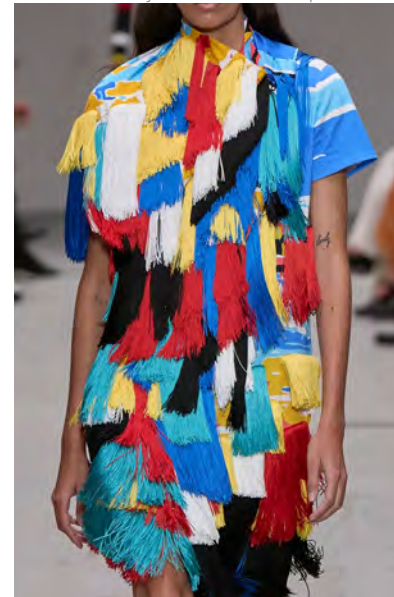
-ulla-johnson-.webp



ulla_johnson.webp



libertine.webp



-missoni-.webp



ferragamo.webp

SS25 KEY PATTERNS **POLKA DOTS**

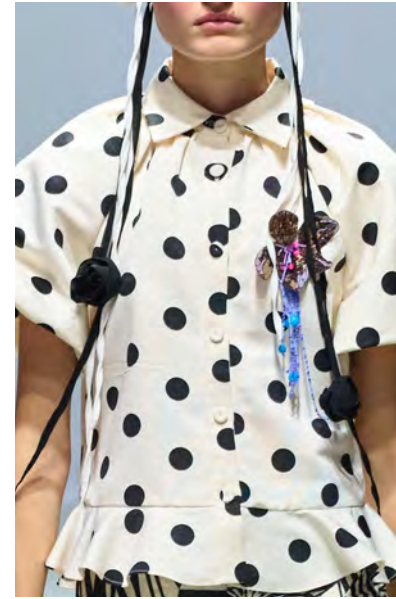
STABLE TREND



carolina herrera-.webp



Des Phemmes11 copy.jpg



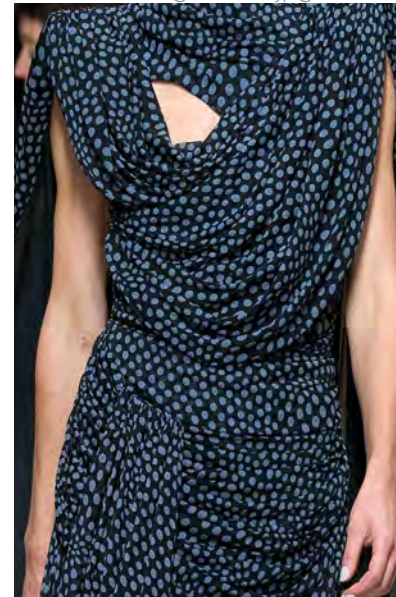
Shuting Qiu 15.jpg



acne.jpg



PATOU.jpg



Christopher Esber.jpg



moschino87.jpg

SS25 KEY PATTERNS **PLACED MOTIFS**



ester-manas.webp



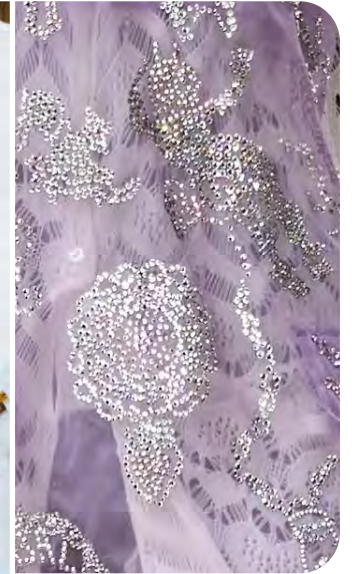
-coperni-.webp



philip lim.png



MM6.png



-marco-rambaldi-spring-2025-.webp



Maitrepierre.png



coperni-.webp



Private Policy.png



coperni.png



miu-miu-spring-2025-.webp



-fendi-ss-2025-.webp

CARTOONS

MESSAGES

EMBELLISHED BOUQUET

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

THANK YOU!

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