



WOMENSWEAR
SS 2025
FASHION SHOWS
EYEWEAR



LIVETREND

SS25 EYEWEAR INTRODUCTION



gucci (2).jpg



custo.jpg



lacoste (4).jpg



chloé 2.jpg



FASHION SHOWS

Geometric Eye The SS25 fashion shows have unveiled some of the singular eyewear and sunglasses that will become the must-haves of summer 2025. Retro lines or avant-garde vibe: the allure changes but the style remains. This season, we find rounded shapes inspired by 70s nostalgia, with tinted lenses adding a touch of color; while futuristic shapes boldly redefine the codes of eyewear. Oversized volumes are this summer's key models, as reflected in trekker shields and fly glasses. Geometric, square and rectangular glasses give new aesthetic directions to eyewear, while the aviator style remains a timeless staple that is updated season after season. The eyewear also brings a nerdy, masculine touch to the looks, reinterpreting the secretary look. SS25 eyewear bring strong contrasts and a mix of styles, going from boho, contemporary, to edgy in a glance.

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 EYEWEAR **THE RETRO OVERSIZED**

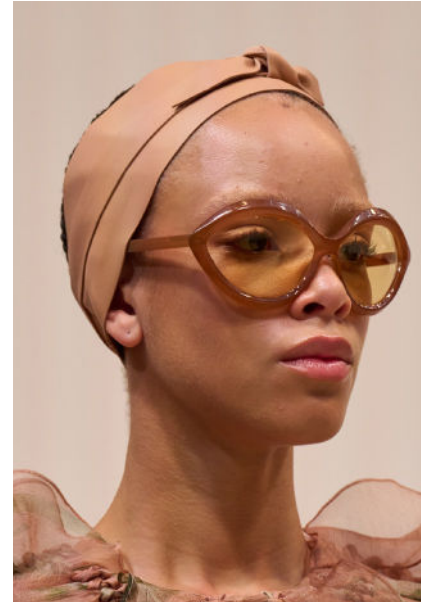
SAFE TREND



chloé.jpg



gucci.jpg



zimmermann 1.jpg



elie saab.jpg



zimmermann.jpg



nina ricci.jpg



esh.jpg

SS25 EYEWEAR **THE SOFT SQUARED SHAPE**

STABLE TREND



anderson.jpg



iceberg (2).jpg



ralph lauren 1.jpg



kent curwen.jpg



sarawong_1.jpg



saint laurent.jpg



sarawong (2).jpg

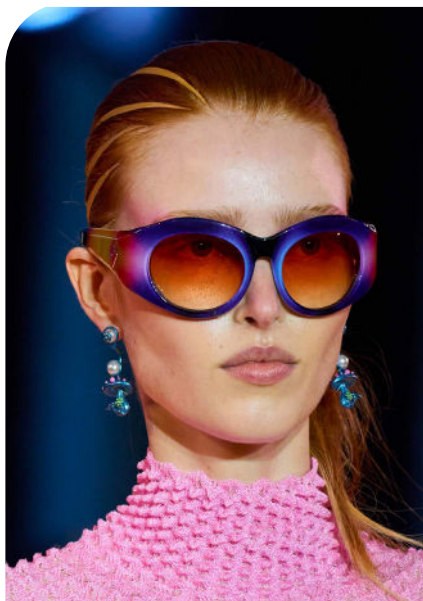


SS25 EYEWEAR **THE SUMMERY TINTED GLASSES**

EARLY SIGN



custo.jpg



casablanca.jpg



valli.jpg



tokyo-james.jpg



gucci_2.jpg



lacoste_1.jpg



max-mara-014.jpg

SS25 EYEWEAR **THE TINTED AVIATOR**

BIG TREND



kent curwen_1.jpg



andreadamo.jpg



loewe.jpg



miu miu_1.jpg



max mara.jpg



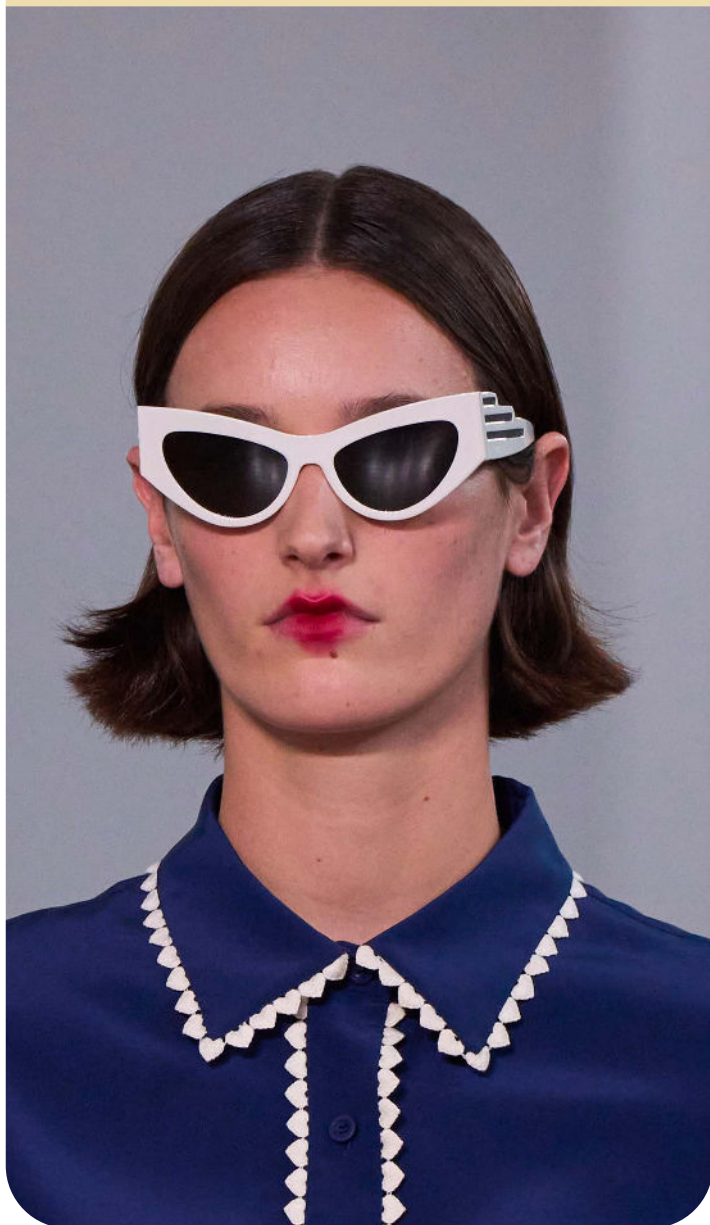
saint laurent_1.jpg



zimmermann_2.jpg

SS25 EYEWEAR **THE CAT EYE**

STABLE TREND



fiorucci.jpg



anderson (2).jpg



carven.jpg



ralph lauren.jpg



etro (2).jpg



herrera.jpg



zimmermann (2).jpg

SS25 EYEWEAR **THE RECTANGULAR LINES**

SAFE TREND



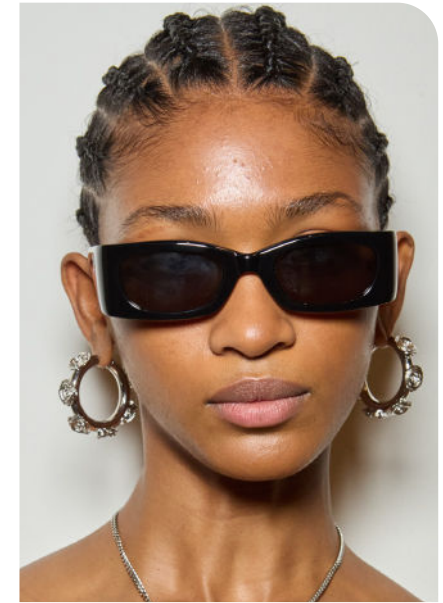
kors.jpg



lacoste (2).jpg



victoria beckham.jpg



kent curwen_2.jpg



victoria beckham (2).jpg



lacoste.jpg



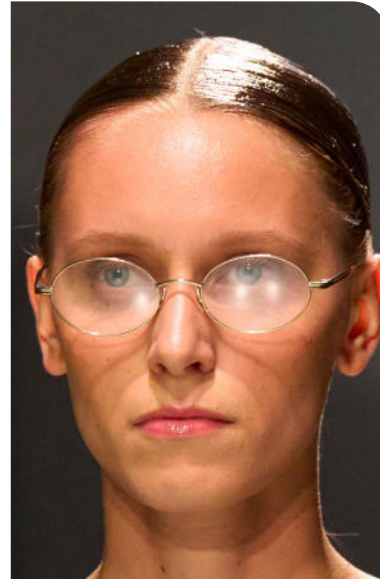
kors (2).jpg

SS25 EYEWEAR **THE OFFICE EDGE**

STABLE TREND



acne_1.jpg



ester manas.jpg



private policy.jpg

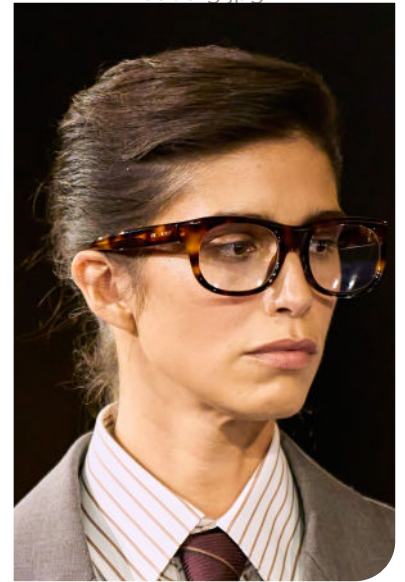
BIG TREND



iceberg (2)_1.jpg



iceberg.jpg



saint laurent_2.jpg

THIN METALLIC FRAME

MASCULINE TWIST



SS25 EYEWEAR THE CUT-OUT FRAME

EARLY SIGN



lacoste_2.jpg



gcds.jpg

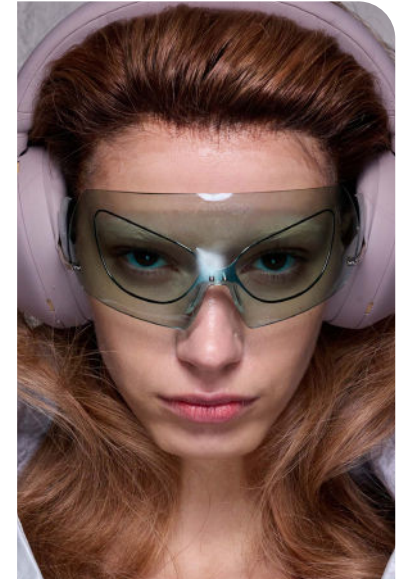


moschino (3).jpg

EARLY SIGN



off white.jpg



ottolinger.jpg



mohapatra.jpg

HALF FRAME

INVISIBLE STRUCTURE

SS25 EYEWEAR **THE ELLIPSE**

BIG TREND



coperni.jpg



coperni 2.jpg

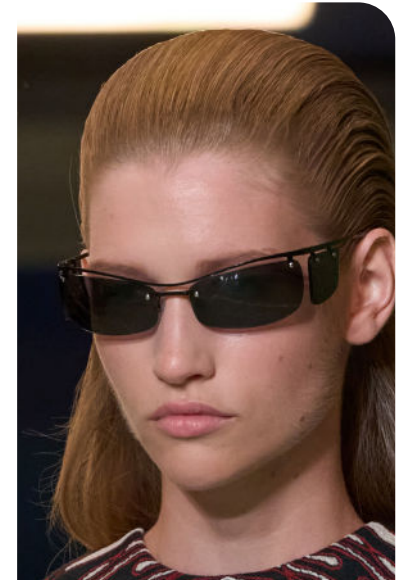


ph5.jpg

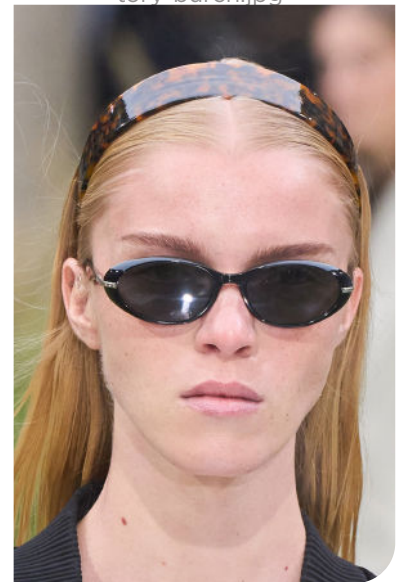
EARLY SIGN



acne.jpg



tory-burch.jpg



boss.jpg

THE RACER

THE SPACE CAT



SS25 EYEWEAR THE SHIELDS

EDGY TREND



courreges.jpg



ottolinger 2.jpg



ralph-lauren 2.jpg



mm6.jpg



stella mccartney_1.jpg



ralph lauren_2.jpg



philipp plein.jpg

SS25 EYEWEAR **THE FLY GLASSES**

EDGY TREND



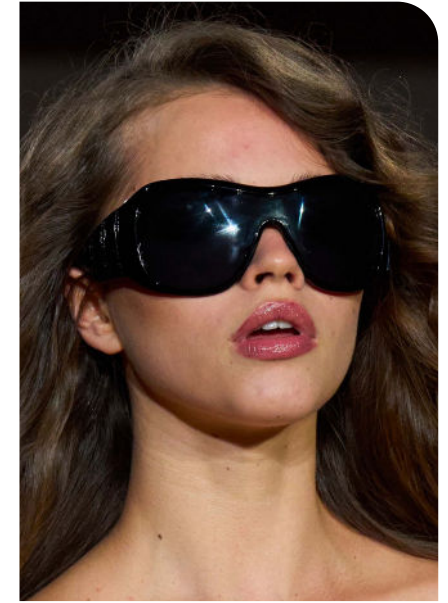
avavav.jpg



diesel (2).jpg



miu miu_2.jpg



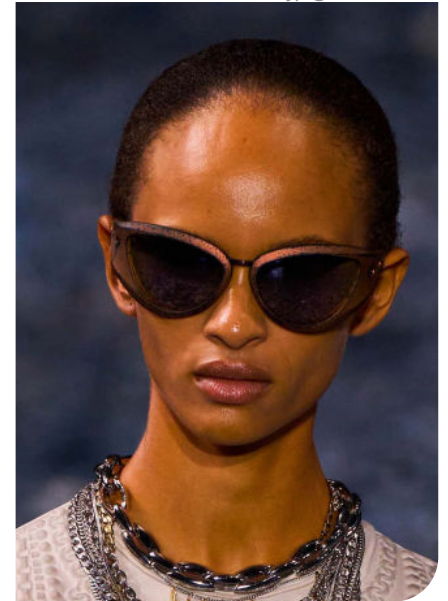
untitled & co.jpg



prada.jpg



sarawong.jpg



diesel.jpg

SS25 EYEWEAR **OTHER HIGHLIGHTS**



miu miu.jpg



sara wong.jpg



stella mccartney.jpg



diesel_1.jpg



cardin (2).jpg



prada_1.jpg

2 IN 1 SHAPE

UPSIDE DOWN

SCREEN GLASS

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!

You may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit any such content, nor may you distribute any part of this content over any network, sell or offer it for sale, or use such content to construct any kind of database. You may not alter or remove any copyright or other notice from copies of the content on any Livetrend report.

If you have further needs, please contact us via chat.