



**KIDSWEAR**  
SS 2026  
FORECASTING  
**OUTERWEAR**



LIVETREND

# SS26 KIDS OUTERWEAR INTRODUCTION



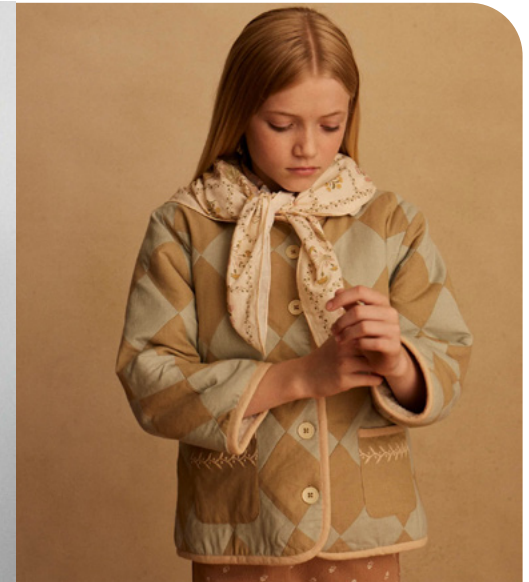
Zara.jpg



Lee kids (2).webp



zara\_50.jpg



apolina\_7.jpg



## Practicality in style.

## FORECAST

SS26 kids' outerwear delivers a versatile lineup blending utility, performance, and sophistication. A prominent blue-collar workwear vibe influences many designs, introducing rugged yet stylish pieces. Shackets and cabin-style jackets offer practical layering options with a rustic charm, perfect for transitional weather or outdoor adventures. On the performance side, airy windbreakers take center stage, emphasizing lightweight, breathable materials that offer comfort and functionality. These barely-there pieces are ideal for kids on the move, providing a sporty yet minimal aesthetic suitable for warmer days. For more polished looks, blousons and bombers evolve with refined details, striking a balance between casual cool and sartorial sophistication. These staples are versatile, pairing effortlessly with both laid-back and dressed-up outfits.

Similarly, the trench coat maintains its status as a key outerwear piece, embodying timeless elegance and adaptability for spring showers or cooler evenings. Adding to the chic lineup, the casual blazer makes its mark in kidswear, borrowed from adult tailoring trends. With its mix of rugged workwear, high-performance materials, and polished staples, SS26 kids' outerwear is as practical as it is stylish, catering to every adventure and occasion.

*This forecasting report is realized crossreferencing LIVETREND data from several sources to empower the expertise of our Trend Analysts to forecast the trends with concrete and quantitative information. Find the related data sources and icons on the last slides.*

[ACCESS ALL IMAGES  
CLICKING HERE](#)

BIG TREND

SS26 THE TRENCH



zara\_35.jpg



Owleybarn.png



Liebello (2).jpg



Dasha Noskova.jpg



Lolobole.jpg



apolina\_2.webp

CAR COAT

DOLL STYLE

STABLE TREND

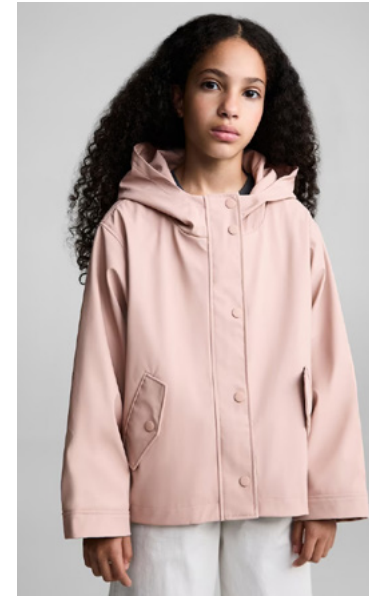
# SS26 THE CLEAN PARKA



@crislasag.png



zara\_58.jpg



mango\_3.jpeg



Little Dept.png



jacadi\_6.jpeg



After Another.jpg



reserved\_1.jpeg

SAFE TREND

# SS26 THE CONTRASTED CABIN



@aniaonopiuk.png



jelistudio\_1.jpg



My Little Star.jpg



zara\_50.jpg



Dasha Noskova (2).jpg



h&m\_3.jpeg



rototobebe\_9.jpg

SAFE TREND

# SS26 THE WORKWEAR SHACKET



Applesmile.webp



Lee kids (2).webp



Applesmile (2).webp



Ourlegacy.avif



Zara.jpg



Wolf&Rita.webp



The Simple Folk.jpg



Musinsakids.webp



Zara\_2.jpg



Stylenoriter.webp



W Concept.jpg



Owleybarn\_1.png



oopsmyboy\_1.jpg

RETRO LEATHER

PREPPY COLLEGE





zara\_10.jpg



Studio Untold.jpg



Zara.jpg



Ledum.jpg



Zara\_3.jpg



bbbeeeennn.webp



hm.avif







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Stylenoriter (2).webp



Musinsa kids (2).webp



Urlazhy.jpg



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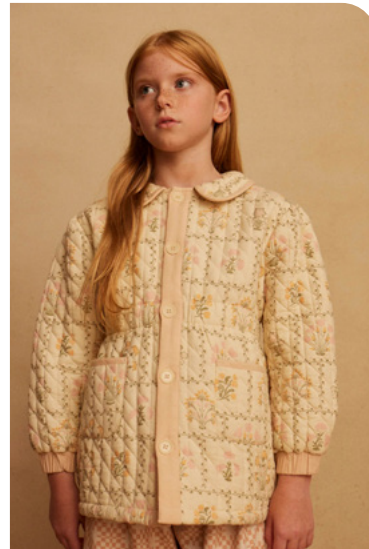
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@fishandkids.jpg



apolina\_9.jpg



Stylenoriter (3).webp



Sezane.avif



Takeasy.webp



Musinsa kids.webp

THE ROMANTIC JACKET

THE COLLARLESS VEST



STABLE TREND

# SS26 THE CASUAL BLAZER



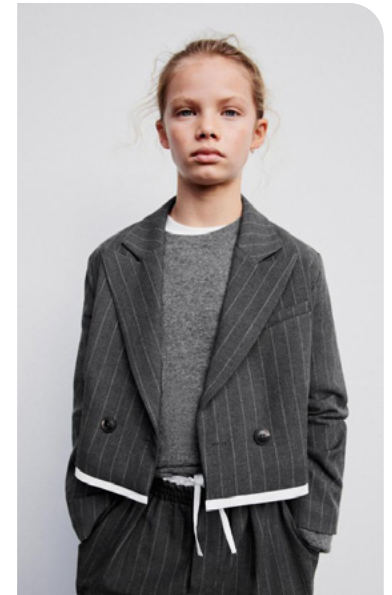
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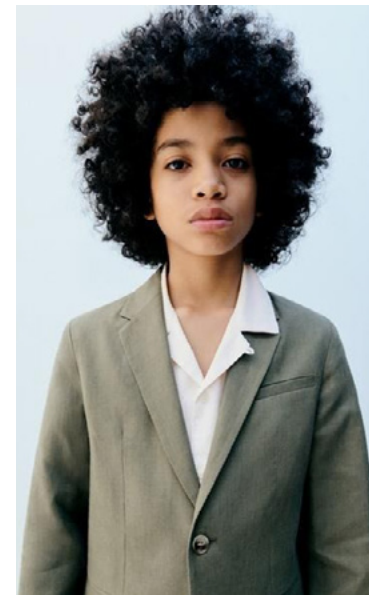
Mardi Mercredi.jpg



Zara (2).jpg



Kohls.webp



Zara\_1.jpg



Next.jpg

# DATA SOURCES & ICONS

## TREND GROWTH



### MARKET

YEAR ON YEAR TREND GROWTH ON E-COMMERCE



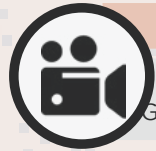
### SOCIAL MEDIA

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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