



WOMENSWEAR
FW25
UPDATE
DRESSES



LIVETREND

DRESSES UPDATE INTRODUCTION



@thestylestalkercom



@ileniatoma_.jpeg



streetstyle milan (2)



@camillecharrriere (1)



UPDATE

Retro Appeal.

For the winter season, dresses emphasize the body with delicacy, with fitted shapes. By contrast, light and flowing chiffon dresses blur the silhouette, in a romantic boho style. For nights-out, off-shoulder dresses are very popular, as asymmetrical one-shoulder necklines seducing with elegance. Satin dresses have been a must-have for some years and remain iconic this season, alongside lace dresses, symbol of the fusion of daywear and nightwear. Retro mini-dresses inspired by the 60's are on the rise. Long dresses keep seducing with high slits that show the legs and the boots. Dresses offer a wide palette of fabrics: from flowy chiffons, to stretch knits, to leathers and satins. Dresses with embellishments are a must-have of the season. The 3D effect is very popular, with bows or flowers in relief, embroidered with refinement on the dresses, which become more whimsical and bold. Details of pearls and jewels give the dresses a certain ladylike accent, under the influence of Chanel and its weed dresses with gold buttons. New volumes are bringing new hemline giving dresses a balloon effect that will be flourishing for SS26.

This report is based on Livetrend data extracted from Instagram & streetstyle images, from September to December 2024, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

**ACCESS ALL IMAGES
CLICKING HERE**

BIG TREND

FW25 DRESSES ROMANTIC FLOWING

WWW
+350%
YOY

IG
+53%
YOY



@netaporter (1)



@tamara (3).jpeg



@thestylestalkercom.jpeg



@angelafrink



@mytheresa (6).jpeg



@roopal_patel



@thassianaves (1).jpeg

www
+90%
YOY



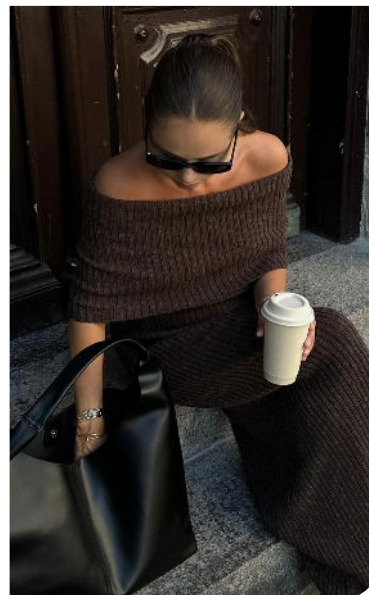
@cajmel.jpeg



@devwindsor (1).jpeg



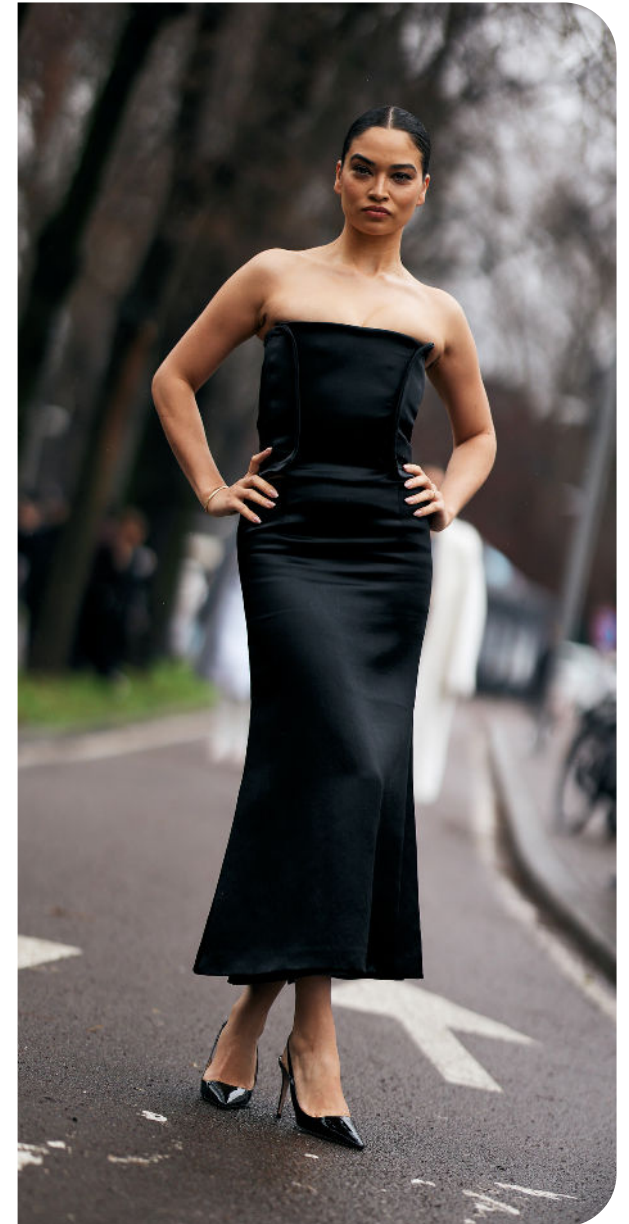
@paula_jarosz.jpeg



@mariakragmann (1).jpeg



@tamara.jpeg



streetstyle milan (3).jpg

WIDE NECKLINE

TUBE DRESS



SAFE TREND

FW25 DRESSES 60s MINI DRESS


+27%
YOY



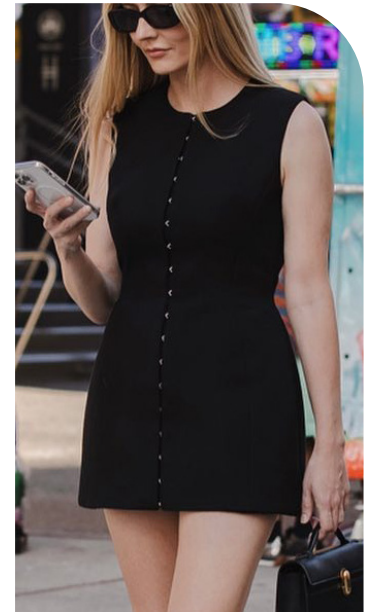
@monicanoz



streetstyle milan (2).jpg



streetstyle paris (3).jpg



@kristenmarienichols



streetstyle milan (1)_1.jpg



streetstyle paris (2)



streetstyle paris (4).jpg

STABLE TREND

FW25 DRESSES **PLUNGING NECKLINE**



+22%
YOY



@camillecharriere (1)



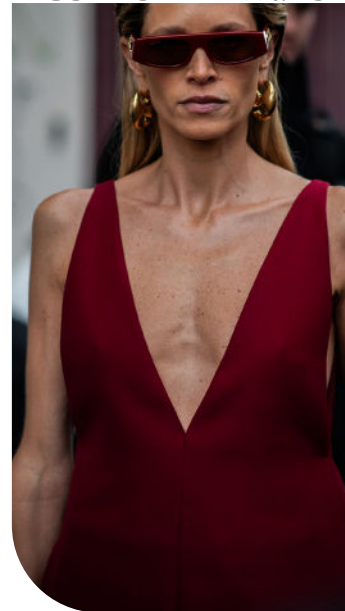
@greceghanem (1).jpeg



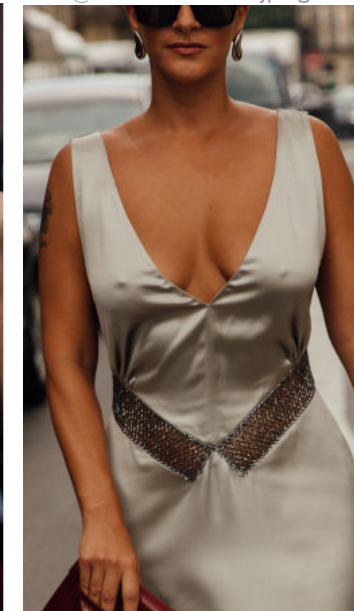
@mikaelahallen.jpeg



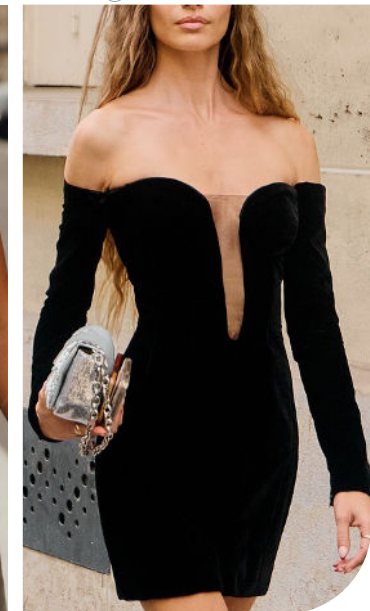
@leoniehanne



streetstyle milan (1)_2.jpg



streetstyle paris (2)



@thestylestalkercom_1.jpeg

STABLE TREND

FW25 DRESSES LADYLIKE CHANEL TWIST



+33%
YOY



streetstyle paris (1)



@theimpression.jpg



@angelafrink.jpeg



streetstyle paris



streetstyle milan



streetstyle paris (9)



streetstyle paris (11).jpg

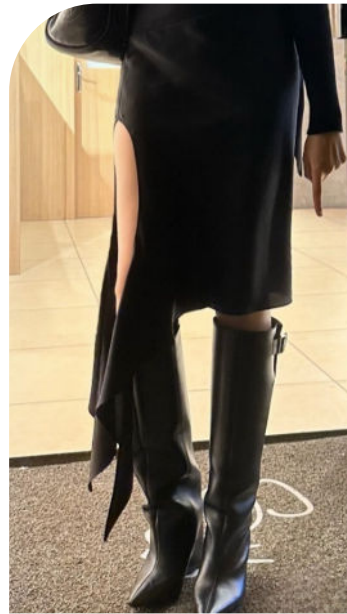
STABLE TREND

FW25 DRESSES **GLAM SLIT**

WWW
+50%
YOY



streetstyle paris (7)



@cchang (1).jpeg



@aminamuaddi (2).jpeg



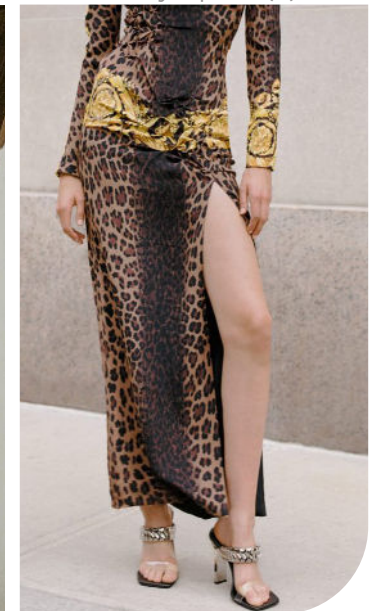
streetstyle paris (2)




@thestylestalkercom_2.jpeg



@shop_nonna



@farfetch.jpeg


+40%
YOY



streetstyle milan (4).jpg



@leleberlin.jpeg



@itsalicewang.jpeg



@aminamuaddi (3).jpeg



@tamara_1.jpeg



@rosielai (2).jpeg

ASYMMETRIC

DRAPED NECKLINE



EARLY SIGN

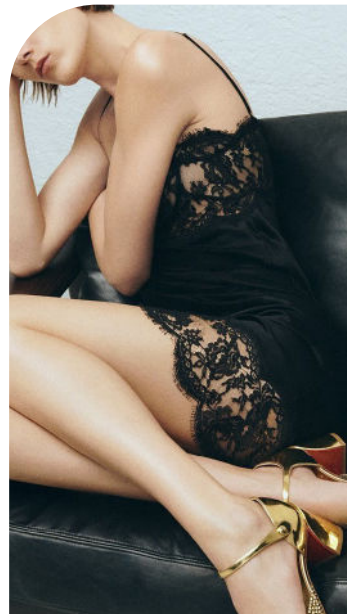
FW25 DRESSES DELICATE LACE

WWW
+80%
YOY

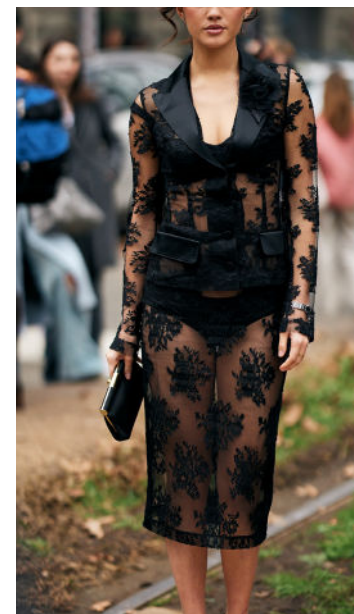
IG
+36%
YOY



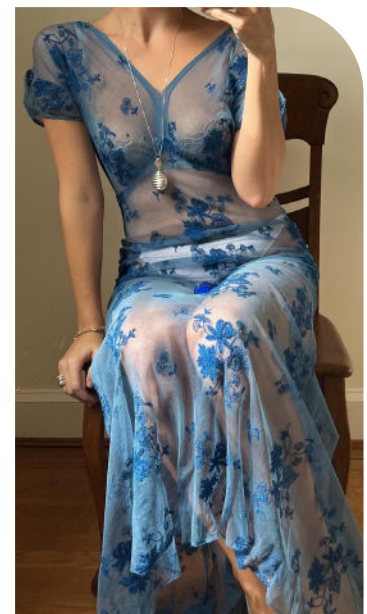
@rosielai (2)



@mytheresa (4).jpeg



streetstyle milan (1)_3.jpg



@luciazolea



streetstyle milan (2)



streetstyle milan (4)



@rosielai.jpeg

WWW
+50%
YOY

IG
+19%
YOY



@pollykingandco (2).jpeg



@netaporter (2).jpeg



streetstyle paris (4)_2.jpg



@lorena (2).jpeg



@gxiayan.jpeg



@hannahstraffordtaylor.jpeg

SEQUINS

JEWELS



STABLE TREND

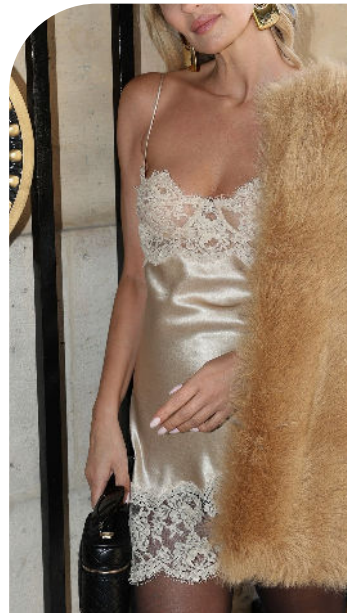
FW25 DRESSES NIGHTIES SATIN DRESS

WWW
+40%
YOY

IG
+12%
YOY



@camillecharriere (3)



@hannahstraffordtaylor_1.jpeg



streetstyle paris (1)_2.jpg



@thestylestalkercom



streetstyle milan (1).jpg



@thefashionguitar



streetstyle milan (4)_2.jpg

STABLE TREND

FW25 DRESSES **KNIT BODYCON**

WWW
+70%
YOY

IG
+28%
YOY



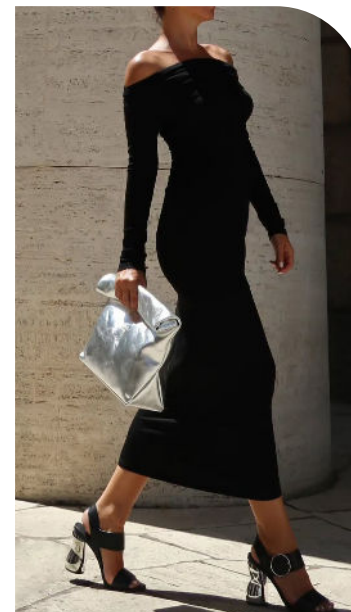
streetstyle paris (1)



@thestyletalkercom_4.jpeg



@mariakragmann (2).jpeg



@gioiagiustino



streetstyle paris (3)_1.jpg



@netaporter

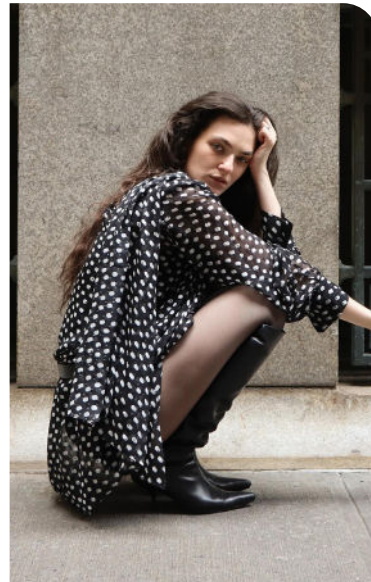


@ileniatoma_.jpeg

www
+60%
YOY



@ileniatoma__1.jpeg



@emilybonita (2).jpeg



@devwindsor.jpeg



@undervoodoo.jpeg



streetstyle paris (2)_2.jpg



@jeannedamas.jpeg

BLACK & WHITE DOTS

CHARMING BLOOMING

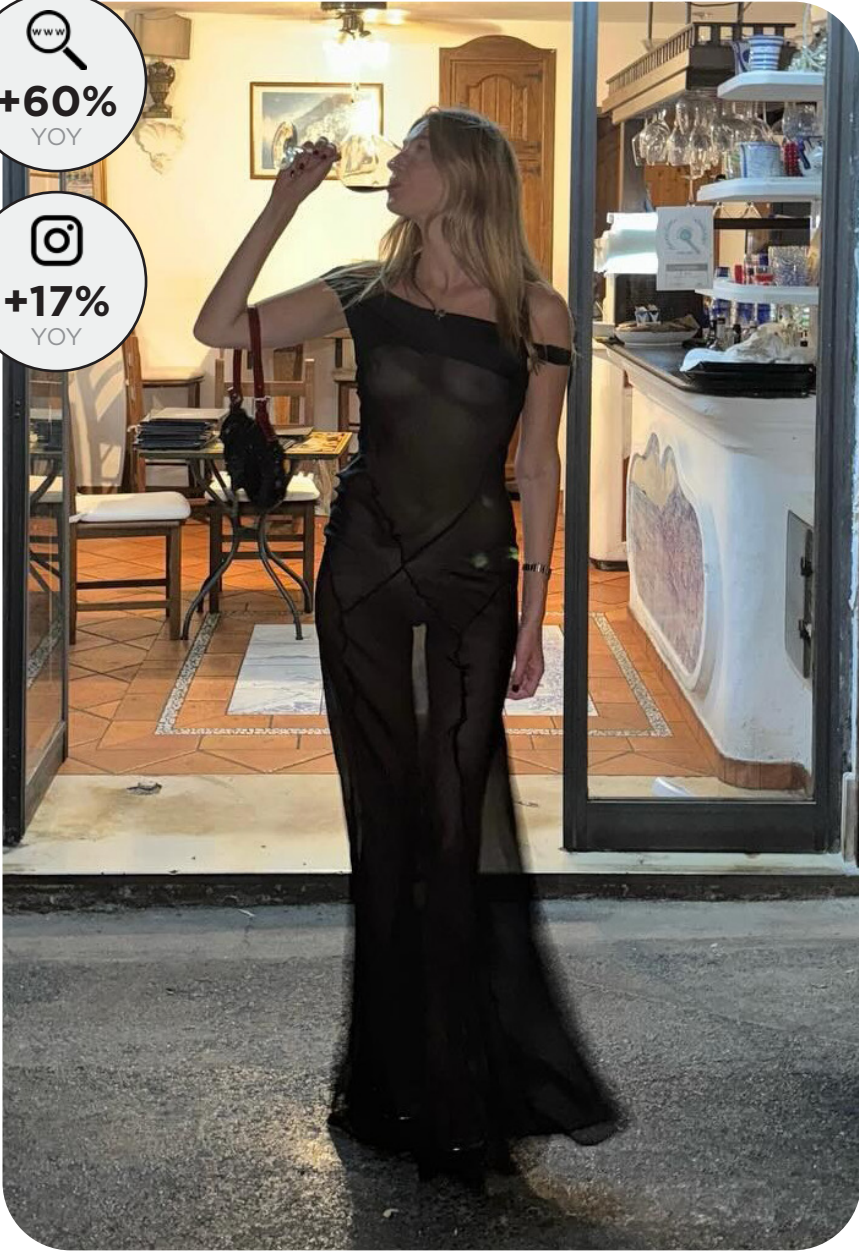


STABLE TREND

FW25 DRESSES SHEER

WWW
+60%
YOY

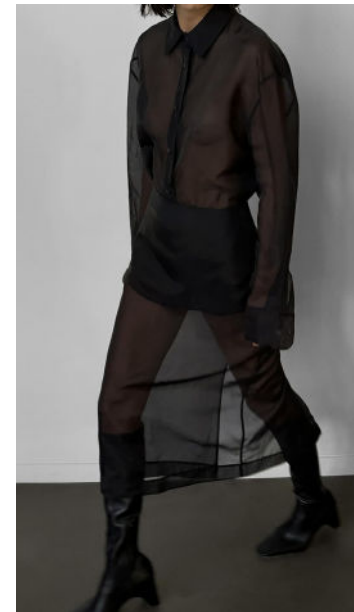
IG
+17%
YOY



@camillecharriere (2)



@leoniehanne_1.jpeg



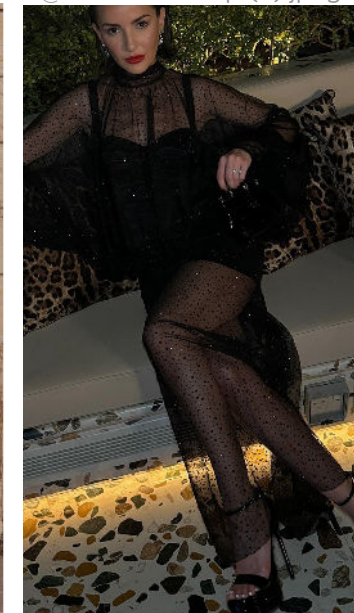
@thefrankieshop (2).jpeg



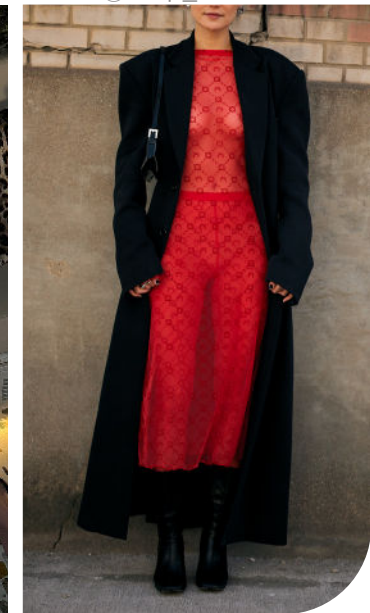
@shop_nonna



@theimpression (2).jpg



@alexandrapereira



streetstyle paris (4)_3.jpg

BIG TREND

FW25 DRESSES **BALLOON VOLUME**

www
+200%
YOY

Instagram
+231%
YOY



@anaiseleni.jpeg



@emilybonita.jpeg



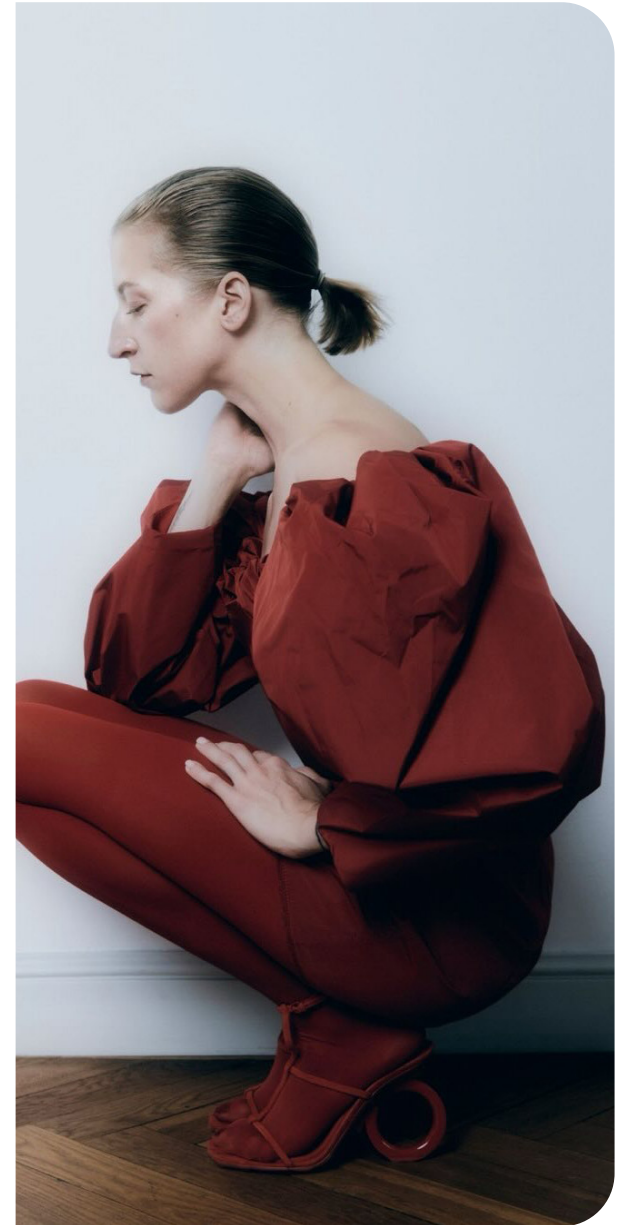
@susiebubble (1).jpeg



streetstyle paris (1)_3.jpg



streetstyle paris (1)_4.jpg



@lara_gessler (1).jpeg

PUFFY DRESS

BUBBLE SLEEVES



@netaporter (2)_1.jpeg



streetstyle paris (10).jpg



@theimpression_1.jpg



@angelafink.jpeg



streetstyle paris (3)_2.jpg



@pollykingandco 1.jpeg

WILD FRINGES

RETRO FEATHERS



EARLY SIGN

FW25 DRESSES **LAYERING**

WWW
+120%
YOY



@camillecharriere (1)



@i_doctor_qin.jpeg



@mrs.edithh.jpeg



@jennabey



@vivid (2).jpeg



@devwindsor



@disco_forest.jpeg

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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