



WOMENSWEAR
FW25
OUTERWEAR
UPDATE



LIVETREND

FW25 OUTERWEAR UPDATE **INTRODUCTION**



@rectoofficial.png



milano-str-s25-1969.jpg



@rectoofficial2.png



paris-str-s25-0543.jpg



UPDATE

Bold & Unapologetic. For FW25, women's outerwear will seamlessly evolve current trends into a bold, tailored future. Power silhouettes will dominate, with blazers and long tailored coats taking center stage, emphasizing sharp, confident silhouettes. The dramatic resurgence of fur—now reimagined with bold, mob-wife-inspired aesthetics—will stand out as a rebellious response to the understated quiet luxury of recent seasons. Pre-loved real fur are favorite as fake furs. Heritage and ladylike shapes will lead the trends, with preppy influences redefining the narrative over streetwear and underground styles, ensuring a sophisticated yet statement-driven direction for outerwear. Structured designs will highlight craftsmanship, while rich textures and intricate detailing will reinforce a sense of timeless elegance paired with modern edge. These pieces will not only exude authority but also celebrate individuality and unapologetic femininity.

This report is based on Livetrend data extracted from Instagram & e-commerce from October to December, 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 JACKETS MAN'S BLAZER



+67%
YOY



paris-str-s25-2404.jpg



paris-str-s25-2293.jpg



milano-str-s25-1542.jpg



paris-str-s25-2211.jpg



milano-str-s25-1578.jpg



paris-str-s25-1445.jpg



milano-str-s25-1562.jpg



SAFE TREND

FW25 JACKETS **VINTAGE LADY**

www
+60%
YOY



paris-str-s25-1196.jpg



paris-str-s25-2206.jpg



Archaic.png



paris-str-s25-1565.jpg



Lookast.png



@jodiela petitefrenchie.jpg



Zara.jpg

FW25 JACKETS

STABLE TREND

CABIN STYLE

EARLY SIGN

OUTDOOR UTILITY

www
+90%
YOY



paris-str-s25-0433.jpg



Depound.png



paris-str-s25-0941.jpg

ig
+75%
YOY



paris-str-s25-0998.jpg



Zara (3).jpg



paris-str-s25-0987.jpg

SAFE TREND

FW25 JACKETS **FUR JACKET**

www
+300%
YOY



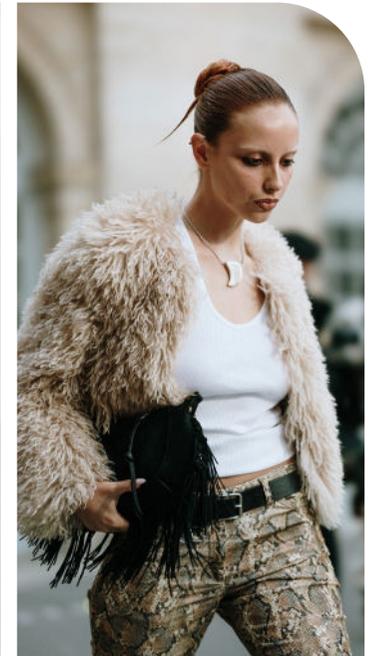
Zara (2).jpg



paris-str-s25-0706.jpg



@ninasandbech.jpg



paris-str-s25-2412.jpg



@moterocks.png



haveless.png

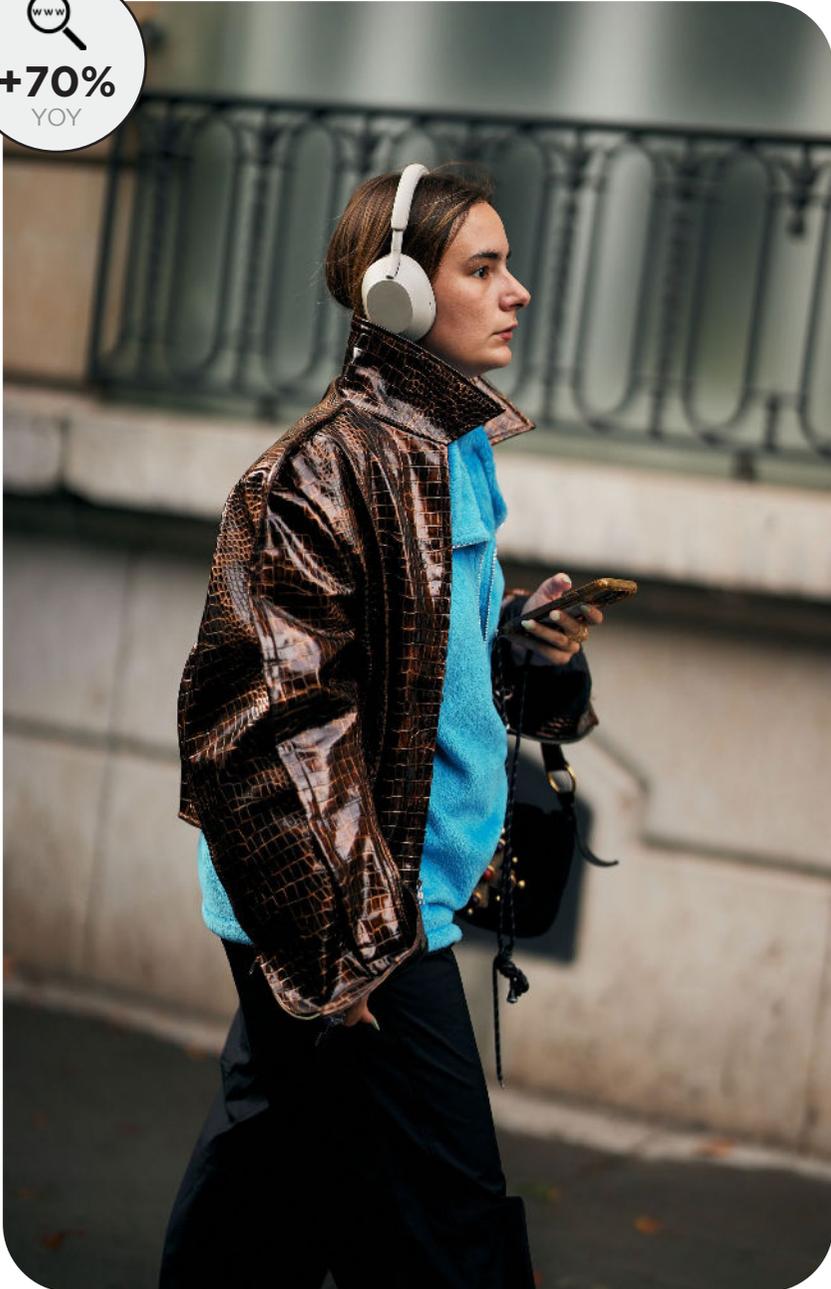


paris-str-s25-2555.jpg

STABLE TREND

FW25 LEATHER JACKETS **RETRO BLOUSON**

www
+70%
YOY



Paris-str-S25-0123.jpg



paris-str-s25-2232.jpg



paris-str-s25-0585.jpg



london-str-s25-0430.jpg



london-str-s25-0906.jpg



paris-str-s25-2394.jpg



@veronicaferraro.png

BIG TREND

FW25 COATS **BOLD TAILORED COAT**

www
+50%
YOY



milano-str-s25-1535.jpg



paris-str-s25-2088.jpg



paris-str-s25-0544.jpg



milano-str-s25-1842.jpg



paris-str-s25-2205.jpg



milano-str-s25-1837.jpg



paris-str-s25-2116.jpg

EARLY SIGN

FW25 OUTERWEAR **CAPED STYLE**


+85%
YOY



paris-str-s25-0543.jpg



hyyk.png



Zara (2)_1.jpg



Le Metier.png



milano-str-s25-2468.jpg



@daybirgeretmikkelsen.png



@hoskelsa.jpg

BIG TREND

FW25 COATS MOB WIFE FUR COAT

www
+350%
YOY



paris-str-s25-1411.jpg



paris-str-s25-043.jpg



@mihamqueen.png



paris-str-s25-0618.jpg



new-york-str-f24-2106.jpg



@catarinapereira.png



@lefevredairy.png

EARLY SIGN

FW25 COATS 80S POWER COAT


+104%
YOY



paris-str-s25-1546.jpg



paris-str-s25-0738.jpg



paris-str-s25-2180.jpg



paris-str-s25-2152.jpg



milano-str-s25-2336.jpg



paris-str-s25-1308.jpg



paris-str-s25-0707.jpg

EARLY SIGN

FW25 OUTERWEAR **HERITAGE DUFFLE COAT**


+69%
YOY



@arketofficial.png



Roidesrois.png



tillide.png



Zara_1.jpg



musse.png



vanone atelier.png



next.webp

EDGY TREND

FW25 JACKETS **NOMAD'S VEST**

www
+60%
YOY



london-str-s25-1441.jpg



paris-str-s25-2510.jpg



@daybirgeretmikkelsen2.png



paris-str-s25-2536.jpg



haveless_1.png



paris-str-s25-2460.jpg



@alcltd.png

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

WOMENSWEAR

OUTERWEAR

FW25 UPDATE



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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