



WOMENSWEAR
HOLIDAY
2025 UPDATE
INTIMATES
DESIGN TRENDS
& CORE ITEMS



LIVETREND

HOLIDAY 25 INTIMATES **INTRODUCTION**



maison close 1.jpg.webp



WildLovers-37.jpg.webp



@forloveandlemons 16.png



zara --6.jpg



FORECAST

Homespun Familiarity meets Dreamy Sparkles.

This holiday season's lingerie trends balance nostalgia, glamour, and bold statements. Retro lodge-inspired designs bring a homespun feel with plunging V bras, bodies, micro-embroidered pants, and bucolic lace, paired with cozy Fair Isle and holiday-themed PJs. Frosty snow-glitz introduces shimmering fabrics, satin bows, and romantic coquette vibes, while New Year's collections add an edgier twist with sleek black materials, rhinestones, and subversive multi-strap designs. For maximalists, the Confetti Queens trend offers bold colors, glitter fringes, cheetah prints, and playful ruffles. Dramatic romance endures with intense reds, rose motifs, and historic black-and-white lace inspired by runway looks. These trends celebrate the season with a mix of elegance, charm, and festive flair, catering to a wide range of tastes.

This forecasting report is obtained 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.

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CLICKING HERE**



HOLIDAY DESIGN DIRECTIONS

Holiday lingerie trends this season bring a mix of nostalgia, glamour, and drama, catering to a variety of styles and moods. A homespun charm is making waves with retro lodge themes, seen in casual yet alluring plunging V bras and bodies, paired with micro-embroidered pants. These cozy looks extend to holiday-ready Fair Isle and all-over printed PJs, alongside lace details inspired by pastoral patterns for a relaxed yet elegant vibe.

On the other end of the spectrum, frosty snow-glitz takes center stage with shimmering materials, dreamy satin bows, and a romantic coquette aesthetic. These pieces add a touch of icy sophistication with stress elements like intricate straps and subtle sparkles. For New Year's collections, the same glittering appeal gets a dark and edgy twist, featuring sleek black materials adorned with rhinestone highlights, daring multi-strap designs, and subversive silhouettes.

Maximalists will love the boldness of the Confetti Queens trend, offering playful pops of color, glitter fringes, cheetah prints, and ruffles for a youthful, girly appeal. Meanwhile, dramatic romance remains a staple, borrowing from runway trends with intense reds, rose motifs, and a moody mix of historic black and white lace.



LIVETREND

HOLIDAY 25 HOMESPUN HOLIDAY



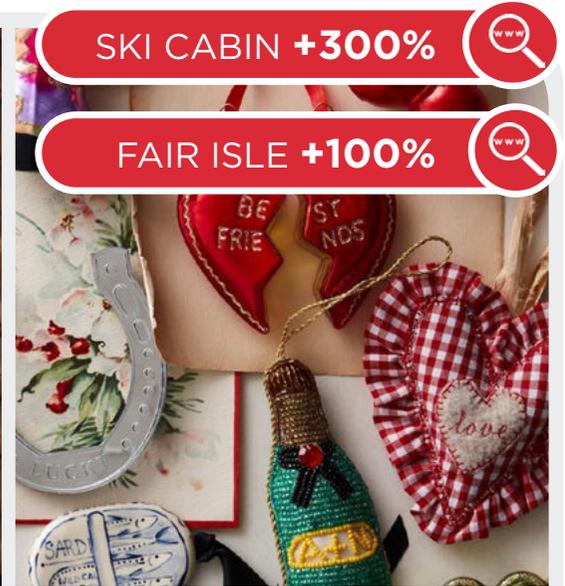
@forloveandlemons 24.png



WildLovers-21.jpg



forlove and lemons 2.ipq.webp



SKI CABIN +300%

FAIR ISLE +100%



freepeople 5.png



anthropology 9.webp



anthropology 16.webp



modaoperandi 6.png

ALPINE CABIN - BUCOLIC TRADITIONS - FAMILY FEELS - RETRO HOLIDAYS

KEY LOOKS HOMESPUN HOLIDAY



WildLovers-41.jpg.webp



freepeople 27.webp



anthropology 11.webp



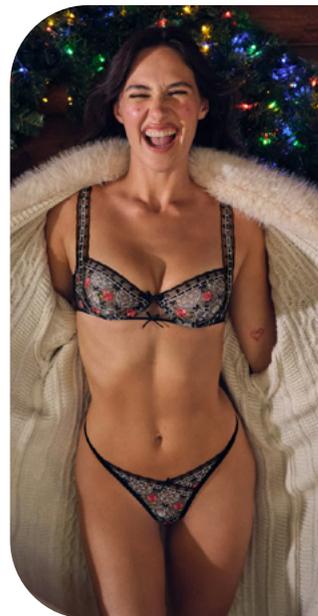
freepeople 3.png



anthropology 14.webp



urbanoutfitters20.webp



forloveandlemons5.jpg.webp



anthropology 12.webp



urbanoutfitters22.webp



@forloveandlemons 19.png



freepeople 7.png



anthropology 8.webp

HOLLIDAY 25 SNOWFLAKE WALZ



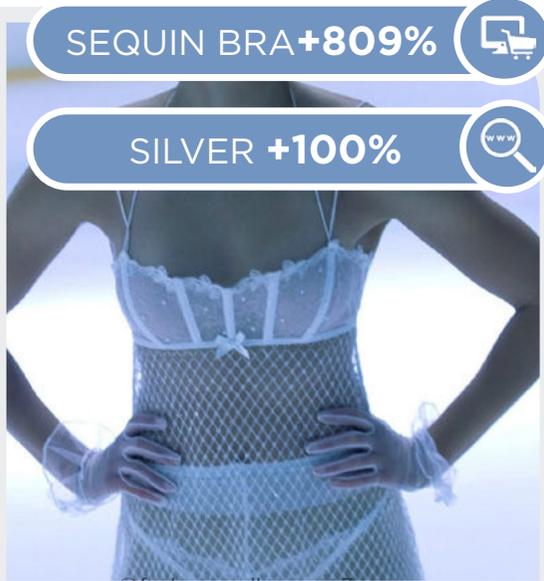
mirrorpalais 7.png



anthropologie 5.webp



lovestory intimates 11.webp



SEQUIN BRA +809%

SILVER +100%

@forloveandlemons 3.png



luisaviaroma.png



freepeople 20.webp



zara --22.jpg



forloveandlemons

FROSTY SPARKLES - SNOW DREAMSCAPE - ROMANTIC - TENDER MAXIMALISM

HOLIDAY 25 **GOTHMAS**



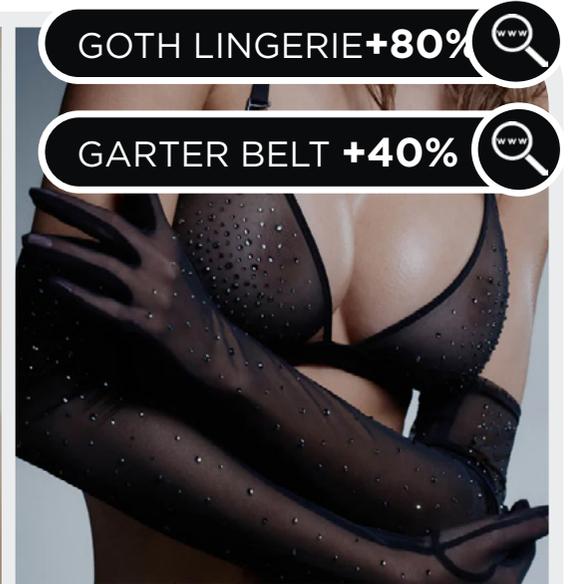
zara --21.jpg



anthropologie 13.png



6240626 EC FLI_H024 RIW D2 CAMPAIGN LOOK 05 0036 VI 1080x1080webp



maison close 1.jpg.webp



@agent provocateur9.png



mirrorpalais 3.png



freepeople 4.png



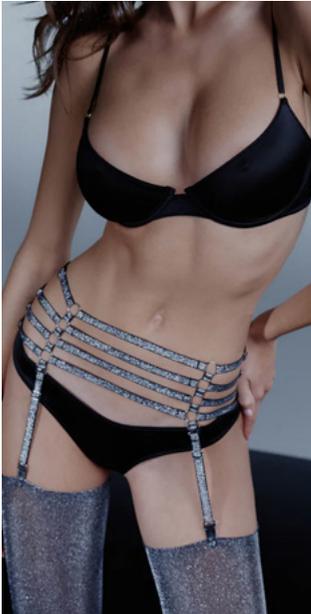
zara --9.jpg

SUBVERSIVE DARKS - SLEEK SHIMMERS - NOCTURNAL - REBELLIOUS CHIC

KEY LOOKS **GOTHMAS**



H&M. -26.jpg.avif



maison close 6.jpg.webp



zara --9.jpg



froloveandlemons36.jpg.webp



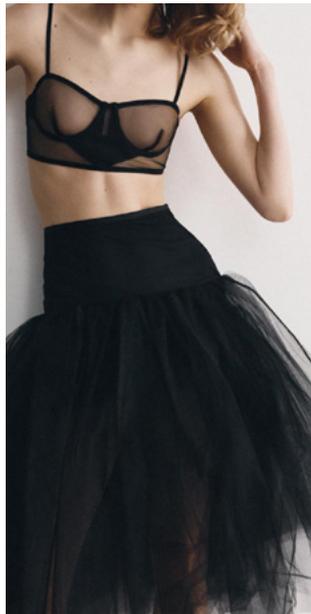
@agent provocateur11.png



etam 11.jpg.avif



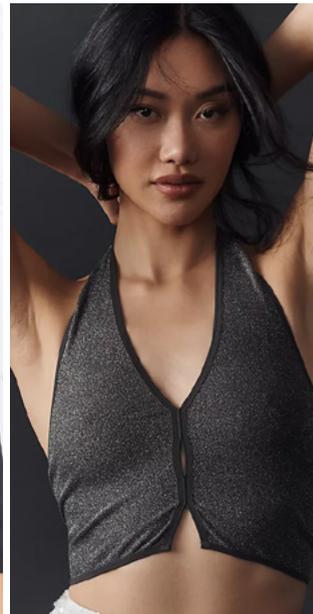
H&M. -16.jpg.avif



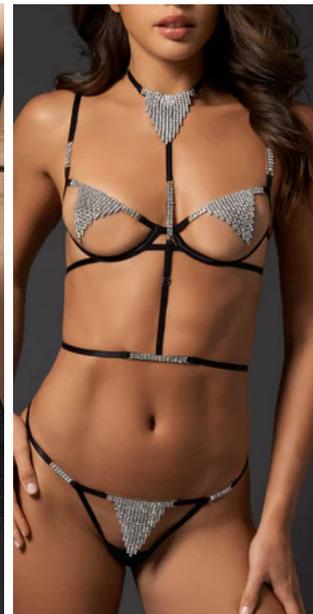
zara --15.jpg



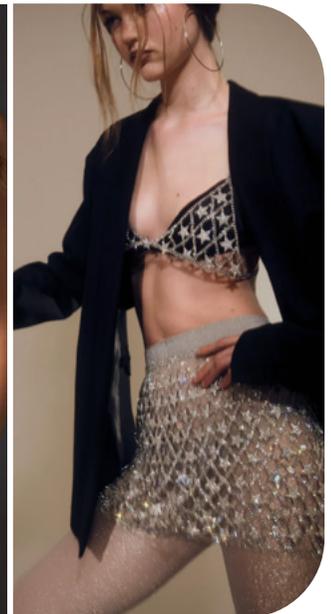
yamamay21.webp



anthropology 21.webp

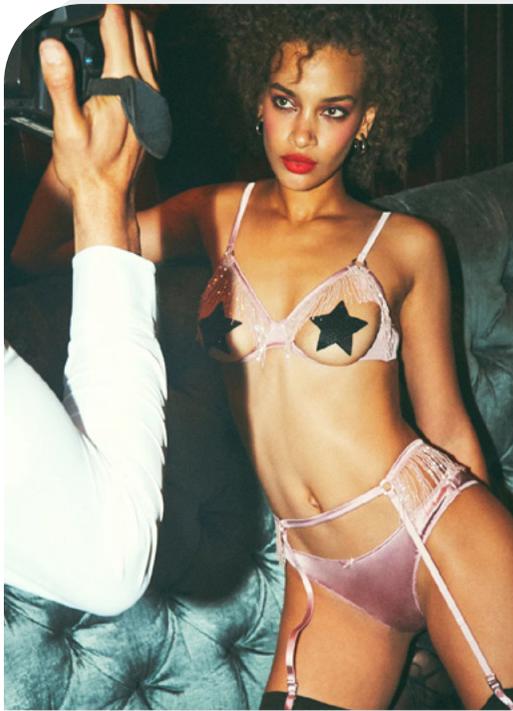


bluebella2.jpg.webp



2025 HOLIDAY TRENDS & CORE ITEMS

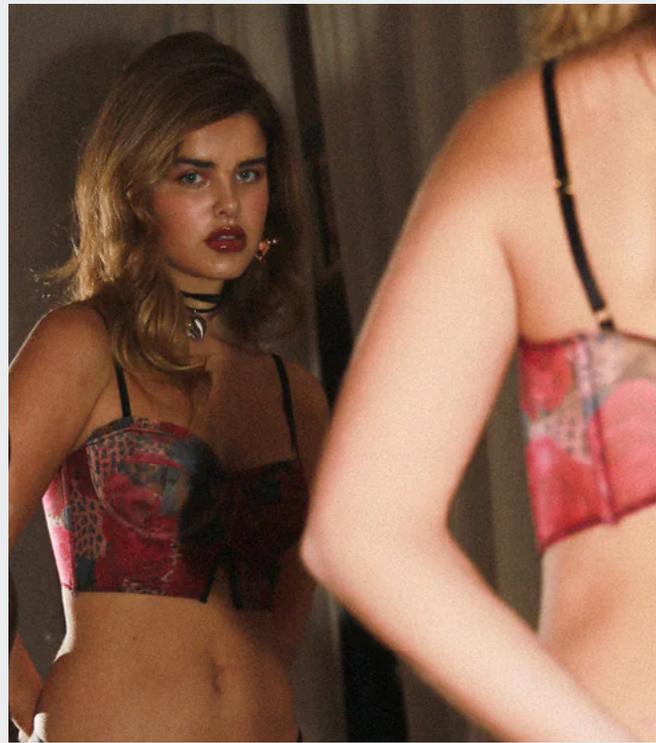
HOLIDAY 25 CONFETTI QUEEN



fleurdumal_106.jpg



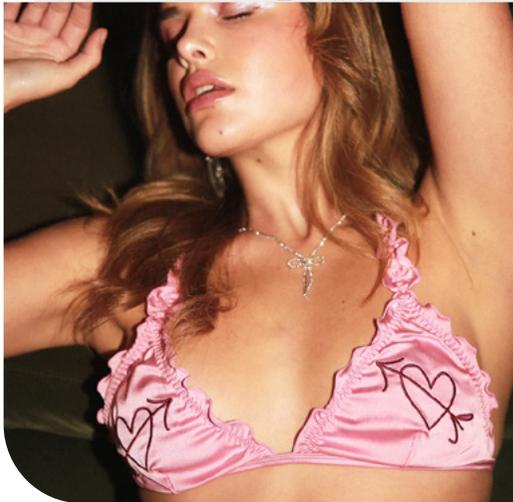
anthropologie 10.webp



WildLovers-51.ipg.webp



freepeople 1.png



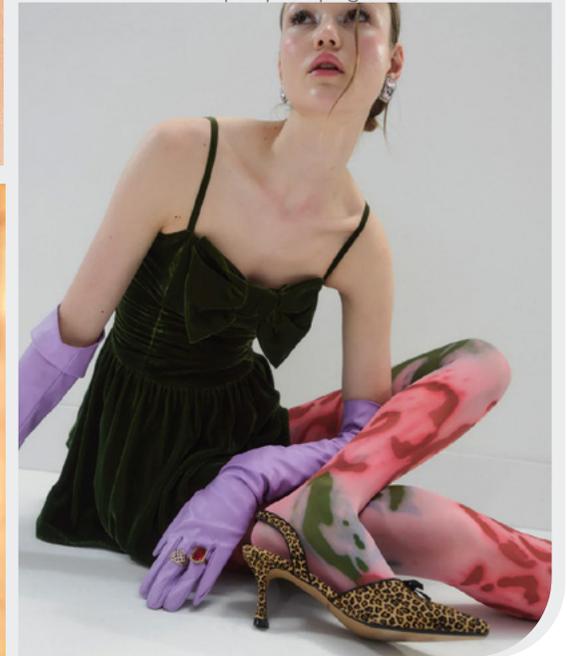
WildLovers-44.jpg.webp



nasty gal18.webp



anthropologie 7.webp



forloveandlemons

QUIRKY GLAMOUR - ECCENTRIC MAXIMALISM - VIBRANT FUN - PARTY SPIRIT

KEY LOOKS CONFETTI QUEEN



@agent provocateur14.png



WildLovers-50.jpg.webp



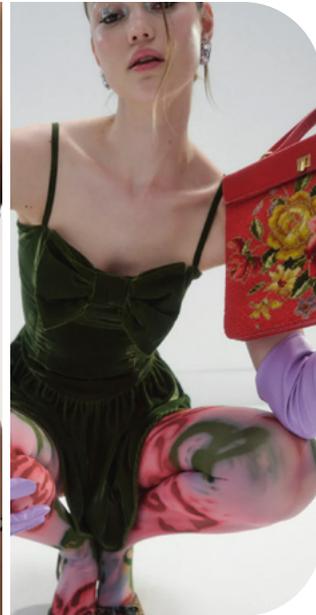
forloveandlemons_96.jpg



342611-0212NICAMANLOOK50018.jpg



lovestory intimates 18.webp



412611-0212NICAMANLOOK50018.jpg



@agent provocateur4.png



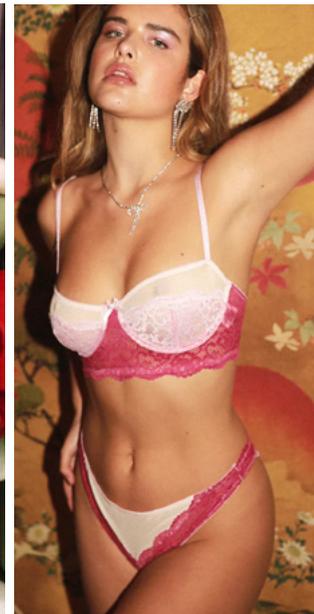
WildLovers-31.jpg.webp



nasty gal18.webp



modaoperandi 2.png



WildLovers-47.jpg.webp



fleurdumal_112.jpg

HOLIDAY 25 ROMANTIC GALA



yamay1 Kopie.webp



fleurdumal_125.jpg



mirrorpalais 2.png



ROMANTIC +180%

RED LINGERIE +100%

@forloveandlemons 17.png



froloveandlemons13.jpg.webp



WildLovers-49.jpg.webp



yamay17.webp



@forloveandlemons 20.png

BLACK-TIE INFLUENCE - ROMANTIC - OLD MONEY - ROSES - SEDUCTIVE

KEY LOOKS ROMANTIC GALA



nasty gal31.webp



@agent provocateur13.png



nasty gal11.webp



mirrorpalais 4.png



nasty gal15.webp



420BCHL-02L3NICA1AN1C0304102.jpg



WildLovers-33.jpg.webp



vs.png



mirrorpalais 5.png



yamamay25.webp



yamamay24.webp



froloveandlemons34.jpg.webp



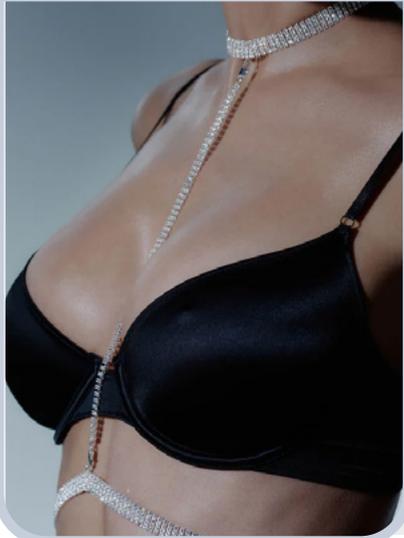
HOLIDAY **CORE ELEMENTS**



LIVETREND

HOLIDAY 25 CORE DETAILS

SAFE TREND



urban-outfitters-63



yamamay21.webp



bluebella3.png.webp



victoriasecret_236.jpg



yamamay3.webp


+65%
YEAR ON YEAR

THE CRYSTAL STRAP

BIG TREND



nasty gal32.webp



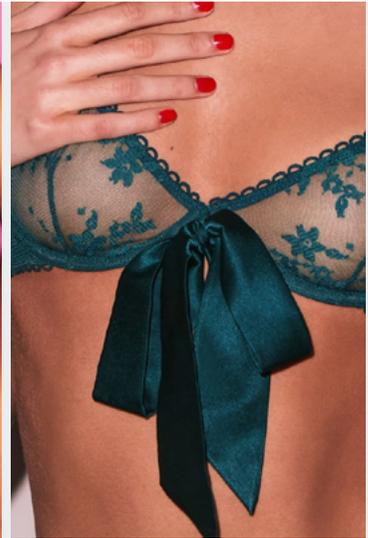
@agentprovocateur5.png



yamamay20.webp



annsummers3.jpg



fleur du mal9.jpg.webp


+108%
YEAR ON YEAR

THE SATIN BOW

HOLIDAY 25 CORE MATERIALS

STABLE TREND



urban-outfitters-63



@forloveandlemons 12.png



freepeople 3.png



urbanoutfitters1.webp



anthropology 13.webp


+8%
YEAR ON YEAR

THE HOMESPUN EMBROIDERY

BIG TREND



etam 10.jpg.avif



maison close 6.jpg.webp



forloveandlemons 7.jpg.webp



anthropology 21.webp



lovestory intimates 3.webp


+105%
YEAR ON YEAR

THE LUREX THREAD

HOLIDAY 25 CORE MATERIALS

STABLE TREND



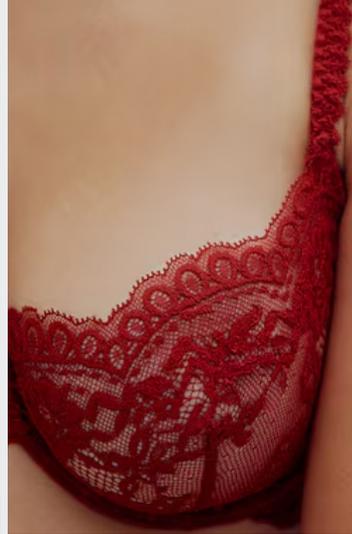
urban-outfitters-63



intimissimi 15.jpg



forlove and lemons 8.jpg.webp



H&M. -20.jpg.avif



etam_7.jpg


+17%
YEAR ON YEAR

THE ALPINE LACE

BIG TREND



H&M. -8.jpg.avif



yamayay_66.jpg



intimissimi_134.jpg



anthropology 23.webp



froloveandlemons9.jpg.webp


+809%
YEAR ON YEAR

THE SEQUIN DAZZLE

HOLIDAY 25 CORE MATERIALS

STABLE TREND



urban-outfitters-63



H&M. -24.jpg.avif



agent provocateur2.webp



hunkemöller 13.webp



zara --26.jpg


+5%
YEAR ON YEAR

THE APPLIQUE FLORAL

STABLE TREND



nasty gal17.webp



prettylittlething 2.jpg.webp



prettylittlething 16.jpg



hunkemöller 24.webp



annsummers2.jpg


+28%
YEAR ON YEAR

THE FUZZY TRIM

HOLIDAY 25 CORE MATERIALS

STABLE TREND



urban-outfitters-63



tezenis_56.jpg



freepeople 7.png



tezenis_19.jpg



urbanoutfitters22.webp

THE FAIR ISLE


+12%
YEAR ON YEAR

STABLE TREND



skims_120.jpg



hunkermoller_264.jpg



intimissimi 19.jpg



tezenis_24.jpg



hunkermoller_68.jpg

THE CABIN PLAID


+22%
YEAR ON YEAR



HOLIDAY
CORE ITEMS



LIVETREND

HOLIDAY 25 CORE ITEMS

BIG TREND



etam_13.jpg



H&M. -25.jpg.avif



skims_109.jpeg



intimissimi_13.jpg



freepeople_182.jpg

THE DEEP-V NECK



+2%
YEAR ON YEAR

SAFE TREND



fleurdumal_57.jpg



tezenis_153.jpg



etam_125.jpg



agent provocateur2.webp



H&M. -24.jpg.avif

THE MACRO FLORAL



+15%
YEAR ON YEAR

HOLIDAY 25 CORE ITEMS

BIG TREND



hunkermoller_28.jpg



giannabellucci_27.jpg



hunkemöller 8.webp



agentprovocateur_110.jpg

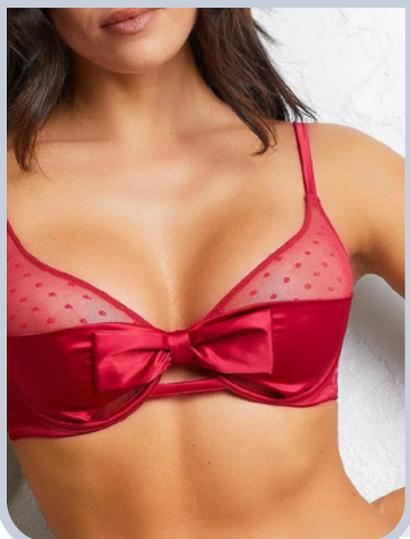


anthropology 2.webp


+164%
YEAR ON YEAR

THE LAYERED BRA

SAFE TREND



yamamay_55.jpg



victoriasecret_60.jpg



prettylittlething 11.jpg.webp



iamgia_13.jpg



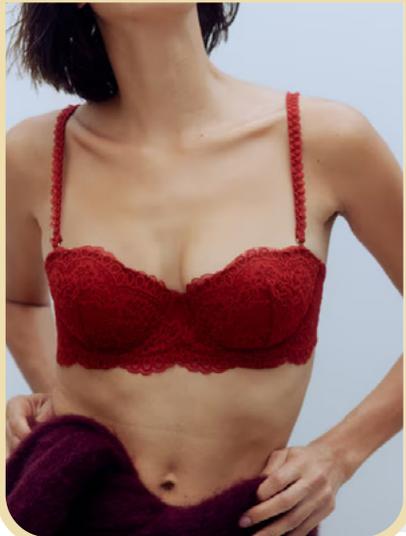
fleurdumal_47.jpg


+66%
YEAR ON YEAR

THE BOW-TIE BRA

HOLIDAY 25 CORE ITEMS

STABLE TREND



H&M. -27.jpg.avif



urbanoutfitters21.webp



NAKD7.jpg



intimissimi 1.jpg



WildLovers-40.jpg.webp


+14%
YEAR ON YEAR

THE HOLIDAY BALCONETTE

SAFE TREND



cocodemer_58.jpg



agentprovocateur_103.jpg



etam_130.jpg



lovestory intimates 8.webp



H&M. -21.jpg.avif


+60%
YEAR ON YEAR

THE TRIMMED TRIANGLE

HOLIDAY 25 CORE ITEMS

STABLE TREND



urban-outfitters-63



agentprovocateur_17.jpg



hunkemöller 19.webp



etam_101.jpg



honeybirdette_12.jpg


+3%
YEAR ON YEAR

THE CHAIN BRA

EARLY SIGN



hunkemöller 5.webp



fleurdumal_71.webp



brasnthings1.jpg



intimissimi 16.jpg



hunkemöller 16.webp


+18%
YEAR ON YEAR

THE SCULPTED CUP

HOLIDAY 25 CORE ITEMS

STABLE TREND



urban-outfitters-63



WildLovers-10.jpg.webp



forloveandlemons_110.jpg



brasnthings3.jpg



brasnthings4.jpg


+14%
YEAR ON YEAR

THE MULTISTRAPPY

STABLE TREND



urbanoutfitters9.webp



intimissimi 6.jpg



lovestory intimates 7.webp



anthropology 17.webp



etam 3.jpg.avif


-5%
YEAR ON YEAR

THE HIGH-WAIST

HOLIDAY 25 CORE ITEMS

EARLY SIGN



urban-outfitters-63



honeybirdette_7.jpg



honeybirdette_17.jpg



agentprovocateur_88.jpg



victoriasecret_349.jpg


+117%
YEAR ON YEAR

THE CHAIN PANTY

SAFE TREND



victoriasecret_16.jpg



freepeople_154.jpg



iamgia_1.jpg



forloveandlemons_67.jpg



skims_45.jpg


+60%
YEAR ON YEAR

THE V-FRONT

HOLIDAY 25 CORE ITEMS

SAFE TREND



anthropology_16.webp



forloveandlemons_15.jpg.webp



urbanoutfitters2.webp



forloveandlemons_17.jpg.webp



tezenis_122.jpg


+42%
YEAR ON YEAR

THE MINI HOLIDAY MOTIF

SAFE TREND



yamamay_128.jpg



victoriasecret_316.jpg



fleurdumal_52.jpg



nasty_gal14.webp



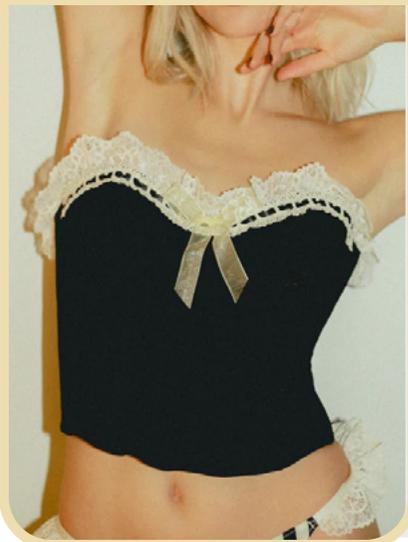
agentprovocateur_3.jpg


+44%
YEAR ON YEAR

THE HOLIDAY BOW

HOLIDAY 25 CORE ITEMS

STABLE TREND



Shein



Asos



zara --25.jpg



intimissimi 3.jpg



mango.png

WWW
+27%
YEAR ON YEAR

THE STRAPLESS BUSTIER

STABLE TREND



Shein



WildLovers-2.jpg.webp



romwe



froloveandlemons20.jpg.webp



NAKD1.jpg

WWW
+0%
YEAR ON YEAR

THE ROMANTIC BUSTIER

HOLIDAY 25 CORE ITEMS

BIG TREND



etam 2.jpg.avif



victoriasecret_76.jpg



cocodemer_11.jpg



etam_67.jpg



H&M. -18.jpg.avif

THE DEEP PLUNGE BODY


+64%
YEAR ON YEAR

SAFE TREND



agentprovocateur



calzedonia



hunkemöller 24.webp



forever21



nasty gal

THE BONED HOLIDAY BODY


+15%
YEAR ON YEAR


+47%
YEAR ON YEAR

HOLIDAY 25 CORE ITEMS

STABLE TREND



forloveandlemons 12.jpg.webp



hunkemöller 10.webp



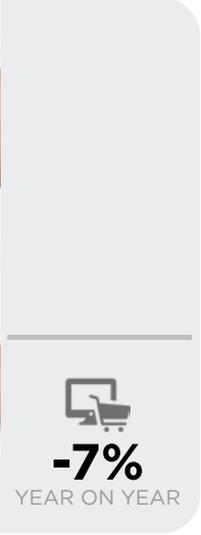
hunkemöller 6.webp



forloveandlemons_22.jpg



prettylittlething 3.jpg



EARLY SIGN



agentprovocateur



calzedonia



nasty gal15.webp



forever21



nasty gal



THE MULTISTRAPPY BODY

THE BOW BODY

HOLIDAY 25 CORE ITEMS

STABLE TREND



intimissimi 2.jpg



nasty gal4.webp



cocodemer_62.webp



@agent provocateur6.png



yamamay1.webp


+14%
YEAR ON YEAR

THE LACE DRESS

BIG TREND



fleur du mal8.jpg.webp



forloveandlemons_71.webp



nasty gal10.webp



urbanoutfitters13.webp



WildLovers-4.jpg


+58%
YEAR ON YEAR

THE TIE-UP CAMI

HOLIDAY 25 CORE ITEMS

SAFE TREND



anthropology 9.webp



H&M. -28.jpg.avif



991111022414_01.jpg



intimissimi_100.jpg



etam_3.jpg

WWW
+45%
YEAR ON YEAR

THE SATIN PJ

BIG TREND



anthropology 14.webp



zara --17.jpg



urbanoutfitters15.webp



freepeople 6.png



intimissimi 19.jpg

WWW
+94%
YEAR ON YEAR

THE ALL-OVER SLEEPWEAR

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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