

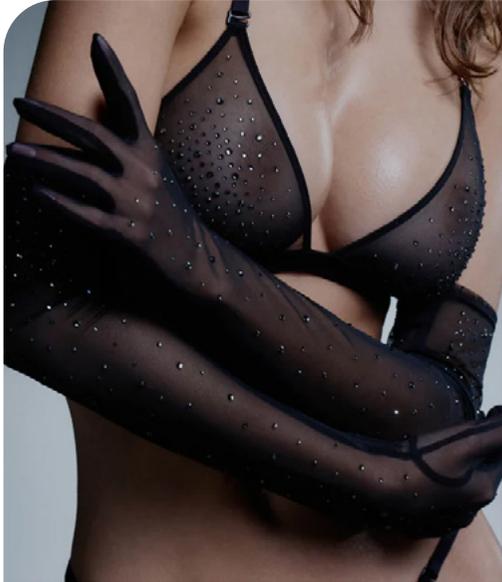


**WOMENSWEAR**  
**HOLIDAY**  
**2025 UPDATE**  
**INTIMATES**  
**DESIGN TRENDS**  
**& CORE ITEMS**



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.*

**ACCESS ALL IMAGES  
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



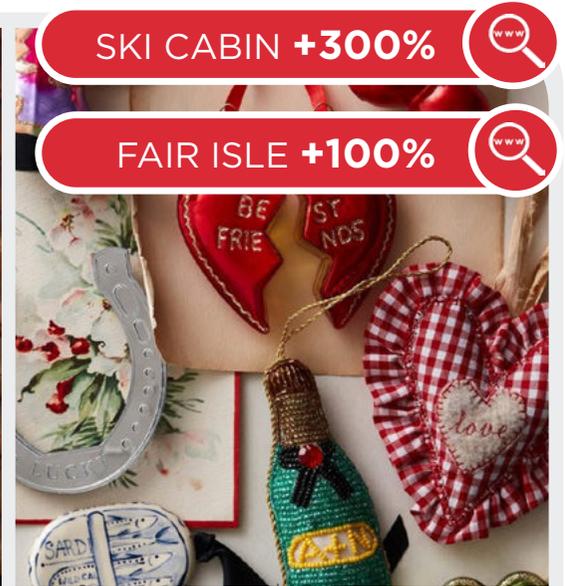
@forloveandlemons 24.png



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



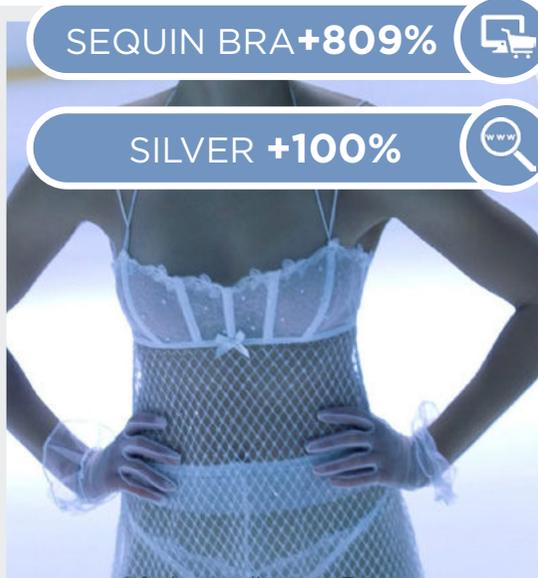
mirrorpalais 7.png



anthropologie 5.webp



lovestory intimates 11.webp



@forloveandlemons 3.png



luisaviaroma.png



freepeople 20.webp



zara --22.jpg



forloveandlemons

FROSTY SPARKLES - SNOW DREAMSCAPE - ROMANTIC - TENDER MAXIMALISM



# HOLIDAY 25 **GOTHMAS**



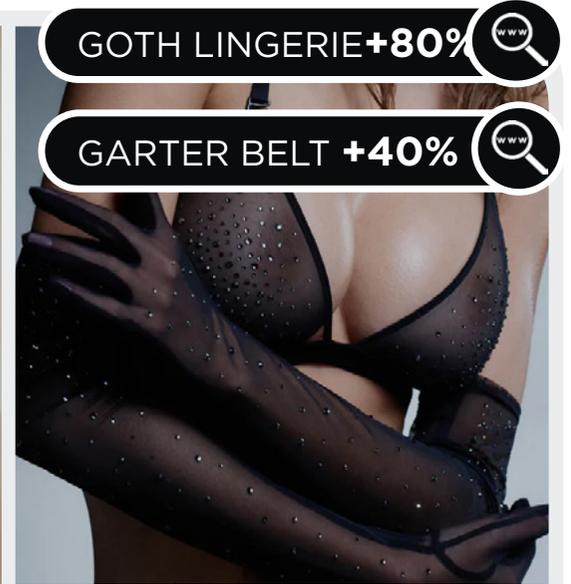
zara --21.jpg



anthropologie 13.png



6240626 EC FLI\_H024 RIW D2 CAMPAIGN LOOK 05 0036 VI 1080x1080webp



GOTH LINGERIE **+80%**

GARTER BELT **+40%**

maison close 1.jpg.webp



@agent provocateur9.png



mirrorpalais 3.png



freepeople 4.png



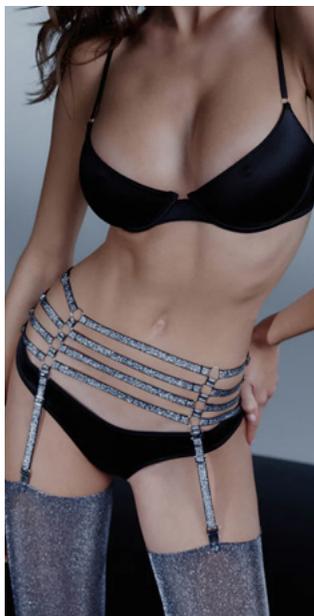
zara --9.jpg

SUBVERSIVE DARKS - SLEEK SHIMMERS - NOCTURNAL - REBELLIOUS CHIC

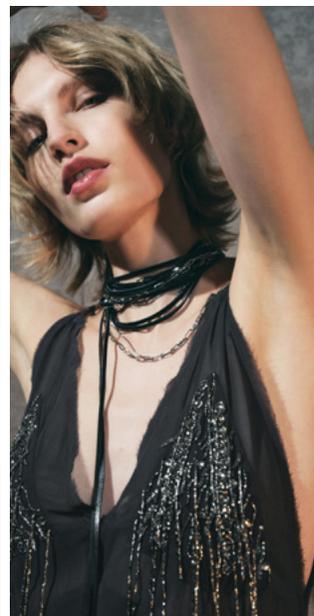
# KEY LOOKS **GOTHMAS**



H&M. -26.jpg.avif



maison close 6.jpg.webp



zara --9.jpg



froloveandlemons36.jpg.webp



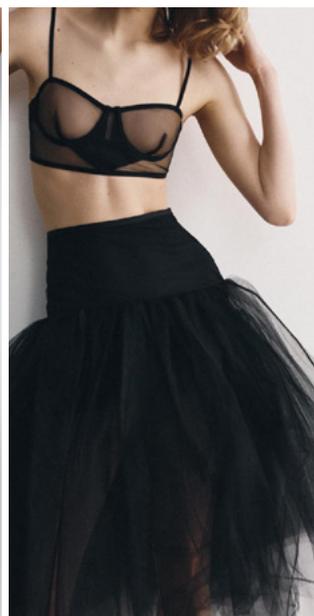
@agent provocateur11.png



etam 11.jpg.avif



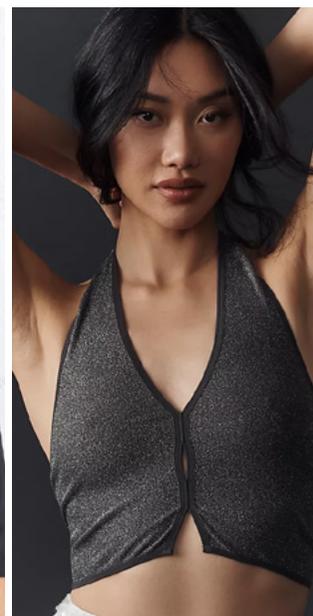
H&M. -16.jpg.avif



zara --15.jpg



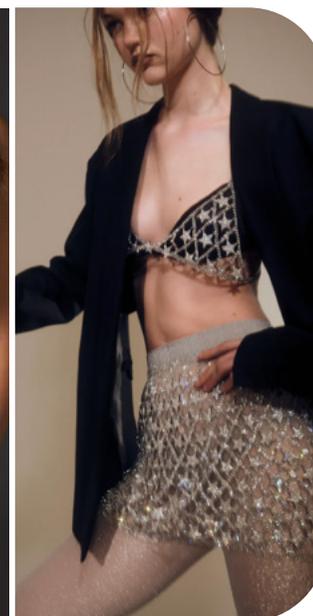
yamamay21.webp



anthropology 21.webp

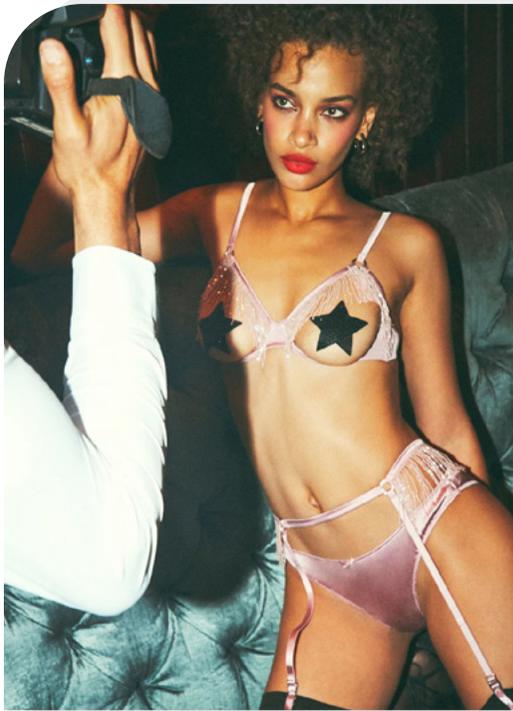


bluebella2.jpg.webp



2025 HOLIDAY TRENDS & CORE ITEMS

# HOLIDAY 25 CONFETTI QUEEN



fleurdumal\_106.jpg



anthropologie 10.webp



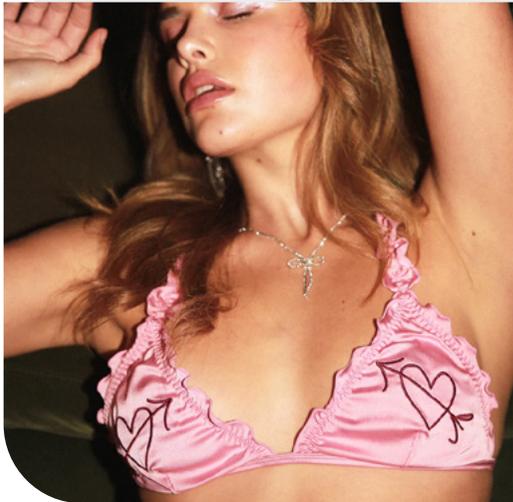
WildLovers-51.ipg.webp



TINSEL +90%

MAXIMALISM +70%

freepeople 1.png



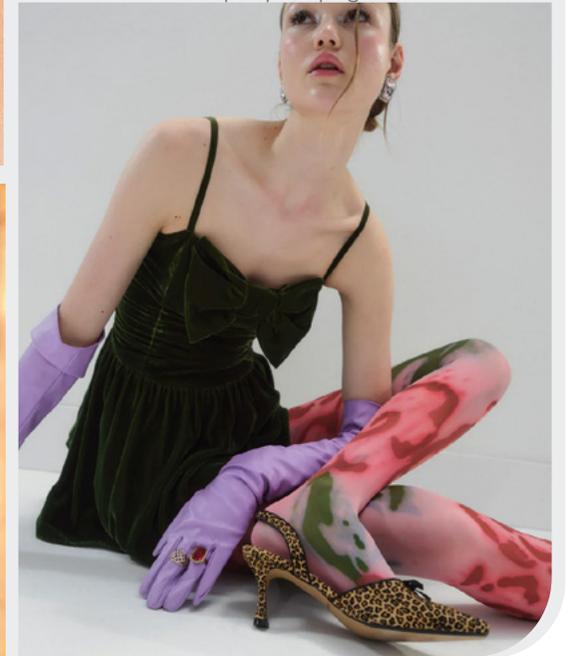
WildLovers-44.jpg.webp



nasty gal18.webp



anthropologie 7.webp



forloveandlemons

QUIRKY GLAMOUR - ECCENTRIC MAXIMALISM - VIBRANT FUN - PARTY SPIRIT

# KEY LOOKS CONFETTI QUEEN



@agent provocateur14.png



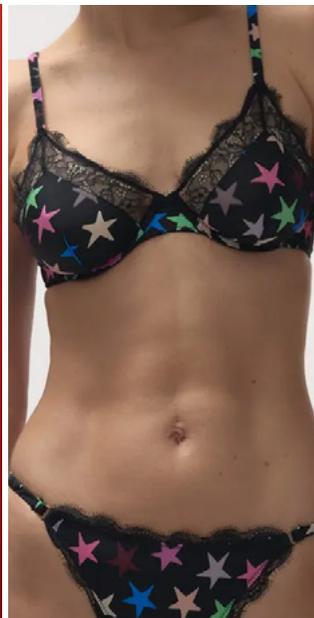
WildLovers-50.jpg.webp



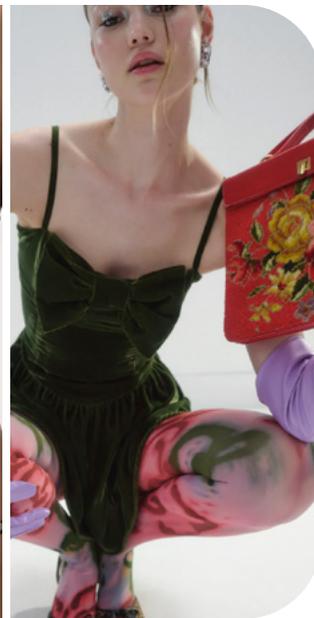
forloveandlemons\_96.jpg



302611-0212NICAMANLOOK50018.jpg



lovestory intimates 18.webp



302611-0212NICAMANLOOK50018.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



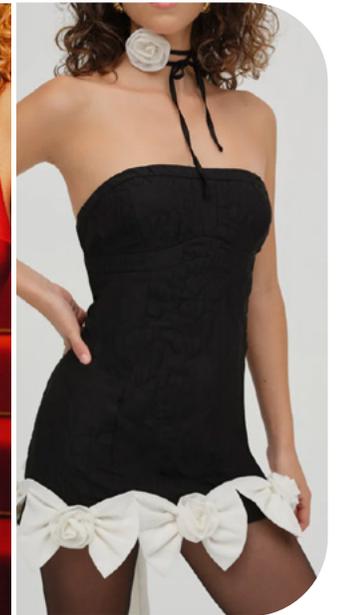
mirrorpalais 5.png



yamamay25.webp



yamamay24.webp



froloveandlemons34.jpg.webp



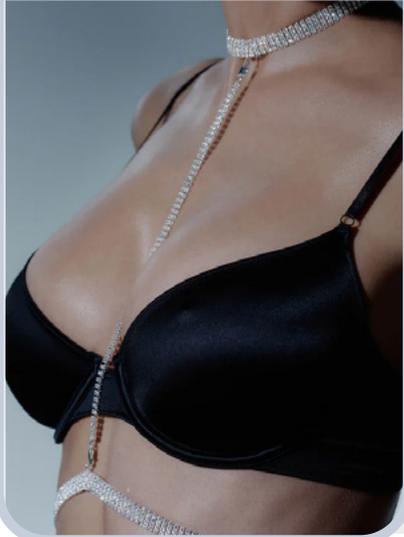
# HOLIDAY **CORE ELEMENTS**



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

  
**+12%**  
YEAR ON YEAR

## THE FAIR ISLE

## STABLE TREND



skims\_120.jpg



hunkermoller\_264.jpg



intimissimi 19.jpg



tezenis\_24.jpg



hunkermoller\_68.jpg

  
**+22%**  
YEAR ON YEAR

## THE CABIN PLAID



# 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

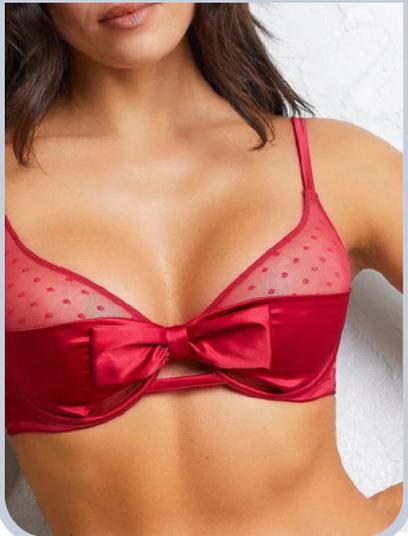


anthropology 2.webp

  
**+164%**  
YEAR ON YEAR

## THE LAYERED BRA

## SAFE TREND



yamamay\_55.jpg



victoriasecret\_60.jpg



prettylittlething 11.jpg.webp



iamgia\_13.jpg



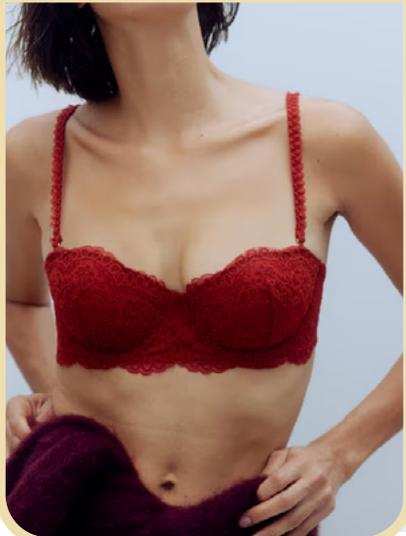
fleurdumal\_47.jpg

  
**+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



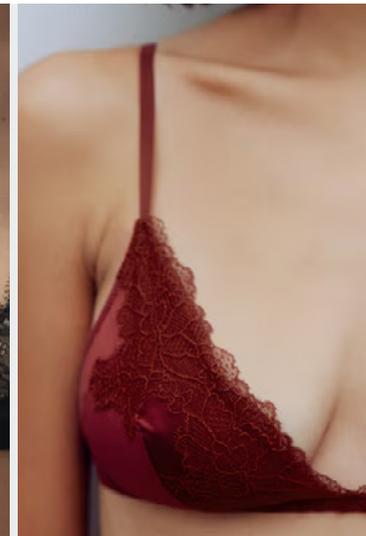
agentprovocateur\_103.jpg



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



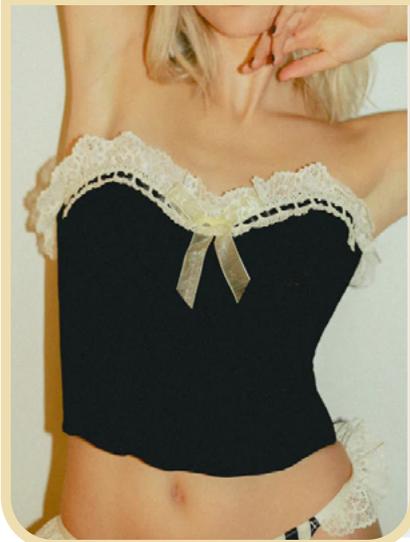
agentprovocateur\_3.jpg

  
**+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

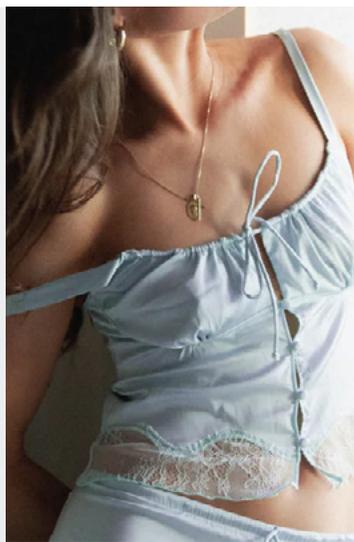
## STABLE TREND



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

  
**-7%**  
YEAR ON YEAR

## THE MULTISTRAPPY BODY

## EARLY SIGN



agentprovocateur



calzedonia



nasty gal15.webp



forever21



nasty gal

## THE BOW BODY

  
**+54%**  
YEAR ON YEAR

  
**+176%**  
YEAR ON YEAR

# 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

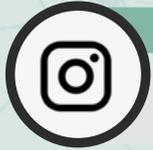
# DATA SOURCES & ICONS

## 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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