

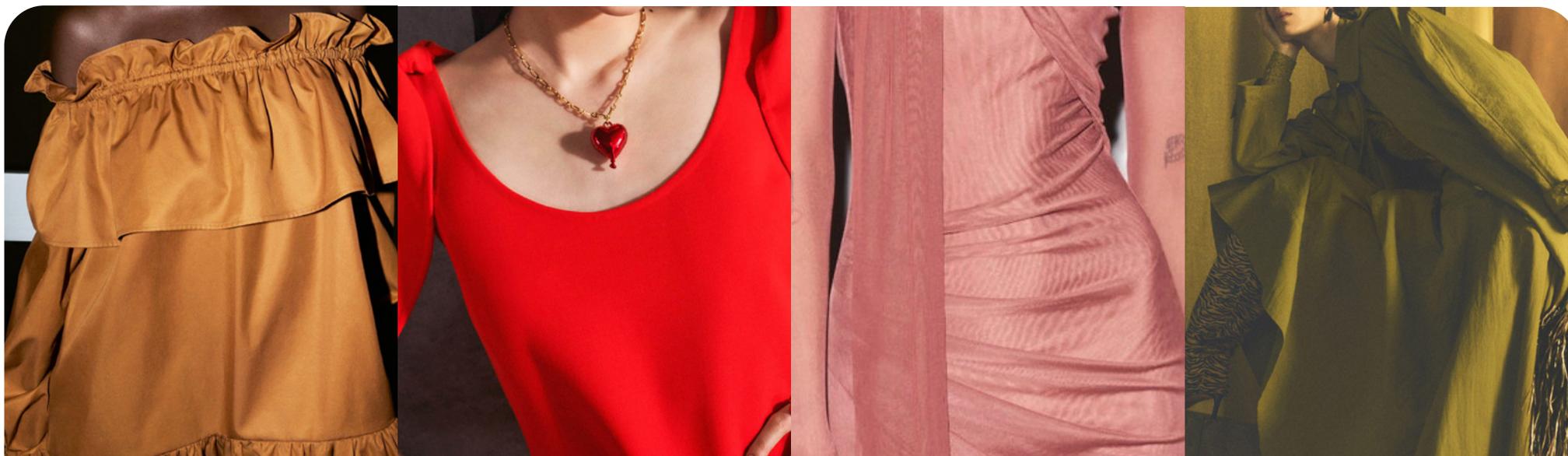


WOMENSWEAR
FASHION SHOWS
PRE-FALL 25
COLORS &
TEXTILES



LIVETREND

INTRODUCTION PRE-FALL 25



ysl

oscar de la renta

lapointe5.jpg

ulla johnson



FASHION SHOWS

Bold Colors, Innovative Prints, and Textural Elegance.

The Pre-Fall 2025 season highlights a dynamic interplay of colors, prints, and textiles. Browns dominate the neutral palette, ranging from dark tones to warm cognac, while pink nuances, pastels, and bold red silhouettes provide contrasting vibrancy. Fermented hues and light greens bring a refreshing natural touch. Prints make a strong statement, with animal motifs from cheetah to bio-mimicry leading the way, alongside gritty non-prints featuring blurred effects, brushstrokes, and stains.

Immersive landscapes, modern artistic florals, retro stripes, and varsity-inspired designs add depth and variety. Textiles emphasize texture and versatility: crinkled effects and fuzzy materials provide tactility and structure, dreamy openworks and lace evoke delicacy, and shimmering fabrics like sequins and shiny satins offer playful glamour. Leather remains a key option, evolving with finishes from matte to dry suedes. Together, these elements blend timeless sophistication with fresh creativity, catering to a wide spectrum of styles and narratives for the season.

*This report is based on the Pre-Fall 25 Fashion Shows.
Find the relating icons & stamps on the last slide.*

[ACCESS ALL IMAGES
CLICKING HERE](#)



WOMENSWEAR

PRE-FALL 25

COLORS

The Pre-Fall 2025 color trends present a harmonious blend of neutrals, pastels, and bold statements. Browns dominate the neutral spectrum, ranging from deep, rich shades to warm, luxurious cognac tones, offering timeless versatility. Pink takes center stage, with shades spanning soft pastels to innovative peachy pinks, injecting warmth and freshness into collections. Pastels remain a staple, providing a delicate yet dynamic foundation across designs. Contrasting these softer palettes, vibrant red silhouettes make a dramatic impact, commanding attention with their bold intensity. Adding to the palette's diversity, fermented hues—earthy, muted tones—and light greens evoke a natural, rejuvenating feel, perfect for connecting with organic aesthetics. Together, these colors balance subtlety and statement, catering to a wide array of styles and moods.

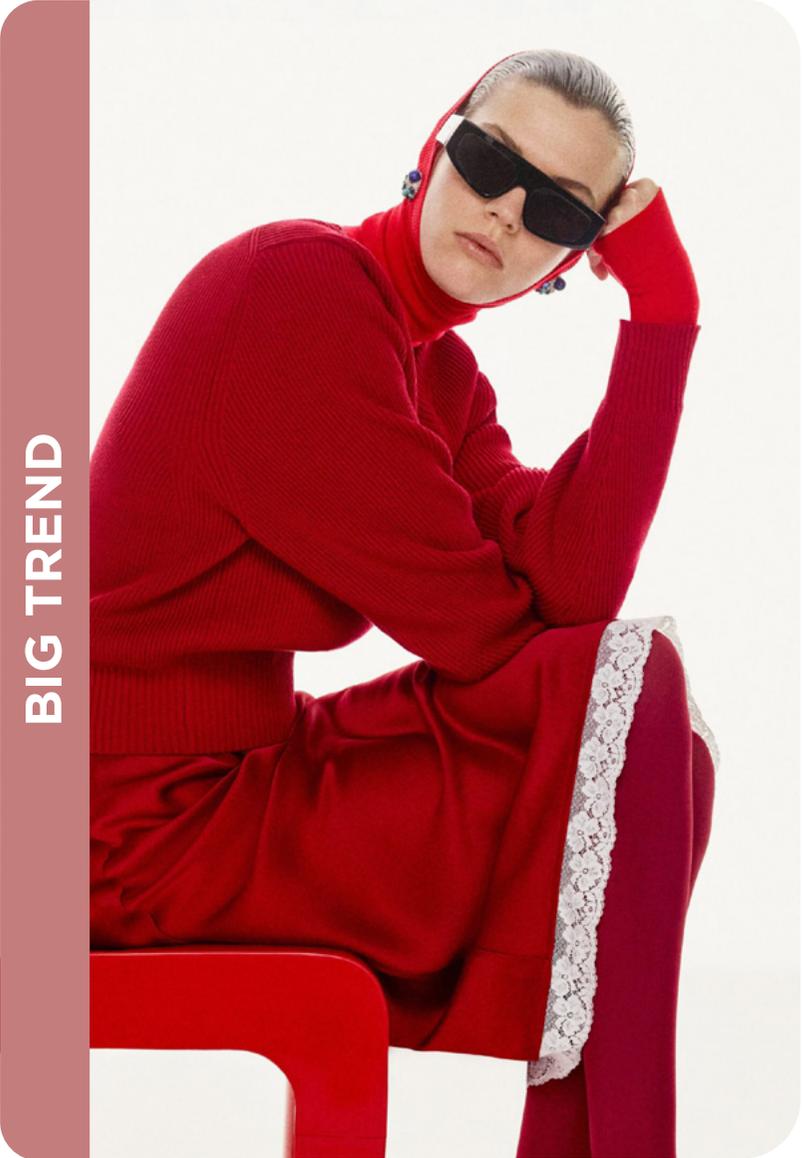


LIVETREND

PRE-FALL 25 KEY COLORS

ALL-OVER IMPACT RED

BIG TREND



victoria-beckham-.jpg



carolina-herrera-.jpg



rachel comey3.jpg



valentino-.jpg



gucci-.jpg



Armariium-.jpg



By-Malene-Birger.jpg



PRE-FALL 25 KEY COLORS

RICH BROWNS

STABLE TREND



Oscar-de-la-renta.jpg



sloan.jpg



Ferragamo-g.jpg



rachel comey10.jpg



mm6-.jpg



gucci-02-scaled.jpg



Armarium-_1.jpg

PRE-FALL 25 KEY COLORS

PASTEL TINTS

STABLE TREND



ulla-johnson.jpg



marchesa 5.jpg



gucci_2.jpg



baum-und-pferdgarten--.jpg



sea ny2.jpg



Jil-Sander-.jpg



officine-generale-.jpg

PRE-FALL 25 KEY COLORS

PEACH PINKS

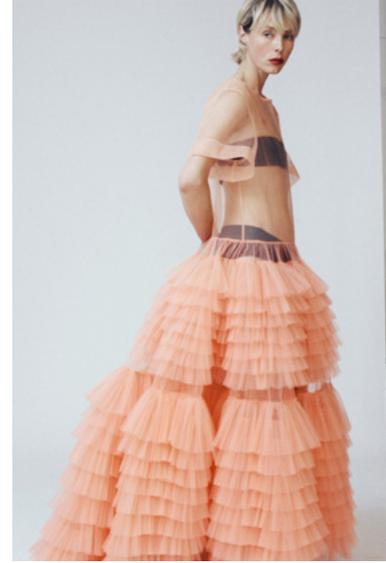
SAFE TREND



lela rose 2.jpg



huishan-zhang_1.jpg



molly-goddard.jpg



Herve-Leger-.jpg



Stella-McCartney-.jpg



Rabanne-.jpg



gucci.jpg

PRE-FALL 25 KEY COLORS

CLAY & COGNAC HUES

SAFE TREND



3-1-phillip-lim-.jpg



carolina-herrera- 1.jpg



the garment 4.jpg



Oscar-de-la-Renta-ession-.jpg



sloan-.jpg



monsi-.jpg



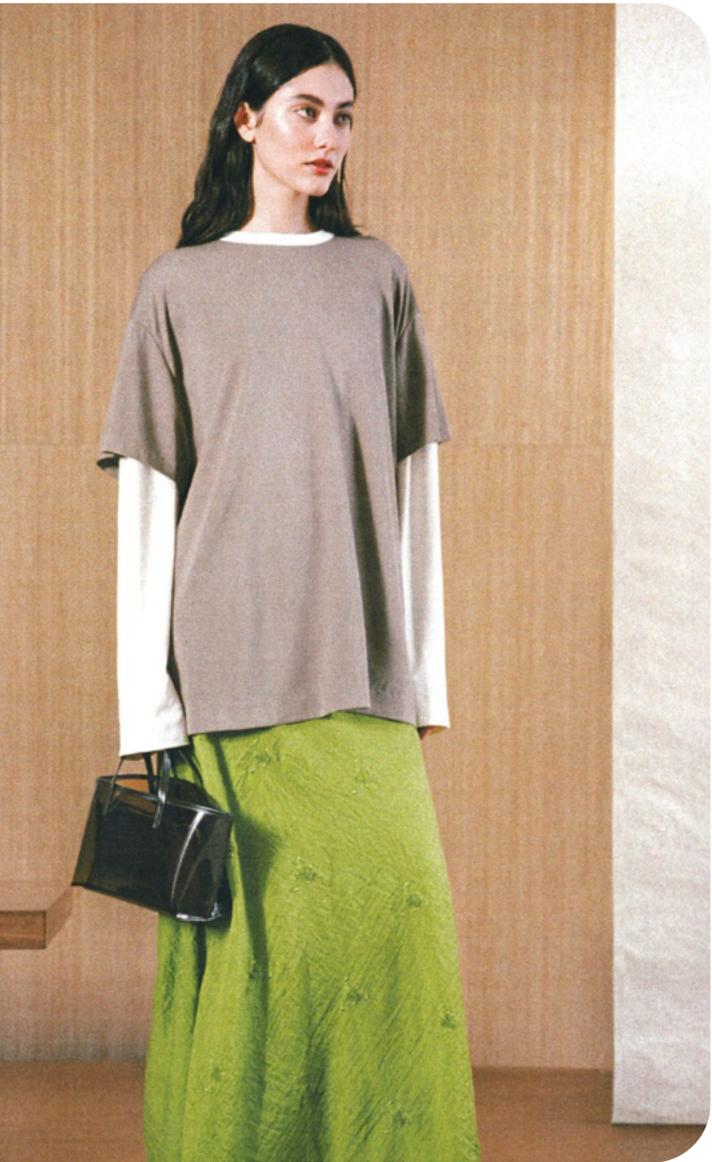
saint-laurent-.jpg



PRE-FALL 25 KEY COLORS

LIGHT GREENS

SAFE TREND



staud.jpg



huishan-zhang.jpg



By-Malene-Birger_1.jpg



Emilia-Wickstead.jpg



Oscar-de-la-Renta-.jpg



gucci-_1.jpg



simkhai-resort.jpg



PRE-FALL 25 KEY COLORS

FERMENTED HUES

MOODY TEAL



bottega



altuzarra



oscar de la renta



etro



sbanspring2024collectiontheimpression002scatqjg



ferrari

SAFE TREND

EARLY SIGN





WOMENSWEAR

PRE-FALL 25

PRINTS & PATTERNS

The Pre-Fall 2025 key prints showcase a captivating mix of bold and imaginative designs. Animal prints remain pivotal, evolving from classic cheetah motifs to innovative bio-mimicry patterns that mimic nature's intricacies. Non-prints offer a gritty, avant-garde aesthetic with blurry, distorted visions or edgy interpretations through rough brushstrokes and stained textures, adding depth and raw energy. Immersive landscapes invite escapism, sparking imagination with scenic, dreamlike visuals. Florals take on a more artistic and contemporary edge, moving away from traditional styles to embrace modern, abstract interpretations. Retro influences resurface with horizontal stripes and varsity-inspired prints, infusing nostalgia into the mix. These diverse patterns balance timeless elements with fresh creativity, appealing to a wide range of design narratives for the season.



LIVETREND

PRE-FALL 25 KEY PRINTS

ANIMAL ICONS

BIG TREND



ulla-johnson-.jpg



n21-.jpg



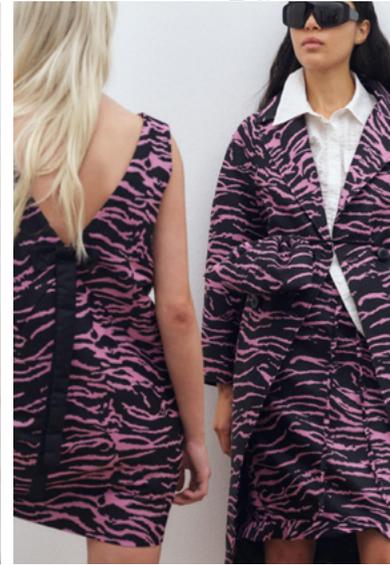
valentino-_1.jpg



Roberto-Cavalli-.jpg



bottega-.jpg



baum-und-pferdgarten-p.jpg



Balmain-.jpg

PRE-FALL 25 KEY PRINTS

IMMERSIVE SPHERES

STABLE TREND



r13-.jpg



Roberto-Cavalli- 1.jpg



Moschino-.jpg



Altuzarra-.jpg



diesel-.jpg



bottega-veneta-.jpg



bottega-veneta.jpg

PRE-FALL 25 KEY PRINTS

RETRO HORIZONTALS

STABLE TREND



baum-und-pferdgarten.jpg



sea ny14.jpg



monsi- _1.jpg



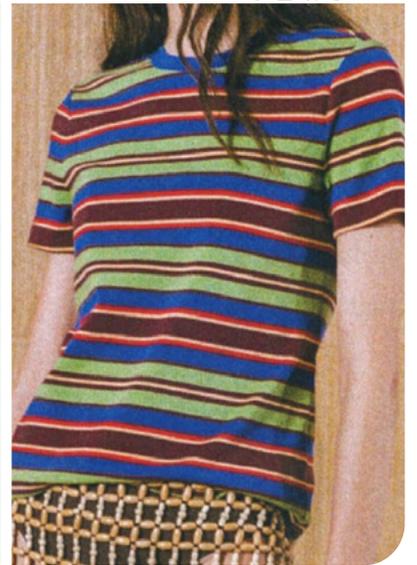
Stella-McCartney- _1.jpg



n21- _1.jpg



Max-Mara7.jpg



staud

PRE-FALL 25 KEY PRINTS

MODERN FLORALS

STABLE TREND



lela rose 10.jpg



erdem



max mara



herrera



wickstead



stine goya 2.jpg



lela rose 3.jpg

PRE-FALL 25 KEY PRINTS

ABSTRACT NON-PRINTS

SAFE TREND



bottega



mcmanus



missoni



missoni



philip lim



rewarding



ferrari

PRE-FALL 25 KEY PRINTS

VARSITY VIBE

PAISLEY FLORALS

STABLE TREND



valentino



bode



diesel

SAFE TREND



gucci



rachel comey12.jpg



rachel comey

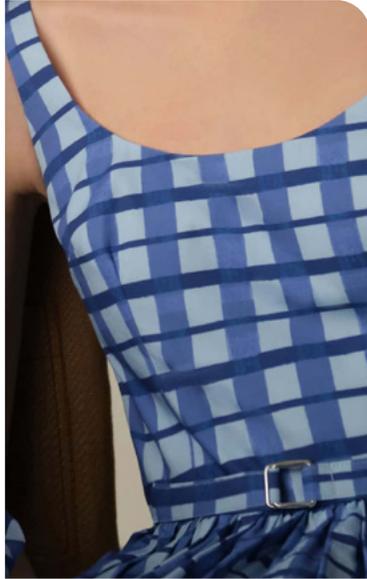
PRE-FALL 25 KEY PRINTS

GRUNGY PLAIDS

SAFE TREND



ferrari



wickstead



r13

ROUGH APPEAL

EDGY TREND



altuzarra



diesel



erdem



WOMENSWEAR

PRE-FALL 25

TEXTILES

Pre-Fall 2025 key textiles focus on texture, visual intrigue, and versatility. Crinkled effects and fuzzy materials take center stage, adding tactility and structure that elevate designs with a sensory appeal. Dreamy openworks and delicate lace continue to hold their place, offering lightness and sophistication ideal for ethereal looks. Shimmering effects bring a touch of glamour, with sequins and shiny satins creating playful interactions with light, perfect for eye-catching, statement pieces. Leather remains increasingly commercial, showcasing its adaptability through finishes ranging from smooth matte textures to soft, dry suedes, catering to both sleek and rustic aesthetics. These textiles collectively offer a blend of modern elegance and tactile interest, ensuring versatility across a range of styles for the season.



LIVETREND

PRE-FALL 25 KEY TEXTILES

OPENWORK DREAMS

BIG TREND



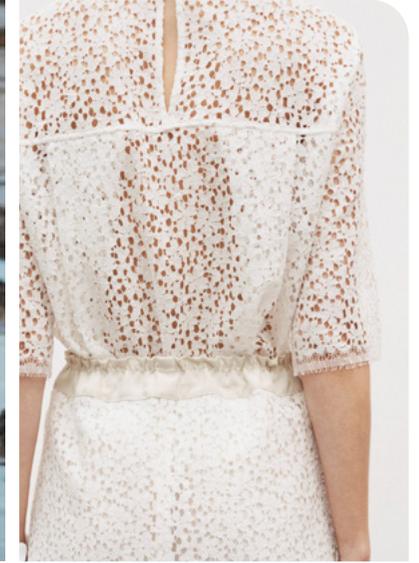
sea ny13.jpg



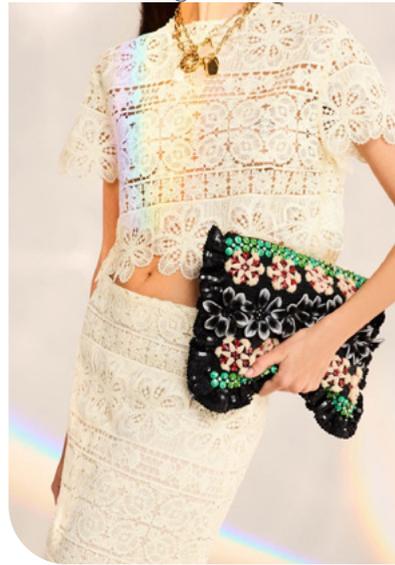
gucci



kobi halpern 4.jpg



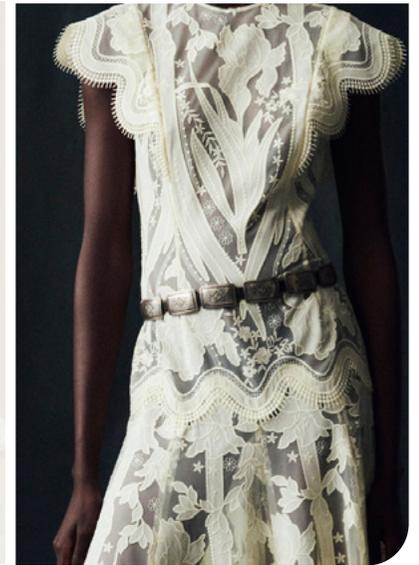
mcmanus



doubleJ



patbo 1.jpg



lela rose 8.jpg

PRE-FALL 25 KEY TEXTILES

LUXE LEATHERS

BIG TREND



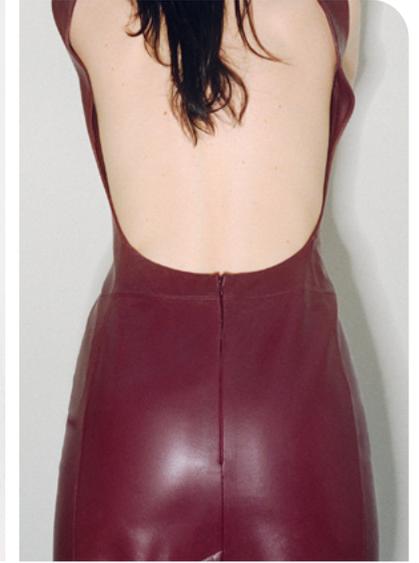
nanushkan



lafayette



n21



shouler



mccartney



stine goya 1.jpg

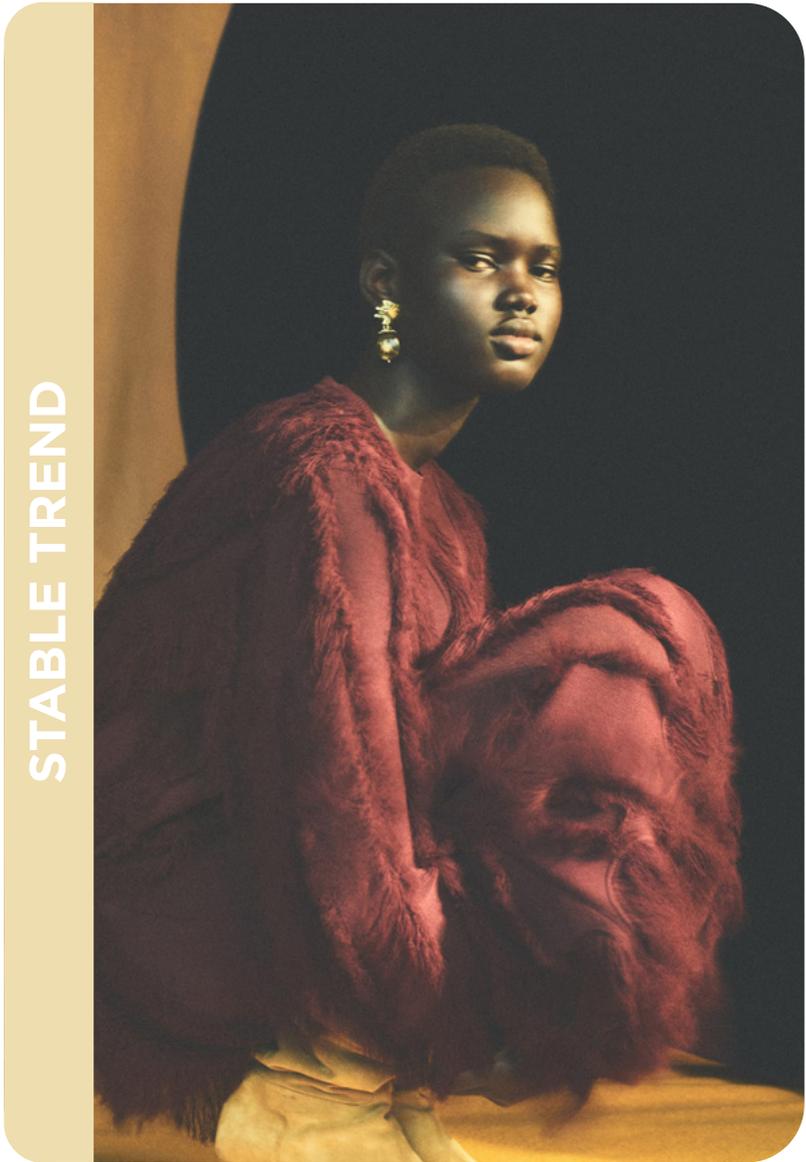


r13

PRE-FALL 25 KEY TEXTILES

FUZZY TACTILITY

STABLE TREND



ulla johnson



by marlene birger



etro



yavorska



gucci



ferragamo



jil sander



PRE-FALL 25 KEY TEXTILES

CROCHET CORE

STABLE TREND



kobi halpern 3.jpg



johnson



loveshackfancy



patbo 2.jpg



bode



mcmanus



staud

PRE-FALL 25 KEY TEXTILES

SATIN SUPREME

STABLE TREND



lapointe7.jpg



loveshackfancy



marchesa 3.jpg



stine goya 3.jpg



chanel



selfportrait



baum&pferdgarten



PRE-FALL 25 KEY TEXTILES

TENDER SPARKLES

SAFE TREND



eudon choi



rabbane



baum&pferdgarten



n21



mccartney



rachel comey6.jpg



marchesa 1.jpg



PRE-FALL 25 KEY TEXTILES

CRINKLED & WRINKLED

SAFE TREND



lafayette



r13



maxwell



ferrari



ulla johnson



bottega



jil sander



PRE-FALL 25 KEY TEXTILES

MAXIMALISM

EARLY SIGN



ysl



roberto cavalli



erdem

WEBBED COUTURE

EDGY TREND



oscar de la renta



marknull



yavorska

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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