

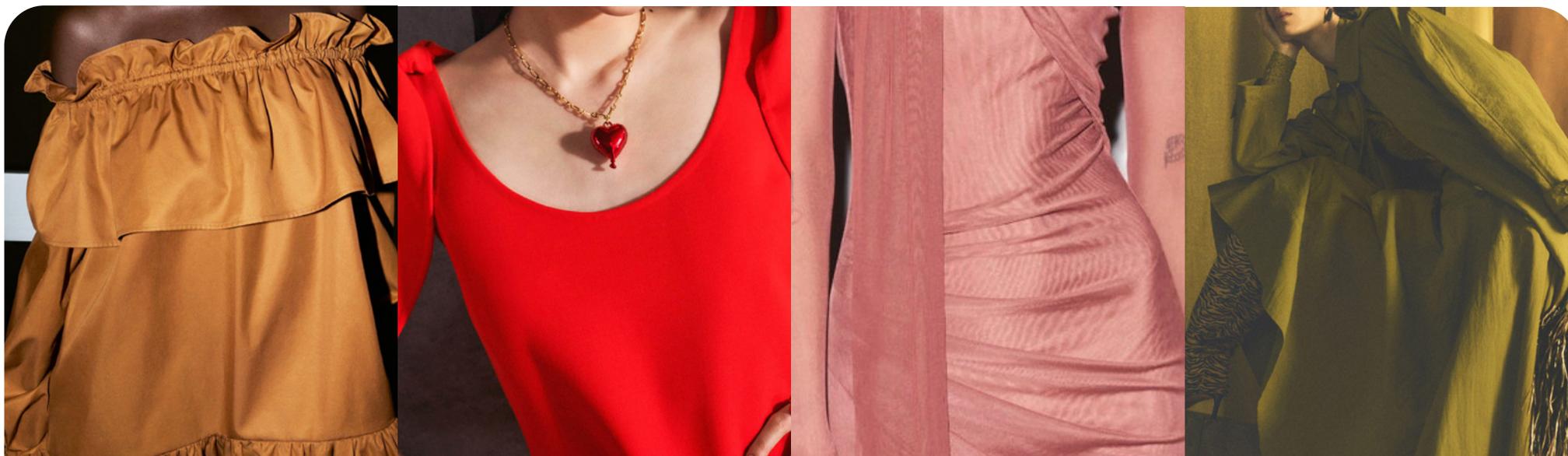


**WOMENSWEAR**  
**FASHION SHOWS**  
**PRE-FALL 25**  
**COLORS &**  
**TEXTILES**



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.

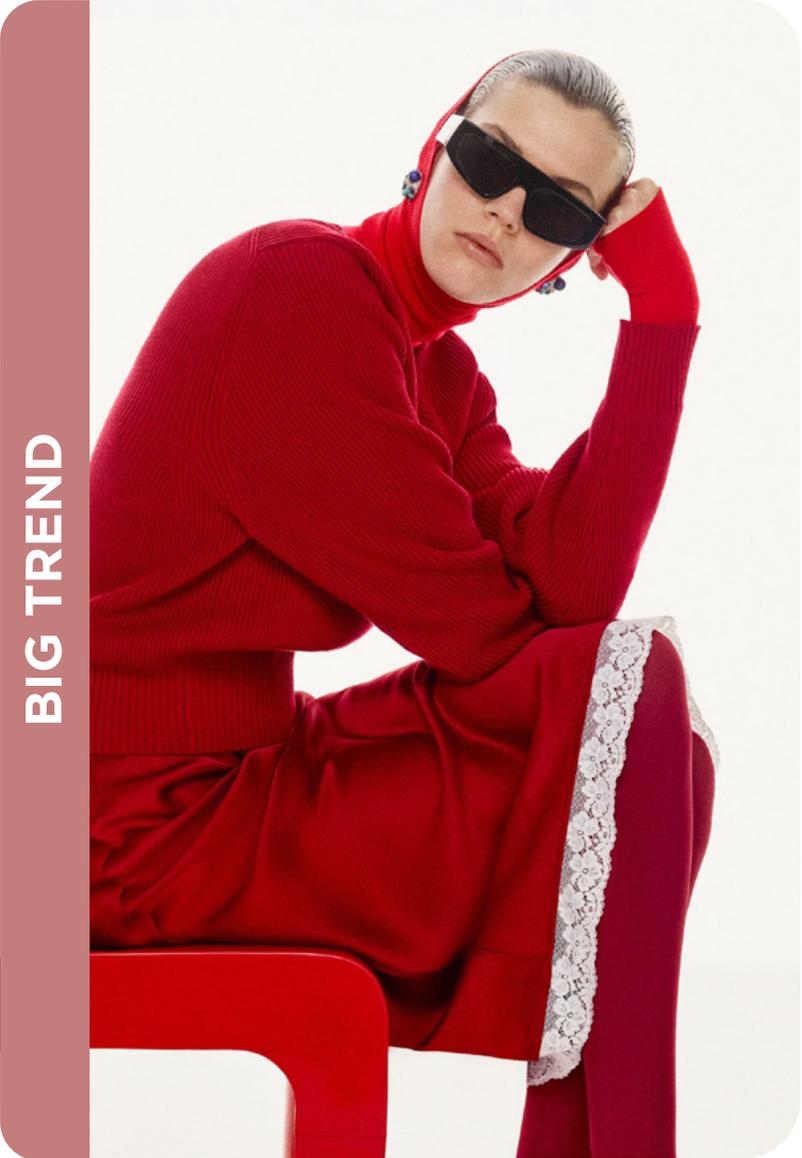


LIVETREND

# PRE-FALL 25 KEY COLORS

## ALL-OVER IMPACT RED

BIG TREND



victoria-beckham-.jpg



carolina-herrera-.jpg



rachel comey3.jpg



valentino-.jpg



gucci-.jpg



Armariem-.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

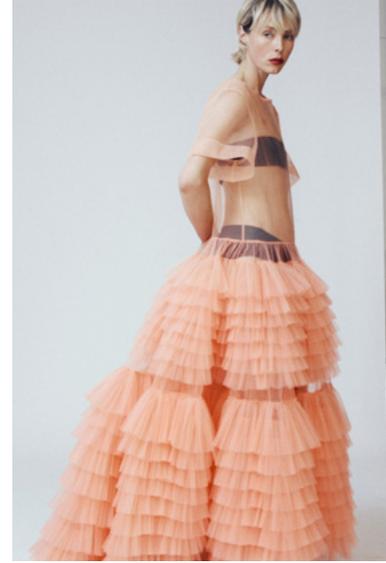
SAFE TREND



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



bottega



altuzarra



oscar de la renta

SAFE TREND

## MOODY TEAL



etro



sbanspring2024collectiontheimpression002scabqjg



ferrari

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



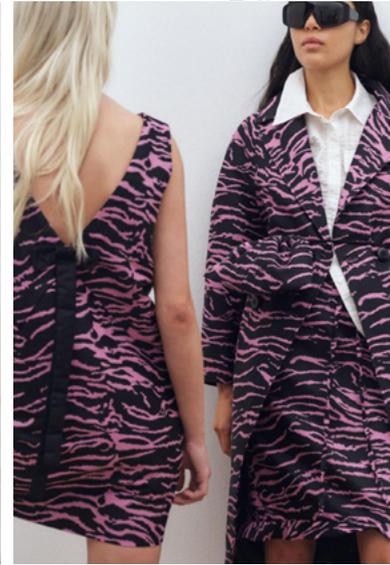
valentino-\_1.jpg



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



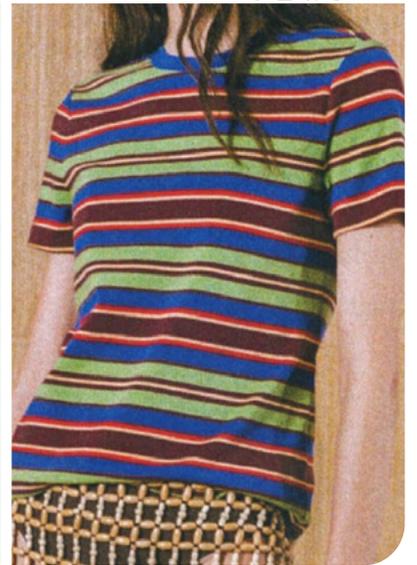
Stella-McCartney- \_1.jpg



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

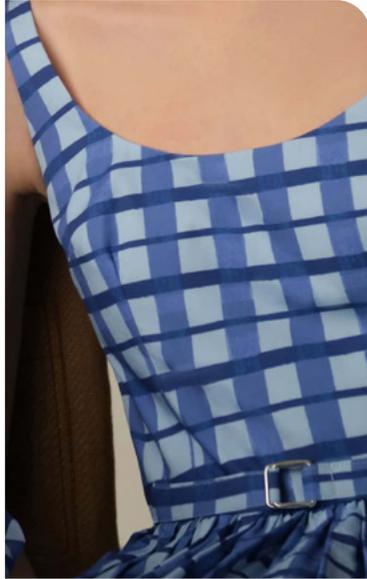
# PRE-FALL 25 KEY PRINTS

## 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



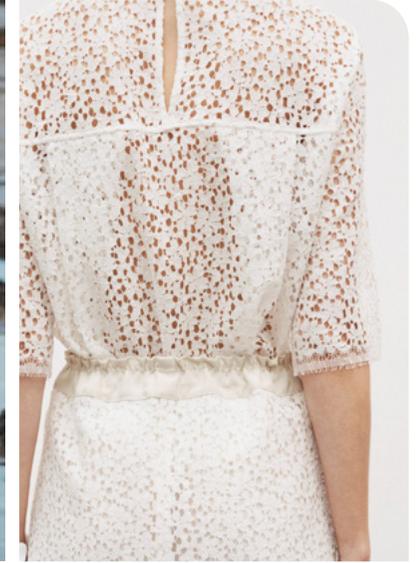
sea ny13.jpg



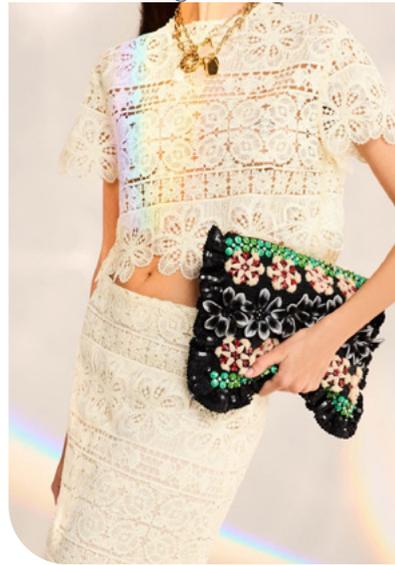
gucci



kobi halpern 4.jpg



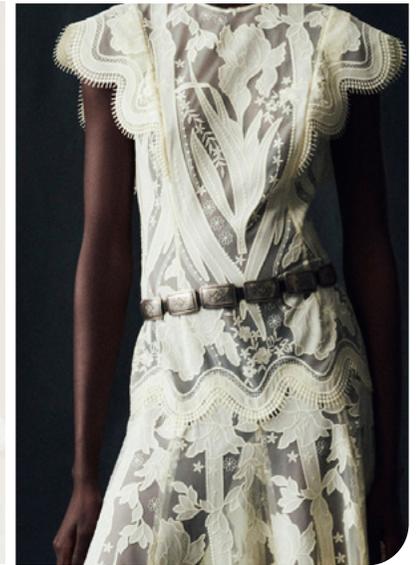
mcmanus



doubleJ



patbo 1.jpg



lela rose 8.jpg

# PRE-FALL 25 KEY TEXTILES

## LUXE LEATHERS

BIG TREND



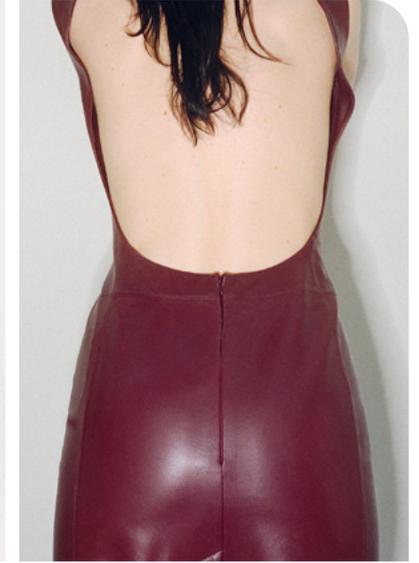
nanushkan



lafayette



n21



shouler



mccartney



stine goya 1.jpg

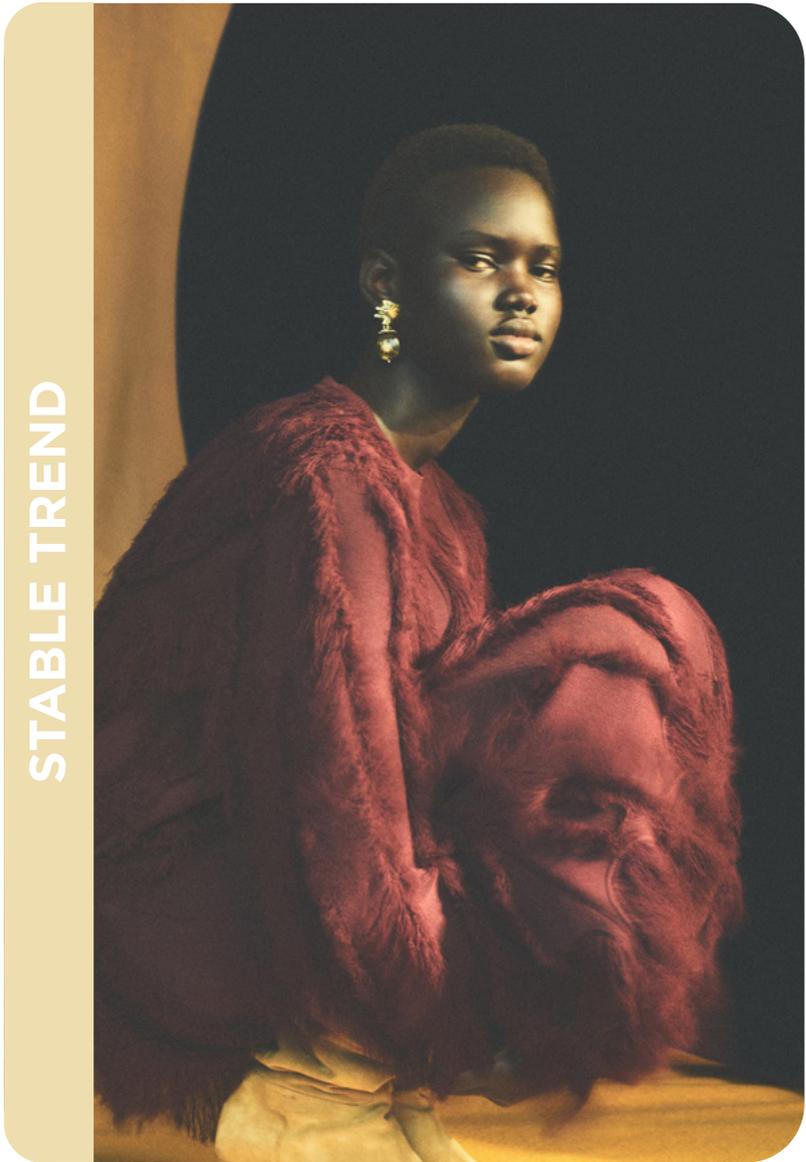


r13

# 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



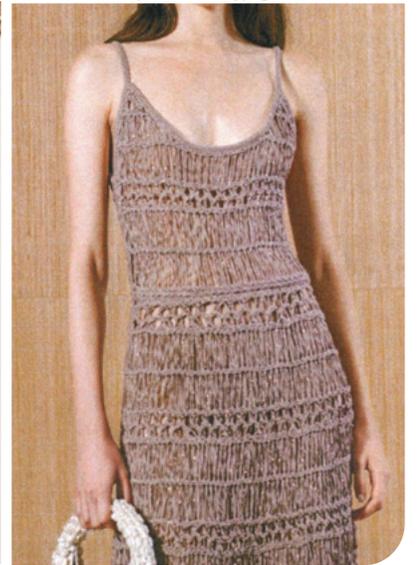
patbo 2.jpg



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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