



WOMENSWEAR
SS 2025
FORECASTING
DENIM
KEY ITEMS



LIVETREND

DENIM SS25 INTRODUCTION



the frankie shop_9.png



zara-42.jpg



Paris Streetstyle - 52.jpg



acne-.jpg



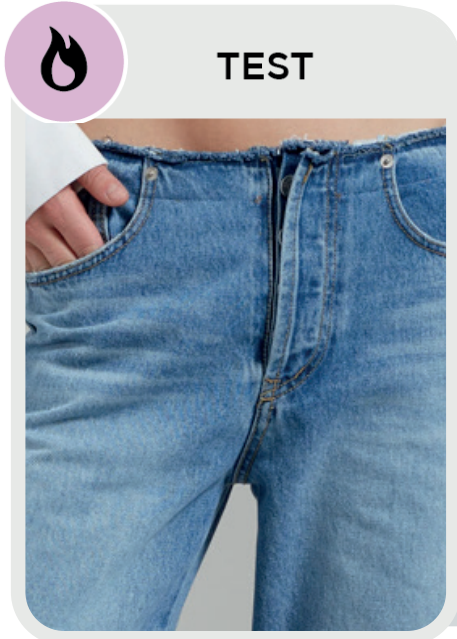
FORECAST

Youthful sophistication. Dive into the essence of SS25 Denim, where no-fuzz silhouettes with lower waistlines redefine contemporary style. Collections embrace the dominance of straight legs and elegant slim bootcut jeans, while introducing a touch of nonchalant charm with slightly baggy boyfriend styles. As updates: gradients, sparkles and duo-tone mixes are updating the baggy silhouette. Cropped denim takes on a timeless allure, exuding sophistication for any occasion. Versatility reigns supreme with longer and wide fit Bermudas, while skirts undergo a transformation from preppy pencils to fuller boho volumes with asymmetry at the forefront. Tailoring makes a notable appearance in SS25 Denim, with blazers and coats seamlessly blending into the denim landscape. The youth-centric addition of super short hot pants and soft slouchy bomber styles complete the collection, offering a diverse range that effortlessly captures the spirit of modern denim fashion.

This forecasting report is realized 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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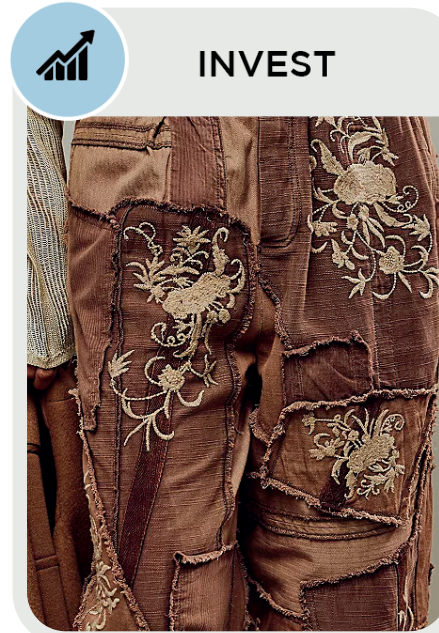
KEY DETAILS DENIM SS25



the frankie shop_14.png



haikure-.jpg



freepeople-15.webp



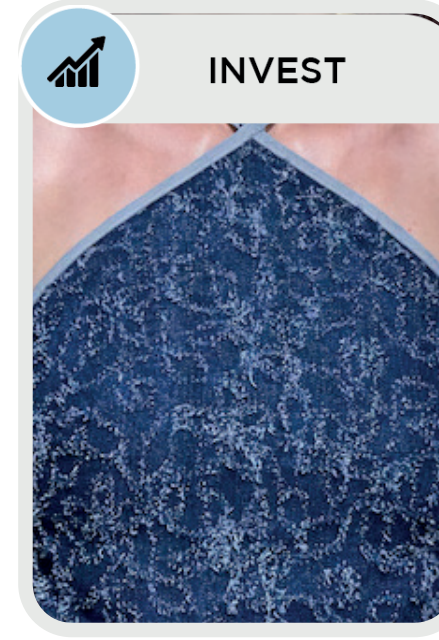
Hellessy.jpg



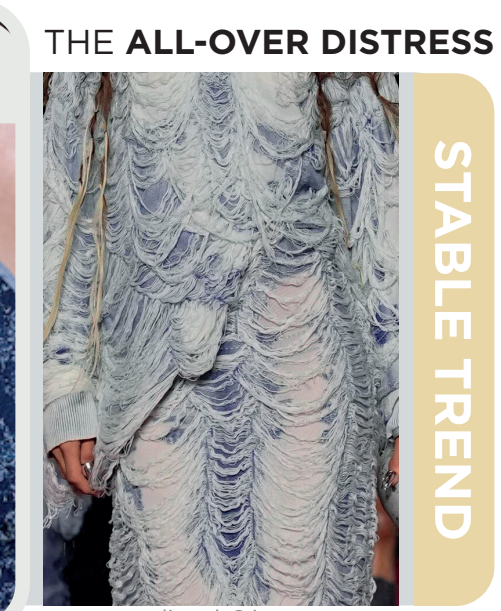
_diesel.webp



zara-59.jpg



di-petsa.jpg



diesel-6.jpg

DENIM SS25 SPOTLIGHT



MANIFEST



INVEST



TEST

LOW STRAIGHT



zara-63.jpg

BERMUDA



New York Streetstyle - 76.jpg

SLIM STRAIGHT



Didu-9.png

BOHO MAXI SKIRT



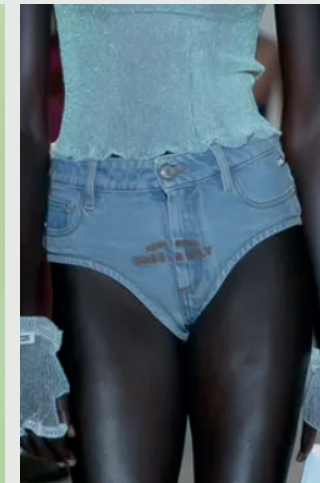
zara2.jpg

BLAZER



Derek Lam-6.png

HOT PANTY



gcds.png

This Trend Spotlight proposes the must-have products of the season to build the right assortment.

This selection is made to ensure that you have the right collection staples, invest in the right core pieces and test the right trendy items within your product range.

Find the full list of seasonal core items on the next slides.

KEY ITEMS ESSENTIALS SS25



MANIFEST



zara-54.jpg



New York Streetstyle - 191.jpg



miu-miu-.jpg



the frankie shop_14.png



haikure-.jpg

BIG TREND



MANIFEST



valentino.webp



moschino-.jpg



skall.jpg



gucci_10.jpg



the attico-6.png

SAFE TREND

THE LOW STRAIGHT

THE BAGGY BOYFRIEND

KEY ITEMS JEANS SS25



INVEST



coperni2.jpg



nili-lotan.jpg



givenchy-.jpg



@endlesslyloveclub-6.png



Didu-9.png

BIG TREND

THE SLIM STRAIGHT



INVEST



barberry.webp



the frankie shop_7.png



Milano Streetstyle-122.jpg



etro-.jpg



agolde2.jpg

STABLE TREND

THE SLOUCHY WIDE LEG

KEY ITEMS CROPPED JEANS SS25



MANIFEST

THE SASSY FLARE



balmain.jpg



zara-39.jpg



chloe-.jpg



zara-64.jpg



anthropology2.webp

STABLE TREND



TEST

THE SUBTLE BANANA SHAPE



cultgaia-4.jpg



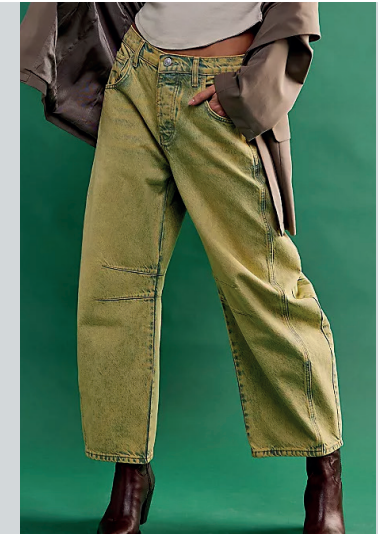
outland.jpg



agolde-.jpg



nili-lotan-.jpg



freepoeple-2.webp

EDGY TREND

KEY ITEMS JEANS SHORTS SS25



MANIFEST



New York Streetstyle - 76.jpg



New York Streetstyle - 50.jpg



valentino.webp



@veronicaferraro-4.png



Paris Streetstyle - 213.jpg

BIG TREND



TEST



dion lee-5.jpg



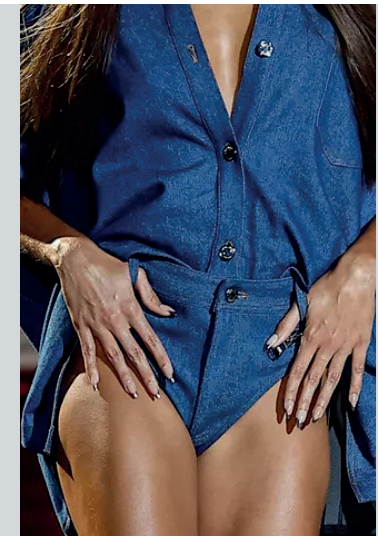
gcdc.png



palomo spain.png



retrofete.webp



laquan.png

EARLY SIGN

THE BAGGY BERMUDA

THE HOT-PANTY

KEY ITEMS FASHION JEANS SS25



TEST



shiatzy-chen.jpg



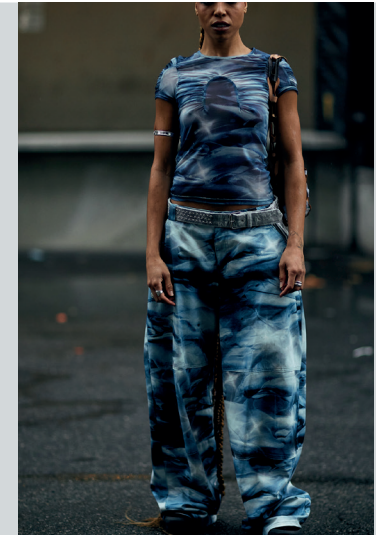
Ralph Lauren -2.jpg



chiara obscura-12.png



ganni.jpg



New York Streetstyle - 71.jpg

THE PRINTED COMBO

STABLE TREND



TEST



freepoeple-3.webp



mccartney-4.png



@acnestudios_3.png



freepoeple-14.webp



retrofete0.jpg

THE DAZZLING BAGGY

SAFE TREND

KEY ITEMS FASHION JEANS SS25



TEST



zara-41.jpg



Hellessy.jpg



mm6-.jpg



freepeople-8.webp



maxwell.jpg.webp

EDGY TREND



TEST



the frankie shop_16.png



mugler-.jpg



@emilisindlev-9.png



msgm-.jpg



zara-57.jpg

STABLE TREND

THE GRADIENT STYLE

THE RECONSTRUCTED

KEY ITEMS DENIM SKIRTS SS25

MANIFEST



bottega-veneta.jpg



magda-butrym.jpg



conner ives-13.png



hm.jpeg



jacquemus-.jpg

STABLE TREND

INVEST



victoria-beckham.jpg



diesel--.webp



holzweiler-.jpg



zara2.jpg



rave-review.jpg

EDGY TREND

THE PENCIL

THE BOHEMIAN MAXI



KEY ITEMS DENIM JACKETS SS25



INVEST



y-project-.jpg



zara-36.jpg



aknvas.jpg



diesel_.webp



the frankie shop_8.png

SAFE TREND



MANIFEST



münn5.png



Paris Streetstyle - 201.jpg



versace-7.png



Paris Streetstyle - 126.jpg



elisabetta-franchi-.jpg

STABLE TREND

THE SOFT BOMBER

THE BOYFRIEND'S TRUCKER

KEY ITEMS DENIM JACKETS SS25



TEST



mugler-.jpg



Paris Streetstyle - 36.jpg



acne-.jpg



laquan-smith.jpg



knwls.jpg

EARLY SIGN



MANIFEST



ganni.jpg



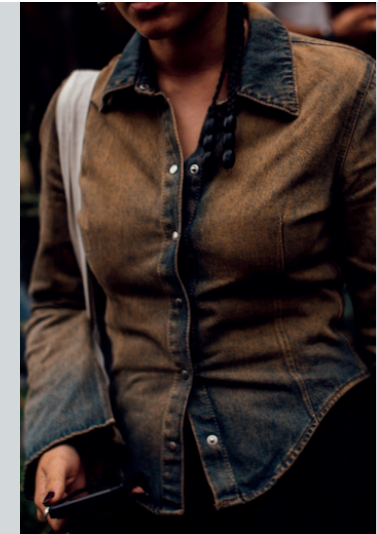
New York Streetstyle - 242.jpg



staud.jpg



the frankie shop_10.png



London Streetstyle - 318.jpg

STABLE TREND

THE HOURGLASS RACER

THE BASIC BUTTON-UP

KEY ITEMS DENIM TAILORING SS25



TEST



budapest-select.jpg



Derek Lam-6.png



the frankie shop_2.png



Tanya Taylor-2.png



alc.webp

THE URBAN BLAZER

SAFE TREND



TEST



gcds-.jpg



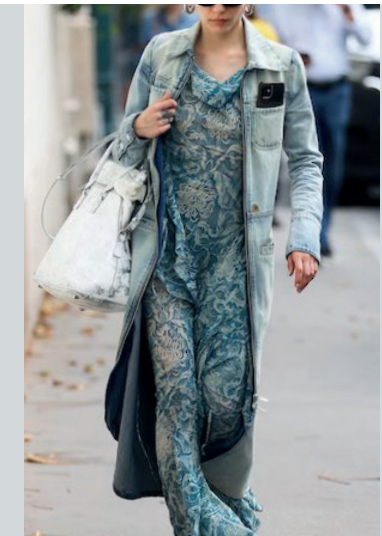
Paris Streetstyle - 433.jpg



driesvannoten.webp



Milano Streetstyle-214.jpg



Paris Streetstyle - 63.jpg

THE SLEEK MAXI COAT

EDGY TREND

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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