

WOMENSWEAR FW25 UPDATE HEADWEAR

LT LIVETREND

FW25 HEADWEAR INTRODUCTION





UPDATE

Warm, Retro and Fancy. As winter unfolds, a captivating blend of warmth and style invites us to embrace the season's essence. This year's accessories inspire a spirit of adventure, encouraging wearers to express their individuality through unique combinations and bold choices. Starting from the warm and stylish furry hat declinated in many versions to knitted balaclavas and several earflap styles, women don't want to get cold. While vintage is inspiring the styling of many looks with retro foulards from the sixties and crochet hair cuffs from the twenties. Baseball caps are staying stable, often weared with a printed scarf or under a hood. Hair accessories are personalizing the styles with jewel hairclips, bows and scrunchies still on the forefront of the trend.

This report is based on Livetrend data extracted from Instagram & e-commerce from October to December, analysing the visibility and growth of the trends compared to te same period last year. The percentages show the visibility evolution year on year.

ACCESS ALL IMAGES
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Drawfitwomen.png





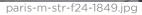






paris-str-f24-0049.jpg







@cheriedari.jpg





@alessiahab.jpg



FW25 HEADWEAR EARFLAP STYLES

EARLY SIGN

PERUVIAN STYLE

EARLY SIGN

YETI TRAPPER









@jpeg.angie.jpg









@paolaturani.jpg



FW25 HEADWEAR **HEADBAND**

SAFE TREND

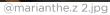
THE 90'S STYLE

EARLY SIGN

THE XL FUZZY









@bartsamsterdam.jpg





paris-str-s25-1075.jpg



@daisybirchalll.jpg



@mariehindkaer 2.jpg

FW25 HEADWEAR **EAR MUFFS**









@celiaaachen 2.PNG



@apj.bella.PNG



@kellyannshuman.PNG



@tasmin.devi.PNG



@madlinee.jpg

FW25 HEADWEAR RETRO BASEBALL CAP











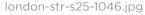


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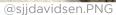


paris-str-s25-1407.jpg

FW25 HEADWEAR HIP HOP FLAT BRIM









@quyenluongg 3.jpg



@sofiamcoelho.jpg



@quyenluongg 4.jpg



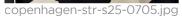
@junly.ng 3.jpg



@ddraebb 2.jpg

FW25 HEADWEAR **SAILOR HAT**





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tokyo-str-s25-0396.jpg



paris-str-s25-039.jpg



milano-str-s25-1657.jpg

WOMENSWEAR

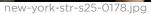
FW25 HEADWEAR BERETS

FRENCH BERET

BAKER BOY HAT









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new-york-str-s25-1672.jpg

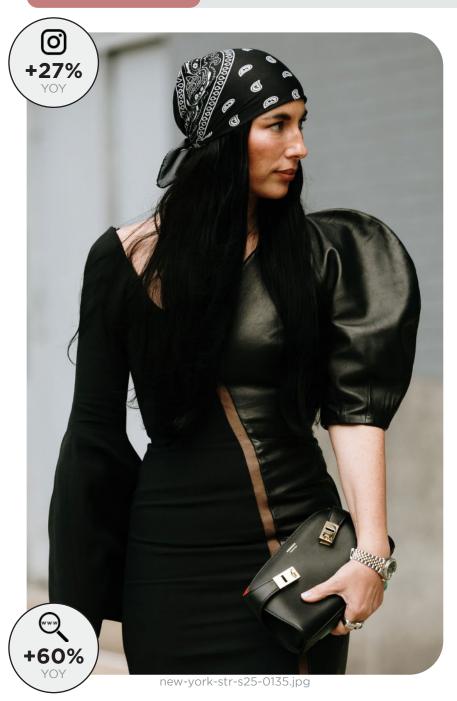


paris-str-s25-3238.jpg



paris-str-s25-3261.jpg

FW25 HEADWEAR VINTAGE HEADCHIEF









milano-str-s25-3003.jpg



paris-str-s25-2514.jpg



new-york-str-s25-0964.jpg



milano-str-s25-2150.jpg



paris-str-s25-0512.jpg

FW25 HEADWEAR HAIR NET









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london-str-s25-0144copia.jpg



paris-str-s25-0519.jpg



copenhagen-str-s25-0022.jpg



@holylora.PNG

EARLY SIGN

COQUETTE BOWS

SAFE TREND

XL SCRUNCHIE











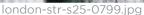


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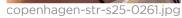


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FW25 HAIR ACCESSORIES HAIR CLIPS









@little90sgirl 2.jpg



paris-str-s25-2299.jpg



paris-str-s25-1844.jpg



paris-str-s25-0863.jpg



london-str-s25-0039.jpg

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 ROWTH 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 guick 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

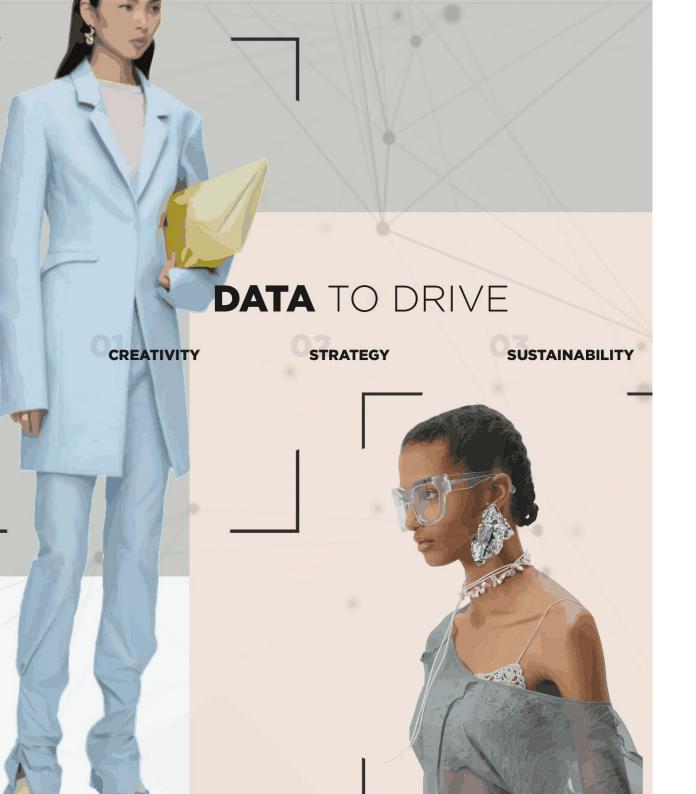
A CORE PRODUCT REPRESENTING A STEADILY GROWING TREND OF MODERATE MAGNITUDE WITH COM-MERCIAL POTENTIAL



TEST

A STATEMENT PRODUCT WITH GROWING PERSPECTIVE BUT SMALLER MAGNITUDE AND HIGHER RISK





LT LIVETREND

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