



WOMENSWEAR
FW25
SHIRTS &
BLOUSES
UPDATE



LIVETREND

FW25 SHIRTS & BLOUSES UPDATE **INTRODUCTION**



Zara (3)_1.jpg



Emili Sindlev



reformation.webp



Ore.png



UPDATE

Sartorial Sophistication. For the next winter season, women's topwear will embrace a refined shift towards simple elegance, spotlighting shirting and tailored essentials. Shirts and blouses will reflect a dynamic interplay between genderless and highly feminine aesthetics. Trends will swing toward menswear-inspired elements, including classic shirting, tailored vests, and structured details, embodying a minimal and unisex direction. At the same time, there will be a resurgence of ladylike preppy styles with sleek designs featuring heritage details and on the other side, bohemian sophisticated blouses, made of lightweight fluid fabrics. This polarization of consumer preferences will drive either a shift toward understated, gender-neutral looks or a return to hyper-refined, distinctly feminine expressions, capturing the evolving duality in fashion tastes.

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 the same period last year. The percentages show the visibility evolution year on year.

**ACCESS ALL IMAGES
CLICKING HERE**

BIG TREND

FW25 SHIRTS & BLOUSES **STRIPED SHIRT**

www
+50%
YOY



fashionweek-streetstyle.avif

Instagram
+31%
YOY



milano-str-s25-0412.jpg



sandro-.jpg



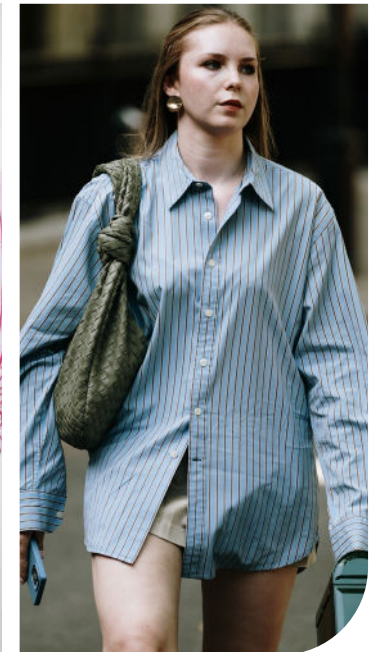
@sezane.avif



reformation.webp



Maje_.webp



london-str-s25-0484.jpg

BIG TREND

FW25 SHIRTS & BLOUSES **MEN'S SHIRT**

www
+70%
YOY



Instagram
+5%
YOY

@Pierguido Grassano.avif



milano-str-s25-1352.jpg



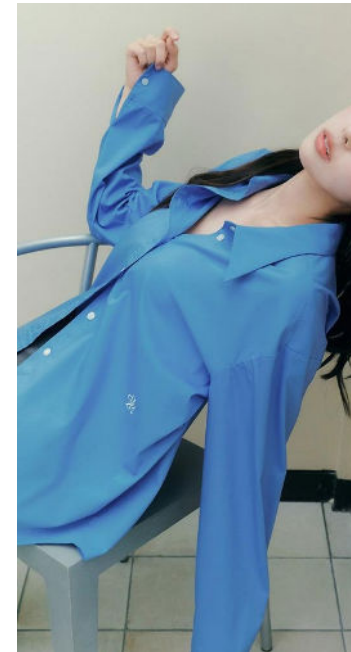
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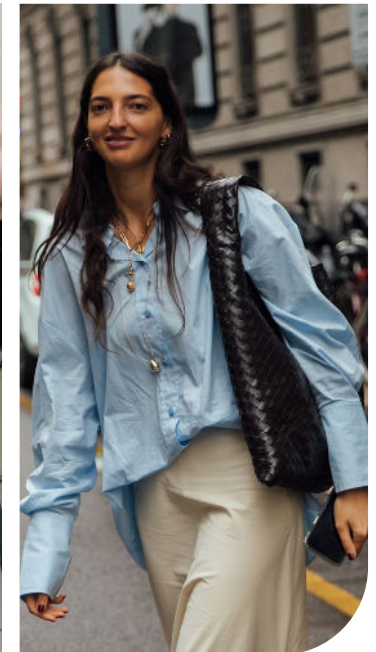
Largo.png



Zara.jpg



City Breeze.png



milano-str-s25-0577.jpg

FW25 SHIRTS & BLOUSES

EDGY TREND

TIE SHIRT

SAFE TREND

EMBELLISHED



@reformation.webp



-sandro-.webp



@maje.webp



WWW
+900%
YOY

H&M (2).avif



IG
+23%
YOY

amorous.webp



sandro.jpg

FW25 SHIRTS & BLOUSES

EARLY SIGN

DESTRUCTURED TUNIC

SAFE TREND

BOHO BLOUSE

www
+140%
YOY



milano-str-s25-0186.jpg



milano-str-s25-0578.jpg



Paris-str-S25-0119.jpg

www
+160%
YOY



Zara (2)_1.jpg



ig
+73%
YOY

H&M_1.avif



&Other Stories.jpg

FW25 SHIRTS & BLOUSES

STABLE TREND

DRAPED FEATURES

EARLY SIGN

BALLOON SLEEVE



BAU.png



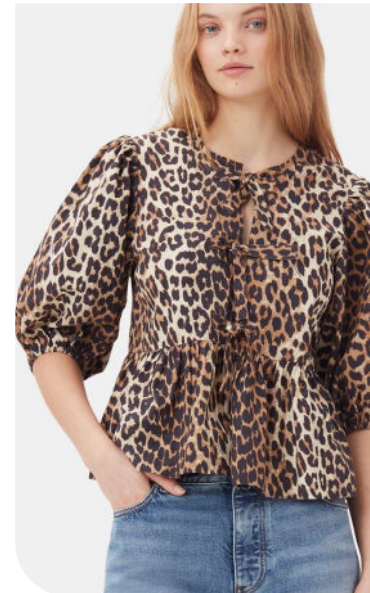
Micane.png



lpekyol.webp



H&M_2.avif



ganni.jpg



@ullajohnson.webp

SAFE TREND

FW25 SHIRTS & BLOUSES SHEER STYLES

www
+100%
YOY

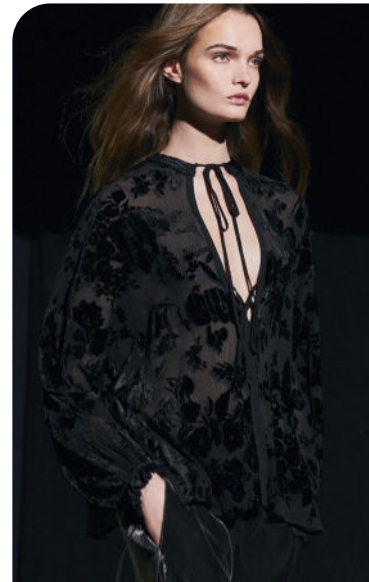


milano-str-s25-0031.jpg

ig
+37%
YOY



milano-str-s25-1287.jpg

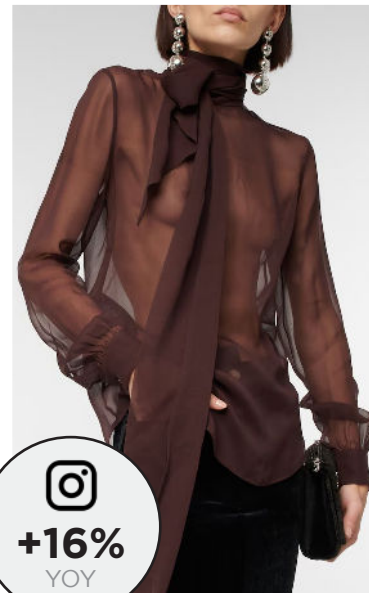


Zara (3).jpg



H&M.avif

ig
+16%
YOY



Saint Laurent.avif



paris-str-s25-1572.jpg

EASY LONGSLEEVE

CHIC TIE-NECK

SAFE TREND

FW25 SHIRTS & BLOUSES **LADYLIKE SATIN STYLES**

www
+100%
YOY



Ore.png

Instagram
+21%
YOY



Charmeeze.png



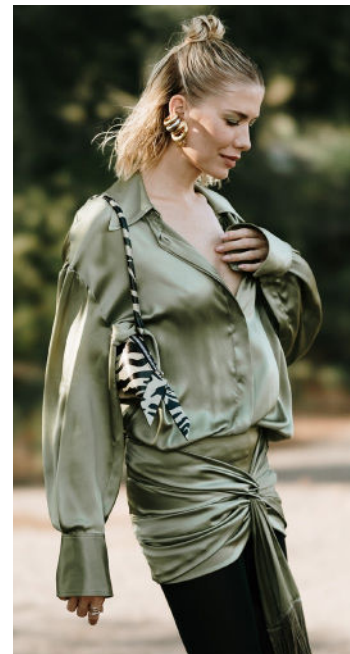
MlbyY.png



Ourcosmos.png



Des Olives.png



milano-str-s25-2263.jpg



Mohan.png

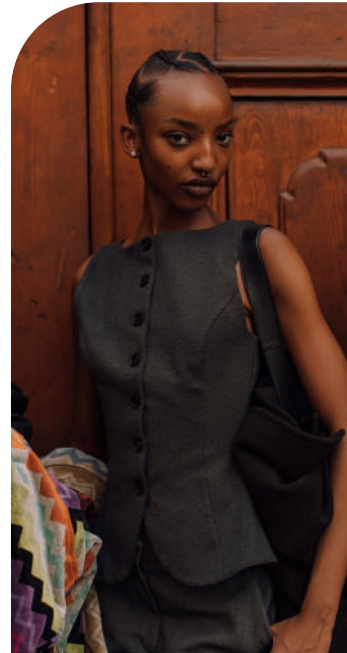
EDGY TREND

FW25 SHIRTS & BLOUSES SUIT VEST

www
+50%
YOY



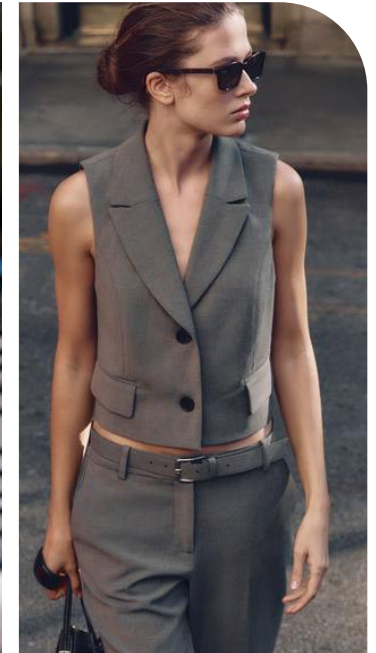
paris-str-s25-0241.jpg



milano-str-s25-1755.jpg



london-str-s25-1476.jpg



Zara_2.jpg



paris-str-s25-1436.jpg



paris-str-s25-1859.jpg



milano-str-s25-1100.jpg

FW25 SHIRTS & BLOUSES

EDGY TREND

SARTORIAL BLOUSE

EDGY TREND

NEO SHIRTING



london-str-s25-0845.jpg



Zara (2).jpg



Sourceunknown_1.webp



Imperial.jpg



@recto official.png



milano-str-s25-1308.jpg

DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND GROWTH ON E-COMMERCE



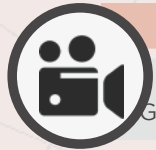
SOCIAL MEDIA

YEAR ON YEAR TREND GROWTH ON INSTAGRAM



CONSUMER INTEREST

YEAR ON YEAR GROWTH OF ONLINE SEARCH VOLUMES



FASHION SHOWS

YEAR ON YEAR TREND 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

THANK YOU!

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