



WOMENSWEAR
FW25 UPDATE
SOFT
ACCESSORIES



LIVETREND

FW25 SOFT ACCESSORIES INTRODUCTION



Diaalto.png



@jessiebush.webp



urbanoutfitters.webp



urban-outfitters.webp



UPDATE


Young Expression & Creativity. This year's accessories inspire a spirit of adventure, encouraging wearers to express their individuality through unique combinations and bold choices. From the cozy embrace of a fuzzy scarf to the striking presence of knee high socks, each piece becomes a canvas for personal expression. The season encourages playful layering, where textures and colors can be mixed and matched to create a look that is both functional and expressive. Everything around the neck become versatile, from oversized scarf used as an hoodie, foulards are to be weared also with caps, the knitted scarf plays as a foulard, taking trinagulr shapes. Accessories are not merely additions, they are integral to crafting a winter wardrobe that reflects one's personality. Winter fashion invites exploration and creativity, celebrating the joy of self-expression in every chilly breeze.

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
CLICKING HERE

BIG TREND

FW25 NECK ACCESSORIES **KNIT TRIANGLE SCARF**


+100%
YOY

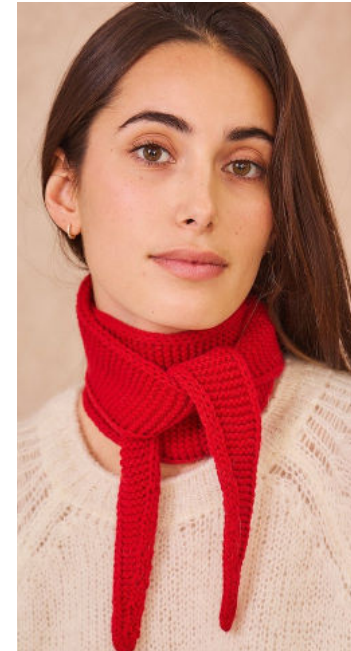



+600%
YOY

@hailey_bieber.png



@ilpora.png



calie paris.jpg



TBCO.webp



Jigsaw.webp



toteme.jpg



jacquemus.jpg

STABLE TREND

FW25 NECK ACCESSORIES **COZY MAXI SCARF**

www
+50%
YOY



@hannahschonberg.png



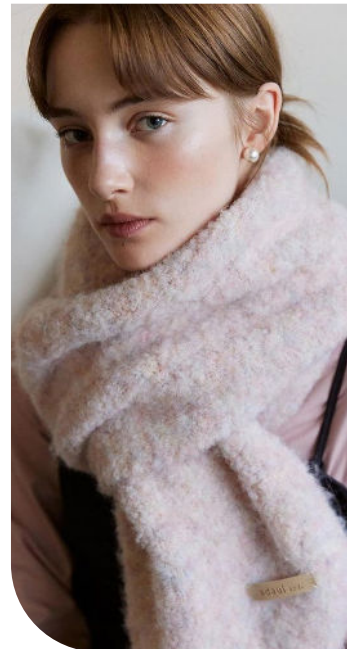
Marieclaire (2).png



Loeil.png



Bershka.webp



Adaul (2).png



Arakii.avif



ACNE-STUDIOS.webp

SAFE TREND

FW25 NECK ACCESSORIES **SLIM SCARF**

www
+103%
YOY



london-str-s25-0402.jpg



milano-str-s25-1837.jpg



paris-str-s25-3026.jpg



paris-str-s25-0717.jpg



@maria.calvet.jpg



@katiehoylee 2.jpg



@lorensch_i_PNG

FW25 STOCKINGS **KNEE HIGH SOCKS**

SAFE TREND

LADYLIKE SHEER

SAFE TREND

GRANNY STYLE



paris-str-s25-3033.jpg



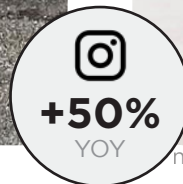
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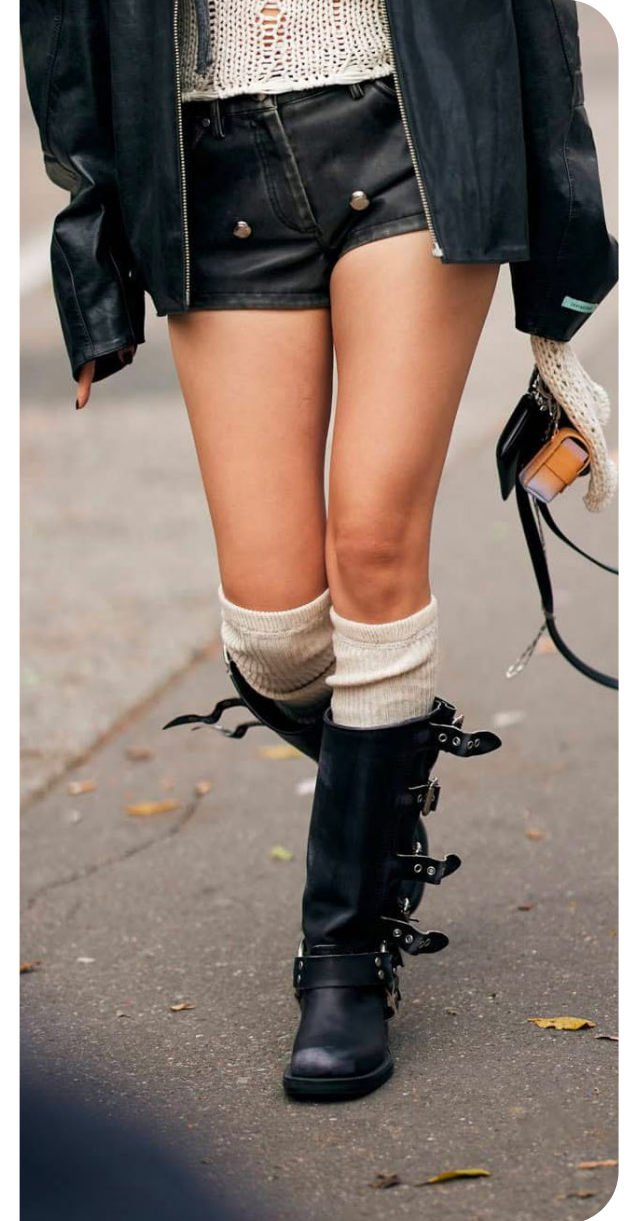
@lycocoa 2.jpg



@pamklopo.jpg




new-york-str-s25-0237.jpg



paris-str-s25-2894.jpg

EDGY TREND

FW25 NECK ACCESSORIES MEN'S TIE


+19%
YOY



[london-str-s25-0696.jpg](#)



[@girlfpapi.jpg](#)



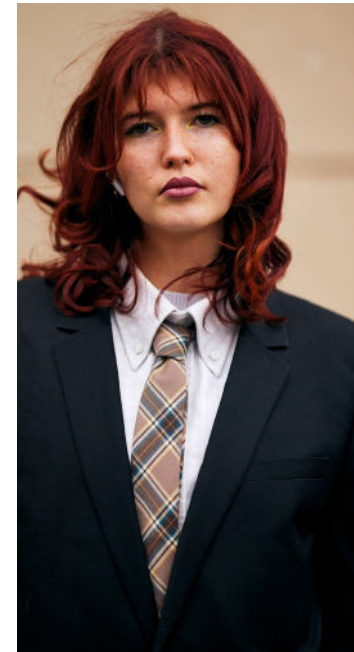
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[milano-str-s25-0595.jpg](#)



[paris-str-s25-0480.jpg](#)



[paris-str-s25-2178.jpg](#)



[milano-str-s25-1182.jpg](#)

EDGY TREND

FW25 GLOVES **BOLD LEATHER GLOVES**

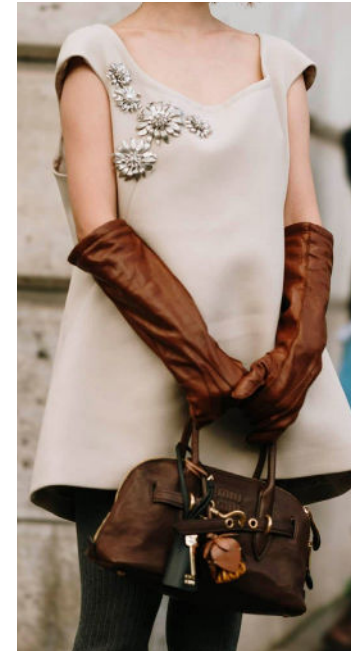
Instagram
+32%
YOY



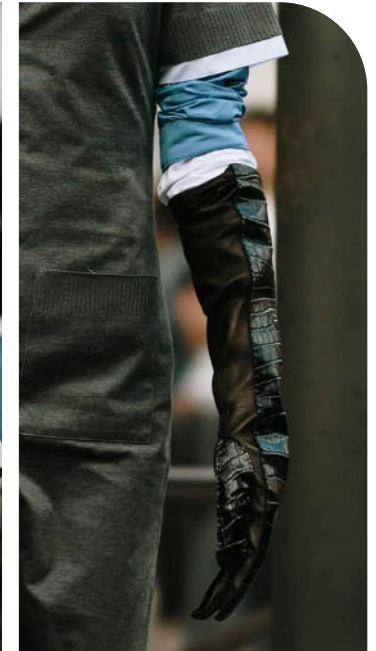
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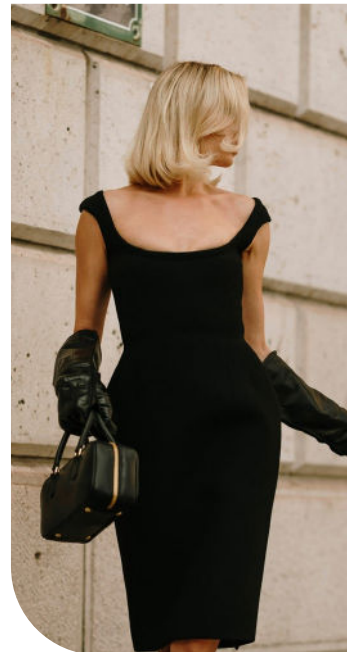
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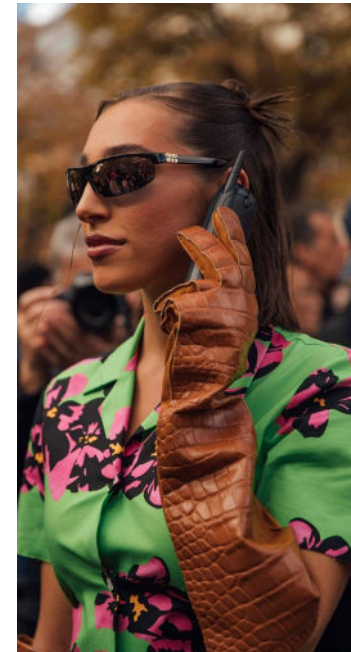
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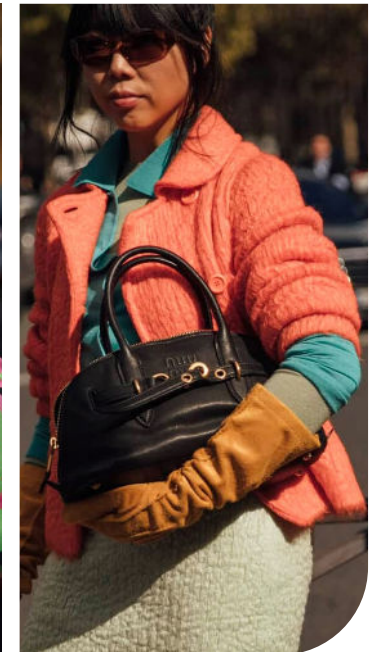
paris-str-s25-3108.jpg



paris-str-s25-3141.jpg



paris-str-s25-3308.jpg



paris-str-s25-3281.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



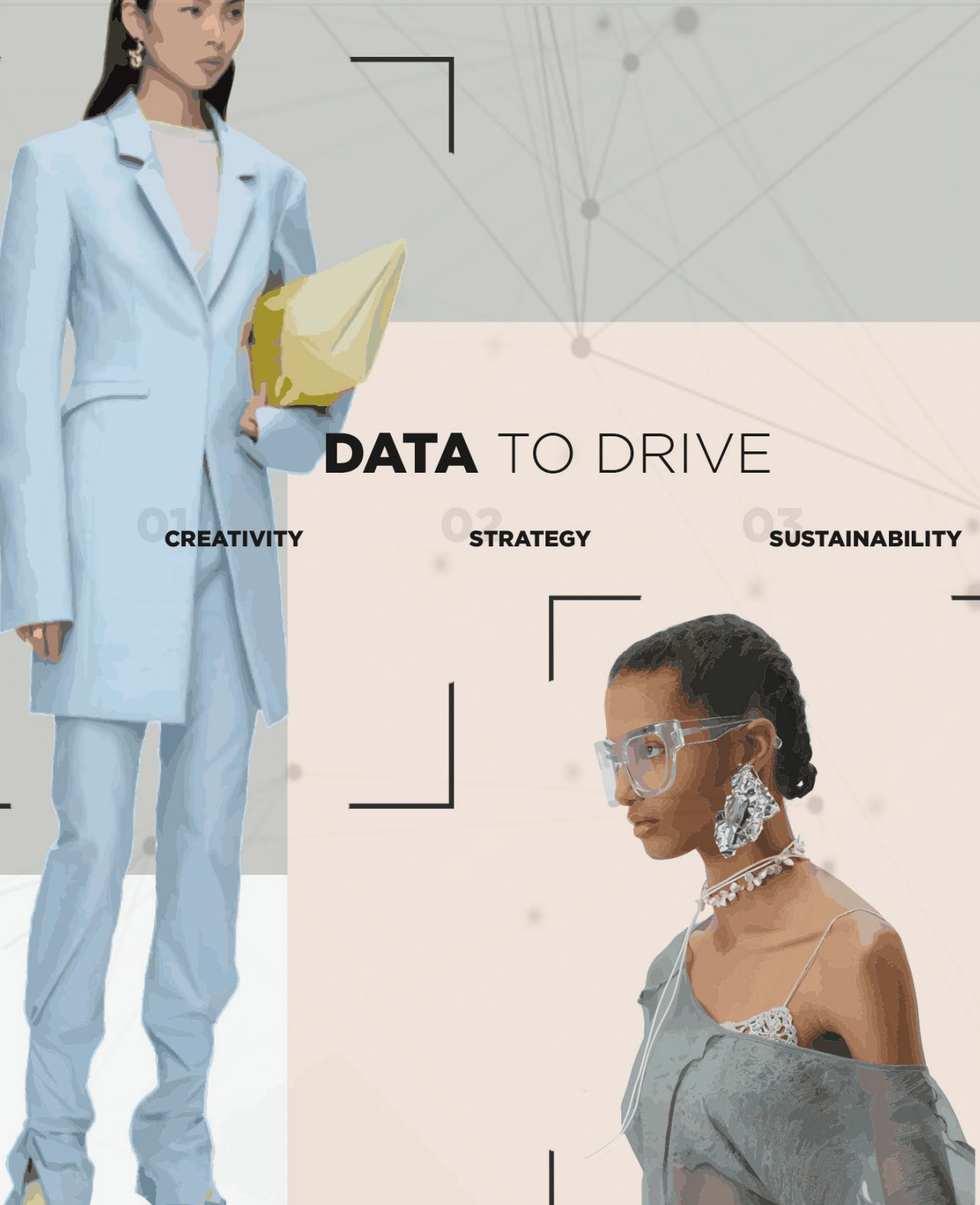
INVEST

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

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