



**WOMENSWEAR
RETAIL RADAR
SPRING
COLLECTION
THEMES**



LIVETREND

SPRING COLLECTIONS **INTRODUCTION**



Miu Miu.jpg



We The Free (2).webp



@marcuspanthera.png



UPDATE

New Stories. The SS26 season will unfold as a dynamic exploration of contemporary identities, where heritage, functionality, and irony intersect to shape a new wardrobe language. Each collection distills a distinct narrative, from the untamed spirit of the American West to the refined codes of nautical elegance, from playful retro nostalgia to the hybridization of activewear and daily dressing. Traditional craftsmanship meets modern adaptability, balancing structured tailoring with fluid silhouettes. This season reflects a refined yet evolving approach to style. Through this report, we delve into the key themes defining SS26, bohemian fluidity, conceptual minimalism, or effortless tomboy layering are offering insights to navigate the ever-shifting landscape of fashion with clarity and purpose.

This report is based on Livetrend data extracted from e-commerce on the European market from 01/01/25 to 20/02/25, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

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SPRING COLLECTIONS **RODEO ROOTS**



CITY COWGIRL - PURE AMERICANA - FULL DENIM - NATIVE AMERICAN

The SS26 collection taps into the enduring spirit of the American West, reinterpreting its iconic aesthetic through a contemporary lens. Denim serves as the foundation, reworked into bootcut silhouettes and structured shirts with intricate embroidery, blending the tradition of native american patterns with modern wearability. The interplay of textures, from suede to fringed jackets, adding movement, are evoking the energy of rodeo culture. A key pieces like the safari dress, merges functionality with effortless femininity, embodying the practical elegance of frontier style. Earthy brown tones dominate the palette, mirroring the sunbaked hues of desert landscapes, while considered detailing reinforces a sense of authenticity.

RODEO ROOTS KEY LOOKS & ELEMENTS





FRINGE JACKET
+67%


SUEDE
+1%


All Found.webp




SAFARI DRESS
+105%

Anthropologie.webp




BROWN
+36%


BOOTCUT JEAN
+55%

Sezane (8).avif



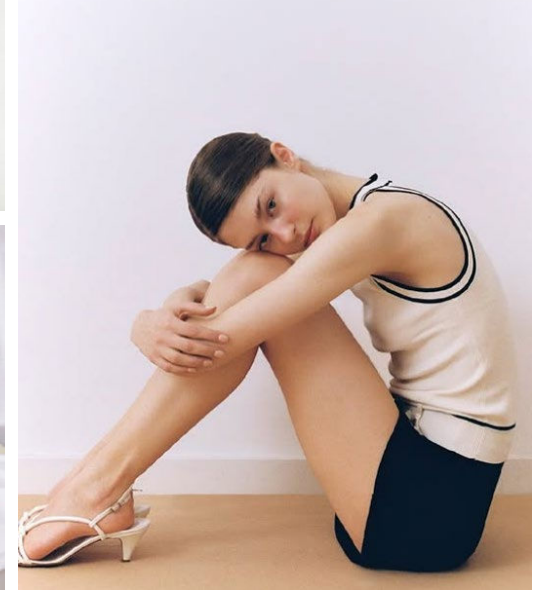

EMBROIDERED SHIRT
+20%

Zara_3.jpg



Sezane (5).avif

SPRING COLLECTIONS **SEASIDE ACADEMY**



PREPPY AHOY - SOPHISTICATED SAILOR - MARINER STRIPES - HARBOR ELEGANCE - GRAPHIC & CLEAN

The SS26 Seaside Academy collection reinterprets maritime heritage through a polished, sartorial lens, blending nautical influences with a refined sense of structure. A palette anchored in deep navy sets the tone, contrasted by crisp detailing that enhances the collection's sharp, graphic aesthetic. Traditional elements—double-breasted trenches, sailor pants, and pleated skirts—are reworked with a modern precision, striking a balance between timeless naval codes and contemporary sophistication. Gold buttons and clean lines add a sense of regimental order, while preppy knitwear softens the look, reinforcing a sense of ease. Ballet flats and loafers complete the silhouettes, grounding them in understated elegance.

SEASIDE ACADEMY **KEY LOOKS & ELEMENTS**



Lilysilk.jpg



Miu Miu (3).avif



Twinsset (2).webp



Claudie Pierlot (2).webp



sezane (8)_1.avif

GOLD BUTTONS
+50%

NAVY BLUE
+29%

TRENCH COAT
+11%

SAILOR PANTS
+14%

PLEATED SKIRT
+45%

BALLET FLAT
+148%

SPRING COLLECTIONS **NONCHALANT TOMBOY**



OUT OF OFFICE - CASUAL CORPORATE - LAYERED UNIFORMS - SOFT GRANDPACORE - RETRO

The SS26 Nonchalant Tomboy collection effortlessly blurs the lines between work and leisure, redefining corporate dressing with a relaxed, layered approach. Soft tailoring takes center stage, with low-waist trousers offering a slouchy yet refined silhouette, while round-neck cardigans and knitted tee tops add an understated ease. Layering becomes a key styling element, evoking a sense of effortless nonchalance, as horizontal stripes and argyle motifs and pinstripes subtly disrupt the muted palette of denim blues, warm browns, and delicate yellows. The influence of vintage menswear is felt in the softened, slightly oversized proportions, channeling a nostalgic yet modern take on #grandpacore.

NONCHALANT TOMBOY **KEY LOOKS & ELEMENTS**



ROUND NECK
CARDI
+39%

Reformation.webp



KNIT TEE
+70%

OVERSIZED PANT
+11%

prada.avif



LIGHT YELLOW
+36%

POLO SWEATER
+221%

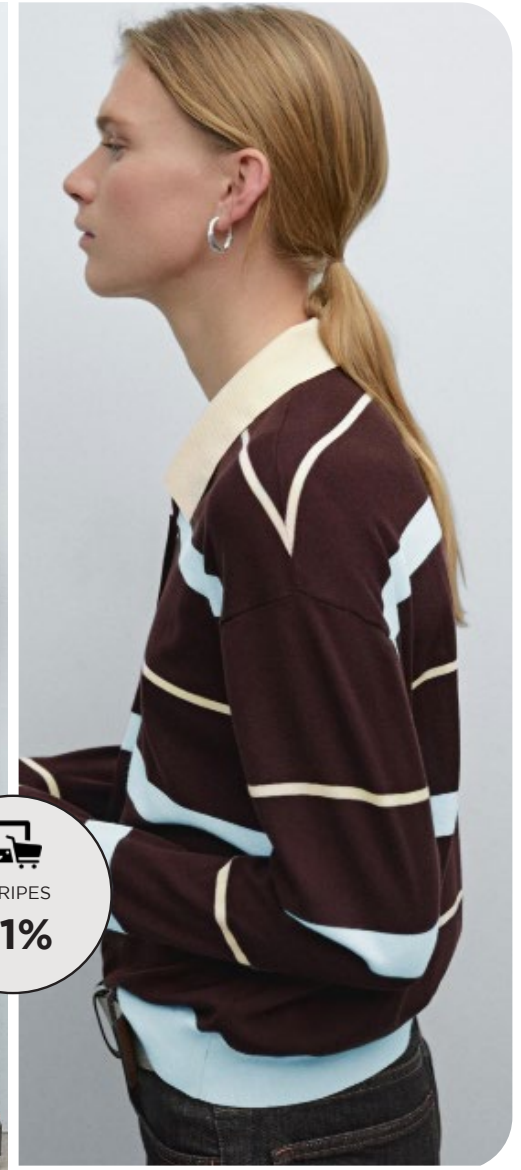
Picro.webp

berenice.jpeg



STRIPES
+1%

Zara (6)_1.jpg



massimo dutti

SPRING COLLECTIONS **BOHO ENERGIES**



BOHO CHIC - KARMA VIBES - FREESPIRITED - 70S REVIVAL

The SS26 Boho Energies collection channels a free-spirited elegance, weaving together the nostalgia of the '70s with a modern, earth-rooted sensibility. Flowing silhouettes take shape in tunic tops and ethereal dresses, where delicate lace and soft fur accents create a tactile contrast of lightness and warmth. Ruffles add movement, while ikat prints infuse the collection with a sense of wanderlust and artisanal craftsmanship. A palette of natural hues, deepened by rich burgundy tones, grounds the collection in an organic yet sophisticated harmony. Styling plays a key role—pendant necklaces and retro glasses are a must-have, evoking a sense of modern individuality and reinforcing the collection's bohemian yet feminine aesthetic.

BOHO ENERGIES **KEY LOOKS & ELEMENTS**



PENDANT
NECKLACE
+7%

LACE
+1%

&OtherStories.jpg



BURGUNDY
+101%

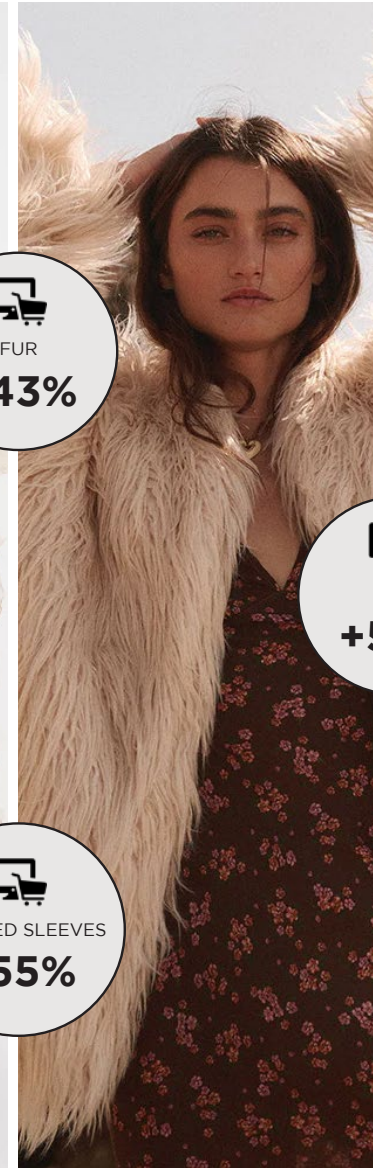
Zara_4.jpg



FUR
+43%

RUFFLED SLEEVES
+55%

Freepeople.webp



IKAT
+57%

Spell (2).webp



Bash (5).avif

SPRING COLLECTIONS **FEMIMINIMAL**



CLEAN FEMININITY - CONCEPTUAL MINIMALISM - SOPHISTICATED - CURATED BASICS

The SS26 Femiminimal collection distills femininity into its purest, most refined form, where sophistication meets restraint in a meticulously curated wardrobe. Precision tailoring defines the silhouette—hourglass blazers sculpt the form, while wide-leg trousers introduce an effortless fluidity. Wrap shirts and tailored vests offer versatility, balancing structure with a soft, nonchalant elegance. Draped details subtly break the linearity, adding movement without excess. A palette of white and creamy tones enhances the collection's quiet luxury vibe, while accents of bronze and brown lend warmth and depth. Every piece is designed for a woman who embraces minimalism not as absence, but as a statement of presence—understated, powerful, and endlessly refined.

FEMIMINIMAL KEY LOOKS & ELEMENTS



Reformation_1.webp

TAILORED VEST
+54%



kallmeyer.jpg

WRAP SHIRT
+29%

HOURGLASS
BLAZER
+115%



Aritzia (4).avif

WIDE-LEG PANT
+25%



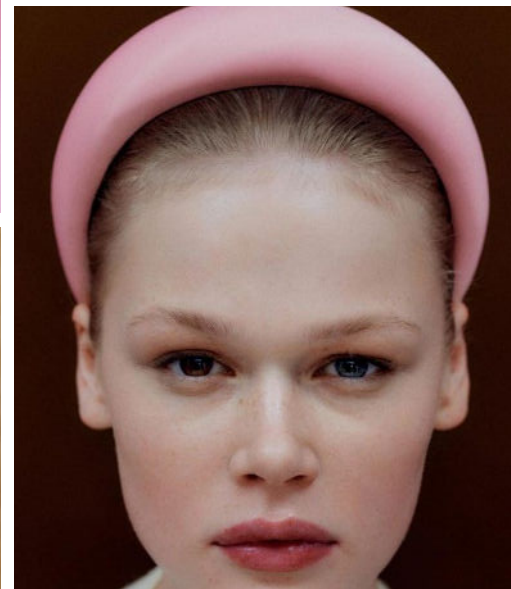
@innirussia.png

DRAPED DETAILS
+29%



Toteme_1.webp

SPRING COLLECTIONS **LADYLIVING**



LADYLIKE FUN - IRONICAL - POSH RETRO - GRANNY ELEGANCE

The SS26 Ladyliving collection playfully reinterprets classic elegance with a wink of irony, blending posh retro influences with a modern, carefree spirit. Tweed and checks set the foundation, evoking a polished yet slightly rebellious charm, while 90s-inspired mini dresses inject a youthful, flirtatious energy. Animal prints make a bold statement, disrupting tradition with a touch of eccentricity, while slingbacks complete the look with effortless sophistication. The collection thrives on contrasts: granny-chic refinement meets contemporary irreverence, crafting a wardrobe that feels both nostalgic and refreshingly unexpected. It's about embracing elegance with attitude, where dressing up is less about rules and more about playful self-expression.

LADYLIVING KEY LOOKS & ELEMENTS



Sezane (2)_1.avif



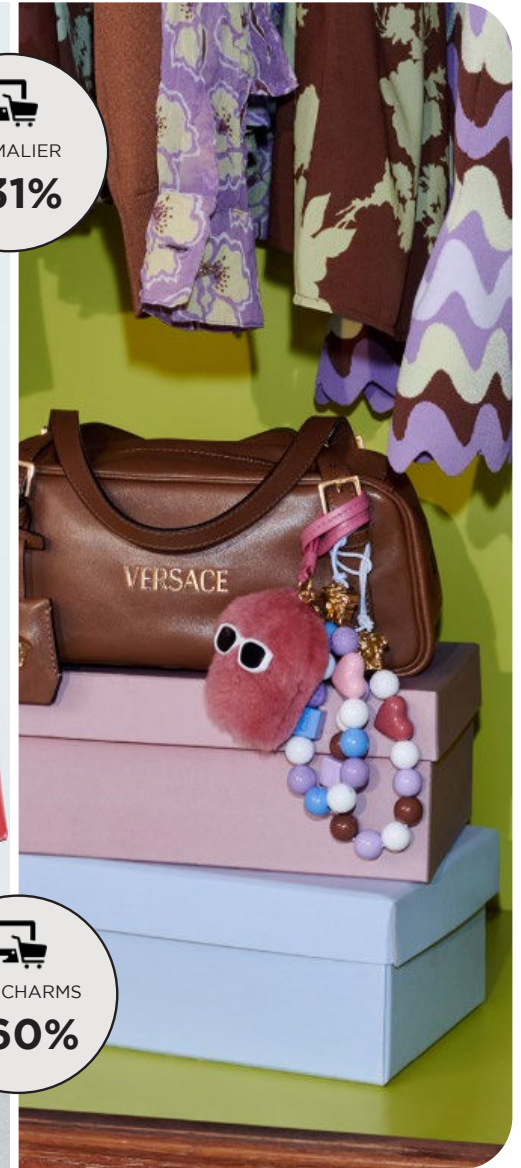
@darailkevich.png



Maje (2).webp



Mango.avif



@versace2.png

SPRING COLLECTIONS **ACTIVE REMIX**



UPDATED LIFESTYLE - TAILORED ACTIVEWEAR- SPORT HYBRID - DAILY PERFORMANCE

The SS26 Active Remix collection redefines everyday dressing through the lens of functionality, seamlessly blending performance-wear with urban sophistication. Technical fabrics take center stage, elevating classic silhouettes with a modern, sport-infused edge. Rain jackets become a statement of practicality and style, while micro shorts and polo dresses bridge the gap between athleticism and effortless dailywear. A restrained palette of grey tones underscores the collection's sleek, utilitarian aesthetic, reinforcing its hybrid nature. Inspired by the evolving codes of contemporary fashion, this collection embraces movement, adaptability, and the dynamic rhythm of modern life—where sport is no longer confined to the gym but reimagined as a new form of daily uniform.

ACTIVE REMIX **KEY LOOKS & ELEMENTS**



Claudie Pierlot.jpg


POLO DRESS
+5%



aritzia.avif


RAIN JACKET
+1000%



38comeoncommon.png


TECHNICAL
FABRICS
+18%


GREY
+32%



Miu miu (2).avif


MICRO SHORT
+120%



LACOSTE.avif

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 COM-
MERCIAL 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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