



FW25/26 WOMENSWEAR FASHION SHOWS

DATA-DRIVEN INSIGHTS

LIVETREND



LIVETREND INTRO

GLOBAL ASSORTMENT

COLORS & TEXTILES

DESIGN DIRECTIONS & MUST-HAVES

WHAT'S NEXT?

Q&A



LIVETREND



FASHION WEEK ANALYSIS

LIVETREND

FW25 FASHION SHOWS DATA & ICONS



VISIBILITY

1791
LOOKS

TREND

+41%
YOY

DATA SOURCE



FASHION SHOWS

**YEAR ON YEAR GROWTH IN VISIBILITY
OF THE TREND DURING FASHION SHOWS**

*This analysis is based on Data extracted from more than
197 International fashion shows
of New York, London, Milan and Paris with
45 000 products analyzed.*



Gucci 12.jpg

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

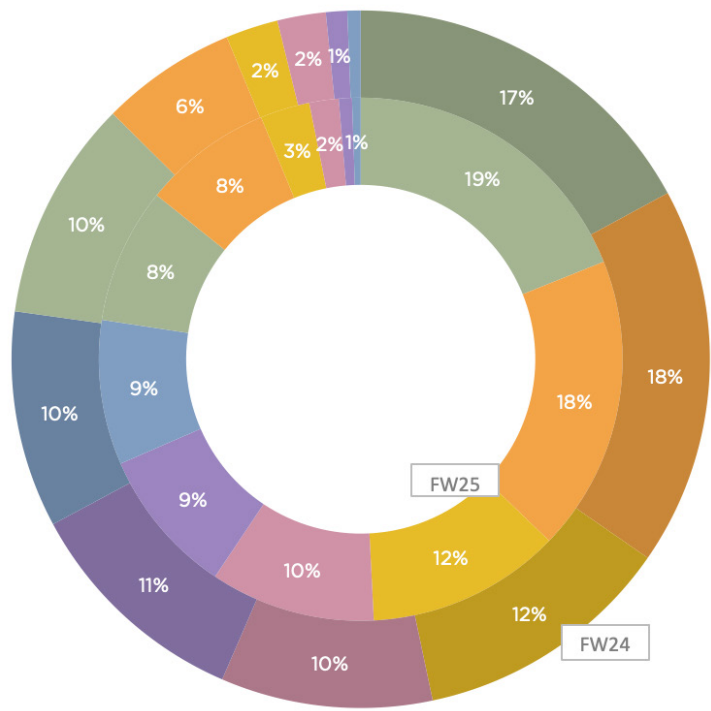
LAST CALL

trend with decreasing perspective but still having business potential

FW25 FASHION SHOWS **PRODUCT ASSORTMENT**

ASSORTMENT

- TROUSERS
- DRESSES
- SKIRTS
- COATS
- JACKETS
- TOPS
- KNITS
- SHIRTS
- DENIM
- SHORTS/BERMUDA
- TEE-SHIRTS
- JUMPSUITS



TROUSERS

3214
LOOKS

+4%
YEAR ON YEAR



Diesel 74.jpg



MSGM 14.jpg

DRESSES

3108
LOOKS

-2%
YEAR ON YEAR



Alexander McQueen 6.jpg



Cinq a Sept 14.png

JACKETS

2709
LOOKS

+9%
YEAR ON YEAR



Emilia Wickstead 15.jpg



Burberry 37.jpg

SKIRTS

2037
LOOKS

-7%
YEAR ON YEAR



Fendi 28.jpg



Elie Saab 15.jpg

SHIRTS

1359
LOOKS

+19%
YEAR ON YEAR



MSGM 72.jpg



Michael Kors 32.jpg

BLAZERS

1167
LOOKS

+115%
YEAR ON YEAR



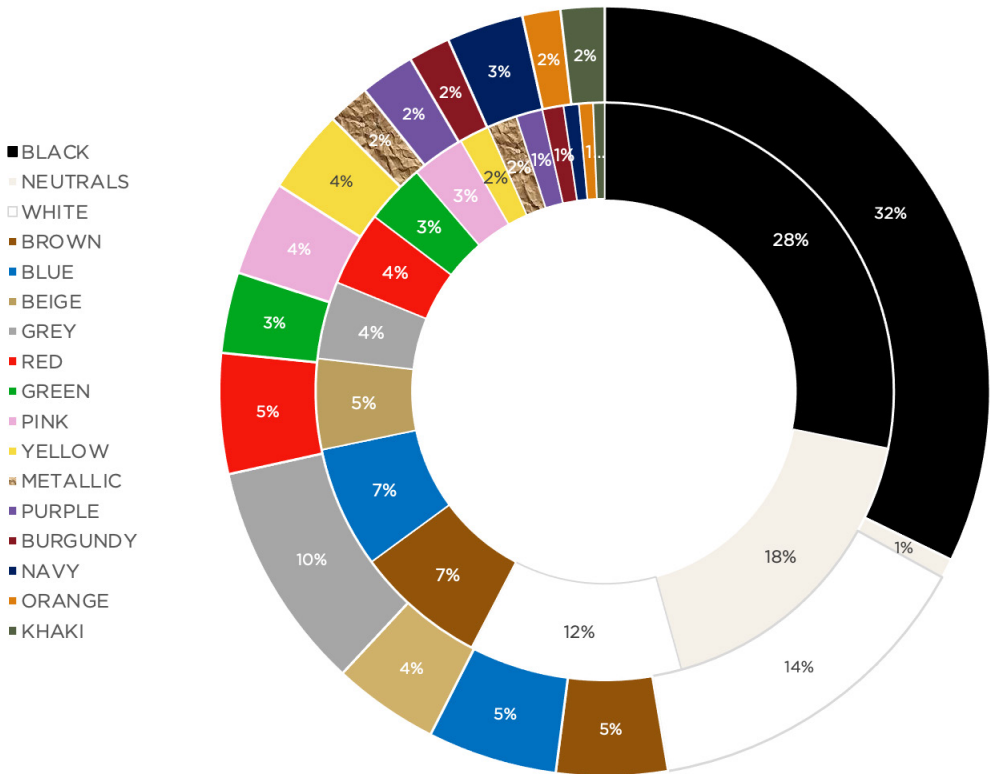
Ferragamo 28.jpg



Bally 20.jpg

FW25 FASHION SHOWS COLOR ASSORTMENT

TOP COLORS



GREY

1335

LOOKS

+9%

YEAR ON YEAR



Simkhai 30.jpg



Lemaire 4.png

BROWN

1108

LOOKS

+87%

YEAR ON YEAR



Sportmax 35.jpg



Luar 11.jpg

BLUE

1031

LOOKS

+50%

YEAR ON YEAR



Gabriela Hearst 27.jpg



Genny 15.jpg

BEIGE

768

LOOKS

+36%

YEAR ON YEAR



Uma Wang 25.jpg



GiuseppeDiMorabito14.jpg

RED

634

LOOKS

-1%

YEAR ON YEAR



Blumarine 28.jpg



Versace 35.jpg

GREEN

589

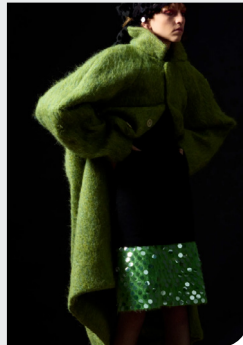
LOOKS

+37%

YEAR ON YEAR



Lacoste 10.jpg



Zankov 2.png

FW25 FASHION SHOWS TOP COLORS

NEUTRAL TINTS



Saint Sernin 14.jpg



chloe 8.jpg



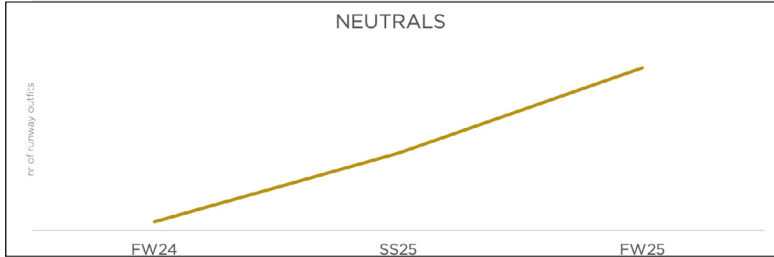
acne studios 16.jpg

+383%

LOOKS



Ulla Johnson 36.jpg



BOLD COLORS



Tory Burch 25.jpg



Ujoh 5.jpg



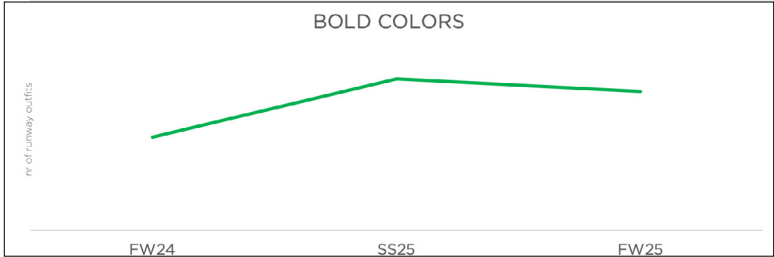
MiuMiu 116.jpg.webp

+108%

LOOKS

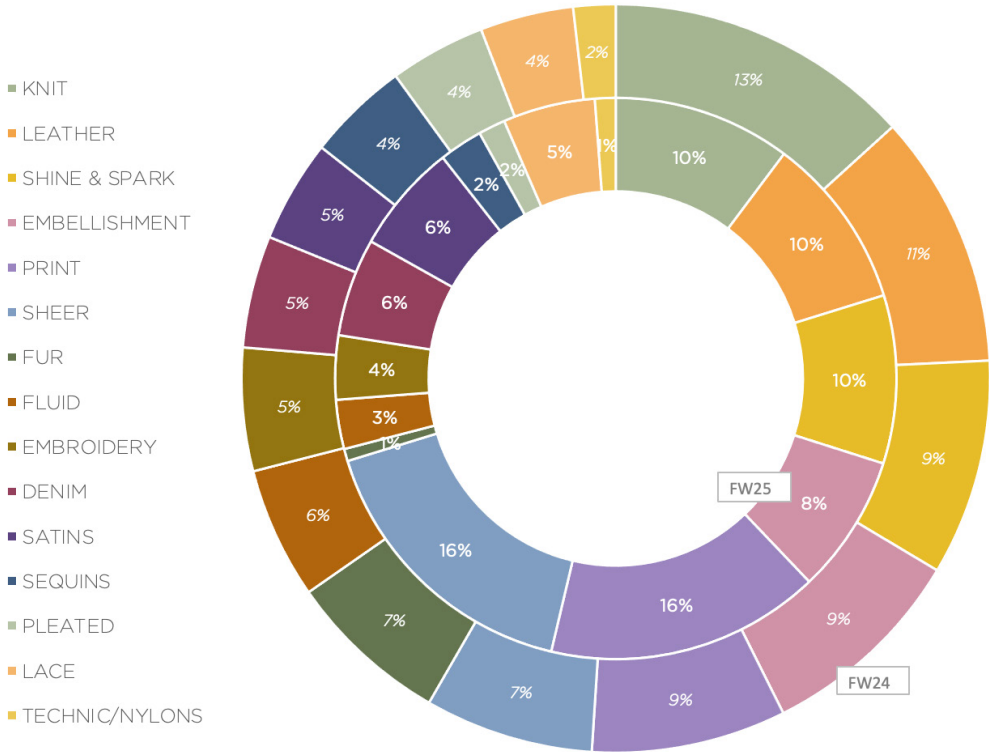


Saint laurent 32.jpg



FW25 FASHION SHOWS MATERIALS ASSORTMENT

TOP MATERIALS



TAILORING

2267

LOOKS

+47%

YEAR ON YEAR



Victoria Beckham 10.jpg

stella mccartney 76.jpg

SHINE & SPARK

1179

LOOKS

-10%

YEAR ON YEAR



Sara Wong 77.jpg

stella mccartney 8.jpg

LEATHER

1002

LOOKS

+50%

YEAR ON YEAR



Elisabetta Franchi 17.jpg

Christopher Esber45.jpg

SHEER

783

LOOKS

-10%

YEAR ON YEAR



Aknavas 19.jpg

Zimmermann 28.jpg

FURRY

752

LOOKS

+260%

YEAR ON YEAR



Coach 38.jpg

Ulla Johnson 6.jpg

FLUID

611

LOOKS

+11%

YEAR ON YEAR



zomer 50.jpg

dries van noten 43.jpg



FASHION SHOWS TOP TRENDS

LIVETREND

FW25 FASHION SHOWS OVERVIEW



EQUESTRIAN



MUNDANE MOOD



FRAZZLED FEMALES



MOTO-BOHO



PRIMAL ROOTS



ULTIMATE LUXE



DARK EDGES

FW25 FASHION SHOWS **MUNDANE MOOD**



julie kegels10.png



Miyake 42.jpg



Mithridate 17.jpg



Prada 9.jpg



Iceberg 5.jpg

343

LOOKS

- **MEN'S BASICS**
- **UNDONE**
- **OFFICEWEAR**
- **LAYERING**
- **NORMCORE**
- **ESSENTIALS**

KEY ELEMENTS MUNDANE MOOD

STABLE TREND



Tory Burch 29.jpg



Mithridate 18.jpg

TIMELESS STRIPES



Jade Wade 8.jpg

EARLY SIGN

CASUALLY CREASED & PLEATED



acne studios 7.png



Sinead O'Dwyer 13.jpg



MiuMiu 5.jpg.webp

KEY PIECES MUNDANE MOOD

BIG TREND

OVERSIZED BLAZER

531
LOOKS

+123%
YEAR ON YEAR

OVERSIZED BLAZERS

nr of runway outfits

FW24

SS25

FW25



Simkhai 28.jpg



Bally 20.jpg



MSGM 13.jpg

STABLE TREND

NOT-SO-BASIC SHIRTS

1359
LOOKS

-6%
YEAR ON YEAR

SHIRTS

nr of runway outfits

FW24

SS25

FW25



Brandon Maxwell 11.jpg



Prada 40.jpg

KEY ACCESSORIES **MUNDANE MOOD**

EDGY TREND



Miyake 22.jpg



Sunnei 13.jpg

SHOPPING BAG



Toga 38.jpg

SAFE TREND



MiuMiu 67.jpg.webp

90S SNEAKER



Antonio Marras 58.jpg



zomer 9.jpg

80
LOOKS

FW25 FASHION SHOWS **FRAZZLED FEMALES**



MiuMiu 120.jpg.webp



Marni 8.jpg



Des Phemmes 4.jpg



Sandy Liang 4.jpg



Meryll Rogge 2.png

325

LOOKS

- **MASC/FEM**
- **VINTAGE**
- **UNBOTHERED**
- **MIX & MATCH**
- **ECCLECTIC**
- **DREAMY**

KEY ELEMENTS FRAZZLED FEMALES

STABLE TREND



Thom Brown13.jpg



casablanca brand 18.jpg

SHIMMERS & DASSLES



-10%

TO FW24

Bernadette 18.png

SAFE TREND

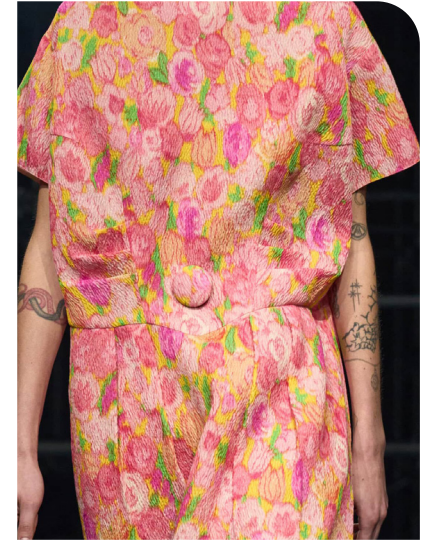


+118%

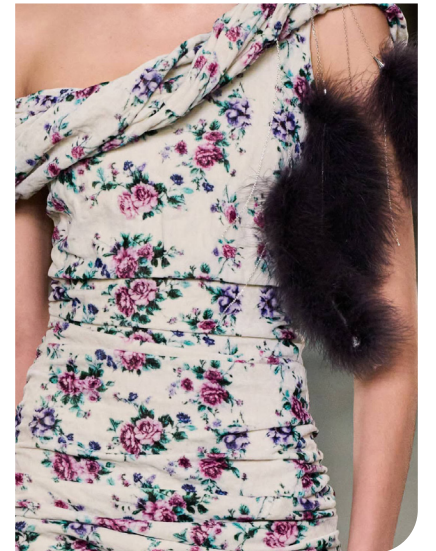
TO FW24

Simone Rocha 31.png

DAINTY FLORALS



Prada 61.jpg



Tory Burch 56.jpg

KEY PIECES FRAZZLED FEMALES

STABLE TREND

FANCY SKIRTS

208
LOOKS

+39%
YEAR ON YEAR

SPARKLING SKIRTS

nr of runway outfits

FW24

SS25

FW25



Lacoste 54.jpg



Jonathan Cohen 3.png



Tanya Taylor 8.png

SAFE TREND

BOUGIE FUR JACKETS

250
LOOKS

+244%
YEAR ON YEAR

FUR JACKETS

nr of runway outfits

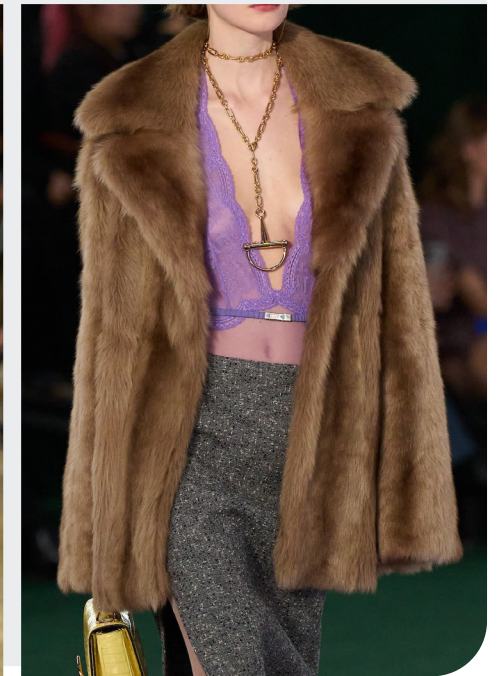
FW24

SS25

FW25



MiuMiu 22.jpg.webp



Gucci 87.jpg

KEY ACCESSORIES **FRAZZLED FEMALES**

SAFE TREND

GRANDMA'S FRAME BAGS



Etro 56.jpg



no 21 55.jpg



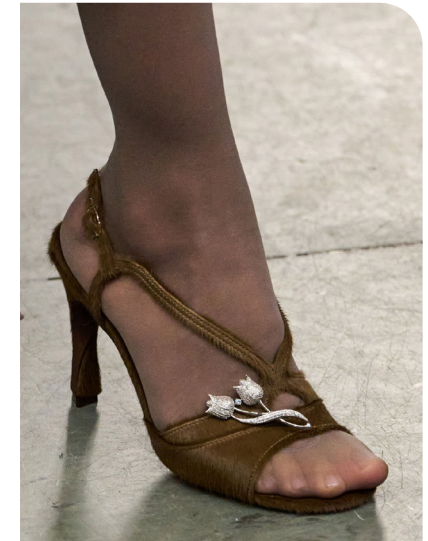
MiuMiu 8.jpg.webp

EARLY SIGN

PEEP-TOE DANCING SHOES



Valentino 8.jpg



tory-burch-clp-f25-119.jpg



Fendi 27.png

FW25 FASHION SHOWS **MOTO BOHO**



Zimmermann 12.jpg



Blumarine 16.jpg



Ann Demeulemeester 46.jpg



chloe 5.jpg



Dolce & Gabbana 18.jpg

281
LOOKS

- **NU-BOHO**
- **ROMANTIC**
- **INDIE SLEAZE**
- **REBELLIOUS**
- **DESHEVELED**
- **2010S**

KEY ELEMENTS **MOTO BOHO**

SAFE TREND



alexander mcqueen 31.png



Elie Saab 46.jpg

DELICATE LACE



Blumarine 18.png

BIG TREND



Isabel Marant 30.png

STURDY LEATHER



Dolce & Gabbana 61.jpg



Burberry 66.jpg

+61%

TO FW24

+120%

TO FW24

KEY PIECES MOTO BOHO

SAFE TREND

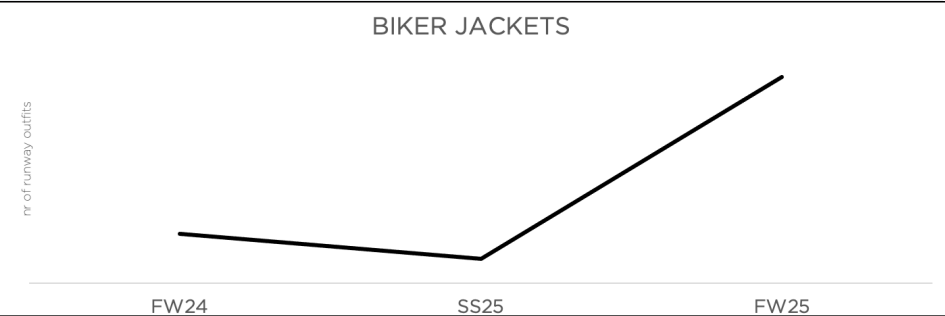
BIKER JACKETS

91

LOOKS

+277%

YEAR ON YEAR



dior 26.jpg



Standstudio 15.png



Ann Demeulemeester 42.jpg

STABLE TREND

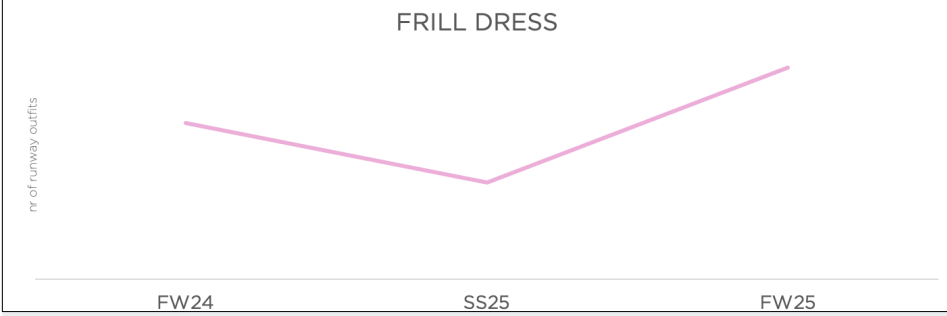
DREAMY FRILL DRESS

131

LOOKS

+22%

YEAR ON YEAR



chloe 2.jpg



Twinsset 25.jpg

KEY ACCESSORIES **MOTO BOHO**

EARLY SIGN



chloe _28.jpg



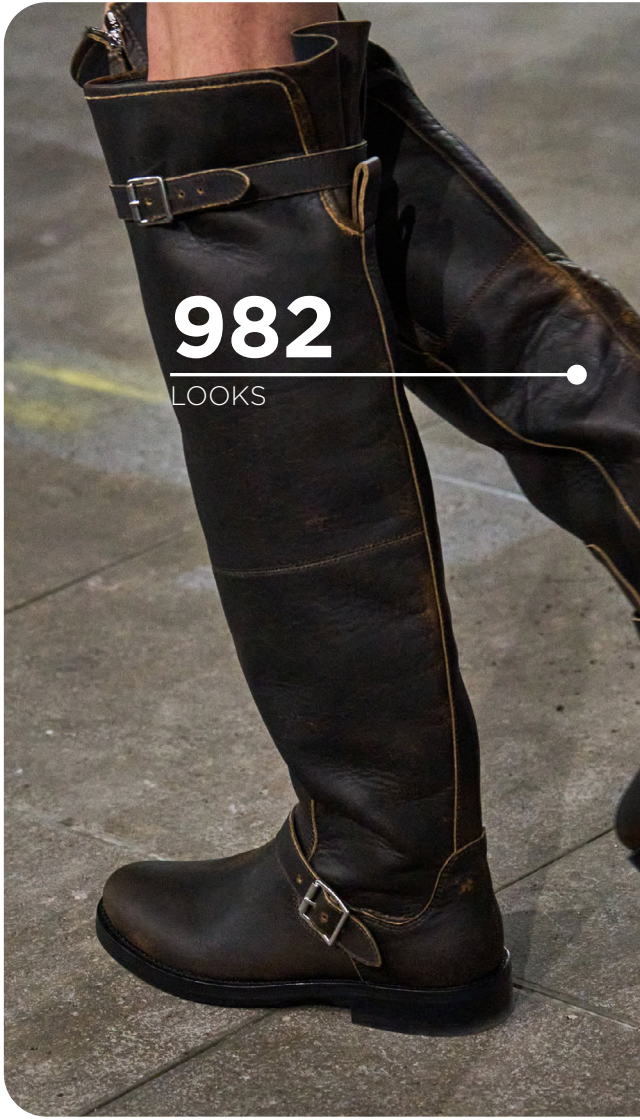
Zimmermann 84.jpg

BIKER BUCKETS



acnestudios _25.jpg

SAFE TREND



982

LOOKS

Simkhai 2.jpg

HIGH LEATHER BOOTS



Sportmax 82.jpg



altuzarra 5.png

FW25 FASHION SHOWS **EQUESTRIAN**



Onitsuka Tiger 11.png



MiuMiu 30.jpg.webp



Burberry 3.jpg



Missoni2.jpg



Paul Costelloe 10.jpg

281
LOOKS

- **PREPPY**
- **HIGHLANDS**
- **BUCOLIC**
- **HUNTING**
- **CABINCORE**
- **OLD MONEY**

KEY ELEMENTS EQUESTRIAN

STABLE TREND



Tods 4.jpg



Giambattista Valli 7.jpg

COZY TAILORING



+47%
TO FW24

Rabanne 27.jpg

BIG TREND



+46%
TO FW24

Anteprima 1.png

VINTAGE GEOMETRIC



acne studios 4.jpg



Twinset 13.jpg

KEY PIECES **EQUESTRIAN**

EARLY SIGN

HIGHLAND PARKAS

21
LOOKS

+72%
YEAR ON YEAR

PARKA

nr of runway outfits

FW24

SS25

FW25



Louis Vuitton 66.jpg



Kronthaler Westwood 34.jpg



Burberry 23.jpg

LUXE LEGGINGS

151
LOOKS

+12%
YEAR ON YEAR

LEGGINGS

nr of runway outfits

FW24

SS25

FW25



dries van noten 28.jpg



Elie Saab 18.jpg

KEY ACCESSORIES **EQUESTRIAN**

STABLE TREND



Simkhai 16.jpg



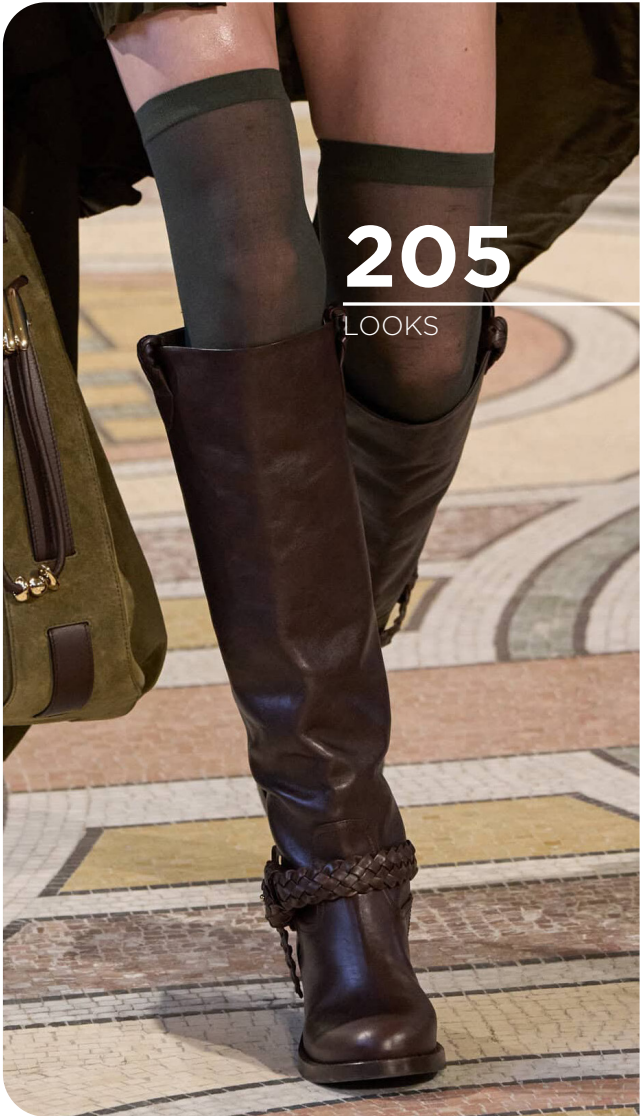
Nanushka 24.png

BELTED SHOPPER



Tory Burch 46.jpg

BIG TREND



205
LOOKS

Zimmermann 100.jpg

HUNTRESS KNEE-BOOTS



Burberry 84.jpg



Loro Piana 41.png

FW25 FASHION SHOWS **PRIMAL ROOTS**



Giambattista Valli 48.jpg



ganni 38.jpg



Zimmermann 38.jpg



Halperin 13.jpg



Roksanda 3.jpg

94

LOOKS

- **BOHEMIAN**
- **NOMADIC LAYERING**
- **TEXTURED**
- **WARM**
- **DRAPED & LAYERED**
- **MYTHICAL**

KEY ELEMENTS **PRIMAL ROOTS**

BIG TREND



Burberry 28.jpg



Prada 48.jpg

FURRY FAVORITES



+260%
TO FW24

Ulla Johnson 61.jpg

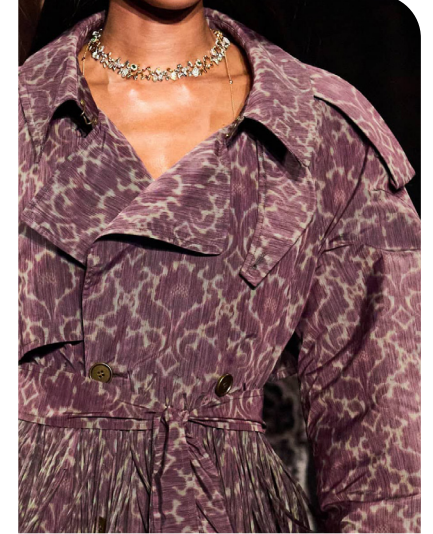
EARLY SIGN



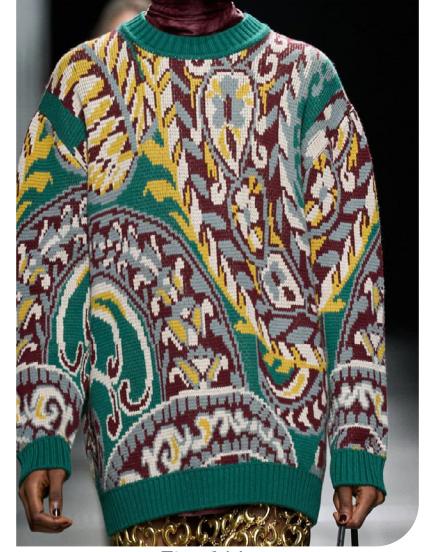
+150%
TO FW24

Anderson 2.png

NU ETHNIC



Burberry 30.jpg



Etro 14.jpg

KEY PIECES **PRIMAL ROOTS**

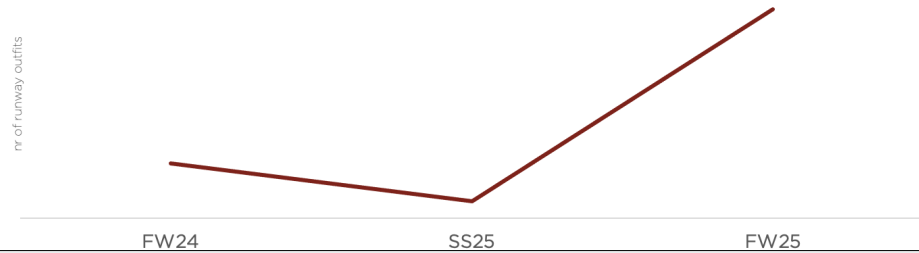
BIG TREND

FUR COATS

323
LOOKS

+246%
YEAR ON YEAR

FURRY COATS



Rabanne 31.jpg



Tods 13.jpg



Khaite 11.jpg

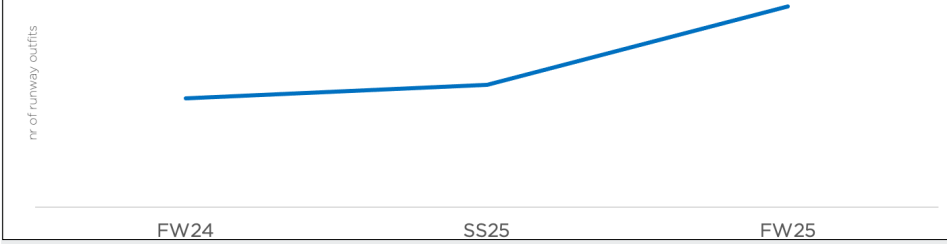
SAFE TREND

FRINGE DRESSES

106
LOOKS

+67%
YEAR ON YEAR

FRINGED DRESS



Versace 5.jpg



Burberry 50.jpg

KEY ACCESSORIES **PRIMAL ROOTS**

SAFE TREND



Diesel 91.jpg



45
LOOKS

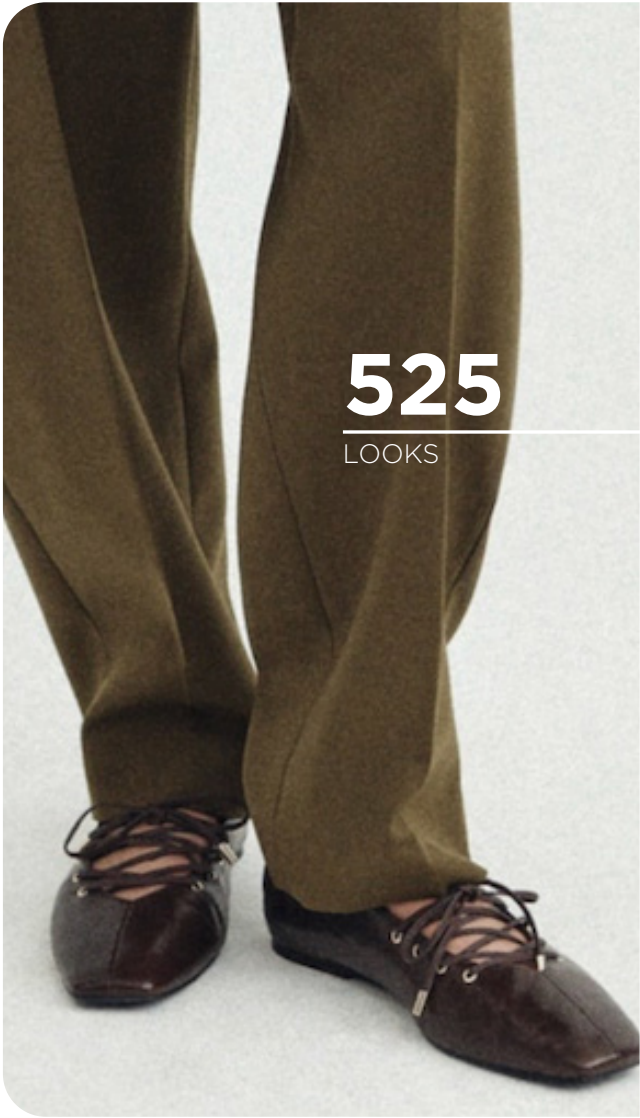
Elie Saab 32.jpg

FUZZY STYLES



ganni 19.jpg

BIG TREND



525
LOOKS

Rag & Bone4.png

NOMAD FLATS

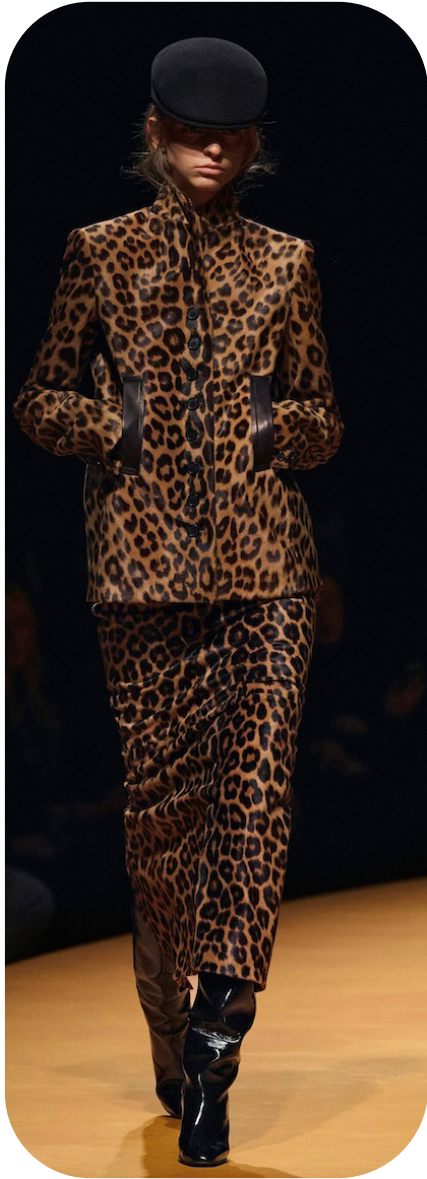


chloe _66.jpg



Toga 49.jpg

FW25 FASHION SHOWS **ULTIMATE LUXE**



Khaite 16.jpg



mame kurogouchi 1.jpg



Christopher Esber47.jpg



Saint laurent 12.jpg



TWP 5.jpg

823

LOOKS

- **LADYLIKE**
- **CHIC**
- **INDULGENT**
- **SOPHISTICATED**
- **LUXURIOUS**
- **RETRO GLAM**

KEY ELEMENTS **ULTIMATE LUXE**

BIG TREND



MSGM 74.jpg



Carolina Herrera 31.jpg

LUXURIOUS SILKIES



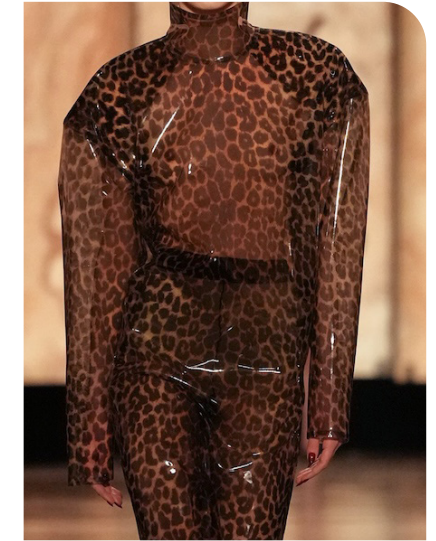
stella mccartney 78.jpg

LAST CALL



Balenciaga 24.jpg

ANIMAL OPULENCE



Saint laurent 6.jpg



no 21 48.jpg

KEY PIECES **ULTIMATE LUXE**

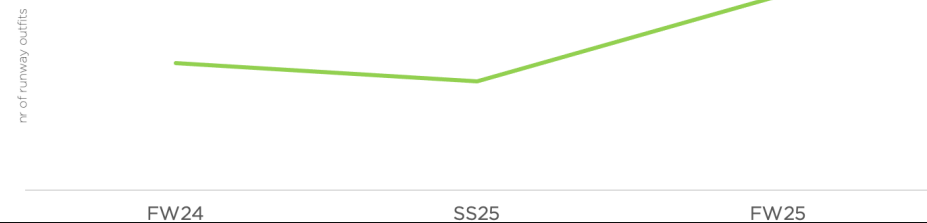
STABLE TREND

LADYLIKE COATS

260
LOOKS

+27%
YEAR ON YEAR

DUSTER COATS



Gucci 73.jpg



no 21 15.jpg



Fendi 9.jpg

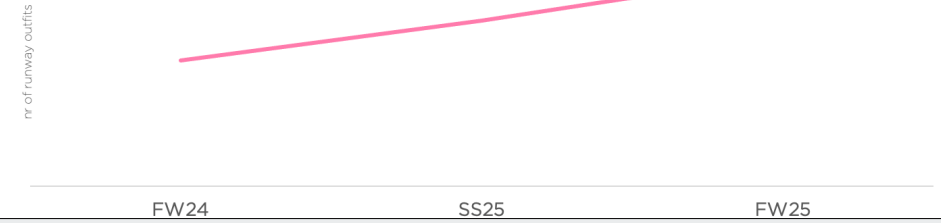
SAFE TREND

PENCIL SKIRTS

168
LOOKS

+53%
YEAR ON YEAR

PENCIL SKIRTS



Gucci 13.jpg



Saint laurent 49.jpg

KEY ACCESSORIES **ULTIMATE LUXE**

STABLE TREND

EAST-WEST STYLES



Staud 21.png



Giorgio Armani 21.jpg



Jil Sander 42.jpg

SAFE TREND

HIGH VAMP PUMPS



Mithridate 24.jpg



acnestudios _14 Kopie.jpg



Gucci 48.jpg

FW25 FASHION SHOWS **DARK EDGE**



Alexander McQueen 2.jpg



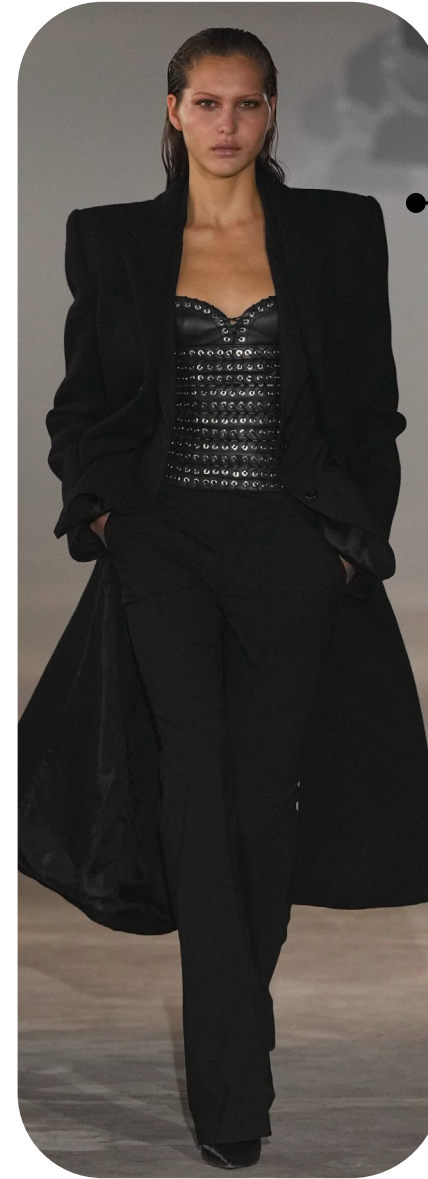
Avavav 9.jpg



Balenciaga 23.jpg



Blumarine 27.jpg



Saint Sernin 12.jpg

310
LOOKS

- **SUBVERSIVE**
- **SUBCULTURAL**
- **90S**
- **SHARP**
- **ROUGH**
- **MINIMAL MEETS MAXIMAL**

KEY ELEMENTS **DARK EDGE**

STABLE TREND

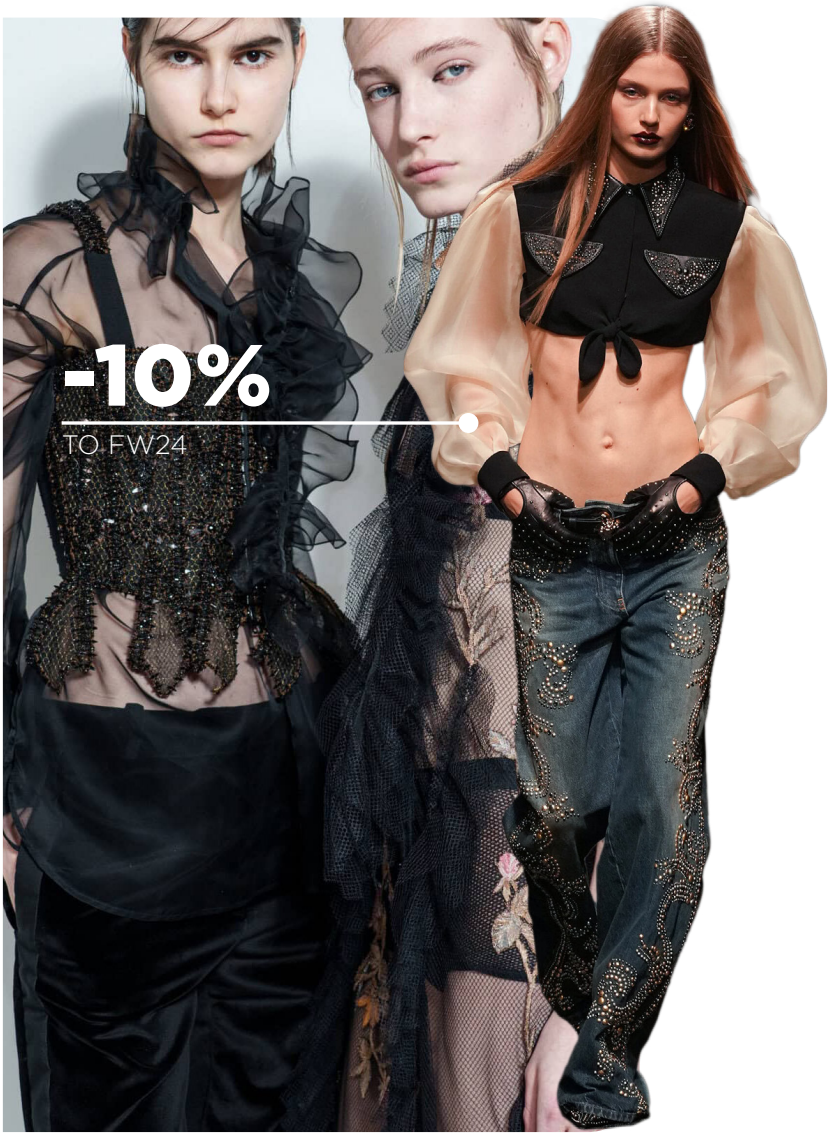


Giuseppe Di Morabito 37.jpg



Francesco Murano 12 Kopie.jpg

DARING SHEERS



-10%

TO FW24

dior 68.jpg

SAFE TREND



+20%

TO FW24

Christian Wijnants 72.png

ABSTRACT SMUDGE



finger-clp-f25-013.jpg



dior 53.jpg

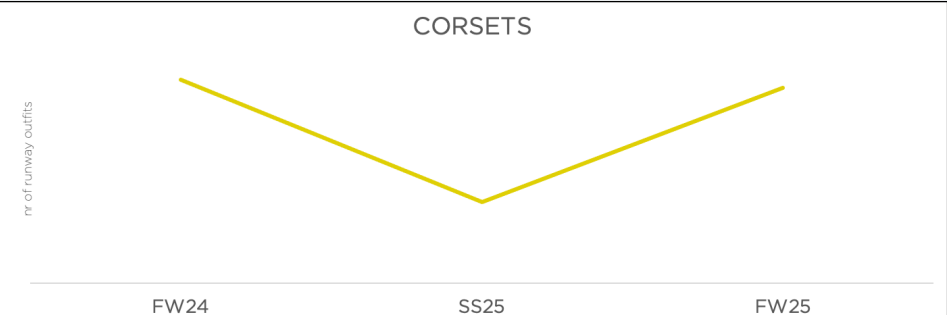
KEY PIECES **DARK EDGE**

STABLE TREND

SHARP CORSETS

178
LOOKS

-10%
YEAR ON YEAR



Aniye Records 40.jpg



Gabriela Hearst 47.jpg



Roberto Cavalli 2.jpg

SAFE TREND

LEATHER PANTS

327
LOOKS

+39%
YEAR ON YEAR



Francesco Murano 31.jpg



tom ford 25.jpg

KEY ACCESSORIES **DARK EDGE**

STABLE TREND

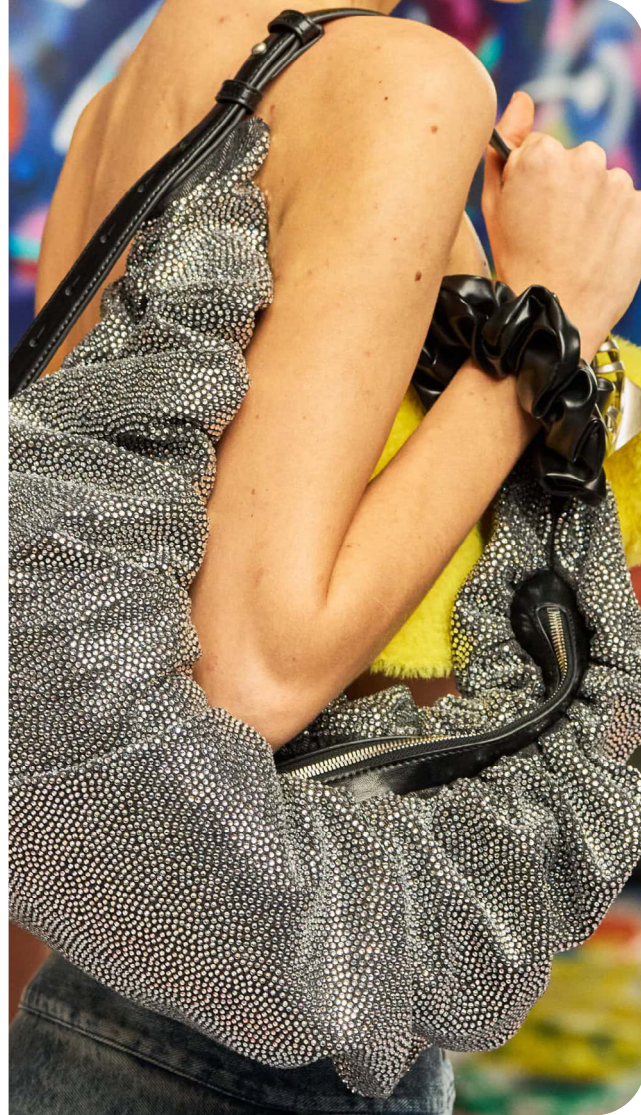


R13 _27.png



Eckhaus Latta 9.jpg

PUNKED-UP HOBO



Diesel 99.jpg

SAFE TREND



Blumarine 96.jpg

SHARP STILETTO BOOTS



alexander mcqueen 10.png



Diesel 112.jpg

101
LOOKS



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LIVETREND