



WOMENSWEAR
FALL/WINTER
2025
FASHION SHOWS
KEY ITEMS
KNITWEAR



LIVETREND

FW25 KNITWEAR INTRODUCTION



Sportmax 40.jpg



Rokh 16.jpg



Tods 25.jpg



Iceberg 51.jpg



FASHION SHOWS

From Minimal Basics to Boho Drama. The FW25 womenswear shows revealed a decline in overall knitwear presence, particularly in classic sweaters, yet the category evolves through contrasting directions: elevated basics and bohemian extravagance. While slim, normcore sweaters and minimalist turtlenecks cater to a refined everyday wardrobe, designers also leaned into rich textures and eclectic flair. Knitwear embraced rustic yarns, boucle, brushed mohair, and fringe, adding depth and visual intrigue. Key pieces included slinky knit dresses, oversized cardigans, and wrap styles with a boho twist, alongside embellished or deconstructed designs. The season's knits balance comfort and craft, celebrating both understated essentials and expressive, artisanal details.

This forecasting report is based on Data extracted from 197 International fashion shows of NY, London, Milan and Paris with 45 000 products analyzed. The trends are organized by visibility (number of looks presenting the trend attribute) and the percentage shows the trend growth compared to FW24 fashion shows. Find the relating icons & stamps on the last slide.

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FW25 FASHION SHOWS **YARNS & STITCHES**

For FW25, womenswear knitwear fuses rustic charm and elevated texture, with yarn and stitch choices adding rich dimension to collections. A focus on fancy yet grounded qualities defines the season, with standout techniques like vrillé knits, duo-tone bouclé, and shaggy fringe or loop yarns offering tactile depth and visual intrigue. Soft mohair, brushed yarns, and fuzzy synthetic blends create cozy, plushy surfaces, enhancing the sense of texture and softness. Even plain knits are elevated with overwashed or felted effects, adding structure and rustic textures. Heritage references remain in classic Nordic patterns that speak to tradition while aligning with modern styling. Detailing plays on fancy embellishments, crochet floral accents, on dresses and cardigans, blurring the lines between craft and couture. FW25 reflects a desire for tactile richness, balancing warmth with aesthetic experimentation - nostalgic and refreshingly new.



LIVETREND

FW25 KNITWEAR YARNS

DUOTONE BOUCLE



Altuzarra 34.jpg



Andreadamo 11.png

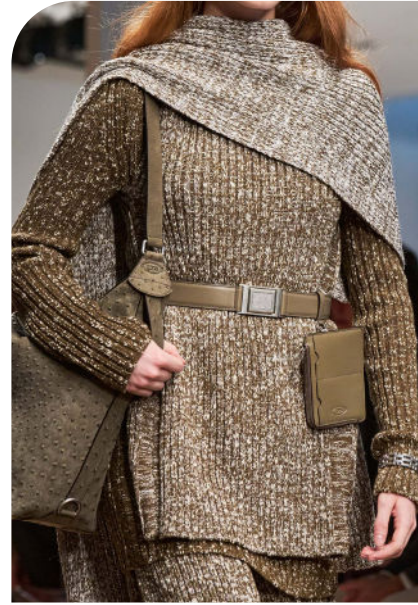


Alberta Ferretti 14.jpg



ALC 8.png

RUSTIC VRILLE



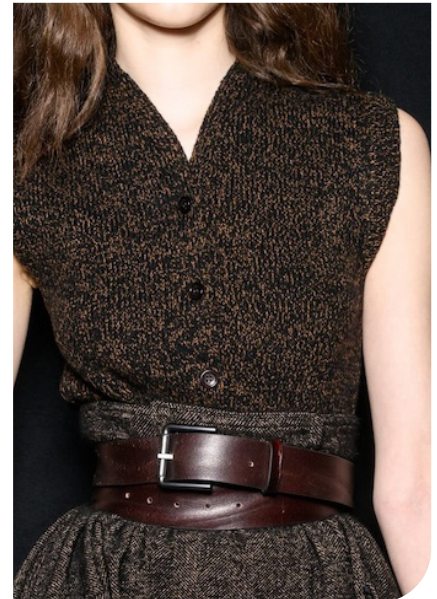
Tods 28.jpg



Iceberg 34.jpg



Prada 44.jpg



MAX MARA 10.jpg

FUZZY SYNTHETICS



alainpaul 26.jpg



Zankov 8.png



Lacoste 34.jpg

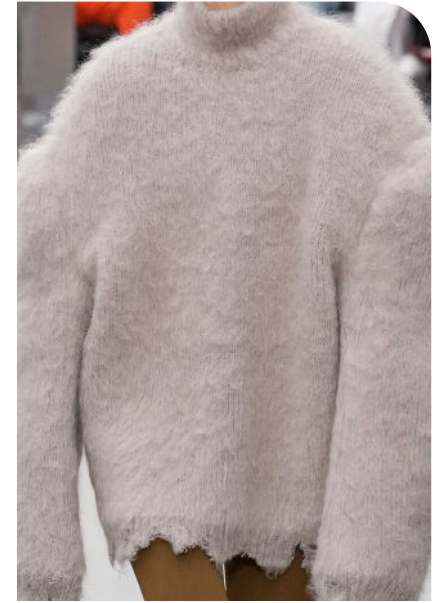


dries van noten 34.jpg

HYPERSOFT MOHAIR



Gucci 69.jpg



acne studios 13.jpg



Giuseppe Di Morabito 27.jpg



Isabel Marant 13.jpg

FW25 KNITWEAR YARNS

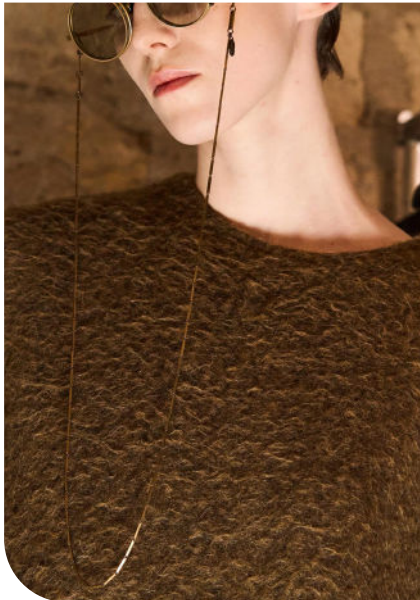
OVERWASHED/FELTED



Bally 12.jpg



MiuMiu 39.jpg.webp



Uma Wang 48.jpg

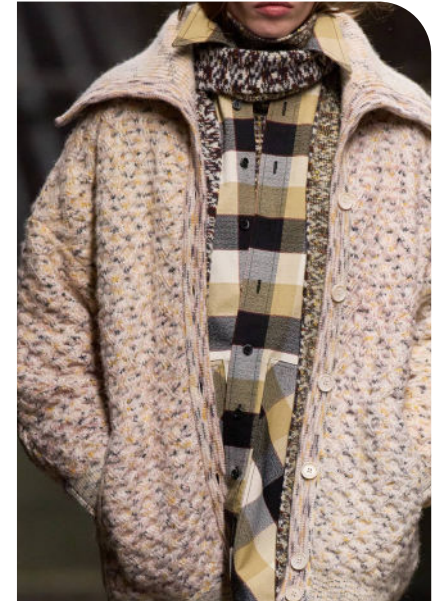


Fendi 20.png

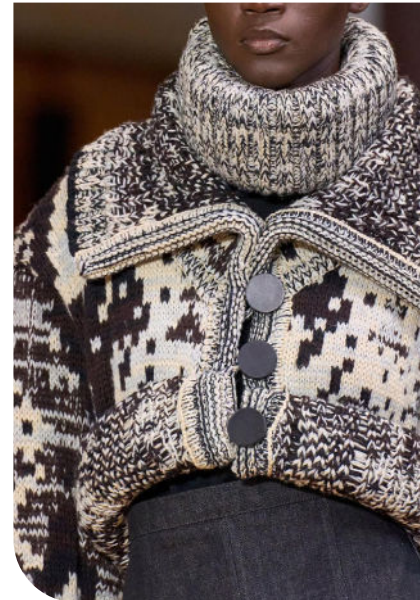
HEAVY KNITS



Onitsuka Tiger 18.png



Missoni14.jpg



Leroy 13.jpg



Toga 32.jpg

FW25 KNITWEAR STITCHES

SHAGGY LOOPS



stella mccartney 65.jpg



Prabal Gurung 15.jpg



Altuzarra 23.jpg



Burberry 17.jpg

FRINGE YARNS



Lafayette 148_9.jpg



Sacai 34.jpg



Ulla Johnson 27.jpg



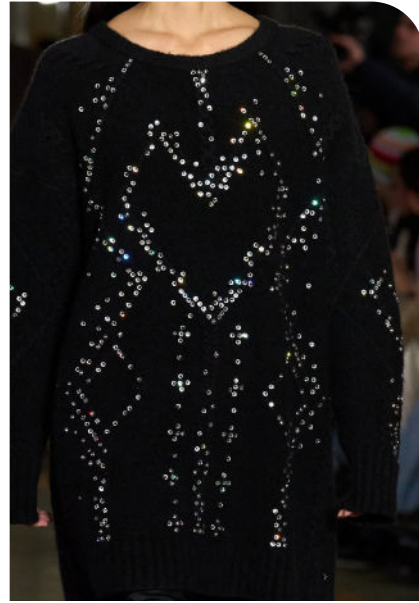
Tods 25.jpg

FW25 KNITWEAR STITCHES

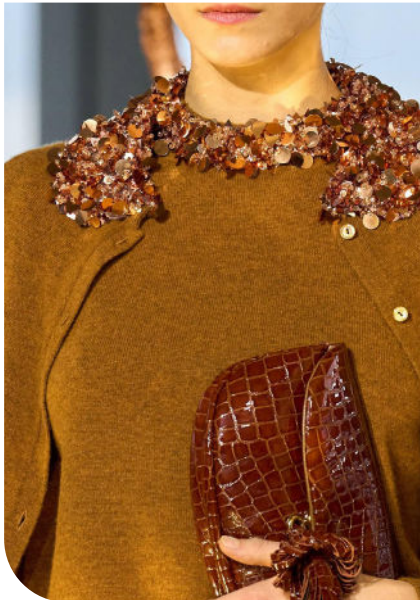
BEDAZZLED



Fendi 45.png



Marco Rambaldi 46.jpg

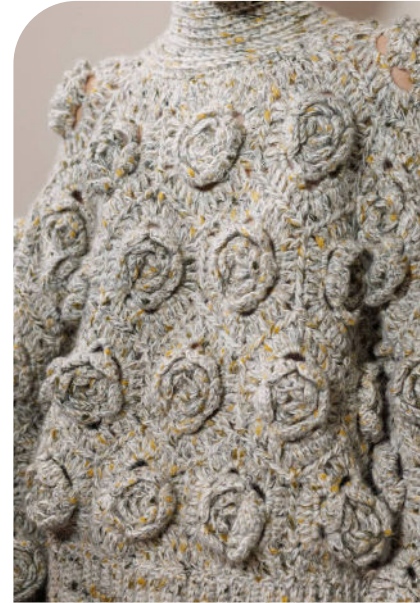


Ulla Johnson 30.jpg

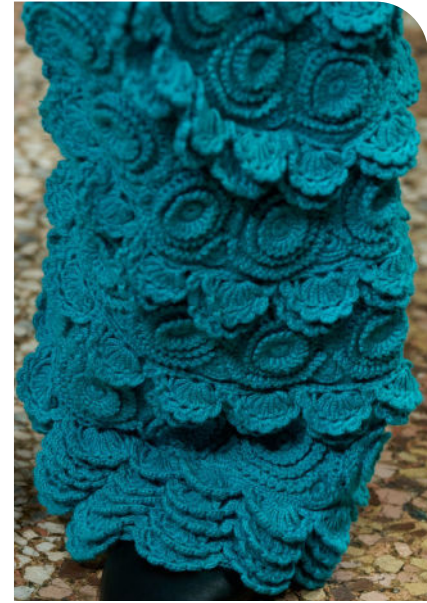


Casablanca Brand 9.jpg

FLORAL CROCHET



Ganni 34.jpg



J Salinas 9.jpg



Zimmermann _3.jpg



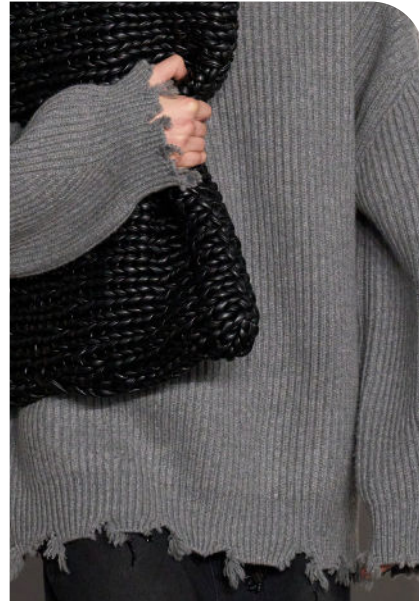
Ulla Johnson 29.jpg

FW25 KNITWEAR STITCHES

CRAFTY DISTRESSED



Elena Velez 10.jpg



Simkhai 31.jpg



Ann Demeulemeester 11.jpg



Collina Strada 28.jpg

NORDIC



acnestudios_35.jpg



Marco rambaldi 44.jpg



Monse 8.jpg



Anteprima 20.jpg



FW25 FASHION SHOWS **KEY PIECES**

For FW25, womenswear knitwear is blending practicality with bold statements. While sweaters see a decline, they are reimagined through slim, normcore silhouettes in plain, minimal designs, or rustic half-open jumpers that nod to vintage highland aesthetics. Knit dresses, by contrast, gain momentum, appearing in slinky longline forms or as boxy sweater dresses that fuse comfort and structure. Cardigans remain a staple with diverse interpretations—ranging from oversized, extra-heavy XLs to ladylike cardigan-and-skirt sets. Shaggy or wrap-style cardigans bring a bohemian softness, perfect for layered, textured outfits. Other standout knitwear includes turtlenecks, as an essential for layering, and knitted capes for dramatic flair. Brooches are used to create draped effects for styling versatility. Similarly, the continuation of deconstructive approaches explores unexpected cuts, asymmetry, or raw edges that give a modern, artistic twist.



LIVETREND

STABLE TREND



NORMCORE JUMPER



Iceberg 29.jpg



Emilia Wickstead 47.jpg



Our Legacy 3.png



Sandy Liang 32.jpg



Calvin Klein 51.jpg



Sergio Hudson 3.jpg

916
LOOKS

-32%
YOY

STABLE TREND



916
LOOKS

-32%
YOY

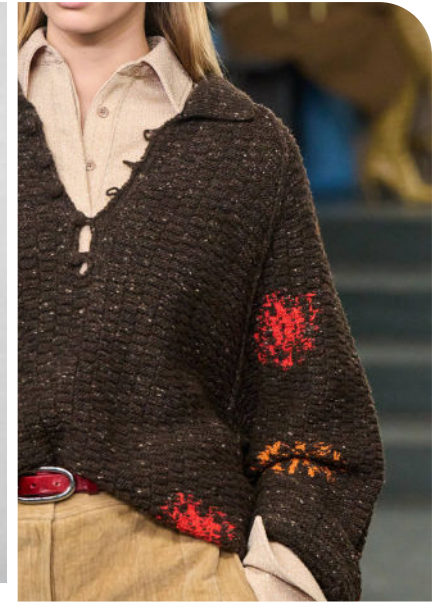
RUSTIC HALF-OPEN



Andreadamo 9.png



Andreadamo 3.png



Tory Burch 58.jpg



Iceberg 28.jpg



Ermanno Scervino 40.jpg



vi-dit-f25-019-11566340.jpg

BIG TREND



SLINKY DRESS



Twinsset 44.jpg



Ermanno Scervino 18.jpg



Luisa Spagnoli 34.jpg



Victoria Beckham 49.jpg



Isabel Marant 25.jpg



Collina Strada 18.jpg

362
LOOKS

+65%
YOY

BIG TREND



SWEATER DRESS



Prada 5.jpg



Luisa Spagnoli 20.jpg



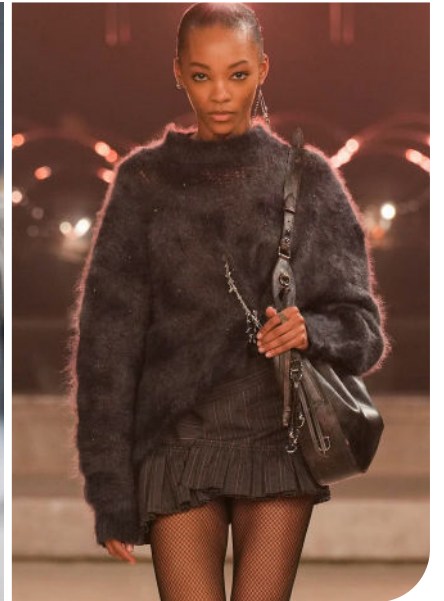
Balenciaga 21.jpg



MSGM 29.jpg



balmain 21.jpg



Isabel Marant 31.jpg

362
LOOKS

+65%
YOY

STABLE TREND



221
LOOKS

-12%
YOY

BIG XL CARDI



Louis Vuitton 79.jpg



R13_16.png



no 21 8.jpg



Missoni19.jpg



Brunello Cuccinelli 34.png



Onitsuka Tiger 4.png

STABLE TREND



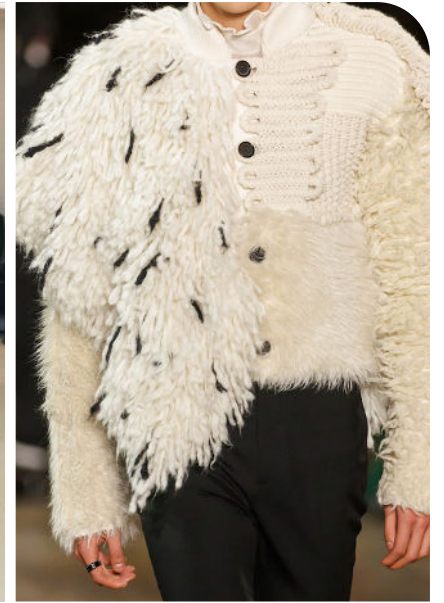
SHAGGY CARDI



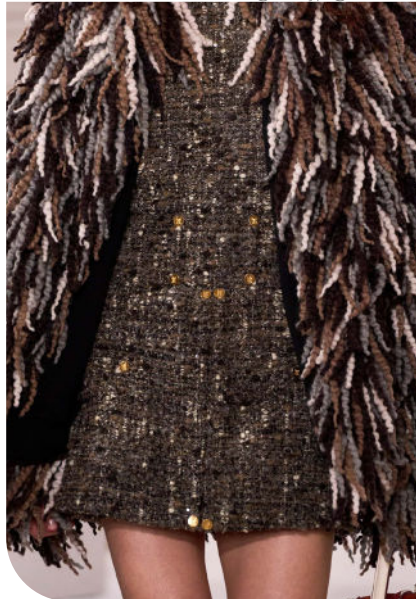
Prabal Gurung 15.jpg



Altuzarra 23.jpg



alexander mcqueen 12.png



Giambattista Valli 25.jpg



Cividini 2.jpg



Etro 77.jpg

221
LOOKS

-12%
YOY

STABLE TREND



CHIC CARDI SET



Armarium 19.png



Ports1961 -19.png



Etro 87.jpg



julie kegels5.png



Fendi 24.jpg



Margiela 12.jpg

221
LOOKS

-12%
YOY

Tods 5.jpg

DECLINING



198
LOOKS

-36%
YOY

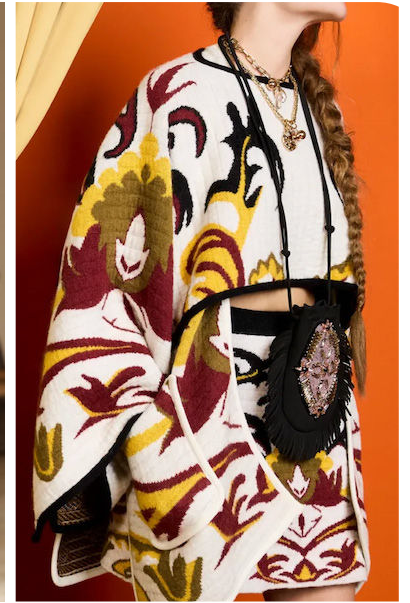
COZY CAPES



Sacai 29.jpg



Sara Wong 6.jpg



La Double J 3.png



Sacai 4.jpg



Christian Wijnants 27.jpg



Christian Wijnants 53.jpg

STABLE TREND



TURTLENECKS



Fforme7.jpg



Ferragamo 37.jpg



Brandon Maxwell 19.jpg



Emilia Wickstead 49.jpg



Elie Saab 57.jpg



6397_14.png

179
LOOKS

+7%
YOY



BROOCHED



Giuseppe Di Morabito 12.jpg



MiuMiu 114.jpg.webp



Brandon Maxwell 19.jpg



Bevza 6.jpg



Carolina Herrera 24.jpg



Sara Wong 71.jpg

FW25 KNITWEAR NICHE TRENDS

SHORTY SETS



Twinsset 27.jpg



Simkhai 33.jpg



Leroy 15.jpg

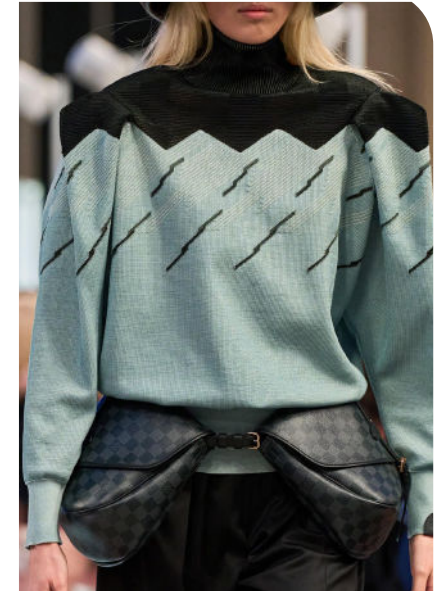


Blumarine 52.jpg

STRUCTURED SHOULDER



Bally 14.jpg



Louis Vuitton 61.jpg



stella mccartney 43.jpg



Versace 30.jpg

FW25 KNITWEAR NICHE TRENDS

REWORKED



Tory Burch 75.jpg



courreges 21.jpg



alainpaul 18.jpg



Andreadamo 17.png

WRAP CARDIGAN



Iceberg 36.jpg



Lauren Manoogian 18.png



Ermanno Scervino 21.jpg



dries van noten 35.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



LIVETREND

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