



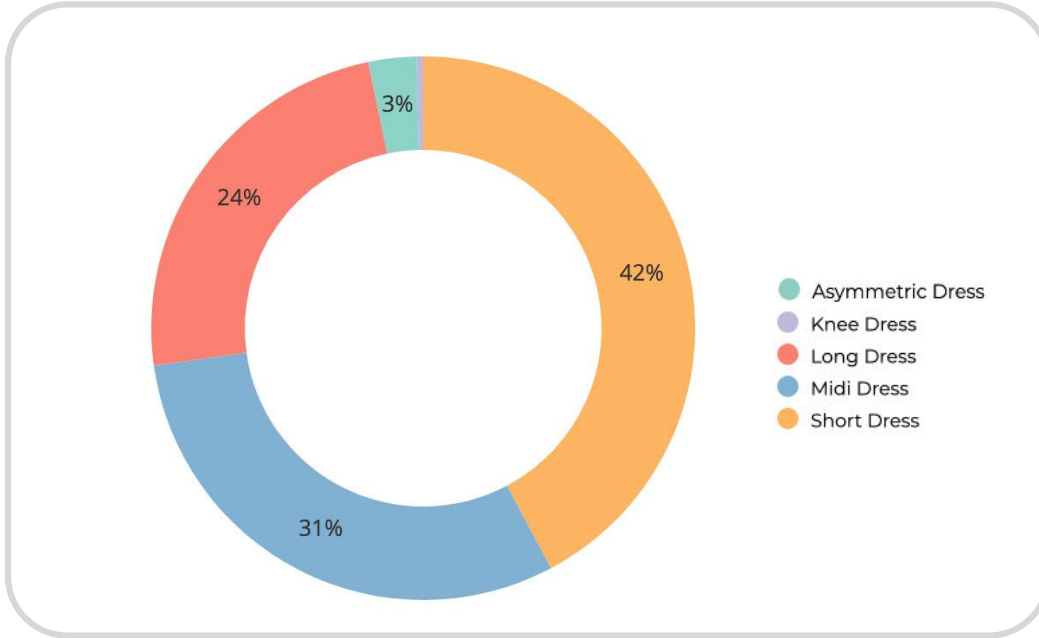
WOMENSWEAR
SS26 UPDATE
DRESSES



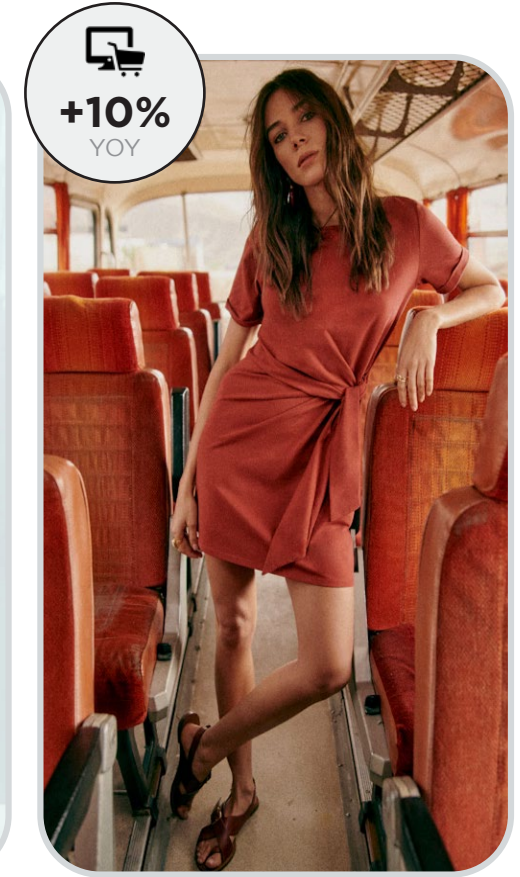
LIVETREND

SPRING 26 DRESS UPDATE **KEY DATA**

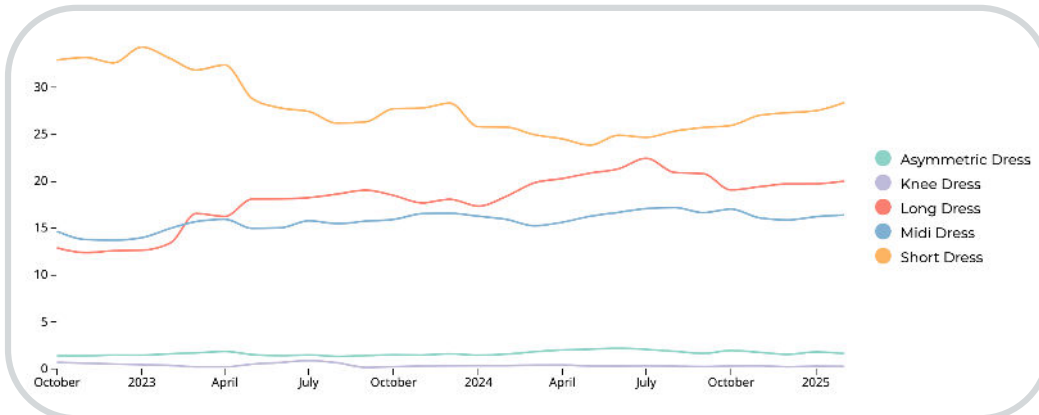
DRESS LENGTH



zara



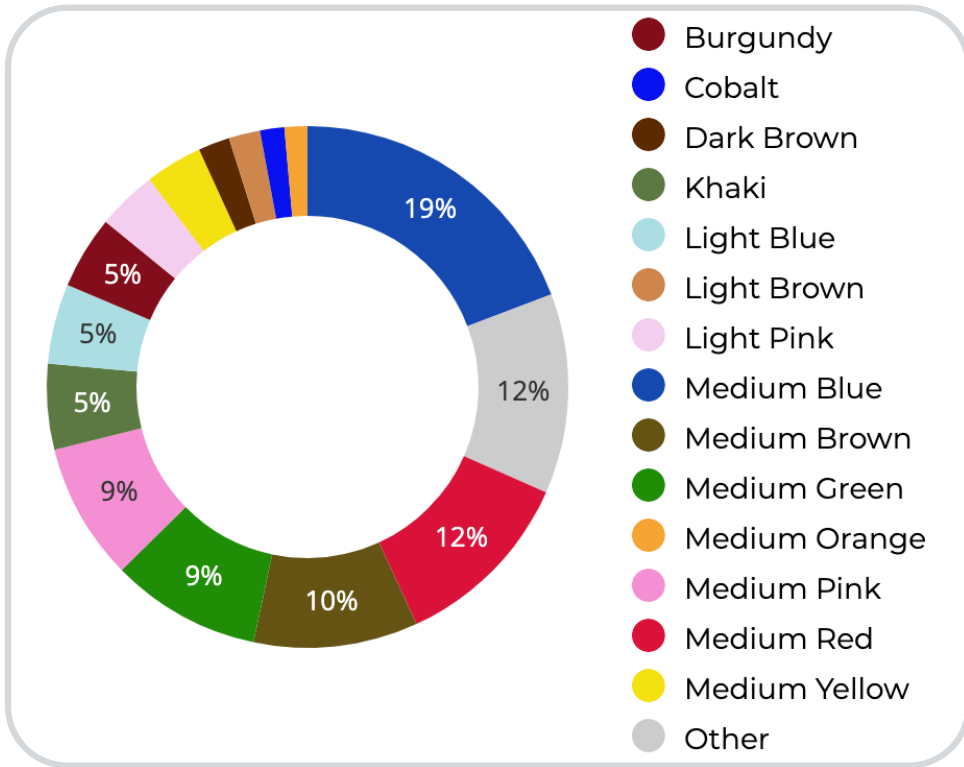
sezane



The dress category is struggling in the market, experiencing a decline in both visibility and sales. This season dresses has shown a decrease of average 12% in the assortment, taking just 15% of the global range. Midi and long dresses are dominating the scene, representing 55% of the dress category. Nevertheless, mini dress are showing an increase of 10% in visibility.

SPRING 26 DRESS UPDATE **KEY DATA**

DRESS COLORS & PRINTS



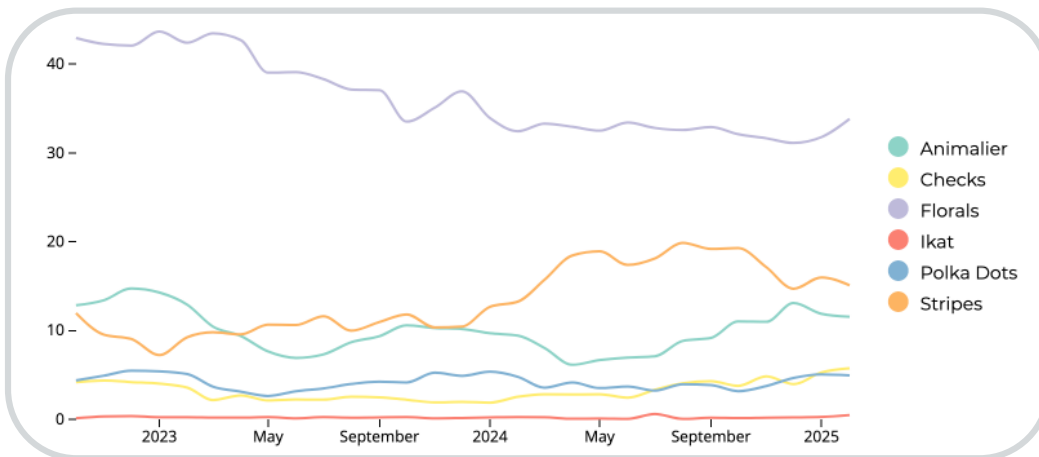
zara



reformation



jacquemus



The fashion color range for dress represents 54% of the collection, where blu, red and brown are dominating. Greens are losing 27% to last year, while burgundy is growing by 151% showing a constant trajectory from winter. Medium pink is decreasing but light pink keep increasing with a astonishing +54% to last year. Nevertheless, Yellow goes up by 8%. Considering prints, globally decreasing, florals are the the print receding the most, leaving room for stripes, checks and animalier.

SS26 DRESSES UPDATE **INTRODUCTION**



zara (3).jpg



alexis.jpg



Zara.jpg



harithand_1.jpg



UPDATE

New Balance. For SS26, dresses will embrace a duality of structured precision and free-flowing ease, shaping a versatile wardrobe that transitions effortlessly from casual to ceremonial dressing. Strong 60s influences will emerge through mini shift dresses and sleek, minimal silhouettes, aligning with the resurgence of statement tights to create a sharp, streamlined look. At the opposite end of the spectrum, voluminous boho tunics will introduce a sense of movement and fluidity, reinforcing a free-spirited aesthetic. Preppy elements will gain importance, with structured buttoned-up styles, contrasting piping, and outlined hems and pockets adding a polished, collegiate touch. Shirt dress will evolve, drawing from structured gabardine taking a safari influences for a utility-driven edge, while long cotton shirt dresses and mini-shirt variations will provide a contemporary take on everyday elegance. Looking ahead, the balance between tailored and effortless designs will be key, ensuring adaptability across different styling needs.

This report is based on Livetrend data extracted from Instagram, e-commerce and consumer interest on Spring Collections 2025, analyzing the visibility and growth of the trends compared to the same period last year. The percentages show the evolution year on year.

**ACCESS ALL IMAGES
CLICKING HERE**

SAFE TREND

SS26 DRESSES BOHO DRESS

www
+60%
YOY



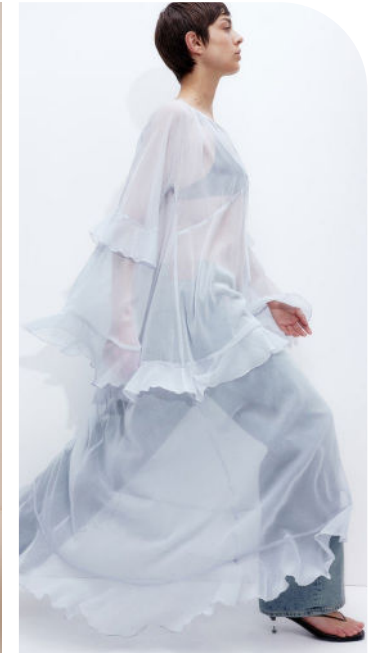
harithand.jpg



&Otherstories.jpg



albus.jpg



H&Mf.avif



harithand_1.jpg



chloe-pink-ht91.jpg



marie.jpg

Instagram
+38%
YOY



SS26 DRESS UPDATE

EARLY SIGN

NIGHTIE LACE STYLE

STABLE TREND

MINIMAL SLIP DRESS

WWW
+70%
YOY



Nigel Preston.webp



Ulla Johnson.webp

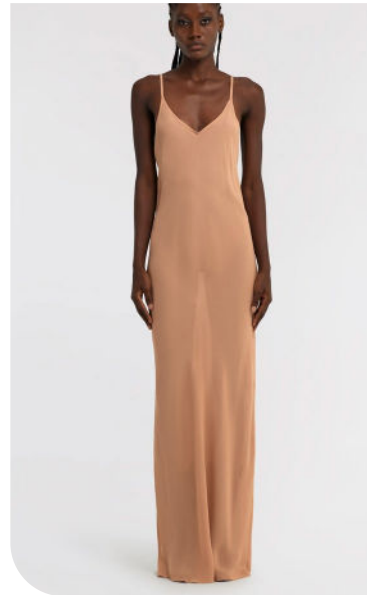


francoise-white.jpg

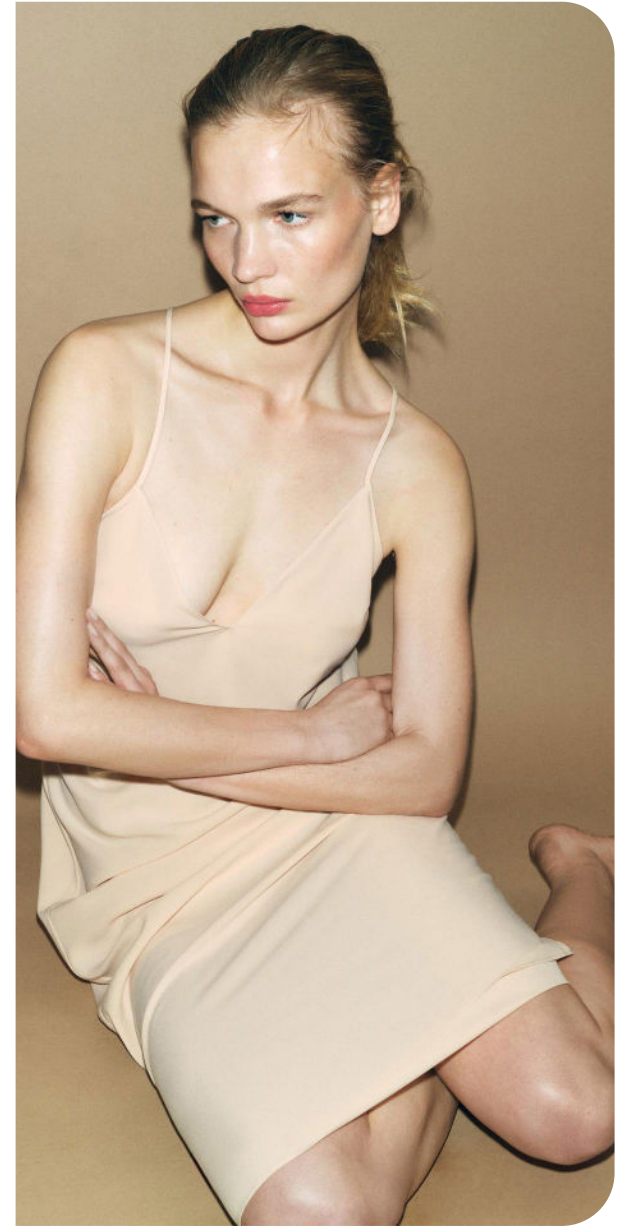
WWW
+100%
YOY



favorite-daughter-.jpg



Roberto Cavalli.jpg



zara (4).jpg

WWW
+16%
YOY

SAFE TREND

SS26 DRESSES PREPPY MINI DRESS

www
+60%
YOY



ila.jpg



staud.jpg



Zara.jpg



posse.jpg



delpozo.jpg



Mango.avif



Maje (2).webp

Instagram
+33%
YOY

SS26 DRESS UPDATE

EDGY TREND

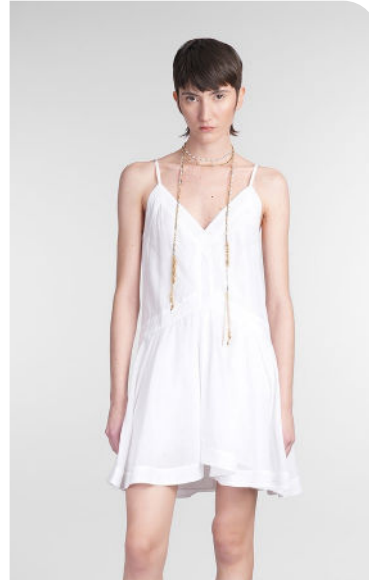
MINI STRAP VOLUME

SAFE TREND

BUTTON-UP



ila_1.jpg



isabel marant.jpg



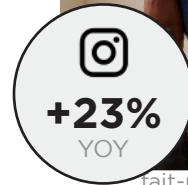
weekday.webp



+14%
YOY



Ganni.jpg



+23%
YOY



fait-par-foutch.jpg



Maje.webp

EARLY SIGN

SS26 DRESSES SAFARI DRESS

www
+110%
YOY



zimmermann.jpg



Bottega Veneta.avif



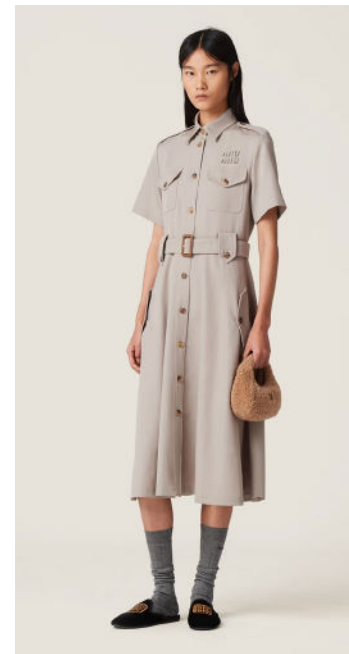
Cos (2).avif



Jil Sander.webp



hermes.webp



Miu Miu.avif



martin-grant.jpg

+105%
YOY

SS26 DRESSES

SAFE TREND

DENIM SHIRT MINI

EDGY TREND

WORKWEAR JUMPSUIT



+30%
YOY



Zara_1.jpg



H&M.avif



Sezane.avif



+130%
YOY



oraije.jpg



zara (6).jpg



stradivarius.jpg

SS26 DRESS UPDATE

STABLE TREND

LONG SHIRT DRESS

EARLY SIGN

LOW-RISE COTTAGE

WWW
+40%
YOY



Zara_2.jpg



Cos (3).avif



Bottega Veneta (2).avif



TOTEME (2).webp



adam-lippes.jpg



reformation-.webp

IG
+23%
YOY

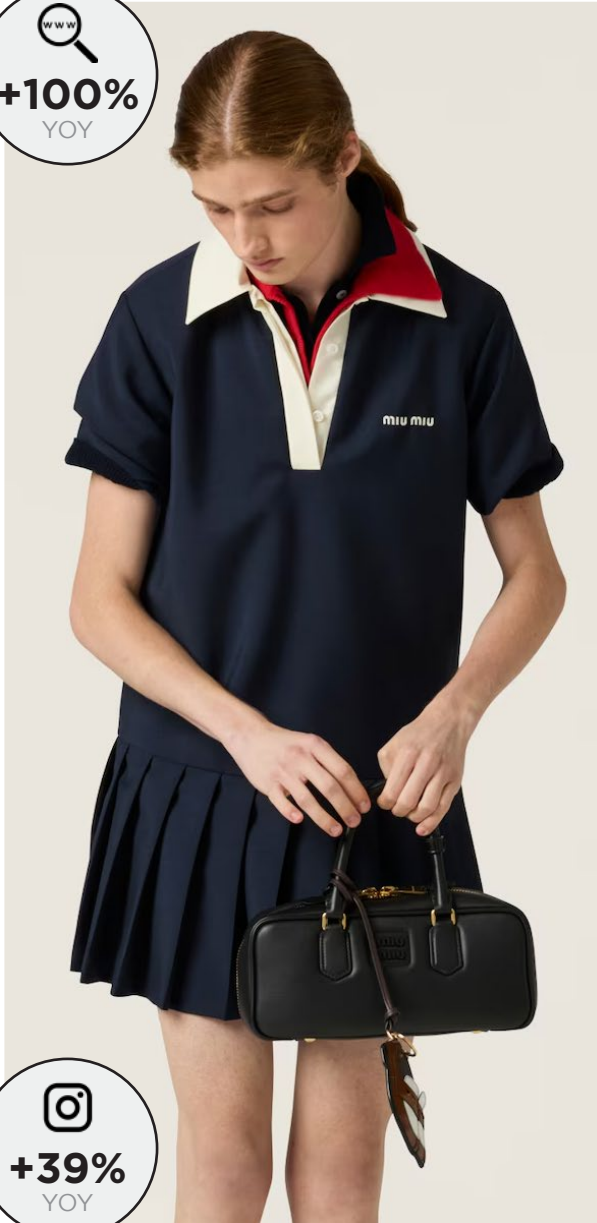
SS26 DRESS UPDATE

STABLE TREND

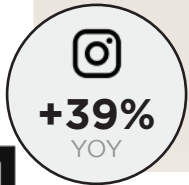
EASY POLO STYLE

EARLY SIGN

SUEDE MINI(MAL)



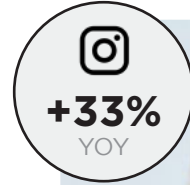
Miu Miu_1.avif



Cos (5).avif



Loewe.webp



Urban Revivo9.png



dutti.jpg



des_phemmes.jpg

SS26 DRESS UPDATES

SAFE TREND

CASCADING DRAPES

EARLY SIGN

CONCEPTUAL DRAPING



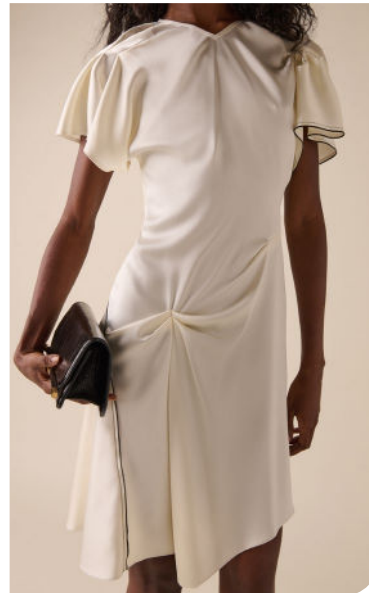
coperni.jpg



Cos.webp



siedres.jpg



victoria-beckham.jpg



sophie-et-voila.jpg



Mango_1.avif

SS26 DRESSES

EDGY TREND

SPARKLING MAXIMAL

STABLE TREND

SHEER LAYER

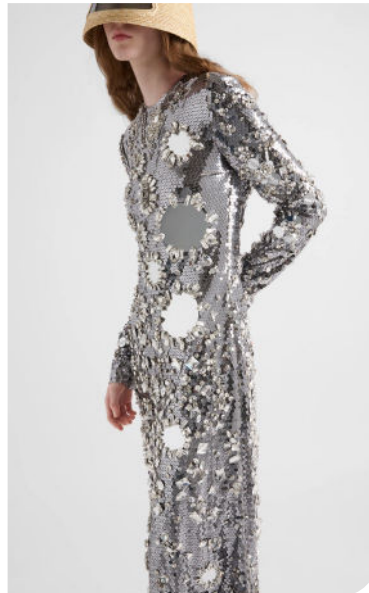
www
+80%
YOY



brandon-maxwell.jpg



Mango_3.avif



prada.webp

ig
+44%
YOY



erdem.jpg



Massimo Dutti.jpg



Mango_2.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



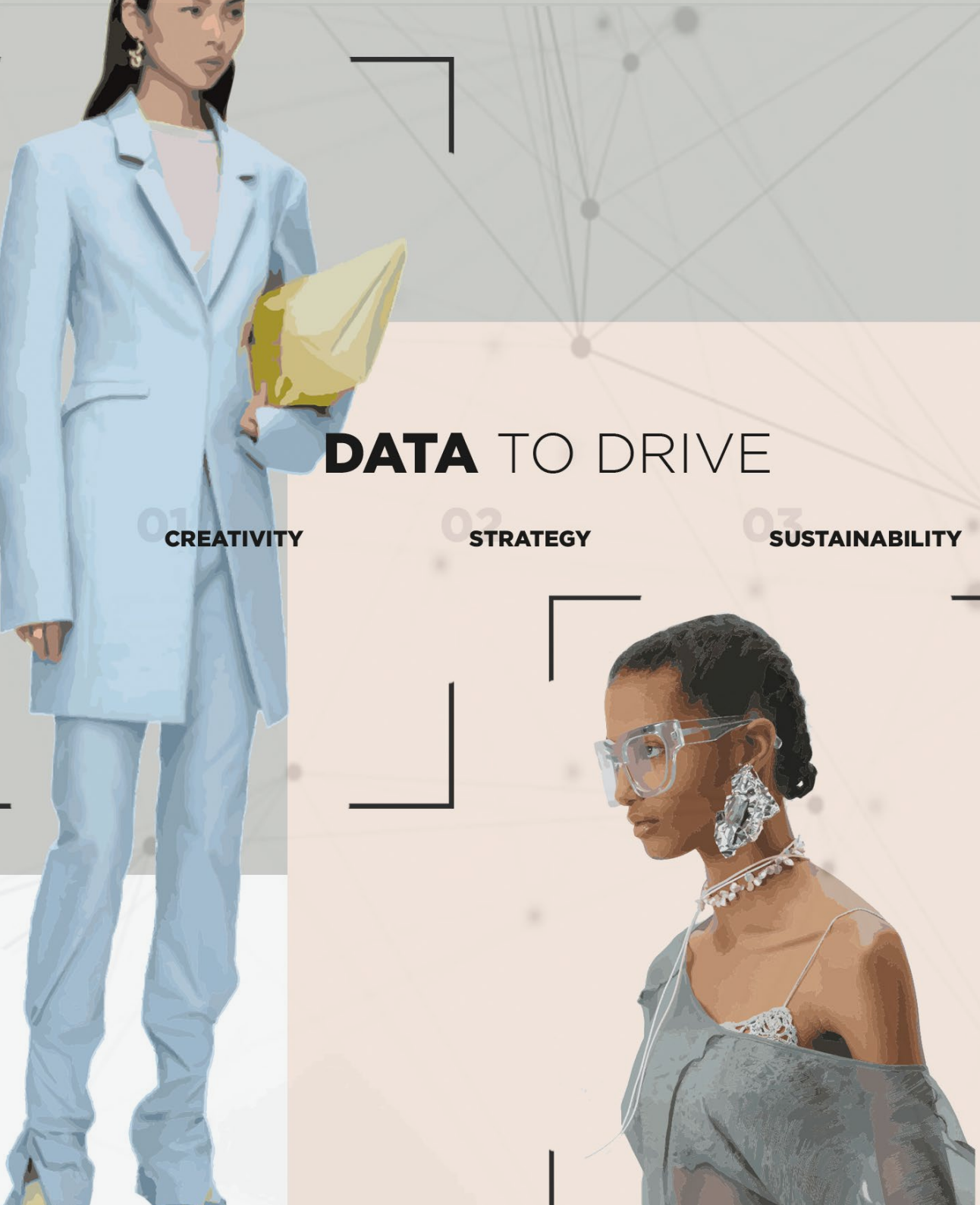
INVEST

A CORE PRODUCT REPRESENTING A STEADILY GROWING TREND OF MODERATE MAGNITUDE WITH 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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