



WOMENSWEAR
SS26 UPDATE
KNITWEAR &
JERSEY TOPS



LIVETREND

SS26 KNITWEAR & JERSEY UPDATE **INTRODUCTION**



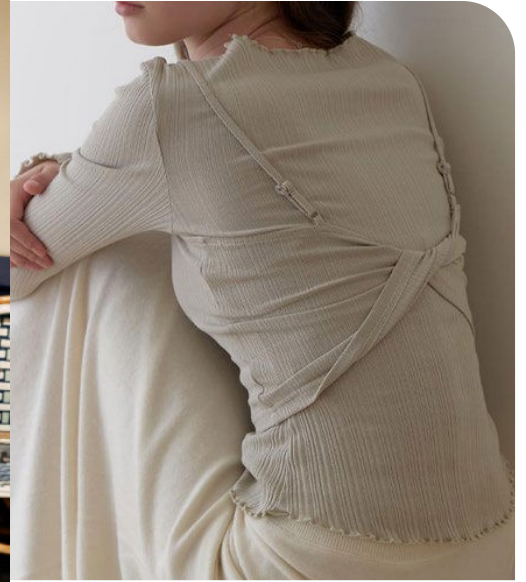
Zara.jpg



@lauraamilee.webp



petitbateau.avif



Re_L.png



UPDATE

Preppy Refinement. For SS26, knits and jersey will prominently feature preppy styles, influenced by the resurgence of old-money aesthetics, which will evolve into maritime and coastal-inspired vibes. Expect to see a strong presence of graphic motifs like stripes, outlines, and bi-color variations, particularly on cardigans, sweaters, and knit vests. These pieces will offer ample opportunity for layering, playing with color rhythms while maintaining a refined palette of classic tones. The juxtaposition of these shades will create a balanced, timeless look while still allowing for playful experimentation with texture and proportion. Jersey will also embrace layering and variations in weight, but with a creative twist, incorporating features like asymmetries and bubble volumes. These experimental elements will add a fresh, dynamic edge to an otherwise classic foundation and creating a collection that merges the comfort of classic jersey revisiting carryover styles.

This report is based on Livetrend data extracted from Instagram, e-commerce and consumer interest on Spring Collections 2025, analysing 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**

SS26 KNITS & JERSEY UPDATE **MUST-HAVES SPOTLIGHT**



PRIM CARDIGAN



Reformation (3).webp

POLO SWEATER



Dunst.png

CABLE SWEATER



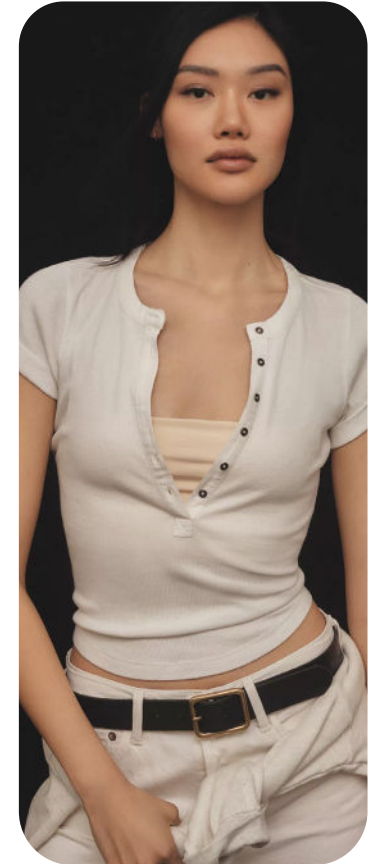
Urban Revivo19.png

V-NECK VEST



Victoriasecret.webp

HENLEY TOP



Pilcro_1.webp

This Trend Spotlight proposes the must-have products of the season to build the right assortment.

This selection is made to ensure that you have the right collection staples, invest in the right core pieces and test the right trendy items within your product range.

Find the full list of seasonal core items on the next slides.



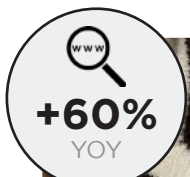
SS26 UPDATE **KNITWEAR**



LIVETREND

STABLE TREND

SS26 KNITWEAR **PREPPY BICOLOR CARDI**



@michmila.webp



Zara.jpg



Twee.png



Sezane (7).avif



Maje.webp



h&m_1.avif



Bash.avif

SAFE TREND

SS26 KNITWEAR **PRIM CARDI**



H8.png



cos.webp



Re_L_1.png



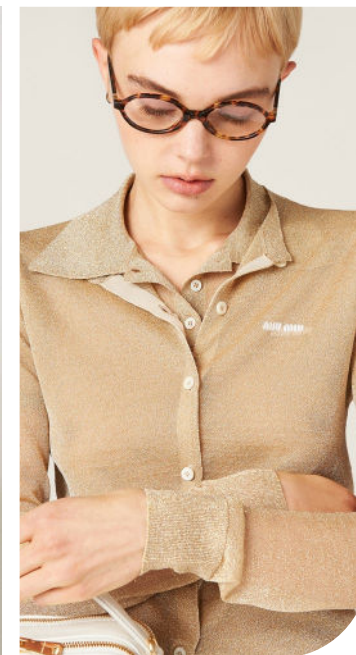
des_phemmes.jpg



onia.jpg



Twinset (2).webp



miumiu.jpg



SS26 KNITWEAR

EARLY SIGN

MARITIME COLLARS

SAFE TREND

GRAPHIC V STYLES


+300%
YOY



Nonlocal.png



P Label.png


+90%
YOY



Urban Revivo19.png



Pilcro.webp



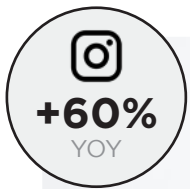
Tibi (2).webp



H&M.avif

BIG TREND

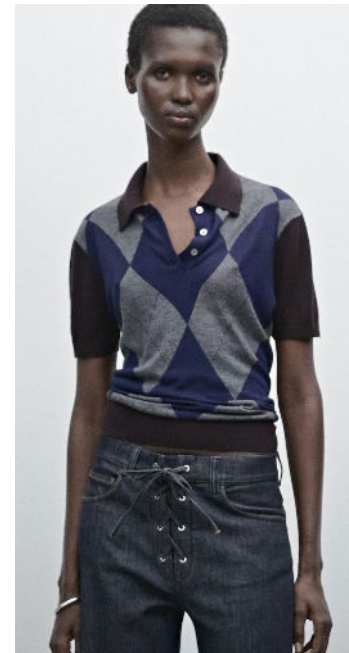
SS26 KNITWEAR **SHORT SLEEVED POLO**



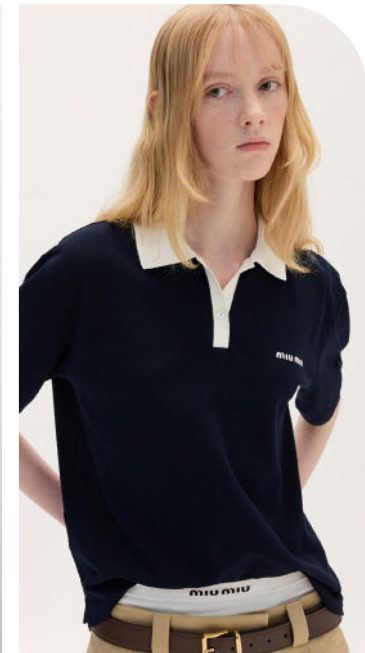
Zara (3).jpg



sezane.avif



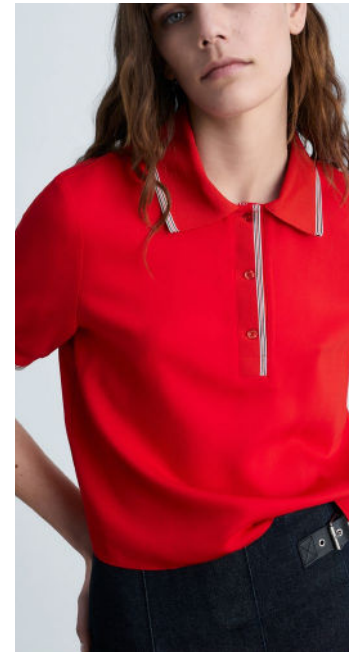
Dutti (2).jpg



Miu Miu.avif



rohe-.jpg



Mango.webp



shop cider.png



SAFE TREND

SS26 KNITWEAR **GRAPHIC V-NECK VEST**

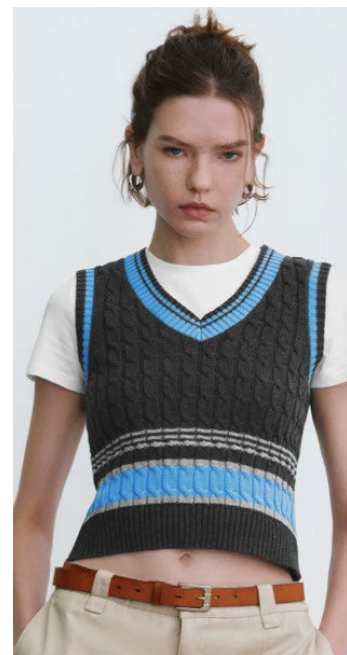
www
+90%
YOY



Syiazu.png



Ralph Lauren.avif



Urban Revivo2.png



Miu Miu_1.avif



Cider.png



Victoriasecret.webp



Motivi.jpg

+58%
YOY

EARLY SIGN

SS26 KNITWEAR **CASUAL HENLEY**



Bershka.jpg



sezane_1.avif



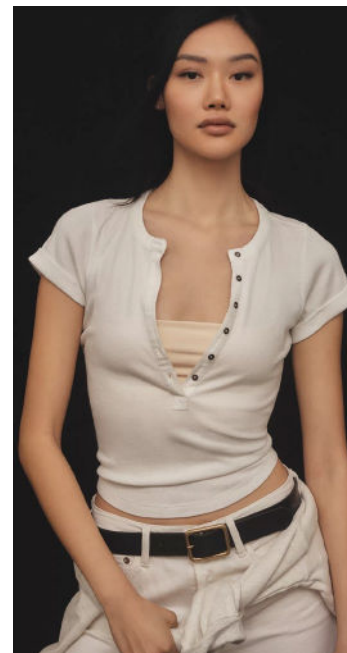
Urban Revivo.png



petitbateau.avif



adam-lippes.jpg



Pilcro_1.webp



chloe.jpg



SS26 KNITWEAR

STABLE TREND

OFF-SHOULDERS

EDGY TREND

LONGSLEEVE BODY

WWW
+90%
YOY



IG
+21%
YOY

Yyam.png



Not Your Rose.png

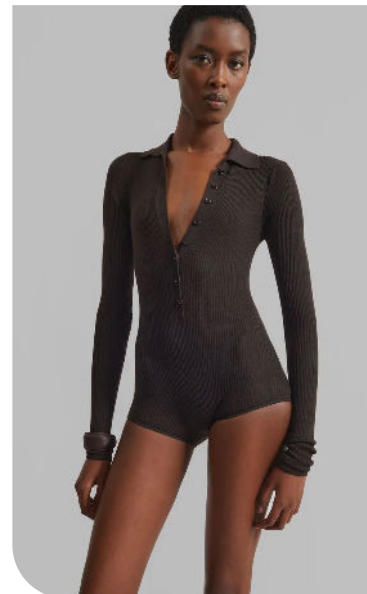


Reserved.jpg

WWW
+20%
YOY



nensi-dojaka.jpg



The Frankie Shop.webp



a-w-a-k-e.jpg



SS26 UPDATE **JERSEY TOPS**



LIVETREND

BIG TREND

SS26 JERSEY TOPS **COLLEGE POLO SWEATER**

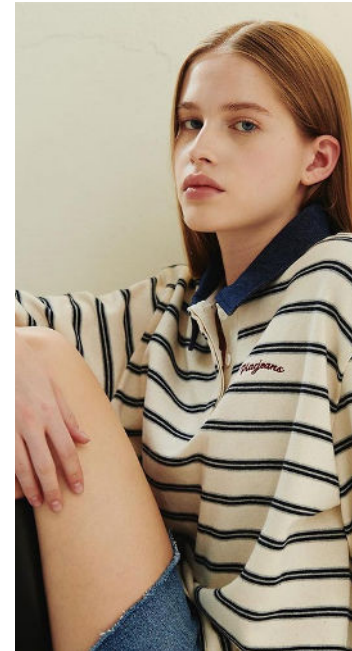
www
+40%
YOY



And you.png



Dunst.png



Plac.png



Grove.png



Tibi.webp



Prada.png



The Frankie Shop (2).webp

+221%
YOY

SS26 JERSEY TOPS

STABLE TREND

BABY TEE

STABLE TREND

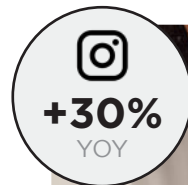
BOXY ELBOW SLEEVED



Overdueflair.png



courreges.jpg



ruadh.jpg



Mango.avif



COS.avif



Matin Kim.png

SS26 JERSEY TOPS

SAFE TREND

SHEER LAYERS

STABLE TREND

SPORTY TANK

WWW
+100%
YOY



Vanone Atelier.png



The Any.png

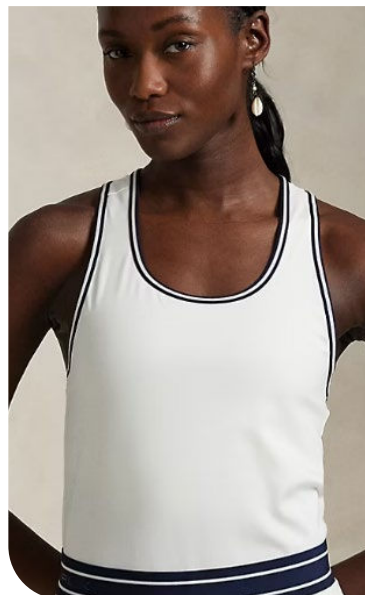


etre tokyo.jpg

IG
+23%
YOY



Mango (2).avif



Ralph Lauren.png



Urbanrevivo.png

SS26 JERSEY TOPS

EDGY TREND

BUBBLE VOLUME

EDGY TREND

REWORKED TEE



Celandine.webp



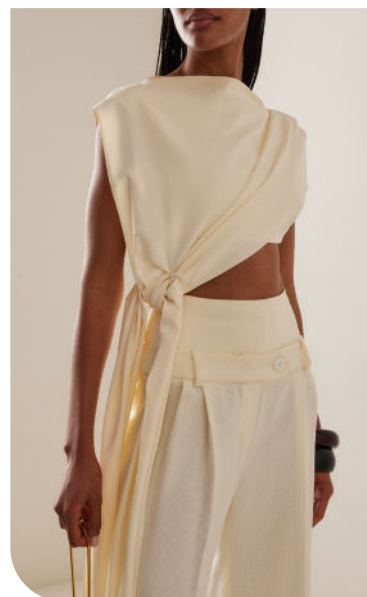
zimmermann.jpg



heirlome.jpg



christopher-esber.jpg



galvan-white-auriga-top.jpg



@helsahosk.png

SS26 KNITS & JERSEY TOPS

EARLY SIGN

EXTRA KNOTS

EARLY SIGN

LAYERS



Miu miu (3).avif



Octette.png



Hunch.png



Verbe.png



Ourcosmos.png



Re_L.png

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



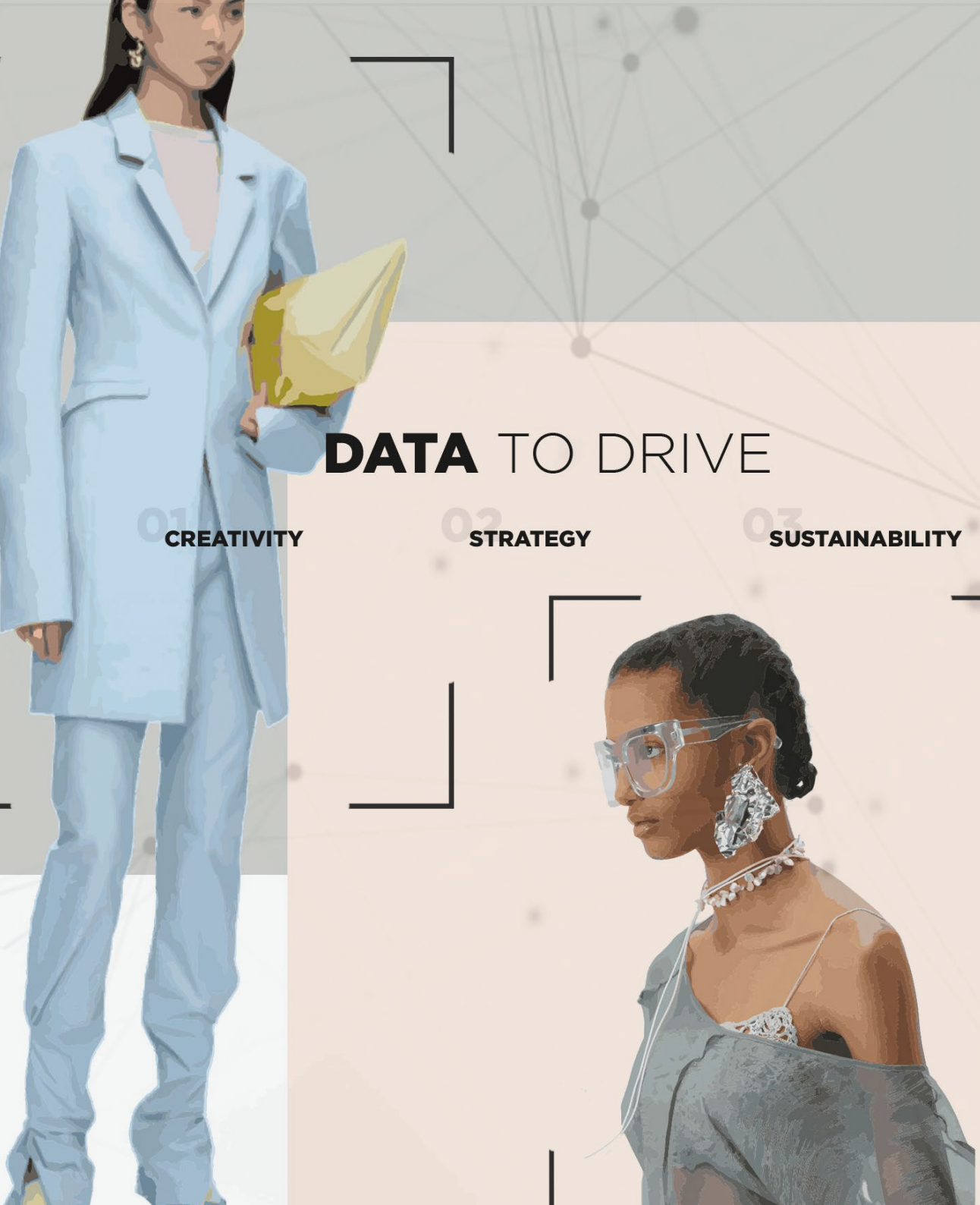
INVEST

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



LIVETREND

THANK YOU!

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