



**WOMENSWEAR**  
**SS26 UPDATE**  
**OUTERWEAR**



**LIVETREND**

# SS26 OUTERWEAR UPDATE **INTRODUCTION**



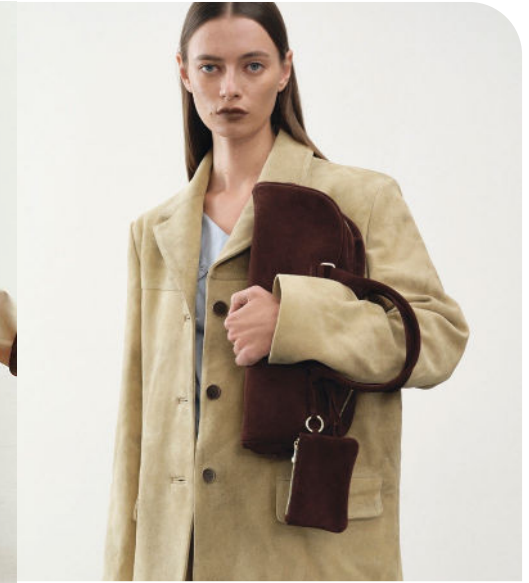
new-york-str-f25-1798.jpg



<Sans lien d'intersection>



So ir.png



Sourceunknown.webp



**UPDATE**

**Ode to the past.** For SS26, outerwear will reflect the growing influence of retro vibes, with a clear nod to military-inspired structures and vintage silhouettes. Barn jackets crafted from waxed textiles or thick cotton canvases will emerge, featuring contrasted collars and functional details like new buttons and hooks. These jackets will evoke a sense of rugged, utilitarian charm, while maintaining a modern edge. Military-inspired jackets with trench features will recall army uniform influences, blending practicality with a sartorial aesthetic. The classic Harrington-style blousons and relaxed suede jackets, echoing a dad-style vibe, will find their place in the collection, offering a more laid-back take on structured outerwear. This wave will signal a return to tailored military vibes, enhancing the rise of structured silhouettes and a rediscovery of retro textures. Designers will draw inspiration from these styles, fusing timeless military influences with contemporary tailoring, creating a refined yet nostalgic outerwear collection that speaks to the enduring strength of classic design.

*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**

BIG TREND

# SS26 OUTERWEAR **LIGHT CAR COAT**

www  
**+50%**  
YOY



Thomas More.png



new-york-str-f25-1798.jpg



The Frankie SShop.webp



copenhagen-str-f25-256.jpg



new-york-str-f25-2386.jpg



The Row.webp



Sezane.avif

  
**+11%**  
YOY

**BIG TREND**

# SS26 OUTERWEAR **YETI FUR**

www  
**+190%**  
YOY



copenhagen-str-f25-225.jpg

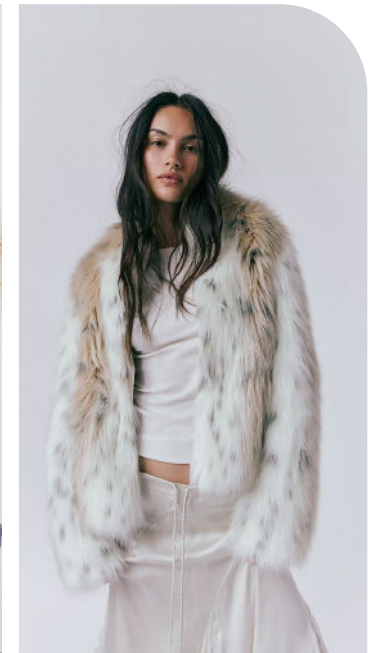
**+47%**  
YOY



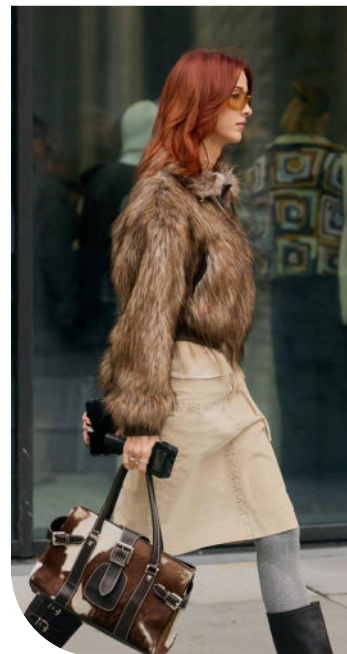
The Frankie Shop\_1.webp



H&M.avif



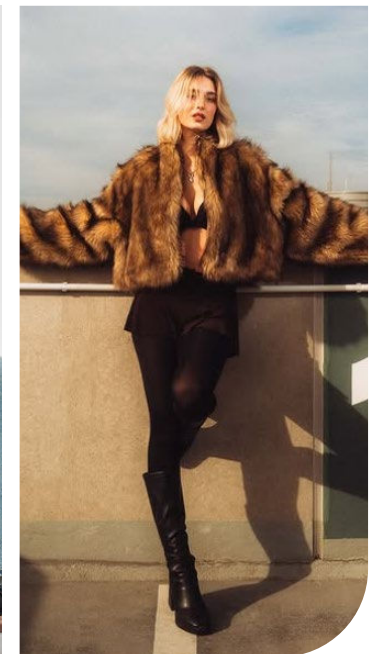
Unreal Fur.webp



copenhagen-str-f25-207.jpg



Possery.webp



@jimssfine.png

# SS26 OUTERWEAR UPDATE **CAPES & CO**

EDGY TREND

**CAPED TRENCH STYLES**

EDGY TREND

**RAIN CAPE**

WWW  
**+120%**  
YOY



copenhagen-str-f25-089.jpg



new-york-str-f25-0774.jpg

WWW  
**+50%**  
YOY



COS.avif



new-york-str-f25-0842.jpg

WWW  
**+40%**  
YOY



&Otherstories.jpg



Zara (2).jpg

BIG TREND

# SS26 JACKETS HOOKED BARN STYLE

www  
**+450%**  
YOY



@despinaka2\_1.png



Maxwell.jpg



Mango.webp



We The Free (2).jpg



We The Free.jpg



@lauraamille.webp



We The Free (3).jpg

Instagram  
**+51%**  
YOY



# SS26 JACKET UPDATE

EARLY SIGN

MILITARY JACKET

SAFE TREND

RETRO BLOUSON

WWW  
**+50%**  
YOY



copenhagen-str-f25-358.jpg



@alcltd\_1.png



The Frankie Shop\_2.webp

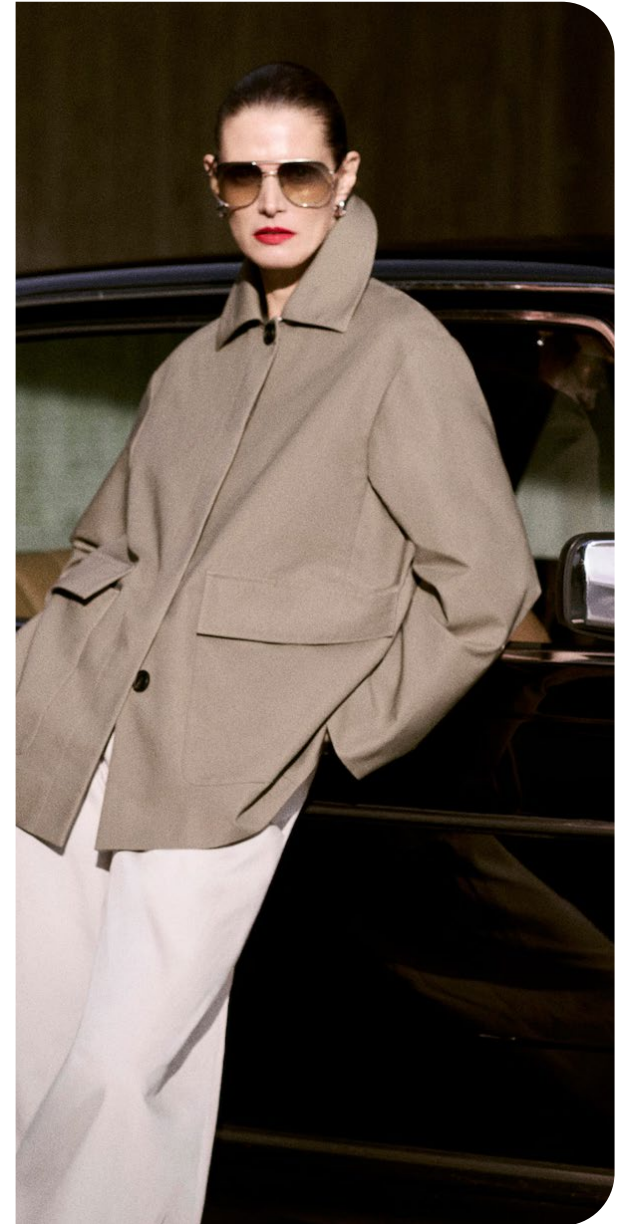
IG  
**+33%**  
YOY



Miu Miu (3).avif



Twee.jpg



Cos\_1.avif

**BIG TREND**

# SS26 LEATHER JACKETS **DAD SUEDE STYLE**

www  
**+300%**  
YOY



copenhagen-str-f25-342.jpg

**+72%**  
YOY



Roslin.webp



copenhagen-str-f25-341.jpg



Le.png



@carven.png



new-york-str-f25-1637.jpg



Dutti.jpg



LAST CALL

# SS26 LEATHER JACKETS FRINGED TEXAN

www  
**+80%**  
YOY



@alcltd.png

**+68%**  
YOY



We The Free.webp



@despinaka2.png



new-york-str-f25-2126.jpg



&Otherstories\_1.jpg



@roseannaofficiel.png



Ralph Lauren.avif

# SS26 OUTERWEAR UPDATE **TECHNIC JACKETS**

EARLY SIGN

COATED UTILITY

SAFE TREND

LIGHT RAIN JACKET

WWW  
**+50%**  
YOY



Miu Miu.avif



COS (2).avif

IG  
**+1020%**  
YOY



Prada.jpg



From Future.webp



38comeoncommon.png



Miu Miu (2).avif

# SS26 OUTERWEAR **OVERSHIRTS**

EARLY SIGN

AMERICANA STYLE

SAFE TREND

COZY CABIN STYLE



new-york-str-f25-2337.jpg



Anthropologie.webp

WWW  
**+160%**  
YOY



Dutti (7).jpg



Touche Prive.webp



copenhagen-str-f25-213.jpg

EDGY TREND

# SS26 OUTERWEAR **CINCHED BLAZER**

www  
**+110%**  
YOY



new-york-str-f25-2313.jpg

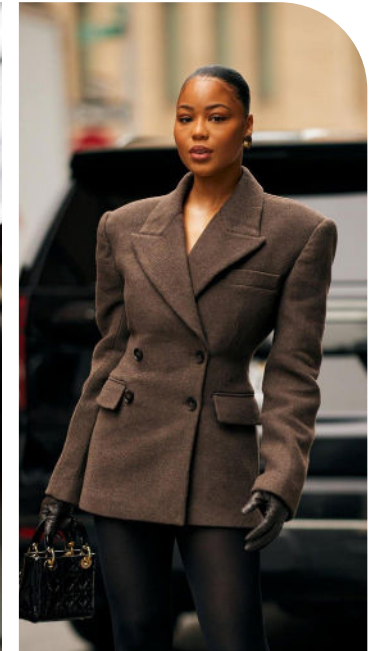
Instagram  
**+117%**  
YOY



new-york-str-f25-2200.jpg



new-york-str-f25-0822.jpg



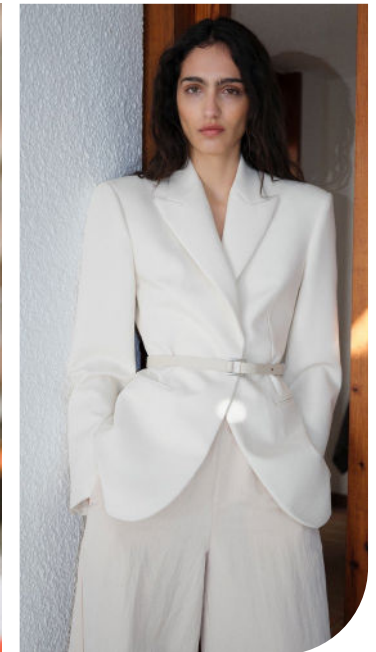
new-york-str-f25-2295.jpg



@lovisahillberg.webp



new-york-str-f25-2160.jpg



Mango.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

# THANK YOU!

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