



KIDSWEAR
SS26 UPDATE
DRESSES



LIVETREND

SPRING 26 DRESSES INTRODUCTION



bebeorganics_44.jpg



@bardotjunior_2.jpg



@ceraunavoltabambini_3.jpg



UPDATE

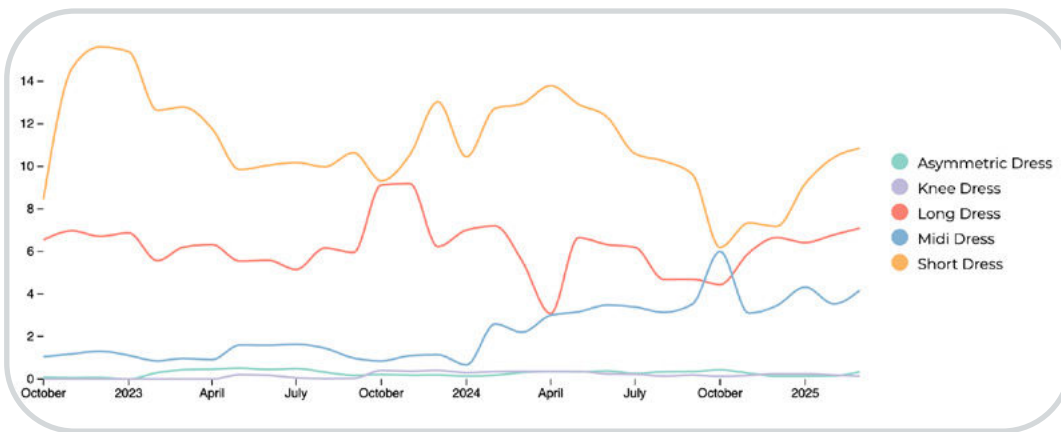
Dreamy Quirkiness. For Spring 2026, kids' dresses embrace a charming contrast between quirky romance and effortless urban-cool attire. Denim takes center stage, with dresses exuding a fresh yet slightly unhinged energy, perfect for capturing the playful dynamism of the season. Dreamy elements bring a delicate touch, as frilled peter pan collars and soft ruffles on skirts and dress sleeves, adding a bucolic taste that harmonizes with the lighthearted spirit of childhood. However, the focus is not solely on romantic details but also on functionality. The skort emerges as a must-have piece, blending cuteness with freedom of movement for uninhibited play. Likewise, the practical dungaree dress bridges the gap between sporty urban aesthetics and countryside charm, offering a versatile staple that suits every adventure. Spring 2026 is all about balancing nostalgia with modernity, with soft, poetic bucolic accents meeting the bold energy of city streets, creating a wardrobe that feels both wonderful and effortlessly wearable.

This report is based on Livetrend data extracted from Instagram & e-commerce from Spring25 collections, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

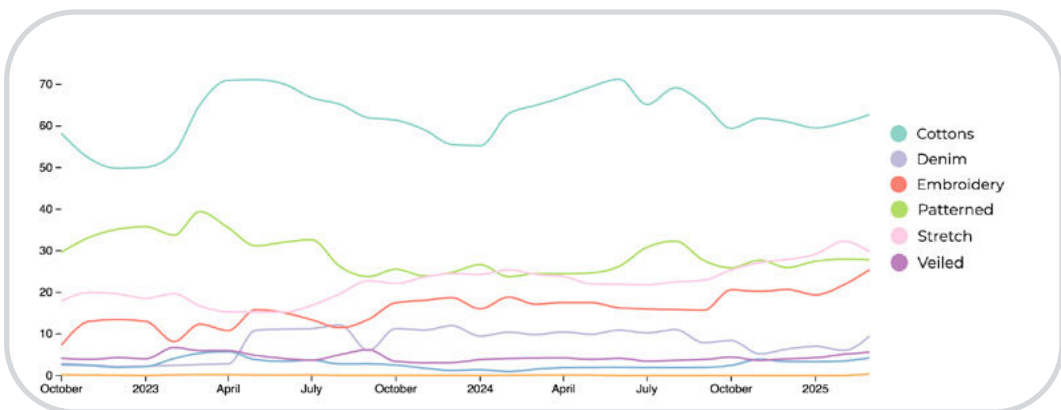
**ACCESS ALL IMAGES
CLICKING HERE**

SPRING 26 DRESSES UPDATE **KEY DATA**

DRESSES EVOLUTION



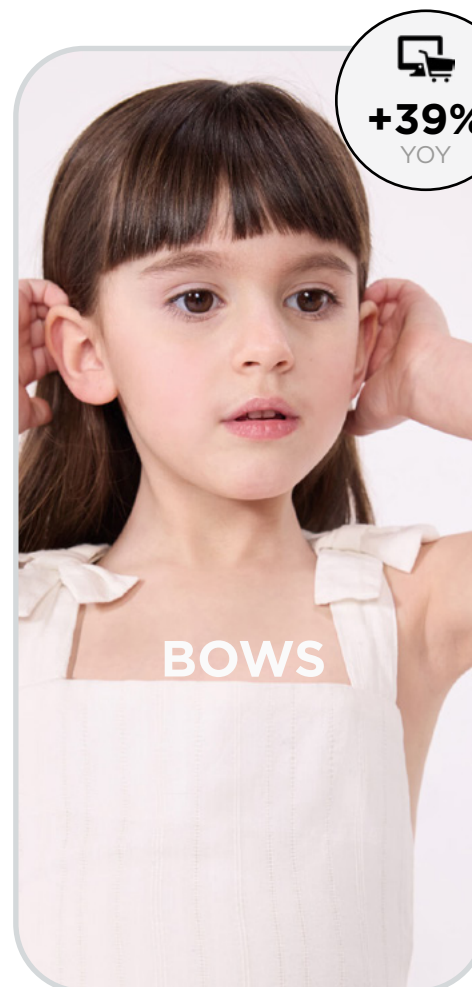
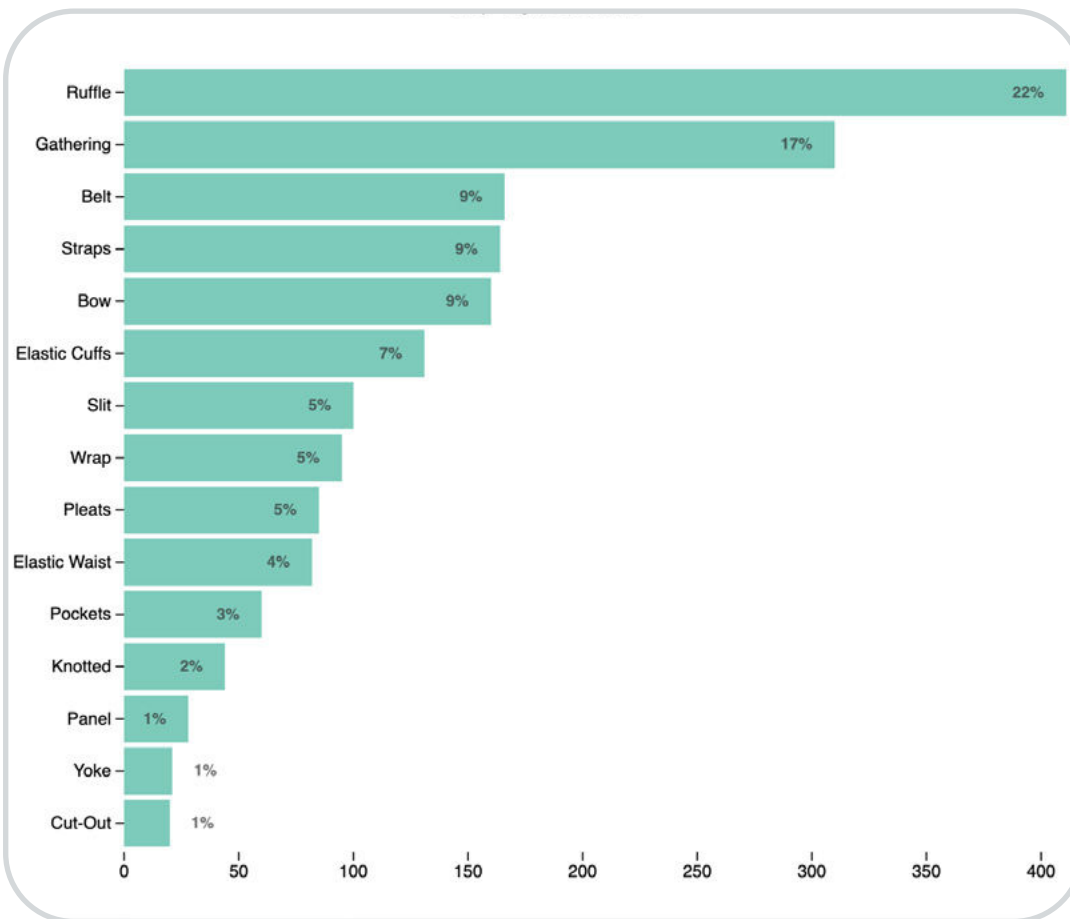
DRESSES FABRICS



For Spring 26, dresses embrace a balance of casual ease and nostalgic romance. Midi styles are surging with a +208% yoy growth, offering effortless elegance for everyday wear. Bucolic and cottage-inspired aesthetics blend with urban influences, creating a fusion of delicate charm and functionality. A-line and babydoll silhouettes remain key, mixing with the workwear aesthetic of denim dresses and dungarees which bring a utilitarian yet youthful feel. Denim continues to grow as a seasonal staple with +20% yoy growth, while cotton ensures breathability and comfort. Embroidered details, rising by +48% yoy, enhance the vintage, romantic appeal. This interplay of soft textures and structured elements defines a new era of versatile, playful style.

SPRING 26 DRESSES UPDATE **KEY DATA**

DRESSES TOP DETAILS



petitbateau_20.avif

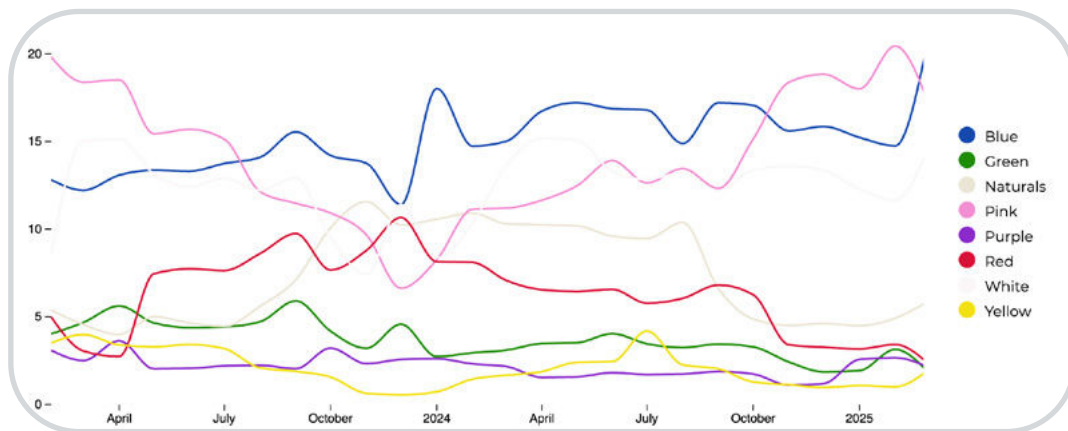


zara_163.jpg

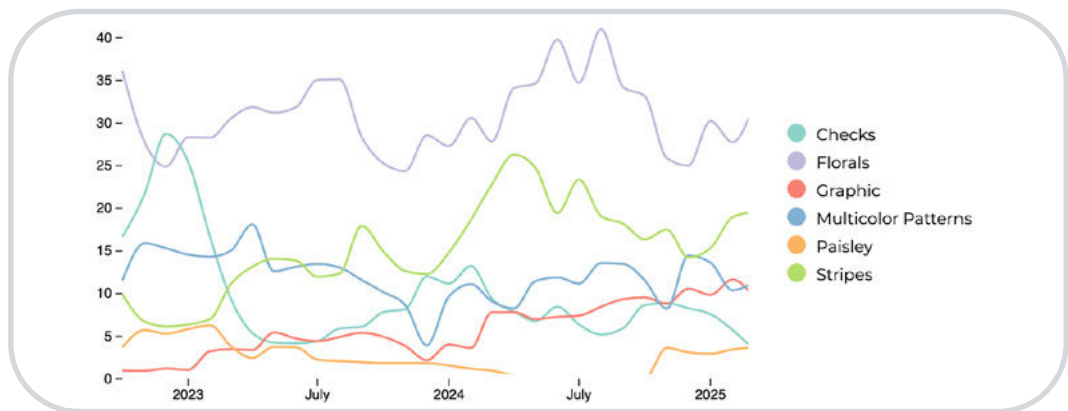
For SS26 kids' dresses, key details highlight a blend of practicality and soft femininity. Ruffles lead the assortment, making up 22% of designs, keeping their role as dominant decorative feature. Gatherings as second category in assortment, enhance both practicality and a gentle, romantic aesthetic. Belted styles are also on the rise, with a delicate yoy increase, emphasizing structure and adjustable fits. Other notable elements include feminine bows, holding steady at 9% of global assortment, remaining a timeless staple. Pleats and smocked details continue to play a key role, adding texture and dimension. As kidswear evolves, SS26 dresses strike a balance between charm and functionality, with delicate yet versatile design elements defining the season's direction.

SPRING 26 DRESSES UPDATE **KEY DATA**

COLOR TREND



PRINT TREND



hm_102.jpg



bonton_35.jpg

For Spring 26 kids' colors and prints, the season highlights a balance between soft classics and vibrant playfulness. Blue and pink remain the staple hues, dominating the assortment, with pink experiencing a remarkable +56% yoy growth, signaling a preference for soft and girly aesthetics. White tones are also on the rise, reinforcing a shift towards simple, grounding palettes. In prints, florals lead with a +14% increase, embracing a bucolic, romantic allure, while graphic prints surge by +25%, reflecting a playful and energetic spirit in kidswear. This mix of nature-inspired softness and bold, expressive patterns defines the season's fresh and joyful approach to color and design.

SPRING26 DRESSES UPDATE **MUST-HAVES SPOTLIGHT**



CASUAL DENIM



hm_51.jpg

PETER PAN NECKLINE



bebeorganics_2.jpg

DUNGAREE



mango_110.jpg

A-LINE BABYDOLL



bebeorganics_20.jpg

SAILOR STYLE



lacoqueta_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.

BIG TREND

SPRING 26 DRESSES THE DUNGAREE

WWW
+240%
YOY



mayoral_10.avif



liebello_17.jpg



@fendikids_4.jpg



bonton_15.jpg



mango_108.jpg



@arket_children.jpg



@companiafantastica_mini_5.jpg

BIG TREND

SPRING 26 DRESSES THE BABYDOLL A-LINE

+170%
YOY



+22%
YOY

@lacoquetakids_3.jpg



@a_monday_in_copenhagen_10.jpg



@thehappylook_kids_3.jpg



bonton_53.jpg



lacoqueta_10.webp



hm_13.jpg



@apolina_kids_3.jpg

SPRING 26 DRESSES THE PETER PAN COLLAR

SAFE TREND

ROMANTIC FRILLS

BIG TREND

PREPPY STYLE



hejmini_409.jpg



@thehappylook_kids_4.jpg



donsje_3.webp



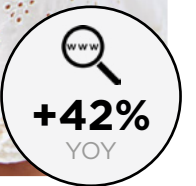
moitoinous_5.jpg



petitbateau_13.jpg



hm_103.jpg

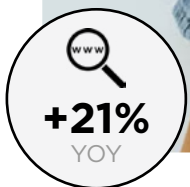


STABLE TREND

SPRING 26 DRESSES THE CASUAL DENIM



h&m.avif



vertbaudet.avif



tommy hilfiger.webp



@louisemisha_2.jpg



@kenzokids_official_3.jpg



@ovskids.jpg



zara_58.jpg

SPRING 26 DRESSES

STABLE TREND

BUTTONED SHIFT DRESS

STABLE TREND

THE POLO COLLAR



+15%
YOY



boden_3.jpg



boboli_2.png



bonton_64.jpg



zara_312.jpg



hm_100.jpg



+11%
YOY



@nata.horinkova_2.jpg



+40%
YOY



STABLE TREND

SPRING 26 DRESSES THE RUFFLED SLEEVES



-14%
YOY



zara_342.jpg



+29%
YOY



@fendikids.jpg



boden_1.jpg



hm_92.jpg



bonton_40.jpg



petitbateau_2.jpg



@huttelihutdk.jpg

STABLE TREND

SPRING 26 DRESSES THE BALLOON SLEEVES



+8%
YOY



m&s_1.avif



+7%
YOY



bebeorganics_30.jpg



hm_20.avif



tartineetchocolat_2.webp



@kongessloejd.jpg



tartineetchocolat_3.webp



@bardotjunior_3.jpg

SPRING 26 DRESSES THE TIED DETAILS

STABLE TREND

KNOTTED BELT

STABLE TREND

TIED STRAPS



zara_163.jpg



@bardotjunior_2.jpg



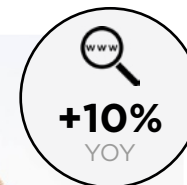
petitbateau_20.jpg



hejmini_417.jpg



m&s_3.avif



verdtbaudet_21.avif

STABLE TREND

SPRING 26 DRESSES THE TULLE PRINCESS DRESS

+34%
YOY



tartinetchocolate.avif



vertbaudet_20.avif



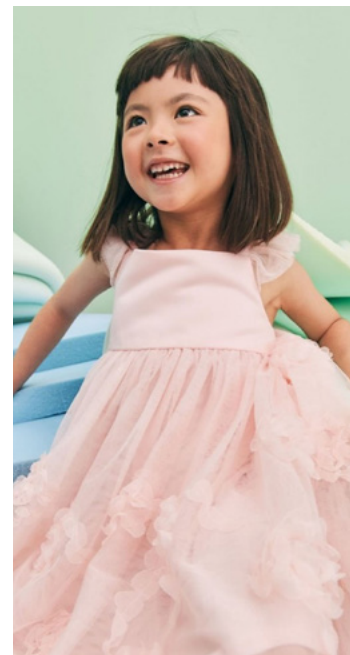
tutudumonde.avif



owleybarn_413.jpg



andiapple_41.jpg



@springfieldkidsofficial_4.jpg



@kongessloejd_3.jpg

+26%
YOY

SPRING 26 DRESSES THE SQUARE NECKLINE

EARLY SIGN

WWW
+300%
YOY

CUTE SAILOR

EARLY SIGN

SQUARE YOKE

+586%
YOY



owleybarn_414.jpg



@thehappylook_kids_7.jpg



petitbateau_18.jpg



bonton_47.jpg



bebeorganics_44.jpg

patachou.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 COM-
MERCIAL 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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