



**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.

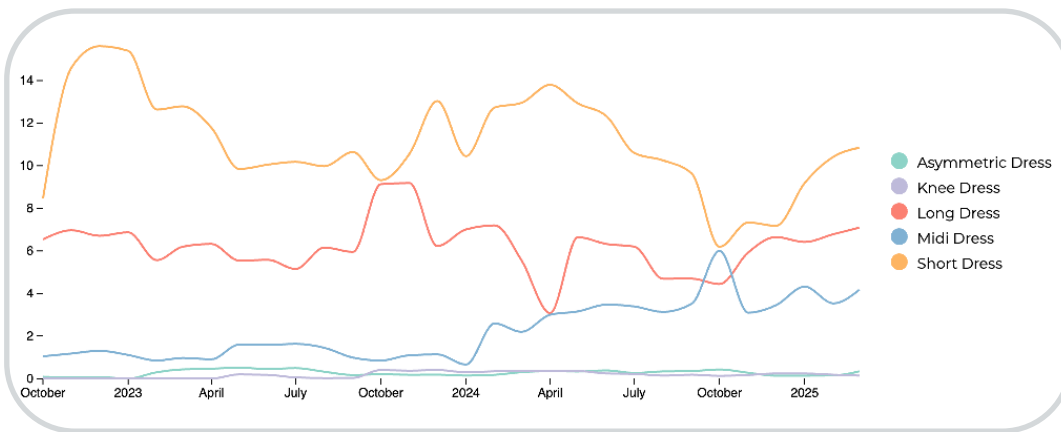
*This report is based on Livetrend data extracted from Instagram & e-commerce from Spring25 collections, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.*

**ACCESS ALL IMAGES  
CLICKING HERE**

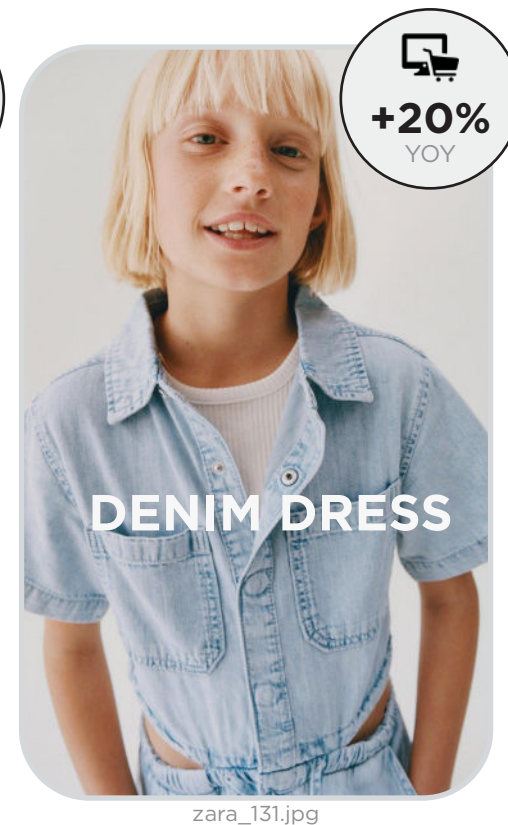
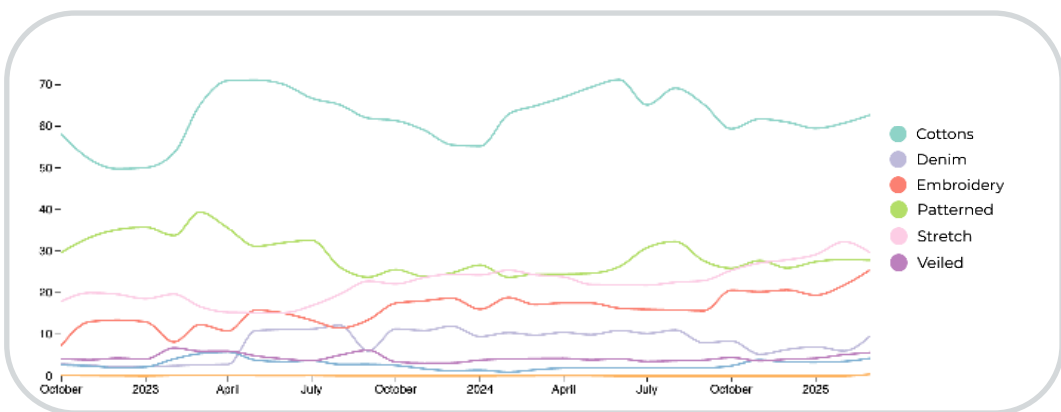


# SPRING 26 DRESSES UPDATE **KEY DATA**

## DRESSES EVOLUTION



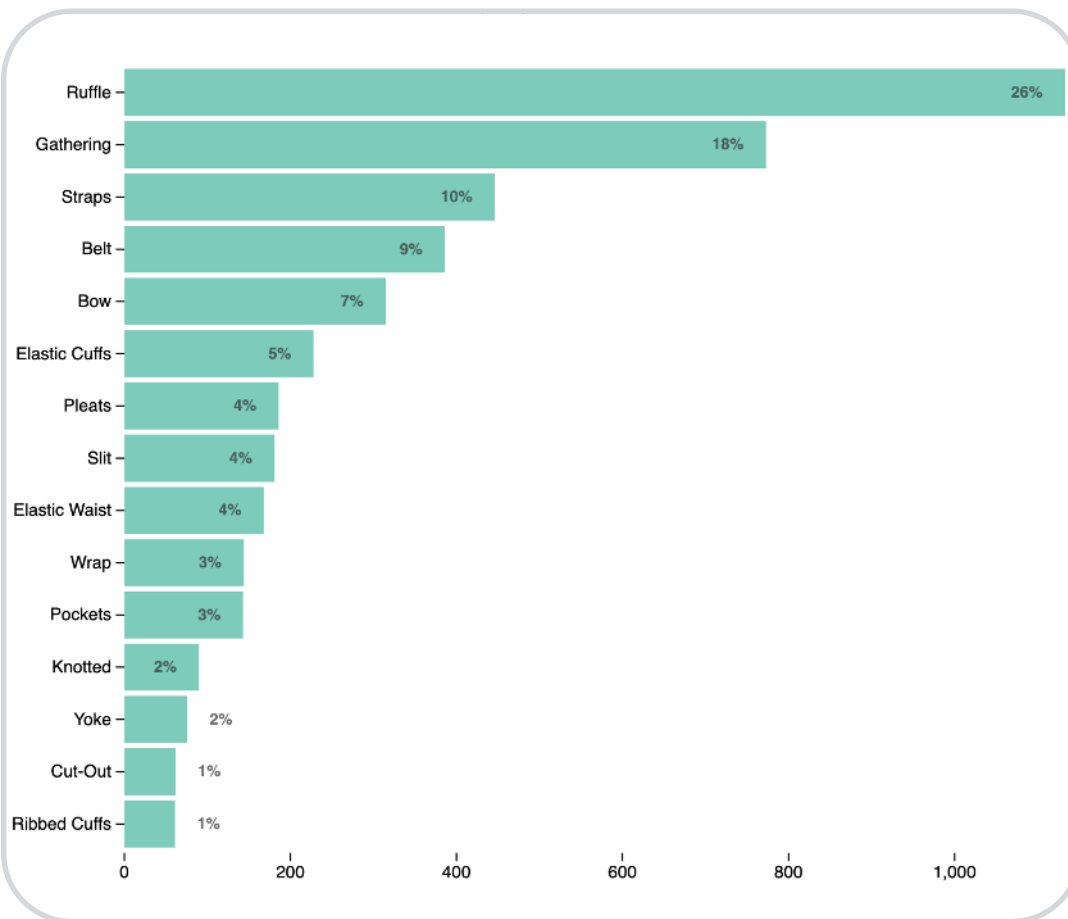
## DRESSES FABRICS



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



**GATHERING**

@thehappylook



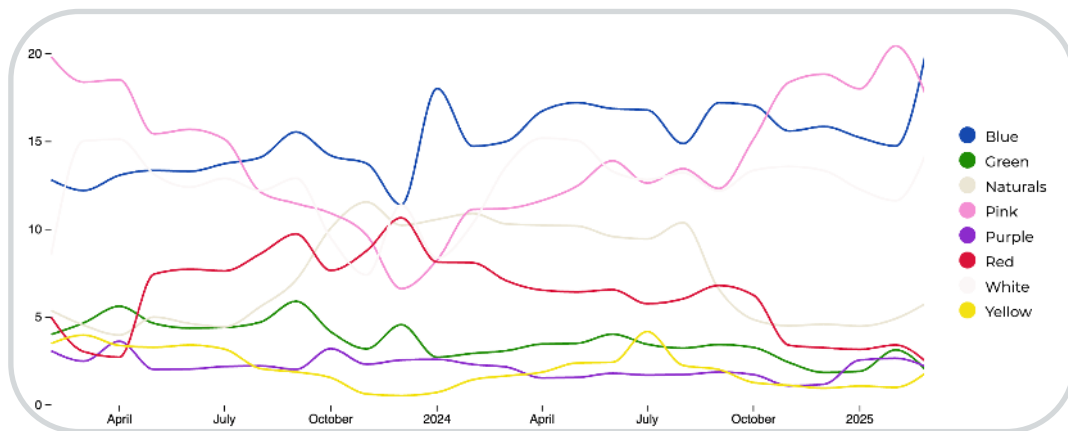
**BELT**

zara\_163.jpg

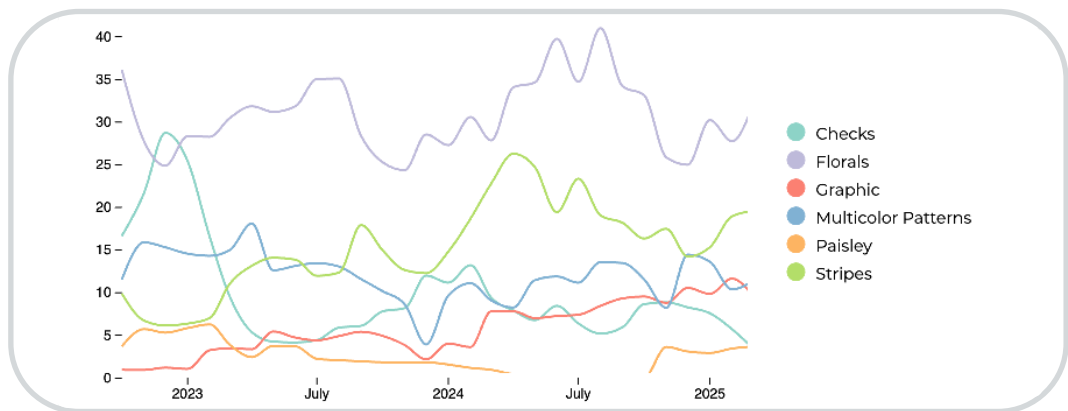
For SS26 kids' dresses, key details highlight a blend of practicality and soft femininity. Ruffles lead the assortment, making up 26% of designs, keeping their role as dominant decorative feature. Gathering, growing +13% yoy, enhances both practicality and a gentle, romantic aesthetic. Belted styles are also on the rise, with a +50% yoy increase, emphasizing structure and adjustable fits. Other notable elements include feminine bows, holding steady at 7%, 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

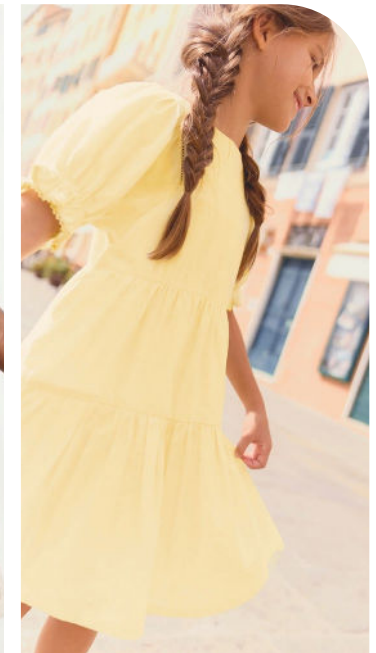
@lacoquetakids\_3.jpg



@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



moitoinous\_5.jpg



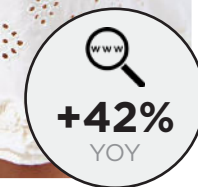
donsje\_3.webp



petitbateau\_13.jpg



hm\_103.jpg





STABLE TREND

## SPRING 26 DRESSES THE CASUAL DENIM



+20%  
YOY



h&m.avif



+21%  
YOY



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



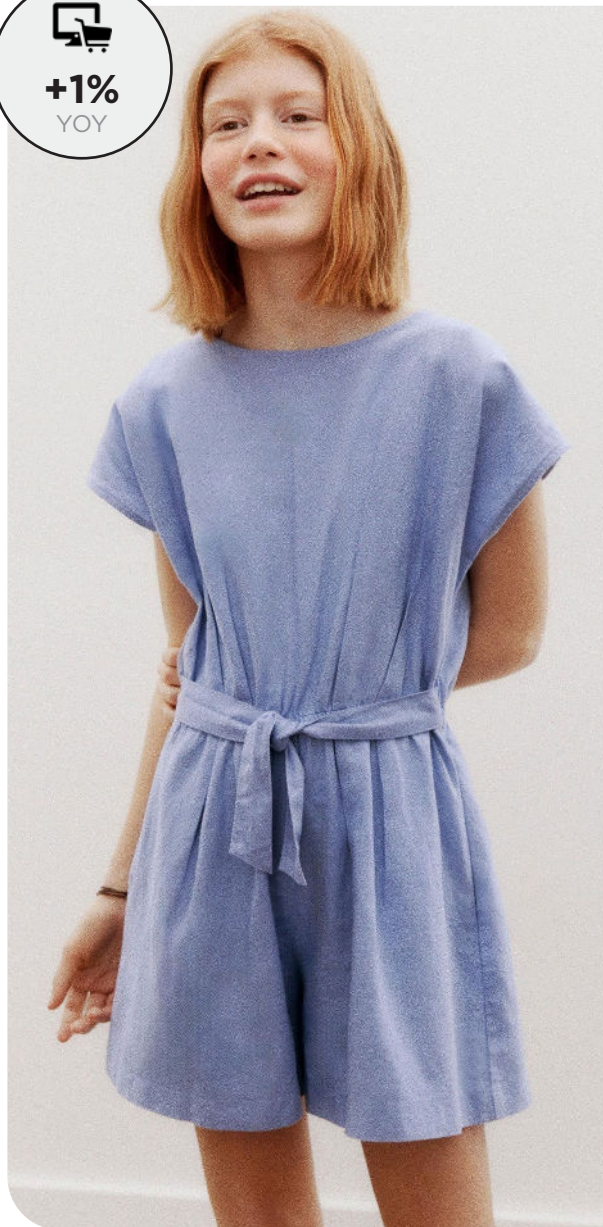
# SPRING 26 DRESSES THE TIED DETAILS

## 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



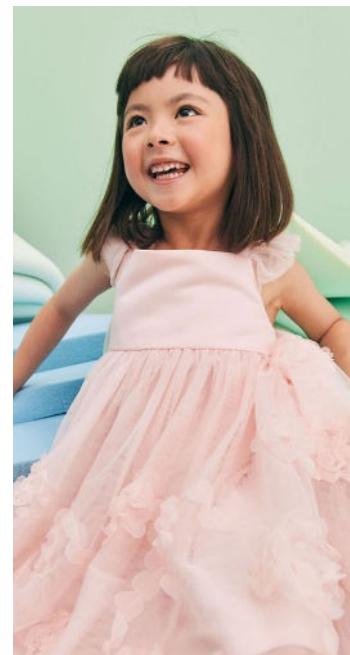
tutudumonde.avif



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



patachou.avif

CUTE SAILOR



owleybarn\_414.jpg



petitbateau\_18.jpg

EARLY SIGN



@thehappylook\_kids\_7.jpg



bonton\_47.jpg

SQUARE YOKE

+586%  
YOY



bebeorganics\_44.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

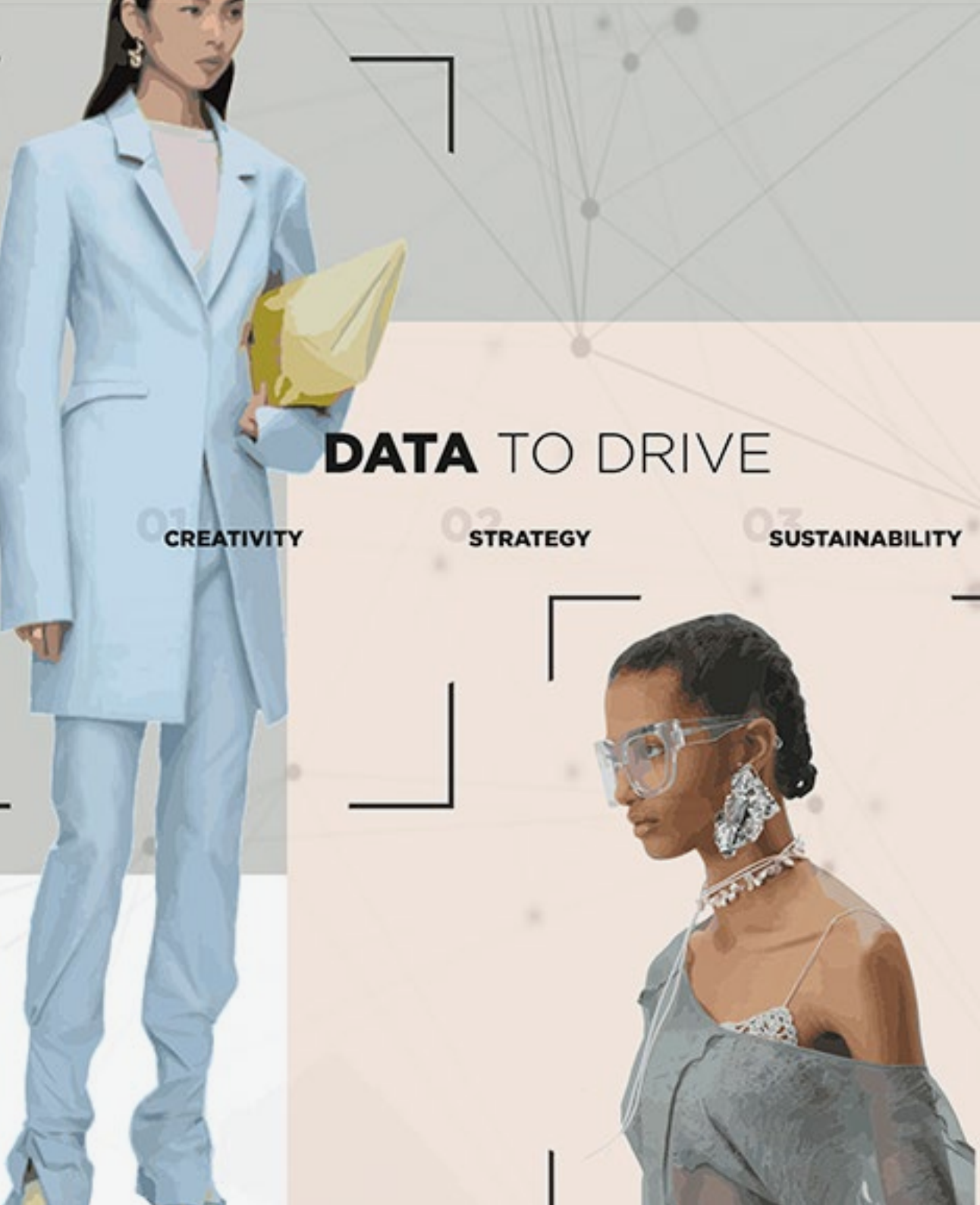
A CORE PRODUCT REPRESENTING  
A STEADILY GROWING TREND OF  
MODERATE MAGNITUDE WITH COM-  
MERCIAL POTENTIAL



### 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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