



KIDSWEAR
SS26 UPDATE
JERSEY
& KNITWEAR



LIVETREND

SPRING 26 JERSEY & KNITWEAR UPDATE **INTRODUCTION**



@heylittle_store.jpeg



zara usa (8).jpeg



@ao76_official



@thesundaycollective (1).jpeg



UPDATE

Pretty Basics. For spring 2026, kids' jerseys and knitwear showcase a range of casual styles embellished with delicate details. Polo shirts remain very popular pieces, both in a rugby polo-style and in a more chic version with a simple button-down collar. The jersey category also features sweatshirts embellished with ruffles or Peter Pan collars for girls, bringing a cute and delicate style to the jersey category. Cool-attitude becomes more charming and coquettish, contrasting with crew-neck sweatshirts and urban sleeveless hoodies. When we focus on knitwear, we can see that fine knits and pointelle stiches are very popular for spring, in top or cardigan designs, for cute transitional pieces. As with jersey, polo shirts are also available in openwork knits, for a preppy style that we've also seen in adult wardrobes. A must-have for spring is definitely the cardigan, which comes in all shapes : short, long, crew neck, V-neck, plain or jacquard. It's the perfect item to guide girls and boys through spring. Moreover, crochet is still a fashion essential, bringing a handcrafted touch, in sleeveless top or vest for girls, or a crochet shirt for boys.

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**



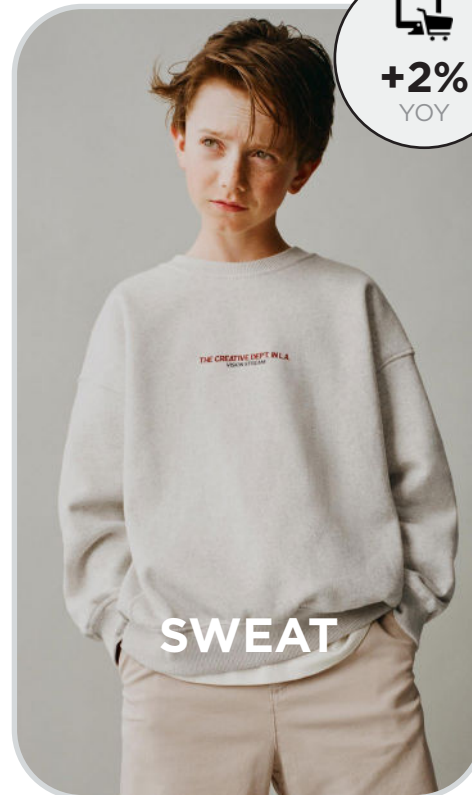
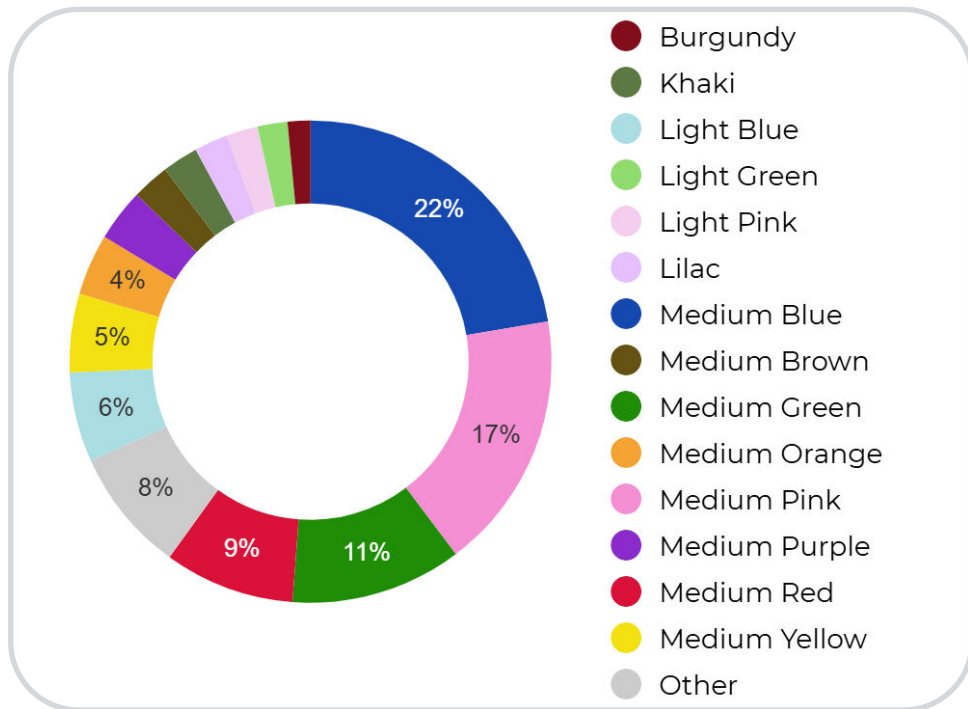
KIDSWEAR
JERSEY
UPDATE
CORE ITEMS



LIVETREND

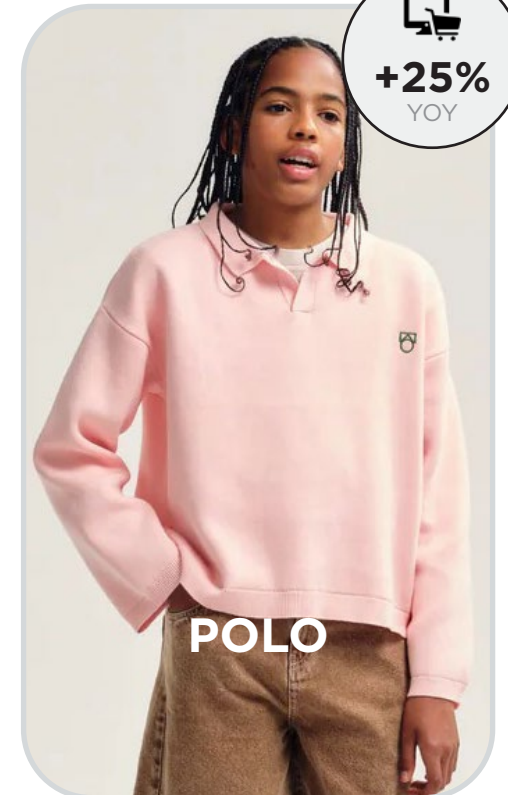
SPRING 26 JERSEY UPDATE **KEY DATA**

T-SHIRTS & SWEATS COLORS & GLOBAL EVOLUTION



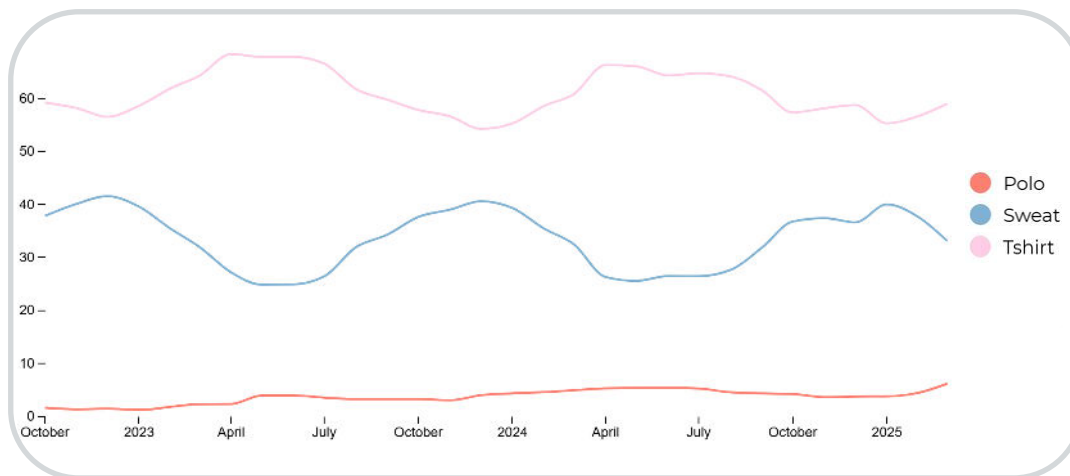
zara usa_1.jpeg


+2%
YOY



@main_story_uk (4).jpeg

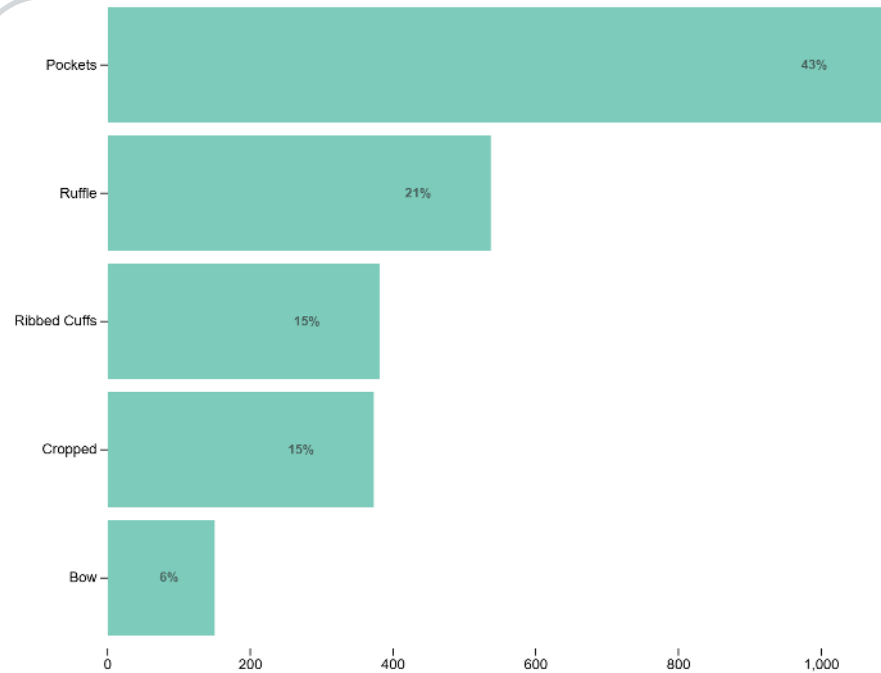

+25%
YOY



Polo shirts, sweats and t-shirts remain essential products for kids, especially for spring. Sweatshirts are stable in the assortment gaining 2% since last year, among both boys and girls, and continue to be a timeless basic. T-shirts are also stable with an 11% growth since 2024, and come in plain versions, striped or with a chest pocket. Polo shirts are more trendy, reflecting a retro preppy style that is suitable for both boys and girls, and are a big hit with kids, with a 25% increase since 2024, after a decline in interest in autumn 2024. The current range of colors is driven by classic navy blue, followed by pink and green. At the same time, there has been a significant shift towards yellow, with 29% growth year on year. Red is also becoming increasingly visible, particularly burgundy, with an increase of 133% to last year, while medium red is up by almost 8%.

SPRING 26 JERSEY UPDATE **KEY DATA**

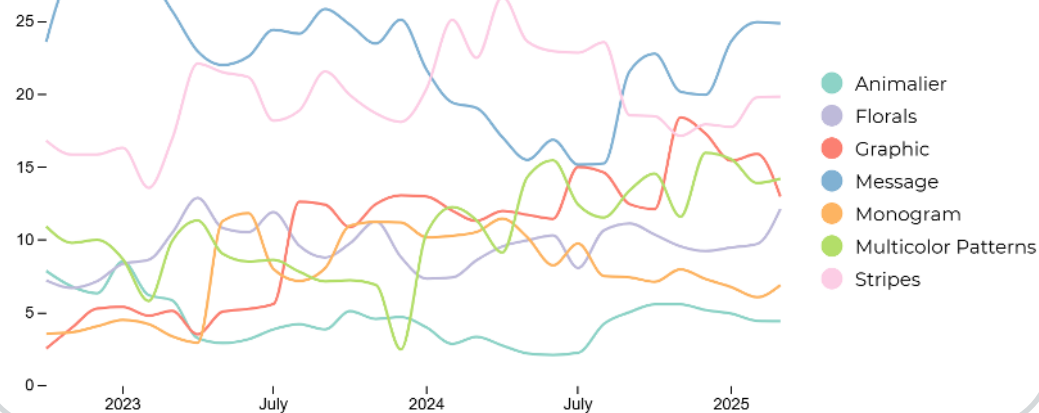
T-SHIRTS & SWEATS STYLE DETAILS & PATTERNS



@main_story_uk (9).jpeg



familysta_2.jpg



When it comes to details on t-shirts and sweatshirts: pockets, ruffles and ribbed cuffs are popular details in kids' collections. For example, the trend for pockets has increased by 25% in the t-shirt category. Bows are also very visible, with an increase of 43% in t-shirts and sweatshirts, adding cute embellishments to girls' wardrobes. When it comes to popular patterns: stripes and messages are on the rise, with a 13% increase for stripes and 30% yoy growth for message tops. Logos and monograms are also timeless prints that remain very popular in this category and have seen a 34% increase since March 2024, in both boys' and girls' wardrobes.

SS26 JERSEY UPDATE **MUST-HAVES SPOTLIGHT**



MANIFEST



INVEST



TEST

STRIPED JERSEY



mango usa (5).jpeg

SPORTY POLO



@thesundaycollective(6).jpeg

CUT-OUT T-SHIRT



zara usa (16).jpeg

SLEEVELESS HOODIE



@wynkenkids.jpeg

SOCCER T-SHIRT



h&m usa (3).jpeg

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.

SPRING 26 JERSEY THE OFF SHOULDER DETAIL

BIG TREND

CUT OUT

BIG TREND

ONE-SHOULDER



zara usa (15).jpeg



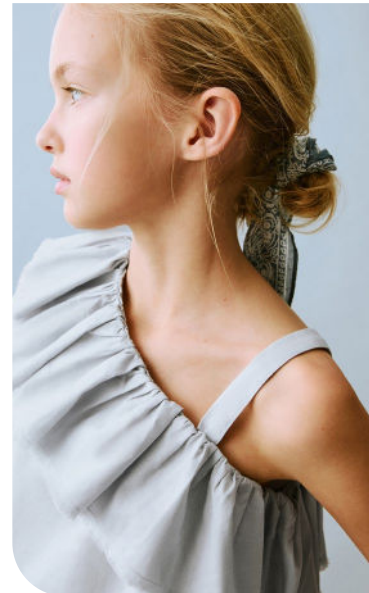
h&m usa.jpeg



mango usa (8).jpeg



@fingerinthenose_official (3).jpeg



mango usa_1.jpeg



@fingerinthenose_official (1).jpeg



BIG TREND

SPRING 26 JERSEY THE JERSEY LAYERING



@wendyandkids (1).jpeg



@thecampamento.jpeg



@msgmkids.jpeg



@main_story_uk (8).jpeg



@main_story_uk.jpeg



zara usa (6).jpeg



@zarakids (3).jpeg

BIG TREND

SPRING 26 JERSEY THE ELBOW SLEEVES



@main_story_uk (3)_1.jpeg



@main_story_uk (7).jpeg



@bazaarkids (2).jpeg



amarket_203.jpg



zara_167.jpeg



@mollymagnuson (1).jpeg



littledept_77.png

STABLE TREND

SPRING 26 JERSEY **THE STRIPED T-SHIRT**



@main_story_uk (3).jpeg



@amour_tempete.jpeg



@tangerine_studios (1).jpeg



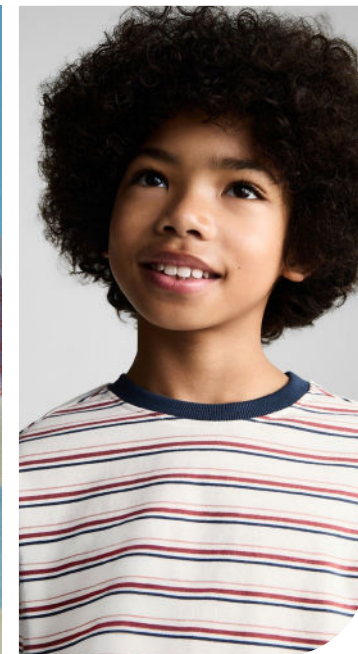
@sunchild (1).jpeg



@sugar_kids (2).jpeg



@zarakids (15).jpeg



mango usa.jpeg

STABLE TREND

SPRING 26 JERSEY THE CONTRASTED TRIM



@belleroseofficial (3).jpeg



@finandvince.jpeg



@belleroseofficial (2).jpeg



mango usa (19).jpeg



@folk_made.jpeg



@zarakids (8).jpeg



@sugar_kids (6).jpeg

SPRING 26 JERSEY **THE RETRO POLO**

STABLE TREND

RUGBY STYLE

STABLE TREND

SPORTY CHIC



da_monday_in_copenhagen_8.jpg



@sugar_kids (5).jpeg



zara.jpg



@thesundaycollective (4).jpeg



zara_209.jpg



@sugar_kids (4).jpeg

SPRING 26 JERSEY **THE ESSENTIAL SWEATSHIRT**

STABLE TREND

BASIC CREW NECK

SAFE TREND

SLEEVELESS HOODIE



repose ams (1).jpeg



h&m usa_1.jpeg



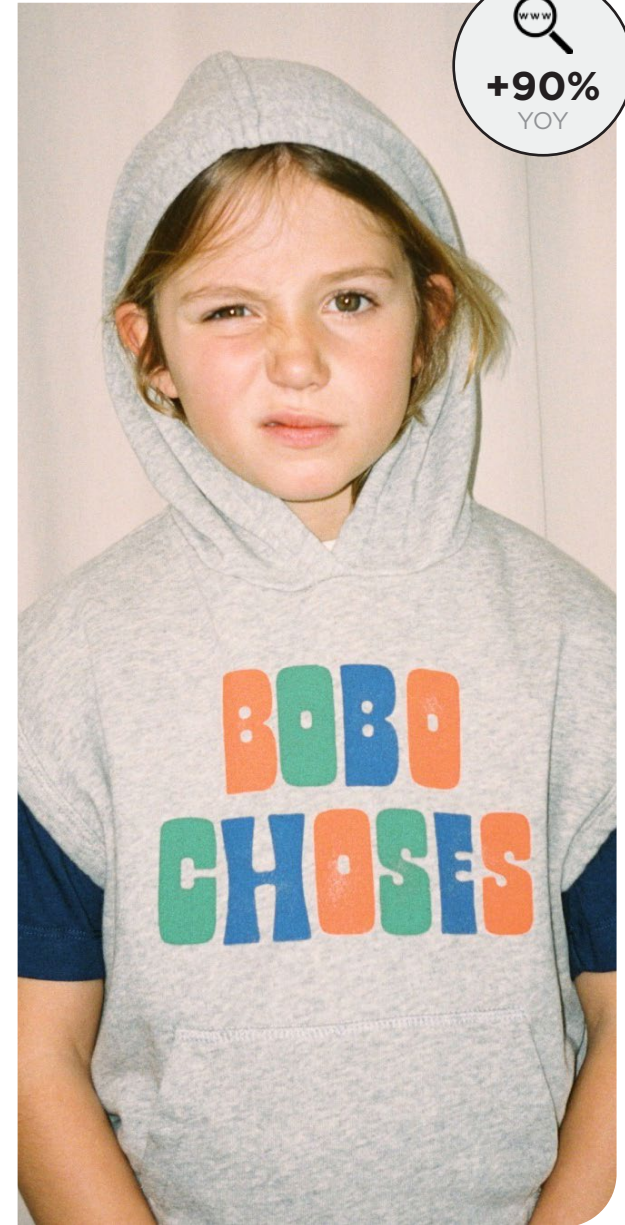
@jenestnl.jpeg



@weekendhouse_kids (2).jpeg



h&m usa_2.jpeg



@_bobochooses_(4).jpeg



SPRING 26 JERSEY **THE ROMANTIC SWEATSHIRT**

STABLE TREND

PETER PAN COLLAR

SAFE TREND

RUFFLED SLEEVES



@alexandraklever.jpeg



@weare.lettertotheworld.jpeg



arket.jpeg



@bajestudio (2)_1.jpeg



@kidsonthemoon (3).jpeg



@bonmot_organic.jpeg

SAFE TREND

SPRING 26 JERSEY THE WIDE TANK



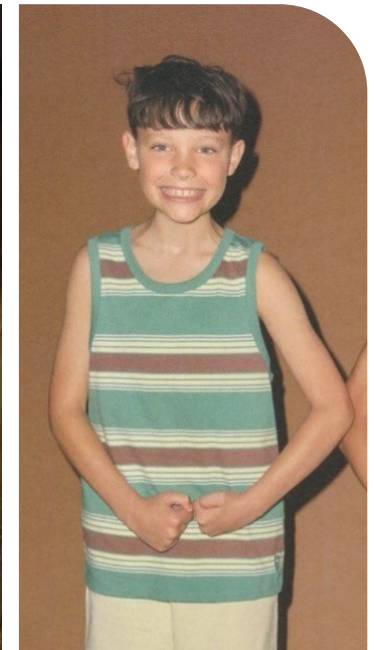
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@fresh_dinosaurs (4).jpeg



@jellymallow_official_10.jpg



@main_story_uk (5).jpeg



@sugar_kids (3).jpeg



@main_story_uk (1)_1.jpeg



repose ams (3).jpeg

SPRING 26 JERSEY **THE EMBELLISHED JERSEY**

SAFE TREND

CHEST POCKET

SAFE TREND

KNOT DETAIL



h&m usa_5.jpeg



@crewkidsny (1).jpeg



mango usa (12).jpeg



familysta_3.jpg



@misha_and_puff (2)_1.jpeg



@crewkidsny (2).jpeg

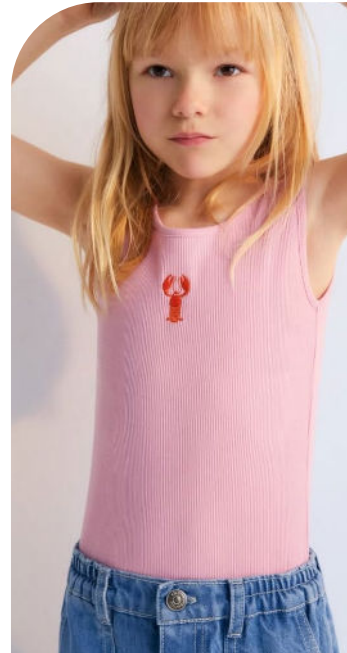


SAFE TREND

SPRING 26 JERSEY **THE RIBBED TANK**



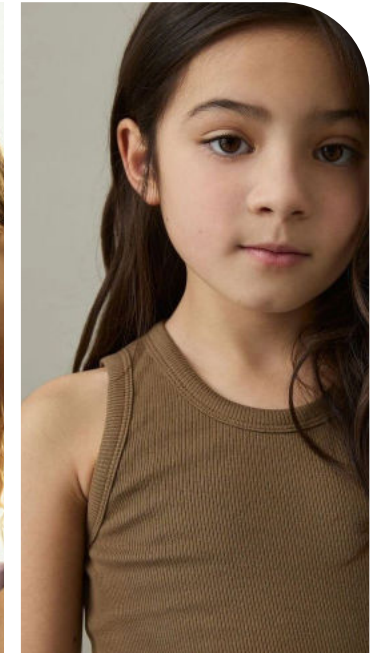
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@sunchild (3).jpeg



reiss.jpeg



zara usa (10).jpeg



jcrew.jpg



zara usa.jpg

SAFE TREND

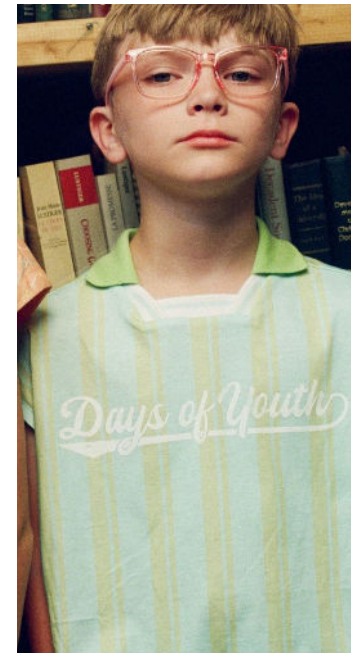
SPRING 26 JERSEY THE SOCCER T-SHIRT



@goldfish (3).jpeg



@zarakids (5).jpeg



@thesundaycollective(2).jpeg



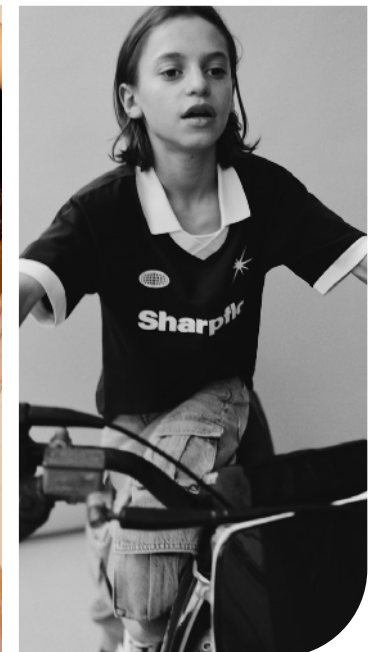
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h&m usa (3).jpeg



@thesundaycollective(3).jpeg



@zarakids (6).jpeg



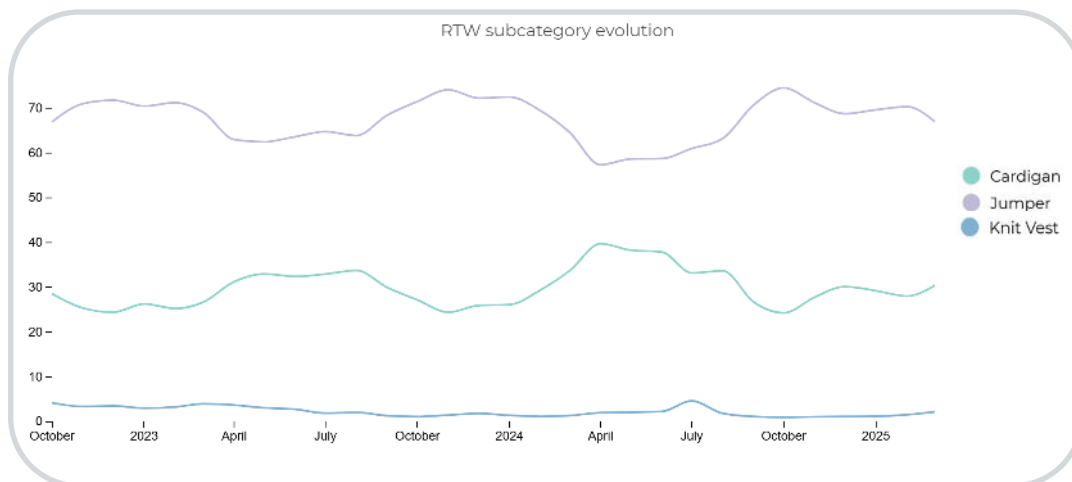
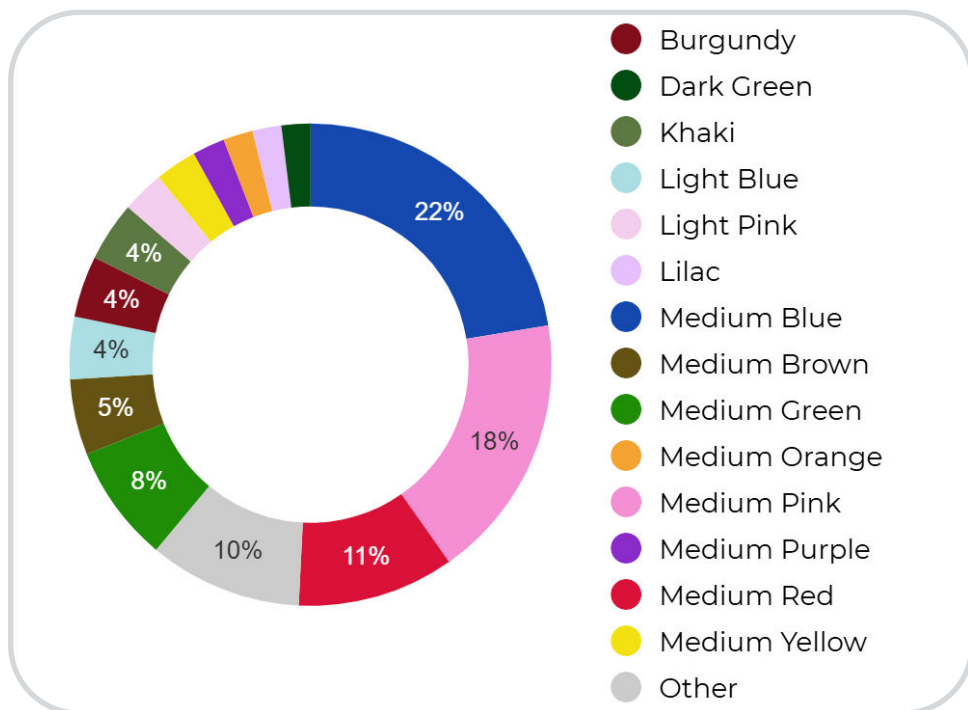
KIDSWEAR
KNITWEAR
UPDATE
CORE ITEMS



LIVETREND

SPRING 26 KNITWEAR UPDATE **KEY DATA**

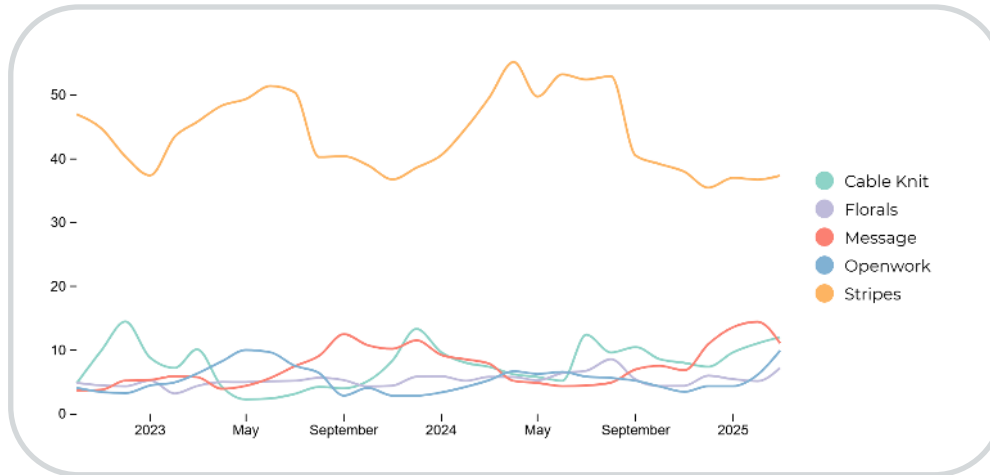
KNITWEAR COLORS & GLOBAL EVOLUTION



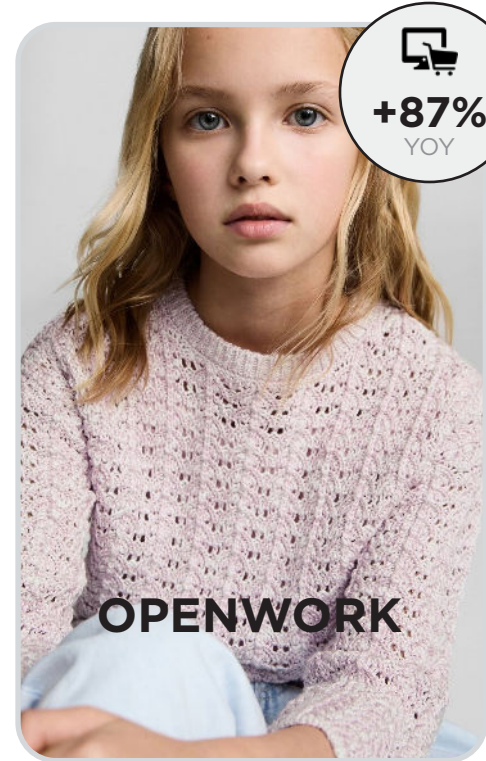
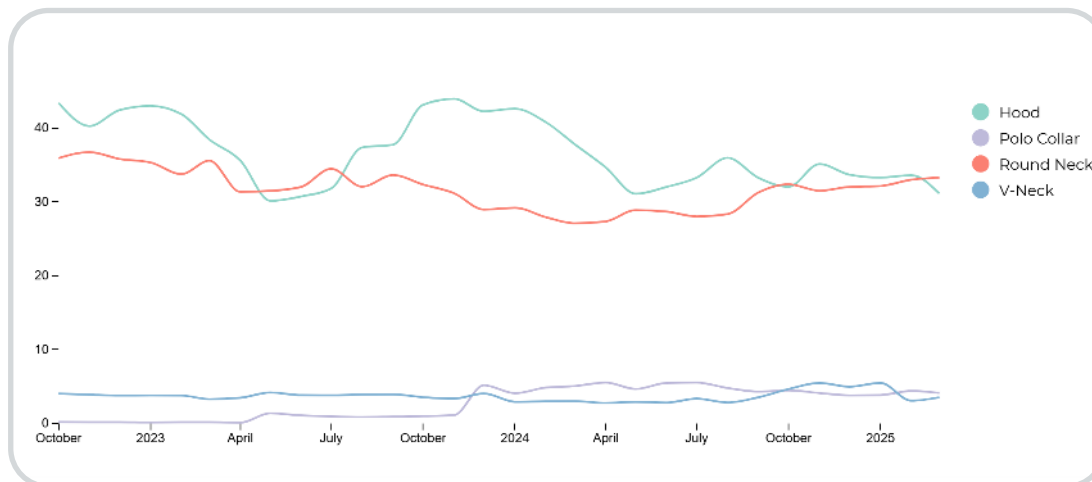
The current color palette is dominated by classic navy blue, followed by pink and red. There has been a significant shift towards earthy and natural tones such as khakis and browns. Brighter hues such as yellow, purple and orange are less represented in the overall palette, suggesting a preference toward timeless colorways. Basic and essential pieces such as cardigans and jumpers are very popular. The cardigan comes in a wide range of styles, from crew-neck, V-neck, delicate pointelle knit and graphic jacquards; making it an iconic spring piece that has grown by almost 10% since March 2024. Knit vests are also highly visible among adults and kids, they have grown by 63% in the boys and girls mixed categories. Very trendy among girls for several years now, ribbed tanks also continue to be highly fashionable pieces, also available in cropped versions.

SPRING 26 KNITWEAR UPDATE **KEY DATA**

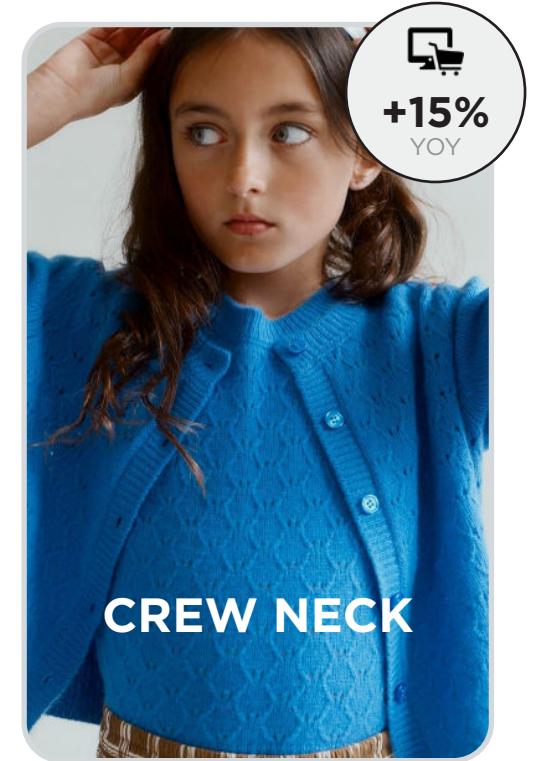
KNITWEAR PATTERNS



KNITWEAR NECKLINES



+87%
YOY



+15%
YOY

When we look at popular neckline styles in knitwear, basic crew necks are prevailing with a 23% growth between 2024 and 2025. Polo collars are also on a rise, with an increase of almost 19% since last spring. Moreover, hooded designs have been slightly declining in popularity since the beginning of 2024, but are still key pieces in kids' collections. Focusing on patterns, openwork is very popular, with an 87% increase since march 2024. This is clearly reflected in the collections, with pointelle knits and polo shirts. As in the jerseys category, stripes are also very popular in knitwear. A focus on crochet pieces, which have been very trendy in girls' wardrobes for some seasons now, and remain a must-have for spring 2026.

SS26 KNITWEAR UPDATE **MUST-HAVES SPOTLIGHT**



MANIFEST



INVEST



TEST

DELICATE POINTELLE



hellosimone.jpeg

KNIT POLO



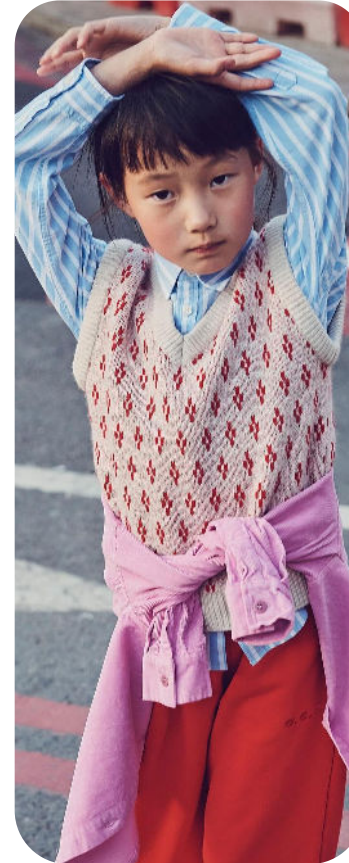
molo.jpeg

V-NECK CARDIGAN



@main_story_uk (4)_1.jpeg

KNIT VEST



@milk_magazine.jpeg

DOLLY DETAILS



@weare_thenewsociety.jpeg

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BIG TREND

SPRING 26 KNITWEAR **THE DELICATE CARDIGAN**



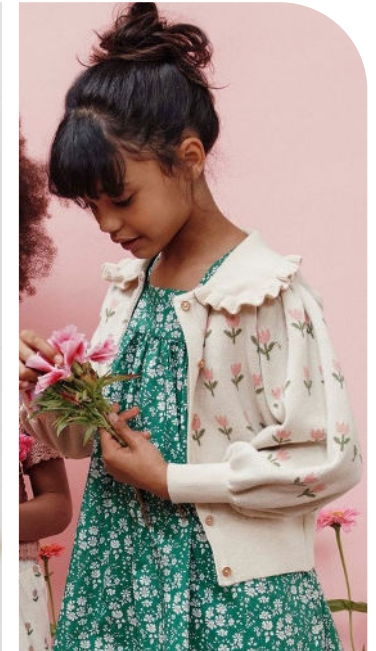
hellোসimone.jpeg



@bajestudio (2).jpeg



@wheatdk (3).jpeg



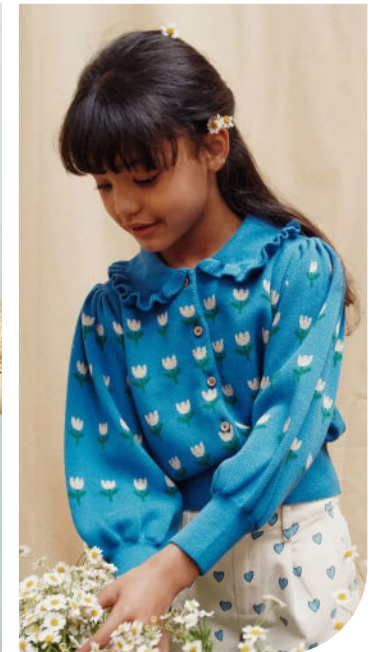
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@misha_and_puff (1).jpeg



h&m usa_3.jpeg



emile&ida (6).jpeg

BIG TREND

SPRING 26 KNITWEAR **THE CRAFTY CROCHET**

www
+120%
YOY



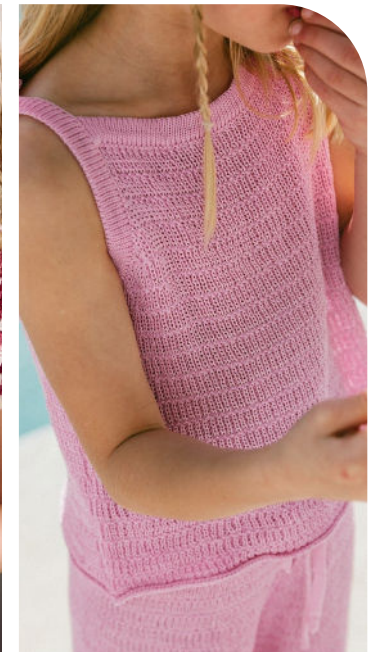
apolina (2).jpeg



@liluorganics.jpeg



mango usa (16).jpeg



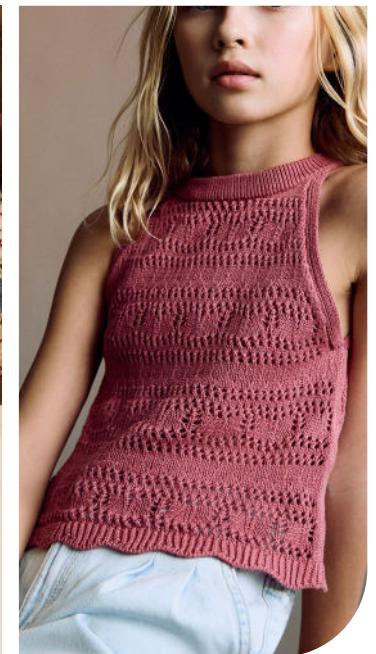
@fosteredcollection (1).jpeg



@ryleeandcru.jpeg



zara usa (9).jpeg



mango usa (17).jpeg

+473%
YOY

SPRING 26 JERSEY **THE SLEEVELESS VEST**

BIG TREND

ARTISANAL CROCHET

BIG TREND

SOFT KNIT



@yaarn (2).jpeg



@misha_and_puff (2).jpeg



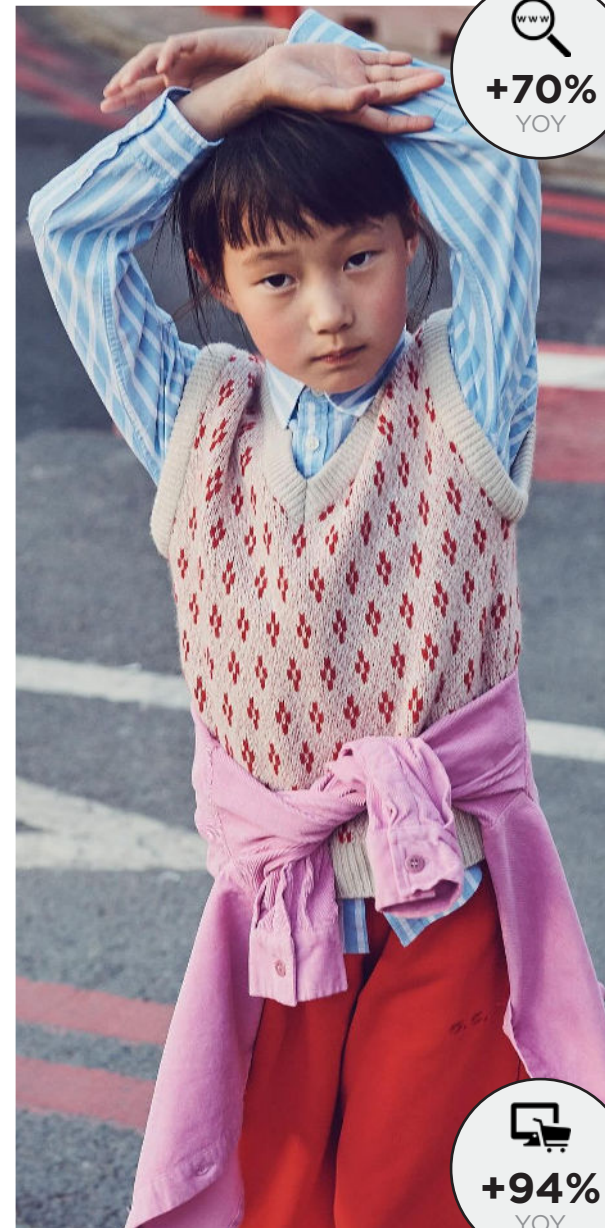
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@goldieandace.jpeg



@wanderwonderkids (2).jpeg



@milk_magazine.jpeg

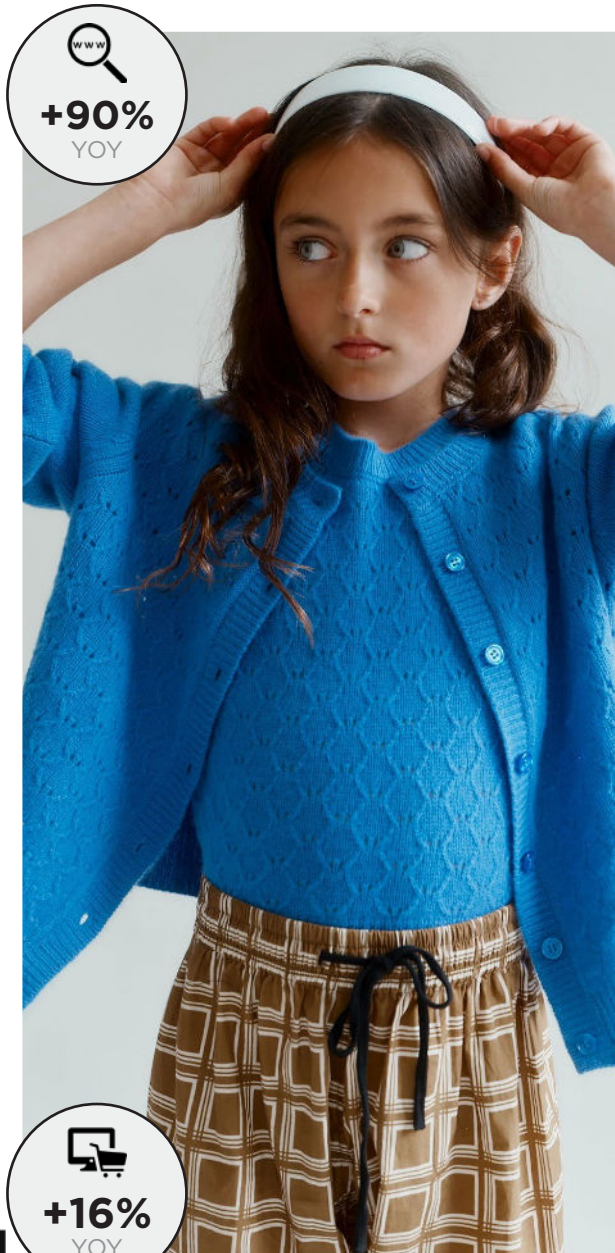
SPRING 26 JERSEY THE COSY CARDIGAN

STABLE TREND

CREW NECK

STABLE TREND

GRAPHIC V-NECK



@caramellondon (1).jpeg



zara usa (5).jpeg



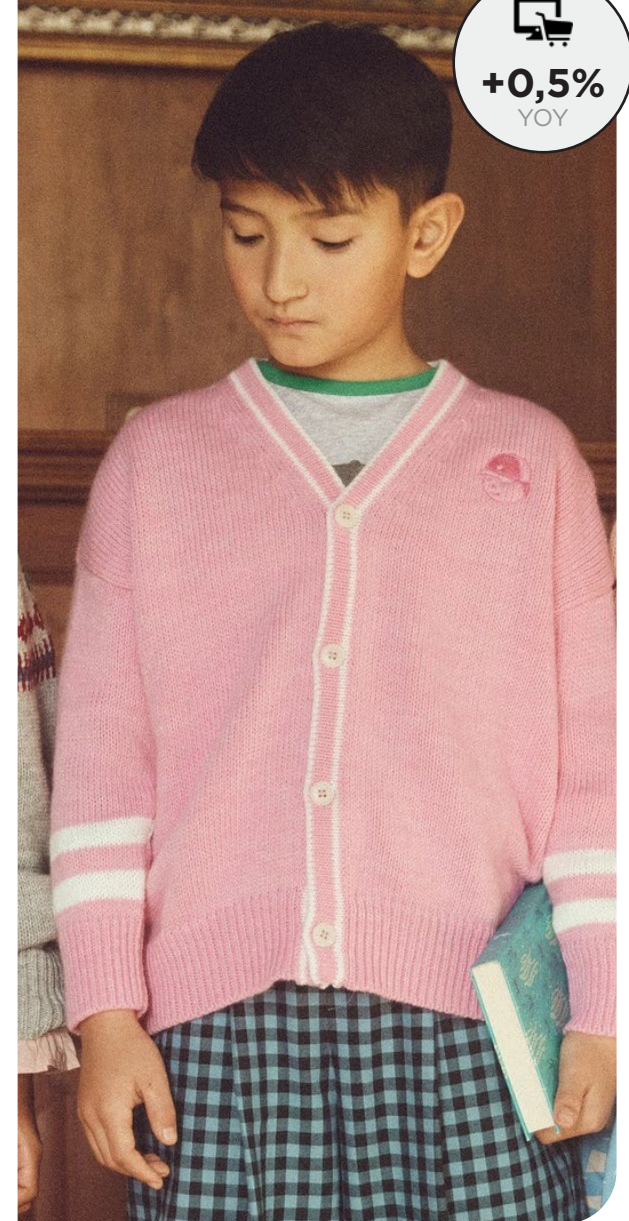
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@kidsonthemoon (1).jpeg



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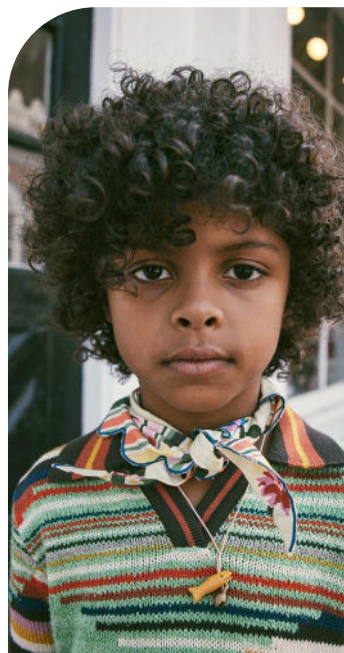
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STABLE TREND

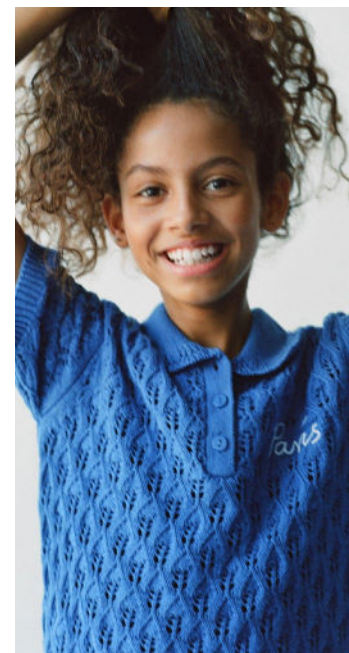
SPRING 26 JERSEY THE KNIT POLO



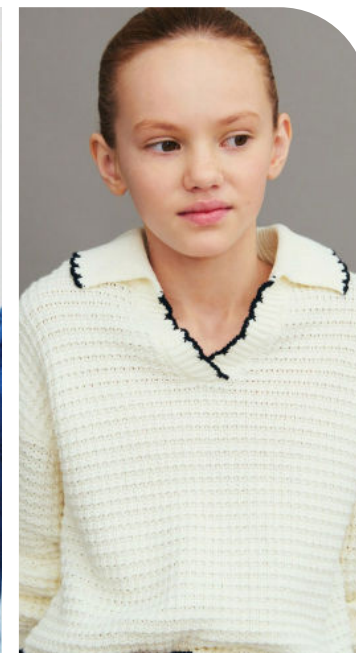
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@misha_and_puff (4).jpeg



zara usa (1).jpeg



mango usa (24).jpeg



zara_270.jpg



molo.jpeg



zara usa.jpeg

SPRING 26 JERSEY **THE ROMANTIC KNIT**

EDGY TREND



@kongessloejd (4).jpeg

DOLLY DETAILS



@hello_simone (2).jpeg



zara usa (2).jpeg

BIG TREND

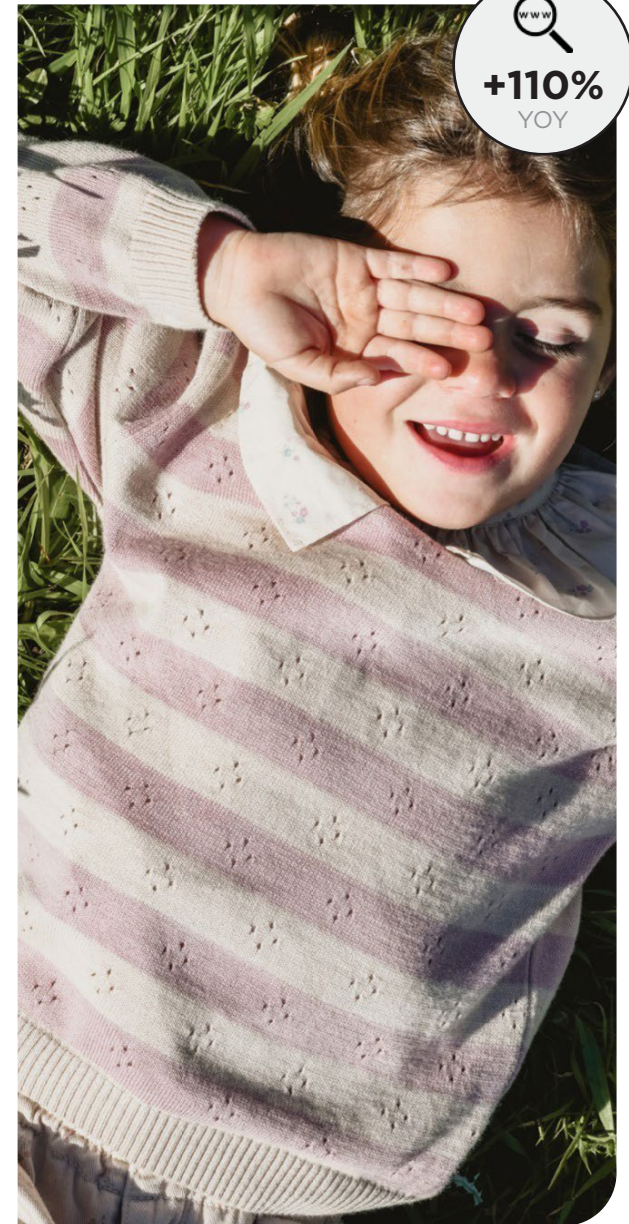


@gingersnapsph (3).jpeg



@kongessloejd (5).jpeg

REFINED POINTELLE



@knot_kids.jpeg

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



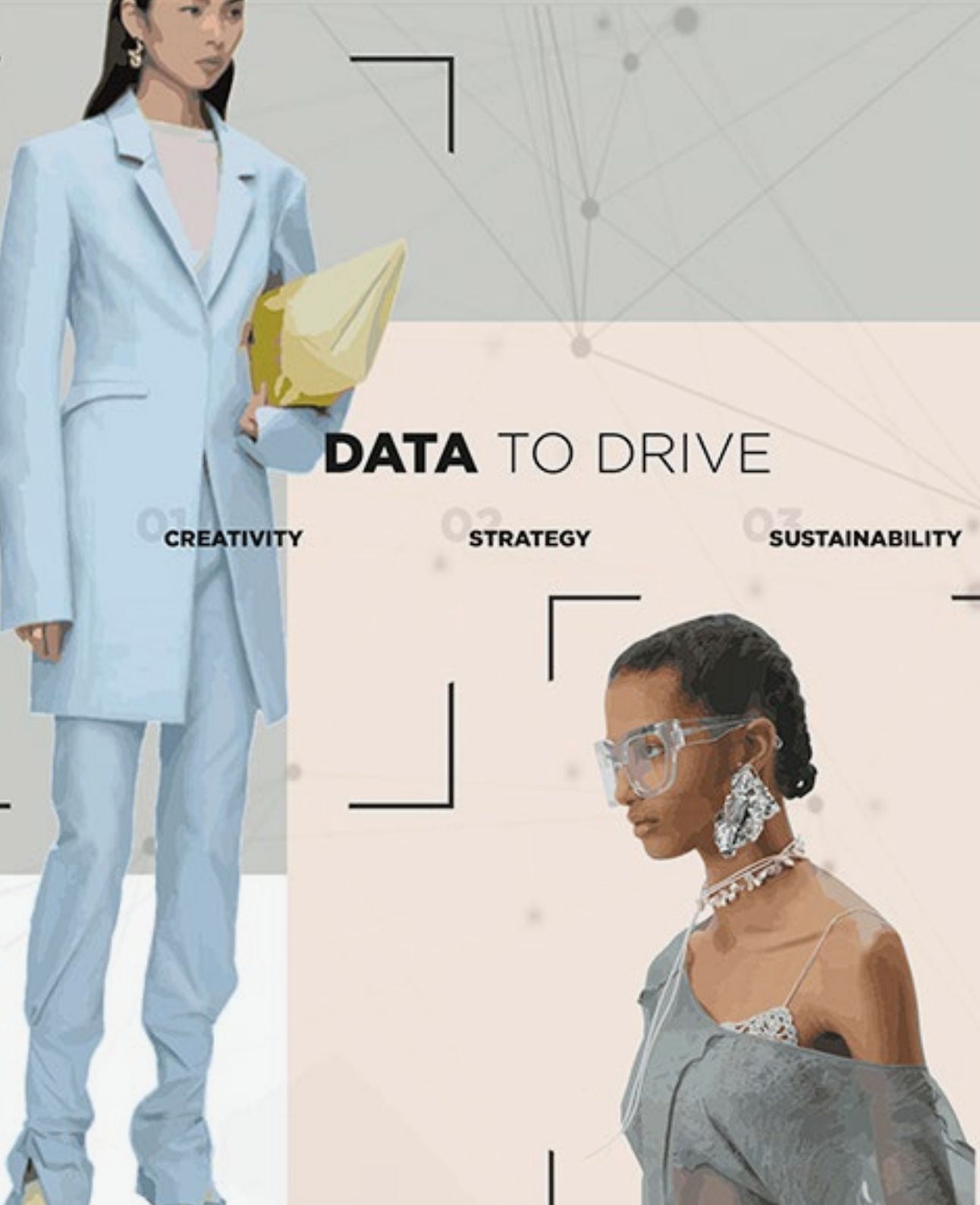
INVEST

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

THANK YOU!

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