



**KIDSWEAR**  
**SS26 UPDATE**  
**SHIRTS**  
**& BLOUSES**



**LIVETREND**

# SPRING 26 SHIRTS & BLOUSES UPDATE **INTRODUCTION**



@oopsmyboy\_official (2).jpeg



@mipounet (2)\_1.jpeg



@ao76\_official



@apolina\_kids (2).jpeg



## UPDATE

**Delicate essentials.** For spring 2026, kids' shirts and blouses showcase a mix of casual designs embellished with delicate details and timeless pieces. Blouses are in the spotlight, adorned with delicate and romantic details such as ruffles, smocked finishes and Peter Pan collars, which are very popular at the moment. Blouses with balloon sleeves are highly visible in girls' wardrobes, bringing a touch of charm and freshness to this early season. Boys, on the other hand, can count on the mao collar shirt, which has been a must-have for the past few seasons and is still gaining in popularity. Bowling shirts are a must-have for men, and can be found in kidswear, in a retro graphic version or in an artisanal design, with handmade embroideries. At the beginning of the season, timeless patterns are making their way in kidswear, with checked shirts for a country vibe, or pinstripes for preppy college shirts; while unisex denim shirts remain highly popular for kids and adaptable for spring.

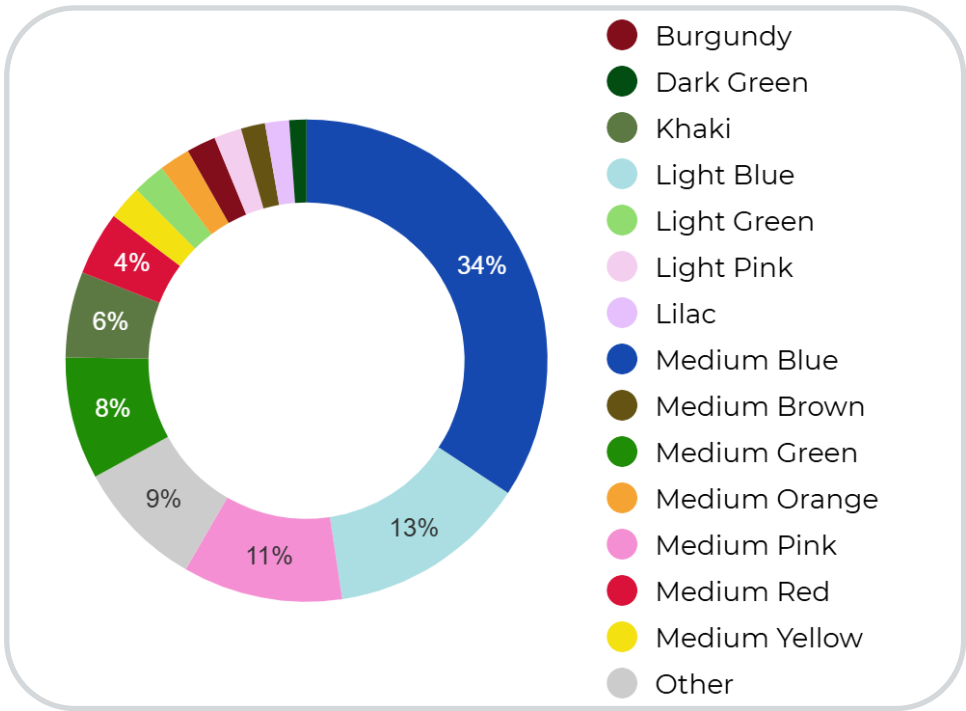
*This report is based on Livetrend data extracted from Instagram & e-commerce from Spring25 collections, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.*

**ACCESS ALL IMAGES  
CLICKING HERE**

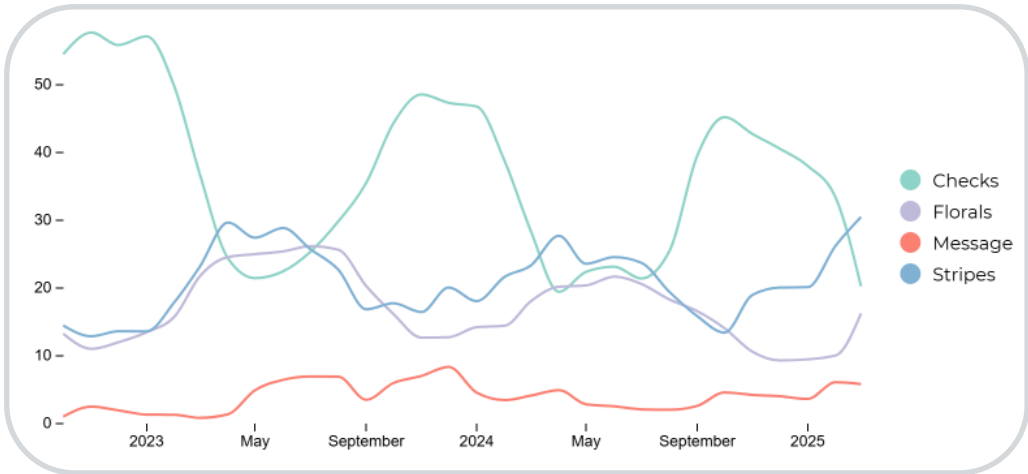


# SPRING 26 SHIRTS & BLOUSES UPDATE **KEY DATA**

## COLOR RANGE



## PRINT EVOLUTION

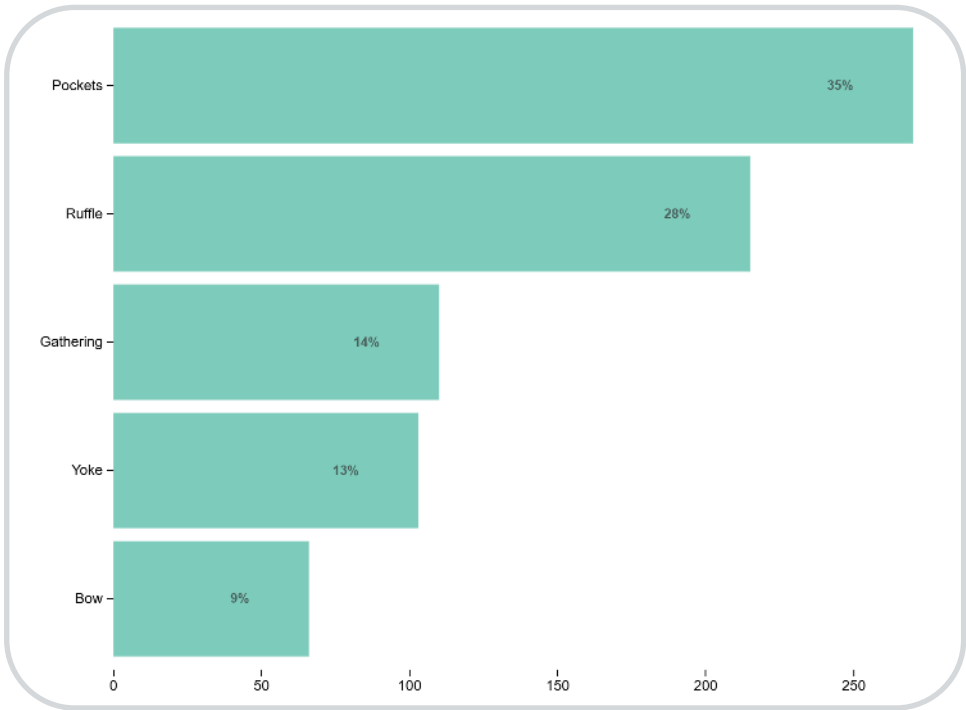


The current fashion color range is dominated by medium blue, followed by light blue and pink. At the same time, bold colors are still present such as green and red, softened by a muted khaki. Brighter shades such as yellow and orange are less represented in the overall palette, suggesting that designers are delivering collections in timeless, easy-to-wear classic colors. When it comes to patterns, stripes and floral prints are on the rise, while checks are declining from winter, although they remain one of the most visible prints in collections. Brands are thus focusing on essential prints, which are bound to remain popular for a long time to come. But the boldest and most creative will be able to play other cards, including floral prints, in a Liberty-style for girls and jungle patterns for boys.



# SPRING 26 SHIRTS & BLOUSES UPDATE **KEY DATA**

## SHIRTS & BLOUSES DETAILS



Concerning details on shirts & blouses, ruffles are very popular, especially on sleeves and necklines, with a growth of 32% yoy. Bows are also a successful detail, with a strong increase since December 2024 and a 5% increase since last spring. Focusing on necklines, Mao collars are highly visible, especially for boys, while Peter Pan collars are strongly represented in girls' wardrobes, with an increase of 9% to last year. Since shirts and polos are becoming more and more popular among kidswear, shirt collars reflect this trend, with an increase of almost 56% since 2024.

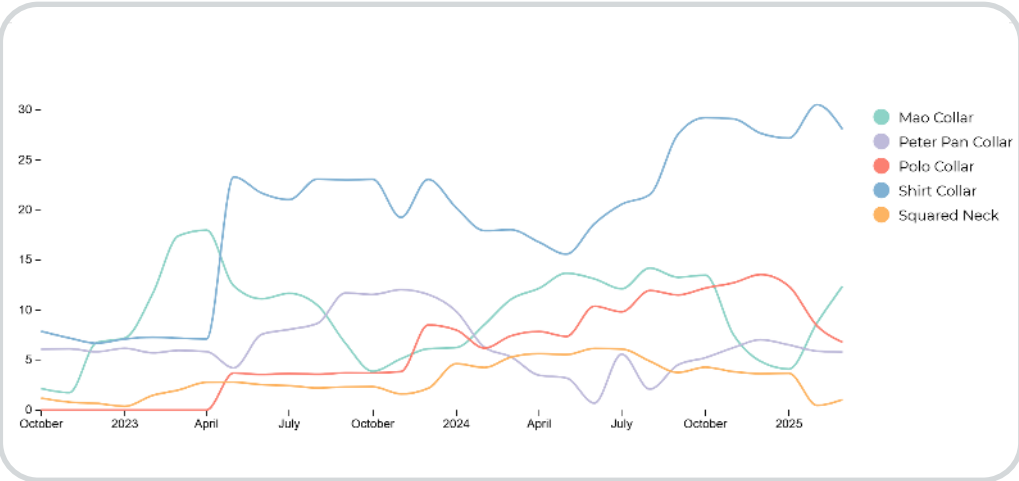


zara usa.jpeg



@cozmobrand.jpeg

## SHIRTS & BLOUSES NECKLINES





# SS26 SHIRTS & BLOUSES UPDATE **MUST-HAVES SPOTLIGHT**



MANIFEST



INVEST



TEST

DENIM SHIRT



@cozmobrand\_1.jpeg

BOWLING SHIRT



@oopsmyboy\_official(3).jpeg

PEPLUM BLOUSE



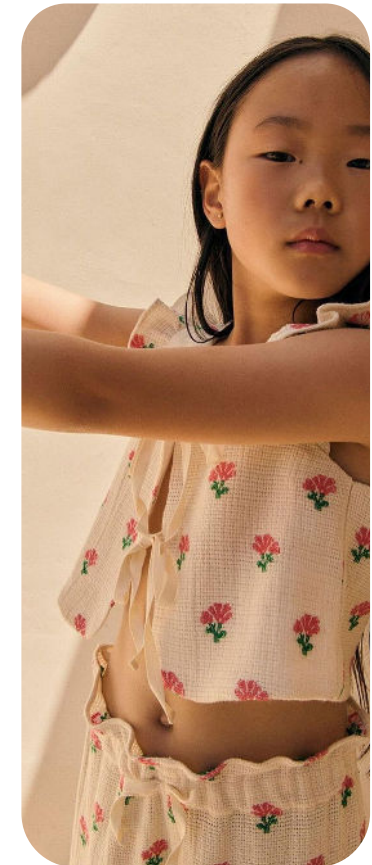
zara usa\_1.jpeg

BALLOON SLEEVES



@themiddledaughterlondon(2).jpeg

TIE CLOSURE



@mipounet.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.





**KIDSWEAR  
SHIRTS  
& BLOUSES  
UPDATE  
CORE ITEMS**



LIVETREND



**BIG TREND**

# SPRING 26 SHIRTS & BLOUSES **THE BALLOON SLEEVES**



@liiluorganics\_1.jpeg



@themiddledaughterlondon(1).jpeg



@fishandkids.jpeg



@designhunger\_kids\_2.jpg



@tocotovintage (4).jpeg



@liiluorganics (2).jpeg



zara.jpg



**BIG TREND**

# SPRING 26 SHIRTS & BLOUSES **THE RUFFLED SLEEVES**



@petit (7).jpeg



mango (1).jpeg



@goldfish (2).jpeg



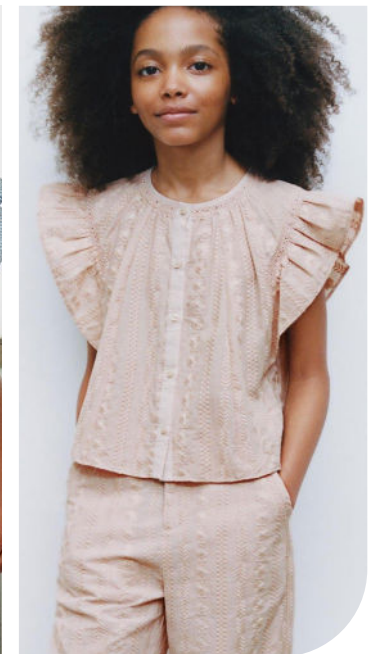
@paademode (2).jpeg



@kidsonthemoon.jpeg



@sofieschnoor\_kids\_young.jpeg



zara usa.jpeg



# SPRING 26 SHIRTS & BLOUSES **THE ROMANTIC TIED**

**BIG TREND**

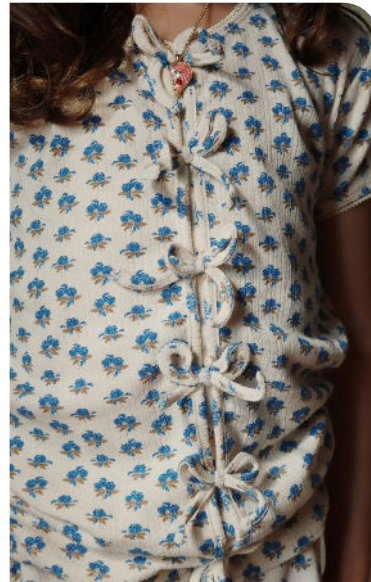
**TIE CLOSURE**

**BIG TREND**

**TIE COLLAR**



@mipounet.jpeg



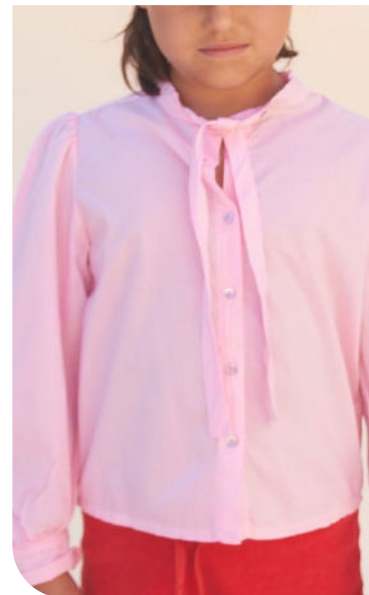
@kongessloejd\_2.jpg



marron edition.jpeg



@kidsonthemoon (1).jpeg



@longlivethequeenofficial (1).jpeg



@mipounet (2).jpeg



SAFE TREND

# SPRING26 SHIRTS & BLOUSES THE PETER PAN COLLAR



@arket\_children (1).jpeg



@cozmobrand.jpeg



@fosteredcollection\_2.jpg



@coco\_au\_lait.jpg



liebello.jpg



minidou.png



@dailybrat.jpeg



# SPRING 26 SHIRTS & BLOUSES **THE A-LINE SHAPE**

SAFE TREND

PEASANT BLOUSE

BIG TREND

MODERN PEPLUM



@littleharperlee\_2.jpg



@weekendhouse\_kids\_7.jpg



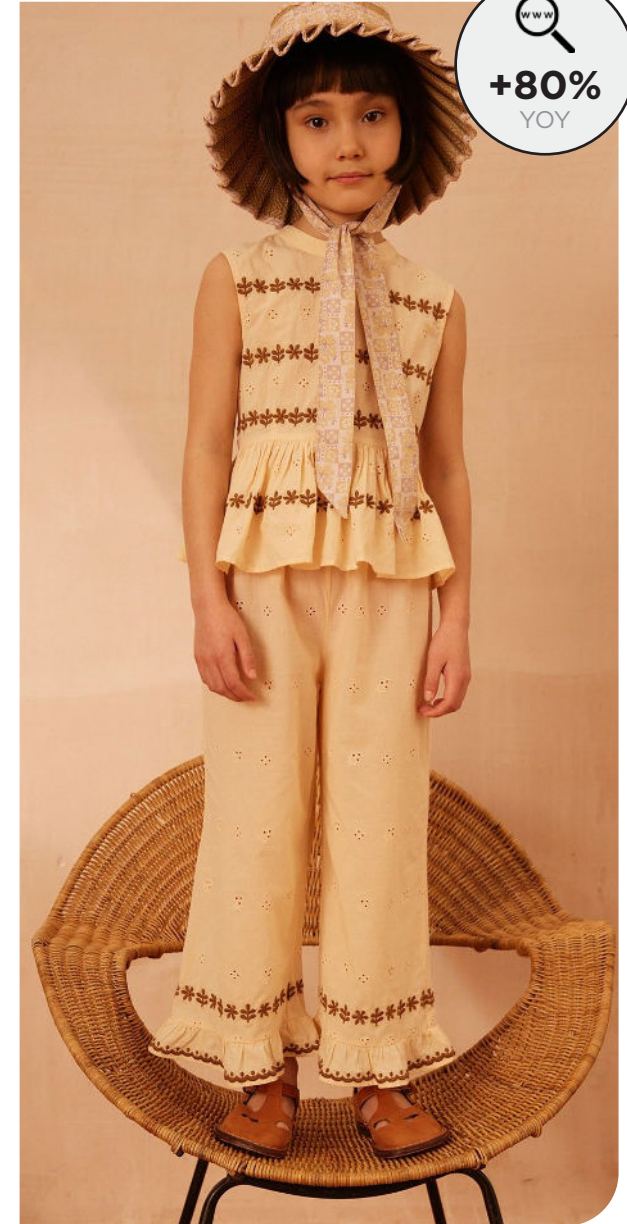
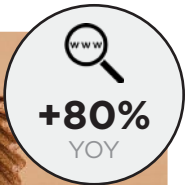
zara\_339.jpg



@franginfrangine.jpeg



zara usa\_1.jpeg



@apolina\_kids (4).jpeg



# SPRING 26 SHIRTS & BLOUSES **THE BOWLING SHIRT**

STABLE TREND

SOFT RETRO

STABLE TREND

CRAFTY EMBROIDERIES



@oopsmyboy\_official (1).jpeg



zara\_3.jpg



@thecampamento (2).jpeg



@ryleeandcru.jpeg



zara\_1.jpg



@sugar\_\_kids (2).jpeg



STABLE TREND

## SPRING 26 SHIRTS & BLOUSES **THE MAO COLLAR**



mango.avif



@arket\_children (2).jpeg



@caramellondon (4).jpeg



mango usa\_1.jpeg



birinit.jpeg



zara\_2.jpg



@simplekidsbelgium(3).jpeg



# SPRING 26 SHIRTS & BLOUSES THE CASUAL DENIM

## STABLE TREND

## TIMELESS SHIRT

## SAFE TREND

## BLOUSE



@cozmobrand\_1.jpeg



@hm\_kids (3).jpeg



@kenzokids\_official\_2.jpg



@kidsonthemoon (5).jpeg



@weare.lettertotheworld.jpeg



@jenestnl (3).jpeg



SAFE TREND

## SPRING 26 SHIRTS & BLOUSES **THE STRIPED SHIRT**



@bianca\_and\_noe (4).jpeg



@weekendhouse\_kids(1).jpeg



@hm\_kids.jpeg



@simplekidsbelgium(2).jpeg



@sugar\_\_kids (3).jpeg



h&m.avif



mango usa.jpeg



# SPRING 26 SHIRTS & BLOUSES **THE CHECKED SHIRT**

SAFE TREND

COUNTRY STYLE

SAFE TREND

GINGHAM



@zarakids (6).jpeg



zara usa\_2.jpeg



@wandernwonderkids.jpeg



@ilgufo\_official (2).jpeg



moloo.jpeg



@cozmo brand (1).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

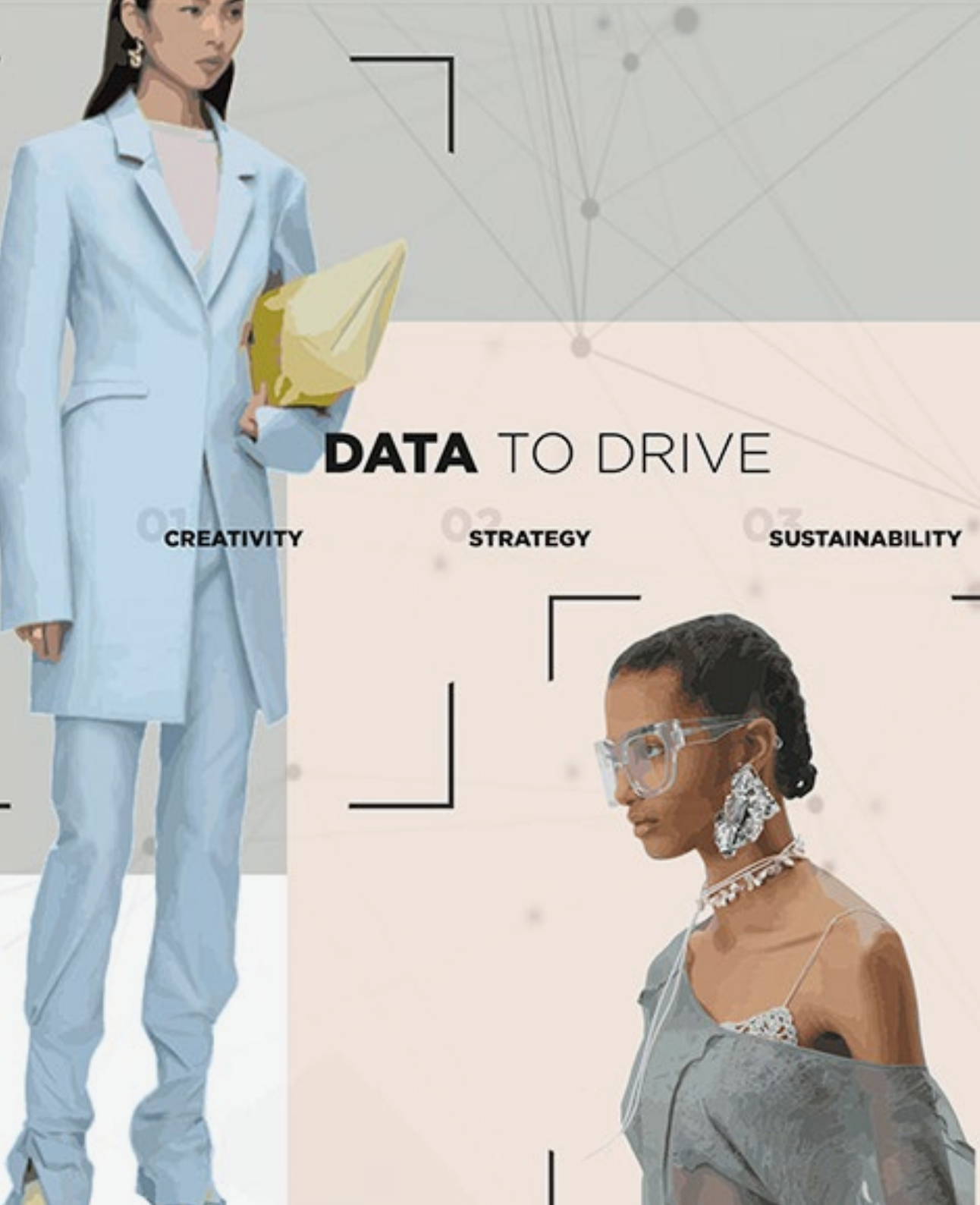
A CORE PRODUCT REPRESENTING  
A STEADILY GROWING TREND OF  
MODERATE MAGNITUDE WITH COM-  
MERCIAL POTENTIAL



### 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!

You may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit any such content, nor may you distribute any part of this content over any network, sell or offer it for sale, or use such content to construct any kind of database. You may not alter or remove any copyright or other notice from copies of the content on any Livetrend report.

**If you have further needs, please contact us via chat.**