



WOMENSWEAR
RETAIL RADAR
CEREMONY
RTW

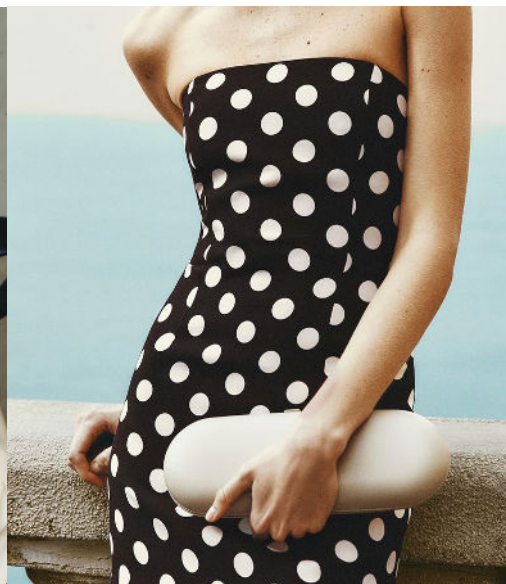


LIVETREND

RETAIL RADAR CEREMONY INTRODUCTION



Urban Revivo_1.png



brandon-maxwell.jpg



Reformation (3).webp



zara (9).jpg



UPDATE

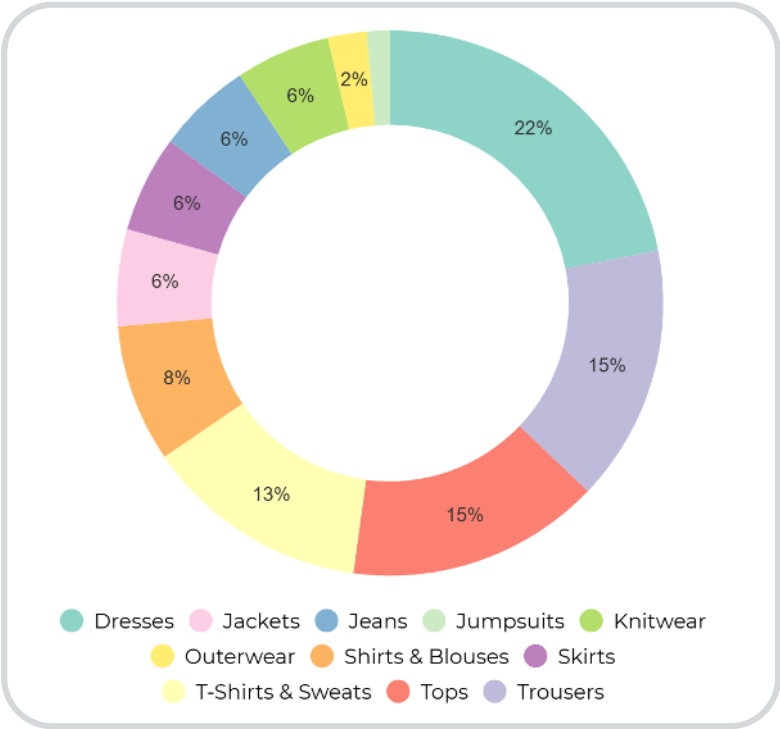
Understated Sophistication. Spring/Summer 2026 ceremony collections will usher in a new era of understated sophistication. On the product side, expect a strong presence of fluid long dresses, airy mini and midi dresses, lightweight cape tops. Soft construction and asymmetries will play a key role, with a focus on movement, comfort and a gentle deconstruction of formalwear codes. Color palettes shift toward earthy and muted tones: deep browns, light yellows, and soft pastels take center stage, while saturated brights like fuchsia and coral recede. Prints stay subtle, with a bohemian influence making a striking return, with ikat technique as an early sign. Overall, in a low purchasing era, these formal occasions become the awaited moment to buy something special. The style is favoring a pure femininity rooted in nostalgia, flowly chic bohemian styles or craftsmanship and understated exotic charm.

*This report is based on Livetrend data extracted from e-commerce analysing Ceremony Collections between March and April 2025.
The percentages show the visibility evolution year on year.*

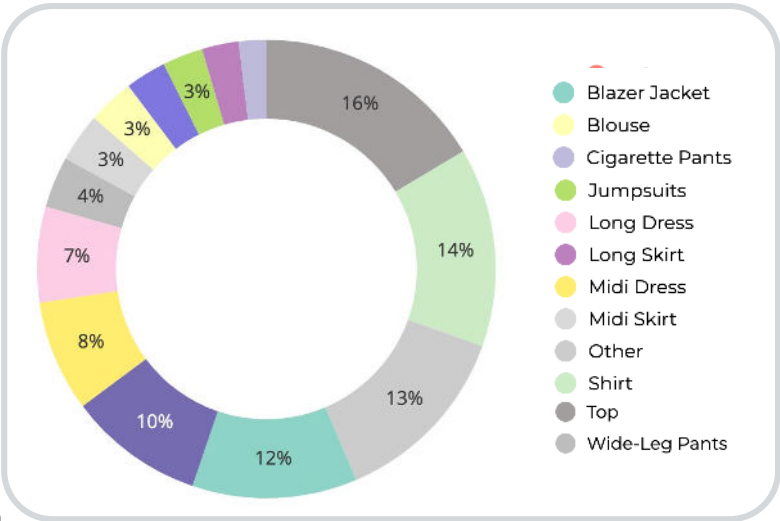
ACCESS ALL IMAGES
CLICKING HERE

CEREMONY COLLECTIONS **PRODUCT ASSORTMENT**

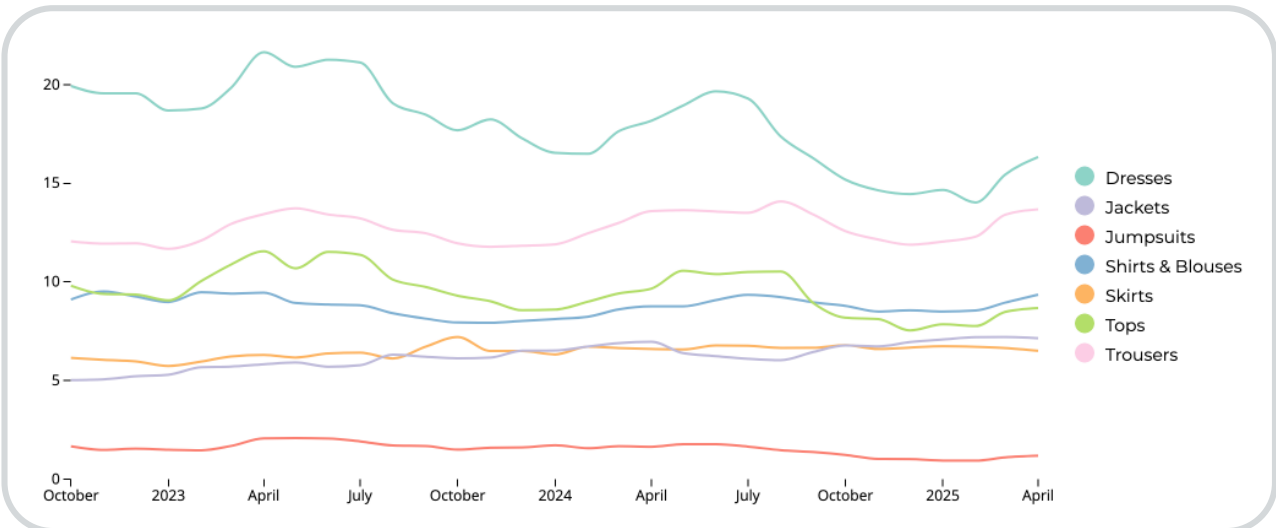
PRODUCT ASSORTMENT



From the analysis of the ceremony assortments, the market is witnessing a notable resurgence in dresses, after tailoring domination due to women’s formal attire. Dresses now constitute 22% of the market share, with long dresses experiencing a significant year-over-year increase of 26%, indicating a renewed consumer preference for traditional feminine silhouettes. Long lengths are prominent, making up 59% of the dress offerings. In the trousers category, wide-leg styles have surged by 31% this year, capturing 18% of the segment. Tailored straight and cigarette pants have also seen a 35% year-on-year growth, underscoring the appeal of classic tailoring. Emerging styles such as cropped trousers and bermudas paired with blazers are gaining traction, offering versatile options for modern formalwear. Despite being considered an edgy choice, capri pants have experienced a remarkable 131% yoy increase, signaling their rising popularity.

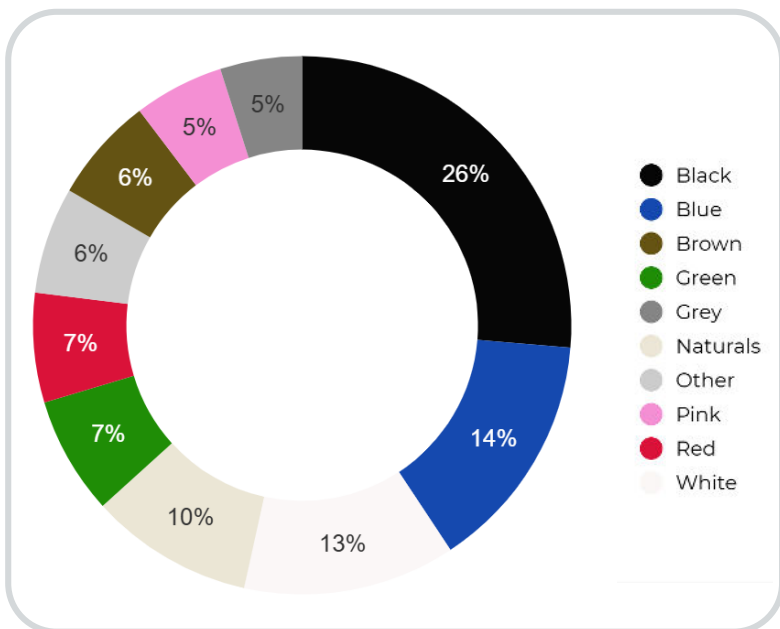


PRODUCT EVOLUTION

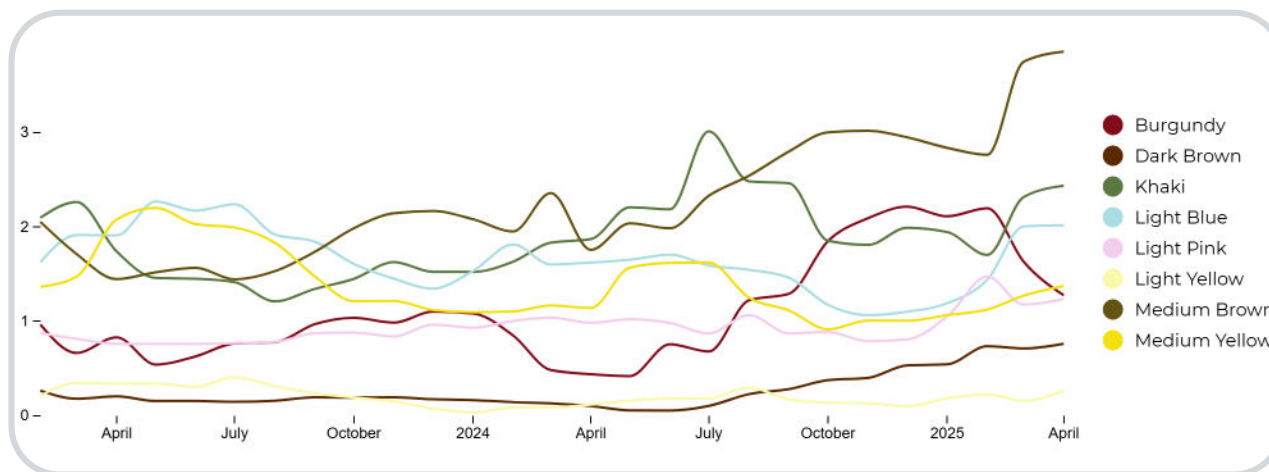


CEREMONY COLLECTIONS **COLOR ASSORTMENT**

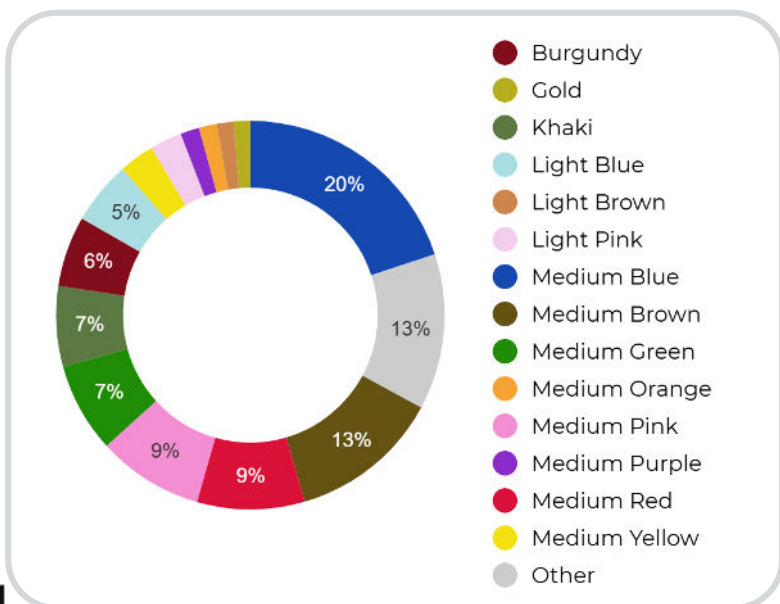
GLOBAL COLOR RANGE



COLOR TREND



FASHION COLOR RANGE



The ceremony palette reveals a deep shift towards grounding, warmth, and subtle nostalgia. Instead of black, earthy tones such as brown (+119%), dark brown (+660%), and khaki (+60%) are rising sharply, echoing the raw purism and desert minimalism. Burgundy is decreasing from the hype of this winter but it surges by +132% yoy adding a note of rich, romantic depth, establishing itself as the new dark of the palettes as dark blue (+25%). Soft pastels as light pink (+27%), light yellow (+125%), and light blue (+48%), support the season's quiet and delicate femininity. Meanwhile, warm vibrant hues, like coral (-15%) and fuchsia (-71%), are declining sharply. The future of ceremonial dressing leans into authenticity: a sophisticated celebration of nature, memory, and quiet allure, making it come back for spring next to red a crucial color of the season (+2%points). Lilac and purple have disappeared in these early months of the year, leaving more room for yellow and green: from neutral khakis, olive greens and lighter cold tones.

CEREMONY COLLECTIONS **UPS & DOWNS** COLORS

LIGHT BLUE



Maje.webp


+48%
YEAR ON YEAR

LIGHT PINK



Otherstories (2).jpg


+27%
YEAR ON YEAR

LIGHT YELLOW



jacquemus.avif


+125%
YEAR ON YEAR

BROWN



Ba&sh (2).avif


+119%
YEAR ON YEAR

KHAKI



Urban Revivo.png


+60%
YEAR ON YEAR

NEW DARKS

BURGUNDY



zara (6).jpg


+132%
YEAR ON YEAR

DARK BROWN



zara (49).jpg


+660%
YEAR ON YEAR

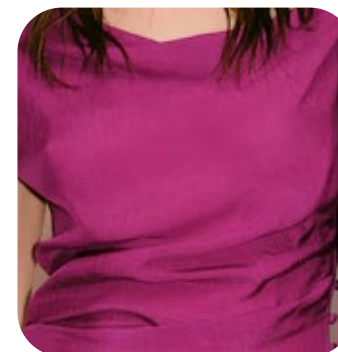
CORAL



Maje (2).webp


-15%
YEAR ON YEAR

FUCHSIA



mango (2).avif


-71%
YEAR ON YEAR

CEREMONY COLLECTIONS **PATTERNS & MOTIFS**



BUCOLIC VINTAGE

SAFE TREND



reformation.webp

SAFE TREND



loewe.webp



+2%

YEAR ON YEAR



POLKA DOTS

STABLE TREND



brandon-maxwell.jpg



+0%

YEAR ON YEAR



IKAT

EARLY SIGN

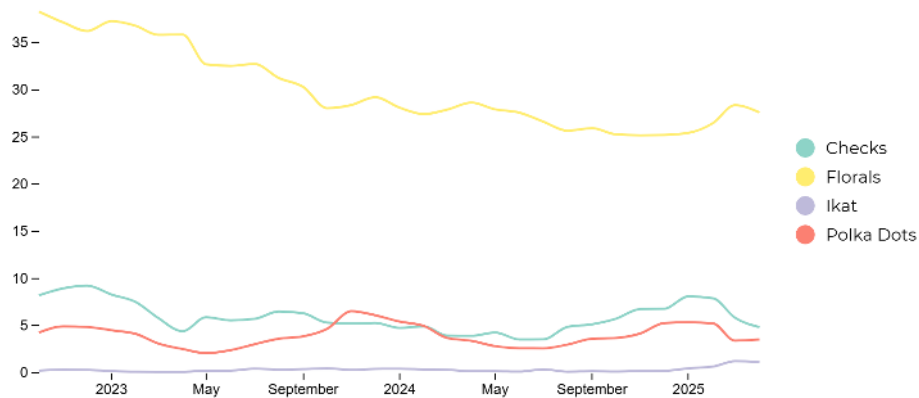


Zara (8).jpg



+580%

YEAR ON YEAR



As prints have drastically decreased for SS25, for SS26 Ceremony's collections patterns will grow but remain rooted in nostalgia and delicate romance. Florals are dominating and holding steady (+2% YoY), supporting the enduring appeal of soft bucolic-inspired theme. With smaller magnitude, polka dots maintain a stable presence, confirming the relevance of retro mediterranean charm and sophistication. As an early sign, announcing summer time, Ikat patterns (+580% YoY), reflect a growing bohemian trend and the desire for exotic influences. This surge hints at a future where ceremonywear increasingly embraces artisanal, cross-cultural references, offering a more eclectic and layered vision of femininity.

CEREMONY COLLECTIONS **FABRICS EVOLUTION**



SHINY

SAFE TREND



VICTORIABECKKHAN.avif



-21%

YEAR ON YEAR



VEILED

SAFE TREND



susan fang.webp



+25%

YEAR ON YEAR



EMBROIDERED

STABLE TREND



Zara_1.jpg



+19%

YEAR ON YEAR



LACE

EARLY SIGN



maje.webp



+22%

YEAR ON YEAR



WRINKLED

EARLY SIGN



zara (12).jpg



+64%

YEAR ON YEAR



LINEN

STABLE TREND



agua di agua bendita.avif


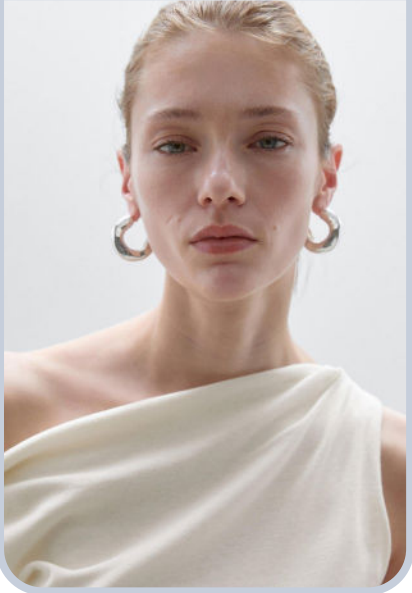

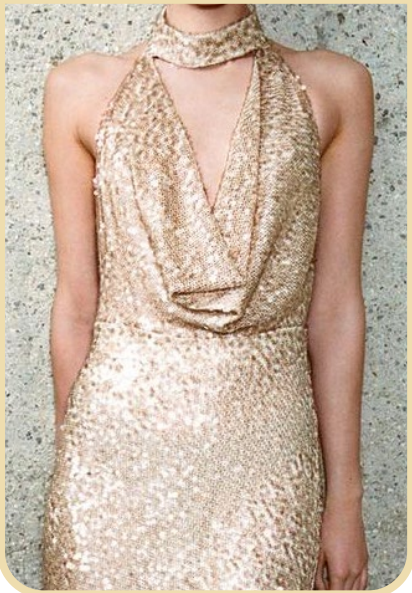









+10%

YEAR ON YEAR

While satins have oversaturated the market and are starting to decline, veiled transparencies (+25% YoY) offered by chiffon, georgette and organza are showing a more flowing and light alternative. Delicate lace (+22% YoY) and embroidery (+19% YoY) confirm the ongoing appeal of ethereal, romantic codes, with quiet decoration. A noticeable signal is the growth of wrinkled textures (+64% YoY), revealing a new appetite for imperfection and naturalness, resonating with the „romantic decay“ and „lived-in“ feeling shaping key ceremony narratives. Linen is a valid alternative for sustainable choices showing a light increase (+10% YoY) used for fresh suiting and bucolic dresses. Together, these shifts confirm that SS26 will be looking for more sophisticated fabrics, extending the range of silkies and moving away from the domination of satin, favoring new textures rooted in emotion, and authenticity; moving towards a richer and more layered expression of modern womanhood.

CEREMONY COLLECTIONS TRIMS & DETAILS EVOLUTION

DRAPED FEATURES	ASYMMETRIC	RUFFLES	PLUNGING HALTER	FRINGES
BIG TREND	SAFE TREND	EARLY SIGN	STABLE TREND	STABLE TREND
				
jacquemus.jpg	Massimo Dutti (5).jpg	-valentino-.webp	zara (40).jpg	Parfois.jpg
 +31% YEAR ON YEAR	 +83% YEAR ON YEAR	 +0% YEAR ON YEAR	 +2% YEAR ON YEAR	 +0% YEAR ON YEAR



STAR DETAILS: DRAPING



CEREMONY **KEY PIECES**



LIVETREND

CEREMONY COLLECTIONS **TOPWEAR EVOLUTION**

TAILORED VEST

EARLY SIGN



reformation.webp


+20%
YEAR ON YEAR

CAPE BLOUSE

EDGY TREND



@zara.jpg


+71%
YEAR ON YEAR

SLIP CAMI

STABLE TREND



-reformation-.webp


+0%
YEAR ON YEAR

BOHO BLOUSE

SAFE TREND



Commense.webp


+95%
YEAR ON YEAR



STAR PRODUCT: BLOUSE

CEREMONY COLLECTIONS **DRESSES EVOLUTION**

MINIMAL LONG

SAFE TREND



Massimo Dutti.jpg

DROPPED WAIST

EARLY SIGN



Ganni.jpg

MINI VOLUME

STABLE TREND



Maje.webp

GARDEN PARTY

EARLY SIGN



+reformation+.webp

NEO BOHO

EARLY SIGN



Chloe (2).webp



+21%
YEAR ON YEAR



+275%
YEAR ON YEAR



+9%
YEAR ON YEAR



+900%
YEAR ON YEAR



+1100%
YEAR ON YEAR



STAR PRODUCT: LONG DRESS

CEREMONY DRESSES

LONG TUNIC



-doublej-.webp



-zara_.webp



@reformation.webp

DROPPED WAIST



agua de agua de bedicta.avif



reformation;.webp



=reformation=.webp

CEREMONY DRESSES

MINI DRESS



-valentino.webp



Maje.webp



valentino.webp

GARDEN PARTY



+reformation+.webp



ZIMMERMANN.webp



oscar de la renta.avif

CEREMONY DRESSES

NEO BOHO



-_ladoublej_.webp



chloé.webp



Chloe (2).webp

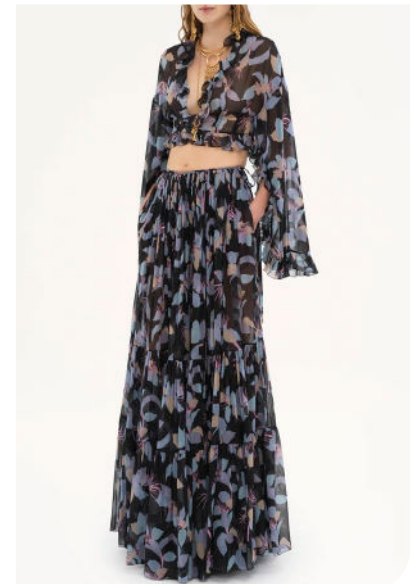
TWO PIECES



@thereformation.webp



@LULUS.webp



chloe.webp

CEREMONY COLLECTIONS **BOTTOMS EVOLUTION**

WIDE LEG

SAFE TREND



ladoublej.webp

CROPPED PANTS

STABLE TREND



Reserved (2).avif

TAILORED BERMUDA

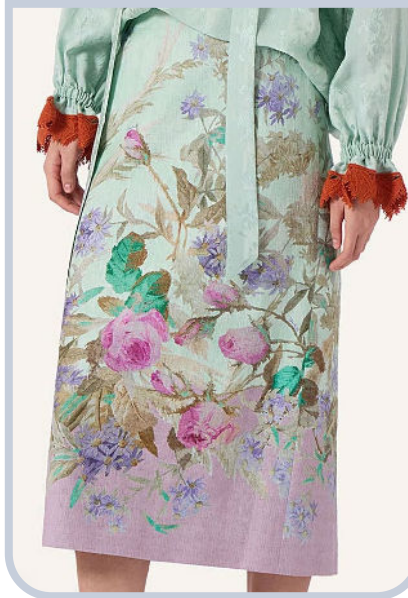
STABLE TREND



Mango (4).avif

PENCIL SKIRT

SAFE TREND



la-double-j-.webp

RUFFLE SKIRT

EARLY SIGN



loewe.webp



+31%

YEAR ON YEAR



+10%

YEAR ON YEAR



+11%

YEAR ON YEAR



+38%

YEAR ON YEAR



+5%

YEAR ON YEAR



STAR PRODUCT: MIDI SKIRT

CEREMONY COLLECTIONS **SET EVOLUTION**

TAILORED SUIT

SAFE TREND



doubleJ.jpg


+10%
YEAR ON YEAR

BERMUDA SUIT

STABLE TREND



Mango (4).avif


+8%
YEAR ON YEAR

TWO PIECES

EARLY SIGN



reformation=.webp


+57%
YEAR ON YEAR

PRINTED SET

EARLY SIGN



LADOUBELJ.webp


+60%
YEAR ON YEAR



STAR PRODUCT: TAILORED SUIT

DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND
GROWTH ON E-COMMERCE



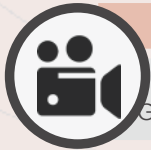
SOCIAL MEDIA

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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