



WOMENSWEAR
FW25
UPDATE
FULLY
FASHIONED &
CUT&SEW
TOPS



LIVETREND

FW25 TOPWEAR UPDATE **INTRODUCTION**



paris-str-s25-2031_1.jpg



blank03.png



@withouthsummer.png



milano-str-s25-1584.jpg



UPDATE

A Balanced Mix. For Fall-Winter 2025, tops and knits will strike a balance between minimalism and maximalism, offering a dynamic blend of versatility and boldness. Jersey and cut-and-sew tops will maintain their essential allure with slim fits and lightweight materials, creating an almost-intimate aesthetic. These pieces will enable effortless layering and styling, presenting versatile commercial advantages and assortment variety. In contrast, knitwear will also embrace a maximalist wave with chunky textures, oversized fits, jewelled trims, and intricate details. Tactility will take center stage, catering to a growing desire for primal, comforting sensations while offering a striking counterpoint—or complement—to minimalism. This season will celebrate both refined functionality and richly expressive design.

This report is based on Livetrend data extracted from Instagram & e-commerce from October to December, 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**

BIG TREND

FW25 TOPWEAR **EASY LONGSLEEVE**

www
+70%
YOY



milano-str-s25-2243.jpg

Instagram
+30%
YOY



milano-str-s25-2313.jpg



milano-str-s25-1572.jpg



Zara_4.jpg



milano-str-s25-2880.jpg



milano-str-s25-2794.jpg



london-str-s25-1092.jpg

BIG TREND

FW25 TOPWEAR **RIBBED SLIM FIT HIGH NECK**

www
+50%
YOY



milano-str-s25-0263.jpg

Instagram
+38%
YOY



milano-str-s25-0295.jpg



milano-str-s25-0297.jpg



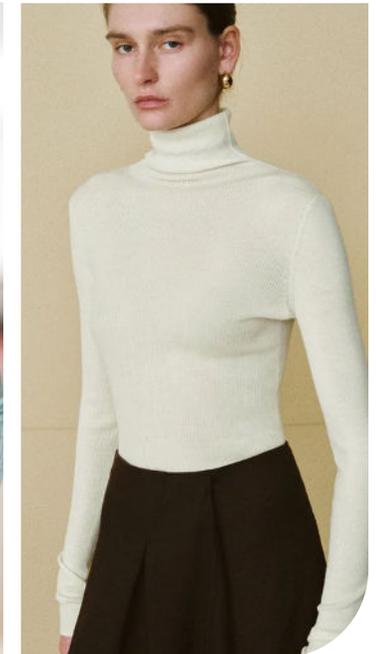
milano-str-s25-0084.jpg



Reformation.webp



milano-str-s25-0103.jpg



@urbanrevivo.png

FW25 TOPWEAR

BIG TREND

RETRO POLO SWEATER

EDGY TREND

NEO SWEATER

WWW
+50%
YOY



paris-str-s25-2031.jpg



dankedir.png



paris-str-s25-0650.jpg



dialto.png



paris-str-s25-1446.jpg



Paris-str-S25-0059.jpg

IG
+39%
YOY

FW25 TOPWEAR

SAFE TREND

INTIMATE LAYERS

SAFE TREND

CORPORATE BLENDS



blank03.png



The Frankie Shop (2).webp



Facade Pattern_1.png



Cider-2.png



Urban Outfitters.webp



Urban Revivo_1.png



BIG TREND

FW25 KNITWEAR OFF-SHOULDER

www
+350%
YOY



paris-str-s25-1159.jpg

Instagram
+111%
YOY



london-str-s25-1483.jpg



ourcosmos.png



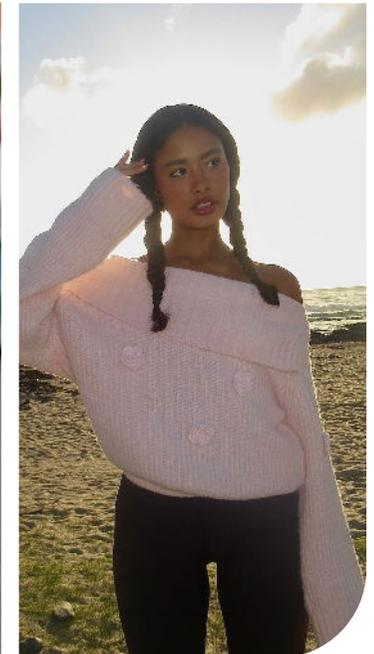
@larabsmn2.png



asura.png



london-str-s25-1231.jpg



@sweetchilling2.jpg

BIG TREND

FW25 KNITWEAR XL CABLE KNIT

www
+800%
YOY



milano-str-s25-0403.jpg

Instagram
+133%
YOY



@larabsmn.png



The Reformation.webp



@jodiela.petitefrenchie.jpg



Sourceunknown.webp



paris-str-s25-2427.jpg



STELLAMCCARTNEY.jpg

SAFE TREND

FW25 KNITWEAR **NORDIC STYLE**

www
+100%
YOY



Twee.jpg

+71%
YOY



Grove.png



Green butter.png



Langson.png



Letter From Moon.png



Oder.png



Vanone Atelier.png

STABLE TREND

FW25 KNITWEAR MOULINÉ STYLE

Instagram
+13%
YOY



milano-str-s25-0027.jpg



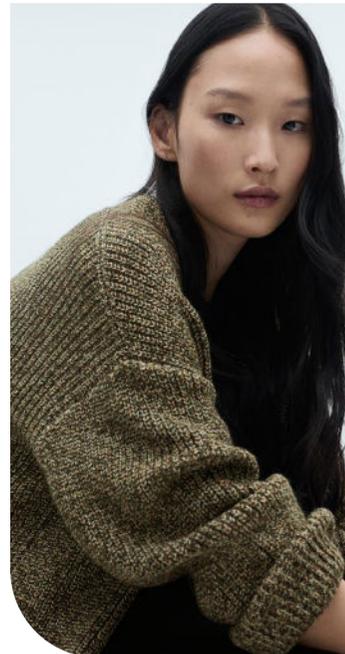
paris-str-s25-0995.jpg



paris-str-s25-0865.jpg



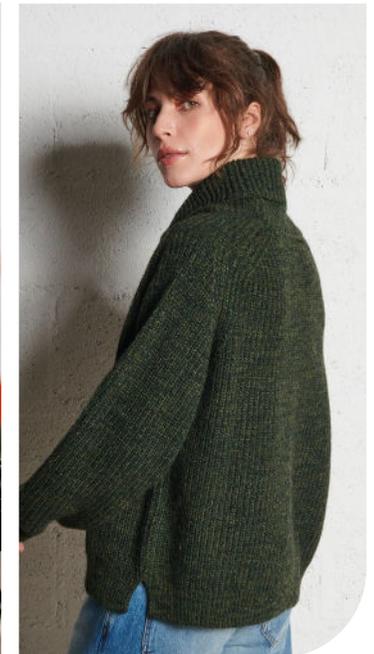
nakd.jpg



Mango.avif



london-str-s25-1233.jpg



Places des tendances.webp

FW25 KNITWEAR

BIG TREND

FUZZY BASIC

EARLY SIGN

MATCHY SCARF

WWW
+80%
YOY



frontorw.png



Toteme.webp



facade pattern.png



aya muse.jpg

WWW
+250%
YOY



milano-str-s25-0387.jpg

IG
+170%
YOY

london-str-s25-0798.jpg

STABLE TREND

FW25 KNITWEAR **PREPPY ARGYLE**

WWW
+60%
YOY



Zara_2.jpg

IG
- 3%
YOY



Dunst.png



Viki.png



Miu Miu_2.avif



M&S Collection.webp



Frrw.png



Adaul.png

FW25 KNITWEAR

EARLY SIGN

HAIRY LUREX

SAFE TREND

LADY JEWELS



Max Mara.webp



@driesvannoten.jpg



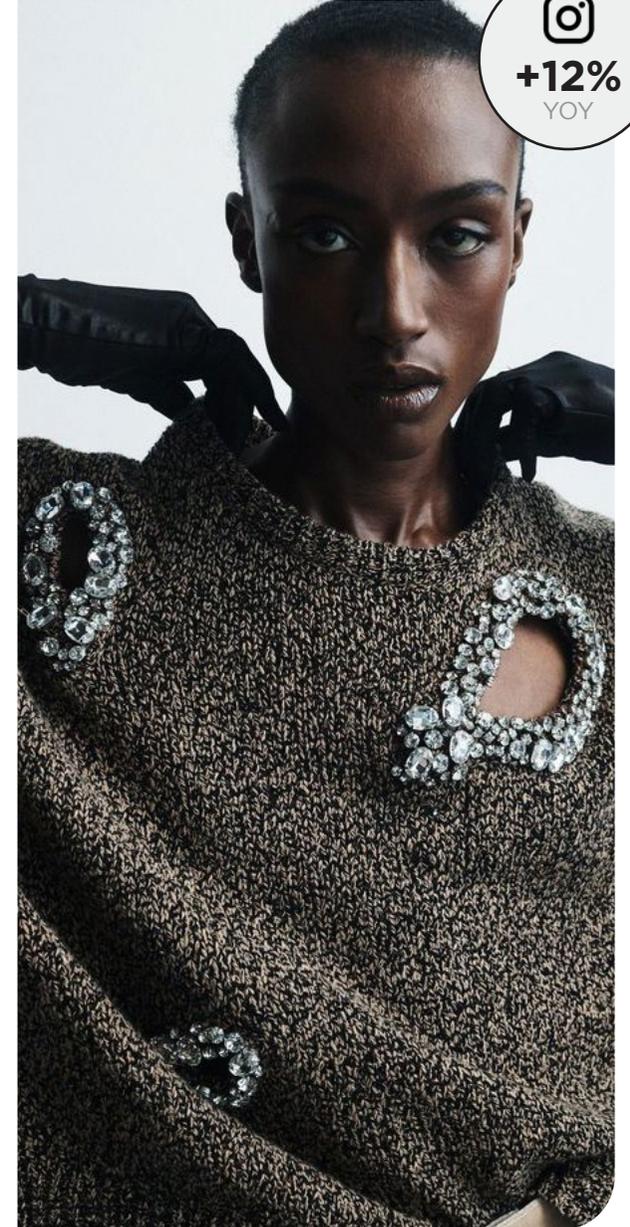
Isabel Marant.webp



Zara_5.jpg



Maeve (4).webp



hellessy .jpg


+12%
YOY

FW25 KNITWEAR

EARLY SIGN

BUBBLE SLEEVED

STABLE TREND

BOXY PRIM VEST

www
+70%
YOY



london-str-s25-0096.jpg



@altuzarra.png



Onling.webp



Miu Miu_1.avif



Zara_3.jpg



paris-str-s25-0542.jpg

BIG TREND

FW25 KNITWEAR **SWINGING FRINGES**

WWW
+90%
YOY



stella mccartney.jpg

IG
+140%
YOY



Cos.avif



@maje.webp



marella.webp



kujten.webp



stella mccartney.jpg



@gaudi.webp

BIG TREND

FW25 KNITWEAR **PRIM BUTTONED-UP CARDI**

WWW
+80%
YOY



@helenahiegemann.jpg

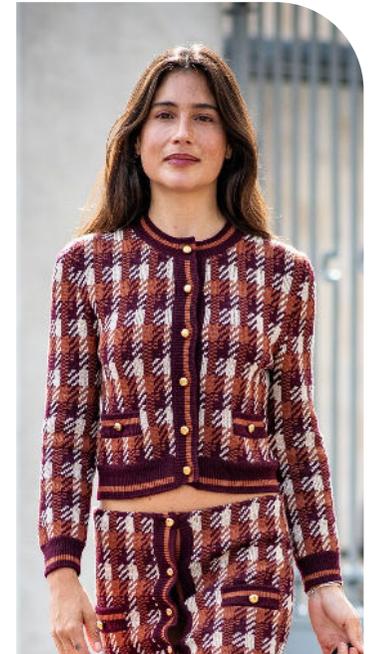
IG
+163%
YOY



milano-str-s25-0924.jpg



@toptopru.png



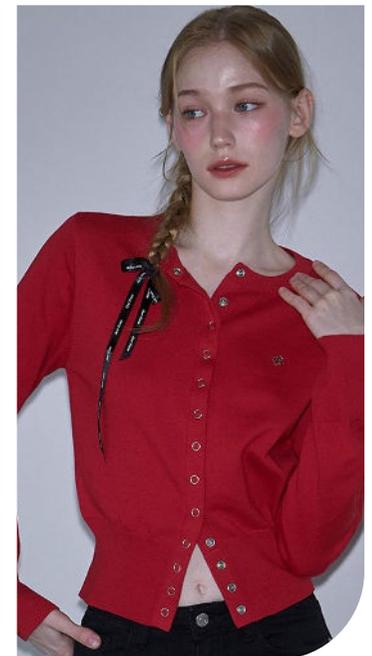
milano-str-s25-1461.jpg



Ivana Helsinki.png



london-str-s25-0487.jpg



rosefrantz.png

FW25 KNITWEAR CARDIGANS

SAFE TREND

PREPPY V-NECK

EARLY SIGN

ROMANTIC CARDI


+8%
YOY



milano-str-s25-0943.jpg



Zara_1.jpg



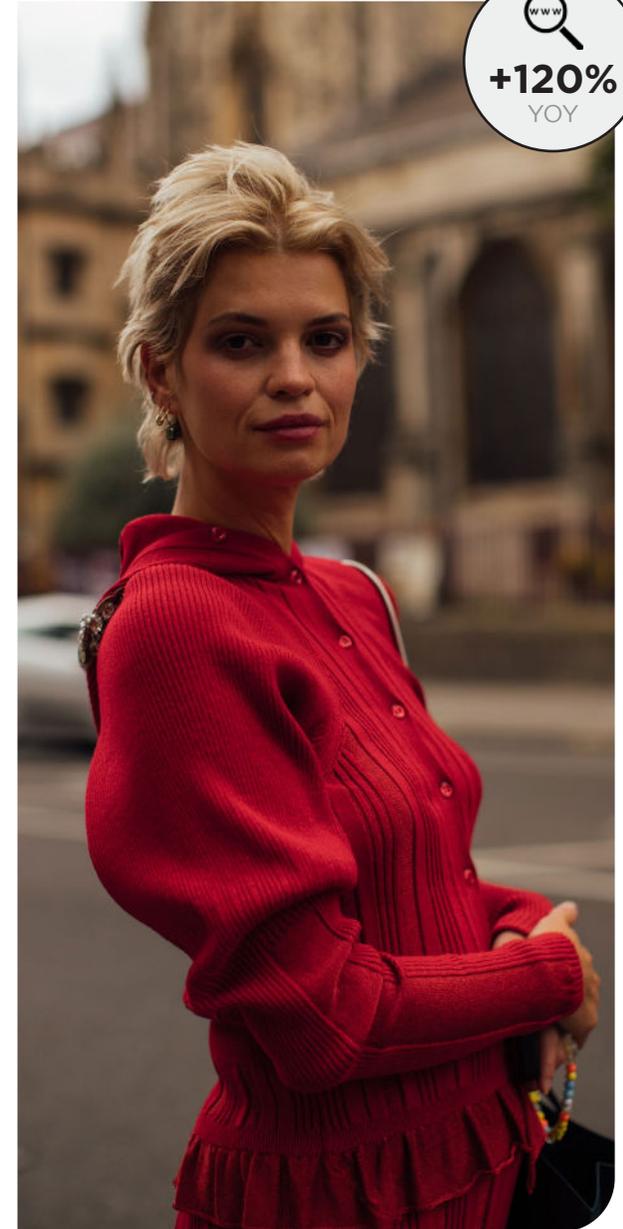
Miu Miu.avif



london-str-s25-0111.jpg



paris-str-s25-2161.jpg



london-str-s25-1067.jpg


+120%
YOY

FW25 KNITWEAR CARDIGANS

SAFE TREND

WOOLLY ZIP-UP

EDGY TREND

CAPED BUTTONED-UP


+30%
YOY



Urban Revivo.png



Miu Miu_3.avif



COS_1.avif



Cc Collect.png



Maje.webp



Zara_6.jpg


+120%
YOY

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



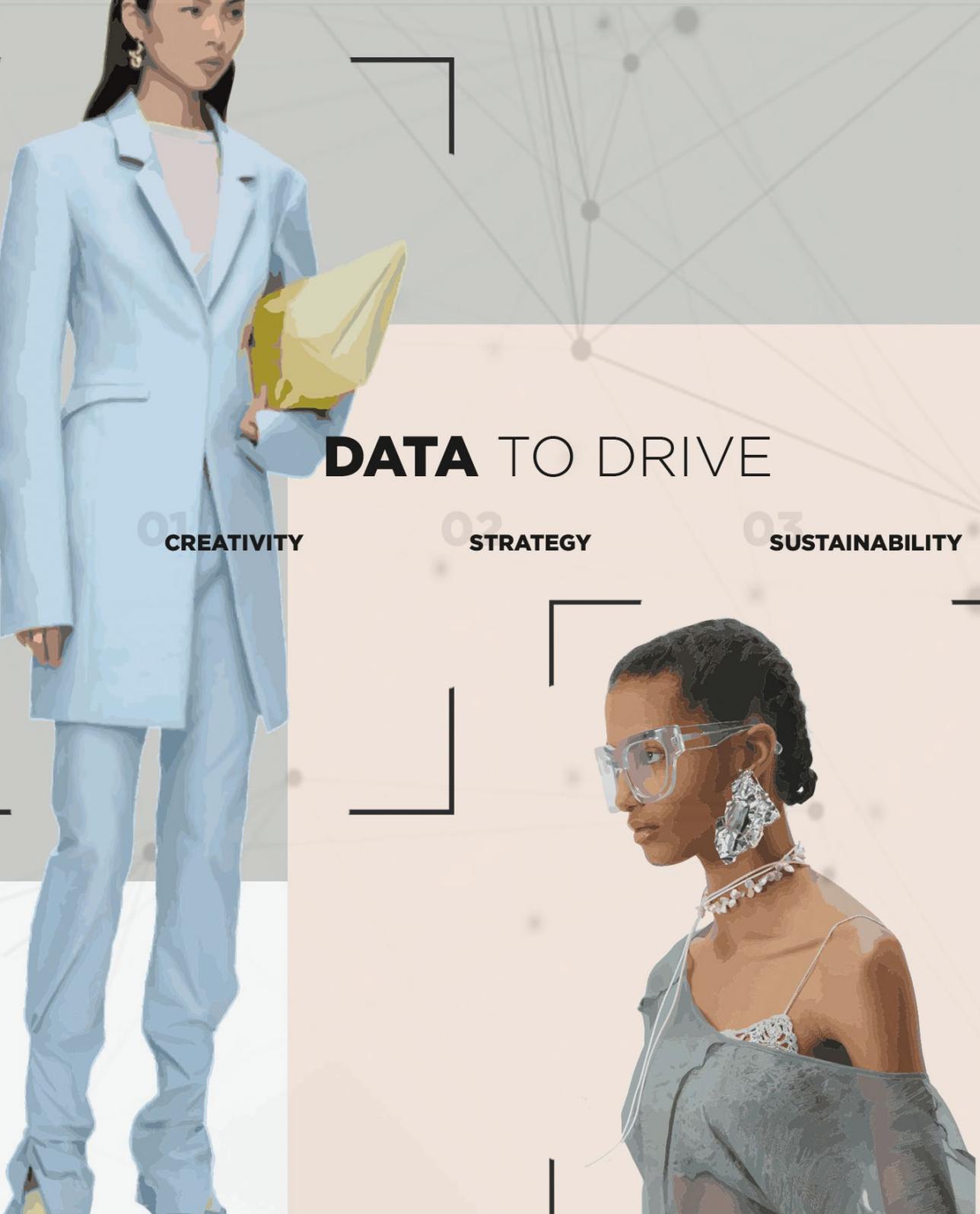
INVEST

A CORE PRODUCT REPRESENTING A STEADILY GROWING TREND OF MODERATE MAGNITUDE WITH COMMERCIAL 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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