

Trendalytics



# Womenswear Trend Report

## Fall/Winter 2025

Discover the trends to note within ready-to-wear and beauty that dominated the Womenswear runways this season—backed by Trendalytics data.

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February 2025



# The Season in Summary



Image Source: Chanel, Acielle / StyleDuMonde / Vogue.com

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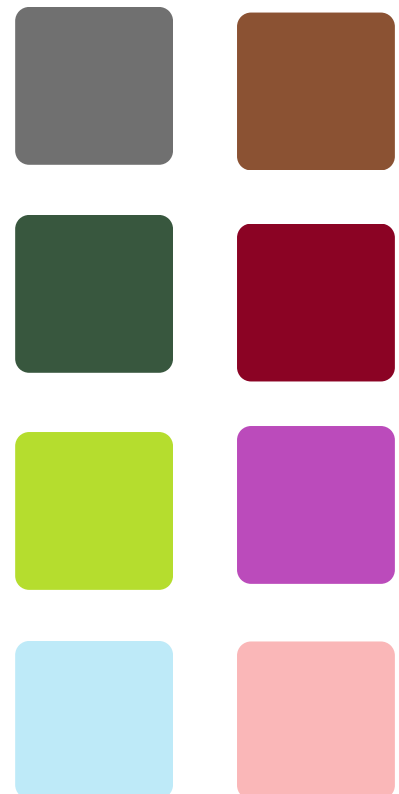
## FW25 WOMENSWEAR SEASONAL RECAP

The Fall/Winter 2025 season was a blend of the essences that have been growing within Womenswear over the course of the past year. It brought bohemia into a new light (or darkness, rather), found its swing with tying emotion with practicality, and channeled the uncertain energy that's in the air across the globe. Overall, trends were focused on styling cues rather than show-stopping it-items; think contrast colors, juxtaposed styling, mixing fabrications. The more unexpected the better, and can be varied per the wearer's personal style.

This season, there was more talk of creative directors leaving rather than debuts, and we saw less made-for-social moments. It felt that attention truly stayed on the clothes this season.

Ahead, discover the data-backed trends to note within color, ready-to-wear, accessories, and beauty.

## Color Palette



# Macro-Trend Analysis

*These aesthetics set the scene for the trends of the season.*

## Centennial Times

In a darker nod to current times, we've seen Depression era influences play a major role on the runways around the world. There were shift dresses and beading details that felt undeniably flapper (a party before the storm per se) which then led us to a palette of muddy browns and greys contrasted to baby pink and teal in tough fabrics like tweed and wool. Romance is only found within embellishments, brooches, colorful stockings, and cheeky hats to provide a feminine, lighthearted touch to the grimness of the colors and fabrics.



## Stylized

Nearly two years ago, the “wearable wardrobe” was the hottest conversation from the runways—now, we need a dose of excitement. This doesn't mean silhouettes have to be over-the-top or seemingly unbearable, it's about bringing life to staple items through creative details and styling cues. For example, we've seen lessons in layering, fabric and color mixing, as well as a juxtaposed approach to styling. This allows the consumer to re-shop her wardrobe while still finding excitement through unexpected details when shopping the racks, too.



# Macro-Trend Analysis

*These aesthetics set the scene for the trends of the season.*

## Statement Made

Despite other aesthetics of the season having a darker undertone, there are still moments for play—in fashion and within the world. We saw whimsical touches make a statement to otherwise basic outfits—think belt layering at Schiaparelli, oversized scarves at Givenchy and Prada, extravagant strands of pearls at Chanel, and fur accessories at the likes of Gucci and Michael Kors. This sentiment lies under the same grain of thinking where food accessories and bag charms originated; consider this the evolution.



## Bad Witch

What happens when both grunge and bohemian aesthetics rise? A witchy evolution. As we know, the bohemian ethos ruled 2024 when it came to fashion (plus, more to come this Spring/Summer) and, outside of fashion, there's been a growing interest in holistic health and esoterics. Plus, recent seasons have seen growth in tougher aesthetics like grunge and utility, so it only makes sense for these to merge and give us a mystic and dark witchy influence for the colder months to come this year. We can expect this to grow and carry on into 2026, too.



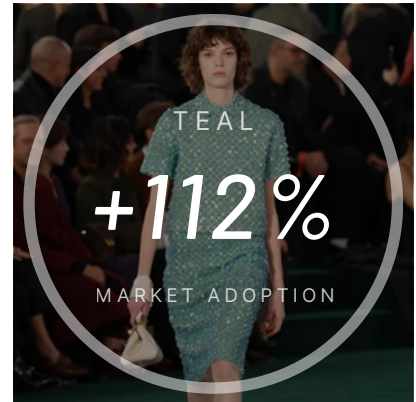
# What's New: Color



Chanel



Max Mara



Gucci



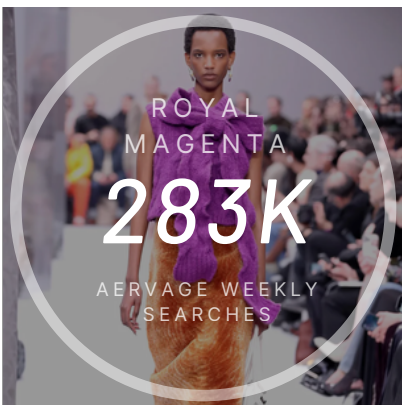
Thom Browne



Fendi



Zimmermann



Acne Studios



Mark Fast



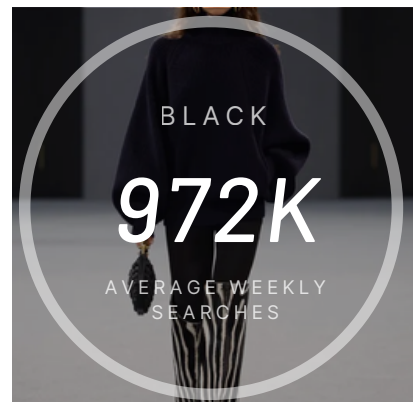
Prada



Simone Rocha



Carolina Herrera



Balmain

# What's New: Fabric & Print

## Lace



Saint Laurent

Lace is up +15% in market adoption to LY

Image Courtesy of Alessandro Lucioni / Gorunway.com

## Alt Animal



Tory Burch

Animal Print is up +58% in searches to LY

Image Courtesy of Umberto Fratini / Gorunway.com

## Plaid



Kallmeyer

Plaid is up +10% in market adoption to LY

Image Courtesy of Daniele Oberrauch / Gorunway.com

## Tweed



Fendi

Tweed is most saturated in the luxury market

Image Courtesy of Fendi

## Chiffon



Blumarine

Chiffon is up +12% in market adoption to LY

Image Courtesy of Isidore Montag / Gorunway.com

## Leather



Courrèges

Leather is up +11% in searches to LY

Image Courtesy of Courrèges

# What's New: Ready-to-Wear

## Contrast Colors



**Saint Laurent**

*Bright Colors* are up +386% in market adoption to LY

Image Courtesy of Alessandro Lucioni / Gorunway.com

## Skirt Suits

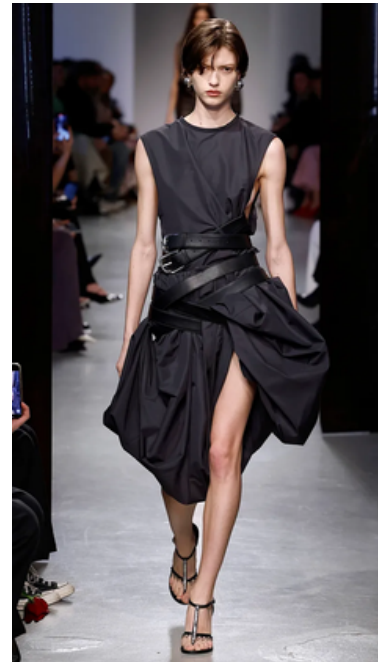


**Calvin Klein**

*Skirt Suits* are up +11% in market adoption to LY

Image Courtesy of Calvin Klein Collection

## Deconstructed



**Christopher Esber**

*Deconstructed* pieces are up +164% in searches to LY

Image Courtesy of Daniele Oberrauch / Gorunway.com

## Thigh-High Slit



**Tom Ford**

*Side Slits* are up +21% in searches to LY

Image Courtesy of Filippo Fior / Gorunway.com

## Sheer Skirt



**Chloé**

*Sheer Skirts* are up +27% in searches to LY

Image Courtesy of Chloé

## Fur Trim



**Rabanne**

*Fur Trim* is up +20% in searches to LY

Image Courtesy of Umberto Fratini / Gorunway.com

# What's New: Ready-to-Wear

## Juxtaposed Styling



### Coperni

*Mixed Fabrics* are up +38% in market adoption to LY

Image Courtesy of Coperni

## Tinsel Fringe



### Erdem

*Fringe* is most saturated in the luxury market

Image Courtesy of Isidore Montag / Gorunway.com

## Sports Influence



### Casablanca

*Sporty* pieces are up +107% in searches to last year

Image Courtesy of Daniele Oberrauch / Gorunway.com

## Cinched Waist



### Schiaparelli

*Cinched Waists* are up +29% in market adoption to LY

Image Courtesy of Schiaparelli

## Woven Blouse



### Dries Van Noten

*Chiffon Blouses* are most saturated in the luxury market

Image Courtesy of Umberto Fratini / Gorunway.com

## Maxi Coat



### Blumarine

*Maxi Coats* are a top market mover in the luxury market

Image Courtesy of Daniele Oberrauch / Gorunway.com



# What's New: Ready-to-Wear

## Midi Skirt



### Casablanca

Midi Skirts are up +20% in market adoption to LY

Image Courtesy of Daniele Oberrauch / Gorunway.com

## Slip Dress Update



### Chloé

Slip Dresses are up +12% in market adoption to LY

Image Courtesy of Chloé

## Bodysuit



### Atlein

Bodysuits have an "extreme" weekly search volume of 51K

Image Courtesy of Atlein

## Layering Knit



### Louis Vuitton

Layered Sweater are up +49% in market adoption to LY

Image Courtesy of Daniele Oberrauch / Gorunway.com

## Workwear/Waist Coat



### Gabriela Hearst

Workwear is up +59% in searches to LY

Image Courtesy of Filippo Fior / Gorunway.com

## Lingerie Influence



### KNWLS

Lingerie is up +6% in searches to LY

Image Courtesy of Knwis

# What's New: Accessories

## Fur + Fringe Acc



### Balmain

Fur Bags are up +6% in searches to LY

Image Courtesy of Armando Grillo / Gorunway.com

## Gold Hardware



### Miu Miu

Hardware Handbags are up +41% in searches to LY

Image Courtesy of Salvatore Dragone / Gorunway.com

## Brooches

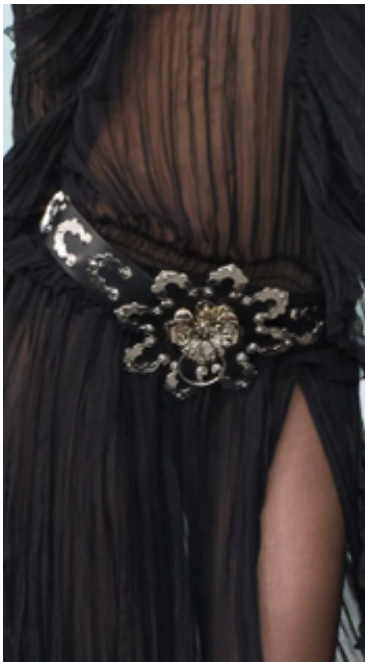


### Tory Burch

Brooches are up +45% in market adoption to LY

Image Courtesy of Umberto Fratini / Gorunway.com

## Statement Belt



### Blumarine

Statement Belts are up +46% in market adoption to LY

Image Courtesy of Daniele Oberrauch / Gorunway.com

## A-Frame Bag

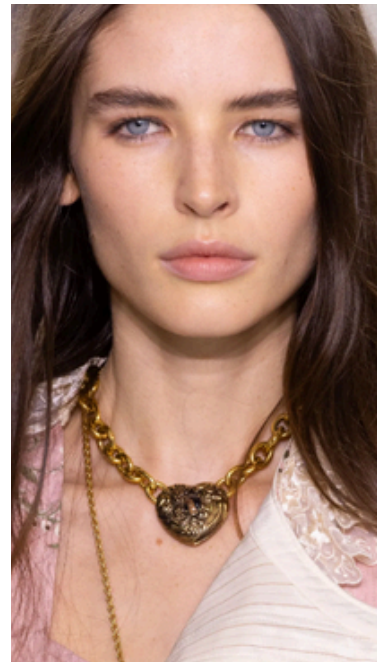


### Valentino

Trapezoid Bags are most saturated in the luxury market

Image Courtesy of Armando Grillo - Salvatore Dragone / Gorunway.com

## Chunky Jewelry



### Chloé

Chunky Necklaces are up +13% in searches to LY

Image Courtesy of Chloé

# What's New: Accessories

## Colored Tights/Stockings



Miu Miu

Colored Tights are up +150% in market adoption to LY

Image Courtesy of Salvatore Dragone / Gorunway.com

## Leather Gloves



Khaite

Leather Gloves are up +6% in searches to LY

Image Courtesy of Khaite

## Workwear Boots



Simkhai

Flat Boots have a "high" weekly search volume of 5K

Image Courtesy of Umberto Fratini / Gorunway.com

## Statement Scarves



Michael Kors

Faux Fur Scarves are up +16% in searches to LY

Image Courtesy of Isidore Montag / Gorunway.com

## Pointed Toes



Saint Laurent

Pointed Toe Heels are up +12% in market adoption to LY

Image Courtesy of Daniele Schiavello / Gorunway.com

## The Work Tote



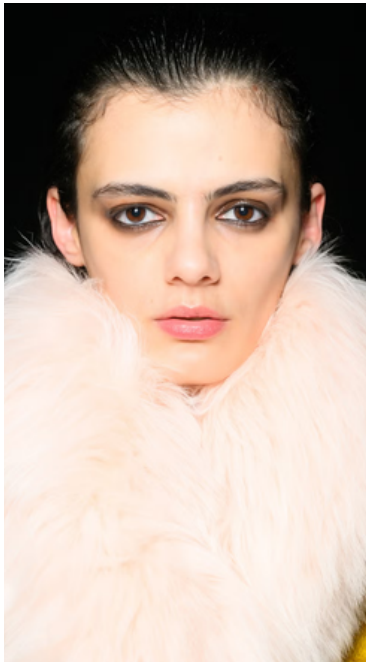
Gabriela Hearst

Work Totes are up +30% in market adoption to LY

Image Courtesy of Filippo Fior / Gorunway.com

# What's New: Beauty

## Smokey Eye



Marni

Smokey Eyes are up +24% in market adoption to LY

Image Courtesy of Launchmetrics.com/Spotlight

## Frosted (Eyes + Highlight)

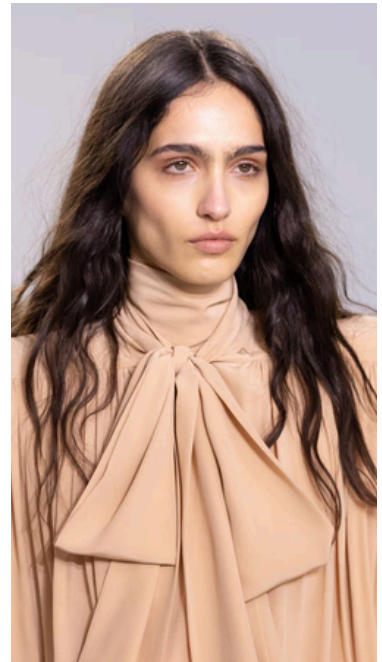


Kim Shui

Frosty Makeup is up +27% in market adoption to LY

Image Courtesy of Jiraud Key

## Wavy Hair



Chloé

Wavy Hair has an "extreme" weekly search volume of 62K

Image Courtesy of Chloé

## No-Makeup Makeup

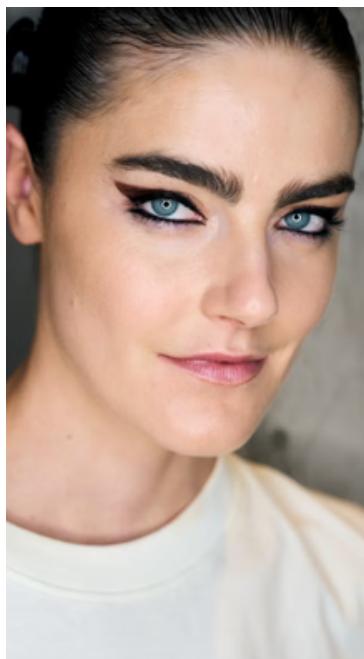


Carolina Herrera

No Makeup Makeup is up +40% in searches to LY

Image Courtesy of Launchmetrics.com/Spotlight

## Graphic Liner

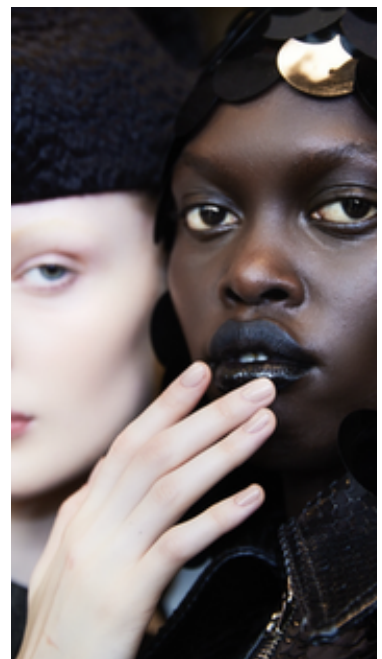


Christian Siriano

Graphic Eyeliner is up +9% in market adoption to LY

Image Courtesy of Revlon

## Neutral Nails



Roksanda

Neutral Nail Polish is most saturated in the mass market

Image Courtesy of Ambra Vernuccio

# What's New: Beauty

## Vinyl (High Shine) Lips

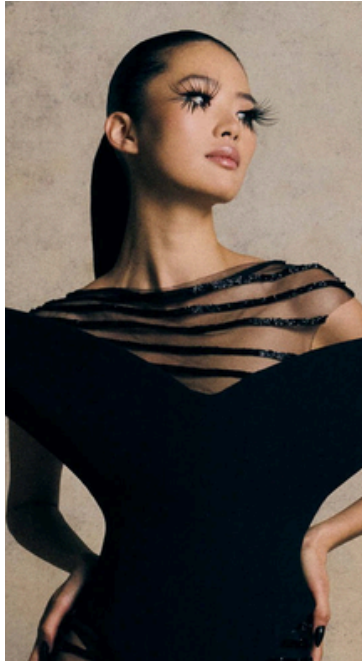


**Versace**

*Vinyl Lips* are up +10% in searches to LY

Image Courtesy of Acielle / Style Du Monde

## Doll Lashes



**Harris Reed**

*Doll Lashes* are up +6% in searches to LY

Image Courtesy of Harris Reed

## Blunt Bob

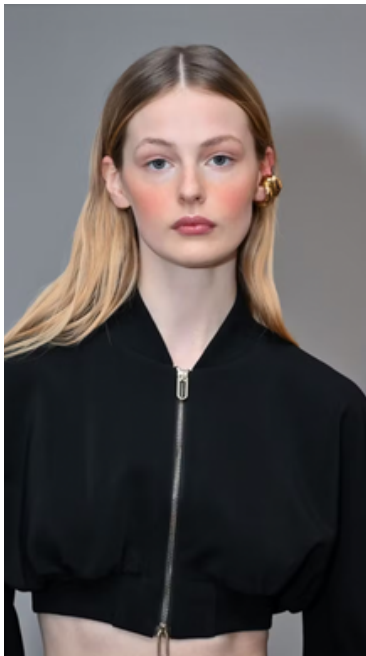


**Calvin Klein**

*Blunt Bobs* have an "high" weekly search volume of 17K

Image Courtesy of Calvin Klein

## Persimmon Blush

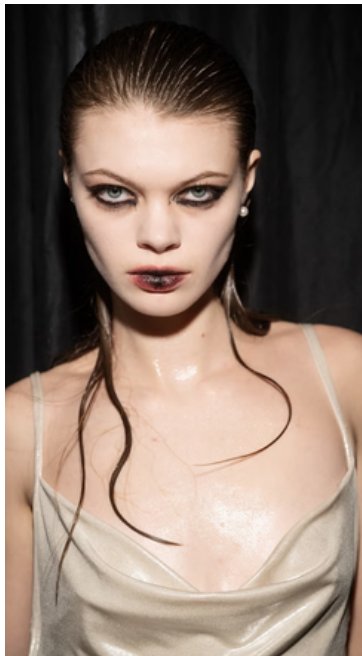


**Ashlyn**

*Orange Blush* is most saturated in the mass market

Image Courtesy of Diane Bondareff

## Grunge Makeup



**Elena Velez**

*Grunge Makeup* is up +40% in market adoption to LY

Image Courtesy of Launchmetrics.com/Spotlight

## Red Lipstick



**Stella McCartney**

*Red Lipstick* is most saturated in the luxury market

Image Courtesy of Paolo Lanzi / Gorunway.com