

A woman is shown in profile, facing left, wearing a vibrant, multi-colored patterned dress. The dress features a large, flowing scarf with a complex design of pink, orange, black, and white patterns. The background is a gradient of green and yellow, with a dark, textured area at the bottom right. The overall style is artistic and fashion-oriented.

SS-25

TREND BOOK

PREFACE

SPRING/SUMMER 2025 BRINGS A FRESH WAVE OF INNOVATION AND SUSTAINABILITY, BLENDING FLUIDITY, FREEDOM, AND BOLD INDIVIDUALITY. DESIGNERS FOCUS ON EFFORTLESS SILHOUETTES, ECO-CONSCIOUS MATERIALS, AND VIBRANT COLOR PALETTES, REFLECTING BOTH OPTIMISM AND A CONNECTION TO NATURE. TECHNOLOGY MEETS FASHION IN SMART TEXTILES, WHILE NOSTALGIC INFLUENCES FROM THE LATE '90S AND EARLY 2000S REEMERGE WITH A MODERN TWIST. SS25 IS A CELEBRATION OF RENEWAL—BOLD, FORWARD-THINKING, AND ROOTED IN PURPOSE.

THE KEY MOTIFS OF SS25 ARE FLUIDITY AND OPTIMISM. SILHOUETTES ARE LIBERATING, WITH AN EMPHASIS ON MOVEMENT—WHETHER IT'S IN THE GRACEFUL DRAPE OF FABRIC OR THE SHARP LINES OF FUTURISTIC CUTS. EXPECT TO SEE A BLEND OF EARTHY NEUTRALS, SERENE PASTELS, AND VIBRANT SPLASHES OF COLOR THAT INVOKE THE OPTIMISM OF A NEW DAWN. MATERIALS ARE MORE ECO-CONSCIOUS THAN EVER, AS SUSTAINABLE INNOVATION TAKES CENTER STAGE, FROM BIO-FABRICS TO RECYCLED TEXTILES, WITHOUT SACRIFICING LUXURY OR ELEGANCE. THIS SEASON IS A TESTAMENT TO THE RESILIENCE OF THE FASHION WORLD, OFFERING A VISION OF BEAUTY THAT IS NOT ONLY ROOTED IN AESTHETICS BUT ALSO IN PURPOSE. WHETHER THROUGH AVANT-GARDE EXPERIMENTATION OR THE EMBRACE OF TIMELESS CLASSICS, THE SPRING/SUMMER 2025 COLLECTIONS INVITE US TO EMBRACE THE PRESENT MOMENT WITH CREATIVITY, CONFIDENCE, AND AN EYE TOWARDS THE FUTURE.



CONTENT

THEME

SOFT ROMANTIC
BOHO ARTIFICE
NAUTICAL NOIR
DARK ROMANTIC
UTILITY

DETAILS

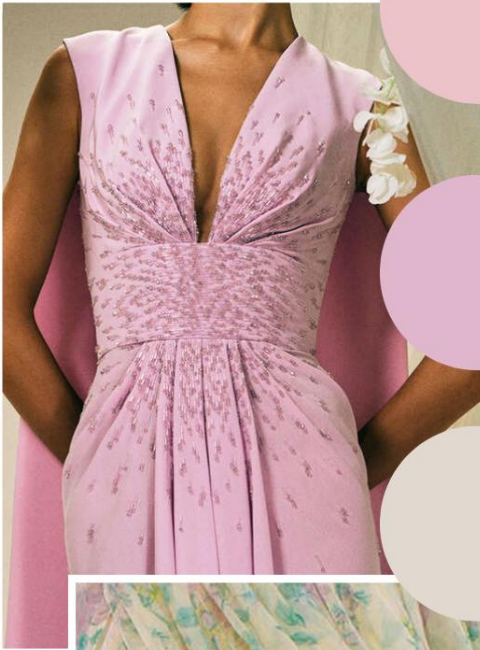
DENIM WASHES
BALLOON HEM
METALIC TRIM
ASYMMETRIC
RUFFLES
WESTERNISED
PLACEMENT PRINTS



Soft ROMANTIC



Colour Board



Chloe



Runway



BRANDON MAXWELL



FENDI



ULLA JOHNSON



NINA RICCI



SIMKHAI



SARA MRAD

Runway

LAURA BIAGIOTTI



GIAMBATTISTA VALLI



LOEWE

CHLOE



EMILIA WICKSTEAD



CHLOE



Runway

ULLA JOHNSON



JOHANNA ORTIZ



IVANILDO NUNES



ZIMMERMANN



ZIMMERMANN



CECILIE BAHNSEN

Runway



NOE BERNACELLI



AADNEVIK



Runway

CHRISTOPHE GUILLARME



TRACY STUDIO



NAEEM KHAN



AADNEVIK



GEORGES HOBEIKA



FLORENTINA LEITNER

Street



Street



















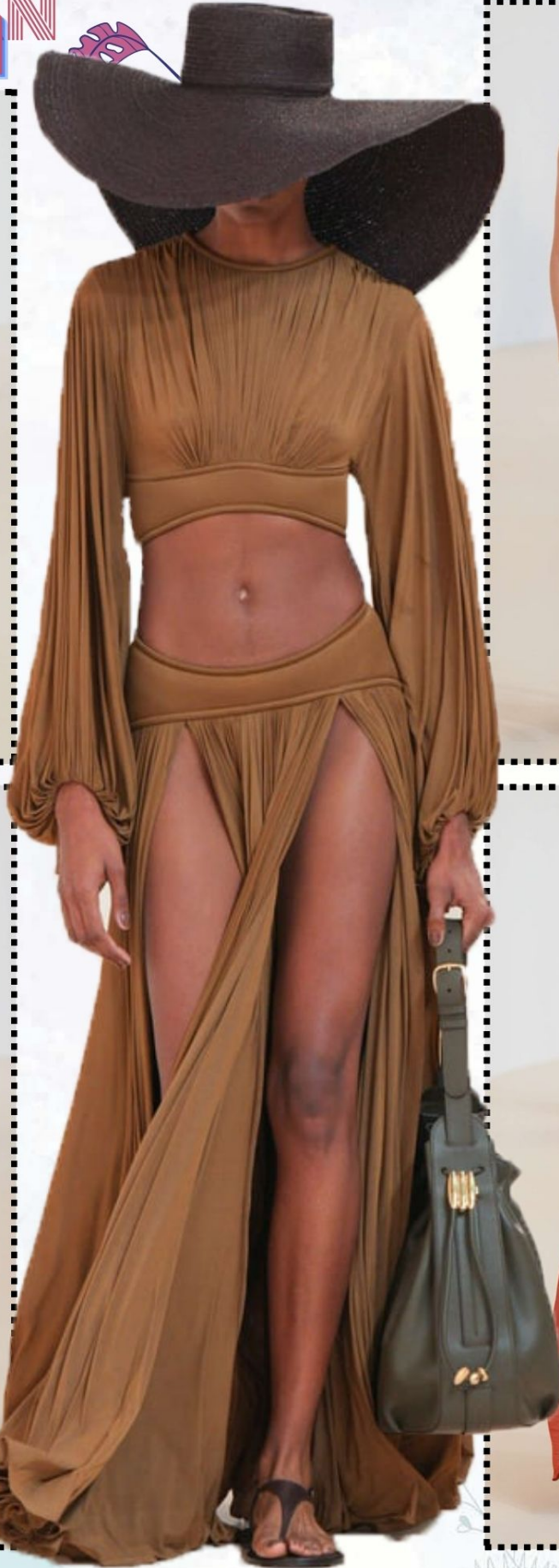


ARTIFICIAL
BOTO

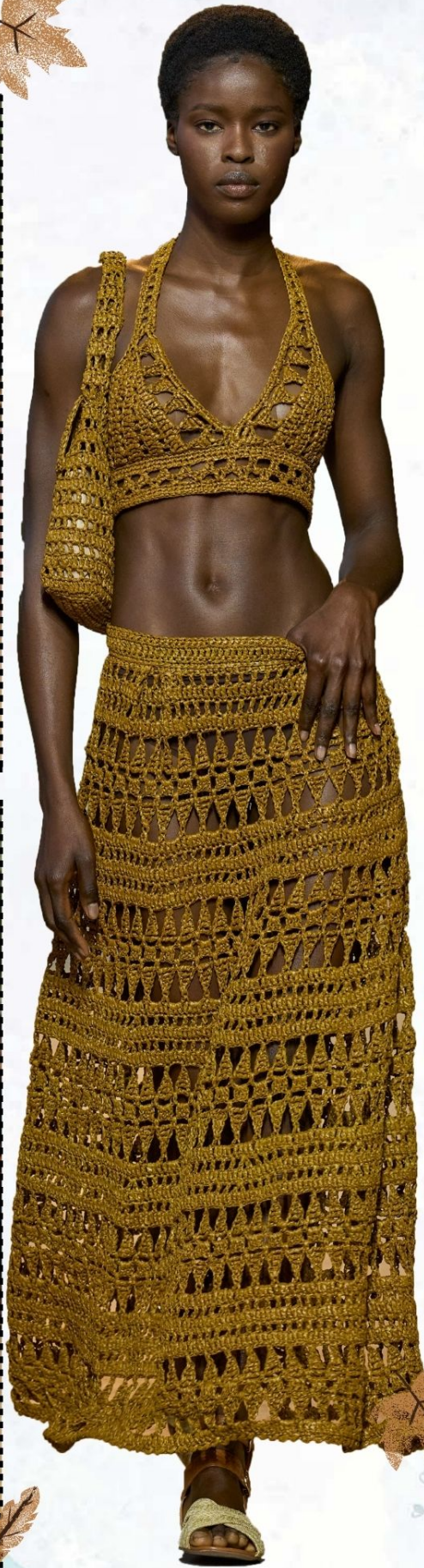
BOHO Color Board



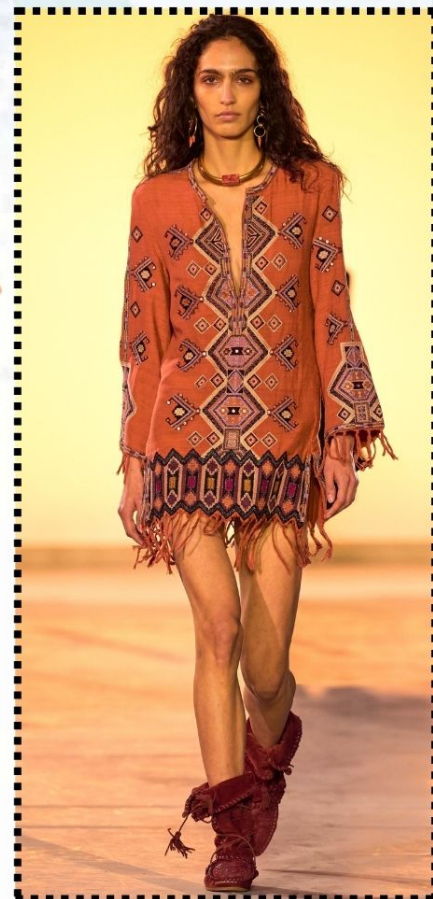
ZIMMERMAN
ZIMMERMAN



ELIE SAAB



ISABEL MARANT



ISABEL MARANT



JOHANNA ORTIZ





ANDREADAMO



ANDREADAMO



ULLA JOHNSON



ALBERTA FERRETTI



MICHAEL KORS



RALPH LAUREN



RALPH LAUREN



PHILOSOPHY DI LORENZO SERAFINI



HERMES





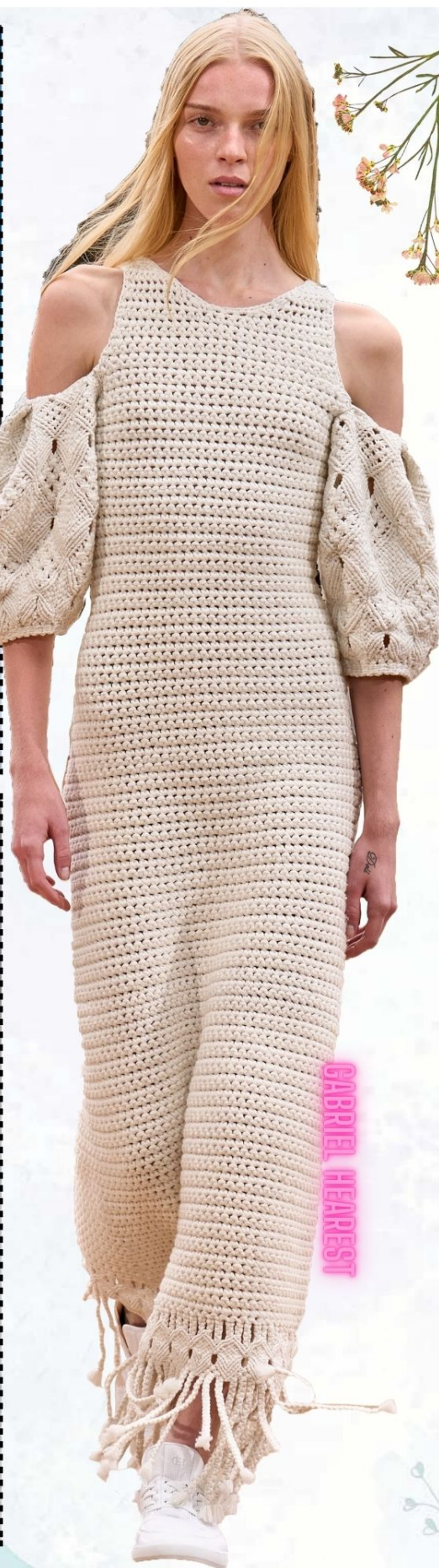
HUI



SEA



ALBERTA FERRETTI



GABRIEL HEAREST



GABRIEL HEAREST

STREET SHOTS



STREET
SHOTS

















18-1550 TPX
AURORA RED

15-5706 TPX
FROSTY GREEN

16-5820 TPX
GREEN SPRUCE

17-3923 TPX
COLONY BLUE

11-0701 TPX
WHISPER WHITE





SACAI

ALBERTA FERRETTI

MICHAEL KORS

ALBERTA FERRETTI



SIBIANA

ATLEIN

CAROLINA HERRERA

DIOR

DIOR



**LOLA
CASADEMUNT**

MOSCHINO

**BOTTEGA
VENETA**

**LEBOR
GABALA**

**MICHAEL
KORS**



GUCCI

SARA
MRAD

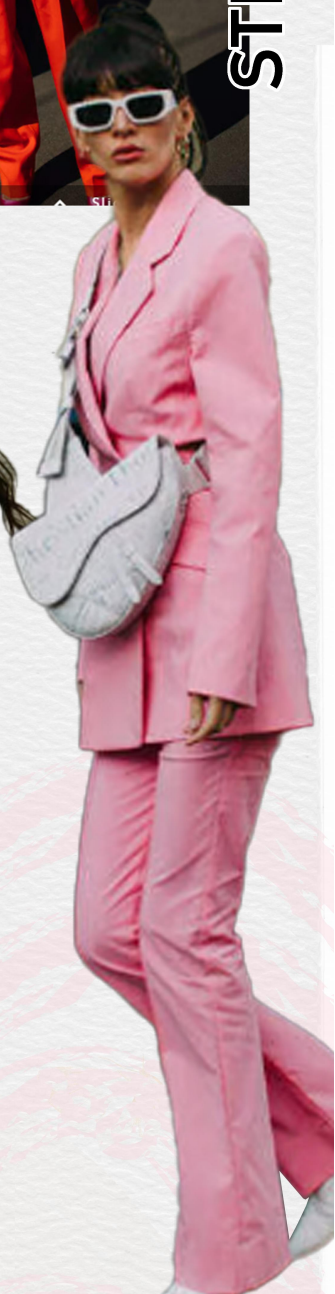
ELLE
SAAB

LACOSTE

STREER



STREET SHORT



STREET SHORT







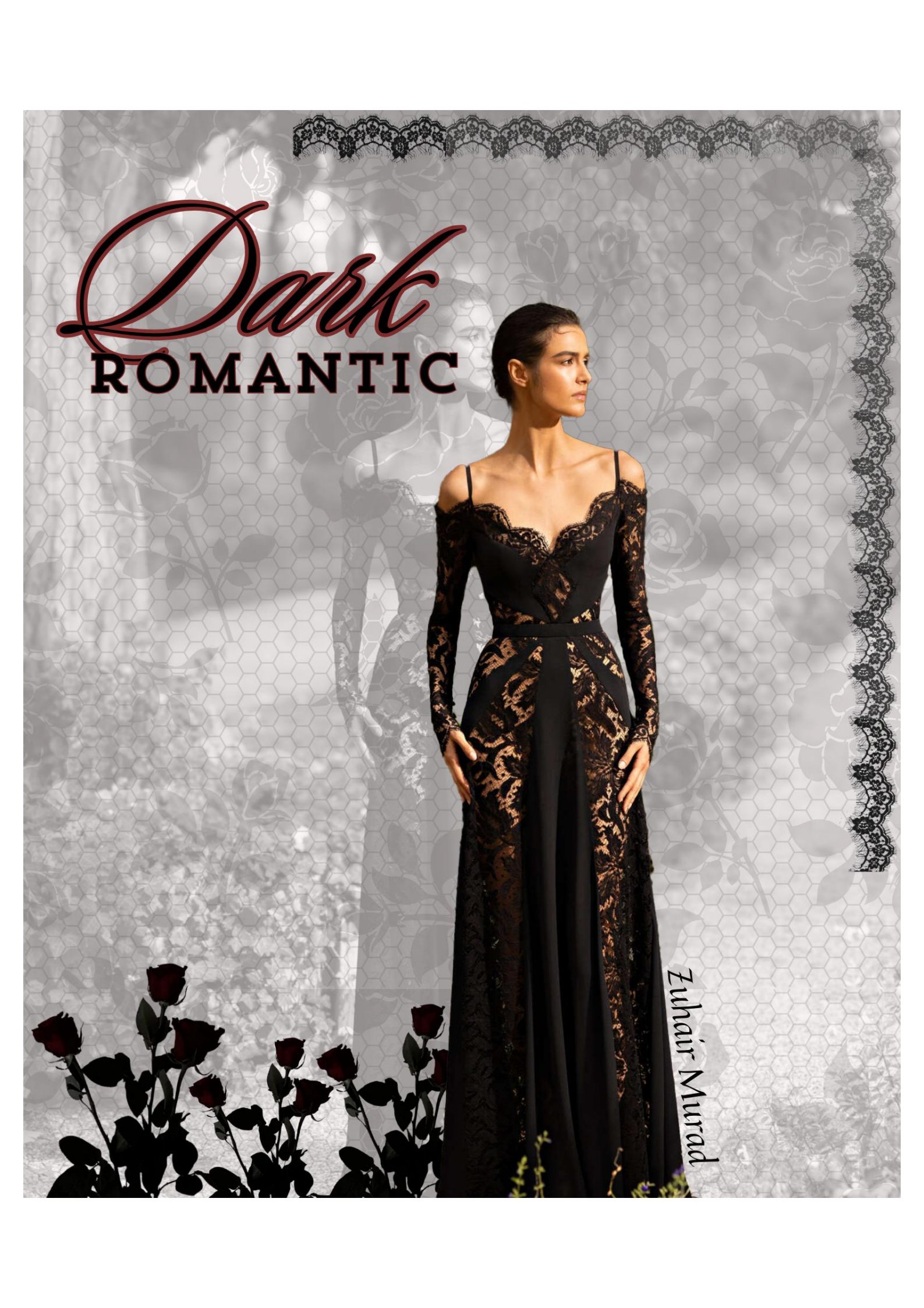










A woman with dark hair pulled back, wearing a long, black, off-the-shoulder lace gown with a fitted bodice and a long skirt. She is standing against a background featuring a repeating hexagonal pattern, large faded roses, and a lace border at the top. In the bottom left corner, there are several dark red roses. The text 'Dark ROMANTIC' is in the top left, and 'Zuhair Murad' is written vertically on the right side of the woman's skirt.

Dark ROMANTIC

Zuhair Murad



Color board

Dark black

19-0303

Charcoal

19-3916



Stella
McCartney

Stella McCartney

Alberta Ferretti

Veronika
Jeanvie

Veronika
Jeanvie



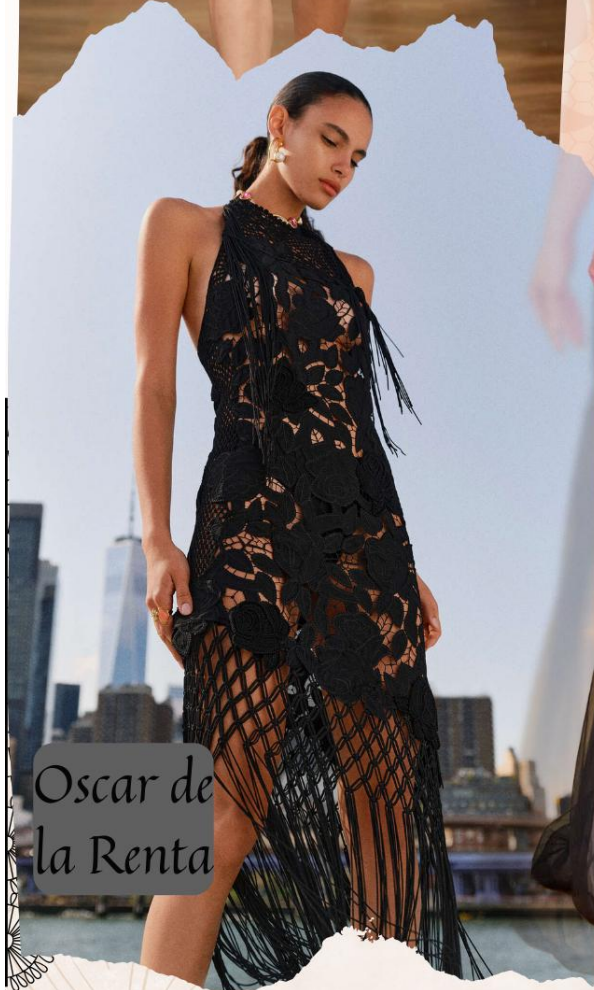




Lutz
Huelle



Ivanildo
Nunes



Oscar de
la Renta



Ivanildo
Nunes



RVNG



Adeam



Ermanno Scervino



Arunaz



Adeam

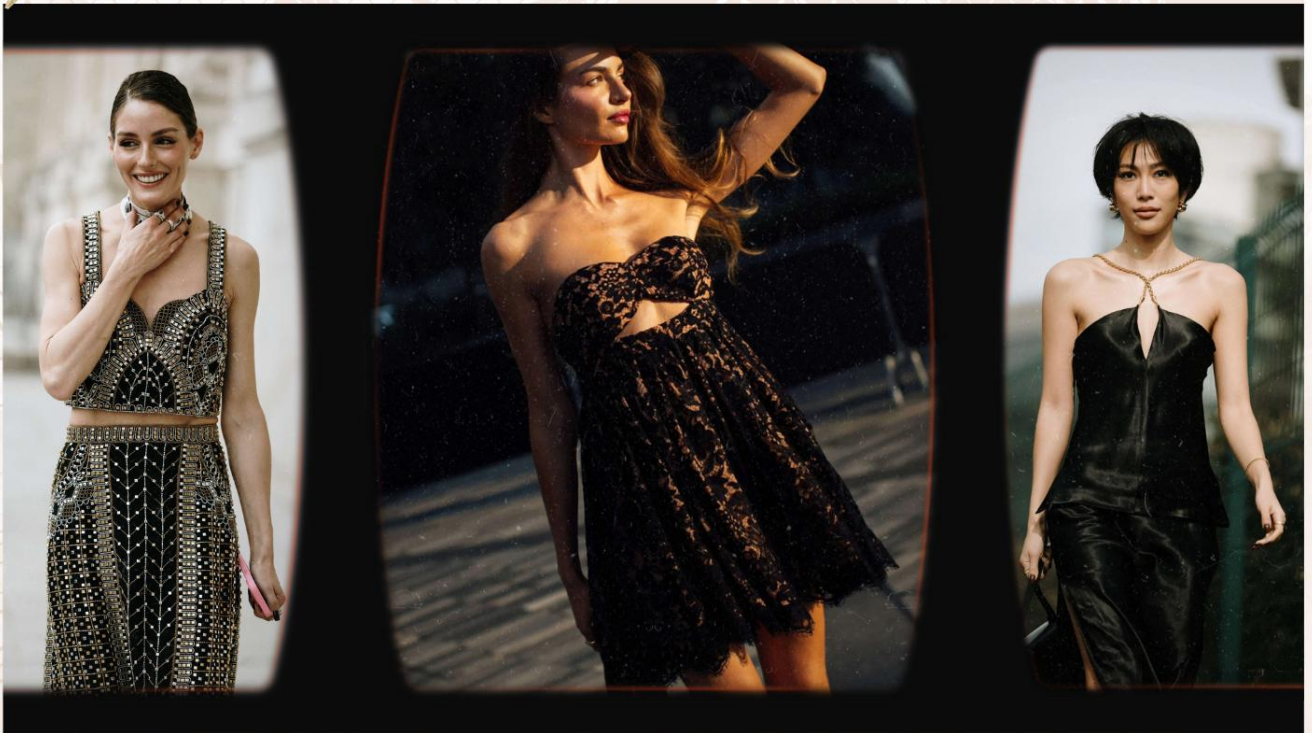


STREET SHOTS



STREET

SHOTS





STREET
SHOTS

















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C O L O U R B O A R D



ACNE STUDIO



ACNE STUDIO



EILIE SAAB



ALBERTA FERRETTI



ACNE STUDIO



ALBERTA FERRETTI



ELIE SAAB



ELIE SAAB



ELIE SAAB



ELIE SAAB



UNDERCOVER



RALPH LAUREN



RALPH LAURAN



PATBO



VIVIENNE TAM



AMAME KUROGOUCHI



GENNY



KOBI
HALPERI



MAME
KUROGOUCHI

KUMANN YOO HYE JIN



VIVIENNE TAM

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DETAIL

DENIM & WASHES

BALLOON HEM

PLACEMENT PRINTS

WESTERNISED

HANDWARE METALIC TRIMS

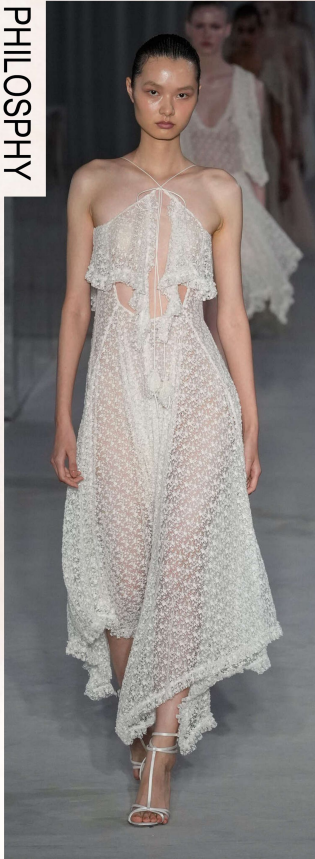
ASYMETRIC

RUFFLIES

BEVZA



PHILOSOPHY



COLLINA STRADA



HAUNTLET



MAISON RABIH KAYROUZ



ASYMMETRIC

BLUEMARINE



ERDM



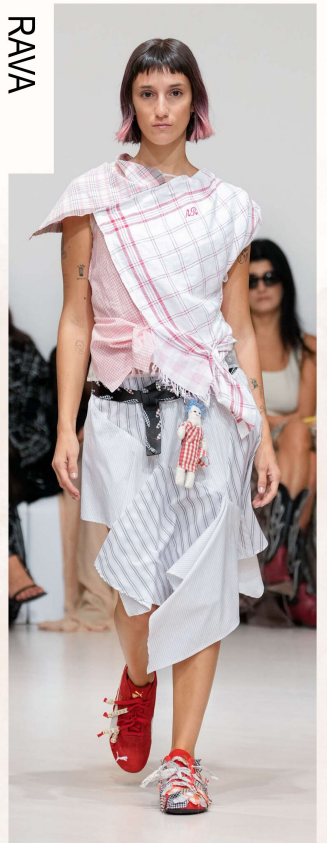
MURMUR



JANE WADE



RAVA



ALBERTA FRETTI



ALLIMALLU



CHLOE



CINQ A SEPT



EMPORIO

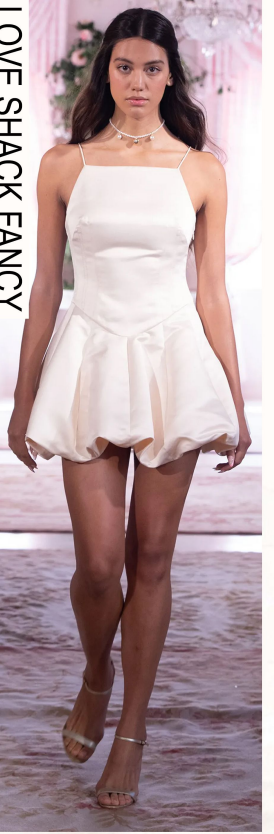


BALLOON HEM

GLOBAL FASHION COLLECTION



LOVE SHACK FANCY



MARQUES



MASCHINO



PATAU



A.POTTS



ADAM LIPSESS



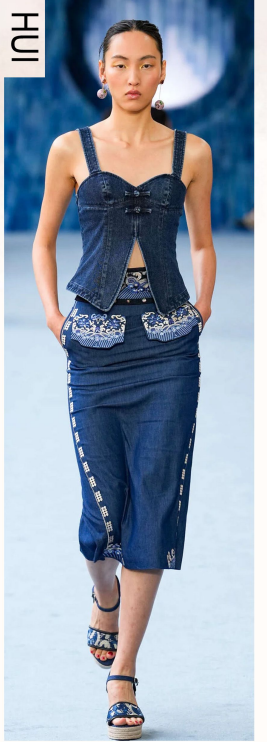
BIBHU MAHAPATRA



DREM LAME



HUI



DENIM & WASHES

MARQUES



MASCHINO



PATAU



SEA NY



TANYA TAYLOR



ISABEL MARANT



KABORIYA



BOLD STRAPE



BEVZA



METALIC TRIM

HYKE



MISTER IT



VIVANO



SULVAM



MARQUES



BLUEMARINE



GLOBAL FASHION COLLECTIVE



ETRO



ANNA SUI



LELAROSE



PLACEMENT PRINTS

BADGLEY



JOHANA ORTIZ



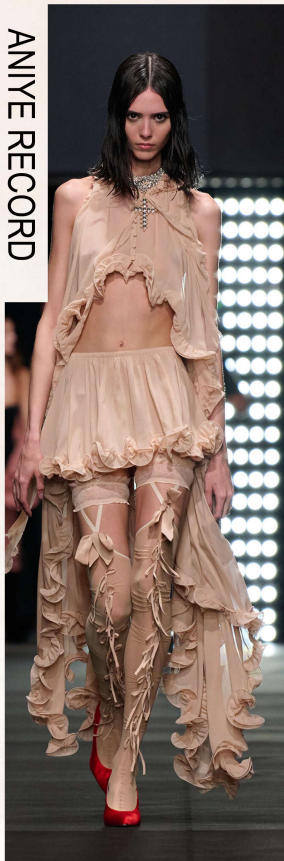
OSCAR DELERANTA



MONIQUE L'HUILIER



ANIYE RECORD



BLUEMARINE



CHLOE



COLLINA STRADA



RUFFLES

SEAN NY



MARQUES



RODARTE



SARAWONG



ISABEL MARANT



ANINE RECORD



LELAROSE



NATHALIE-CHANDIER



WESTERNISED

ANOTHER PLACE



GUDU



KABORIYA



MURMUR



UNDER COVER

