

2025 Trend Calendar

by Heuritech



heuritech

Edito

This report highlights what Heuritech does best: Trend Forecasting.

For the first time ever, we're combining our data-driven insights and fashion expertise to launch the Trend Calendar, a comprehensive guide designed to help you navigate the key trends for the year ahead.

To kick things off, we begin with a reflection on our 2024 trend predictions to demonstrate why Heuritech is the go-to for spotting what's next in fashion. Trend forecasting isn't necessarily about discovering something entirely new, it's about identifying how fabrics, shapes, prints, and colors evolve, gain renewed attention, and take on fresh forms.

It's about understanding the cycles of influence and how they translate from the runway to real life in order to determine which of these trends consumers will actually wear—and why.

To anticipate the trends of 2025, we must first reflect on what 2024 offered. This past year, "Quiet Luxury" and the growing phenomenon of "Luxury Fatigue" played a significant role in shaping the fashion industry. The focus shifted to timeless, minimalist pieces that exuded a sense of safety and calm. Monochrome outfits and iconic wardrobe staples flooded our social media feeds, embracing an understated elegance that resonated with consumers.

Looking ahead to 2025, the spotlight will shift from shapes to fabrics and colors. Expect an emphasis on mixing diverse textures and materials, often with an eco-conscious approach, as sustainability continues to influence design choices. High-quality, investment-worthy pieces will take precedence, catering to consumers who value longevity and craftsmanship. Color trends will embrace a more nuanced approach, with tonal dressing—blending different hues of the same color—emerging as a dominant theme.

Heuritech's Trend Calendar will provide you with the essential tools to stay aligned and catch trends with a strong estimated growth for 2025.



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2024 Summary

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January - December

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A Year in Review

Revisit the standout trends we spotlighted on our platform, alongside highlights from our Fashion Week reports, showcasing some of the most popular styles of 2024.

Backed by Heuritech's tech, these trends captured widespread attention and are set to grow and evolve further in 2025—underscoring our expertise in trend forecasting.

A Year in Review - Colors and Prints

Leopard

+128%

in Q4 2024 vs last year

Magnitude: Medium

Cluster: Rising Star

Leopard made its mark in 2024, first highlighted as a star trend in our **FW24 Fashion Week report** and then featured in the **Mob Wife theme**, published on Heuritech's platform last August. This timeless print dominated wardrobes, driving a 128% growth among EU female consumers in Q4. With another **31% growth forecasted over the next 12 months**, animal print shows no signs of slowing down.



Tawny Brown

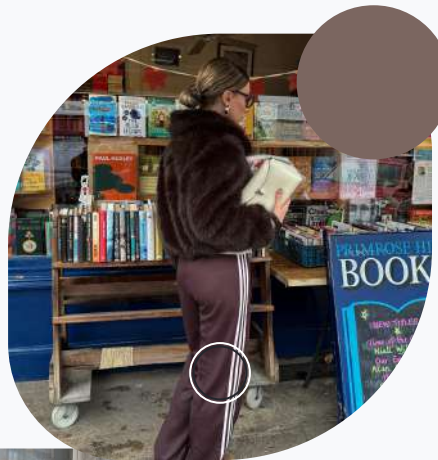
+14%

in Q4 2024 vs last year

Magnitude: Medium

Cluster: Fluctuating

Tawny Brown emerged as a key color in 2024, featured in **Frazzled English Women theme**, published in November. Complementing **Pantone's Color of the Year**, Mocha Mousse, this warm, versatile shade saw a 14% growth in Q4 and is **forecasted to grow another 7%** over the next 12 months



Gingham

+9%

in Q4 2024 vs last year

Magnitude: Small

Cluster: Come Back

Gingham made a stylish resurgence in 2024, first highlighted in our **Lisboa Girl and Tradwife themes**, posted on our platform in June. This playful, girly print saw a 9% growth in Q4 and is **projected to grow 4%** over the next 12 months.



A year in Review - Shapes



+65%

in Q4 2024 vs last year

Magnitude: Medium
Cluster: Rising Star

Flat Heel Mary Janes

Mary Janes, first featured in our **Coquette theme** in April and **Tradwife** in June, saw a 65% growth in Q4. Ideal with everything from midi skirts to tailored trousers, these shoes are a must have in any wardrobe. **Set to rise another 17%** in the next 12 months

Hot Pants, highlighted in **The New Grind theme** from our **SS25 Fashion Week report**, saw a 24% growth in Q4. **Forecasted to grow 8%** over the next 12 months, worn with oversized blazers for an elevated look, or styled with a fitted cardigan for a bold, retro-inspired vibe.

Hot Pants

+24%

in Q4 2024 vs last year

Magnitude: Medium
Cluster: Consistent Riser



Fendi SS25

Trend Calendar 2025

Explore the fastest-growing trends for the next 12 months, presented on a timeline highlighting their peak month based on comprehensive data analysis.

Each trend has been carefully selected by our Fashion Analysts, leveraging insights from Heuritech's advanced data tools.

A Year in Review

Weekend Wanderlust

Fresh from the summer break, we introduced the Weekend Wanderlust theme at the beginning of September—an aesthetic inspired by rugged weekend escapes to the British countryside, filled with hiking and outdoor activities. Key trends like hunter green, quilted fabrics, and rain boots defined this style. Just weeks later, during the SS25 Fashion Weeks, designers brought their own polished takes to the runway. From JW Anderson to Bottega Veneta, hunter green stood out with an impressive 8% runway share.

According to Heuritech's data, the Weekend Wanderlust aesthetic is here to stay in 2025, with quilted pieces and rain boots forecasted to grow by 5% and 25% respectively over the next 12 months.



+6%

Hunter Green

Magnitude: Big
Cluster: Consistent Riser

+13%

Quilted

Magnitude: Micro
Cluster: Fluctuating

+51%

in Q4 2024 vs last year

Rain Boots

Magnitude: Small
Cluster: Rising Star



Private Policy



Bottega Veneta



JW Anderson

SS25 Fashion Week

2025 Trend Calendar H1

Animal Print



Trackpants



Boat Shoes



January



All Curly/Long-Hair
Fur Outerwear

March



Suede

April

May



Mandarin Collar

June

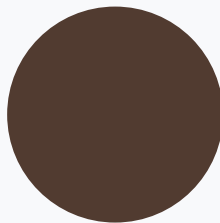
February

2025 Trend Calendar H2

Polo Shirt



Cinnamon



Fur



July

September

November

August

October

December



Fine Lace



Slim Sole Sneakers



Equestrian Boots

JANUARY - All Curly/Long-Hair Fur Outerwear



Inspired by the 90s

The long curly fur, which is often crafted from faux material, is the January's go-to with an estimated increase of **+15%** in Q1 2025. The long and curly fur is typically placed around collars and along the jacket's openings, adding both visual interest and functional warmth. The soft and voluminous curls create a luxurious contrast to the smooth leather or suede often found on the body of the coat.

A growing interest among Gen Z is to draw inspiration from iconic 90s and early 2000s rom-coms, particularly during the winter season. Films like *The Holiday*, featuring Cameron Diaz, have become a treasure trove of style cues for this generation.

Gen Z's affinity for blending vintage aesthetics with contemporary fashion is driving a renewed appreciation for the bold, statement-making this coat an essential wardrobe piece for the beginning of 2025.

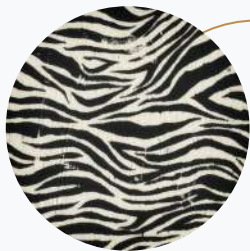


Cluster Rising Star | **Magnitude** Medium | **Segmentation** Edgy & Trendy

+15%
Q1 2025
Vs Last Year

+24%
Next 12
Months

FEBRUARY - Animal Print



Wildly Stylish

Animal print is a broad category, and Heuritech's analysis captures images featuring patterns like leopard, tiger, zebra, snake, and cow prints.

Overall, animal prints are projected to grow by **+67%** in Q1 2025 compared to the same period in the previous year. The trend is particularly expected to gain popularity on jackets (**+60%**) and midi skirts (**+122%**).

In 2024, animal prints - especially leopard - dominated social media feeds and experienced an impressive **+78%** growth throughout 2024. This trend shows no signs of slowing down in 2025 and Leopard print is expected to grow **+84%** in Q1.

Tiger Prints are estimated to see a **+32%** increase. Snake boots, another standout item, are projected to grow by **+29%** in Q1 2025.

Finally both zebra and cow prints are capturing increased attention across both social media and fashion collections.



Cluster Rising Star | **Magnitude** Big | **Segmentation** Trendy

+67%
Q1 2025
Vs Last Year

+28%
Next 12
Months

MARCH - Suede



Boho Chic

Will Suede be the it-fabric of 2025? Most likely!

The fabric is set to end 2024 with a remarkable **+128%** growth from Oct-Dec compared to the previous year. When a trend shows such strong growth toward the end of the year, it's a clear sign that it will maintain its influence into 2025.

Earlier in 2024 the fashion team at Heuritech spotted Serene Romance as a theme during SS25 Fashion Week. The theme covered a romantic aesthetic with Boho influences. In addition, Fringes were spotted as a star trend. Fringes will play a part in the whole suede-boho-chic aesthetic and bring in a playful element into the pieces.

The boho chic trend is about romance and femininity but in a way that looks effortless. It's about fashion that is thoughtful and requires effort but with the aim of looking effortless. The whole bohemian, relaxed yet sophisticated trend will have its return and suede will be the key player for this!

Looking into shapes, suede loafers and outerwear have an estimated increase of **+35%** and **+77%** respectively in Q1 2025. For men Suede is estimated to grow in total **+25%** throughout the whole year and **+33%** in Q1. Chemena Kamali the creative director of Chloë will bring back a modern take on the Boho aesthetic during 2025 and Gen Z who master the art of vintage shopping will dig into pieces as Wide Leg Jeans (**+30%**) Fluid Maxi Skirts (**+24%**) and suede, obviously!



Cluster Rising Star | **Magnitude** Medium | **Segmentation** Edgy

+76%
Q1 2025
Vs Last Year

+42%
Next 12
Months

APRIL - Track Pants



The Sports Edit

In 2025, we will observe a shift towards lifestyle sports playing a larger role in consumers' lives. The performance wear, which used to be dark and focused on strength, is shifting toward a more delicate palette and shapes.

A prime example of this is the growing pilates and yoga communities, where the focus extends beyond just the physical activity itself. These communities emphasize the importance of the experience as a whole, including the social aspect and the rituals that occur both before and after class. As a result, sportswear designed for versatility becomes relevant, as well as sportswear that can be dressed up to create a full look that is cute and stylish. Track pants are estimated to grow by **+10%** in Q2 2025. This pant model is versatile and works well for a workout or, as seen, styled among edgy consumers with heels for night outs.

Circling back to the more delicate palette and shapes, among men, Blush Pink and Sage are estimated to increase by **+11%** and **+13%**, respectively, during Q2 2025.

Overall, low-impact workouts are trending, with less emphasis on traditional "masculine" high-intensity sports aimed solely at building muscle. Increased understanding of the female cycle and how women can benefit from low-impact workouts is changing the perception of sports and, in turn, influencing how we dress for them.



+11%
Blush Pink

Scope: Men EU
April-June 2025

Cluster Rising Star | **Magnitude** Medium | **Segmentation** Edgy & Trendy

+10%
Q2 2025
Vs Last Year

+18%
Next 12
Months

MAY - Mandarin Collar Tops



Mandarin Collar Tops

Mandarin Collar Tops is considered being a consistent riser with a big magnitude and estimated to increase +8% during Q2 and overall during 2025.

In 2025, we expect Mandarin collar tops to gain traction as part of the broader movement toward understated luxury. As quiet, minimalist designs take center stage, this collar style aligns perfectly with the demand for clean lines and subtle detailing.

Designers are experimenting with materials like linen, cotton, silk, and even denim, allowing the collar to adapt to diverse occasions and styles.



Cluster Consistent Riser | **Magnitude** Big | **Segmentation** Edgy & Trendy

+8%
Q2 2025
Vs Last Year

+8%
Next 12
Months

JUNE - Boat Shoes



Boat Shoes

Especially among the age group 26–35, loafers are trending for both men and women, but a model that is truly stealing the spotlight is the boat shoe. For men, this shoe style is projected to see a **+63%** increase in Q2, with a significant peak in June.

In the Fashion Week SS25 reports, Heuritech highlighted that 2025 will be a year featuring aquatic influences for both men and women.

And what is the meaning of *Aquatic influences*? It encompasses seaside-inspired aesthetics, including maritime colors, oceanic motifs, and water-resistant materials. In this context, boat shoes align perfectly with the broader theme, serving as a natural choice for designers and consumers embracing the aquatic trend.

One brand that has made a significant impact, particularly among Gen Z, is Miu Miu. During Women's Fashion Week SS25, Miu Miu featured boat shoes in several looks, reinforcing their relevance in contemporary fashion. Historically, this shoe model has been associated with an older demographic, but in 2025, we can expect to see it modernized, evolving into a must-have item for Trendy & Edgy consumers.



Cluster Rising Star | **Magnitude** Small | **Segmentation** Edgy

+63%
Q2 2025
Vs Last Year

+39%
Next 12
Months

JULY - Fine Lace



Fine Lace

Already back in April 2024, Heuritech highlighted lace as a star trend within the Coquette theme on their platform.

During 2025, we estimate that both fabrics and colors will play a bigger role compared to the actual shape of garments. The focus will be on letting the fabric take center stage in an outfit, and this is where lace truly comes into play.

In the upcoming year, lace maxi dresses and mini dresses are projected to see an overall increase of **+4%** and **+7%**, respectively, throughout the year. Meanwhile, lace skirts are estimated to increase **+9%** and considered being a consistent riser with a big magnitude for the Edgy & Trendy consumer.

Lace is also expected to make an impact in accessories, appearing in items like gloves or as intricate details on pieces such as blouses.

As previously mentioned, with femininity and softness emerging as pivotal themes alongside boho chicness for 2025, lace resonates strongly with these trends. It has already been showcased in various SS25 runway shows, including brands as Gucci, Dolce & Gabbana, Casablanca, and Chloé.



Cluster Consistent Riser | **Magnitude** Medium | **Segmentation** Edgy & Trendy

+4%
Q3 2025
Vs Last Year

+5%
Next 12
Months

AUGUST - Polo Shirt

Polo Shirt & Rugby Influences

Each year, one sport receives extra attention, and for 2025, baseball and rugby references are taking center stage. During both Men's and Women's SS25 Fashion Week, influences from these sports were visible, particularly in tops with collars, such as polo and rugby shirts.

In September, the highly anticipated NFL season will kick off, adding excitement and energy to this trend.

Overall, preppy sports are gaining increased attention as the rising interest in quiet luxury and minimalist aesthetics shapes. Sports like golf, tennis, sailing, rugby, and polo are experiencing a renewed cultural relevance.

Polo shirts have been a wardrobe staple for years, so what will make them feel fresh and new in 2025? Expect updated designs featuring slimmer fits, enhanced collar details, and color-blocked collars that add a modern twist to this timeless shape. These subtle yet impactful changes will give polo shirts a refined and contemporary edge, making them a key piece for the year ahead.



Cluster Consistent Riser | **Magnitude** Big | **Segmentation** Mainstream

+5%
Q3 2025
Vs Last Year

+10%
Next 12
Months

SEPTEMBER - Slim Sole Sneakers

Slim Sole Sneakers

Streetwear is taking on new forms that combine preppiness with urban roots. This transformation is not just about clothing but also reflects a shift in overall design sensibilities. One notable change is the move from chunkiness to minimalism, even in quintessential streetwear.

During the SS25 Men's Fashion Week, this trend was on full display. Prada showcased sneakers with soles so flat and streamlined they appeared almost non-existent. This minimalist approach aligns with a growing desire for subtlety and understated design, prioritizing clean lines and timeless shapes over bold, exaggerated features.

For men, slim sole sneakers are projected to see a **+5%** increase in Q3 2025, with their peak month being September. For women, during the same period, this shoe model is expected to grow by **+3%**, gaining popularity across Gen Z, Millennials, and Gen X.



Cluster Fluctuating | **Magnitude** Massive | **Segmentation** Mainstream, Trendy

+5%
Q3 2025
Vs Last Year

+6%
Next 12
Months

OCTOBER - Cinnamon

+55%
Cinnamon

+15%
Tawny Brown

+20%
Chocolate

Hues Of Brown

According to Pantone, the color for 2025 will be Mocha Mousse, while Heuritech's interpretation of this trend is Tawny Brown, which is projected to increase by +15% over the coming year. When examining the spectrum of brown shades, it becomes clear that brown will be the "it" color for 2025. Other hues, such as Cinnamon and Chocolate Brown, are expected to see significant growth, with estimated increases of +26% and +20%, respectively, making brown an essential focus for the year ahead.

Blending various shades of brown within a single outfit is becoming a key styling approach, exuding effortless elegance and thoughtful coordination.

During the same time period in Q4, brown outerwear is estimated to increase +47% with a massive magnitude. Brown boots (+62%) and brown lifestyle pants (+13%) are other shapes with a significant expected growth meaning that we will see the color from top to toe.

While brown shades are predicted to peak in popularity during October, they are not exclusive to the fall season. Hues of brown are expected to remain visible throughout the entire year, with growth anticipated even during the summer months.



Cluster Rising Star | Magnitude Medium | Segmentation Edgy & Trendy

+55%
Q4 2025
Vs Last Year

+26%
Next 12
Months

NOVEMBER - All Equestrian Boots



Equestrian Boots

All equestrian boots are projected to see a **+63%** increase in Q4, with matte leather equestrian boots showing the same impressive growth during this period. Both considered being a rising star with a medium magnitude and mainly adopted by Gen Z and Millennials.

Riding boots have long been associated with the English upper class, symbolizing sophistication, tradition, and an affinity for equestrian culture. This influence has already made significant waves in 2024, as seen in Heuritech's themes on their platform, particularly Weekend Wanderlust and English Frazzled Girl. Both of these aesthetics highlight the merging of outdoor-inspired attire with a distinctly British sense of refinement and nostalgia.

For 2025, designers as Hermès, Gucci and Ralph Lauren are modernizing this classic footwear with sleek silhouettes, matte leather finishes, and versatile color palettes that appeal to a wider audience.



Cluster Consistent Riser | **Magnitude** Medium | **Segmentation** Edgy & Trendy

+63%
Q4 2025
Vs Last Year

+36%
Next 12
Months

DECEMBER - Fur



Fur

Winter fashion always presents an intriguing challenge: how does one stay warm while still dressing stylishly?

Fur fabrics, like faux fur, are projected to see a **+25%** increase in the last quarter of the year. Another standout trend is snow boots, which are expected to grow by **+7%** during the same period.

So, what about combining the two? Enter furry snow boots—a trend that is gaining more and more visibility. We already began to see this emerging toward the end of 2024, most notably with collaborations like Jacquemus x Moon Boots, which set the tone for fashion-forward, cold-weather footwear.

Furry accessories, such as hats and arm cuffs, are also becoming increasingly visible across social media platforms, signaling their rise as a key trend for the upcoming season. These statement pieces add an element of texture, warmth, and luxury to any outfit, making them particularly popular among influencers and fashion enthusiasts looking to elevate their winter wardrobes.



Cluster Rising Star | **Magnitude** Big | **Segmentation** Edgy & Trendy

+25%
Q4 2025
Vs Last Year

+9%
Next 12
Months

KEY TAKEAWAYS

- Iconic 90s and early 2000s rom-coms, like *The Holiday*, are influencing Gen Z's winter fashion choices, emphasizing vintage-inspired yet modern looks.
- Animal print will remain visible during 2025, shifting focus from leopard to zebra and cow prints.
- During 2025, we estimate that both fabrics and colors will play a bigger role compared to the actual shape of garments.
- Collar style is gaining popularity due to its understated luxury and versatility.
- Suede is poised to be the standout fabric of 2025, aligning with romantic, effortless, and sophisticated fashion.
- In sportswear, a more delicate color palette will infuse the collections.
- Hues of brown will be the IT color for 2025.



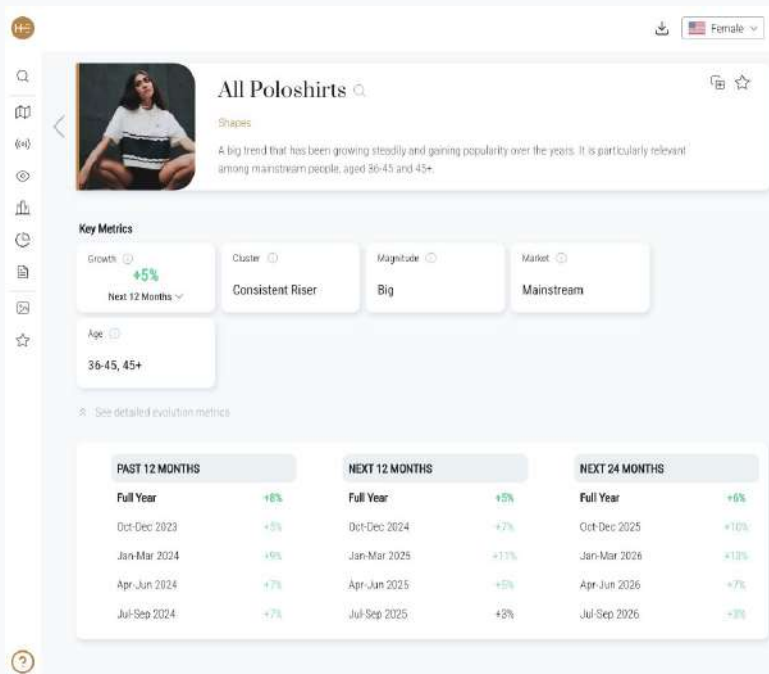
Heuritech's approach to trend forecasting

At Heuritech, our trend forecasting methodology harnesses the power of advanced artificial intelligence and data analytics.

We utilize state-of-the-art machine learning algorithms to scrutinize extensive visual data from social media platforms.

By detecting patterns and shifts in consumer behavior, we deliver real-time insights into emerging trends. Our approach melds the quantitative precision of data science with the qualitative insights of fashion industry experts, ensuring forecasts that are both accurate and actionable.

This comprehensive methodology empowers brands to stay ahead of market trends and tailor their strategies to current consumer preferences, fostering innovation and growth in the fashion industry.



1. Trend Cluster: characterizes the status of the trend for a given season, based on its growth, magnitude and historicity metrics. There are 8 clusters:

CONSISTENT RISER Trends that have been growing steadily and gaining momentum over the years

RISING STAR Trends that have been growing over the years but experienced a strong burst in visibility recently

COME BACK Trends that have faded - momentarily or for a longer period of time - but are now re-gaining visibility

CONSISTENT DECLINER Trends that have been declining steadily over the years

FALLING STAR Trends that have hit their peak and are now strongly decreasing

WATCH OUT Trends that were growing or stable and are now starting to decline

STABLE A trend that is always around and will never fade in style - a "basic"

FLUCTUATING A trend with a volatile pattern over time

2. Growth rate: the growth or decline of a trend during the selected period, compared to the previous year

3. Magnitude: represents the volume of the trend within its category and therefore its level of potential market demand, on 5 levels:

- **MICRO:** 5% smallest trends
- **SMALL:** from 5% to 25% smallest
- **MEDIUM:** from 25% to 55% smallest
- **BIG:** from 15% to 45% highest
- **MASSIVE:** 15% highest

4. Market Segmentation: most representative consumer segment, to understand what kind of consumers this trend is most appealing to, among our 3 panels **EDGY, TRENDY & MAINSTREAM**

5. Age Segmentation: our age metrics rely on visual recognition, and our technology is able to estimate the age of individuals in the images we analyze. We then assess the trend's adoption rate across different age segments to identify the most relevant age ranges.

Stay Tuned for More Insights !

Fashion is an industry that embraces rapid changes every day.

At Heuritech, we analyze millions of images on a weekly basis to forecast the market, then we regularly refresh our data to keep our predictions up to date.

Explore Heuritech's Market Insights platform to view most recent forecasts.



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To learn more about Heuritech,

you can also request a demo :

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