

ARABELLA ARMONDO

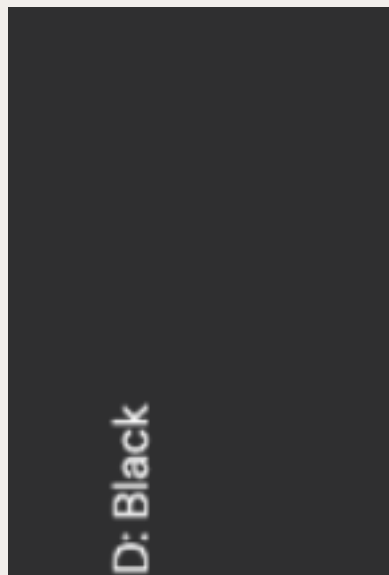
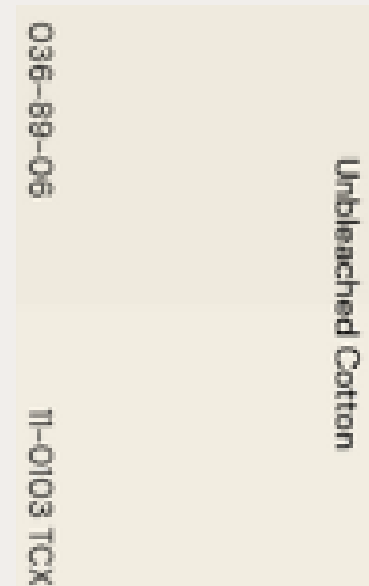
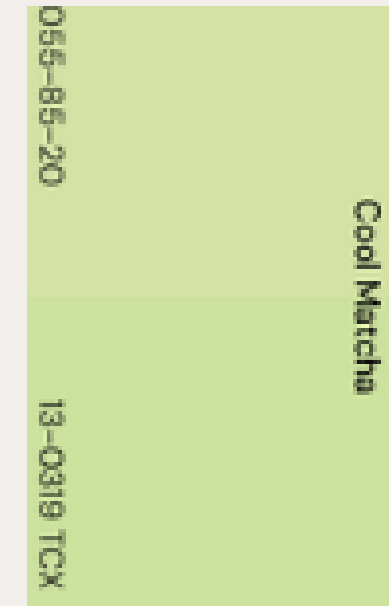
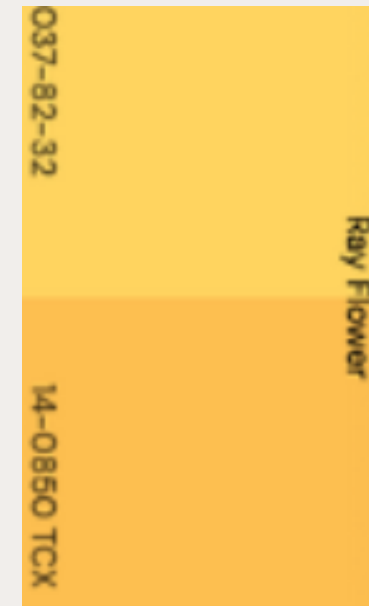
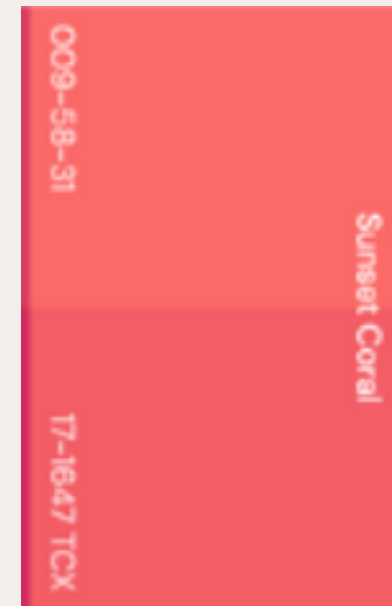
SAKS FIFTH AVE- ACTIVEWEAR S/S

25

PRE MARKET TREND
ANALYSIS

COLOR PALLETS

Incoming color trends for S/S 25 in women's activewear are a combination of other-worldly ai, digitopia, and active retro quaint.

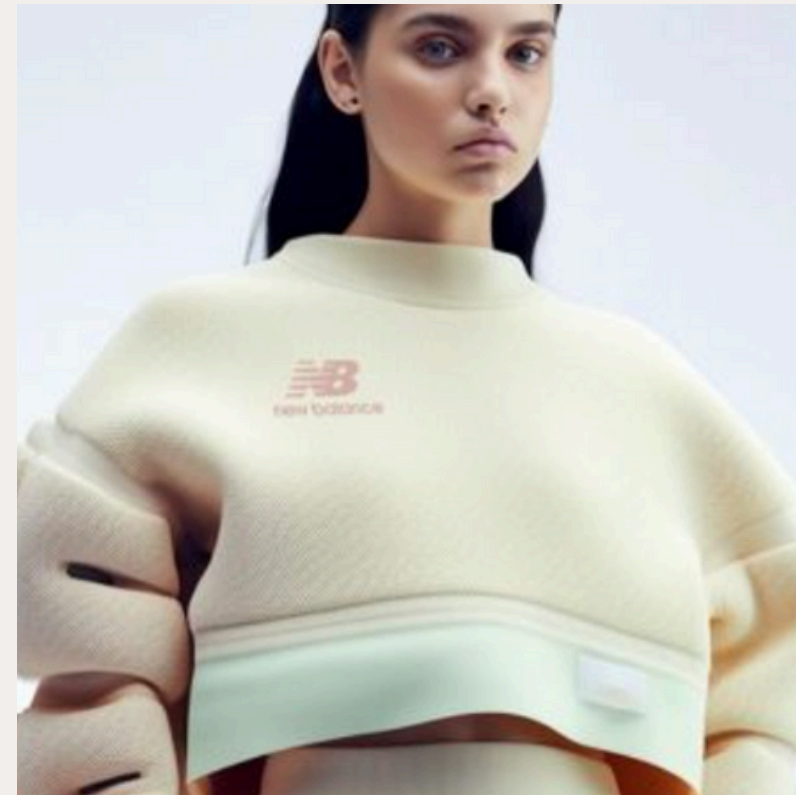


KEY MATERIALS

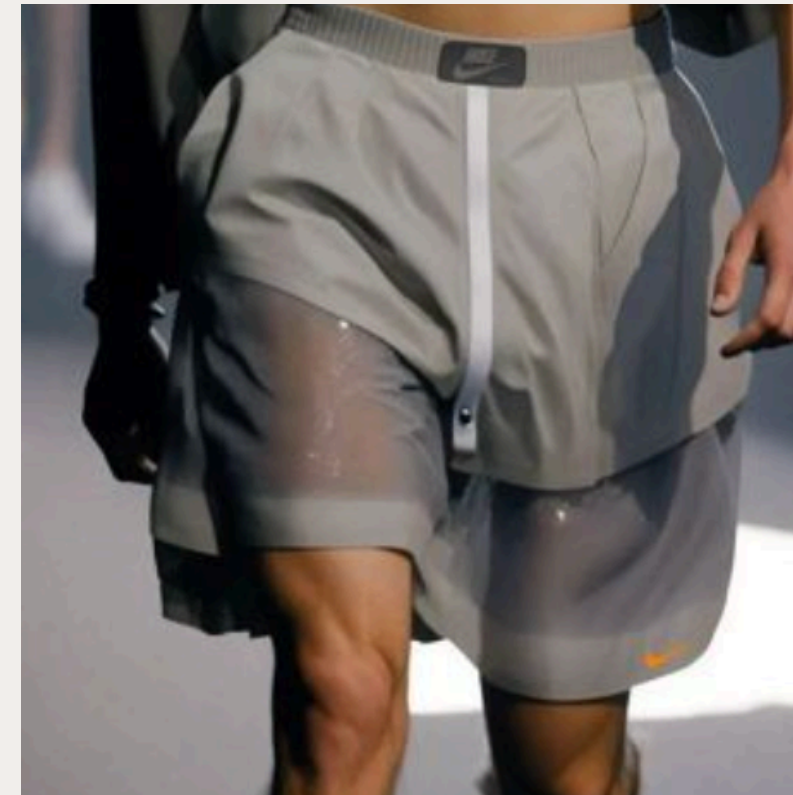
A big trend for materials in S/S 25 activewear is utilizing fabrics that have been made from different plants like hemp and prioritizing bio fibers. As well as creating fabrics out of consumer waste. This is because of the macro-trend, sustainability, that has taken over the activewear market. Creative mesh was seen across multiple reports on WGSN and runways.



cellulosic and bast fiber blends



bio based made of pre consumer waste fabrics



creative and functional mesh



fuzzy textiles with smooth finishes



artistic garden



dream diaries



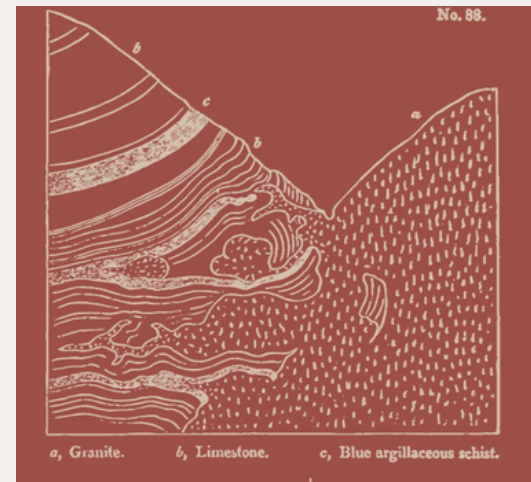
ornate flourishes



meta classical



future football



restorative nature

KEY PRINTS/ GRAPHICS

The key graphics for S/S 25 are very whimsical and bold. There are a variety of bold patterns as well as colors coming into activewear for 2025.

Elevated activewear is popular for S/S 25. Athletic wear is for more than working out, it is a statement piece and outfit that is suitable for casual outings. Details like layering, cut outs, and silhouettes are details that elevate basic activewear

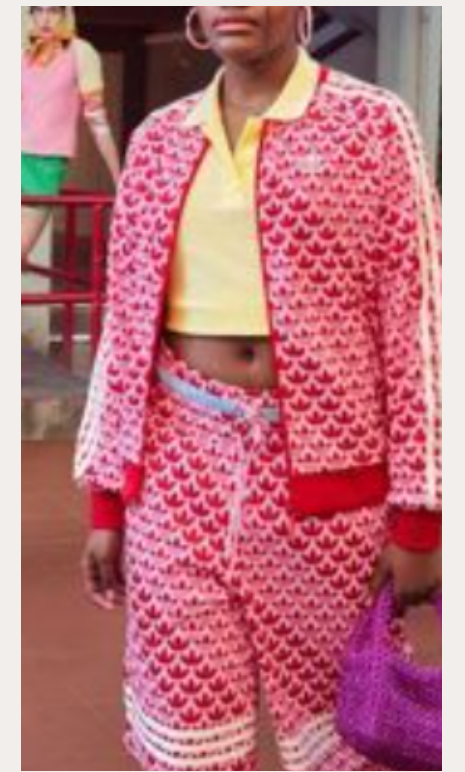
KEY DETAILS



creative layering



fit and falre



oversized fit



thumbholes



decorative trims

KEY ITEMS

There are many key items for S/S 25 because of the wide variety of pieces in activewear. Some key items I originally found were co-ord sets, hoodies, sports bras worn as tops, baleros, and cuffed ankle sweatpants worn seperately or in a set



co ord sets



sports bras



cuffed ankle
sweatpants



hoodies (cropped or
full length)



baleros

KEY ITEMS

One page of key items was not enough based on the research I did, so I decided to add another page for some key items I found. Athletic dresses, cropped loose t-shirts, statement leggings, loungewear from athletic clothes, and active accessories were a few more popular items I saw and found important



Athletic Dresses



Statement Leggings



Active Accessories

Cropped Loose Tshirts



Loungewear for Athletics



LACOSTE 

BEYOND
YOGA 

RLX
RALPH LAUREN



L'ETOILE
SPORT

Lucky
in
Love



ANINE BING

SPLITS59

BANDIER

KEY VENDORS

RLX Ralph .Lauren, Lacoste, Beyond Yoga, L'Etoile, Lucky in Love. Annie Bing, Splits 59, and Bandier are all some of Saks's top vendors for activewear. These are all higher end, more sophisticated activewear pieces that are in a top price range also known as: luxury activewear.



NEW VENDORS

Some new vendors I think Saks should look into is Loewe Activewear, Loveshack Fancy Activewear, Aviator Nation, Beach Riot Activewear, and I also suggest to add more alo into the future assortment plans.

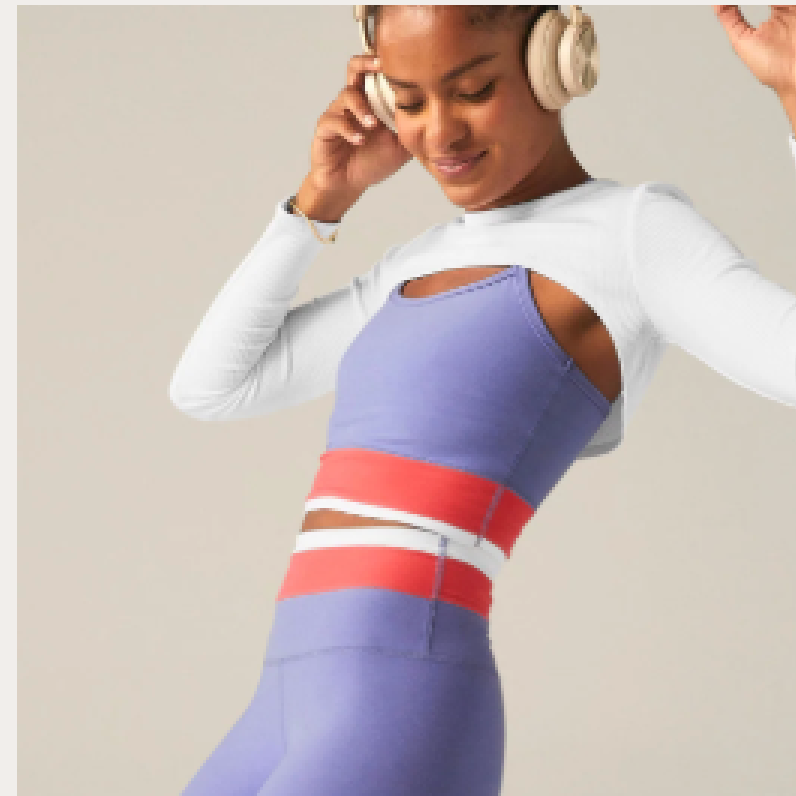
There are multiple of brands that Saks already carries that has popular luxury activewear that I think the company could capitalize on.

NEW VENDORS

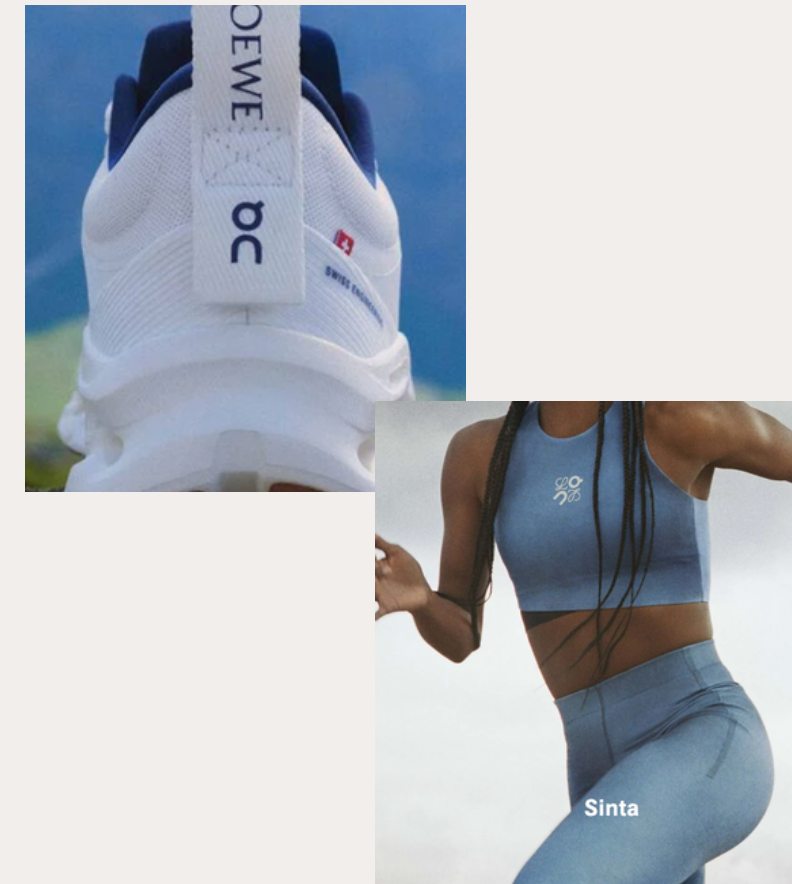
These are examples of pieces from each of the suggested vendors.



Aviator Nation



Beach Riot Active



Loewe (with
additional on cloud
collab)



Loveshack Fancy
Active

CLASS 1: WORKOUT TOPS-50%

SUBCLASS 1: TANK TOPS- 35%

- ASST FACTOR 1: CROPPED- 20%
- ASST FACTOR 2: STANDARD LENGTH- 45%
- ASST FACTOR 3: FITTED TANK- 35%

SUBCLASS 2: PULLOVERS- 25%

- ASST FACTOR 1: CREWNECK-55%
- ASST FACTOR 2: HOODIE- 30%
- ASST FACTOR 3: BALERO- 15%

SUBCLASS 3: SPORTS BRAS- 15%

- ASST FACTOR 1: RAZORBACK- 35%
- ASST FACTOR 2: SCOOP NECK- 35%
- ASST FACTOR 3: CUTTOUTS- 30%

SUBCLASS 4: T-SHIRTS- 25%

- ASST FACTOR 1: OVERSIZED-35%
- ASST FACTOR 2: SLIM FIT- 35%
- ASST FACTOR 3: RELAXED FIT- 30%

CLASS 2: WORKOUT BOTTOMS-50%

SUBCLASS 1: SHORTS-35%

- ASST FACTOR 1: SHORT LOOSE FIT- 45%
- ASST FACTOR 2: FITTED BIKER SHORTS -35%
- ASST FACTOR 3: LOOSE FIT MID LENGTH- 20%

SUBCLASS 2: SKIRTS-25%

- ASST FACTOR 1: SKORT- 45%
- ASST FACTOR 2: TENNIS SKIRT -20%
- ASST FACTOR 3: PLEATED SKIRT- 35%

SUBCLASS 3: LEGGINGS-20%

- ASST FACTOR 1: FULL LENGTH -45%
- ASST FACTOR 2: CAPRI- 20%
- ASST FACTOR 3: 5/8TH LENGTH- 25%

SUBCLASS 4: SWEATPANTS-20%

- ASST FACTOR 1: JOGGER- 40%
- ASST FACTOR 2: WIDE LEG- 35%
- ASST FACTOR 3: TRACK PANTS- 25%

S/S 25

SOURCES:

- WGSN
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