

BEAUTY SS25 PREVIEW

TRENDAHUB • BDA LONDON

Trendhub is the ready-to-buy trend division of BDA London.

BDA London are fashion retail specialists providing tailored advisory for brands across trend forecasting, product, and brand strategy.





COMPREHENSIVE TREND DIRECTION 2 YEARS AHEAD OF THE SEASON

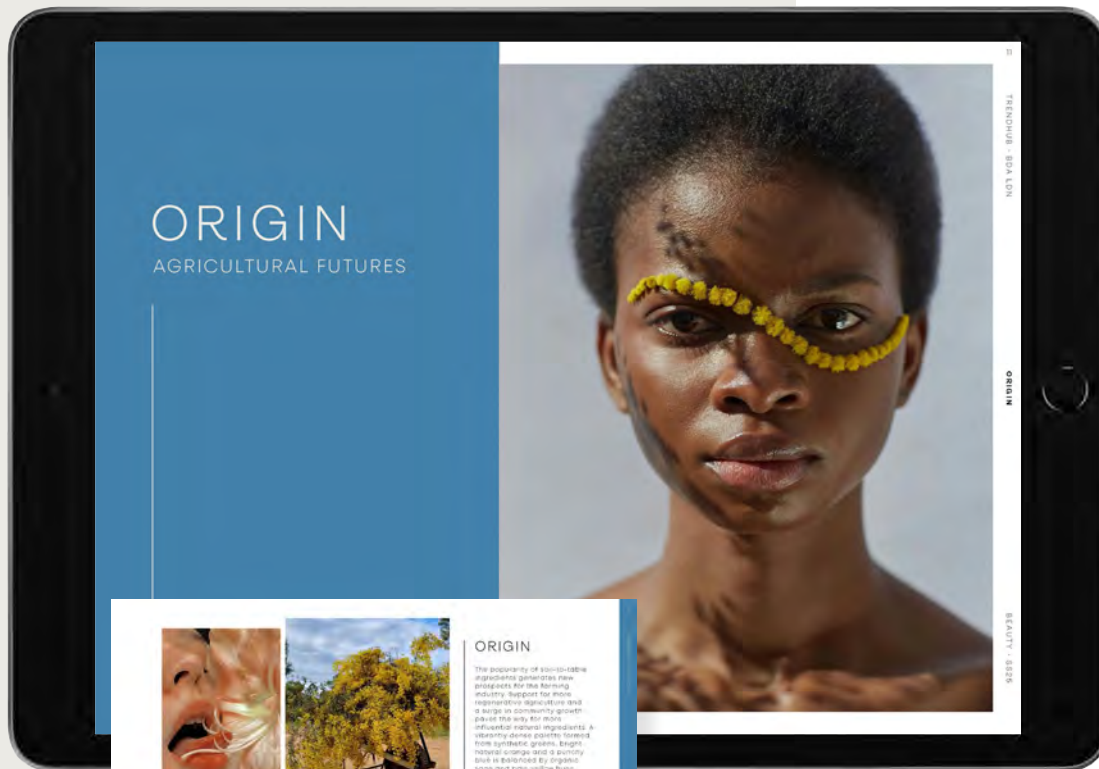
THE BIGGER PICTURE

An introduction to the season, outlining key shifts in consumer behaviour, specific to the market. These overarching ideas are set to impact the market throughout the course of this season.

THE SEASON'S MUST-HAVES

Highlighting the overarching elements of the season, from must-have formulas and finishes to key product areas. This is your must-have check-list for the season.





THE KEY INFLUENCES TO INTRODUCE THE THEME

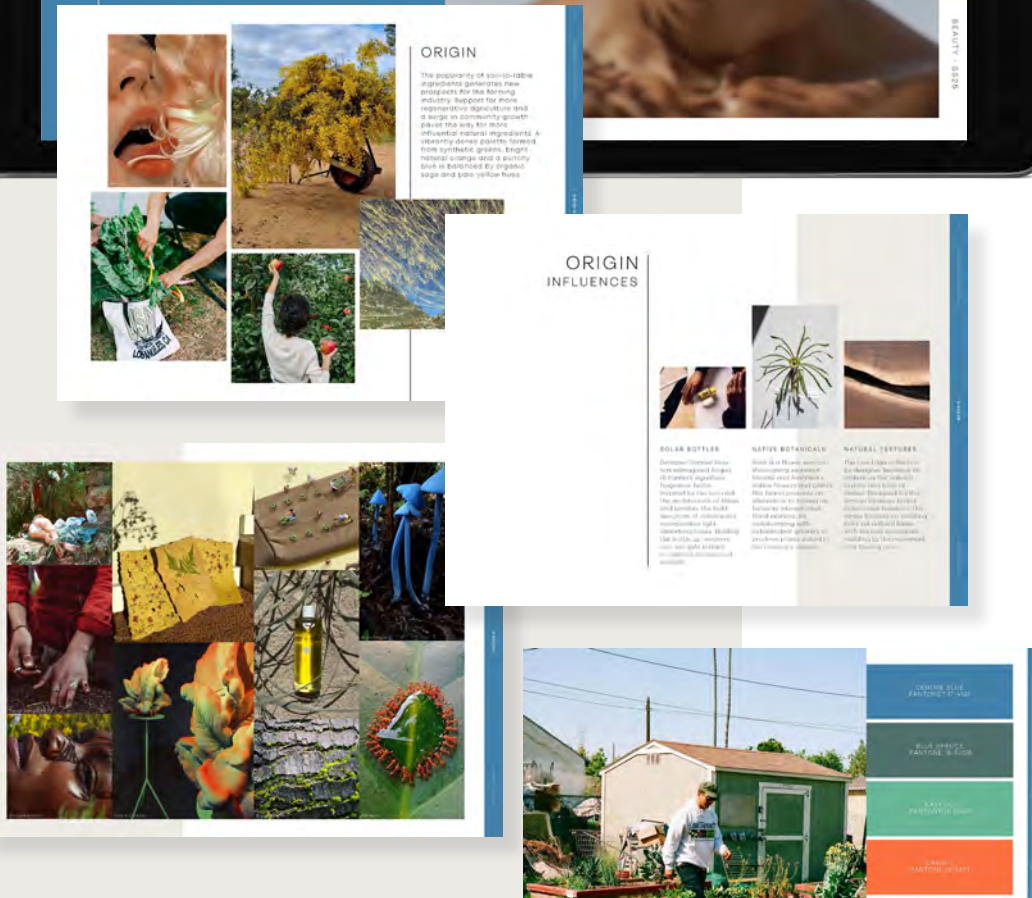
We highlight the drivers behind the theme, from conceptual projects and brands to key cultural references.

INSPIRATION TO SET THE SCENE

Our overriding look and feel pages bring together inspirational mood imagery, and the key design elements of the theme, to inspire, and inform.

YOUR COMPLETE COLOUR TOOLKIT

Fully referenced colour palettes include four key tones per theme and trend accents. Harmonies showcase key colour pairings.



KEY INGREDIENTS & TREATMENTS

We highlight key updates and focusses across ingredients, formulas and treatments for beauty and wellbeing.

MUSES

Evoking an attitude for each theme, these pages support marketing and art direction.

ART DIRECTION & PACKAGING

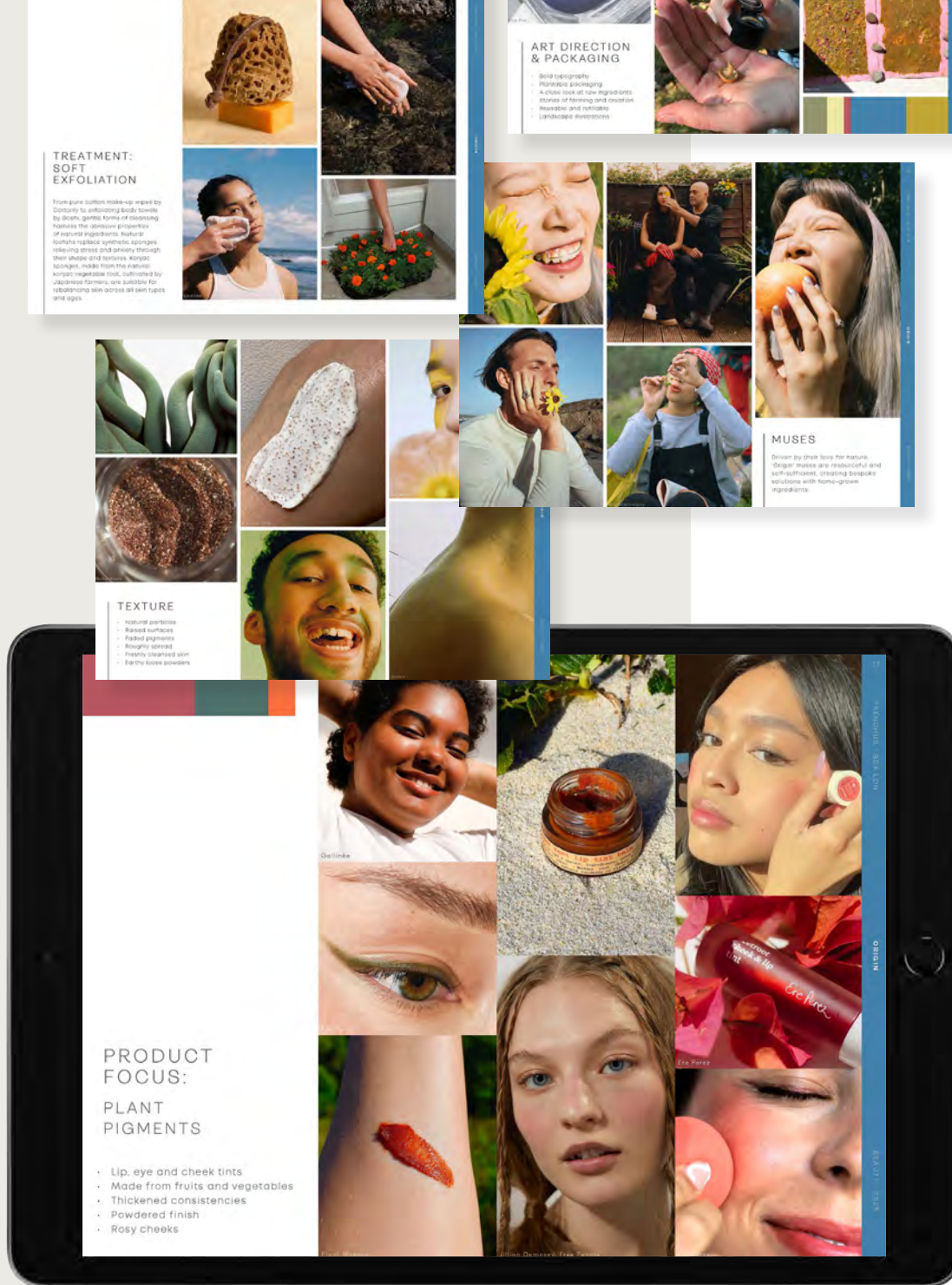
Key directions for product styling and packaging in context to the theme.

TEXTURES

Summarising the key textures and finishes across products within each theme.

PRODUCT FOCUSES

Here, we highlight the defining products and looks across skincare, wellbeing and fashion make-up.





BEAUTY SS25 DIGITAL TRENDBOOK AVAILABLE NOW

FEATURING:

- BIG PICTURE MACRO THEMES
- THE SEASON'S MUST-HAVES
- FIVE SEASONAL THEMES
- COMPLETE DIGITAL IMAGE LIBRARY

To order your book or to find out more about how BDA London can provide tailored advisory for your brand -

GET IN TOUCH • Info@bdalondon.com

TRENDAHUB | BDA
LDN

SS25

MACRO

ACTIVE

BEAUTY

HOME

WOMENSWEAR

MENSWEAR

KIDSWEAR

YOUTH

To discuss how to translate this information
for your business, get in touch with;

sharon@fashionforecastservices.com.au

fashion**forecast**services