

> TOP Ranking

POP Fashion

2025 PF

Sweatshirt

TOP
RANKING

20%

40%

30%

120%



DATA
ANALYSIS

Data Analysis

POP Fashion's data on women's sweatshirts over the past month shows that modern trendy styles and sweet girlish aesthetics stand out in market share, emerging as the core trendsetters. The modern trendy style emphasizes individuality and streetwear vibes through deconstructed patchwork, letter prints, and oversized silhouettes; the sweet girlish style creates a youthful charm with candy colors, rounded cuts, and cute details. At the same time, the casual relaxed style continues its practical appeal, focusing on a loose and comfortable wearing experience. In terms of silhouette and details, cropped fitted cuts, mock-layered designs, and drawstring structures have become market highlights, further balancing functionality and fashion in sweatshirts. Overall, sweatshirts are gradually transcending their basic attributes, accommodating diverse expressions across commute, casual, and trendy scenarios.



Modern Streetwear



Cozy Casualwear



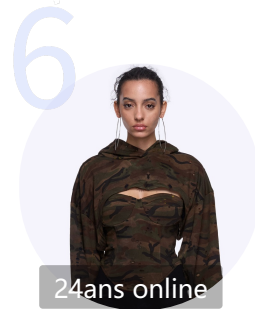
Sweet Girl



Mock Layers



Slim-fit Crop



Deconstructed Cut



3D Embellishment

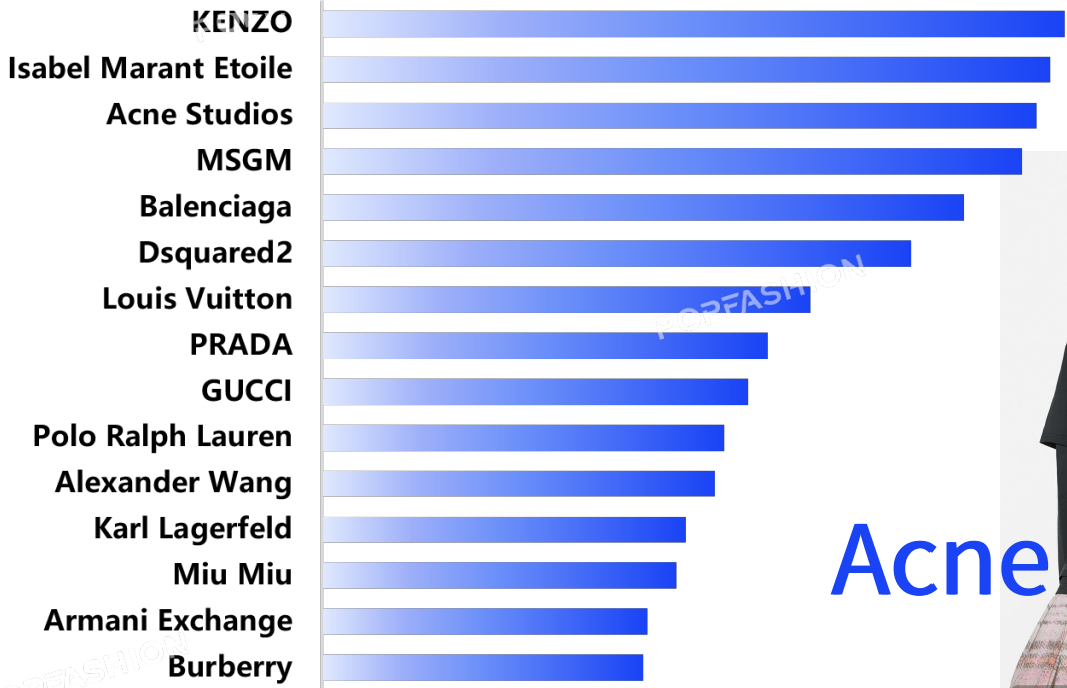


Gathering

Brand Download Ranking

According to POP backend data, in the PF2025 women's sweatshirt brand attention ranking, KENZO stands out with its iconic street symbols and high-saturation color schemes, highlighting the modern and edgy qualities of hoodies. Its strong visual language is highly recognizable among young consumers and has become a key driver of this season's popularity. Isabel Marant Étoile continues its French-inspired casual and romantic style, emphasizing wearability and everyday appeal through relaxed silhouettes and soft hues. Overall, leading brands are evolving in parallel along two paths: 'pattern/visual-driven street energy' and 'fabric/craftsmanship-driven fashion orientation.'

KENZO



Acne Studios



KENZO



Isabel Marant Etoile

Isabel Marant Etoile

TOP 10

Sweatshirts

The past month's TOP10 ranking shows KENZO leading with modern, edgy visual elements and bold color combinations, becoming a core driving force in the sweatshirt market through high visibility and streetwear language. Isabel Marant Étoile emphasizes casual attributes with French effortless style and comfortable designs, reinforcing the sweatshirt's versatility in everyday outfits. Acne Studios showcases a rebellious character through avant-garde deconstruction, cropped silhouettes, and graffiti details, adding stronger fashion momentum to sweatshirts. Overall trends indicate sweatshirts are rapidly evolving from basic casual pieces into fashion-forward, trend-driven garments.

TOP1



PRADA

TOP2



Isabel Marant Etoile

TOP3



Louis Vuitton

TOP4



KENZO

TOP5



MAISON SPECIAL

TOP6



MAISON SPECIAL

TOP7



Mithridate

TOP8



Acne Studios

TOP9



The Attico

TOP10



FORDARE

Key Colors

The core color palette of 2025 Pre-Fall sweatshirts demonstrates a dual character, combining vibrancy with stability. Light tones such as Birch and Bleached Sand create a fresh base, aligning with the soft, casual and sweet feminine aesthetic; Chili Pepper enhances visual impact and street attitude, becoming the representative hue for modern, edgy style; Phantom and Potting Soil stand out through calmness and wearability, supporting commute and everyday scenarios. Overall, the sweatshirt color combinations meet diverse demands for youthfulness, professionalism, and trendiness.



Modern Streetwear

Key Style

Modern streetwear centers on avant-garde design and urban street vibes. Silhouettes are mostly loose-fitting or cropped and tailored, complemented by deconstructed seams and asymmetrical details to create strong visual impact. Graphics primarily feature letter prints, graffiti artwork, and contrasting color elements to enhance visual intensity. Fabrics are mainly cotton knits and functional materials, ensuring comfort while elevating fashion appeal. Through innovative techniques and bold color combinations, brands make sweatshirts a concentrated expression of street fashion and individual attitude.



Cozy Casualwear

Key Style

Casual and relaxed style emphasizes looseness and ease, with silhouettes mainly featuring loose straight cuts or pullover designs to highlight a laid-back and effortless vibe. Commonly uses solid colors or low-saturation color schemes, complemented by simple details to emphasize practical wearability. Fabrics are typically soft cotton, terry cloth, or knits, ensuring comfort and durability. Brands endow sweatshirts greater adaptability to various scenarios through minimalist lines and everyday styling, making them a go-to choice for urban women's daily commutes and leisure outings.



Sweet Girls

Key Style

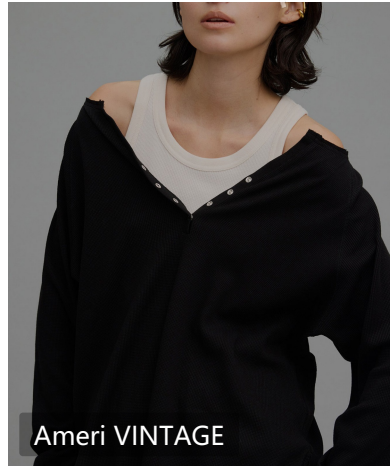
Sweet girls style in Pre-Fall sweatshirts is characterized by soft colors and decorative details. Silhouettes often feature rounded designs and cropped proportions, emphasizing a lively and playful atmosphere. Details such as bows, heart patterns, and subtle pleats are widely used to enhance youthful and sweet aesthetics. Brands like Teenie Weenie and Girlyhalo combine collegiate elements with girlish symbols, making sweatshirts both fun and fashion-forward, becoming a key style direction for attracting young consumers.



Mock Layers

Key Silhouette

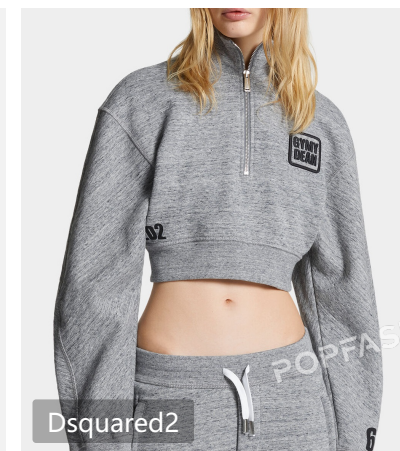
Mock-layered sweatshirts, through layered construction and visual layering, have become a standout silhouette in this season. This design approach is commonly seen at the collar, hem, and cuffs: attaching a shirt collar or lapel at the neckline to create a 'layered shirt' effect; adding inner-layer attachments at the hem for extended dimensionality; and utilizing a double-layer structure at the cuffs to produce subtle contrast. Overall, mock-layered sweatshirts break the single form of traditional designs with playful layering and practical wearability, becoming one of the key silhouettes in the Pre-Fall market that combine fashion appeal with everyday versatility.



Slim-fit Crop

Key Silhouette

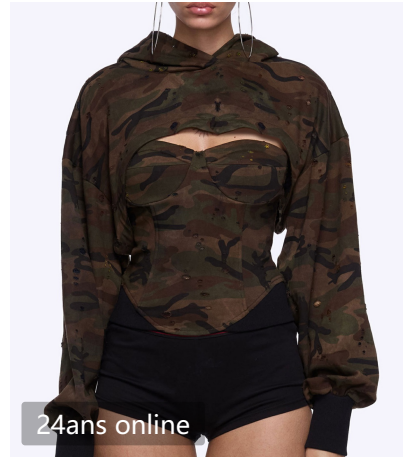
Slim-fit cropped sweatshirts stand out this season, characterized by shorter lengths and close-fitting cuts that emphasize the waistline and highlight body curves. These designs are often paired with loose bottoms or high-waisted pants, creating a balanced top-short, bottom-long silhouette that exudes a clean, sharp look while enhancing streetwise fashion appeal. Made primarily from comfortable cotton knits, they offer softness and practical wearability. Slim-fit cropped sweatshirts not only meet the youth's demand for style and individuality, but also become a key silhouette for elevating outfit aesthetics in the Pre-Fall market.



Deconstructed Cut

Key Details

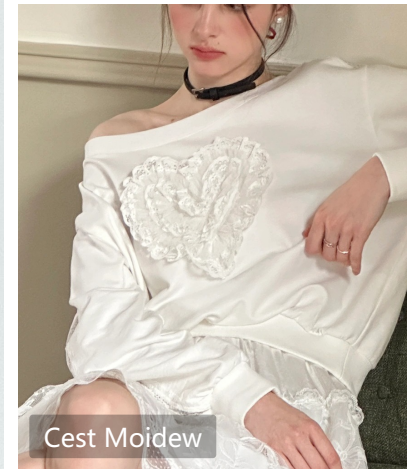
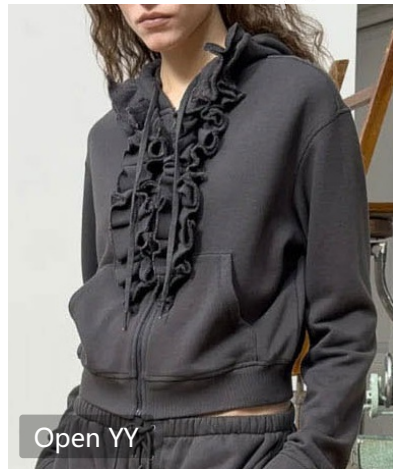
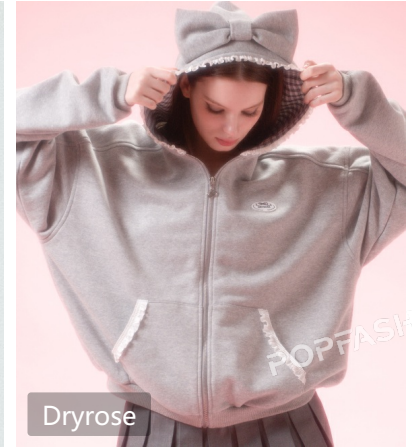
Deconstructed sweatshirts use irregular cutting and patchwork as core design techniques, breaking traditional symmetry to create strong layering and an avant-garde aesthetic. Common design elements include partial patchwork, offset cuts, and exposed stitching, enhancing visual tension. Colors are typically basic black and white or low saturation tones to emphasize the structural expression. Materials are mainly cotton knits and functional blended fabrics, ensuring comfort while highlighting sculptural form. The deconstructed cut gives sweatshirts greater recognition within streetwear, becoming a key detail for expressing individuality and fashion attitude.



3D Embellishments

Key Details

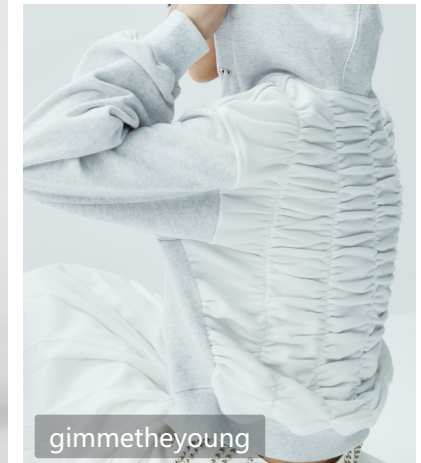
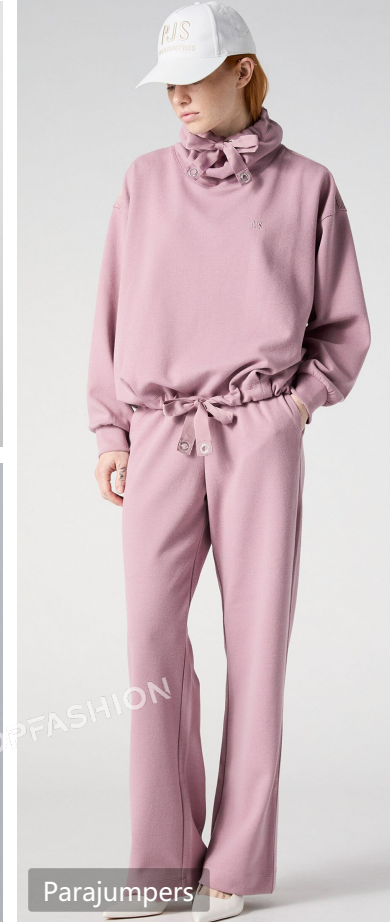
3D embellishments add a romantic and decorative touch to sweatshirts. Through partial embroidery, 3D appliqués, or floral adornments, sweatshirts gain a softer aesthetic within their basic casual structure. Common designs include localized floral accents on the chest, shoulders, or cuffs, creating a playful and refined effect. Colors typically coordinate with the overall look, using neutral or light tones as a base to highlight the decorative details. 3D floral embellishments enhance the fashion appeal, making it both practical and romantically styled for everyday wear.



Gathering Structure

Key Details

Gathering structures in sweatshirt design are primarily expressed through localized gathers and drawstring variations, adding depth and texture to the silhouette. Commonly seen at the waist, cuffs, or hem, drawstring details not only enhance visual interest but also offer wearers greater adjustability. Typically crafted from soft knits and cotton blends, these structures hold their shape naturally. This design element breaks the flatness of clothes, creating a relaxed and effortless aesthetic, making the piece both practical and stylish in casual and trendy settings.



Development Extension

Based on the top bestsellers from the past month, we recommend you the extended styles from POP AI Design, as well as related reports. Click the links below to view more content.

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