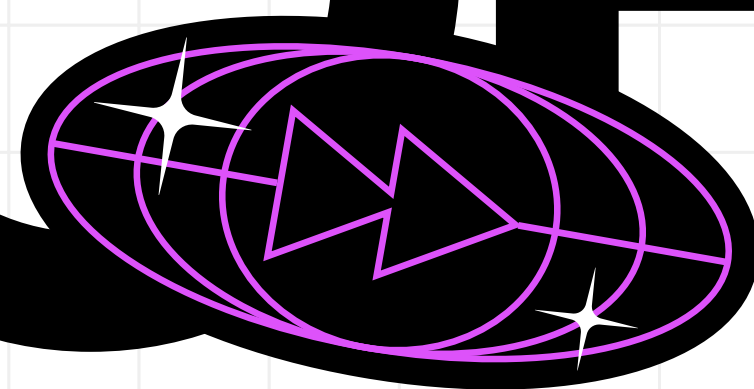


FRESH FORWARD



**TREND
REPORT - 2025**




WELCOME

to our **FRESH FORWARD** trend report. We are bringing the energy on what's trending.

No guff, no fuss, just the cultural waves that are dominating our world right now. We're here to put our hat in the ring and add our own seriously playful twist to the conversation. This is where insights meet impact.



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Why the F*CK we made this ...

THIS ISN'T JUST A TREND REPORT - IT'S A FLEX ON HOW FASHION, DESIGN, AND THE CULTURAL ZEITGEIST ARE IN CONSTANT CONVERSATION. We've curated a visual feast that's as satisfying as a perfectly arranged trend charcuterie board.

Each trend is paired with a suggested curated colour palette, designed to align with the key shades shaping the year ahead. Think of this as a visual toolkit built to inform, inspire, and push creativity forward.

This report is here to spark ideas, refine your thinking, and keep you moving forward.

Creativity isn't exclusive - everyone's got it, and this report is here to fuel it. Flip through it, share it, drop it into a deck, or just keep it in your back pocket for when you need a spark.

LISTEN, DONT WORRY - WE'VE GOT THE RECEIPTS - WE WORK WITH THE BEST BRANDS IN THE WORLD, SO YOU'RE IN VERY SAFE HANDS.

WHY THIS REPORT

HOW TO USE IT? HOWEVER YOU LIKE:

PIN IT, PRINT IT, PRESENT IT - Drop it in a deck, share it with your team, or just keep it in the vault for creative inspo.

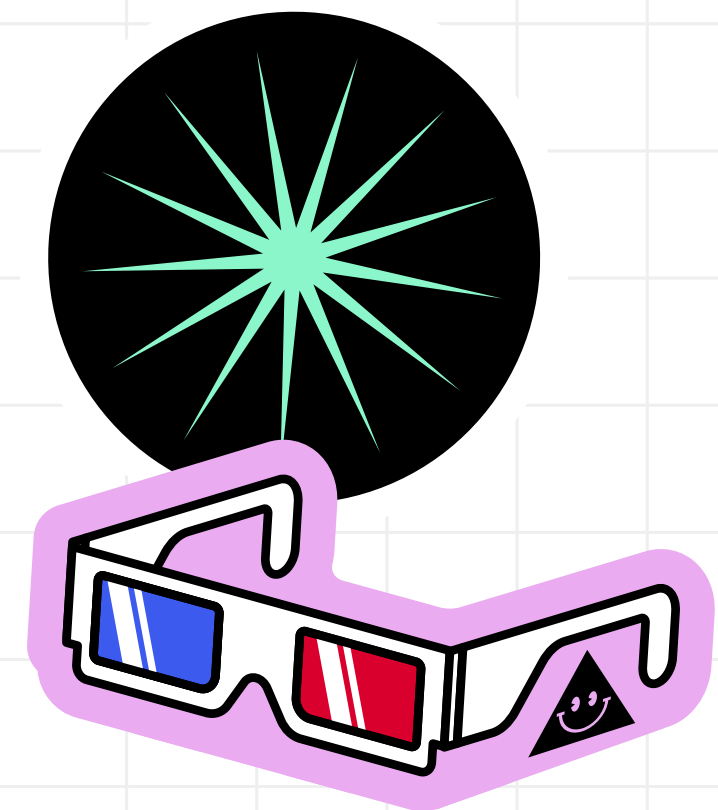
MAKE IT YOURS - Creativity isn't exclusive. Take these ideas... go on take them!

LOOK BEYOND THE AESTHETIC - It's not just about what's trending, but why it matters. Culture is leading the way.

TRENDS WAIT FOR NO ONE. LET'S DIVE IN.



COLOUR TRENDS



BIG HITTERS
FOR **2025**



FUTURE DUSK

THE SECRET
HANDSHAKE
OF COLOURS.

HEX #474972
RGB 71, 114, 114
CMYK 82, 73, 29, 14



Meet Future Dusk – The colour equivalent of a secret handshake at an exclusive after-party. It’s deep, it’s moody, and it oozes quiet luxury without even trying. This deep, moody hue is like the perfect after-dark rendezvous: a little mysterious, endlessly intriguing. The kind of richness that whispers, if you know, you know.

In fashion and design, this shade is the ultimate power move – bold but not flashy, dramatic but effortlessly cool. It’s the colour of intrigue, knowing exactly what’s up.

- ▲ Deep, moody, and quietly luxurious.
- ▲ Mysterious, intriguing “after-dark rendezvous” vibe.
- ▲ “If you know, you know” richness.
- ▲ Bold, not flashy; dramatic, but cool.





IT'S A
DESIGN
PHILOSOPHY

HEX #6B9900
RGB 107, 153, 00
CMYK 64, 19, 100, 00



Don't underestimate this green! It's sturdy, providing a sense of grounding and stability in any design scheme. With a subtly tangy edge, it adds a layer of unexpected freshness. It's inherent nod to sustainability – Dill Green isn't just a colour trend; it's a design philosophy. Dill Green will be the backbone of countless visual stories, from packaging to digital interfaces. Think of it as the reassuring foundation upon which bold creativity can flourish – a colour that whispers, 'Your design is in incredibly safe hands.'

- ▲ Reliable Hue – “We’ve got this” in colour form.
- ▲ Trend-Setting Tone. Responsible, stylish, innovative.
- ▲ Digital Warmth. Groundedness for any interface.





BUTTER MILK

BEST SERVED WITH
A FLAT WHITE/
CROISSANTS.

HEX #EDD68C
RGB 237, 214, 140
CMYK 7, 15, 58, 0



The colour that’s spreading everywhere in 2025, soft, smooth, Butter Yellow is the ultimate comfort colour, best served warm and paired with a flaky croissant and a perfectly frothed cappuccino. It’s safe, sure, and doesn’t try too hard, like a classic trench coat or a perfectly worn-in sweater.

It’s giving “everything’s going to be fine,” it’s giving main character energy – but in the chilliest way possible. Get ready to see it everywhere in 2025, from runways to mood boards.

- ▲ Safe, but make it effortlessly cool-like a vintage trench coat.
- ▲ Not just playing nice, it’s taking over 2025.
- ▲ Feel-good nostalgia and FRESH optimism in a colour.
- ▲ Signals “Everything’s going to be fine” vibes.





CHERRY RED

BOLD,
RICH, AND
UNAPOLOGETIC.

HEX #E30600
RGB 227, 6, 00
CMYK 04, 100, 100, 00



Rich, bold, and completely unbothered, Cherry Red isn't here to blend in. A little bit daring, a little bit classic, and 100% attention-grabbing. A slap and tickle of temptation, dripping in confidence and just the right amount of SPICE.

Call it the “forbidden fruit” or just really good branding, but Cherry Red has cemented itself across fashion, beauty, and design. It’s the go-to for brands and creatives looking to dial up the energy. Consider it a power move in colour form - because if 2025 is saying anything, it’s that bold is back BABY!!

- ▲ Daring yet classic, always attention-grabbing.
- ▲ Polished meets playful, with a hint of spice.
- ▲ “Forbidden fruit” or branding success - it’s everywhere.
- ▲ Go-to for high energy in fashion, beauty, and design.
- ▲ A “power move” colour - bold is back for 2025!



THE TRENDS

A collage of three items is positioned over the word 'TRENDS'. On the left is a pixelated, 3D-style object in shades of green and blue. In the center is a blue and black tag with the text 'FRESH FORWARD' and '2025'. On the right is a pair of red cherries with green leaves and gold stems.



EXAGGERATED SILHOUETTES

BIG meet's **BIGGER!**

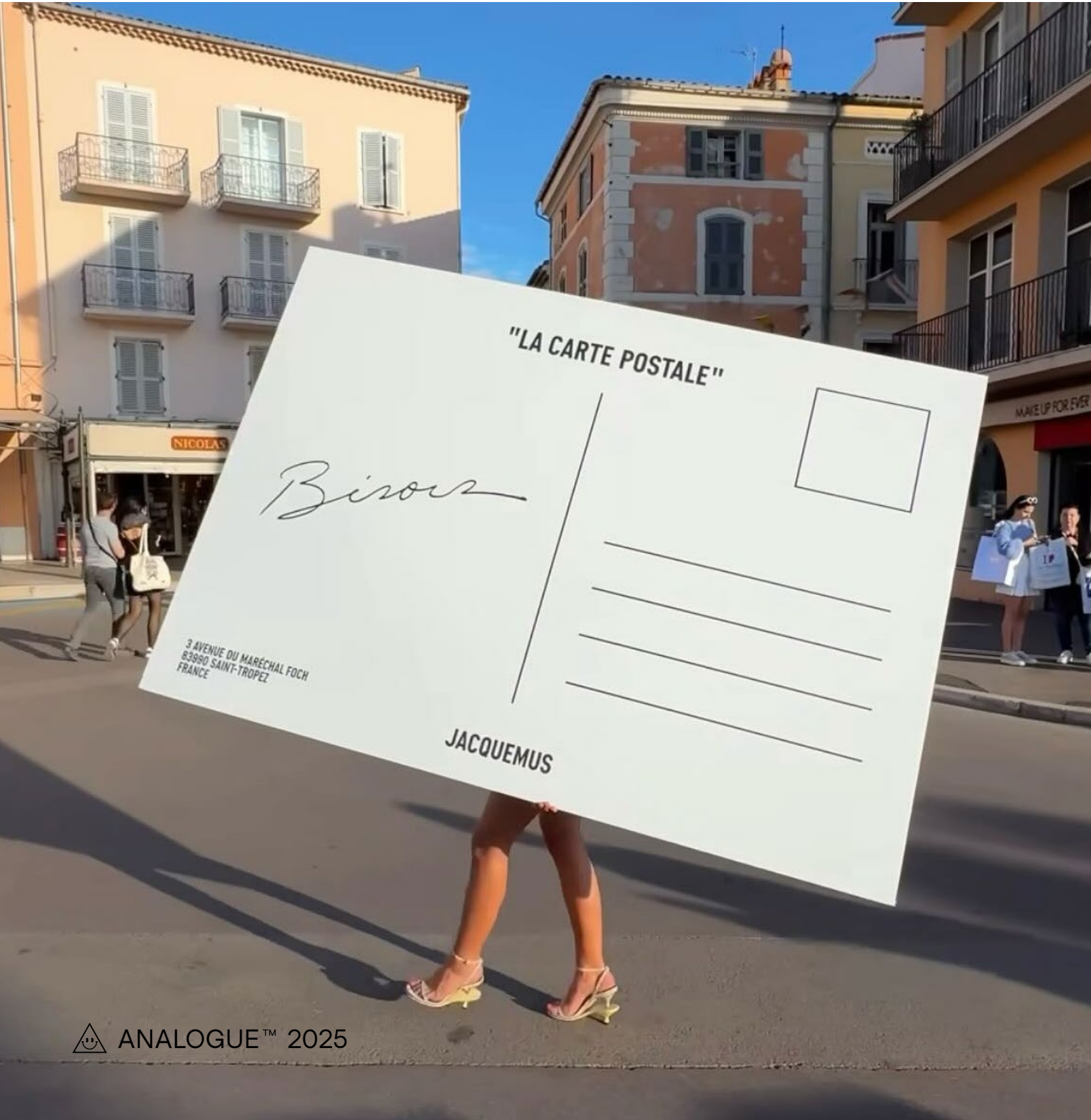
In 2025, bigger is better – and fashion and typography are taking that very literally. Exaggerated silhouettes are dominating, turning everyday shapes into statement pieces that refuse to blend in. From oversized, sculptural fashion that reshapes the human form, to type that bends, warps, and demands attention. This trend is all about volume, oversized everything and presence.



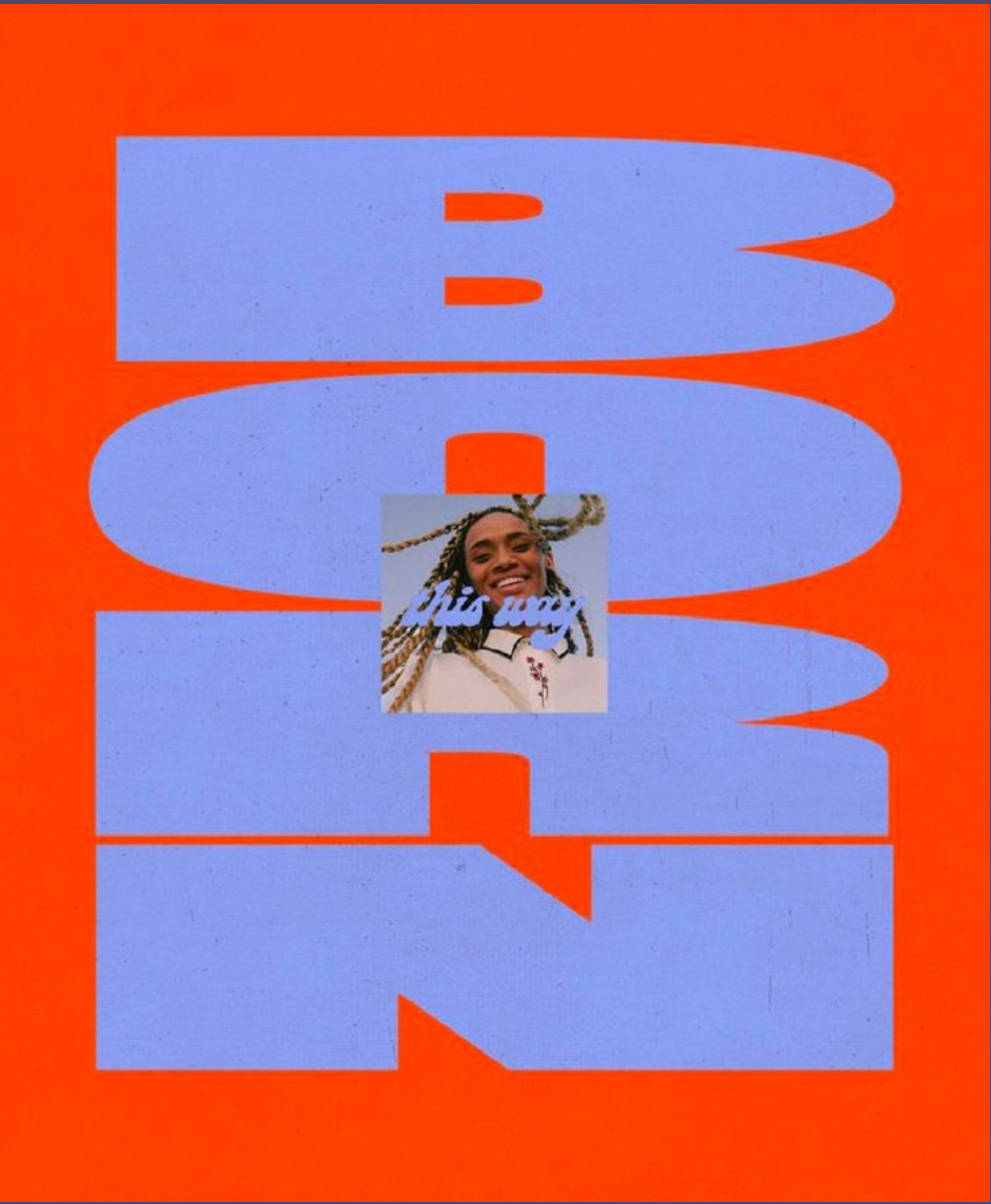
TREND 1

EXAGERATED SILHOUETTES

Forget minimalism – this is maximalism with a refined edge. Expect gravity-defying proportions, inflated curves, and stretched forms that challenge convention. Whether it’s a coat that wears you or a font that practically shouts off the page, exaggerated silhouettes are here to reshape the visual landscape – loudly.

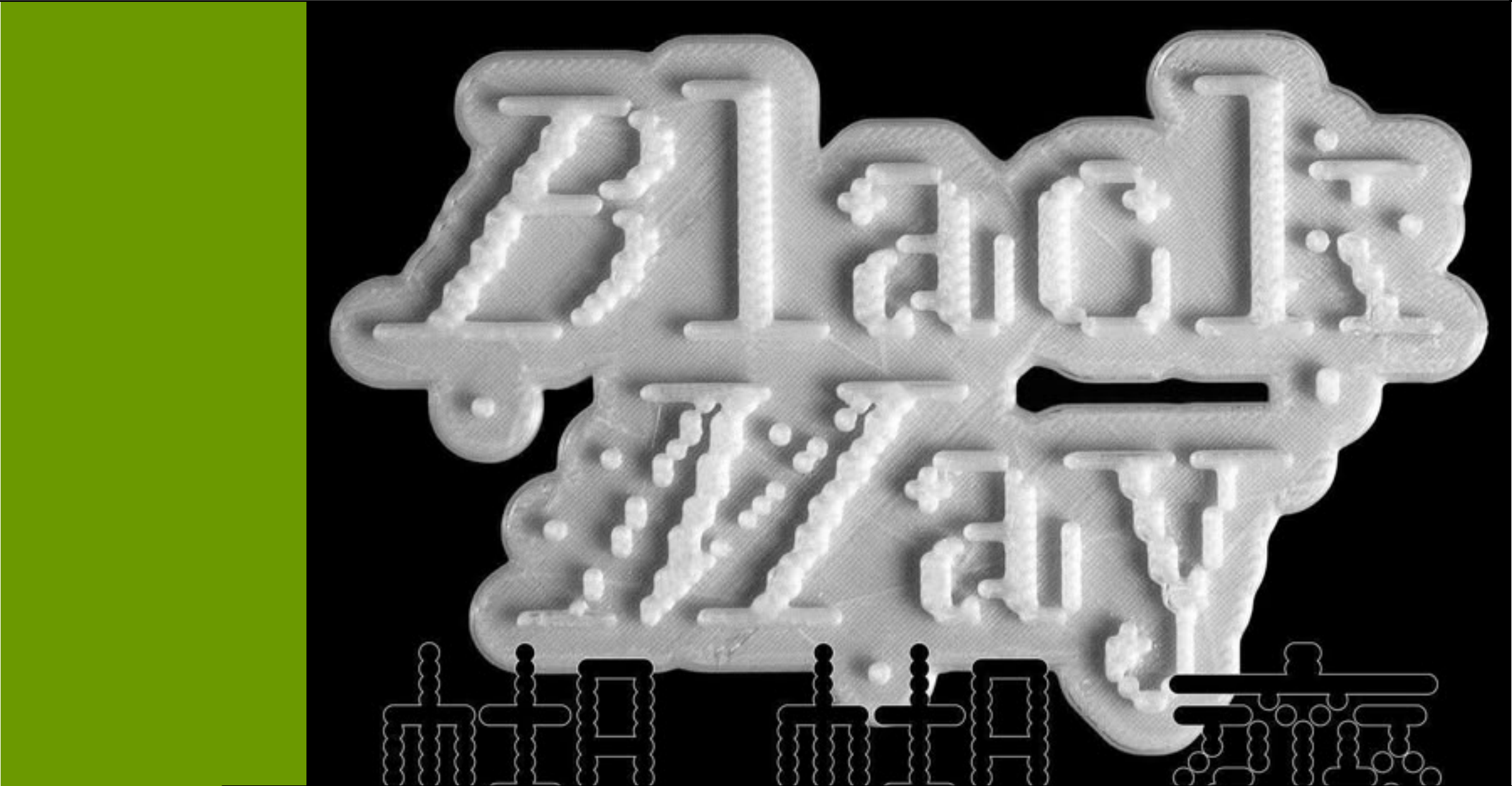


- ▲ Go Big or Go Home – Oversized, sculptural, and unapologetically bold – subtlety... nah!
- ▲ Warped, Stretched, Inflated – Nuff sed!
- ▲ Gravity? Never Heard of Her – These silhouettes bend, float, and break the rules just because they can.
- ▲ No Matter What They Tell You – Size matters – Forget subtle. These shapes are LARGE, and in charge.





PIXELS



THE COMEBACK KID OF 2025

Okay okay – we know you’ve seen this before. But here’s the thing: you can’t reinvent the wheel and pixels? They’ll always find their way back. Like a perfectly timed boomerang, the Pixel Trend is making a bold return in 2025, fully embedding itself into design, packaging, and digital aesthetics.

TREND 2

PIXELS

Think retro gaming meets next-gen branding, where pixelated graphics bring a nostalgic punch with a futuristic edge. From glitchy textures to lo-fi type, this trend isn't just a throwback – it's a remix. The pixels are bigger, bolder, and ready to take over. Again.



- The Remix, Not The Rerun – Pixels are back, and this time, they mean business.
- Old-School Cool – Retro vibes, but with a futuristic flex.
- Low-Res, High Impact – Chunky fonts, pixel art, digital distortion – everywhere.



LUXURY SPORTS



PREMIUM MEMBERSHIP

Sportswear just got a seat in the first-class lounge. Once reserved for gym bags and sideline moments, athletic aesthetics have been rebranded, refined, premium, and polished to perfection. Think heritage luxury meets technical innovation, where sleek minimalism, premium materials, and bold branding collide.



TREND 3

LUXURY SPORT

This is not just athleisure – it’s a design evolution, blurring the lines between sport, lifestyle, and high-end aesthetics across branding, interiors, packaging, and digital design.

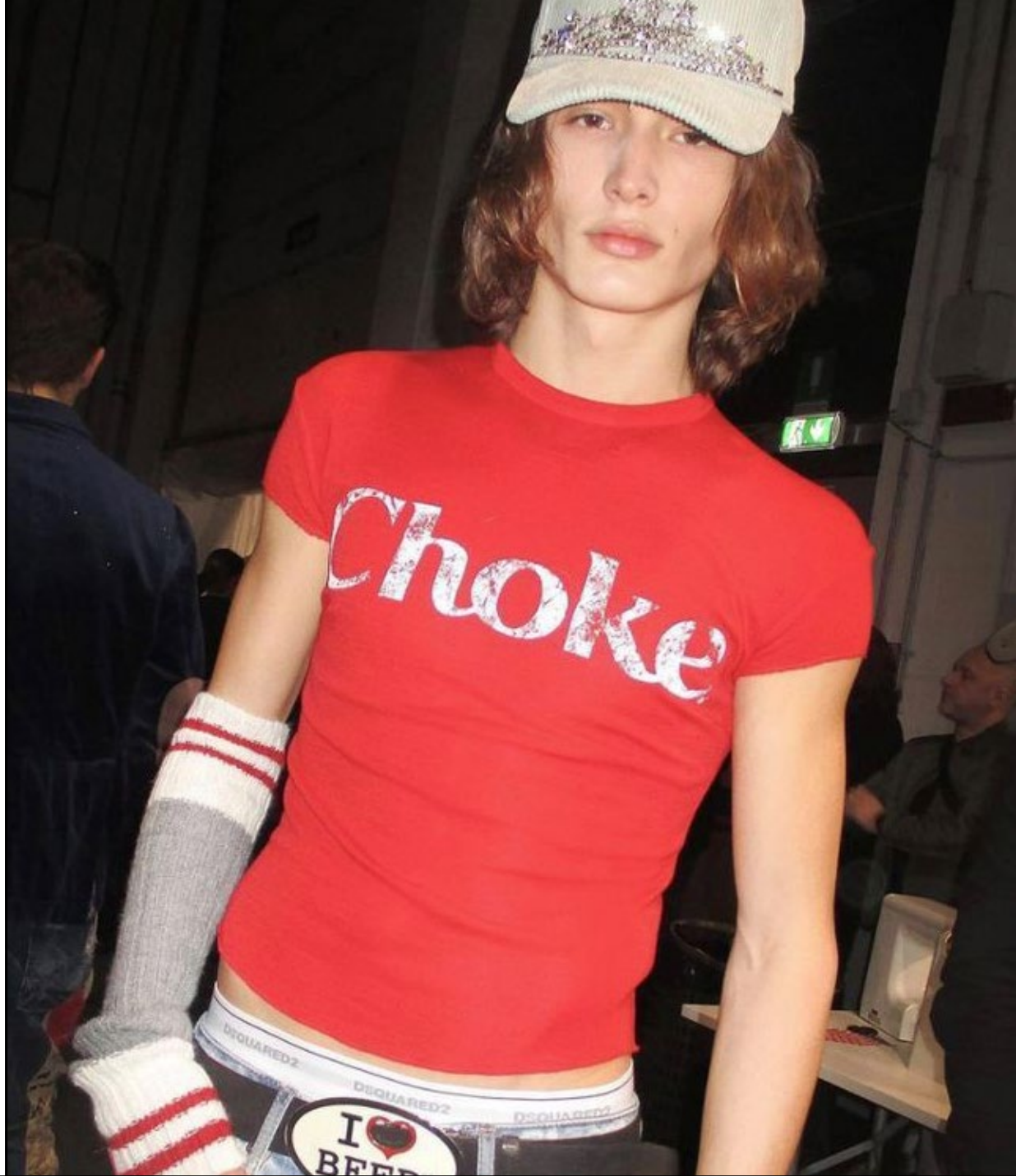


- ▲ Future-Forward Aesthetic – Sporty but make it smart – a seamless blend of high-energy dynamism and ultra-refined elegance.
- ▲ Function Meets Flash – Sleek visuals that whisper status but scream speed.
- ▲ Heritage Rebooted – Classic luxury brands sprinting into sporty, future-proof design.
- ▲ Bold Branding Arrogance – Because it can. Welcome to Luxury Sports.



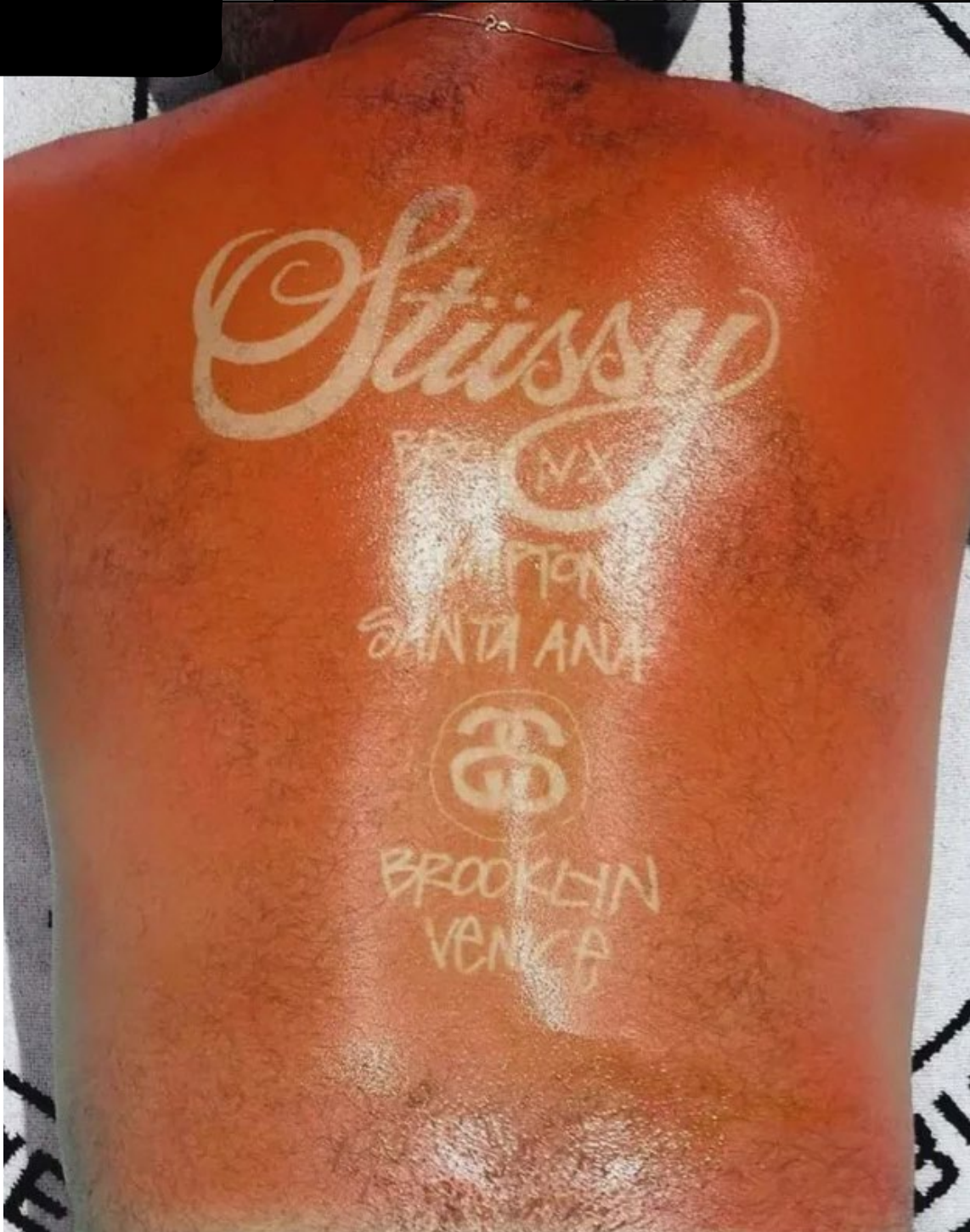


AIR OF SLEAZE



UNPOLISHED - UNAPOLOGETIC - UNWASHED AESTHETIC

It's not just a look - it's a VIBE. Somewhere between the late 90s and early 2000s, this trend lives where denim is non-negotiable, ribbed white vests are a religion, and looking slightly unwashed is just part of the aesthetic. Indie sleaze? Check. Pop punk rebellion?



TREND 4

AIR OF SLEAZE

Double check. It’s sweaty, sexy, and effortlessly chaotic, and it’s seeping into fashion, beauty, and branding like a cigarette stain on a band tee.



- ▶ Not An Era, A Vibe – A mishmash of influences, living somewhere between a dive bar gig poster and a MySpace mood board.
- ▶ So Wrong It’s Right – Think stretched, distorted, and slightly off in the best way.
- ▶ No Sex Ed Needed – Sleek is out, sweat-stained grunge is in. Lean into it.
- ▶ A Little Bit Messy – Perfectionism is absolutely not welcome here, BYE.



SHARE THE WEALTH



HOW
TO
USE
THIS



Thanks for diving into our take on what's vibing! If you dig this report, feel free to share, use it as inspo, or shout it from the rooftops (virtually, of course). Stay connected by following us on

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