

IMMAGINE ITALIA & Co. UNVEILS THE LINGERIE TRENDS FOR FW 2025/2026

Imagine Italia & Co., Europe's leading trade fair dedicated to lingerie, will take place in Florence from February 15 to 17, 2025. The event offers a sneak peek at the trends shaping fall/winter 2025/2026, based on analyses from top international trend forecasters and direct collaboration with the brands participating in the exhibition.

"This analysis reveals the stylistic directions of the sector," says Raffaella Petrossi, General Manager of the fair, "and it serves as a valuable tool for the buyers attending. Imagine Italia & Co. offers the most comprehensive overview of the premium lingerie and underwear market. By meticulously outlining these guidelines within a global context, we help our visitors navigate the industry and discover what's ahead in the coming year."

Key Themes for FW 2025/2026 Lingerie Collections:

INTERSTELLAR

A fantastical journey beyond the solar system, traversing the Milky Way and venturing to the farthest planets. The deep darkness is pierced by flashes of light, glimmers, and star dust, breathing new life into the void. Black dominates, accented by stellar sparkles, petroleum blue, Martian orange, and gradients of rich greys blending into ethereal blues. The atmosphere is dreamy and surreal, filled with a gentle audacity that warms the air. Planets align—but only in appearance.

SECRET WINDOW

Voyeurism, intimacy, and seduction. A whispered provocation, never vulgar, designed to captivate and linger in the mind. Peering through unseen windows reveals a new dimension of symbols and dreams, charged with irresistible magnetism. Sensuality shines in bodysuits, corsets, intricate lacework, and artisanal stitching. This theme celebrates a fresh take on couture lingerie, with tailor-made elegance that evokes universal appeal and draws the gaze through hidden windows.

LAZY LACE

Rain falls outside, and the home becomes a sanctuary for our thoughts—lazy, slow, and enveloping. Lingerie is cozy and intimate, a trusted companion for infinite, rejuvenating days. It transforms into a personal day spa, offering nothing but softness and energy. Fabrics take center stage, with buttery, smooth textures caressing the silhouette. The design appears minimalistic, but it's a clever illusion; the tailoring is sophisticated and smart. Comfortable culottes, versatile bras, and lightweight camisoles seem to await you on the couch—moments of pure self-indulgence that linger in memory.

LIGHTED GINZA

Its lights can be seen from planes in flight—it's the world's capital of light, color, and orderly chaos. Tokyo's iconic main street, Ginza, is photographed millions of times daily. This global icon blends the cool new generation with men in black heading home. Bright red leads the palette, followed by citrus hues: yellow, lime, orange, and citron. The air feels electric, light, and vibrant, free from convention. The designs are smart, functional, and subtly seductive, drawing inspiration from suburban signals that resonate deeply with younger sensibilities.

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