



Max Retail
Fall/Winter 2025
Playbook

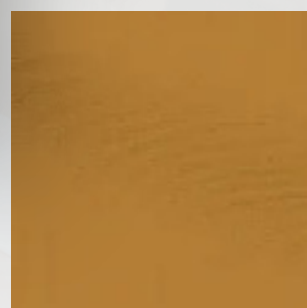


We know your fall and holiday orders are already in, but we wanted to share our trend report deck to give you a clearer picture of what's expected to be the focus this season. These are the top trends our sales channels have identified for fall, and we thought they'd be valuable to share with our community.

Mocha
Mousse

2025 Color
of the Year

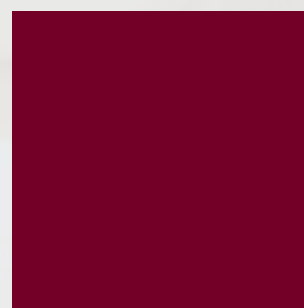
The Colors



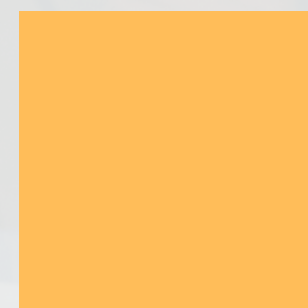
Acorn



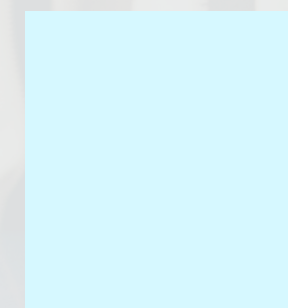
Pecan



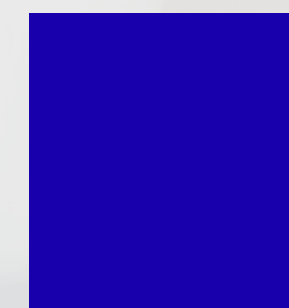
Oxblood



Topaz



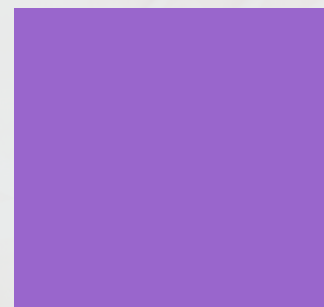
Aquamarine



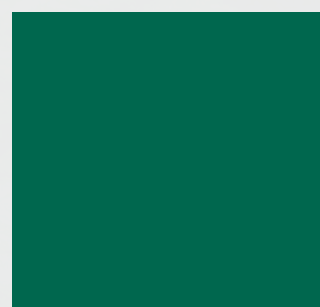
Sapphire



Garnet



Amethyst



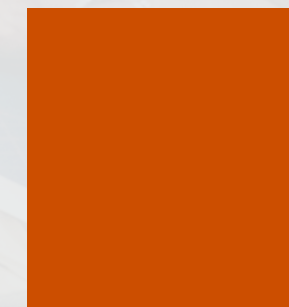
Emerald



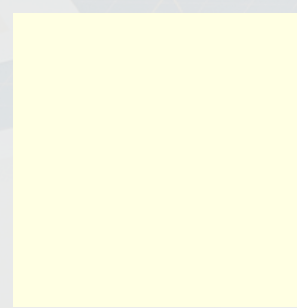
Ruby



Butter



Terracotta



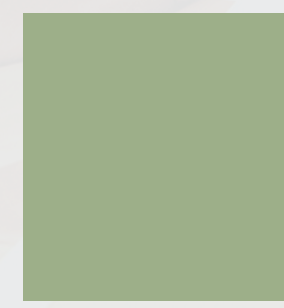
Champagne



Pumpkin



Rose



Dill



Cement



Greige

Top Performing Categories

Athletic Shoes



Bold designs—think tech-enhanced soles, earthy color palettes, and retro-futuristic silhouettes that transition seamlessly from street to studio.

Heels



Heels make a striking statement with architectural shapes, metallic finishes, and unexpected details—balancing elegance with edge for day-to-night versatility.

Loafers & Flats



Flats lean into effortless sophistication with chunky soles, luxe materials, and tailored accents—offering polished comfort for everyday wear.

Boots



Embrace utilitarian chic with rugged soles, sculptural heels, and rich textures—merging function and fashion in styles that range from moto-inspired to modern equestrian.

Pointed Toes



Pointed toes sharpen the fall season with sleek silhouettes, elongated lines, and bold details—bringing a refined edge to both casual and dressed-up ensembles.

Diving Deeper into Boots

Slouchy Boots



Effortlessly cool and comfort-driven, slouchy and chunky boots bring a relaxed '90s edge to fall dressing. These pair well with flared denim or midi skirts for a laid-back yet polished look.

Western Boots



Cowboy and riding boots are back, featuring pointed toes, leather straps, buckle details, and rich heritage finishes. Equestrian styles make a comeback as well. Think sleek matte leather riding boots with stacked heels.

Animal



Bold boots in croc-embossed leathers or flashy animal prints like leopard and snakeskin are key statements this fall. These elevate a neutral outfit effortlessly and have become runway staples.

Combat Boots



Biker-style boots are evolving—sleek, polished, and edged up with buckles, straps, and hardware detailing. This utility-meets-fashion design continues to gain popularity for its durability and bold style.

Retro Boots



Biker-style boots are evolving—sleek, polished, and edged up with buckles, straps, and hardware detailing. This utility-meets-fashion design continues to gain popularity for its durability and bold style.

Max Retail tip:

Popular basic colors such as black, brown, camel, grey and olive green will always sell well.



Dresses

Sweater & Knits



These exude cozy sophistication with textured stitches, body-skimming silhouettes, and rich, layered neutrals—perfect for effortless warmth and elevated comfort.

Hourglass & Body Con



Celebrate flattering, cinched waists and structured tailoring, blending classic femininity with modern details for a confident, sculpted silhouette.

Dark Romance



Enchant the fall season with rich fabrics, intricate lace, and moody hues—fusing gothic elegance with a mysterious, sensual edge. Think velvet, emerald colors and multiple textures.

Sheer & Layers



Enchant the fall season with rich fabrics, intricate lace, and moody hues—fusing gothic elegance with a mysterious, sensual edge. Think velvet, emerald colors and multiple textures.

Metallics



Perfect for evening, but increasingly styled for day for the fashion forward individual. This trend taps into the celebration-dressing revival.

Max Retail tip:

Popular basics such as black, brown, camel, grey and olive green will always sell well. However dresses are very fashion forward. Satin dresses, velvet dresses, asymmetrical cuts, button down dresses, cutouts, plaids and tartans will also be popular.



Tops

Tailored Shirts



Elevated workwear staples - classic button-downs reworked with asymmetry, exaggerated cuffs, ruffles or built-in layering.

Sleeve Drama



Sleeves take center stage—voluminous, structured, or uniquely cut for impact. Look for balloon shapes, angular shoulder pleats, flared cuffs, or ruched arm seams.

Hybrid Knits



Tops that blend knitwear with other fabrications think sweater vests with poplin sleeves, thermal bases with silky overlays, and patchwork knits.

Utilitarian



Form meets function! Sport- and streetwear-inspired tops with visible zippers, cargo pockets, or parachute-inspired shapes.

Sheer & Layers



Sensual yet wearable—offers styling versatility and appeals to the growing “daring basics” trend. Think mesh, power stretch tulle, flocked patterns, and abstract prints.

Max Retail tip:

These trends apply to all pricepoints and brands.



Pants & Jumpsuits

Relaxed Tailoring



Wide-leg and pleated trousers that are effortless, but polished. Think high waistlines, double front pleats, long inseams, and subtle crease lines. These transition from office to night.

Cargo Revival



Elevated cargo pants in luxe fabrics with cleaner lines and directional pocket placements. These are tapered or wide-leg cuts, flap or zippered pockets, and drawstring hems in leather, satin, or tech nylon.

Volume



Dramatic silhouettes—from barrel legs to exaggerated balloon pants. Adds boldness to basics and creates standout outfits with minimal styling.

Leather Looks



Faux and real leather pants in rich tones and buttery textures continue to trends. Colors expand beyond black and include deep olive, burgundy, or grey in straight-leg, bootcut, or cropped.

Jumpsuits



These one-piece wonders continue to trend in the fall. Styles include dressy versions as well as classic boilersuits, denim, knits and jersey versions.

Max Retail tip:

These trends apply to all pricepoints and brands.

Jeans

Barrel Leg Jeans



Rounded, architectural shapes from hip to ankle—bringing a bold yet wearable silhouette to denim. Key details are tapered hems, deep front pleats, curved seams, and ankle-length cuts.

Wide Leg & Baggy



Full-length, wide-leg jeans with clean lines and tailored structure—replacing overly slouchy fits with refined volume. Think crisp denim, pressed creases, high waistlines, and minimal distressing. Polished comfort.

Saturated Washes



Inky indigos, overdyed blacks, and saturated hues that bring depth and sophistication. Dark denim feels elevated and seasonally appropriate that can be dressed up or down.

Deconstructed Denim



Jeans that feel custom or reworked—with contrast panels, raw edges, exposed seams, or asymmetrical waistbands will be trending. Think patchwork, utility pockets, side slits, frayed hems, or dual-tone legs.

Flare & Bootcut



Retro-inspired flare and bootcut jeans updated with long inseams and dramatic leg openings. This flattering silhouette pairs well with fitted knits, tailored blazers, and boots.

Max Retail tip:

Popular rises like high rise and mid rise will always sell well. Bootcut, flares, baggy and barrel jeans in all washes and from all brands will perform well.

Sweaters

Chunky knit



Oversized stitches and voluminous silhouettes remain a cold-weather favorite. Perfect for eye-catching displays and high AOV layering pieces.

Fuzzy / Plush



Tactile appeal is in high demand. Plush textures like mohair, boucle, and teddy knits attract comfort-first shoppers and gifting traffic.

Belted Sweater



Structured yet cozy, belted styles offer versatility and shape—ideal for shoppers seeking elevated basics with styling potential.

Golf / Fisherman Sweaters



Heritage-inspired knits are trending across demographics. Stock up on cable knits, Fair Isle, and argyle to meet the seasonal demand for “classic with a twist.”

Half-Zip / Henley Knit



These modern essentials blend function and form. The zip/button detailing is a bestseller in unisex, loungewear, and casual style categories.

Max Retail tip:

These trends apply to all pricepoints and brands.

Coats & Jackets

Puffers & Quilted
Jackets



High-volume silhouettes and modern quilted textures offer warmth without compromising style. Great for layering and high-margin seasonal sales.

Zip-up Hoodies



A core essential reimagined—streamlined fits, soft fleece, and elevated basics that drive repeat purchases and appeal across age ranges.

Leather Jackets



Minimalist, polished, and seasonless. Slimline biker styles and bomber silhouettes in rich tones offer timeless value with a fashion edge.

Trench Coats



Function meets fashion. Shorter lengths and utility details in water-resistant fabrics make these perfect for transitional dressing and early fall drops.

Faux-Fur Coats



Plush, cruelty-free styles bring texture and drama to outerwear assortments. Ideal for holiday gifting and luxury-inspired merchandising.

Max Retail tip:

These trends apply to all pricepoints and brands.

Handbags

Mini Bags



Small in size, big on impact. These fashion-forward minis are ideal for gifting, evening looks, and driving high-margin accessory sales.

Crossbody Bags



Hands-free and versatile—crossbodies continue to perform season after season. Great for everyday styling, travel edits, and multi-demo appeal.

Event Bags



Designed to shine. From rhinestones to metallic finishes, these eye-catching bags are perfect for holiday parties, New Year's, and occasion styling.

Totes



Spacious, structured, and made for real life. A staple in every assortment, totes offer everyday function with plenty of room for seasonal upsell.

Bucket Bags



Soft structure meets modern polish. This trending silhouette combines style and storage—ideal for transitional looks and casual-luxe merchandising.

Max Retail tip:

These trends apply to all pricepoints and brands.

Accessories

Watches



Timeless and gift-worthy, watches shine this season with bold faces, mixed metals, & retro-modern touches—offering the perfect blend of function and style for everyday wear and holiday gifting.

Sunglasses



Sculptural frames, tinted lenses, and sleek finishes bring a seasonless edge—balancing elegance and boldness for style that shines long after the holidays.

Hats



From wide brims to luxe-fabric bucket hats and heritage caps, fall headwear embraces texture, nostalgia, and statement silhouettes made to top off any cold-weather look.

Scarves & Wraps



Chunky knits, silky squares, and faux-fur textures bring cozy glamour—layer-friendly pieces that deliver warmth and style, ideal for gifting or self-indulgence.

Gloves & Mittens



Opera-length satin, tech-touch styles, and plush-lined mittens offer the ultimate cold-weather upgrade—where function meets fashion with a hint of vintage drama.

Max Retail tip:

These trends apply to all pricepoints and brands.

Your Month-by-Month Guide



	August	September	October
Consumer Behavior & Mindset	<ul style="list-style-type: none">• Back to School• Back to College• Fall Wardrobe Reset• Key Items to Stock: apparel sets, athletic shoes, team apparel	<ul style="list-style-type: none">• Welcome Fall/Tailgating• Wedding Season• Key Items to Stock: boots, dresses, pant suits	<ul style="list-style-type: none">• Fall Harvest• Holiday kickoff/Holiday photos• Holiday Gifting• Key Items to Stock: coats, matching sets, small gifts, gift sets
Best Selling Categories	Shoes, dresses, tops, jeans, pants & jumpsuits, jackets & coats, sweaters, handbags, jewelry, accessories		
Max Retail's Sale Channel Calender of Events	Labor Day Americana dressing moment Red white & Blue		
	Transitional Wardrobe Event: cropped blazers, wide-leg trousers, elevated basics, denim essentials, and back-to-school outfits	Autumn Wardrobe Event: tailored coats, faux leather pants, cozy knits, sweater dresses, midi skirts, and heeled boots	
		Halloween: plaid shirts, black apparel, lingerie, corsets, sheer tops, cut-out dresses, bodysuits, mini dresses, black lace	
	Women's trends: elevated essentials, structured layers, relaxed denim, cozy knits, statement dresses Men's trends: minimalist style, tailored looks Kid's trends: comfort and function, athleisure, sneakers		

Your Month-by-Month Guide



	November	December	January
Consumer Behavior & Mindset	<ul style="list-style-type: none">• Early holiday demand• Giftable wardrobes• Cold weather layers• Key Items to Stock: knitwear sets, soft outerwear, neutral accessories, shackets, one sized apparel for gifting	<ul style="list-style-type: none">• Last-Minute Gifting: gift sets, fragrance• Resort & Warm-Weather Travel• Key Items to Stock: statement tops, festive dresses, luxe loungewear, wrap-ready basics, early resort and swimwear	<ul style="list-style-type: none">• Wellness & Wardrobe Reset• Valentine’s Day Planning• NCAA and Superbowl Styles• Key Items to Stock: activewear, cozy layers, winter coats, sweaters, boots, Valentine’s Day looks
Best Selling Categories	Shoes, jackets & coats, tops, sweaters, dresses jeans, pants & jumpsuits, skirts, swim handbags, accessories, intimates & sleepwear		
Max Retail’s Sale Channel Calender of Events <i>What to List & When</i>	Gift Giving Event: matching sets, scarves, mini bags, statement jewelry, winter hats Wellness Event: athleisure, sports bras, sneakers, water bottles		
	Thanksgiving Dressing Event: sweater dresses, knit sets, midi skirts, blouses, boots, layered jewelry, warm-toned accessories	Gift card galore: Trending basics, new arrivals, capsule wardrobe pieces, bags, accessories	
	Holiday event: sheet tops, metallic dresses, leather pants, shimmer bodysuits, heels, event bags, faux fur coats		Valentine’s Prep Preview: red/pink dresses, intimates, statement tops
	Women’s trends: shimmer, leather, fur, velvet, dresses, pants, sweaters, puffer jackets, gloves, hats, scarves, boots, handbags, jewelry, sleepwear Men’s trends: plaids, polished look, dress shirts, trousers, oxfords Kid’s trends: holiday dresses, holiday outfits, shoes, coats, family pajamas		

As you make room for new fall merchandise, don't miss the opportunity to capitalize on Max Retail's ability to move spring and summer styles year-round.

**Regardless of age or season,
ensure your unsold inventory is listed on Max Retail**

List your inventory now at retailers.maxretail.com

Need help? Reach out to us anytime at success@maxretail.com