

PEERING INTO THE FUTURE

2025 EYEWEAR TREND REPORT

SELIN —
OLMSTED
STUDIO



FREE SAMPLE

INTRO

WELCOME

WHY ARE WE DOING THIS?

Even though eyewear is a vast industry, we have noticed that most of the trend forecasting services bundle eyewear trends with the other fashion accessories trends, such as handbags, shoes, jewelry, etc. We believe eyewear deserves its own thorough dive into trends catered towards the industry's various segments, such as, independent eyewear brands & companies, ECPs, optical buying groups & multi chain stores, license companies and design schools.

WHO ARE WE?

Founded in 2015, is a B2B eyewear design, product development & sourcing studio located in Brooklyn, New York. We work with US and International eyewear, fashion & tech accessories companies in various size & structure. Our team consists of designers from various backgrounds, such as fashion design, industrial design, graphic design, architecture and even ceramics.

WHY IS THIS REPORT IMPORTANT?

Every significant retail industry has some form of trend report to be able to make smart design and purchasing choices. But for some reason, eyewear has been left behind. This is our attempt to bridge the gap and analyze how global trends are influencing eyewear design. Hopefully we can provide an actionable roadmap for designers, opticians and manufacturers to make decisions that will meet market expectations.

WHAT ARE OUR METHODOLOGIES?

First, we reviewed past seasons' eyewear trends in relevant categories. Then we brainstormed with the internal team & other design peers. The discussion focused on what's next for eyewear looking two years into the future. Then we reviewed the trends across industries: fashion, art, technology, retail, interior design, jewelry design, architecture, industrial product design to develop key themes.

INTRO

HOW TO USE THIS REPORT

Each trend is broken down into six sections so you can understand how we arrived at our conclusions.

Step 1

INSPIRATION



Here we find the big ideas that are being explored across many different sectors. We review architecture, jewelry, fashion, art and music and more to find the commonalities of form, texture, color and details.

Step 2

RUNWAY



This section looks at how the big ideas of inspiration are influencing the most current fashion designers. These are the trends that will inspire what the world will wear in the near future.

Step 3

STREET



This is how the runway show concepts are integrated into everyday style of celebrities, style icons, influencers, and people on the street.

Step 4

EYEWEAR SUN



Now we start looking at sun silhouettes, details & colors and how to match them with the street trends.

Step 5

EYEWEAR OPTICAL



We also look at how the street trends will affect optical eyewear shapes, details & colors.

Step 6

COLOR



Lastly we have develop a color palette that represents this trend. We include acetate manufacturers & codes to help you order the exact chips.

SECTION 1

TRENDS TO WATCH

These are the 2025 trends we see being adopted in the fashion industry. We start with prominent high-fashion designers and the runway looks they are creating. And then we dive into how this translates into street style being adopted by celebrities, style icons & influencers.

We ask ourselves:

1. Which new elements of each trend can be implemented into the silhouette, details, material & color for eyewear?

2. Which existing eyewear details would go well with this trend style?

TRENDS TO WATCH

01

SENSORY TRIP





TREND
01

SENSORY TRIP



TREND

01

SENSORY TRIP

A trend aesthetic emphasizing the integration of sensory experiences into clothing and accessories. It goes beyond visual appeal and incorporates tactile, auditory, and even olfactory elements to engage multiple senses. Sensory fashion may include textural fabrics that are soft, plush, or textured, creating a tactile experience for the wearer. It can also incorporate interactive features such as sound-producing embellishments or accessories that emit pleasant scents. This aesthetic encourages a heightened connection between the wearer, the garment or product, and the surrounding environment.



INSPIRATION

SENSORY TRIP



ST. JAKOB-PARK BASEL, HERZOG & DE MEURON



WING SUIT, DUBAI



CLOUD WALKERS, JINYEONG YEON



SS23, JONATHAN ANDERSON, LOEWE



PUFFY LOUNGE CHAIR, TOOGOOD X HEM

DEFINING DETAILS

- + Using volume as shape
- + Inflated components
- + Abstract shapes
- + Quilt reminiscent textures
- + Solid opaque colors

DESIGNERS & SOURCES

- + Herzog & De Meuron
- + Patrick De Gayardon
- + Jinyeong Yeon
- + Loewe (Jonathan Anderson)
- + Toogood x Hem

RUNWAY

SENSORY TRIP



AMAR ALNEMAR, CHANEL SS23, MIDJOURNEY (AI)



SHIQI ZHOU, LCF MA GRADUATION SHOW, LONDON



MONCLER GENIUS PROJECT: 5 MONCLER CRAIG GREEN



@BRIK.WORK, AI GENERATED NIKE SOFT



DINGYUN ZHANG, CSM

DESIGNERS

- + Amar Alnemar
- + @Brik.Work
- + Shiqi Zhou
- + Craig Green
- + Dingyun Zhang

STREET

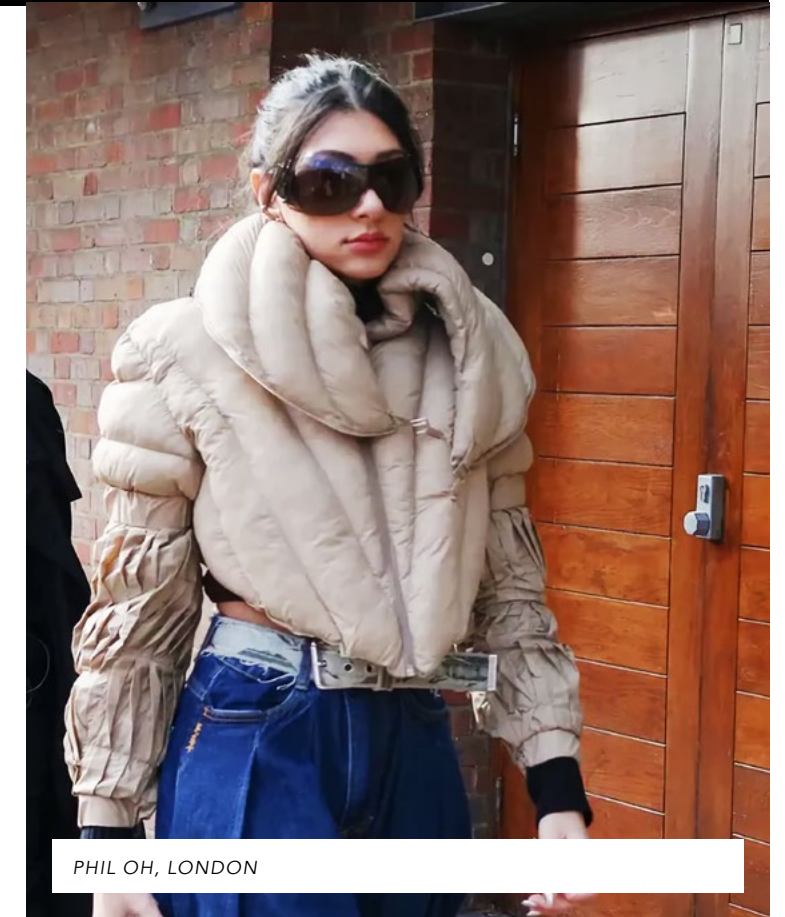
SENSORY TRIP



ACIELLE @STYLEDUMONDE, COPENHAGEN



HIGHSNOBIETY, NEW YORK



PHIL OH, LONDON



THE NEW YORK TIMES, PARIS



THE HARPER'S BAZAAR, PARIS

SOURCES

+ [Acielle @Styledumonde](#)

+ [The New York Times, Style](#)

+ [Highsnobiety](#)

+ [Phil Oh](#)

+ [The Harper's Bazaar](#)

EYEWEAR - SUN

SENSORY TRIP



SUN DETAILS

+ Bulbous, fuller, rounded rims

+ Dynamic bevels & facets

+ Movement on different planes & surfaces

+ Fingertip interaction

+ Sculptural elements

+ Adventurous section views

GOOD FOR

Sunglasses

Optical



EYEWEAR - OPTICAL

SENSORY TRIP



OPTICAL DETAILS

+ Bulbous, fuller, rounded rims

+ Dynamic bevels & facets

+ Movement on different planes & surfaces

+ Fingertip interaction

+ Sculptural elements

+ Adventurous section views

GOOD FOR

Sunglasses

Optical

COLORS

SENSORY TRIP

TRANSPARENT



KEY LIME

ELEUNG
ELMT3163



STORMY

JIMEI
UN-0576



CRYSTAL

JIMEI
J-CRA01

MILKY



FLAX

JINYU
YHDB0508



SAGE

DAICEL
M54-560

OPAQUE



GYPSY PINK

MAZZUCHELLI
JAB2173



COTTON

JIMEI
UN-0189



STARGAZER

JIMEI
UN-0432



RAISIN

ELEUNG
ELMO2114

Note: These are very close color representations of the actual acetate chips in our studio library. You may find that the corresponding acetate manufacturer's website images look different than what you see here.

To simplify application, we are presenting only mono colors. Patterns such as tortoisés, striations, novelties, & gradients should be considered on an individual basis.

Please contact us if you have any questions and we'll be happy to guide you further.

Who is Selin Olmsted Studio?

We are an eyewear design studio in **Brooklyn, NY**. We have been designing eyewear collections for clients of all shapes and sizes for over eight years. This report allows us to share critical industry insights with those who understand its importance.

We have put well **over 160+ hrs** into producing this report. We are in a unique position of knowing how to spot these trends and having a method to understand whether they will last. This is critical for designing new collections as we must consider the 18-month cycle to get our products into the marketplace.

Predictions are hard to get right, so it wouldn't surprise us if a few trends start to dissipate over time. The trends we are presenting, we see making an impact and have longevity. Please take what you feel is valuable and run with it.

Please get in touch with us. We've worked for years with brands helping them through each process stage – from forecasting to distribution, and we'd love to work with you.

- The team at [Selin Olmsted Studio](#)

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