



BY  
LIVETREND  
FOR  
**MICAM**<sup>96</sup>  
M I L A N O

# BUYER GUIDE

**FOCUS: SS24 CEREMONY**



DATA-DRIVEN & AI-GENERATED

# ICONS & DATA SOURCES BUYER GUIDE

## DATA SOURCES



### MARKET

MARKET SHARE GROWTH OF THE TREND ON FW22 /23 E-COMMERCE COLLECTIONS



### INSTAGRAM

YEAR ON YEAR TREND GROWTH ON INSTAGRAM



### CONSUMER INTEREST

YEAR ON YEAR GROWTH OF ONLINE SEARCH VOLUMES



### FASHION SHOWS

YEAR ON YEAR TREND GROWTH ON FASHION SHOWS

## TREND CLASSIFICATION



### STATEMENT PRODUCT TO TEST

TREND WITH GROWING PERSPECTIVE BUT SMALL MAGNITUDE AND HIGHER RISK



### CORE PRODUCT TO INVEST

STEADILY GROWING TREND OF MODERATE MAGNITUDE WITH COMMERCIAL POTENTIAL

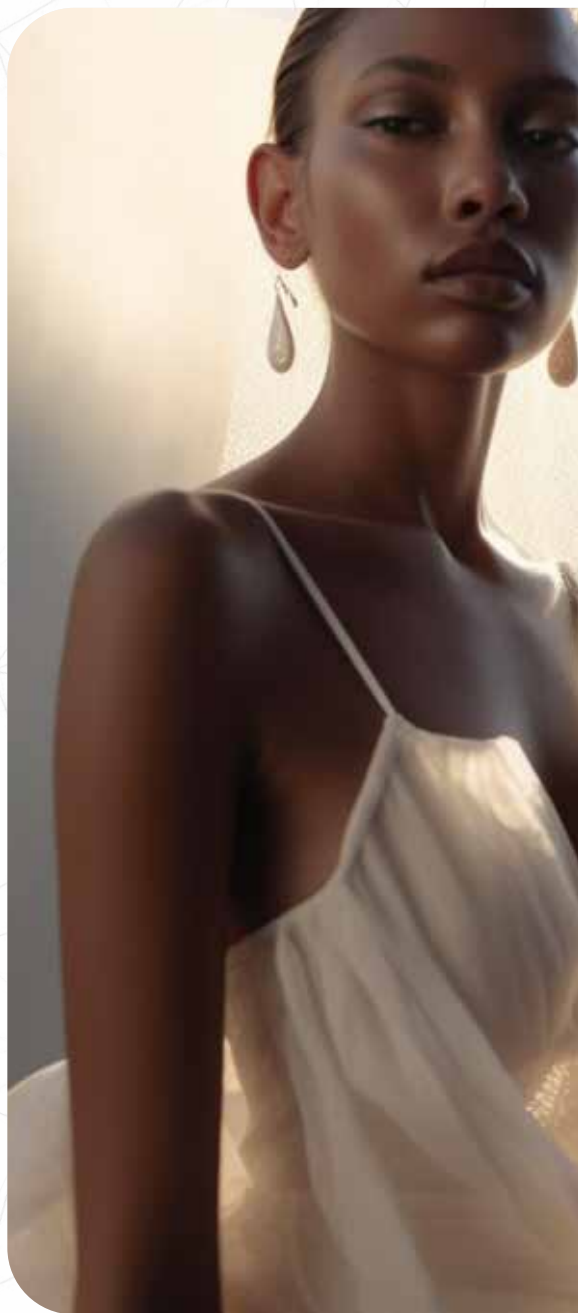


### ICONIC PRODUCT TO MANIFEST

STABLE TREND OF LARGE MAGNITUDE WITH A CONFIRMED COMMERCIAL SUCCESS

THIS BUYER GUIDE IS DONE BY ANALYZING THE FOOTWEAR ASSORTMENTS OF THE MOST SUCCESSFUL BRANDS WORLDWIDE. SEASONAL AND YEARLY DATA HAVE BEEN COLLECTED FROM E-COMMERCE, INSTAGRAM AND FASHION SHOWS THROUGH A CUTTING EDGE TECHNOLOGY POWERED BY LIVETREND.

# SS24 THE INTERTIDAL



## SPRING/SUMMER 24 THE INTERTIDAL

On the shore between high and low tide lies the intertidal zone, a space where land and sea meet. The intertidal zone provides an extreme ecosystem that moves from being fully submerged to being fully exposed. Anything living there must be able to survive continuous and drastic changes. Metaphorically, this habitat outlines our current need to adjust to ongoing challenge and change. In technology, nature and culture, a state of uncertainty will prevail. At the same time, a new duality emerges: a polarization between detached isolation and the increasing interconnectedness of things (technology, people and planet).

In this unstable state, the fragility of life is emphasized, calling for collective realignment, sensibility and awe towards our unique human core and all our possibilities.

For SS24, foreign worlds, from metaverse to microbes, are opening paths to face the end of abundance and to rebuild tomorrow with new digital or regenerative resources. The next year will look at reassuring essentials, at old and new tribes, at sustainable technology and at a matrix of physical and digital realities. Tomorrow will exist beyond limiting codes and mindsets with ideas that draw on savvy frugality, resilience, collaboration and the promises of technology.



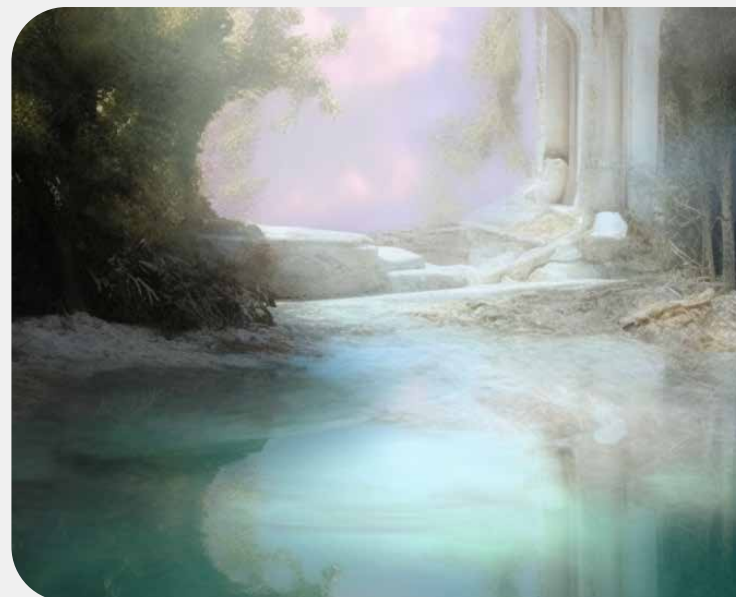
# CEREMONY OVERVIEW



COASTAL ETHOS



SUBMERGED



## The Pioneers of Artificial Intelligence for Fashion!

The images in the buyer guide have all been generated with artificial intelligence to visually describe the future products by fusing Livetrend data and expertise into prompts that turn into images of tomorrow best-sellers.

# TREND COASTAL ETHOS



keywords  
**ANTIQUE**  
**MYTHOLOGY**  
**DIVINITY**  
**PURE MONASTIC**  
**SHORE**

**A DIVINE ENTRANCE** - This occasion theme is calling for a moment of pure indulgence into divine mythology. Driven by a new understanding of luxury, this trend aspires towards a greater consciousness and discovers the preciousness of calm, monastic moments to evoke a blissful energy. By diving into our human heritage, this trend uncovers antique treasures and unleashes pure natural energies. Color palettes reference antique golds, sedimental hues, creamy and pure whites and reach into almost bronze-like pigments as well. Overall, the harmony reinforces the indulgence in nature and the divine. Materials propose subtle luster on satins and metallics, fragile sheer mesh and net-like structures with carefully placed brilliances. Shore-driven details incorporate pearls, delicate chains, sculpted heels or virtuous volants for a mythological ceremony moment.




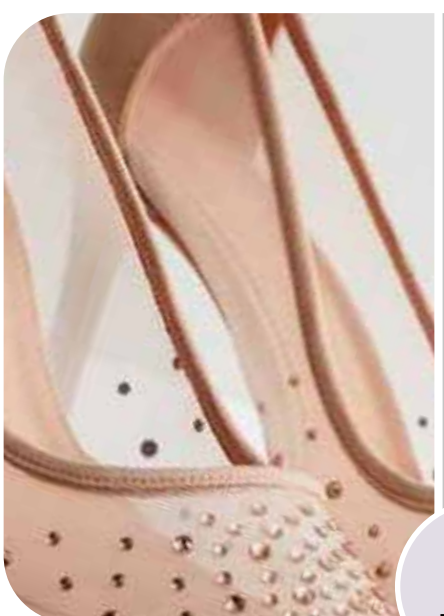






# COMPONENTS COASTAL ETHOS

## COLORS

<p>PANTONE® 18-1244 TCX Gingerbread</p>	<p>PANTONE® 19-1321 TCX Rum Raisin</p>
<p>PANTONE® 14-1106 TCX Peyote</p>	<p>PANTONE® 11-0202 TCX Baby's Breath</p>
<p>PANTONE® 16-1342 TCX Buckskin</p>	<p>PANTONE® 14-1026 TCX Moonstone</p>

## MATERIALS

 <p>+82%</p> <p>GLITTERING WEBS</p>	 <p>ANCIENT GOLD</p>
 <p>LUSH SATINS</p>	 <p>DIVINE SHEERS</p> <p>+65%</p>
 <p>JEWEL HEELS</p>	 <p>DREAMY PETALES</p> <p>+40%</p>
 <p>PRECIOUS CHAINS</p>	 <p>POLISHED PEARLS</p>

# MUST-HAVES SANDALS

FOCUS: CEREMONY WOMENSWEAR

TREND GROWTH  
**+39%**



TEST



**THE PRECIOUS  
CHAIN**

TREND GROWTH  
**+20%**



INVEST



**THE ETHEREAL  
LACE-UP**

TREND GROWTH  
**+18%**



MANIFEST



**THE HEROIC  
PLATFORM**

TREND MAGNITUDE

# MUST-HAVES MULES

FOCUS: CEREMONY WOMENSWEAR

TREND GROWTH  
 **+114%**



TEST



**THE JEWEL  
HEEL**

TREND GROWTH  
 **+40%**



INVEST



**THE POINTY  
ELEGANCE**

TREND GROWTH  
 **+24%**



MANIFEST



**THE DELICATE  
STRAPPY**

TREND MAGNITUDE



# MUST-HAVES PUMPS

FOCUS: CEREMONY WOMENSWEAR

TREND GROWTH  
 **+214%**



TEST



**THE SUBTLE  
SHEER**

TREND GROWTH  
 **+44%**



INVEST



**THE DELICATE  
SLING-BACK**

TREND GROWTH  
 **+6%**



MANIFEST



**THE FEMININE  
STRAPPY**

TREND MAGNITUDE

POWERED BY LIVETREND

# MUST-HAVES HEEL SHAPES/DETAILS

FOCUS: CEREMONY WOMENSWEAR

POWERED BY LIVETREND

TREND GROWTH  
**+70%**



TEST




**THE FANCY  
HEEL**

TREND GROWTH  
**+45%**



INVEST




**THE SPOOL  
HEEL**

TREND GROWTH  
**+17%**



MANIFEST



**THE KITTEN  
HEEL**

TREND MAGNITUDE

# MUST-HAVES MEN'S FORMAL SHOES

FOCUS: CEREMONY MENSWEAR

TREND GROWTH  
 **+372%**



TEST  


**THE REFINED FORMAL BOOT**

TREND GROWTH  
 **+214%**



INVEST  


**THE CRAFTED LOAFER**

TREND GROWTH  
 **+70%**



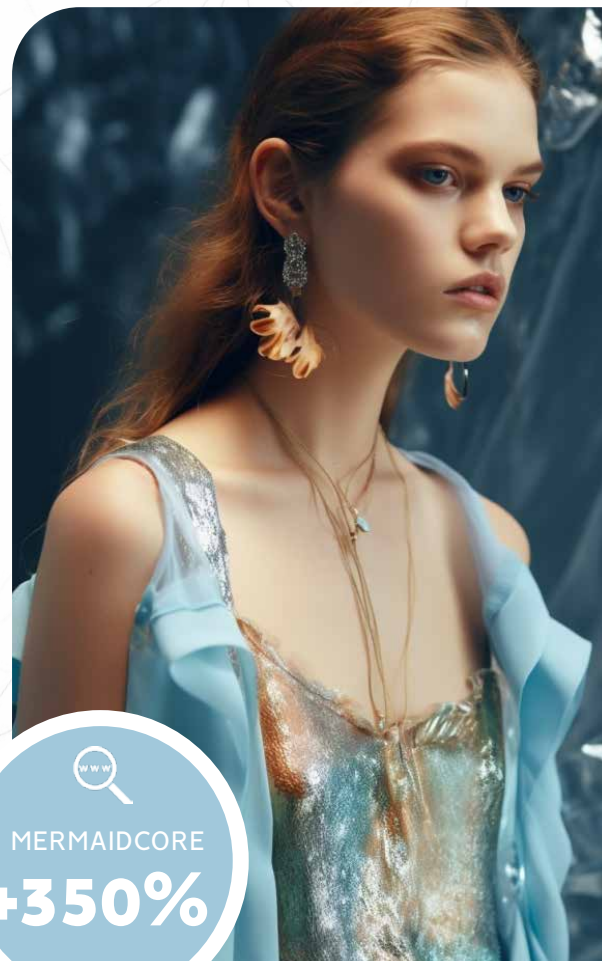
MANIFEST  


**THE ELEGANT DOUBLE MONK**

TREND MAGNITUDE

POWERED BY LIVETREND

# TREND SUBMERGED GLIMMER



MERMAIDCORE  
**+350%**



keywords  
**ATLANTIS**  
**SHIMMERING**  
**AQUATIC**  
**DREAMY**  
**OTHERWORLDLY**



AQUATIC AMBIANCE  
**+250%**

**A MAGICAL DIVE** - SS24 is manifesting the desire to explore magical and unknown spaces. From endless and undiscovered depths of the ocean to virtual worlds that ignite our imagination - neo aquatics unleash moments of phantasy and awe. For shoe design, the trending #mermaidcore and #sirencore aesthetics are integrating new surfaces and color tints that take us into a new dreamy landscape. New approaches to metallics and sparkles and almost-liquid gloss effects meet delicate gradients to create an aquatic ambience this season. Those shimmerers are seducing with a magical touch like sirens did in their legends. Deep sea and algae colors are crucial and enriched by luminous virtual tints like mint and airy blue. Details are all about recreating a digital ocean with sparkles, iridescence, 3D elements, soft organic features and sea creature-inspired leathers.







# COMPONENTS SUBMERGED GLIMMER

## COLORS

<p>PANTONE® 14-6319 TCX Meadow</p>	<p>PANTONE® 15-3508 TCX Fair Orchid</p>
<p>PANTONE® 19-4329 TCX Corsair</p>	<p>PANTONE® 13-4411 TCX Crystal Blue</p>
<p>PANTONE® 16-4114 TCX Stone Blue</p>	<p>PANTONE® 18-3833 TCX Dusted Peri</p>

## MATERIALS

 <p>+27%</p>	<p>GUMMY &amp; GLOSSY</p>		<p>FOREIGN CREATURES</p>
	<p>VIRTUAL LMETALLICS</p>		<p>TRANSLUCENT</p> <p>+50%</p>

## DETAILS

	<p>ALL-OVER SHIMMERS</p>	 <p>+76%</p>	<p>JEWELLED STRAPS</p>
	<p>ORGANIC VOLUMES</p>		<p>3D APPLIQUE FEATURES</p>

# MUST-HAVES SANDALS

FOCUS: CEREMONY WOMENSWEAR

TREND GROWTH  
 **+127%**



TEST



**THE STRAPPY  
STILETTO**

TREND GROWTH  
 **+61%**



INVEST



**THE 3D  
EMBELLISHED**

TREND GROWTH  
 **+23%**



MANIFEST



**THE BOLD  
PLATFORM**

TREND MAGNITUDE

# MUST-HAVES MULES

FOCUS: CEREMONY WOMENSWEAR


TREND GROWTH  
 **+129%**

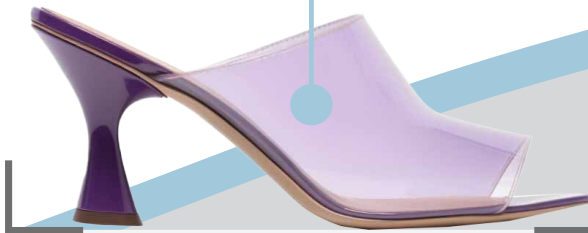


TEST



**THE NEW WEDGE**

TREND GROWTH  
 **+39%**

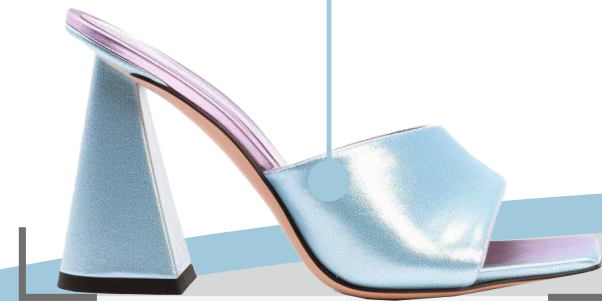


INVEST



**THE SHEER JELLO**

TREND GROWTH  
 **+23%**



MANIFEST



**THE SQUARED STYLE**

TREND MAGNITUDE

# MUST-HAVES PUMPS

FOCUS: CEREMONY WOMENSWEAR

TREND GROWTH  
**+110%**



TEST



**THE SEDUCTIVE  
TIE-UP**

TREND GROWTH  
**+85%**



INVEST



**THE MARY-JANE  
PLATFORM**

TREND GROWTH  
**+60%**



MANIFEST



**THE DREAMY  
SLING-BACK**

TREND MAGNITUDE



# MUST-HAVES HEEL SHAPES/DETAILS

FOCUS: CEREMONY WOMENSWEAR

TREND GROWTH  
**+650%**



TEST



**THE FOREIGN WEDGE**

TREND GROWTH  
**+160%**



INVEST



**THE CLEAR HEEL**

TREND GROWTH  
**+40%**



MANIFEST



**THE CHUNKY HEEL**

TREND MAGNITUDE

# MUST-HAVES MEN'S FORMAL SHOES

FOCUS: CEREMONY MENSWEAR



TEST



**THE GLITZY  
MOCCASIN**



TREND GROWTH

**+117%**



INVEST



**THE IRIDESCENT  
DERBY**



TREND GROWTH

**+70%**



MANIFEST



**THE DANDY  
LOAFER**

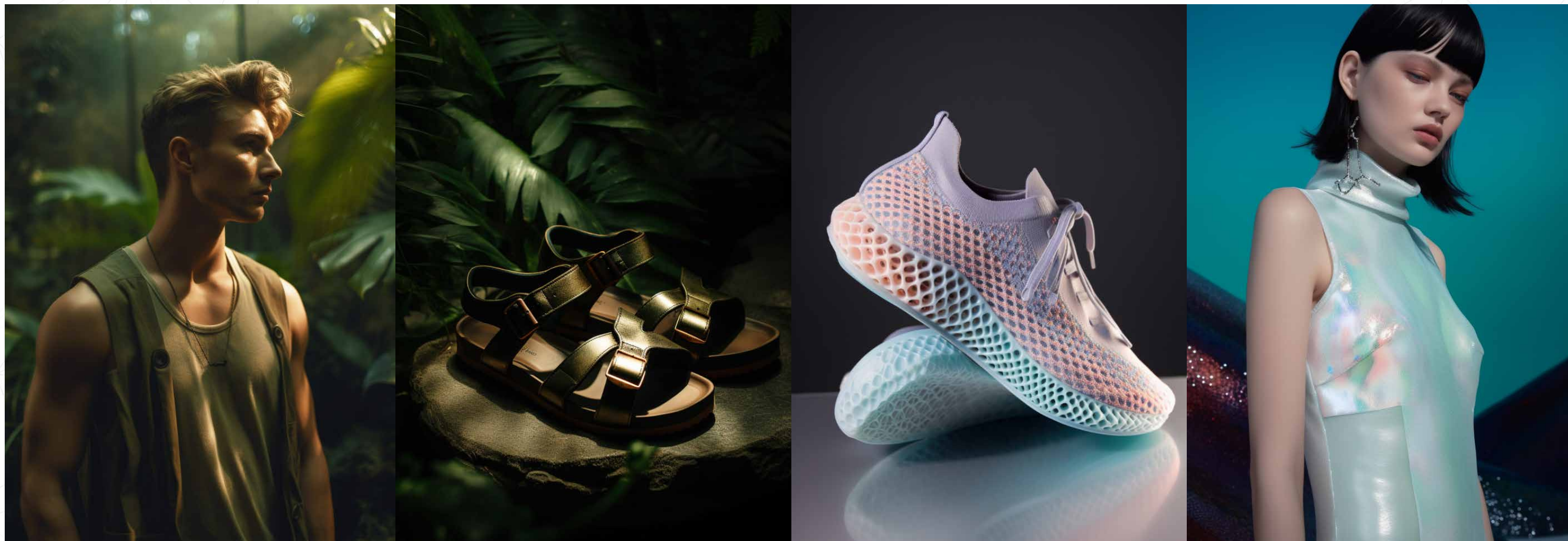


TREND GROWTH

**+35%**

TREND MAGNITUDE

# SS24 FOOTWEAR BUYER GUIDE



For this Spring/Summer 2024 edition

**DOWNLOAD THE SS24 FOOTWEAR TRENDS & MUST-HAVES**