



BY
LIVETREND
FOR
MICAM⁹⁶
M I L A N O

BUYER GUIDE

SS24 TRENDS & MUST-HAVES



DATA-DRIVEN & AI-GENERATED

ICONS & DATA SOURCES BUYER GUIDE

DATA SOURCES



MARKET

MARKET SHARE GROWTH OF THE TREND
ON SS23 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).

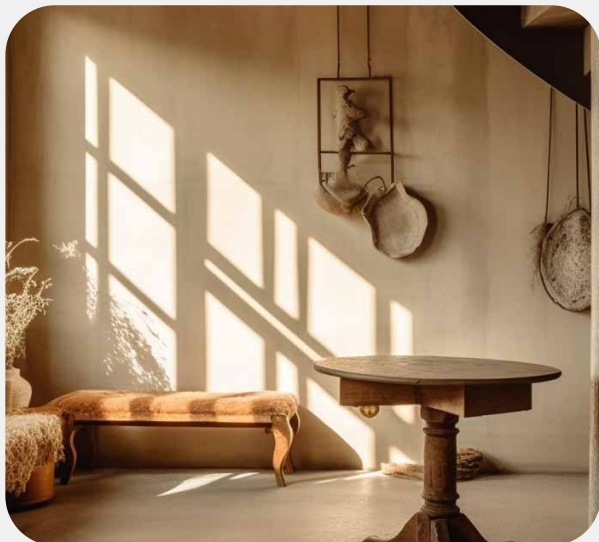
In this unstable state, the fragility of life is emphasized, calling for collective realignment, sensibility and awe towards our unique human core and all our possibilities.

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.



OVERVIEW TREND DIRECTIONS

ANCESTRAL REFUGE



BIO HACKER



SLEEK SUBVERSION



VIRTUAL EDEN



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 ANCESTRAL REFUGE

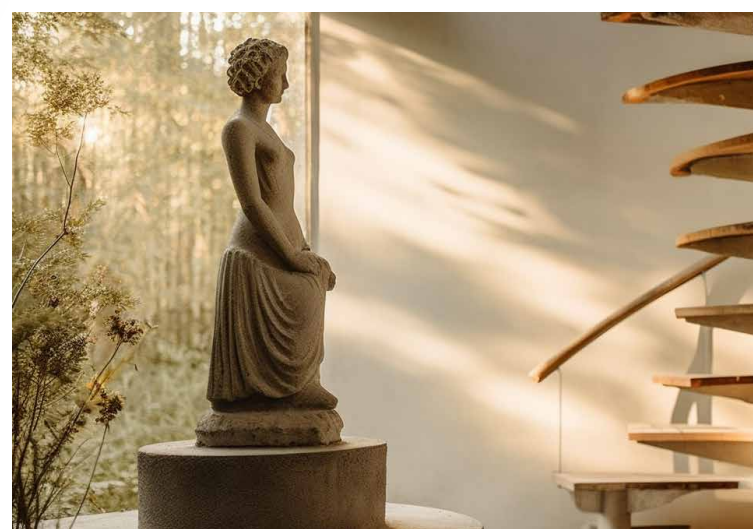


keywords
ANTIQUITY
MYTH
SPIRITUAL
RAW
INDULGENCE

SPIRITUAL INDULGENCE – For SS24, consumer's desire for deeper meaning and stronger spiritual connections are further explored. By delving into the rich repertoire of antiquity, this trend is taking inspiration from ancient cults and greek mythology. In a dance of humbleness and indulgences the look stays grounded in reality while looking beyond the horizon for new paths. This taste for energetic and divine spheres generates an aesthetic that combines ethereal purity, natural warmth and employs refined craft. For footwear's design details, this ancestral inspiration translates into crafted features with a raw yet precious feel. At the same time, soft and luxurious attributes enhance the fragile and spiritual component of the trend. For materials, the trend matches rusticity with sophistication and incorporates straw, macramé, wood, mesh and woven nets, as well as precious jewels.


NOMADIC
+39%


MONASTIC
+178%



COMPONENTS ANCESTRAL REFUGE




COLORS

PANTONE® 15-1231 TCX Clay	PANTONE® 14-1310 TCX Cameo Rose
PANTONE® 13-0212 TCX Tender Greens	PANTONE® 17-6212 TCX Stargazer
PANTONE® 17-1340 TCX Adobe	PANTONE® 13-0939 TCX Golden Cream

MATERIALS

 +65%	SOFT SHEERS	 CRAFTED STRAW
 MACRAME CRAFTS	 SUBTLE SHIMMER +18%	

DETAILS

 NATURAL RIBBONS	 TALISMAN GEMS +300%
 HAND-TIED FINISH	 JEWEL HEELS

MUST-HAVES FLATS

WOMENSWEAR

POWERED BY LIVETREND

TREND GROWTH
+159%



TEST



**THE SOFT
BABOUCHE**

TREND GROWTH
200%



INVEST



**THE MODERN
GLADIATOR**

TREND GROWTH
+180%



MANIFEST



**THE HERITAGE
LEATHER SLIDE**

TREND MAGNITUDE

MUST-HAVES LOW & MID HEELS

WOMENSWEAR

POWERED BY LIVETREND

TREND GROWTH
 **+160%**



TEST



**THE CRAFTED
ESPADRILLE**

TREND GROWTH
 **+93%**



INVEST



**THE RAW
BLOCKHEEL**

TREND GROWTH
 **+64%**



MANIFEST



**THE RUSTIC
PLATFORM**

TREND MAGNITUDE

MUST-HAVES HIGH HEELS

WOMENSWEAR

POWERED BY LIVETREND

TREND GROWTH
 **+162%**



TEST



**THE SCULPTED
STYLE**

TREND GROWTH
 **+150%**



INVEST



**THE NETTED
PUMP**

TREND GROWTH
 **+183%**



MANIFEST

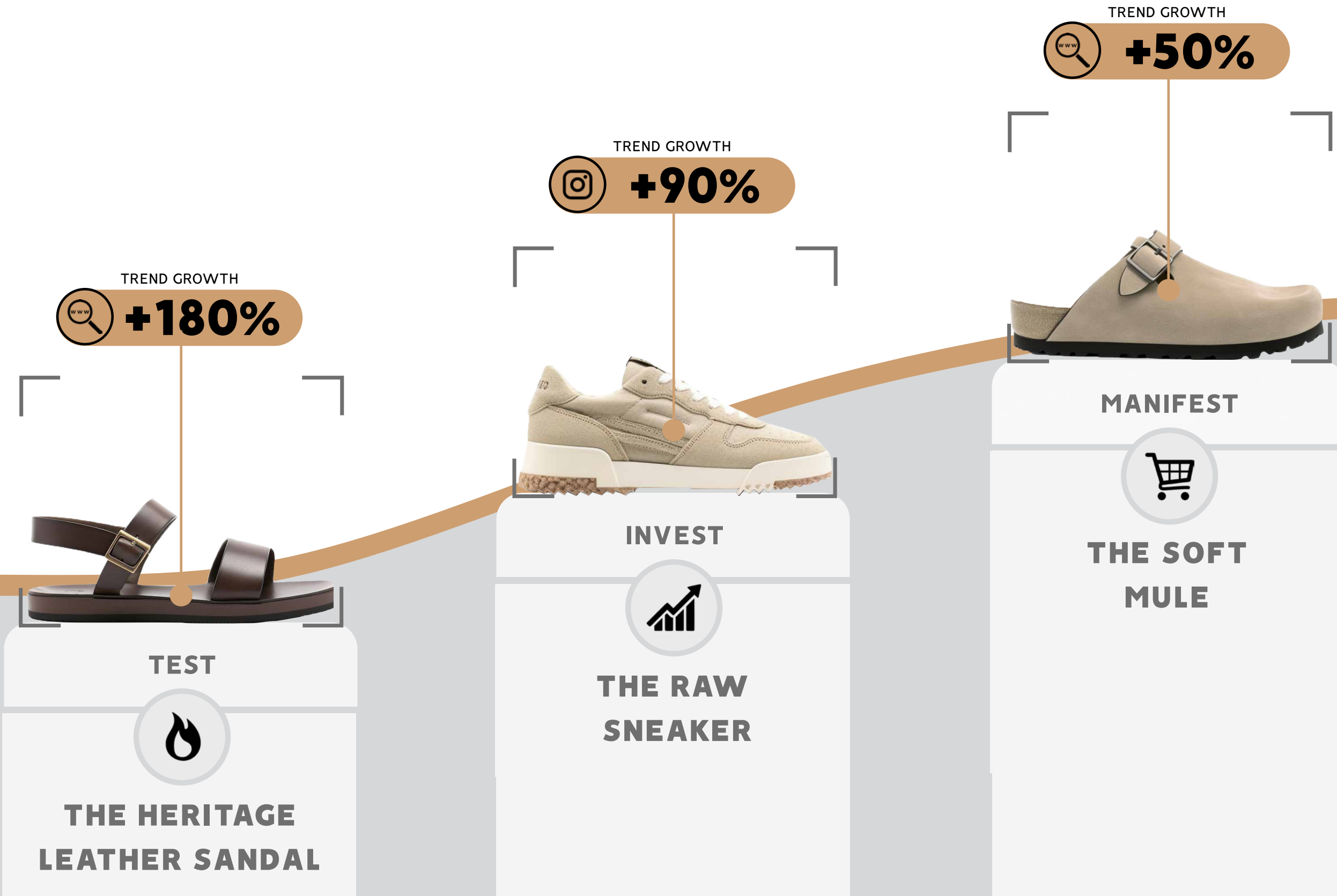


**THE NATURAL
PLATFORM**

TREND MAGNITUDE

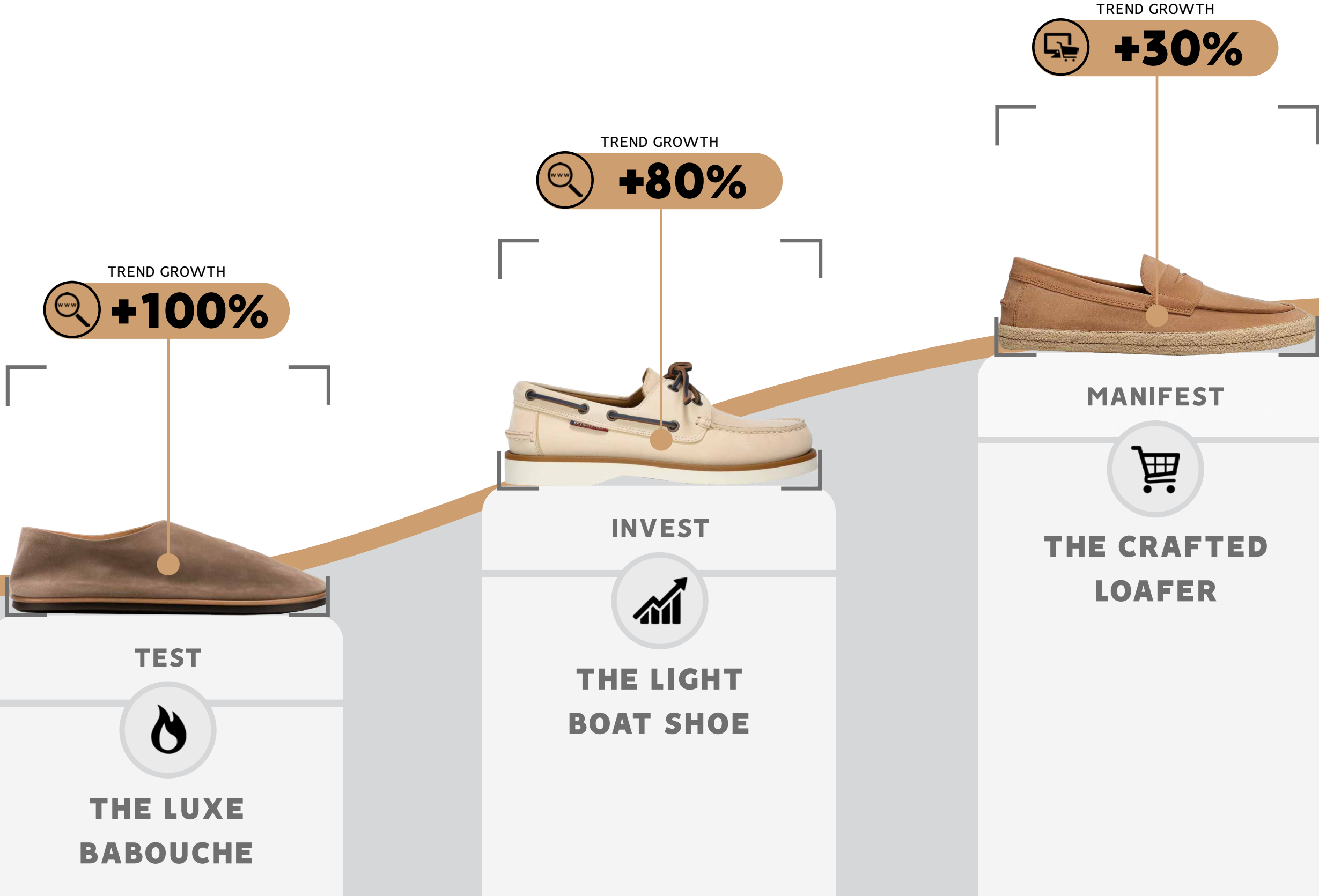
MUST-HAVES CASUAL SHOES

MENSWEAR



MUST-HAVES PREMIUM SHOES

MENSWEAR



TREND MAGNITUDE

POWERED BY LIVETREND

TREND BIO HACKER



keywords
LAB-GROWN
REGENERATIVE
SURVIVAL
BEWILDERED
PROTECTION

FUTURE WILDERNESS - This theme reacts to daunting climate shifts and the world's growing lack of resources by taking a pro-active approach. With more extreme weather patterns, this concept sets an army of eco-warriors who are trying to preserve the beauty of this planet and to find shelter from its dangerous powers at the same time. In more regenerative pursuits, survivalist and sustainable interests merge into a futuristic green-house narrative. A magnifying spectacle of flora, fauna and technology adds more hybrid aesthetics to footwear. The palette merges nature's greens with augmented shades in lime tints. In designs, raw recycling meets sleeker engineered structures and scuba materials. And in details, peak performance features from pullers, rain-protectors or more utilitarian grip soles appear as new fashionable add-ons in more polished interpretations.

LAB-GROWN
+183%

WARRIOR
+127%




COMPONENTS BIO HACKER

COLORS

PANTONE® 17-1325 TCX Cartouche	PANTONE® 13-0643 TCX Yellow Plum
PANTONE® 13-6105 TCX Celadon Tint	PANTONE® 19-3911 TCX Black Beauty
PANTONE® 16-0526 TCX Cedar	PANTONE® 16-5119 TCX Sea Blue

MATERIALS

 +75%	NEO EXOTICISM	 HEAVY-DUTY LEATHER
 SCUBA SENSATIONS	 RAW RECYCLED +54%	

DETAILS

 GRIP INSOLE	 ORGANIC FEATURE +28%
 EXTRA PROTECTION	 OFF-GRID ELEMENTS

MUST-HAVES FLATS

WOMENSWEAR

POWERED BY LIVETREND

TREND GROWTH
 **+122%**



TEST



**THE LAB-GROWN
MULE**

TREND GROWTH
 **+50%**



INVEST



**THE EXPLORER
BOOT**

TREND GROWTH
 **+22%**



MANIFEST



**THE RIGID
SLIDE**

TREND MAGNITUDE

MUST-HAVES LOW & MID HEELS

WOMENSWEAR

POWERED BY LIVETREND

TREND GROWTH
+317%

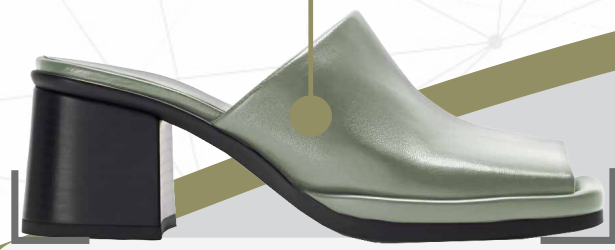


TEST



**THE CLOG
MULE**

TREND GROWTH
+90%



INVEST



**THE SQUARED
MULE**

TREND GROWTH
+41%



MANIFEST



**THE OFF-GRID
SANDAL**

TREND MAGNITUDE

MUST-HAVES HIGH HEELS

WOMENSWEAR

POWERED BY LIVETREND

TREND GROWTH
 **+210%**



TEST



**THE OPEN
SOCK BOOT**

TREND GROWTH
 **+163%**



INVEST



**THE WIDE
URBAN THONG**

TREND GROWTH
 **+48%**



MANIFEST



**THE KNOTTED
CABLE SANDAL**

TREND MAGNITUDE

MUST-HAVES CASUAL SHOES

MENSWEAR



TREND GROWTH
+101%

TEST



THE IN & OUTDOOR
HYBRID



TREND GROWTH
+92%

INVEST



THE OFF-GRID
RUNNER



TREND GROWTH
+51%

MANIFEST



THE TREK
SANDAL

TREND MAGNITUDE

POWERED BY LIVETREND

MUST-HAVES PREMIUM SHOES

MENSWEAR



TREND GROWTH
+113%

TEST



**THE TRANSITIONAL
COMBAT BOOT**



TREND GROWTH
+84%

INVEST



**THE HEAVY-DUTY
OXFORD**



TREND GROWTH
+10%

MANIFEST



**THE LUGSOLE
LOAFER**

TREND MAGNITUDE

TREND SLEEK SUBVERSION




VILLAIN
+57%




keywords
SHARP
REBELLIOUS
ANTI-HERO
ECCENTRIC MINIMAL
ATYPICAL



ALLURE OF THE ODD – SS24 is manifesting the desire to explore the dark side and to uncover unique beauty in this twisted-sphere. Instead of romanticizing life's bright side, this concept is cautiously diving into the world of villains, anti-heroes and outcasts. Almost ironically, the trend is matching attributes of polished perfection and imperfect edge. For designs, a subversive language of style is translating the polarizing play of uniform and stand-out into a new eccentric minimalism. This unexpected aesthetic enriches products with sharper, more contrasted outlines for sleek and rebellious looks. Materials reflect the play of dark and bright sides in strong optical contrasts: from checkerboards to color gradients, or in the opposing duality of sleek latex and stained leathers. Details draw on experimental studs, metallic hardware and ironic heels for even more stylized extravagance.




A-GENDER
+46%



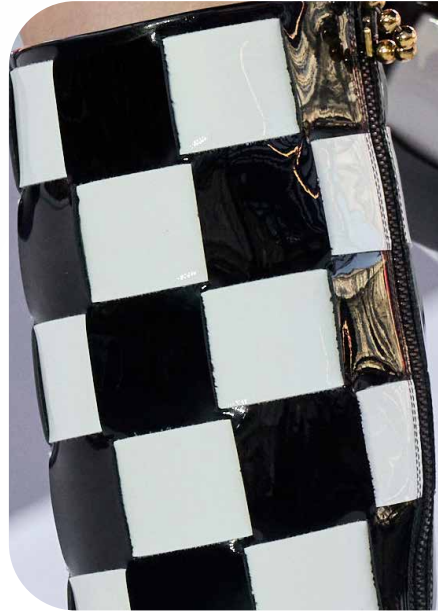



COMPONENTS SLEEK SUBVERSION





COLORS

PANTONE® 19-3934 TCX Oceana	PANTONE® 11-0700 TCX Frost Gray
PANTONE® 18-3963 TCX Spectrum Blue	PANTONE® 19-3911 TCX Black Beauty
PANTONE® 4-4201 TCX Lunar Rock	PANTONE® 18-1555 TCX Molten Lava

MATERIALS

 <p>+90%</p> <p>LATEX GLOSS</p>	 <p>GRADIENTS</p>
 <p>DUOTONES</p>	 <p>STAINED LOOK</p> <p>+475%</p>

DETAILS

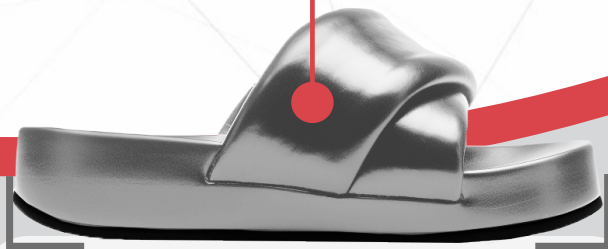
 <p>METALLIC BUCKLES</p>	 <p>ZIPPABLES</p> <p>+28%</p>
 <p>DANGEROUS HEELS</p>	 <p>SHARP SPIKES</p>

MUST-HAVES FLATS

WOMENSWEAR

POWERED BY LIVETREND

TREND GROWTH
+144%



TEST



THE IMPACT
VOLUME SLIDE

TREND GROWTH
+127%



INVEST



THE POINTY
BALLET

TREND GROWTH
+70%



MANIFEST



THE NEO
MINIMAL THONG

TREND MAGNITUDE

MUST-HAVES LOW & MID HEELS

WOMENSWEAR

POWERED BY LIVETREND

TREND GROWTH
 **+150%**



TEST



**THE MULTI-BUCKLE
MARY JANE**

TREND GROWTH
 **+190%**



INVEST



**THE SLEEK
SLING-BACK**

TREND GROWTH
 **+6%**



MANIFEST



**THE BUCKLED
MULE**

TREND MAGNITUDE

MUST-HAVES HIGH HEELS

WOMENSWEAR

POWERED BY LIVETREND

TREND GROWTH
+900%



TEST



**THE CORSET
PUMP**

TREND GROWTH
+127%



INVEST



**THE BUCKLED
SANDAL**

TREND GROWTH
+38%



MANIFEST

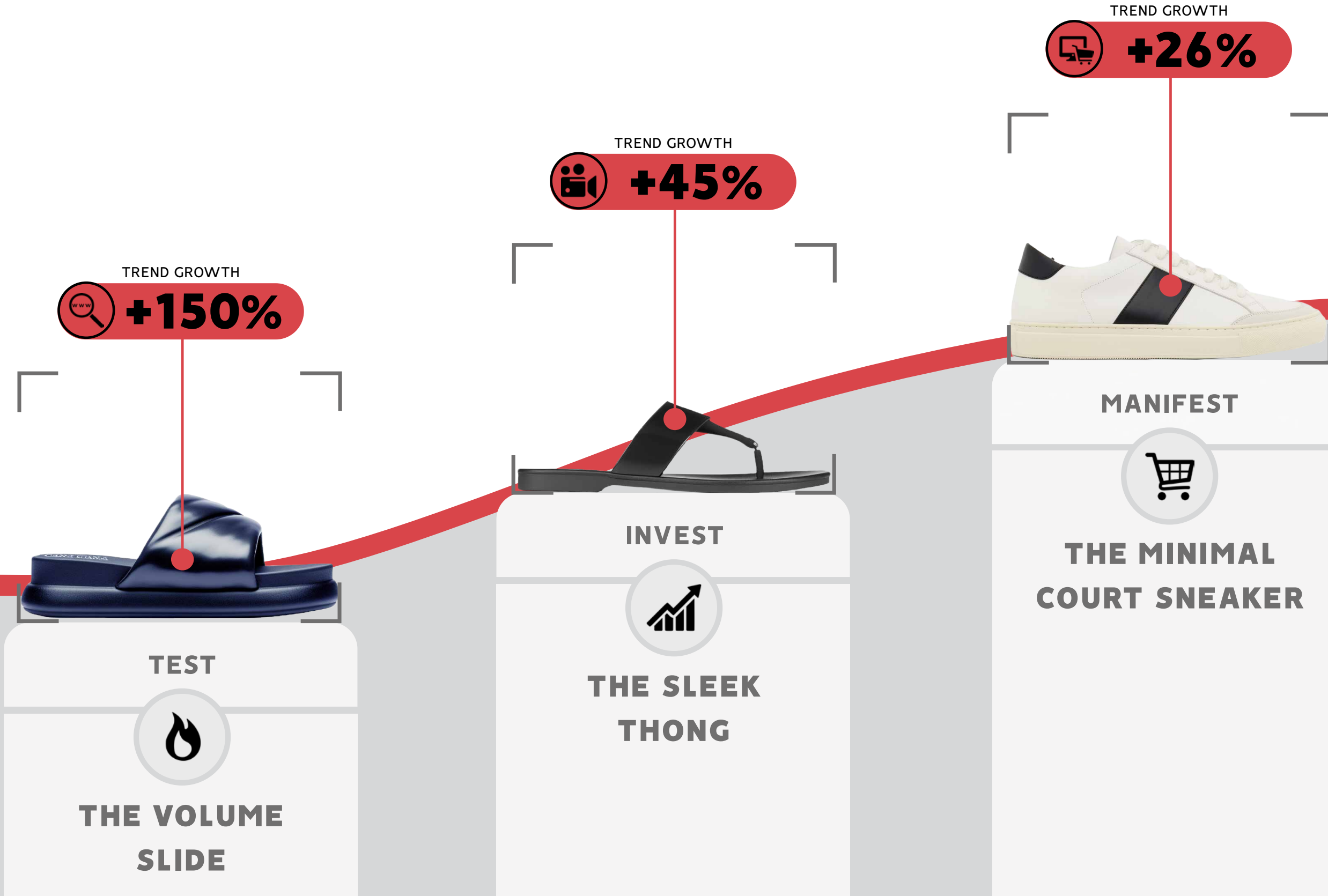


**THE SHARP
VILLAIN**

TREND MAGNITUDE

MUST-HAVES CASUAL SHOES

MENSWEAR



MUST-HAVES PREMIUM SHOES

MENSWEAR



TEST

**THE SHARP
CHELSEA BOOT**



INVEST

**THE NEO
SQUARED**



MANIFEST

**BIKER BUCKLE
MONK SHOE**

TREND MAGNITUDE

POWERED BY LIVETREND

TREND VIRTUAL EDEN



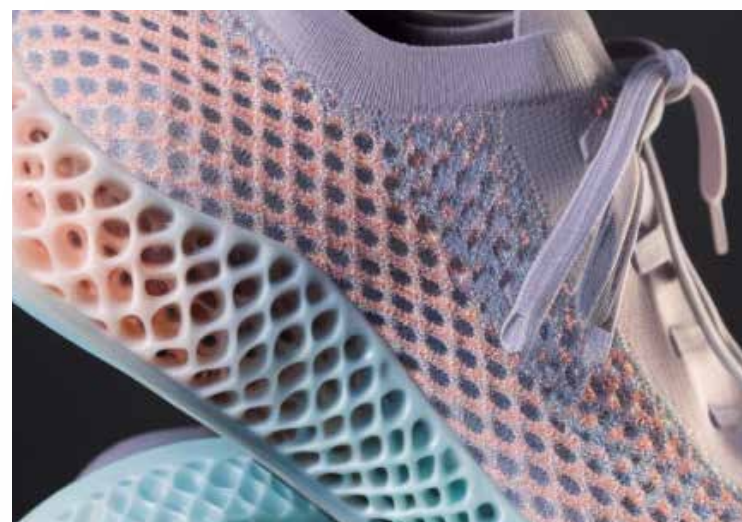
PHYGITAL
+161%



AVATAR
+127%

keywords
ESCAPISM
ARTIFICIAL
SENSORIAL
PHANTASY
FUN

IMMERSIVE CREATIVITY - For SS24, real and virtual worlds are becoming more and more intertwined. In new phygital spheres, the boundaries of our creativity are overcome in an entirely new aesthetic language. This foreign world dreams of unknown species, intangible structures, wondrous plants and futuristic objects all based on magnifying design. As if seen through a cotton-candy filter, this dreamscape covers the hardships of our daunting reality to provide hope and excitement for future generations. In footwear design, augmented color hues form into a digital bubble-gum palette. New organic shapes fuse with highly sensorial textures to enrich products with a morphing, reflecting or 3D-printed feel. From foamy, glossy and jello textures to artificial details or lab-grown glitters, the trend's iconic products seem to be projected into this world via VR filters.


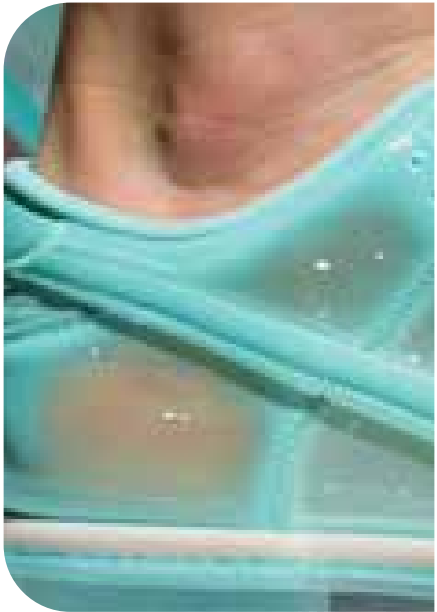




COMPONENTS VIRTUAL EDEN

COLORS

PANTONE® 15-1530 TCX Peach Pink	PANTONE® 12-0225 TCX Patina Green
PANTONE® 12-1303 TCX Carinaria	PANTONE® 13-4200 TCX Omphalodes
PANTONE® 14-3911 TCX Purple Heather	PANTONE® 16-5121 TCX Meadowbrook

MATERIALS

 <p>+380%</p>	FUTURE FOAM	 <p>+48%</p>	ARTIFICIAL JELLY
	JERSEY MESH		HOLOGRAPHIC

DETAILS

	RUFFLED PETALS	 <p>+41%</p>	MOLDED FEATURE
	PHANTASMIC GLITZ		3D - SENSORIAL

MUST-HAVES FLATS

WOMENSWEAR

TREND GROWTH
+400%



TEST



**THE VIRTUAL
RUNNER**

TREND GROWTH
+126%



INVEST



**THE 3D
SLIDE**

TREND GROWTH
+22%



MANIFEST



**THE MAXIMAL
CITY SANDAL**

TREND MAGNITUDE

MUST-HAVES LOW & MID HEELS

WOMENSWEAR

POWERED BY LIVETREND

TREND GROWTH
+180%



TEST



THE PLATFORM WEDGE

TREND GROWTH
+120%

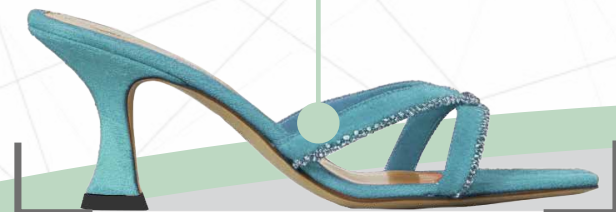


INVEST



THE PLATFORM MULE

TREND GROWTH
+6%



MANIFEST



THE BABY-STRAP MULE

TREND MAGNITUDE

MUST-HAVES HIGH HEELS

WOMENSWEAR

TREND GROWTH
+214%



TEST



THE SHEER
LOOK

TREND GROWTH
+72%



INVEST



THE GLITTERING
STYLE

TREND GROWTH
+20%



MANIFEST



THE STRAPPY
PLATFORM

TREND MAGNITUDE

MUST-HAVES CASUAL SHOES

MENSWEAR

TREND GROWTH
+120%



TEST



**THE SKATE
SNEAKER**

TREND GROWTH
+61%



INVEST



**THE SPACE
RUNNER**

TREND GROWTH
+59%



MANIFEST



**THE RUBBER
SLIDE**

TREND MAGNITUDE

MUST-HAVES PREMIUM SHOES

MENSWEAR

TREND GROWTH
+70%



TEST



**THE GUMMY
DERBY**

TREND GROWTH
+100%



INVEST



**THE CHUNKY
LOAFER**

TREND GROWTH
+35%



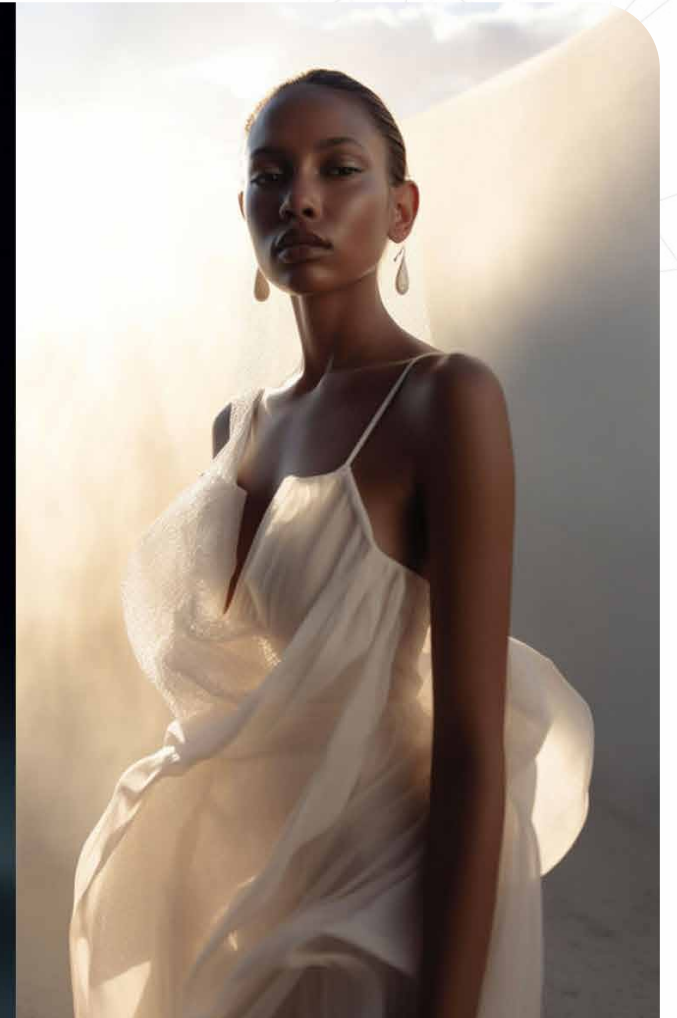
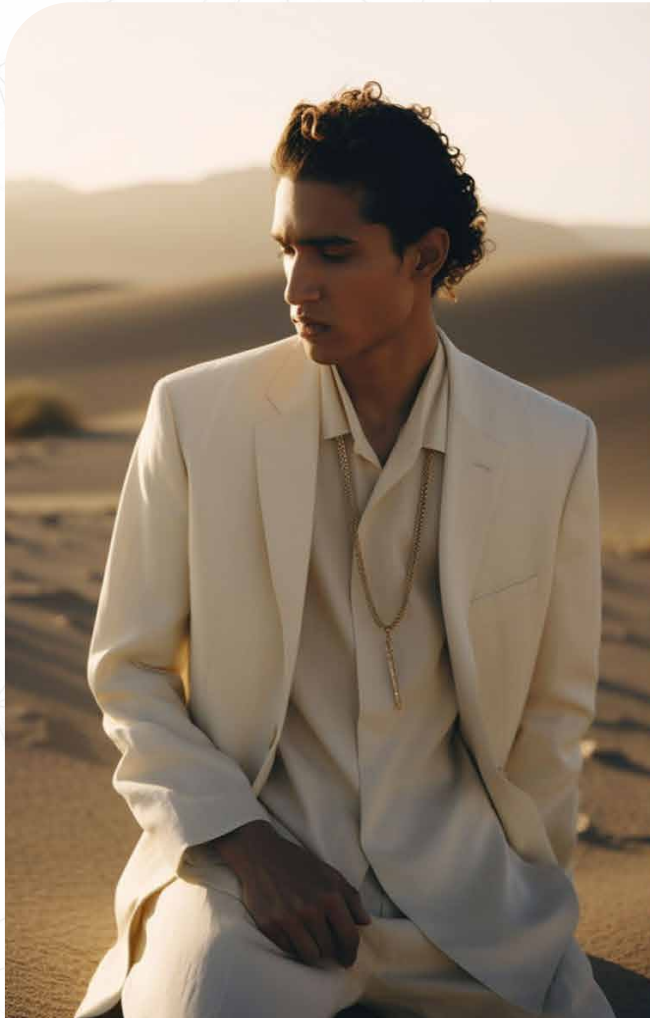
MANIFEST



**THE MONOCHROME
MOCASSIN**

TREND MAGNITUDE

SS24 FOCUS CEREMONY



For this Spring/Summer 2024 edition,

DOWNLOAD THE SS24 CEREMONY TRENDS & MUST-HAVES