



WOMENSWEAR
FALL 2024
INSTAGRAM
UPDATE
TOPWEAR



LIVETREND

INTRODUCTION TOPS FALL 24



New York Streetstyle - 230.jpg



London Streetstyle - 87.jpg



@endlesslyloveclub-2.png



Milano Streetstyle-156.jpg



UPDATE

Feminine Minimalism. For the transitional fall season, tops are fully embracing the notion of timeless basics. From shirts to tanks, grey pullovers and white tees: #Normcore is all the rage. At the same time, minimalism is adding a sense of sophistication and elegance to the category as well. Tailoring inspires clean vest tops or proposes reworked vests as long tubes. Draping depicts that elevated notion in modern off-shoulders and elegant halters. However, the younger market still maintains a key focus on subcultural jerseys. grunge tees remain a focus while sporting styles poan over into women from the menswear market. For a feminine feel camis maintain their presence: classic nightie tops meet modern waterfall necklines here. And the past season's corset top pops up as a last call trend of the season.

This report is based on Livetrend data extracted from Instagram about street style during September and October 2023, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

TREND SPOTLIGHT TOPS FALL 24



MANIFEST



INVEST



TEST

THE SHIRT

THE TANK

THE BASIC PULLOVER

THE OFF-SHOULDER

THE TUBE TOP



Milano Streetstyle-49.jpg



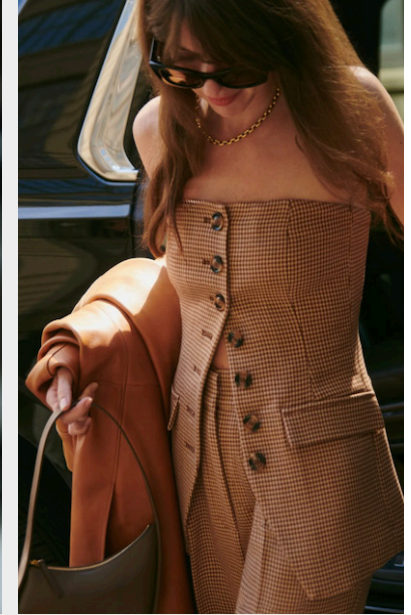
Milano Streetstyle-126.jpg



Milano Streetstyle-37.jpg



London Streetstyle - 173.jpg



@modaoperandi-0.png

This Trend Spotlight proposes the unmissable products of the season to build the right assortment.

This selection is made to ensure that you have the right manifested collection staples, invest in the right core pieces and test the right trendy items within your product range.

Find the full list of seasonal core items on the next slides.

KEY ITEMS SHIRTS & BLOUSES FALL 24

BIG TREND



New York Streetstyle - 255.jpg



Milano Streetstyle-169.jpg



New York Streetstyle - 15.jpg



Milano Streetstyle-49.jpg



Paris Streetstyle - 404.jpg

THE CRISP WHITE SHIRT


+21%
YEAR ON YEAR

STABLE TREND



New York Streetstyle - 194.jpg



Paris Streetstyle - 264.jpg



Paris Streetstyle - 304.jpg



London Streetstyle - 220.jpg



Paris Streetstyle - 275.jpg

THE BLOUSE


+3%
YEAR ON YEAR

KEY ITEMS NEW BASICS FALL 24

SAFE TREND



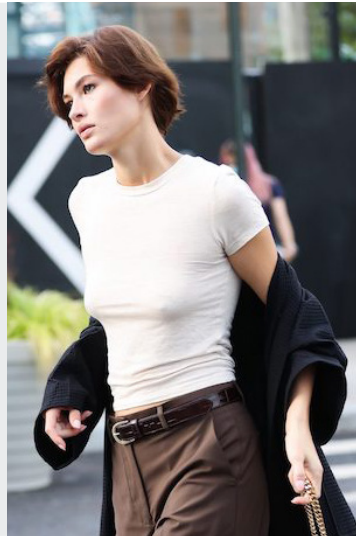
London Streetstyle - 124.jpg



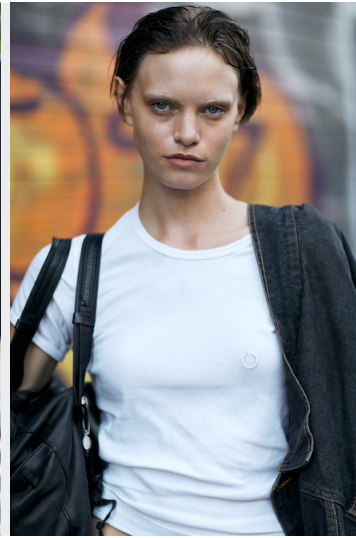
Paris Streetstyle - 114.jpg



London Streetstyle - 284.jpg



ny streetstyle_10.jpg



NewYorkStreetstyle-298.jpg

THE BASIC WHITE TEE


+47%
YEAR ON YEAR

SAFE TREND



ny streetstyle-38.jpg



Paris Streetstyle - 305.jpg



Milano Streetstyle-37.jpg



@matildadjerf-2.png



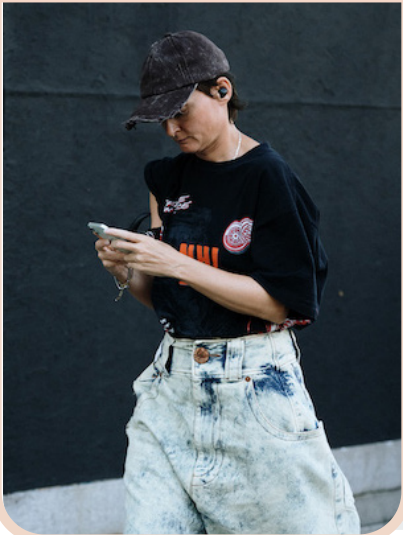
Milano Streetstyle-114.jpg

THE GREY PULLOVER


+41%
YEAR ON YEAR

KEY ITEMS GRAPHIC T-SHIRTS FALL 24

LAST CALL



New York Streetstyle - 124.jpg



Paris Streetstyle - 440.jpg



New York Streetstyle - 232.jpg



London Streetstyle - 31.jpg



paris.jpg


+32%
YEAR ON YEAR

THE RETRO SPORT JERSEY

STABLE TREND



Paris Streetstyle - 167.jpg



Paris Streetstyle - 170.jpg



Milano Streetstyle-177.jpg



Milano Streetstyle-24.jpg



Milano Streetstyle-113.jpg


+30%
YEAR ON YEAR

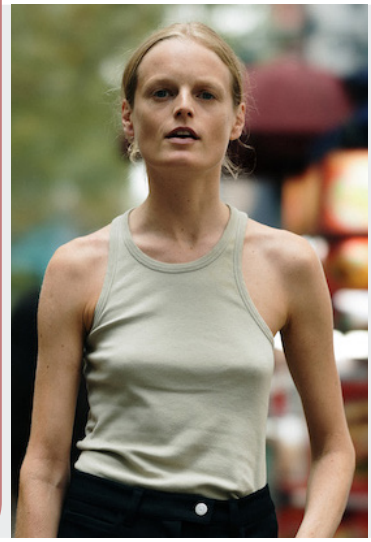
THE GRUNGE TEE

KEY ITEMS SLEEVELESS STYLES FALL 24

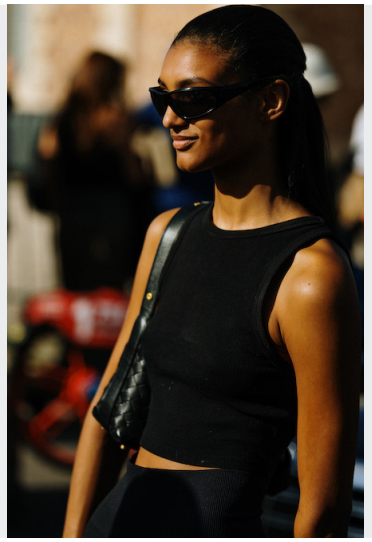
BIG TREND



Paris Streetstyle - 2.jpg



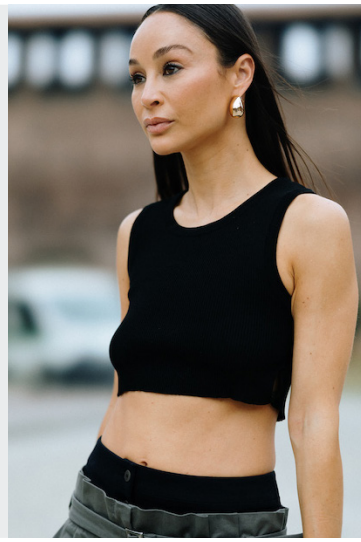
New York Streetstyle - 188.jpg



Paris Streetstyle - 106.jpg



ny streetstyle-40.jpg



Milano Streetstyle-46.jpg

An Instagram icon is positioned above the text "+9% YEAR ON YEAR".

THE BASIC TANK

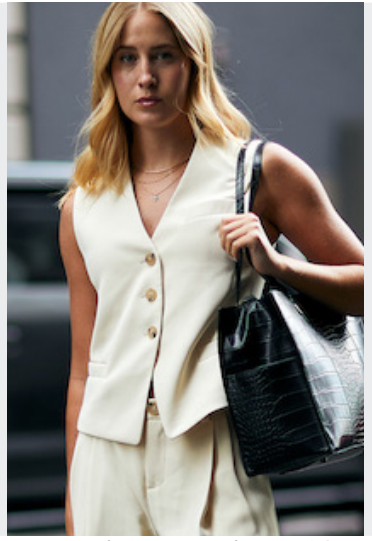
STABLE TREND



@emilisindlev.png



New York Streetstyle - 86.jpg



New York Streetstyle - 236.jpg



Milano Streetstyle-33.jpg



@annavirtillo1.png

An Instagram icon is positioned above the text "+0% YEAR ON YEAR".

THE WAISTCOAT

KEY ITEMS CAMISOLES FALL 24

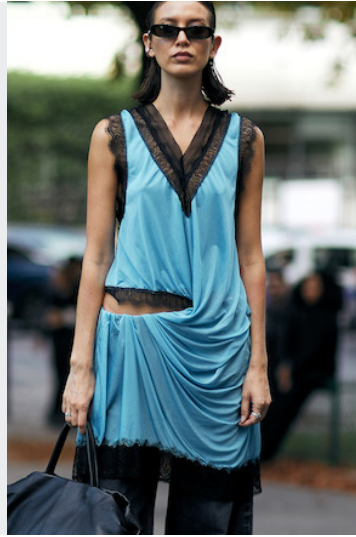
STABLE TREND



New York Streetstyle - 203.jpg



Paris Streetstyle - 365.jpg



Paris Streetstyle - 86.jpg



Paris Streetstyle - 209.jpg



ny streetstyle-75.jpg

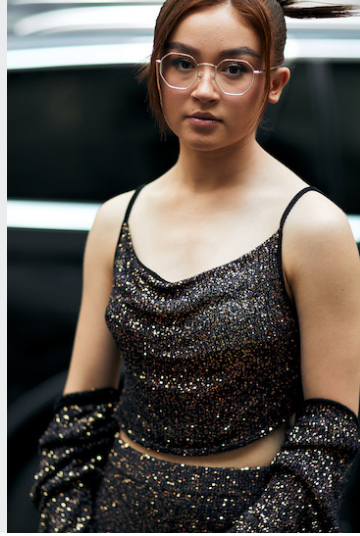
THE NIGHTIE


+9%
YEAR ON YEAR

EARLY SIGN



@couture.kulten-10.png



New York Streetstyle - 202.jpg



New York Streetstyle - 284.jpg



ny streetstyle_9.jpg



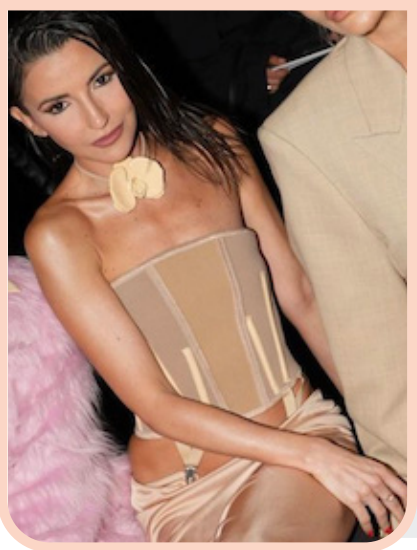
New York Streetstyle - 261.jpg

THE WATERFALL NECKLINE


+5%
YEAR ON YEAR

KEY ITEMS STRAPLESS FALL 24

LAST CALL



@veronicaferraro-7.png



Milano Streetstyle-145.jpg



New York Streetstyle - 34.jpg



Milano Streetstyle-158.jpg



Milano Streetstyle-132.jpg


-15%
YEAR ON YEAR

THE BARE CORSET

EDGY TREND



New York Streetstyle - 140.jpg



ny streetstyle-50.jpg



@modaoperandi-0.png



ny streetstyle-76.jpg



ny streetstyle-0.jpg


+24%
YEAR ON YEAR

THE LONG TUBE

TOPS

WOMENSWEAR

UPDATE

FALL 2024



KEY ITEMS NEW NECKLINES FALL 24

SAFE TREND



London Streetstyle - 173.jpg



Paris Streetstyle - 136.jpg



@emilisindlev-5.png



@endlesslyloveclub-4.png

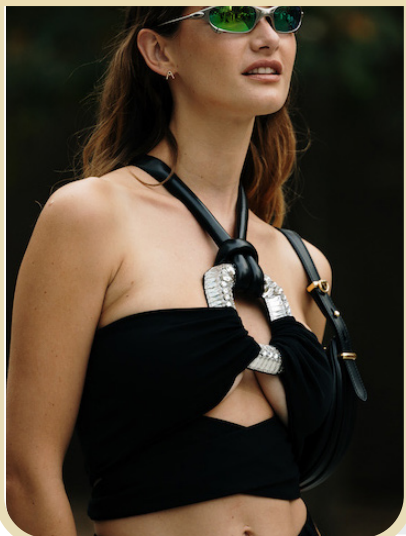


Paris Streetstyle - 131.jpg


+52%
YEAR ON YEAR

THE OFF-SHOULDER

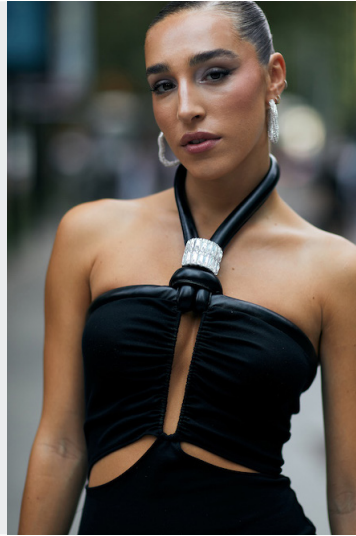
STABLE TREND



London Streetstyle - 128.jpg



@couture.kulten-0.png



London Streetstyle - 130.jpg



New York Streetstyle - 267.jpg



New York Streetstyle - 159.jpg


+20%
YEAR ON YEAR

THE HALTER

DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND GROWTH ON E-COMMERCE



SOCIAL MEDIA

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 BEHAVIOR

EDGY TREND

weak signal of a potential micro trend with very high risk

EARLY SIGN

emerging trend with growing perspective but higher risk

SAFE TREND

announced trend with growing perspective and safe risk

BIG TREND

trend with a big magnitude due to high commercial potential and quick adaption

STABLE TREND

trend that is already present in the market with flat growth

LAST CALL

trend with decreasing perspective but still having business potential

TREND MAGNITUDE



MANIFEST

AN ICONIC PRODUCT THAT IS A STABLE TREND OF LARGE MAGNITUDE WITH CONFIRMED COMMERCIAL SUCCESS



INVEST

A CORE PRODUCT REPRESENTING A STEADILY GROWING TREND OF MODERATE MAGNITUDE WITH COMMERCIAL POTENTIAL



TEST

A STATEMENT PRODUCT WITH GROWING PERSPECTIVE BUT SMALLER MAGNITUDE AND HIGHER RISK



DATA TO DRIVE

01
CREATIVITY

02
STRATEGY

03
SUSTAINABILITY



LIVETREND

THANK YOU!

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