



**KIDSWEAR**  
**RETAIL RADAR**  
**FALL**  
**COLLECTIONS**  
**BOYS**



**LIVETREND**

# FALL INTRODUCTION



zara canada



brave kids



**UPDATE**

**Polished Comfort.** Kidswear collections are announcing interesting shifts within boy's assortment. Generally, trends are aligning with the adults market's, manifesting a new selection of essentials, clean shapes and revisited classics. As for the general market, also for boys, bold colors are globally decreasing, with red and yellow still strong within the assortment, but showing a -16% yoy and a -10% yoy. Minimal casual products has been combined in essential outdoor looks, insisting on functionality and comfort. Wolly and corduroy fabrics are mixed with more classic tailored ones and slim lines play with oversize pieces, combining clean shapes with rain-proof outerwear and cargo pants.

*This report is based on Livetrend data extracted from e-commerce on the European market from 1/9/23 to 30/10/23, analysing the visibility and growth of the trends compared to te same period last year. The percentages show the visibility evolution year on year*



# FALL COLLECTIONS RTW COLOR TREND

**GREY**

**GREEN**

**BROWN**

**RED**

**YELLOW**



Mango.webp

**+45%**  
YEAR ON YEAR



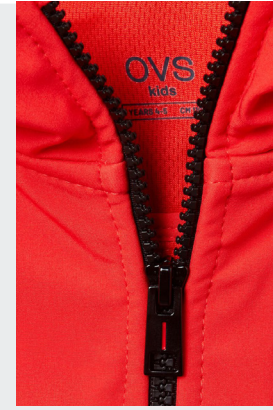
De Facto.webp

**+43%**  
YEAR ON YEAR



Reserved.avif

**-40%**  
YEAR ON YEAR



OVS.jpg

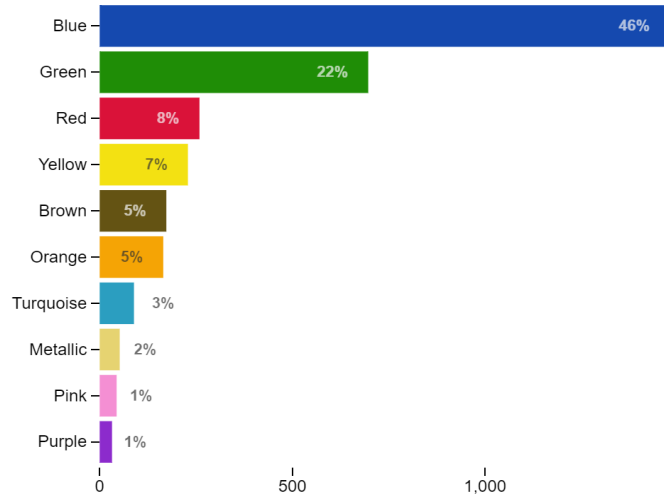
**-16%**  
YEAR ON YEAR



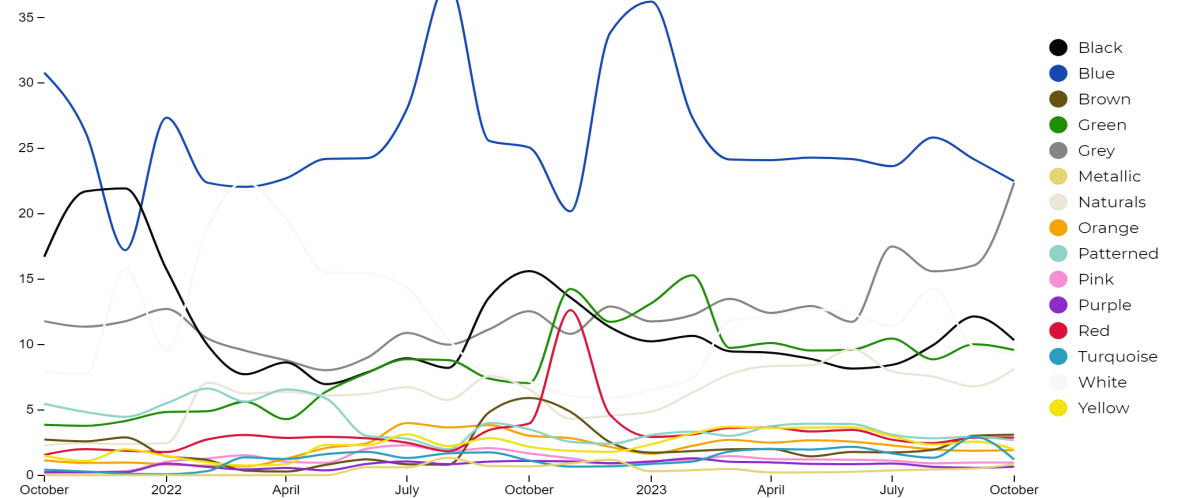
Uniqlo.avif

**-10%**  
YEAR ON YEAR

## FASHION COLOR RANGE



## COLOR EVOLUTION



# FALL COLLECTIONS **KEY FABRICS**

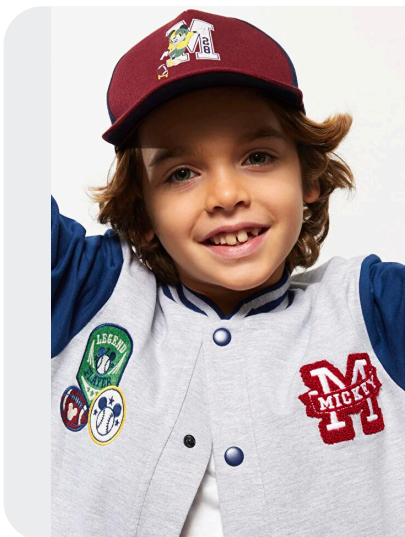
## EMBROIDERY

## BLENDED

## LEATHER & FAKE

## JACQUARD

## VELVET



LC waikiki.webp



Captured cran2023-11-10 i9.4023.png



Zara\_2.jpg



-reserved -.avif



ikks.webp



**+172%**  
YEAR ON YEAR



**+57%**  
YEAR ON YEAR



**+125%**  
YEAR ON YEAR

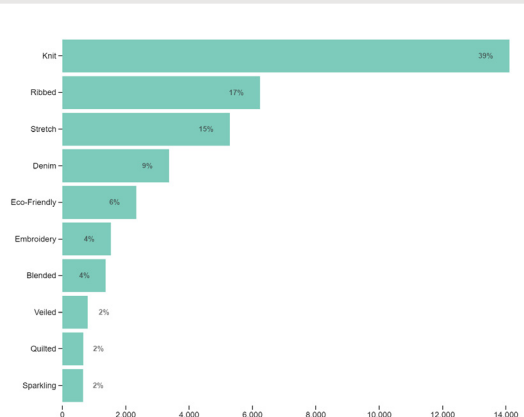


**+595%**  
YEAR ON YEAR

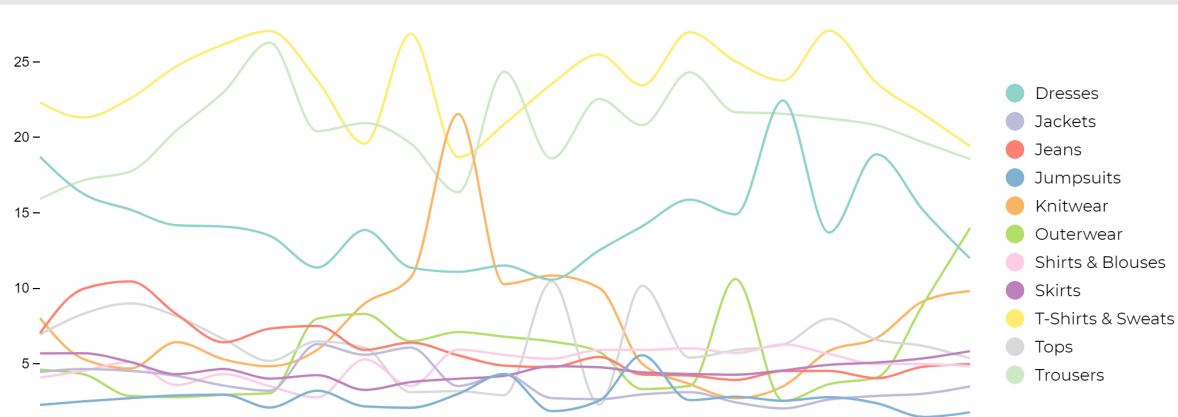


**+26%**  
YEAR ON YEAR

## FABRICS ASSORTMENT



## TOP FABRICS EVOLUTION



# FALL COLLECTIONS KEY PATTERNS

## MESSAGES



MANGO TEEN.webp

## STRIPES



RESERVED-.avif

## CAMO



CANADA GOOSE.webp

## GRAPHICS



+ZARA+.jpeg

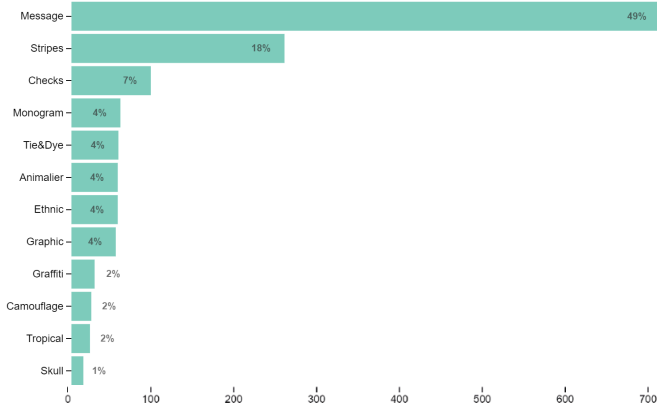
  
**+68%**  
YEAR ON YEAR

  
**+3%**  
YEAR ON YEAR

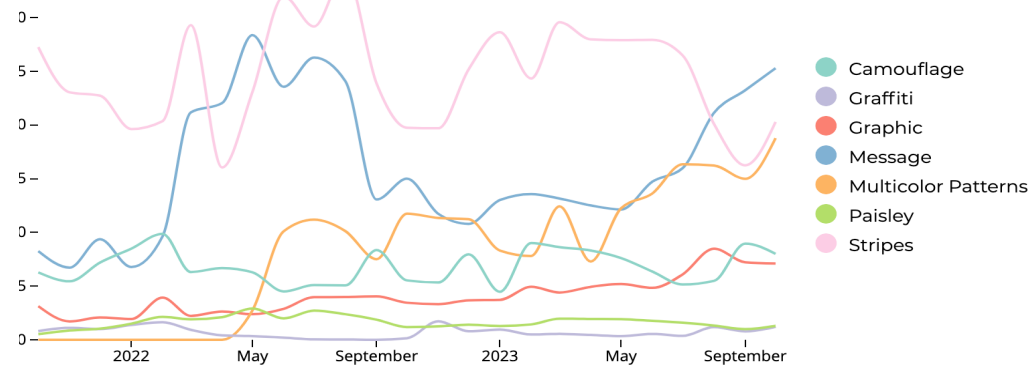
  
**+54%**  
YEAR ON YEAR

  
**+57%**  
YEAR ON YEAR

## PATTERNS ASSORTMENT



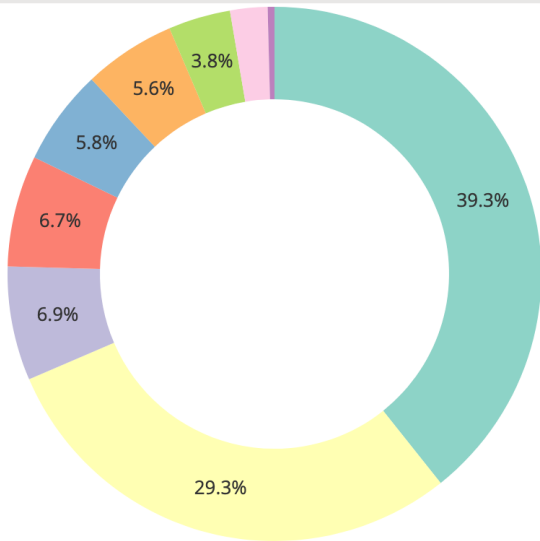
## PATTERNS EVOLUTION





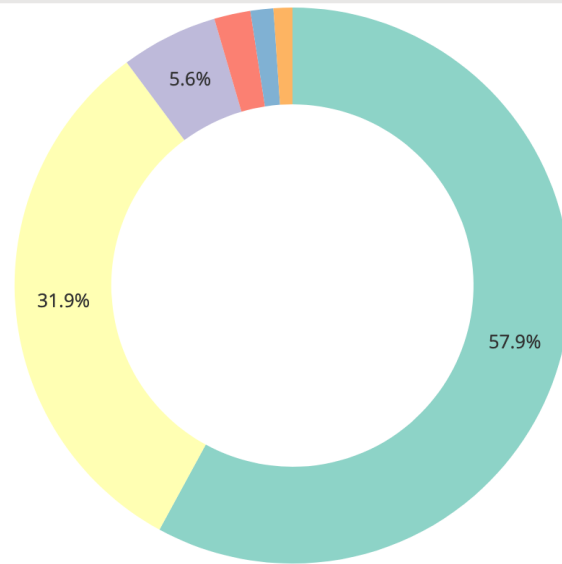
# FALL BOYS READY-TO-WEAR ASSORTMENT

## RTW PRODUCT RANGE



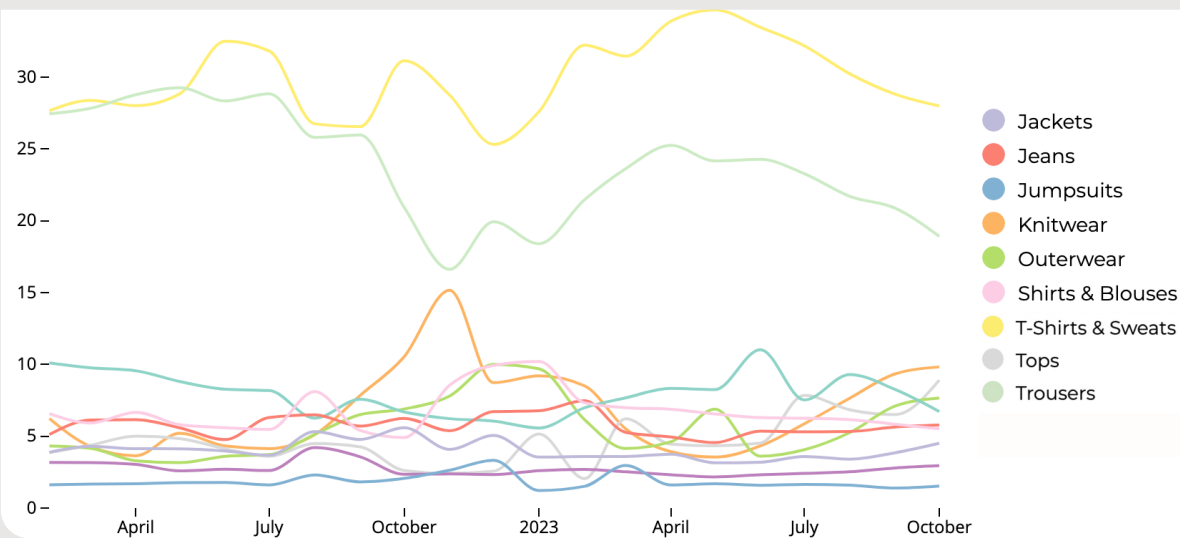
- T-Shirts & Sweats
- Trousers
- Knitwear
- Shirts & Blouses
- Jeans
- Outerwear
- Jackets
- Tops
- Jumpsuits

## PRODUCT RANGE



- Accessories
- Shoes
- Bags
- Bijoux
- Small Leather Goods
- Parfums&Beauty

## RTW PRODUCT EVOLUTION



Livertrend's global data shows fall product range and evolution over the last 18 months to help you analyze the fall collections in detail and make the right decisions accordingly.

As usual jerseys are taking a big part of kid's collections with sweats and t-shirts at the first place and far before knitwear. At second position, trousers are still showing jogger as a must-have meanwhile this style is decreasing for adults. Seeking for confort and ease, pants shapes are various from straight legs to slim; but the collections are not trendproof and for the trendiest products, legs are going wider and cargo pants are keeping growing in the range.

On the next page, you can see details of the season's key pieces and the corresponding data. Don't forget to check your dashboards to see your specific data, related to your chosen market.

# FALL COLLECTIONS **MUST-HAVE OUTERWEAR**

## PUFFER

## BOMBER

## PARKA

## BLAZER

## RAIN JACKET

STABLE TREND



Zara (2)\_1.jpg



**-8%**

YEAR ON YEAR

STABLE TREND



KIABl.webp



**-16%**

YEAR ON YEAR

STABLE TREND



jacadi.jpeg



**+21%**

YEAR ON YEAR

SAFE TREND



IKKS.jpg



**+9%**

YEAR ON YEAR

SAFE TREND



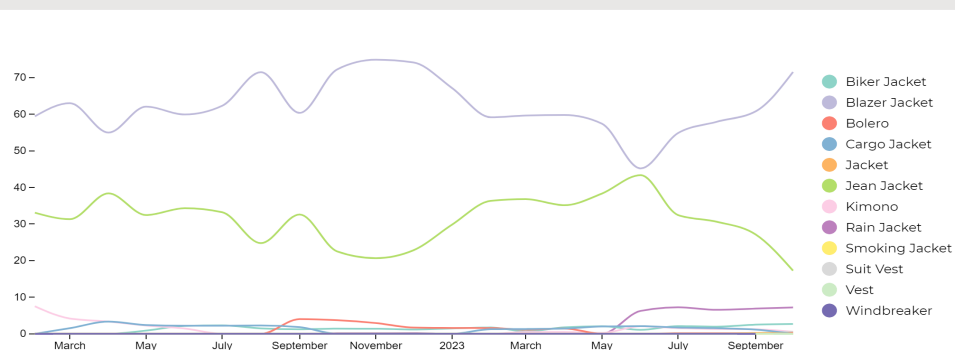
Mango\_3.webp



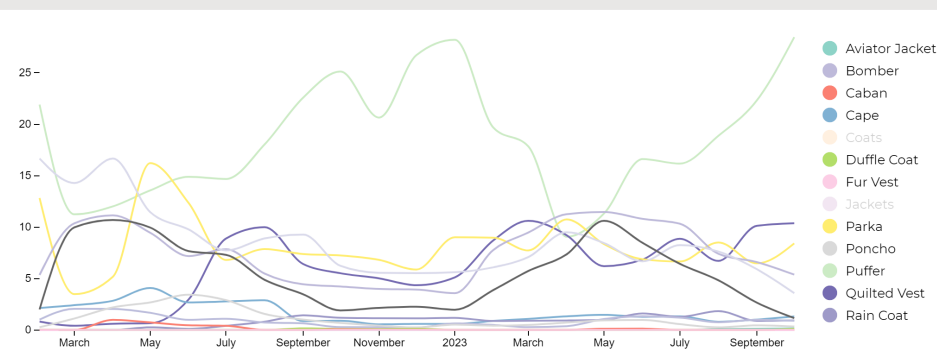
**+32%**

YEAR ON YEAR

## JACKETS EVOLUTION



## OUTERWEAR EVOLUTION



# FALL COLLECTIONS **MUST-HAVE TOPS**

## SHIRT

STABLE TREND



Mango\_2.webp



**-1%**  
YEAR ON YEAR

## OVERSHIRT

SAFE TREND



H\_M\_1.jpg



**+43%**  
YEAR ON YEAR

## POLO

SAFE TREND



Reserved\_2.avif



**+125%**  
YEAR ON YEAR

## ZIP-UP HOODIE

STABLE TREND

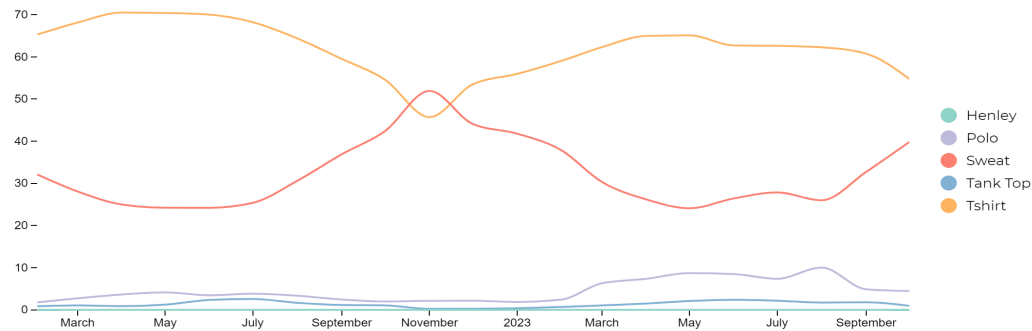


Zara (2).jpg

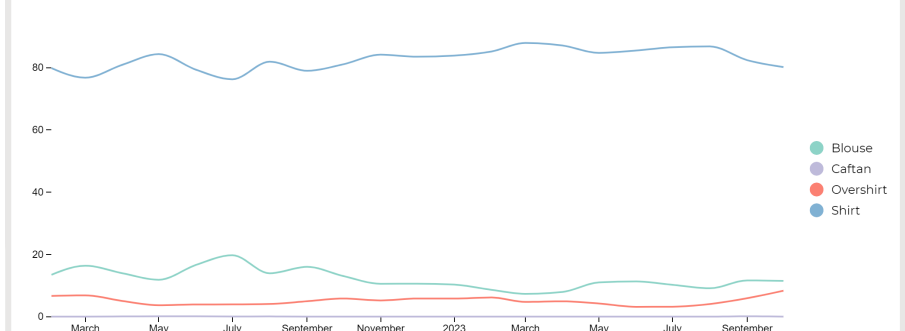


**+20%**  
YEAR ON YEAR

## T-SHIRTS & SWEATS EVOLUTION



## SHIRTS EVOLUTION





# FALL COLLECTIONS **MUST-HAVE PANTS**

## JOGGERS

### STABLE TREND



Reserved\_1.avif



**+16%**

YEAR ON YEAR

## CARGO PANTS

### BIG TREND



Zara.jpg



**+116%**

YEAR ON YEAR

## SLIM PANTS

### SAFE TREND



Mango\_1.webp



**+72%**

YEAR ON YEAR

## WIDE-LEG JEANS

### EARLY SIGN



Uniqlo\_1.avif



**+73%**

YEAR ON YEAR

## BAGGY JEANS

### EARLY SIGN



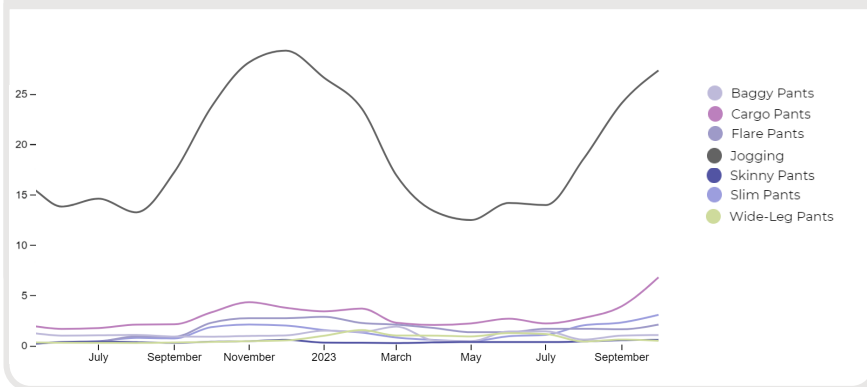
H\_M.jpg



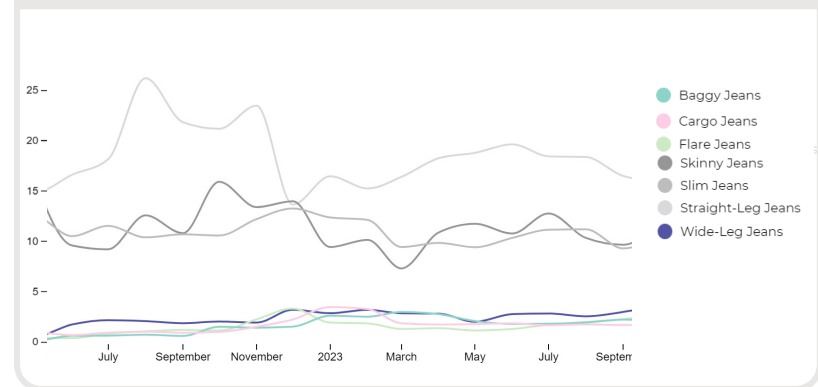
**+31%**

YEAR ON YEAR

## TROUSERS EVOLUTION



## JEANS EVOLUTION



# FALL COLLECTIONS **MUST-HAVE SHOES**

## SNEAKERS

STABLE TREND



Lc Wakiki.webp



**+14%**  
YEAR ON YEAR

## BOOTS

STABLE TREND



H\_M\_2.jpg



**-12%**  
YEAR ON YEAR

## DERBIES

BIG TREND



Zara\_1.jpg



**+142%**  
YEAR ON YEAR

## LOAFERS

BIG TREND

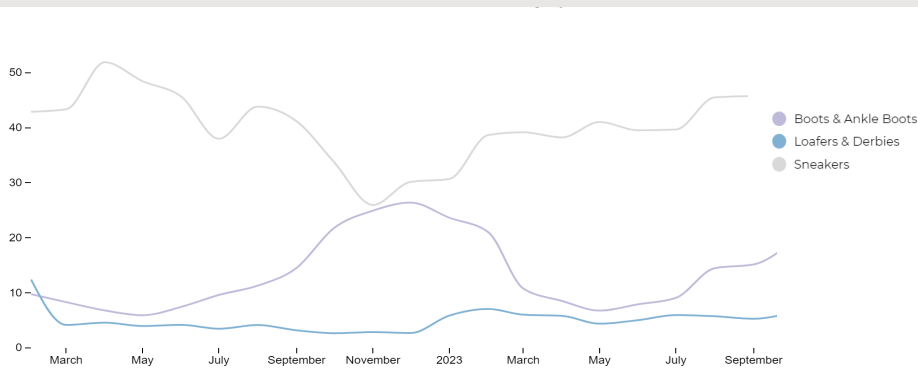


-riverisland-.avif



**+142%**  
YEAR ON YEAR

## SHOES EVOLUTION



Sneakers are the best product by quantity and have cleaner shapes and more minimalistic design. Boots are taking on trekking and outdoor inspiration, with chunky rubber soles and laces. Following the current trends, derbies and loafers are the most increasing product for fall, showing a new formal elegance even for kidswear.

# 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

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