



KIDSWEAR
RETAIL RADAR
FALL
COLLECTIONS
GIRLS



LIVETREND

FALL INTRODUCTION



Benetton.jpg



UPDATE

Delicate Ease. Kidswear collections are announcing interesting shifts within girl's assortment. For instance, feminine colors are manifesting a slow but noticeable decrease, with pink going down -24% yoy and purple -13% yoy, shifting to a more unisex palette which favors blues, greens and reds. Materials are balancing a delicate and feminine notion, with sleek sparkles and soft mesh fabrics expressing the core of the ballet trend, with a more genderless appeal, with premium knits, wool, checkered motifs and denim infusing the wardrobe with a minimal note from the 90s. Overall, the product assortment is slowly transitioning through cleaner and smarter designs, integrating a soft touch of frivolity free from eccentricity.

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 the same period last year. The percentages show the visibility evolution year on year.

FALL COLLECTIONS RTW COLOR TREND

BLUE

GREEN

PINK

RED

PURPLE



Mango.webp

Pangaia.webp

N21.webp

Zara_1.jpg

Ikks.jpg

+32%
YEAR ON YEAR

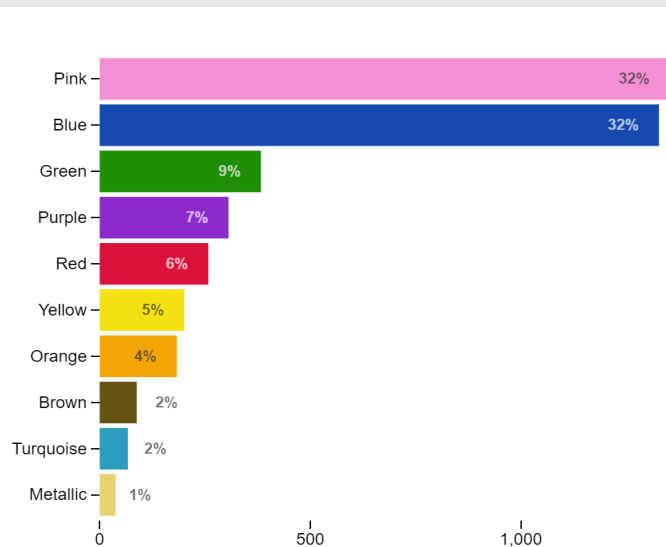
+52%
YEAR ON YEAR

-21%
YEAR ON YEAR

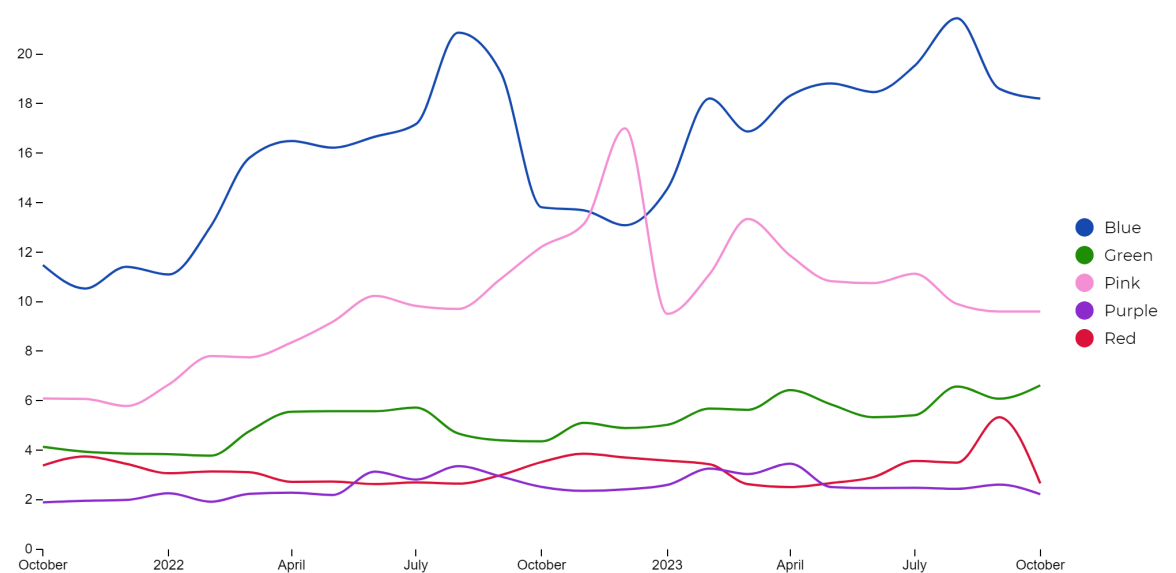
-24%
YEAR ON YEAR

-12%
YEAR ON YEAR

FASHION COLOR RANGE



COLOR EVOLUTION



FALL COLLECTIONS **KEY FABRICS**

KNIT

DENIM

LEATHER & FAKE

SPARKLING

VEILED



Mango (2).webp



+12%

YEAR ON YEAR



Zara_5.jpg



-8%

YEAR ON YEAR



Reserved_4.avif



+105%

YEAR ON YEAR



lkks_2.jpg



+35%

YEAR ON YEAR



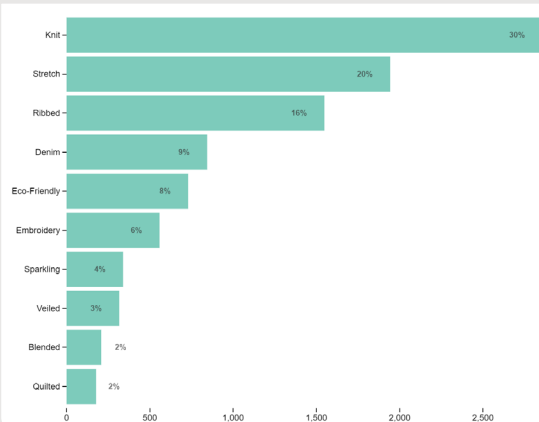
Twinsset.webp



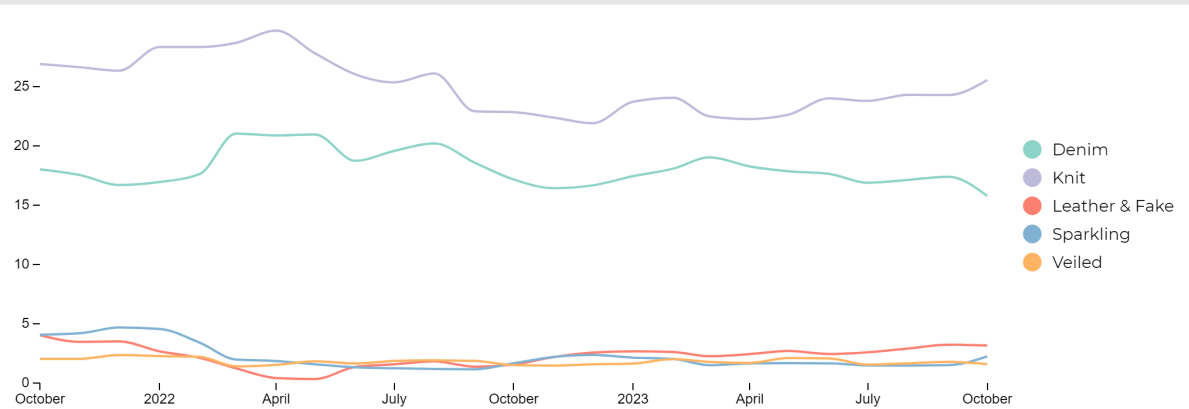
+6%

YEAR ON YEAR

FABRICS ASSORTMENT



TOP FABRICS EVOLUTION



FALL COLLECTIONS **KEY PATTERNS**

MESSAGES



Reserved.jpg


+48%
 YEAR ON YEAR

FLORALS



River Island (2)_1.avif


+70%
 YEAR ON YEAR

CHECKS



Zara (4).jpg


+23%
 YEAR ON YEAR

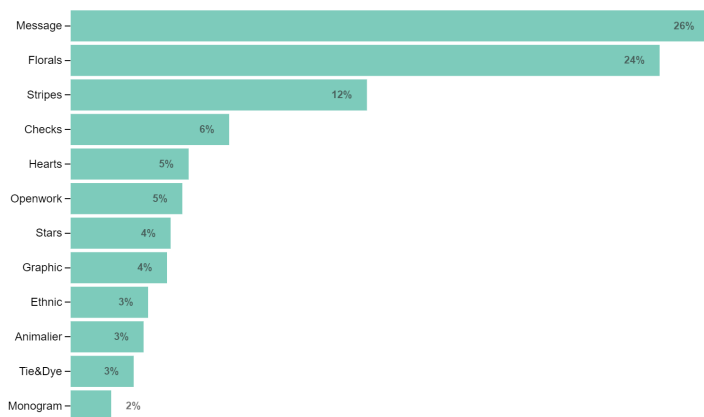
ANIMALIER



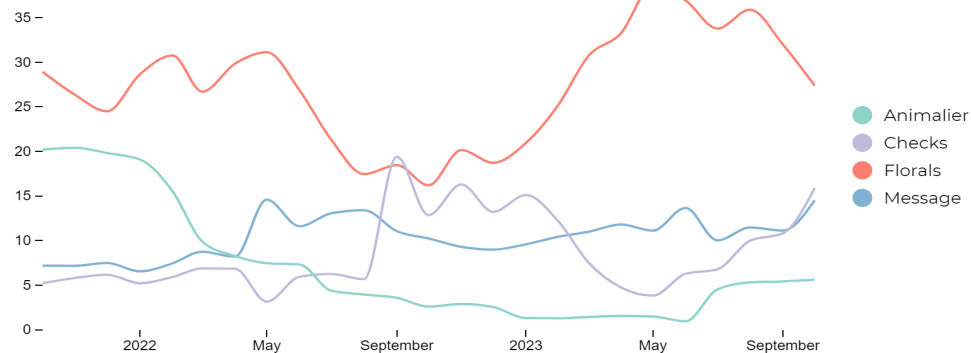
Ikks (2)_1.jpg


+115%
 YEAR ON YEAR

PATTERNS ASSORTMENT

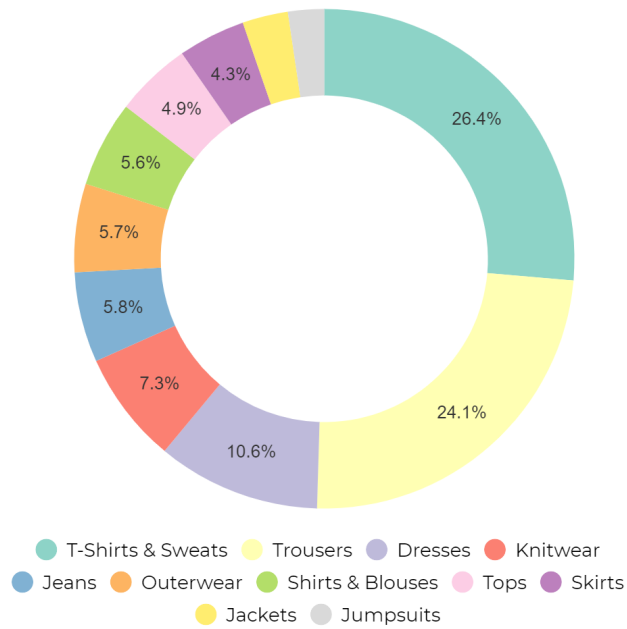


PATTERNS EVOLUTION

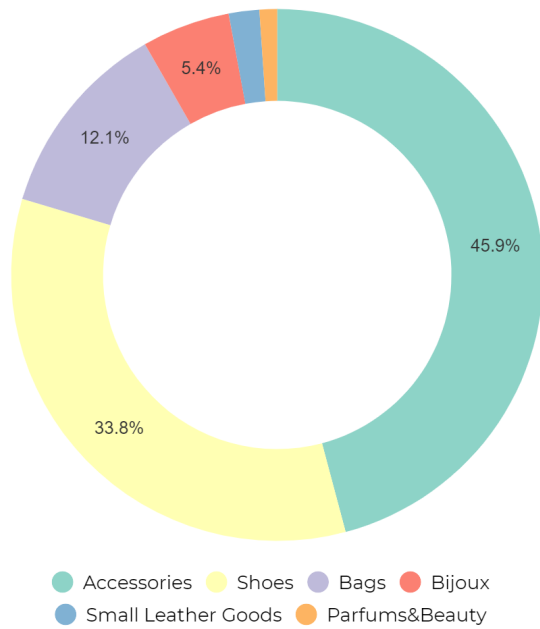


FALL GIRLS READY-TO-WEAR ASSORTMENT

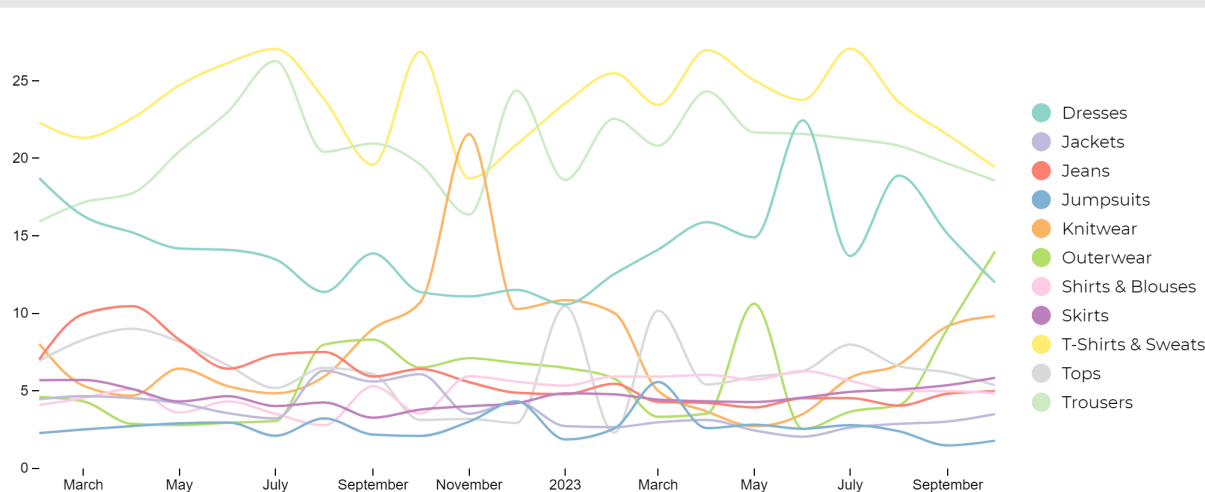
RTW PRODUCT RANGE



PRODUCT RANGE



RTW PRODUCT EVOLUTION



Livetrend'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 for tops t-shirts are taking a big part of kid's topwear range (49%), then sweat at second position with 22% and shirt at 9%.

At second position, trousers are still showing leggings and joggers as a must-have meanwhile this style is decreasing for adults. Seeking for confort and ease, pant's shapes are not trendproof so even for kids, legs are going wider and cargo pants are keeping growing in the range. Other interesting styles are skorts and flared. For dresses short style is dominating but longer lenght are at 35% of dress 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.

FALL COLLECTIONS **MUST-HAVE OUTERWEAR**

CHECKERED BLAZER

BIKER JACKET

PUFFER

PARKA

REVERSIBLE

STABLE TREND



Reserved.avif



+17%

YEAR ON YEAR

EARLY SIGN



Zara.jpg



+138%

YEAR ON YEAR

STABLE TREND



ilgufo.jpeg



+3%

YEAR ON YEAR

SAFE TREND



Bellerose.webp



+25%

YEAR ON YEAR

SAFE TREND



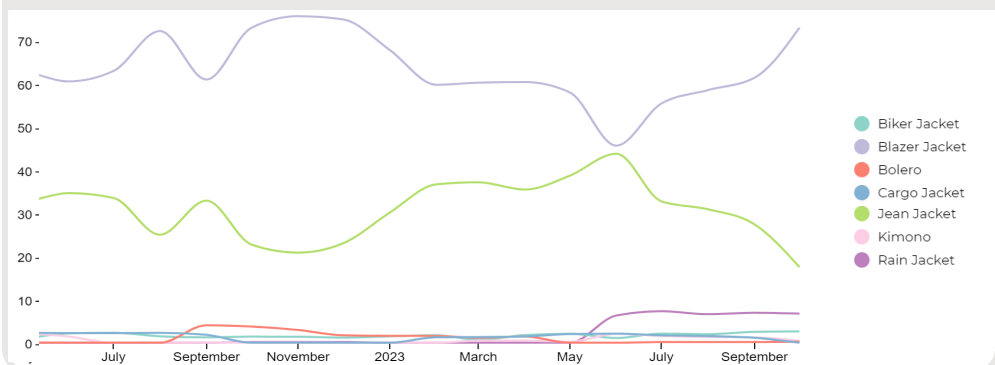
liewood.webp



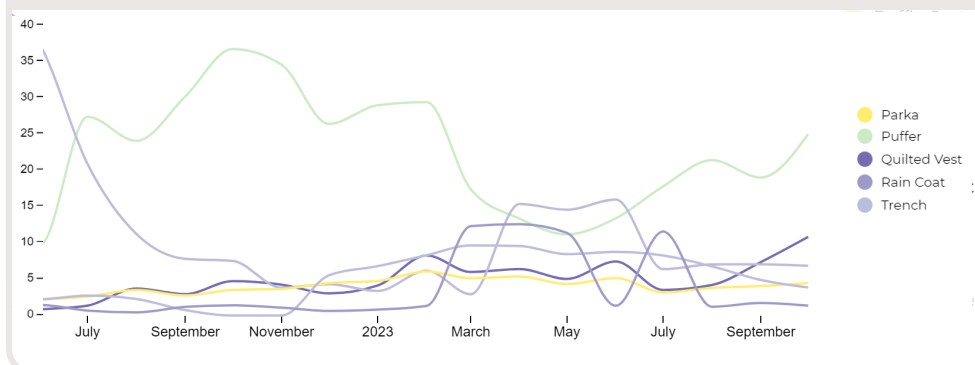
+32%

YEAR ON YEAR

JACKETS EVOLUTION



OUTERWEAR EVOLUTION



FALL COLLECTIONS **MUST-HAVE** KNITWEAR

TURTLENECK

PRIM CARDI

ZIP-UP CARDI

BALLET CARDI



Zara_7.jpg


+10%
YEAR ON YEAR



Mango_6.webp


+9%
YEAR ON YEAR



H_M (2)_3.jpg

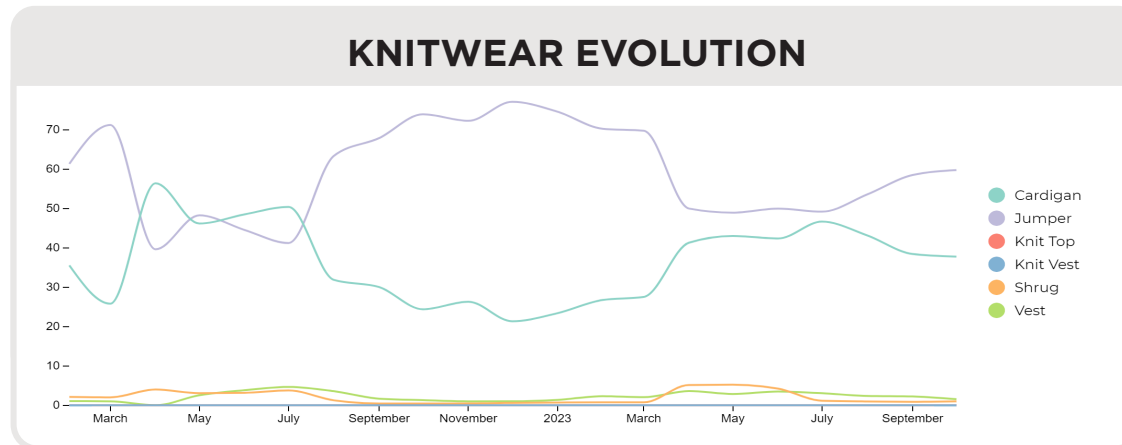

+72%
YEAR ON YEAR



H_M_2.jpg


+233%
YEAR ON YEAR

KNITWEAR EVOLUTION



FALL COLLECTIONS **MUST-HAVE DRESSES**

LONG DRESS

BOW DRESS

PRIM DRESS

DUNGAREE DRESS

DUNGAREE

SAFE TREND



H_M (3).jpg



+83%
YEAR ON YEAR

SAFE TREND



Twinsset (2).webp



+26%
YEAR ON YEAR

EARLY SIGN



H_M (2)_1.jpg



+676%
YEAR ON YEAR

EARLY SIGN



Zara (3).jpg



+394%
YEAR ON YEAR

SAFE TREND

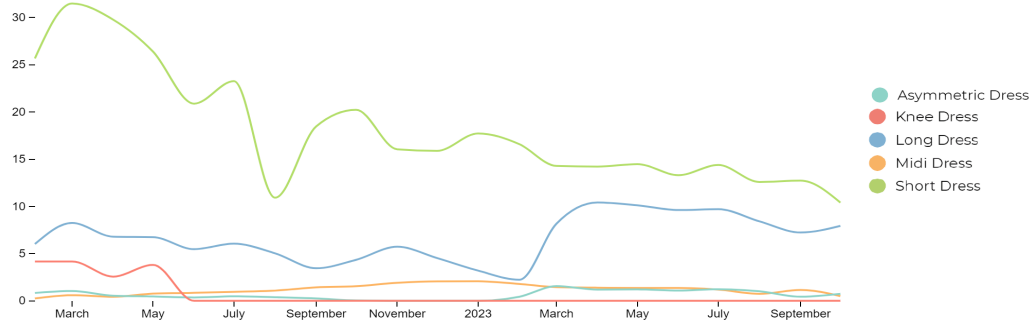


Mango_2.webp

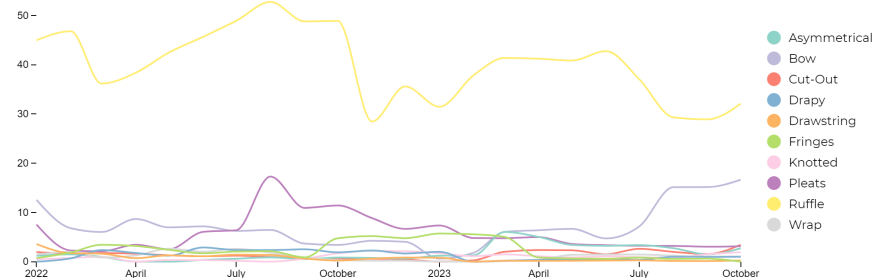


+55%
YEAR ON YEAR

DRESS EVOLUTION



DRESS DETAILS EVOLUTION



FALL COLLECTIONS **MUST-HAVE TOPS**

T-SHIRT

PRIM POLO

UNISEX SHIRT

CROPPED SHIRT

BOHO BLOUSE

STABLE TREND

BIG TREND

STABLE TREND

BIG TREND

SAFE TREND



shein.jpeg



+5%

YEAR ON YEAR



Zara_4.jpg



+204%

YEAR ON YEAR



H_M_1.jpg



-15%

YEAR ON YEAR



Reserved_3.avif



+174%

YEAR ON YEAR



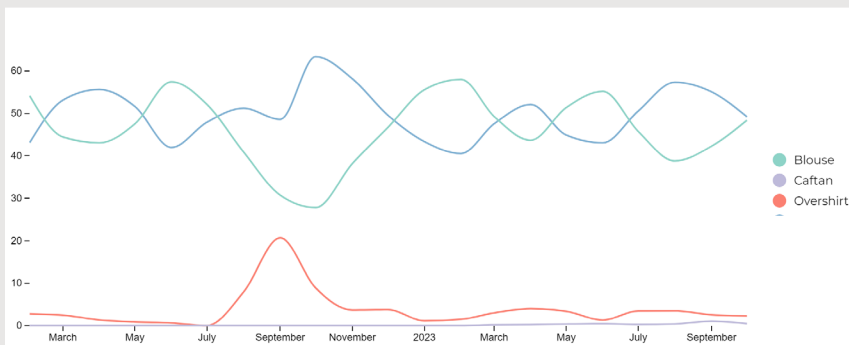
Mango_4.webp



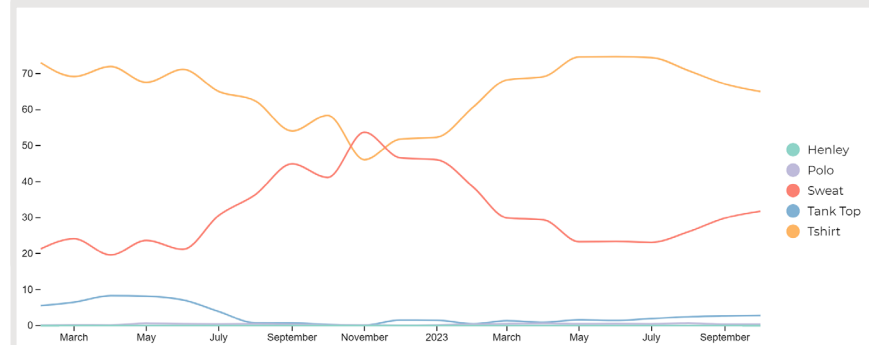
+74%

YEAR ON YEAR

TOPS & BLOUSES EVOLUTION



T-SHIRTS & SWEATS EVOLUTION



FALL COLLECTIONS **SKIRTS & SHORTS**

SHORTS



BIG TREND

IKKS (3).jpg

+115%
YEAR ON YEAR

MIDI SKIRT



EARLY SIGN

h_m (2)_2.jpg

+145%
YEAR ON YEAR

PLEATED



SAFE TREND

Zara_3.jpg

+28%
YEAR ON YEAR

SKORT

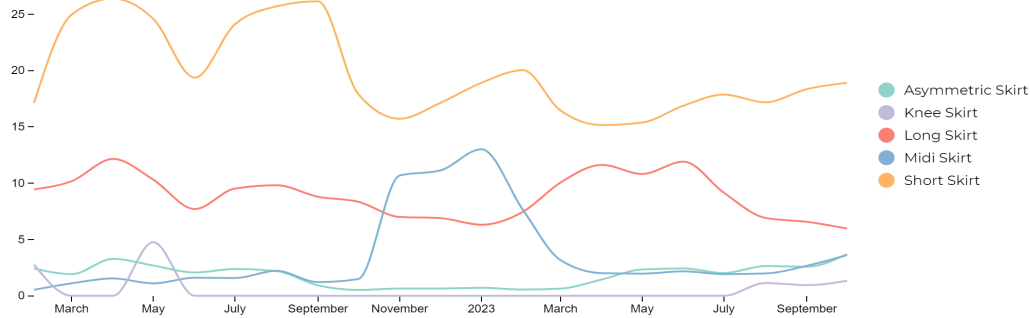


STABLE TREND

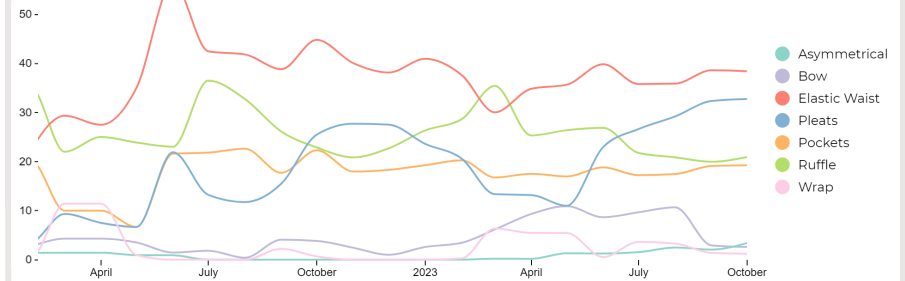
Mango_3.webp

+22%
YEAR ON YEAR

SKIRTS EVOLUTION



SKIRTS DETAILS EVOLUTION



FALL COLLECTIONS TROUSERS & JEANS

FLARE PANTS

SAFE TREND



IKKS (2).jpg



+26%
YEAR ON YEAR

CARGO PANTS

SAFE TREND



Zara (3)_1.jpg



+33%
YEAR ON YEAR

WIDE-LEG JEANS

EDGY TREND



Dsquared2_1.webp



+94%
YEAR ON YEAR

BAGGY JEANS

STABLE TREND

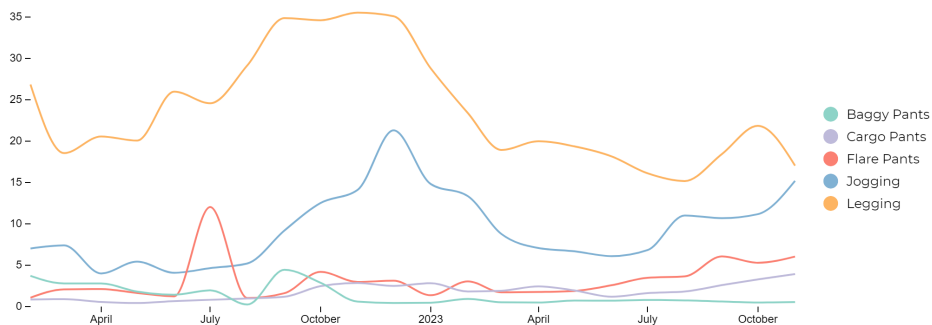


H&M.jpg

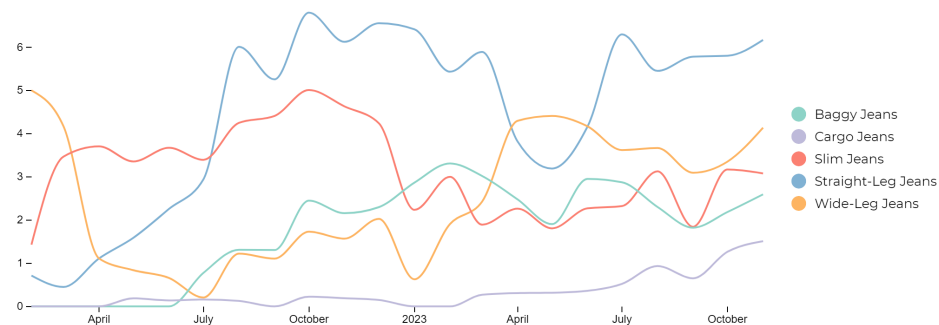


+11%
YEAR ON YEAR

TROUSERS EVOLUTION



JEANS EVOLUTION



FALL COLLECTIONS **MUST-HAVE SHOES**

IETI BOOTS

SAFE TREND



Zara (2).jpg



+43%
YEAR ON YEAR

SATIN BALLERINA

BIG TREND



Mango_5.webp



+300%
YEAR ON YEAR

LOAFERS

BIG TREND

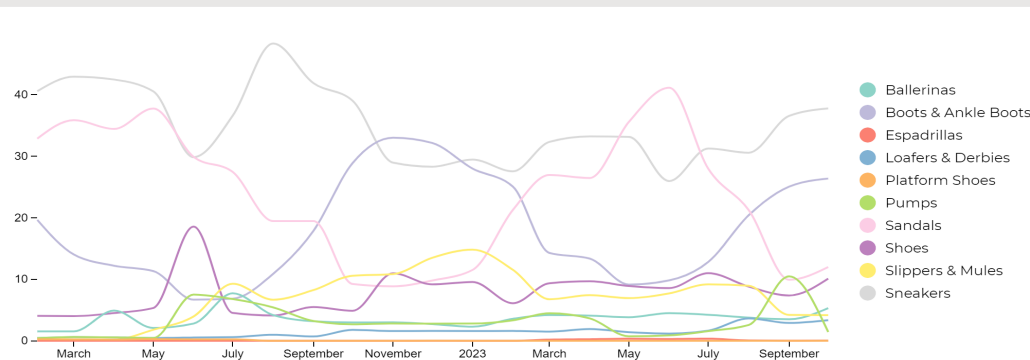


River Island.avif



+89%
YEAR ON YEAR

SHOES EVOLUTION



FALL COLLECTIONS **MUST-HAVE ACCESSORIES**

FURRY HAT



Mango (2)_1.webp


+6%
YEAR ON YEAR

SCARVES



hmgoepprod.jpg


+25%
YEAR ON YEAR

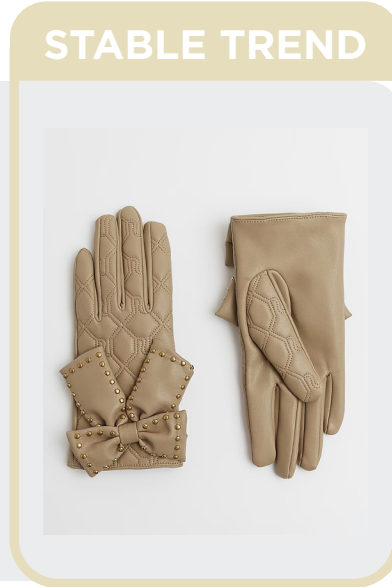
SUNNIES



Zara (3)_2.jpg


+143%
YEAR ON YEAR

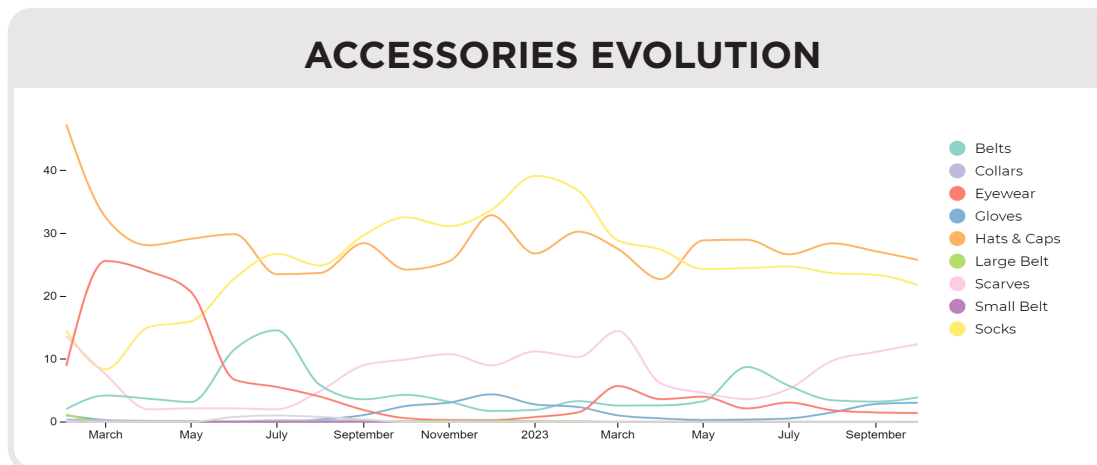
GLOVES



River Island (2).avif


+22%
YEAR ON YEAR

ACCESSORIES EVOLUTION



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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