



**WOMENSWEAR**  
**FALL 2024**  
**INSTAGRAM**  
**UPDATE**  
**SKIRTS**



**LIVETREND**

# INTRODUCTION SKIRTS FALL 24



Milano Streetstyle-121.jpg

Paris Streetstyle - 454.jpg

@sofiamcoelho-3.png

Paris Streetstyle - 179.jpg



**UPDATE**

**Feminine & Minimal.** For the transitional fall season, skirts are leaning back into feminine volumes after season's of bodycon and column silhouettes. The minimal slimline remains for long maxis and knee-length pencils, but slowly moves away from the midi that has dominated throughout the past seasons. The cascading asymmetry is also panning out and transforms into more sartorial handkerchief looks that have a more elevated feel to them. Distinctly feminine, the full volume silhouette has also been introduced on the SS24 runways and already shows its first impact across the market. In bohemian full-length styles with a gypsy feel or in new tutu adaptations on mini and maxi lengths, the new silhouette introduces a shift for womenswear looks and product outlines that are also becoming visible across the range of dresses.

*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 SKIRTS FALL 24



MANIFEST



INVEST



TEST

THE PENCIL



Paris Streetstyle - 83.jpg

THE LOW MINI



Milano Streetstyle-140.jpg

THE LONG COLUMN



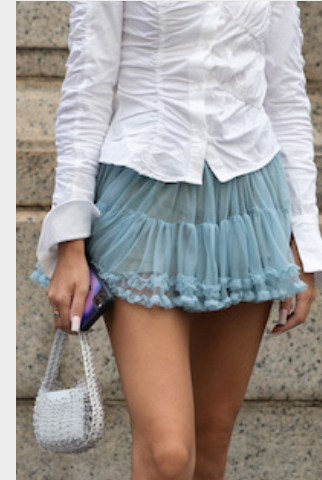
Milano Streetstyle-149.jpg

THE VEILED



New York Streetstyle - 113.jpg

THE TUTU



New York Streetstyle - 221.jpg

THE LADYLIKE



New York Streetstyle - 147.jpg

***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 FULL SKIRTS FALL 24

## EARLY SIGN



Paris Streetstyle - 380.jpg



zoepastelle.png



New York Streetstyle - 285.jpg



London Streetstyle - 236.jpg



ny streetstyle-45.jpg

  
**+147%**  
YEAR ON YEAR

## THE TRANSITIONAL PURE BOHO

## SAFE TREND



Paris Streetstyle - 146.jpg



New York Streetstyle - 256.jpg



New York Streetstyle - 147.jpg



New York Streetstyle - 228.jpg



Paris Streetstyle - 179.jpg

  
**+31%**  
YEAR ON YEAR

## THE LADYLIKE A-LINE

# KEY ITEMS MINI SKIRTS FALL 24

## BIG TREND



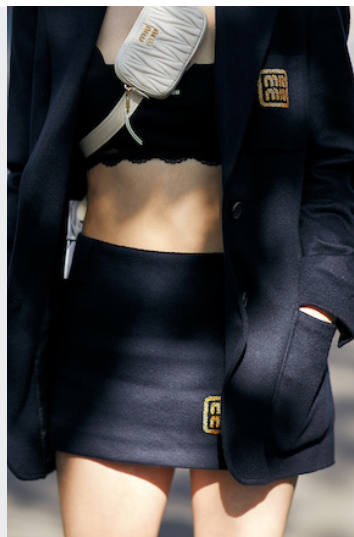
Milano Streetstyle-109.jpg



9M9A1719-scaled.jpg



New York Streetstyle - 46.jpg



Paris Streetstyle - 498.jpg



Milano Streetstyle-140.jpg

## THE LOW-RISE MINIMAL STYLE

  
**+88%**  
YEAR ON YEAR

## SAFE TREND



@nannanschonberg-3.png



New York Streetstyle - 134.jpg



Paris Streetstyle - 259.jpg



London Streetstyle - 275.jpg



@sofiamcoelho-2.png

## THE PLEATED KILT

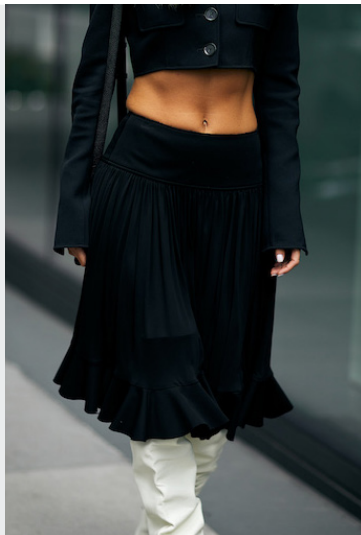
  
**+65%**  
YEAR ON YEAR

# KEY ITEMS KNEE SKIRTS FALL 24

## EARLY SIGN



London Streetstyle - 33.jpg



ny streetstyle-29.jpg



@endlesslyloveclub-3.png



9M9A6255-scaled.jpg



London Streetstyle - 81.jpg

  
**+16%**  
YEAR ON YEAR

## THE NEO PLEATED

## BIG TREND



London Streetstyle - 164.jpg



Paris Streetstyle - 361.jpg



Milano Streetstyle-139.jpg



Milano Streetstyle-41.jpg



Paris Streetstyle - 83.jpg

  
**+106%**  
YEAR ON YEAR

## THE PENCIL

# KEY ITEMS MAXI SKIRTS FALL 24

## EDGY TREND

## THE LONG MERMAID



Paris Streetstyle - 458.jpg



@jo.rdan1.png



Milano Streetstyle-135.jpg



ny streetstyle\_8.jpg



Paris Streetstyle - 341.jpg

  
**+57%**  
YEAR ON YEAR

## BIG TREND

## THE COLUMN



London Streetstyle - 136.jpg



Milano Streetstyle-149.jpg



@sophiamcoelho1.png



@emilindlev-3.png



@sofiamcoelho-3.png

  
**+92%**  
YEAR ON YEAR

# KEY ITEMS TUTU SKIRTS FALL 24

## EDGY TREND



London Streetstyle - 101.jpg



London Streetstyle - 160.jpg



Milano Streetstyle-47.jpg



New York Streetstyle - 84.jpg

## THE LONG TUTLE



@oliviaculpo2.png

  
**+72%**  
YEAR ON YEAR

## EARLY SIGN



New York Streetstyle - 221.jpg



Paris Streetstyle - 429.jpg



Milano Streetstyle-58.jpg



ny streetstyle-68.jpg

## THE MICRO TUTU



@hannahschonberg-1.png

  
**+117%**  
YEAR ON YEAR



# KEY ITEMS ASYMMMETRIC SKIRTS FALL 24

## EDGY TREND



Paris Streetstyle - 452.jpg



ny streetstyle-69.jpg



Paris Streetstyle - 384.jpg



Paris Streetstyle - 274.jpg



@modaoperandi-7.png

  
**+121%**  
YEAR ON YEAR

## THE GATHERED PARACHUTE

## EARLY SIGN



@couture.kulten-7.png



Paris Streetstyle - 147.jpg



New York Streetstyle - 208.jpg



@sophiamcoelho2.png



New York Streetstyle-175.jpg

  
**+59%**  
YEAR ON YEAR

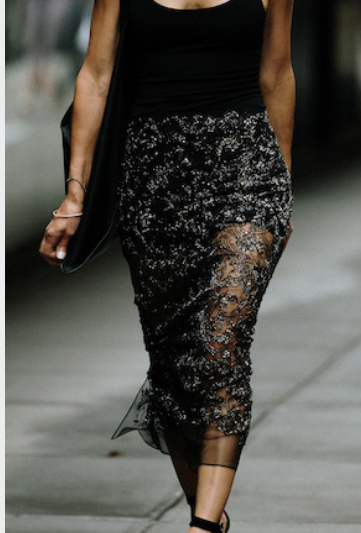
## THE HANDKERCHIEF

# KEY ITEMS FASHION SKIRTS FALL 24

## EARLY SIGN



Milano Streetstyle-160.jpg



New York Streetstyle - 113.jpg



Paris Streetstyle - 141.jpg



Milano Streetstyle-137.jpg



Milano Streetstyle-153.jpg

## THE VEILED OCCASION STYLE

  
**+47%**  
YEAR ON YEAR

## EDGY TREND



London Streetstyle - 306.jpg



Paris Streetstyle - 90.jpg



Milano Streetstyle-44.jpg



Milano Streetstyle-175.jpg



London Streetstyle - 151.jpg

## THE LAYERED SKORT

  
**+110%**  
YEAR ON YEAR

# 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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