



WOMENSWEAR
RETAIL RADAR
FALL COLLECTIONS
TOPWEAR



LIVETREND

FALL 23 TOPWEAR INTRODUCTION



mango.webp



Imperial.jpg



Zara_6.jpg



H_M (2)(1).jpg



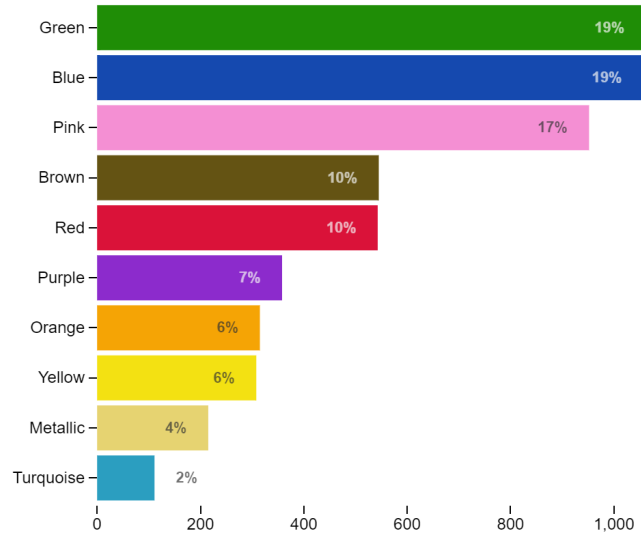
UPDATE

Empowering Styles. The rediscovering of essentials has put a new focus on minimalism and womens attire is slowly integrating unisex and menswear silhouettes moving forward the y2k dominance. The << back to work >> wave has definitely shaped an effortless but sophisticated wardrobe, with several new twists for the shirts category (+4%), going from plain unisex oversized shirts to hourglass fitted one's. Crop tops are decreasing -43% and polo too, showing -23% to last year. Drapes, wraps and asymmetric features keep permeating the market for jerseys, with a noticeable decreasing of t-shirts and prints, and an interesting rise of bodies.

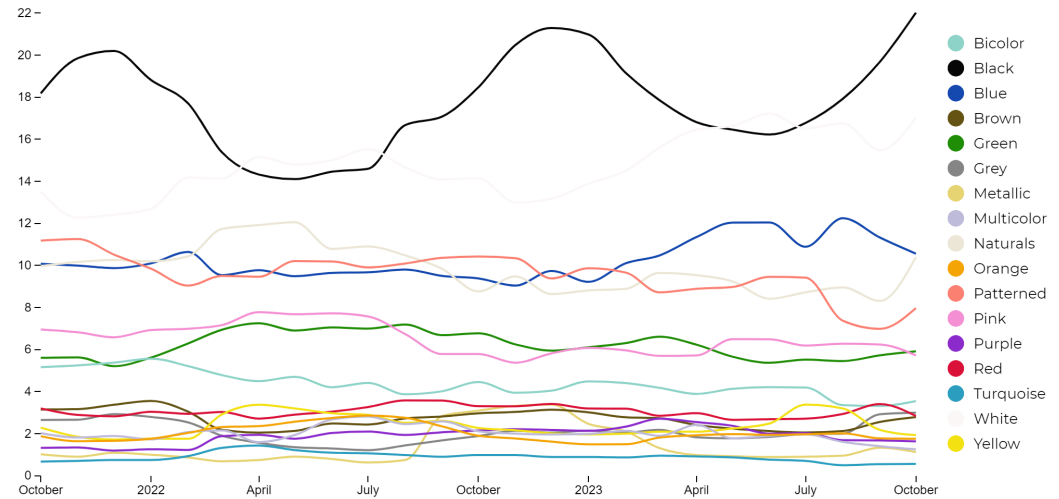
This report is based on Livetrend data extracted from e-commerce on the European market from 1/9/23 to 30/10/23, analysing the visibility and growth of the trends compared to te same period last year. The percentages show the visibility evolution year on year.

FALL TOPWEAR RANGE TOP COLORS ASSORTMENT

FASHION COLOR RANGE



TOPS COLOR EVOLUTION



NATURALS

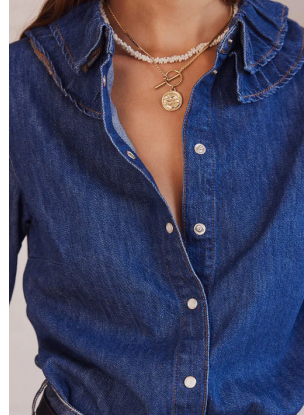


-pinko-.webp



+19%
YEAR ON YEAR

BLUE



Balzac.webp



+14%
YEAR ON YEAR

GREEN

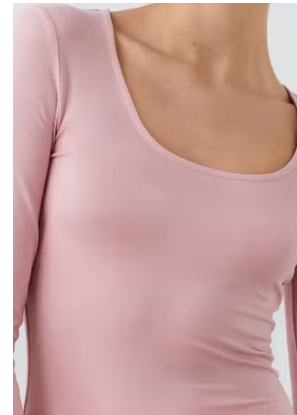


Zara.jpg



-19%
YEAR ON YEAR

PINK

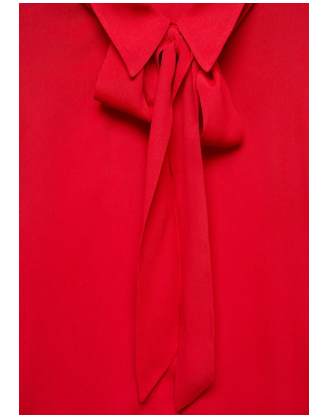


Gina Tricot.avif



-2%
YEAR ON YEAR

RED



Mango.jpg



-4%
YEAR ON YEAR

FALL COLLECTIONS JERSEY TOPS

STABLE TREND

THE ESSENTIAL CREWNECK

 **+17%**
YEAR ON YEAR



Miu Miu.avif



mango.webp



Zara.jpg



COS (14).jpg



H_M (5).jpg



MANIFEST

SAFE TREND

THE LONGSLEEVE BODYSUIT

 **+34%**
YEAR ON YEAR



Zara (2).jpg



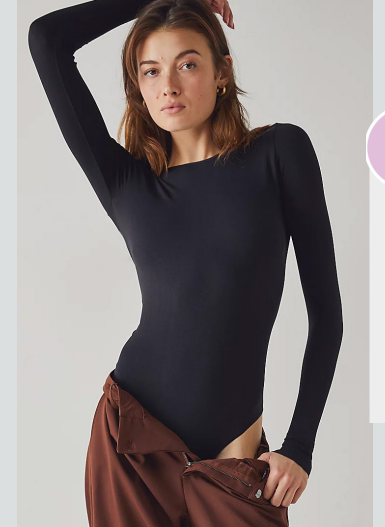
H_M (4).jpg



Pull_Bear (1).jpg



Urban Outfitters_1.webp



Freepeople.webp



TEST

FALL COLLECTIONS JERSEY TOPS

 **+44%**
YEAR ON YEAR

SAFE TREND

THE OFF-SHOULDER LONGSLEEVE



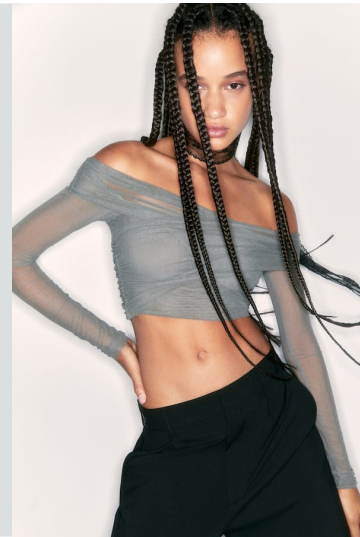
Christopher Esber.jpg



Zara_4.jpg



Bershka.jpg



Pull_Bear (3).jpg



The Reformation (10).webp



INVEST

SAFE TREND

THE DRAPED JERSEY TOP

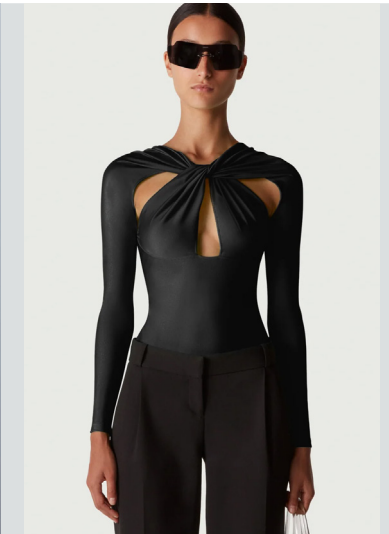
 **+62%**
YEAR ON YEAR



-pinko-.webp



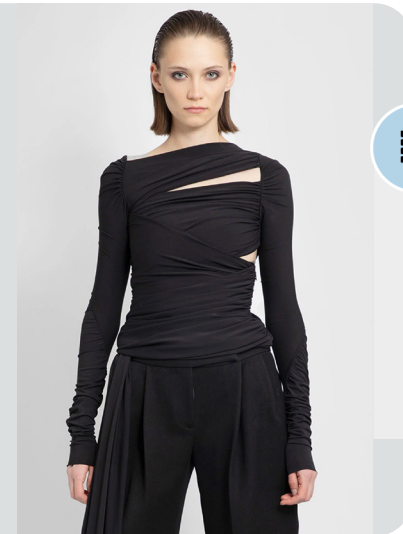
H_M.webp



Coperni (2).webp



Iro.jpg



The Attico.webp



INVEST

FALL COLLECTIONS **SLEEVELESS TOPS**

STABLE TREND



H_M (1).jpg



Sandro.jpg



Mango_2.webp



Zara_1.jpg



Massimo Dutti.jpg

THE **LINGERIE CAMI**

+1%
YEAR ON YEAR

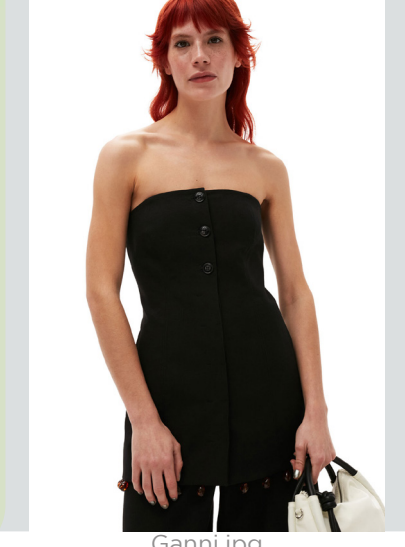


MANIFEST

EDGY TREND



Cos (2).jpg



Ganni.jpg



proenza-schouler.jpg



The Frankie Shop_1.webp



Zara_3.jpg

THE **TUBE BUSTIER**

+58%
YEAR ON YEAR



TEST

FALL COLLECTIONS SHIRTS & BLOUSES

SAFE TREND

THE MEN SHIRT

 **+7%**
YEAR ON YEAR



Stella Mc Cartney.avif



Acne Studio.jpg



Maje.jpg



Zara_2.jpg



Dutti (4).jpg



MANIFEST

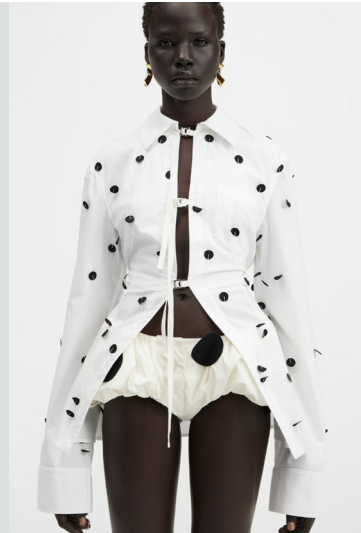
EARLY SIGN

THE HOURGLASS SHIRT

 **+90%**
YEAR ON YEAR



otherstories (7).jpg



Jacquemus.avif



H_M(1).jpg



Cos.jpg



TEST

FALL COLLECTIONS SHIRTS & BLOUSES

SAFE TREND



The Reformation (6).webp



Zara_5.jpg



Zimmermann.jpg



H_M (3).jpg



Valentino.avif

THE SHEER SHIRT

 **+54%**
YEAR ON YEAR



INVEST

SAFE TREND



COS (2)_1.jpg



Acne Studio (2).jpg



H&M_4.jpg



Zara_6.jpg



Iro (2).jpg

THE DRAPED BLOUSE

 **+70%**
YEAR ON YEAR



INVEST

FALL COLLECTIONS SHIRTS & BLOUSES

THE BUSINESS STYLE



THE TIE NECK COLLAR



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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