



WOMENSWEAR
RETAIL RADAR
KNITWEAR
UPDATE



LIVETREND

KNITWEAR UPDATE INTRODUCTION



The Frankie Shop.webp



Coperni_1.jpg



Sportmax.webp



UPDATE

Soft Transition. As the autumn leaves begin to fall and the temperature drops, fashion enthusiasts eagerly anticipate the unveiling of the latest knitwear collections for the Fall/Winter 23 season. This year's knitwear trends are all about combining warmth, comfort, and style, making it an exciting time for fashion-conscious individuals to refresh their wardrobes. Sustainability continues to be a prominent theme in the fashion industry. Many brands are incorporating eco-friendly materials and production processes into their knitwear collections. Expect to find knitwear made from recycled yarn, organic cotton, and other sustainable materials. These pieces not only keep you warm but also contribute to a more environmentally friendly wardrobe.

This report is based on Livetrend data extracted from e-commerce on the European market from 1/9/23 to 15/11/23, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

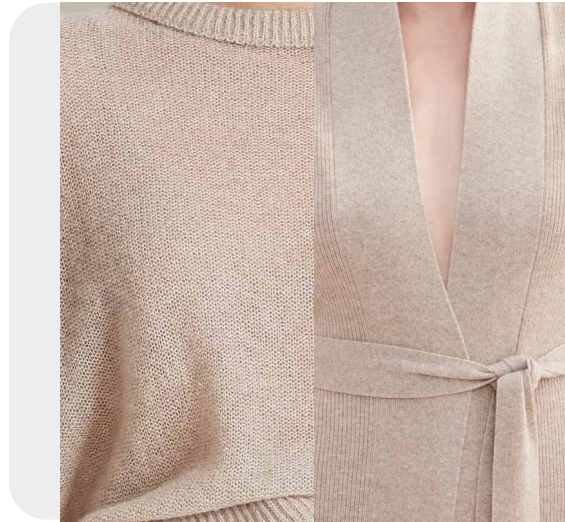
COLLECTIONS THEME **BALLET MELODY**



Softcore. Knitwear collections manifested a clear evolution from the homey, loungewear feel, which incorporated the becoming more refined and incorporating the ballerina vibe rising recently. This trend is all about soft and warm handles: tender silhouettes wrapped-up with knots and strings, transparent layers and lightweight wools to pervade the wardrobe with a feminine delicate notion. These weights play an essential role in defining the season, with climate warming being a worrying factor when planning winter assortments, specifically when considering knitwear. The sheer factor on openknits served to shape a new versatile aesthetic where knitwear is a crucial transitional category.

BALLET MELODY **KEY COLORS**

NATURAL NUDE



Apiece Apart.jpg

Cult Gaia.webp

LIGHT BLUE



Max Mara.jpg

Sezane.avif

LIGHT PINK



Simone Rocha.webp

Reformation.webp



+6%

YEAR ON YEAR



+5%

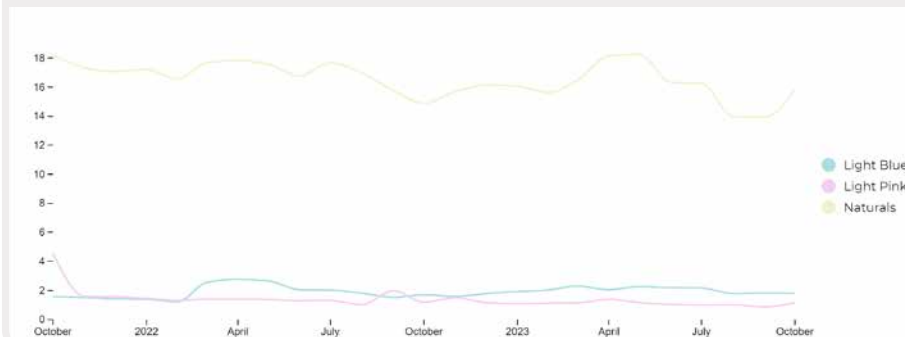
YEAR ON YEAR



-1%

YEAR ON YEAR

KEY COLORS EVOLUTIONS



Natural nude has gracefully ascended in popularity, experiencing a growth of +6% compared to the previous FW season on knitwear. This classic and neutral color is captivating for its subtle sophistication. The delicate pastels associated with neutrals as beiges and greys bring a touch of grace, reminiscent of the ethereal world of ballet. Paired with sophisticated light blue, the palette offers a harmonious blend that resonates with the consumers' desire for serenity and reassurance, in products that are versatile and designed to last.

BALLET MELODY **MATERIALS & DETAILS**

SOFT SHEER



Twinsset (3).webp

Zara_6.jpg



+34%

YEAR ON YEAR

SLINKY RIBS



iRO.jpg

Jacquemus_1.avif



+12%

YEAR ON YEAR

TWISTS & KNOTS



The Frankie Shop.webp

Fendi.png

simkhai (2).webp

Altuzarra.webp



+8%

YEAR ON YEAR

BALLET MELODY MATERIALS & DETAILS

ALL-OVER LACING



Zara_5.jpg

CultGaia.webp

 **+60%**
YEAR ON YEAR

WRAPS



A Roege Hove (3).webp

Sportmax.webp

 **+78%**
YEAR ON YEAR

SCALLOPS



Twinsset (2).webp

Zimmermann.webp

**EMERGING
TREND**

3D FLORALS



Paloma Wool.webp

For Love and Lemons (4).webp

**EMERGING
TREND**

BALLET MELODY **MUST-HAVES**

BIG TREND



Amomento.jpg



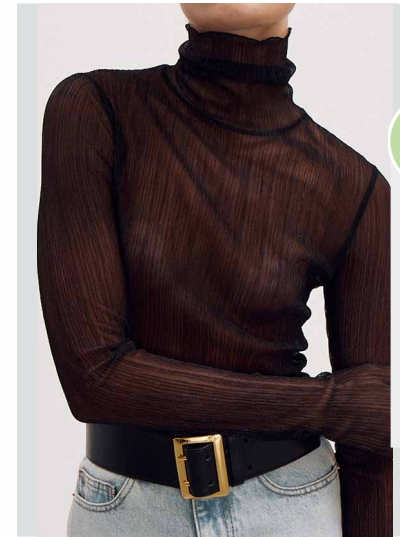
KNWLS.webp



Patrizia Pepe.jpg



Acne Studio.webp



Recto.jpg



MANIFEST

BIG TREND



Hugo Boss.jpg



Sourceunknown.webp



Acne.webp



Zara.jpg



Cecile Bahnsen.webp



INVEST

THE SHEER RIBBED

THE FEATHERWEIGHT

KNITWEAR

WOMENSWEAR

UPDATE

BALLET MELODY **MUST-HAVES**

SAFE TREND



Aroege hove.webp



Simkhai.webp



Awake Mode.webp



Altuzarra_3.webp



Arket.webp



INVEST

EDGY TREND



Alanui.webp



h&m (4).jpg



simkhai (4).webp



Altuzarra_1.webp



Reserved.avif



TEST

THE **SOFT OFF-SHOULDER**

THE **TUTU**

BALLET MELODY **MUST-HAVES**

STABLE TREND



Baserange.jpg



no21.jpg



Prada.webp



jacquemus.avif



Gucci.webp



INVEST

SAFE TREND



The Reformation (2).webp



Antik Batik.jpg



Zara_1.jpg



&Other Stories.jpg



Freepeople.webp



TEST

THE **SHRUNKEN** BUTTON-UP

THE **BALLET** CARDI

BALLET MELODY **MUST-HAVES**

EDGY TREND



For Love and Lemons.webp



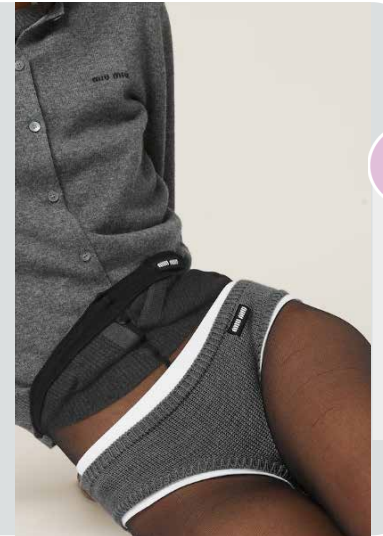
COS (19).jpg



Simkhai.jpg



Mango_2.webp



Miu Miu2.png

THE PANTIE SET



TEST

KNITWEAR

WOMENSWEAR

UPDATE

COLLECTIONS THEME **CORPORATE CORE**



Chic Officewear. As we dive into the Fall/Winter season, the perfect knitwear pieces for officewear are on top of consumer searches. Offering a fusion of classic sophistication and minimal style, this trend is made for everyday citywear. These pieces are designed to seamlessly transition from tailoring outfits to stylish smart-casual looks. A basic color palette is playing on black, charcoal gray, deep navy, and taupe. This timeless approach exudes sophistication and ensures easy mix-and-match properties. Simplicity and elegance are the hallmarks of corporate knitwear trend as quality, of course. Warm viscose is the protagonist of first fall drops and gradually leave space for merino wool and cashmere blends. Corporate knitwear trend is designed with layering in mind. Crewneck sweaters are perfect for wearing over shirts, while cardigans and blazers can be effortlessly layered to adapt to temperature changes throughout the day. The big return of the twin-set make it certainly a must have to invest in for the upcoming season.

CORPORATE CORE **KEY COLORS**


GREY



Khaite.jpg

Dior.avif

Zara_8.jpg

 **+21%**
YEAR ON YEAR

RED



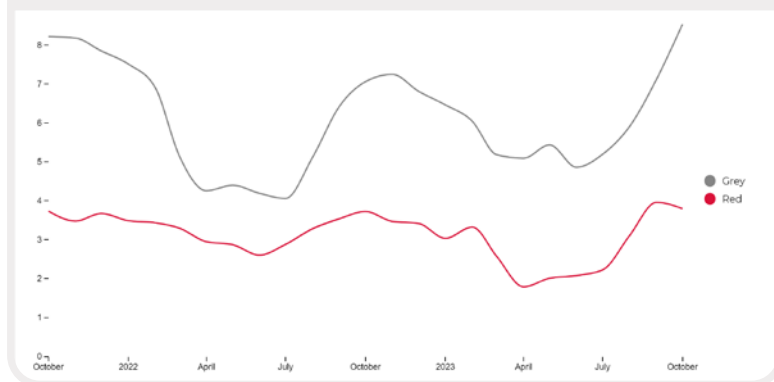
Max Mara_1.jpg

TheReformation_1.webp

Zara_7.jpg

 **+2%**
YEAR ON YEAR

KEY COLORS EVOLUTIONS



Grey has surged in popularity, experiencing significant growth of +21% compared to the previous FW season. This muted, versatile color is renowned for its ability to adapt seamlessly to various styles and settings. This commercial classic color claim timeless elegance, versatile pairings and gender neutral appeal. Red also shows a big increase in visibility but it stay stable in quantity with a +2% to last year. Red is a bold and captivating color replacing the fuchsia of the last seasons and adding vibrancy to the FW wardrobe.

CORPORATE CORE MATERIALS & DETAILS

LIGHT CASHMERE



miu miu (4).avif

Guest in Residence.webp



+22%
YEAR ON YEAR

STIFF WOOL



Zara (5).jpg

Loewe.webp



+2%
YEAR ON YEAR

LAYERING BASICS



mango (5).webp

Freepeople_2.webp

**EMERGING
TREND**

BROOCHES



Coperni_1.jpg

Massimo Dutti_1.jpg

**EMERGING
TREND**

CORPORATE CORE **MUST-HAVES**

THE POWER SHOULDER VEST

STABLE TREND



The Frankie Shop.jpg



Esprit.webp



The Reformation.webp



Dutti.jpg



Zara_2.jpg



TEST

EARLY SIGN



Miu Miu.webp



Thom Browne.webp



Prada.avif



Mango.webp



Coperni.jpg



TEST

THE KNIT TEE

KNITWEAR

WOMENSWEAR

UPDATE

CORPORATE CORE **MUST-HAVES**

BIG TREND



Zara_9.jpg



Hugo Boss_1.jpg



Mango (2).webp



Bottega Veneta.webp



Prada_1.avif



MANIFEST

THE **BASIC CREW NECK**

STABLE TREND



Prada (2).avif



Arket_2.webp



bottega veneta (2).jpg



Proenza Schouler.webp



Hugo Boss.webp



MANIFEST

THE **SLIM ROLLOVER NECK**

KNITWEAR

WOMENSWEAR

UPDATE

CORPORATE CORE **MUST-HAVES**

THE **GRANNY V-NECK**

STABLE TREND



COS (17).jpg



Arket_1.webp



Benetton.webp



Prada_2.avif



Zara (4).jpg



MANIFEST

SAFE TREND



Sourceunknown_1.webp



Miu Miu.avif



Dior.avif



Mango_1.webp



Recto (3).jpg



INVEST

KNITWEAR

WOMENSWEAR

UPDATE

CORPORATE CORE **MUST-HAVES**

LAST CALL



cos (6).jpg



Jil Sander.jpg



Ashlyn.webp



Artknit.webp



Clea.webp

THE **KNIT SKIRT SET**



TEST

KNITWEAR

WOMENSWEAR

UPDATE

COLLECTIONS THEME **RUSTIC RAVE**




Primal Grunge. Knitwear collections have taken a daring turn, embracing a rustic-themed aesthetic that seamlessly melds grunge style with primal craft. This bold fusion creates a distinctive and avant-garde look that's both earthy and edgy. Getting inspired by diverse range of knits, from chunky cable patterns and distressed finishes to primal-inspired weaving techniques. These textures create a tactile and visually intriguing aspect to the garments. The color palette is grounded in earthy, nature-inspired tones. Deep forest greens, burnt oranges, rich browns, and muted terracottas dominate. These colors evoke the feeling of a forest in the heart of winter, embracing the rustic theme with a grungy twist. Grunge elements add a hint of rebellion and nonconformity with raw edges and floating threads, giving this unfinished or destroyed allure.

CORPORATE CORE **KEY COLORS**

GREEN



Reformation (2).webp TheRaggedPriest.webp esber.webp

 **-21%**
YEAR ON YEAR

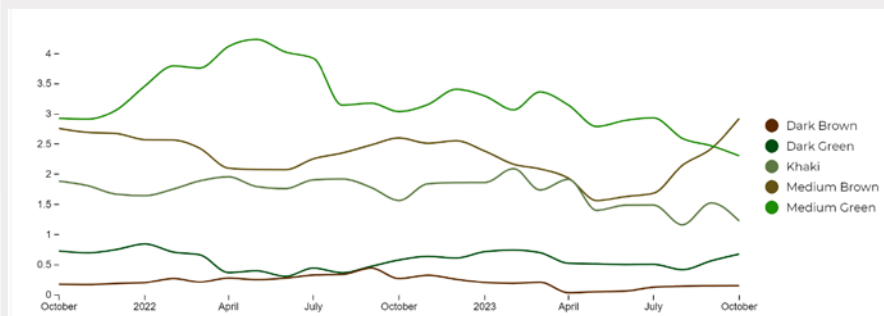
BROWN



Artknit_1.webp Eckhaus Latta.jpg Zara_11.jpg

 **+18%**
YEAR ON YEAR

KEY COLORS EVOLUTIONS



Once associated with grunge and rusticity, brown has experienced a remarkable resurgence, showing to be trending on knitwear too, with a +18% growth compared to last year. Brown is a natural color, closely connected to nature. Several tones of browns are taking inspiration from the 2000's, other from the 70's but globally this color add a vintage touch. Khakis are predicted to develop more in the upcoming seasons, mixing with grey to create new neutral tones as mud and sage green.

RUSTIC RAVE **MATERIALS & DETAILS**

DRY FUZZ



Zara_3.jpg

16 Arlington.webp



+5%

YEAR ON YEAR

XL MELANGE



Dries Van Noten.webp

isabelmarant (3).jpg



+24%

YEAR ON YEAR

GRUNGY SEE-THROUGH



Zara_4.jpg

Sourceunknown_2.webp



+6%

YEAR ON YEAR

CONTRAST RIBS



Massimo Dutti.jpg

Weekday.webp



+12%

YEAR ON YEAR

RUSTIC RAVE **COLORS, MATERIALS & DETAILS**

REVERSED



BEVZA.webp

The Row (2).webp

**EMERGING
TREND**

CHUNKY BRAIDS



The Knotty Ones.webp

The Garment.jpg



+18%
YEAR ON YEAR

LOOSE YARNS



Acne Studios.jpg

Aisling Camps.jpg

**EMERGING
TREND**

HEFTY FRINGES



Freepeople_1.webp

Altuzarra_2.webp



+1%
YEAR ON YEAR

RUSTIC RAVE **MUST-HAVES**

EARLY SIGN



esber.jpg



Ottolinger.webp



Acne Studio.jpg



AMI.webp



Pinko.jpg

THE UNFINISHED SWEATER



TEST

SAFE TREND



Reserved_1.avif



Raey.webp



Zara_10.jpg



minga-london.webp



Collusion.png

THE HOODIE



TEST

RUSTIC RAVE **MUST-HAVES**

EARLY SIGN



-acne-studios-.jpg



jaquemus-.avif



etoile-isabelmarant.jpg



16 Arlington.webp



ami_paris.webp



TEST

SAFE TREND



jaquemus_.png



SEZANE_.avif



notshy_.webp



imarant.jpg



KUJITEN.webp



MANIFEST

THE FUZZY RUSTIC KNIT

THE TRUCKER COLLAR

KNITWEAR

WOMENSWEAR

UPDATE

RUSTIC RAVE **MUST-HAVES**

EARLY SIGN



Jaded London.jpg



-acne-.jpg



ISABEL MARANT.jpg



Zara_4.jpg



-blumarine-.png



TEST

EDGY TREND



notshy.webp



freepeople_.webp



ESSENTIAL ANTWERP.jpg



ami-paris-.webp



blumarine.png



TEST

THE **GRUNGY OPENWORK**

THE **FRINGE**

RUSTIC RAVE **MUST-HAVES**

EDGY TREND



Freepeople_3.webp



Zara_13.jpg



Twinsset.webp



Diesel.webp



Raey_1.webp

THE **MAXI CARDIGAN**



TEST

KNITWEAR

WOMENSWEAR

UPDATE

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

KNITWEAR

WOMENSWEAR

UPDATE



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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