



WOMENSWEAR
FALL 2024
INSTAGRAM
UPDATE
TROUSERS



LIVETREND

INTRODUCTION PANTS FALL 24



ny streetstyle-63.jpg



ny.jpg



Paris Streetstyle - 479.jpg



Paris Streetstyle - 469.jpg



UPDATE

Urban Essentials. For the transitional fall season, pants leans towards versatility and comfort, with a blend of classic styles and contemporary elements. This season, pants keep exploring the baggy trend and look at tailored interpretations or low-rise denims as the leading items. The tailored notion with clean and relaxed lines ensures a balance between comfort and elegance. At the same time, this taste for casual femininity is expressed in straight boyfriend silhouettes, offering a timeless and streamlined look, and casual bermuda styles for a contemporary unisex notion. For fall, the leather pant is manifesting further as well and adds a touch of edge to any outfit. More feminine, hot pants and emerging capri styles add a sixtie's chic and slim-fit allure to the mix.

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

TREND SPOTLIGHT PANTS FALL 24



MANIFEST



INVEST



TEST

THE **BOYFRIEND**



New York Streetstyle - 191.jpg

THE **LEATHER**



Paris Streetstyle - 423.jpg

THE **TAILORED BAGGY**



New York Streetstyle - 23.jpg

THE **BERMUDA**



New York Streetstyle - 204.jpg

THE **CAPRI**



New York Streetstyle - 260.jpg

THE **Y2K BAGGY**



Paris Streetstyle - 293.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 JEANS FALL 24

BIG TREND



Paris Streetstyle - 447.jpg



London Streetstyle - 162.jpg



Paris Streetstyle - 300.jpg



@pernilletisbaek2.png

THE Y2K BAGGY



Paris Streetstyle - 293.jpg

WEEKDAY
LOOSE BAGGY



+1550%
YEAR ON YEAR



+47%
YEAR ON YEAR

STABLE TREND



Paris Streetstyle - 469.jpg



New York Streetstyle - 151.jpg



@carodaur1.png



New York Streetstyle - 191.jpg



London Streetstyle - 187.jpg

THE STRAIGHT BOYFRIEND

LOW WAIST
STRAIGHT LEG



+110%
YEAR ON YEAR



+10%
YEAR ON YEAR

KEY ITEMS PANTS FALL 24

BIG TREND



@caroadauri.png



Paris Streetstyle - 143.jpg



ny.jpg



Paris Streetstyle - 335.jpg



New York Streetstyle - 69.jpg

THE TAILORED BAGGY

EFFORTLESS
TAILORED
WIDE LEG



+1500%
YEAR ON YEAR



-2%
YEAR ON YEAR

STABLE TREND



Milano Streetstyle-26.jpg



Milano Streetstyle-56.jpg



London Streetstyle - 84.jpg



Milano Streetstyle-21.jpg



Paris Streetstyle - 269.jpg

THE CARGO

CARGO PANTS



-40%
ON SS24 SHOWS



+85%
YEAR ON YEAR

KEY ITEMS BERMUDA FALL 24

EARLY SIGN



Milano Streetstyle-170.jpg



Milano Streetstyle-55.jpg



@emilisindlev-7.png



Milano Streetstyle-68.jpg



NewYorkStreetstyle-204.jpg

THE TAILORED

TAILORED
BERMUDA



+36%
ON SS24 SHOWS



+173%
YEAR ON YEAR

EDGY TREND



New York Streetstyle - 245.jpg



Paris Streetstyle - 267.jpg



@veronicaferraro-4.png



New York Streetstyle - 160.jpg



ny streetstyle-57.jpg

THE BAGGY SKATER

BAGGY
DENIM SHORTS



+120%
YEAR ON YEAR



+118%
YEAR ON YEAR

KEY ITEMS PANTS FALL 24

EARLY SIGN



@matildadjerf-1.png



ny_1.jpg



New York Streetstyle - 260.jpg



London Streetstyle - 88.jpg



@couture.kulten-6.png

THE RETRO CAPRI

STRETCHY
CAPRI PANTS



+70%
YEAR ON YEAR



+100%
YEAR ON YEAR

EDGY TREND



Paris Streetstyle - 479.jpg



New York Streetstyle - 111.jpg



Paris Streetstyle - 101.jpg



Paris Streetstyle - 302.jpg



@pernilletisbaek5.png

THE HOT PANTS

MIU MIU
MICRO SHORTS



+508%
YEAR ON YEAR



+37%
YEAR ON YEAR

KEY ITEMS PANTS FALL 24

STABLE TREND



@carodaur2.png



Paris Streetstyle - 423.jpg



@veronicaferraro-0.png



@tamara-1.png



Paris Streetstyle - 159.jpg

THE LEATHER STRAIGHT

READ LEATHER PANTS



+60%
YEAR ON YEAR



-13%
YEAR ON YEAR

STABLE TREND



ny streetstyle-19.jpg



Paris Streetstyle - 27.jpg



Paris Streetstyle - 280.jpg



Milano Streetstyle-173.jpg



Paris Streetstyle - 336.jpg

THE PLAYSUIT

DENIM JUMPSUIT



+72%
YEAR ON YEAR



-14%
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

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If you have further needs, please contact us via chat or at barbara@livetrend.co