



**MENSWEAR**  
**FW2024**  
**UPDATE**  
**FOOTWEAR**



**LIVETREND**

# INTRODUCTION FOOTWEAR FW24



london-str-s24-1626.jpg

@90sanxiety.jpg

@attiresaint-16.png

@avekejpg.png



**UPDATE**

## A Revival Era.

Step into the captivating collision of retro and future with Footwear for the menswear market. Old-money styles such as loafers, derbies, and wallabies seamlessly fuse with streetwear influences, creating a dynamic blend of sophistication and urban edge. Generally, classic court styles take the lead, embracing timeless and preppy looks, while futuristic sneakers with a molded feel introduce a touch of innovation to the range. The lineup is further enriched with the substantial presence of chunky chelsea and combat boots, offering a bold and rugged aesthetic that matches the grungy direction that still captivates the industry. For a taste for heritage, western boots make a stylish statement again - ranging from sophisticated slimmer styles to sturdy interpretations. Fall Footwear is a celebration of versatility, where traditional and contemporary elements converge to redefine the boundaries of men's fashion.

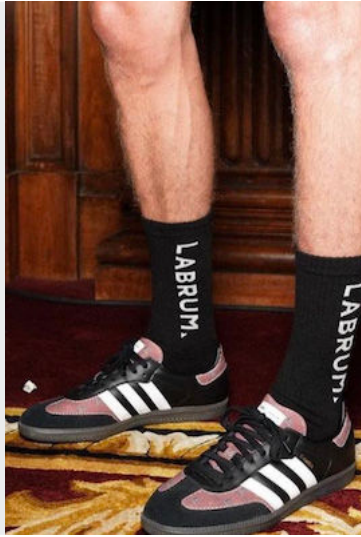
*This report is based on Livetrend data extracted from Instagram from September to November 2023, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.*

# KEY ITEMS SNEAKERS FW24

## BIG TREND



@90sanxiety.jpg



@attiresaint-5.png



@sadiqdes.jpg



@andreafaccia-4.png



@kingsoflacko3.png

ADIDAS SAMBA



**+420%**  
YEAR ON YEAR



**+61%**  
YEAR ON YEAR

## THE RETRO COURT

## EARLY SIGN



@avekejpg.png



London Streetstyle - 206.jpg



@hypebeastuk.jpg



@blakeabbie.png



@hbx.png



**+27%**  
YEAR ON YEAR

## THE SOCCER HYBRID

# KEY ITEMS SNEAKERS FW24

## SAFE TREND



@shooting.people-15.png



@sadiqdesd.png



London Streetstyle - 282.jpg



London Streetstyle - 259.jpg



milano-str-s24-2115.jpg

## THE MODULAR OFF-GRID

NIKE ALPHAFLY



**+138%**  
YEAR ON YEAR



**+61%**  
YEAR ON YEAR

## EARLY SIGN



London Streetstyle - 212.jpg



@attiresaint-3.png



@brownsfashion.jpg



@hbx.jpg



paris-str-s24-2180.jpg

## THE MOLDED SLIP-ON



**+26%**  
YEAR ON YEAR

# KEY ITEMS CLASSIC SHOES FW24

## THE CHIC LOAFER

### BIG TREND



@attiresaint7.png



@isaachudson2.png



@mytheresamen.png



@jacobrott-3.png



@imdanielsimmons3.png

FORMAL SHOES



**+110%**  
YEAR ON YEAR



**+108%**  
YEAR ON YEAR

### SAFE TREND



@nachoferrero.jpg



@ryanaprnsyah3.png



@vikiuyen.jpg



paris-str-s24-2085.jpg



@333nikos.png

## THE TASSEL FEATURE



**+100%**  
YEAR ON YEAR

# KEY ITEMS CLASSIC SHOES FW24

## SAFE TREND



@lepetitarnd.jpg



@shooting.people-14.png



Milano Streetstyle-188.jpg



@outbespoken.png



@mrp.png

## THE DRESS SHOE

MEN DERBIES



**+100%**  
YEAR ON YEAR



**+47%**  
YEAR ON YEAR

## SAFE TREND



@aldcommunity-6.png



Milano Streetstyle-241.jpg



@reggieshop.png



@jackthelad-6.png



@attiresaint-17.png

## THE WALLABE

CLARKS SHOES



**+18%**  
YEAR ON YEAR



**+23%**  
YEAR ON YEAR

# KEY ITEMS BOOTS FW24

## SAFE TREND



@attiresaint-9.png



@hamomou.png



london-str-s24-1592.jpg



@andreafaccia-7.png



@kingsoflacko2.png

## THE MOUNTAIN BOOT

TIMBERLAND  
BOOTS



**+39%**  
YEAR ON YEAR



**+59%**  
YEAR ON YEAR

## STABLE



@josefmiichael2.png



@greggemannuel.jpg



curatedbyzalandi.webp



@ihatetomaustin2.png



@reganwalker.jpg

## THE SLIPPER BOOT

UGG BOOTS



**+60%**  
YEAR ON YEAR



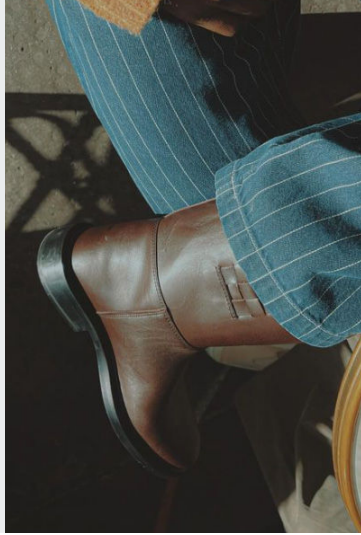
**+25%**  
YEAR ON YEAR

# KEY ITEMS BOOTS FW24

## EARLY SIGN



@danielmillar.jpg



@paulbinam8.png



@tylermazaheri.jpg



@kingsoflacko4.png



@lacrimadilucifero.jpg

## THE BIKER BOOT

FYRE BOOTS



**+45%**  
YEAR ON YEAR



**+316%**  
YEAR ON YEAR

## STABLE



@marcforne.jpg



@youngmazino.jpg



Milano Streetstyle-246.jpg



@gioarmani08.webp



@josefmiichael.png

## THE POINTY WESTERN

COWBOY BOOTS



**+100%**  
YEAR ON YEAR



**+10%**  
YEAR ON YEAR



# KEY ITEMS BOOTS FW24

## STABLE



@333nikos\_1.png



@albinoyono.webp



@miraromaniv.webp



@iamenricoweber.webp



london.avif

## THE CHUNKY CHELSEA

CHELSEA BOOTS



**+43%**  
YEAR ON YEAR



**+76%**  
YEAR ON YEAR

## EDGY TREND



london-str-s24-1626.jpg



@jimphoto.png



@333nikos2.png



@theblackhairedboy.webp



@shooting.people-10.png

## THE SURVIVOR COMBAT



**+79%**  
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

CREATIVITY

STRATEGY

SUSTAINABILITY



LIVETREND

**THANK YOU!**

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