



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.

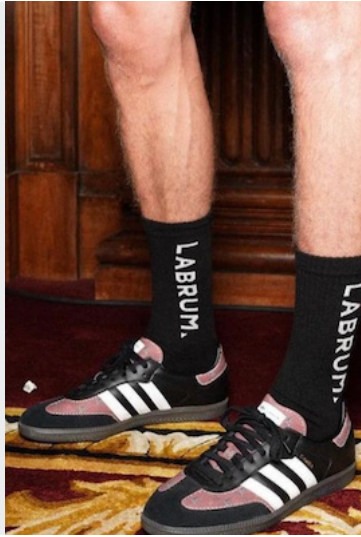
This report is based on Livetrend data extracted from Instagram from September to November 2023, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

KEY ITEMS SNEAKERS FW24

BIG TREND



@90sanxiety.jpg



@attiresaint-5.png



@sadiqdesj.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



+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

WWW
+100%
YEAR ON YEAR

IG
+47%
YEAR ON YEAR

SAFE TREND



@aldcommunity-6.png



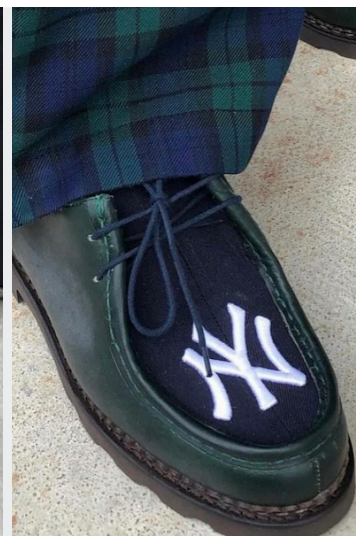
Milano Streetstyle-241.jpg



@reggieshop.png



@jackthelad-6.png



@attiresaint-17.png

THE WALLABE

CLARKS SHOES

WWW
+18%
YEAR ON YEAR

IG
+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



@jiminphoto.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

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