



**MENS & WOMENSWEAR**  
**HOLIDAY &**  
**FESTIVE**  
**2024 UPDATE**  
**DESIGN**  
**TRENDS**



LIVETREND

# HOLIDAY & FESTIVE TRENDS 24 INTRODUCTION



etro-holiday.jpeg



Ami-Holiday-Ad-Campaign-2023008The-Impression-jpg



zara-21.jpg



tory-burch-\_1.jpeg



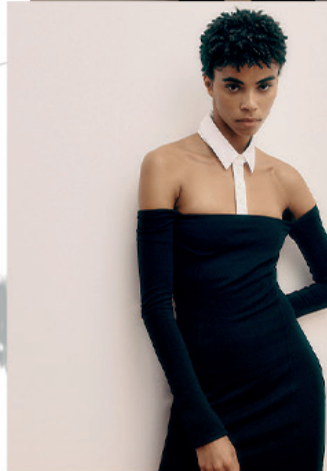
**UPDATE**

**An Ode to Holiday Fashion.** This holiday season, embrace the transformative influence of minimalism, redefining both ski and occasion wear. In ski collections, focus shifts towards sleek simplicity, while occasion wear takes a bold leap into the festive realm. Expect a celebration of metallics, sparkles, and shimmering sheers, transforming traditional pieces into radiant holiday statements. Tailoring claims its spotlight in occasionwear, as clean lines and structured silhouettes merge with festive materials, creating an elegant marriage of sophistication and celebration. Bohemian influences surface in various narratives, weaving stories that reflect a fascination with heritage and mysticism. For those seeking casual comfort, explore the rebellious charm of 90s sleaze or immerse yourself in the warmth of family traditions with a cabin core theme. The holiday collections offer a diverse array of stories, inviting a festive wardrobe with elegance, comfort, and a touch of captivating storytelling.

*This forecasting report is curated by LT experts and obtained crossreferencing LIVETREND data from e-commerce and Instagram during December 2023. Find the related data sources and icons on the last slides.*

# FESTIVE 24 CORPORATE CHRISTMAS

MINIMALISM +130%



CLASSIC TAILORING +140%

Credits: H&M - Gucci - Gucci - Givenchy - Patrizia Pepe - Victoria Beckham - Dunhill - Anthropolyg

**Corporate Christmas.** Step into the sophistication of „Corporate Christmas,“ a holiday trend designed in an office holiday party setting. Embrace formal wear with a twist, whether it's classic choices reimaged or styled in new and unexpected contexts. Key elements include meticulous tailoring and refined shirting, elevated by pairing with mini pants or dazzling holiday pieces. This trend resonates a minimalistic style, employing a palette of black, white, and grey to maintain a sleek and professional aesthetic. Carefully placed details add a touch of holiday spirit without compromising the overall polished look.

# KEY LOOKS CORPORATE CHRISTMAS



zara-22.jpg



anthropology-29.webp



anthropology-64.webp



freepeople-30.webp



Asos-14.png



@ronnykobo-4.png



mango.png



Asos-16.png



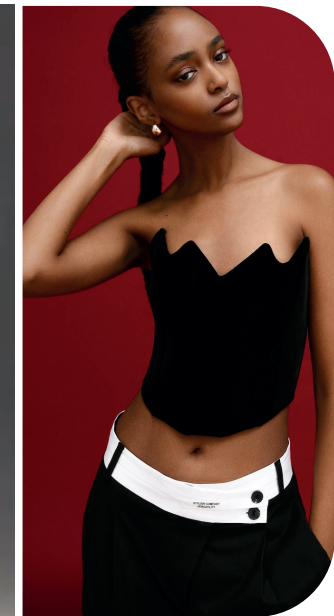
miu-miu.jpeg



ferragamo5.png



anthropology-13.webp



bershka\_16.jpg

# FESTIVE 24 LUXURIOUS ALCHEMY



SPIRITUALITY +450%

BOHO CHIC +60%

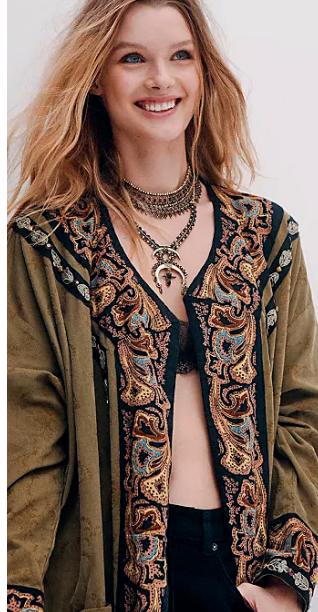
Credits: Honor the Gift - Dior - Anthropology - Zara - Etro - Etro - DAP - Urban Outfitters

**Luxurious Alchemy.** Step into the enchanting world of „Luxurious Alchemy,“ a holiday trend that weaves a mythical bohemian story, capturing the spirit of Christmas with warmth and magic. Picture dreamy botanical prints adorning luxurious fabrics in warm, rich colors, setting the stage for a festive experience like no other. Immerse yourself in the allure of golden and treasured highlights, where embellishments add a touch of opulence to holiday attire. Velvety textures and lush satins create a sumptuous feel, enhancing the overall sense of luxury and sophistication within this luxurious boho chic narrative.

# KEY LOOKS LUXURIOUS ALCHEMY



@modaoperandi-8.png



freepeople-33.webp



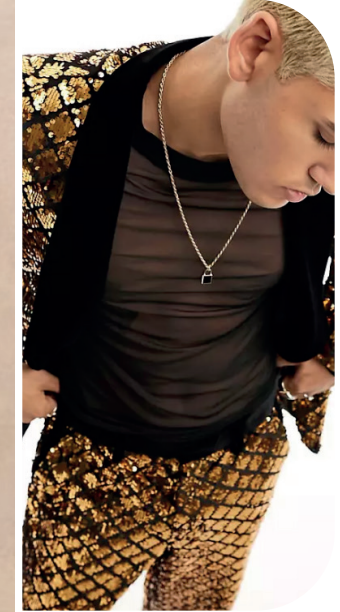
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zara2.png



sezane-3.jpg.avif



Asos-5.png



freepeople\_\_13.webp



VERSACE.jpeg



freepeople\_\_3.webp



urbanoutfitters-29.webp



anthropology-52.webp



freepeople-45.webp

# FESTIVE 24 LUNAR LIGHTS



SPACE X +550%



A. I. +450%



*Credits: Burberry - Prada - Pull&Bear - Attico - Patrizia Pepe - Ami Paris - Sisley - Pull & Bear*

**Lunar Lights.** Embark on a magical journey with Lunar Lights, the holiday trend that channels futurism and the enchantment of magical outer space. Immerse in the cosmic allure of silver sparkles and streamlined otherworldly design, creating a sleek and chic atmosphere perfect for the New Year. Picture garments that capture the essence of the stars, featuring glitter mesh and metallic fabrics that evoke a sense of celestial wonder. Lunar Lights invites you to embrace a futuristic elegance, where every piece contributes to a stylized but dazzling narrative of holiday celebrations under the shimmering lights of the cosmos.

# KEY LOOKS LUNAR LIGHTS



zara\_39.jpg



bershka\_21.jpg



Pull&bear13.png



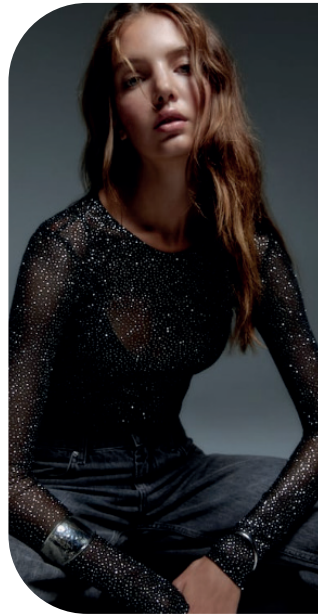
freepeople\_\_9.webp



BASH2.png



Asos-7.png



Pull&bear19.png



@patriziapepe11.png



tory-burch-.jpeg



Asos-6.png



rabanne-.jpeg



anthropology-10.webp





# FESTIVE 24 FROSTY BALLET

SOFT GIRL +120%



BALLET STYLE+150%

*Credits: H&M - Urban Outfitters - Tumblr - ModaOperandi - Freepeople - Anthropology - Zara - Zara Home*

**Frosty Ballet.** Introducing Frosty Ballet, a captivating women's holiday trend that embraces a frosty palette while staying true to the core essence of ballet fashion. This style seamlessly merges the comfort of casual ballet wear with the sparkling and ethereal charm reminiscent of dreamy stage attire, creating a look that is inherently feminine. Picture the cozy elegance of wrap knits harmonizing with the whimsical grace of tutu skirts, delicately adorned with lace, satin, and tulle. The defining elements of this trend are the intricate lace-up details, adding a touch of romance and sophistication to the ensemble.

# KEY LOOKS **FROSTY BALLET**



Victoria-Beckham.jpeg



anthropology-48.webp



urbanoutfitters-7.webp



@zara-1.png



anthropology-21.webp



@urbanoutfitters-7.png



emi\_jay3.png



urbanoutfitters-19.webp



hmgoepprod-18.jpeg



freepeople-31.webp



&otherstories8.png



anthropology-36.webp



# FESTIVE 24 DARING DRAMA

www OLD MONEY +700%



MAXIMALISM +900% www

*Credits: Dunhill - Lanvin - Lanvin - Ronny Kobo - For Love and Lemons - Cartier - reformation - Graff - Anthropolgy*

**Daring Drama.** Elevate holiday style with the opulent allure of Daring Drama. A trend that is embracing an indulgent gala and black-tie vibe to exude a dramatic feel that is evoking an upper-class, old-money sophistication. Expect maximalist features such as bows, puffy volumes, feathers, roses, and structured shoulders to take center stage. The trend's ensembles explore timeless luxury staples and details of lavish extravagance making a bold statement that resonates with the festive spirit in an unforgettable way.

# KEY LOOKS **DARING DRAMA**



Mulberry-.jpeg



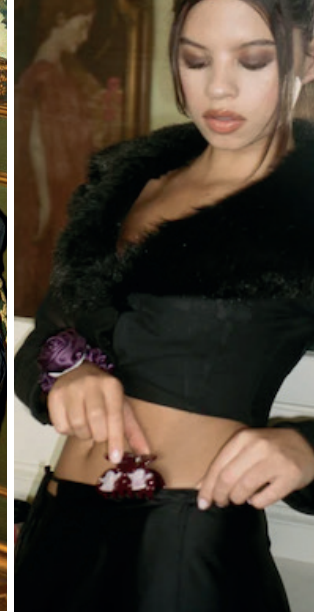
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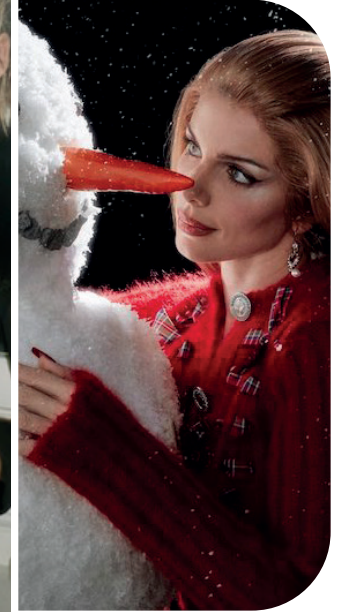
forloveandlemons14.png



Sisley.jpeg



emi jay.png



SSENSE\_.jpeg



anthropology-34.webp



forloveandlemons22.png



Rebecca Vallance15.png



@nanajacqueline1.png



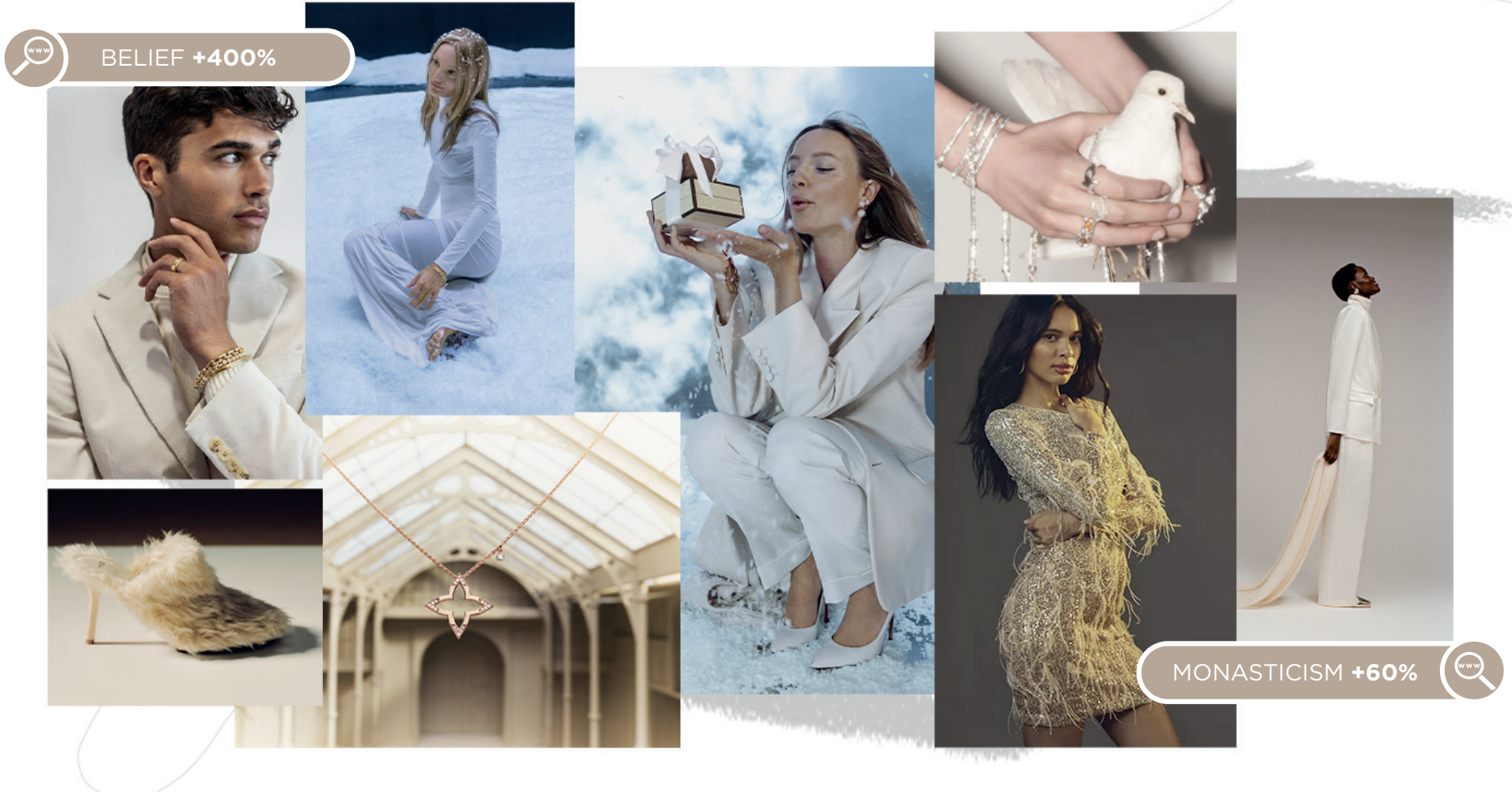
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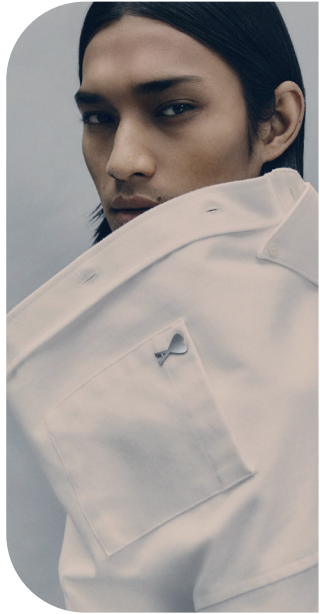
# FESTIVE 24 CELESTIAL SOIREE



*Credits: David Yurman - Mango - David Yurman - Louis Vuitton - Colombe d'Humieres - Anthropology - The Frankie Shop*

**Celestial Soiree.** Enter the realm of holiday elegance with Celestial Soiree, a festive trend that embodies the purity and divine allure of frosty snow landscapes. Draped in luxurious pieces with indulgent, super-soft textures, the trend is creating an atmosphere of divine opulence and sophistication. Feel the luxurious touch and precious essence of this trend in sparkles and feather details that add a touch of celestial magic. Celestial Soiree invites to revel in the holiday festivities with an air of angelic grace, where layering and draping of white and metallic items create enchanted silhouettes for the holidays.

# KEY LOOKS CELESTIAL SOIREE



Ami-.jpeg



elisabetta franchi.webp



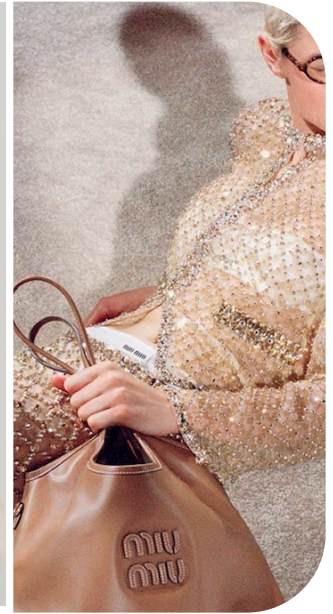
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ralph lauren 10.webp



Miu-Miu-.jpeg



Valentino.jpeg



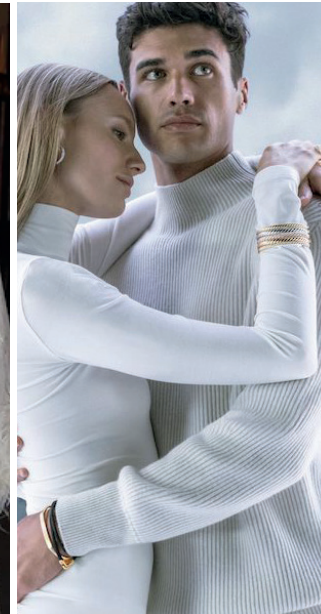
Gucci-Holiday-.jpeg



David-Yurman-.jpeg



@nanajacqueline6.png



David-Yurman.jpeg



zara\_16.jpg

# HOLIDAY 24 HOMESTEAD

BOHO CHIC +60%



Credits: Zara Home - Hillhousehome - Freepeople - Dsquared2 - Loro Piana - Zara Home - Freepeople - Gucci - Freepeople

**Homestead.** Experience the warmth and charm of „Homestead,“ a casual holiday trend that extends the popular cabin core aesthetic into the festive season. Immerse yourself in a bucolic, highland ambiance that invites cozy moments at home. This trend effortlessly blends the handmade look of cabin living with the festive spirit, creating a unique and inviting holiday atmosphere. Homestead explores iconic holiday checks and fair Isle patterns, offering a perfect balance between festive and casual staples. Picture bohemian vibes intermingling with classic holiday elements, resulting in a style that is both laid-back and celebratory.

# KEY LOOKS HOMESTEAD



Burberry-.jpeg



zara-26.jpg



DSQUARED7.jpeg



gap.jpeg



UO1.webp



etro-.jpeg



Honor-The-Gift-.jpeg



hillhousehome2.png



freepeople-25.webp



anthropology-27.webp



marni.jpeg



freepeople-11.webp



# HOLIDAY 24 SLEAZE'MAS

90S FASHION +70%



GRUNGE STYLE +50%

Credits: Emi Jay - Freepeople - Bershka - MCM - H&M - Urban Outfitters - Diesel - Anthropolgy

**Sleaze'mas.** Step into the irreverently cool world of „Sleaze'mas,“ a casual holiday trend that takes inspiration from grunge and the daring fashion of the 90s. Embrace a youthful, subversive spirit with an ironic twist on traditional holiday-wear. Think updated ugly Christmas sweaters aand casualwear that is dorned with hidden stars or snowflake motifs. Sleaze'mas invites you to reject convention, embracing oversized, slouchy silhouettes that effortlessly blur gender lines to capture the laid-back essence of the season. This trend isn't about polished perfection; it's about celebrating the holiday spirit with an authentic and rebellious edge.

# KEY LOOKS SLEAZE'MAS



FREEPEOPLE7.webp



Honor-The-Gift\_.jpeg



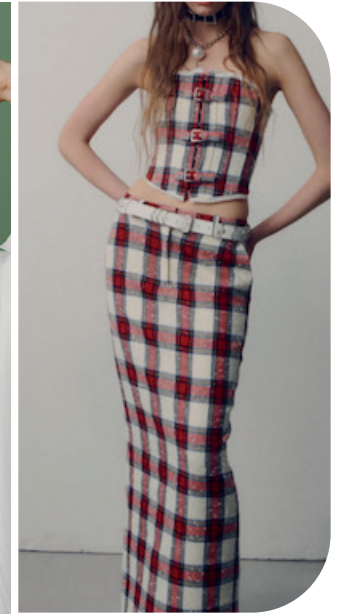
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gap-.jpeg



alessandra rich.png



freepeople-3.webp



@zara-6.png



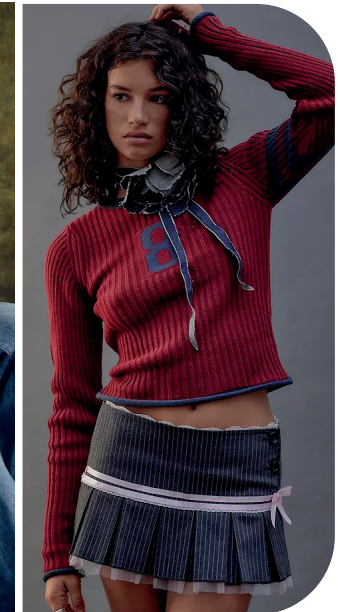
Sisley\_.webp



freepeople-16.webp



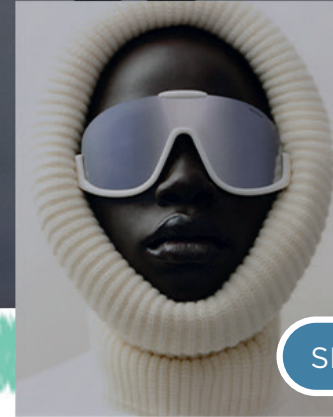
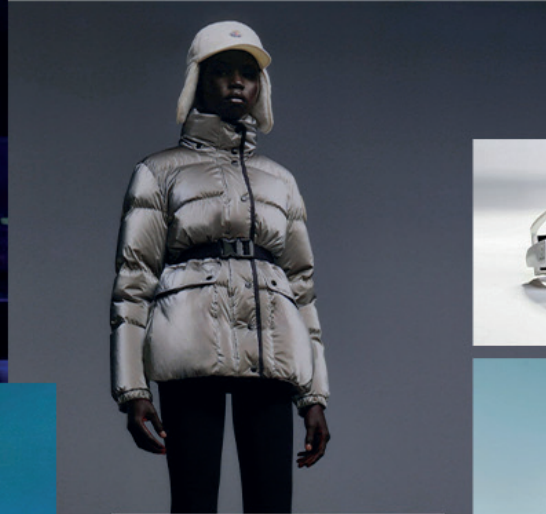
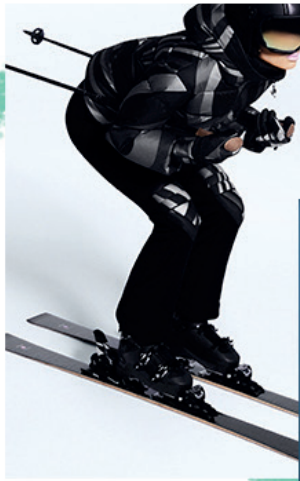
dap.jpeg



urbanoutfitters-11.webp

# SKI 24 **CYBER SLOPES**

90S FASHION **+70%**



SKI FASHION **+150%**

*Credits: Pucci - Freepeople - Globetrotter - Louis Vuitton - Moncler - Moncler - Freepeople*

**Cyber Slopes.** Embark on a futuristic adventure with Cyber Slopes, a ski trend that seamlessly blends retrofuturism with the minimalist design of the 90s. Picture sleek and chic slope looks that are adorned in a palette of black and white, accented by virtual colors and cyber prints for a touch of digital vibrancy. Silver details add a futuristic edge, elevating the overall aesthetic to a sleek and fashionable level. In Cyber Slopes, skiing becomes a stylish journey into the future, where the slopes serve as a canvas for a blend of nostalgia and innovation. Embrace the minimalism of the 90s with a contemporary twist, creating a trend that is not only high-performance but also a fashion statement on the slopes.

# KEY LOOKS CYBER SLOPES



moncler-.jpeg



freepeople-10.webp



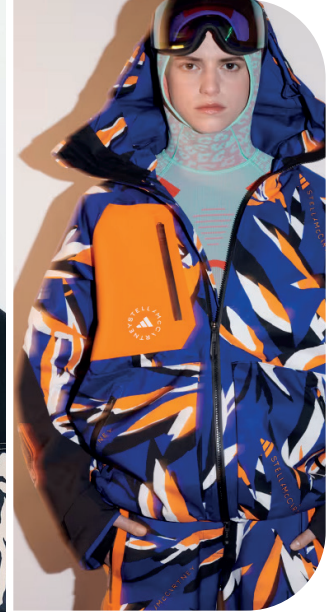
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ZARA3.jpeg



iro.jpeg



adidas.avif



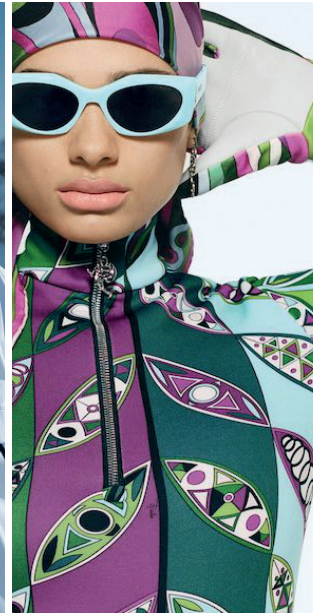
dior--.png



moncler-fall-.jpeg



dope snow.jpg.webp



Pucci-x-Fusalp-.jpeg



Ami.jpeg



louis-vuitton.webp



# SKI 24 ALPINE NOSTALGIA



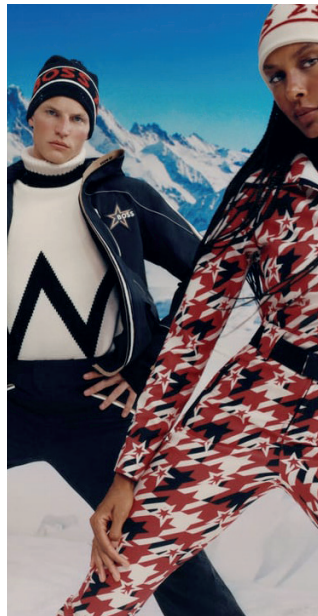
*Credits: Freepeople - Farmrio - Perfect Moment - Dior - Freepeople - Farmrio*

**Alpine Nostalgia** Step back in time with Alpine Nostalgia, a ski trend that pays homage to retro ski looks and classic designs. Picture slopes adorned with all-over interior prints, featuring iconic fair isle and checks that evoke a sense of timeless charm. This trend is bold and fun, inviting you to embrace the familiarity and coziness of bygone eras on the mountainside. With bucolic details reminiscent of vintage ski culture, Alpine Nostalgia transforms the ski experience into a delightful journey through the past. Explore the warmth of retro-inspired ski gear to hit the slopes with a touch of classic charm and a sense of playful nostalgia.

# KEY LOOKS ALPINE NOSTALGIA



01mountain.jpg



boss x perfect moment.jpeg



perfect moment.webp



dior-.jpg.avif



freepeople-3.webp



ZARA1.jpeg



boss.jpeg



freepeople-16.webp



perfectmoment5.png



etro-.jpeg



farmrio-.jpeg



urbanoutfitters.webp

# 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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