



**WOMENSWEAR
HOLIDAYS
2024 FORECAST
INTIMATES &
SLEEPWEAR
DESIGN TRENDS**



LIVETREND

HOLIDAY 24 INTIMATES & SLEEP **INTRODUCTION**



freepeople-88.webp



freepeople-61.webp



ludosauer.png



zara_67.jpg



UPDATE

Enchanting and enduring. This holiday season embraces the intimate allure of timeless elegance with a departure from hyper-sexual trends that were leading through-out previous seasons. Classic festive stories come to life as dreamy and tender looks take center stage, weaving a narrative that is more personal and inviting more sensitivity. The season's intimates trend welcome a return to timeless items, where the focus is on an elevated and elegant allure. Step into a season that invites imagination to celebrate the art of intimate storytelling, offering a departure from the overt, and a return to the enchanting and enduring.

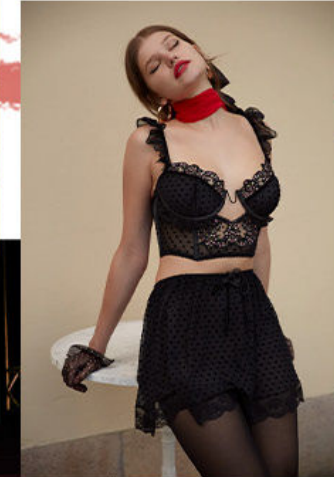
This forecasting report is obtained crossreferencing LIVETREND data from several sources to empower the expertise of our Trend Analysts to forecast the trends with concrete and quantitative information. Find the related data sources and icons on the last slides.

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CLICKING HERE](#)

HOLIDAYS 24 INDULGENT NIGHT



RED LINGERIE +11%



OLD MONEY +65%



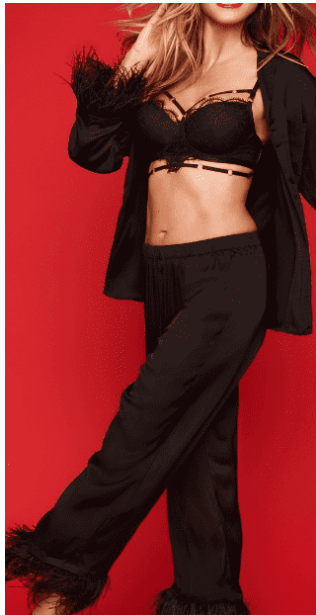
Credits: Anthropology - Lovestories Intimates - Lanvin - Magda Burtym - For Love and Lemons - Freepeople - For Love and Lemons

Indulgent Night. Step into the captivating world of „Indulgent Night,“ where holiday lingerie comes with a seductive twist. This trend marries drama with a trending old-money sophistication, featuring an iconic palette of black and red. Each piece is a daring blend of maximalist details—imagine perfectly tied bows, sultry rose appliqués, and luxurious feathers. It's a celebration of opulence and allure, inviting you to embrace the indulgent spirit of the season in style.

KEY LOOKS **INDULGENT NIGHT**



_forloveandlemons.png



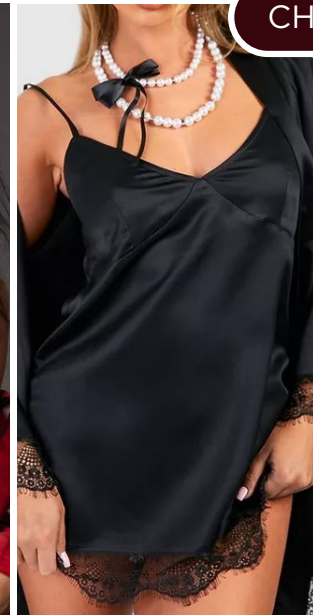
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valerialipovetsky.png



anthropology5.webp



bohoo_29.webp



victoriasecret.png

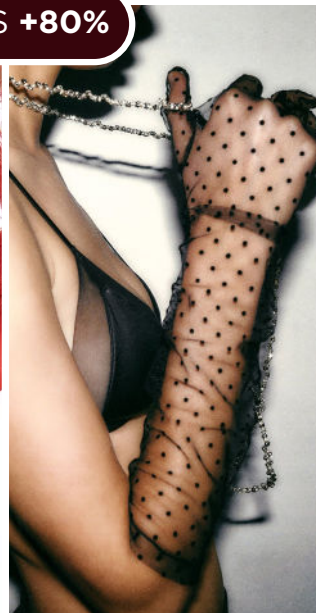
CHIC SATIN **+85%**



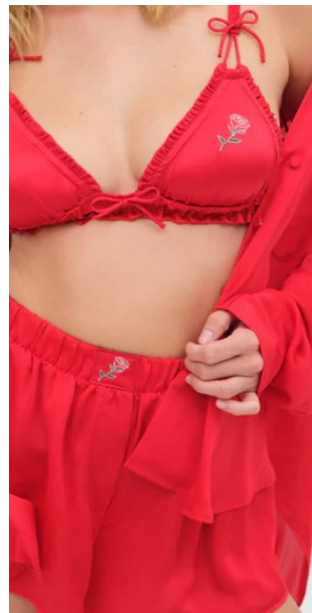
BOW DETAILS +80%



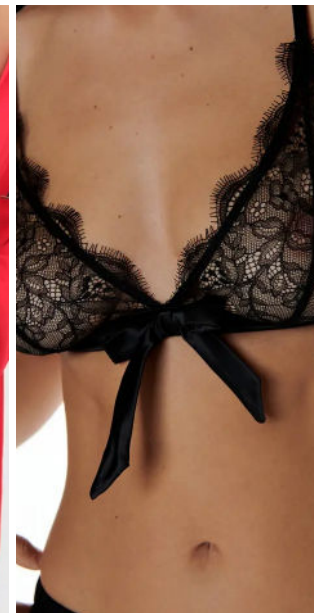
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zara_102.jpg



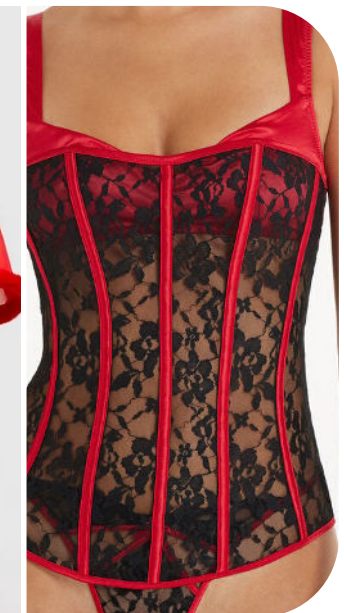
forloveandlemons-87.jpg.webp



lovestoriesintimates_26.webp

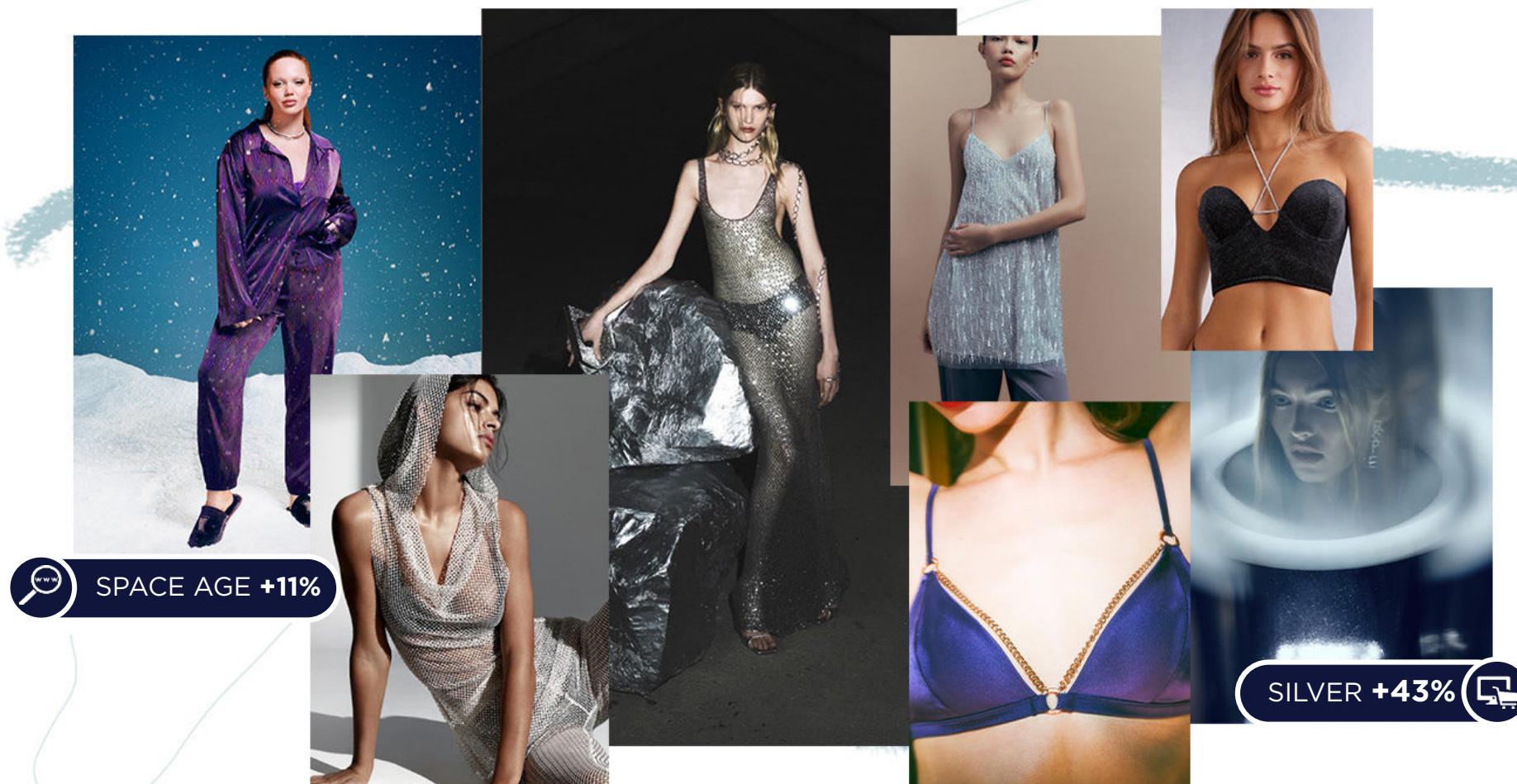


bohoo_4.webp



tenzenis17.jpeg

HOLIDAY 24 **STARGAZER**



Credits: HM - Pull & Bear - Attico - Zara - Fleurdumal - Intimissimi - Patrizia Pepe

Stargazer. Step into the cosmic allure of Stargazer, a lingerie trend embracing the current space age revival. Picture sleek designs adorned with silver and shimmer, capturing the essence of future celestial glamour. Sleepwear comes alive with starry night sky patterns, while sharper lines and intricate details elevate the look of intimates. Stargazer invites you to indulge in the mystique of the cosmos, wrapped in the modern elegance of space-inspired lingerie.

KEY LOOKS STARGAZER

SPARKLING +67%



zara_20.jpg



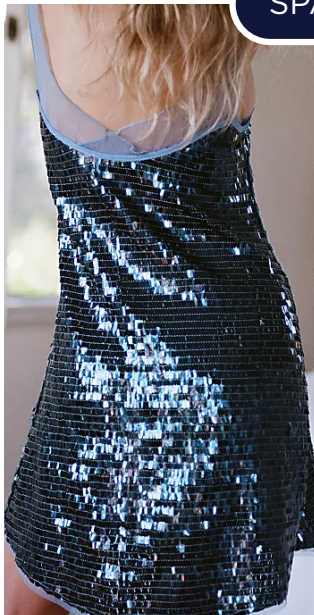
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lovestoriesintimates_34.webp



intimissimi_14.png



freepeople-12.webp



intimissimi_18.png

 SILVER +43%



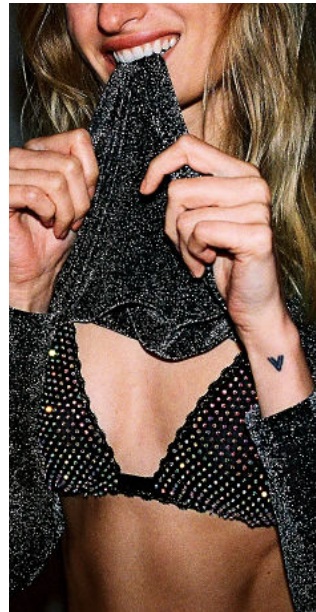
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freepeople-99.webp



etam-2.jpg.avif



freepeople-51.webp

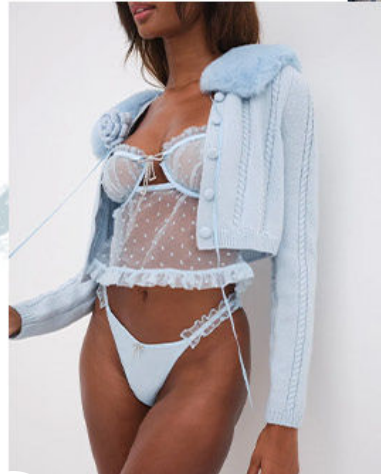


bohoo_26.webp



lovestoriesintimates_8.webp

HOLIDAYS 24 **SNOW ANGEL**



FAIRYCORE +80%



SNOW QUEEN +140%



WHIMSIGOTH+52%



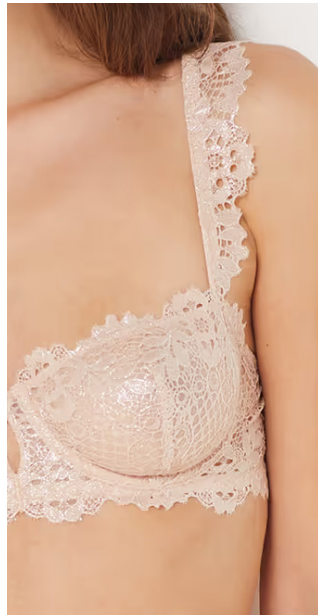
Credits: For Love and Lemons - Zara - For Love and Lemons - Freepeople - Rogier Vivier - Chantelle - Freepeople

Snow Angel. Enter the enchanting realm of Snow Angel, a lingerie trend that transports you to a frosty dreamland of romance and femininity. Immerse yourself in a palette of whites and pastel highlights, where delicate details take center stage. Picture lace and tulle intertwining to create a wintry balletcore update, evoking the ethereal grace of a snow angel. Embrace the whimsical beauty of this trend as you indulge in the delicate allure of winter-inspired lingerie.

KEY LOOKS **SNOW ANGEL**



_freepeople5.webp



etam-4.jpg.avif



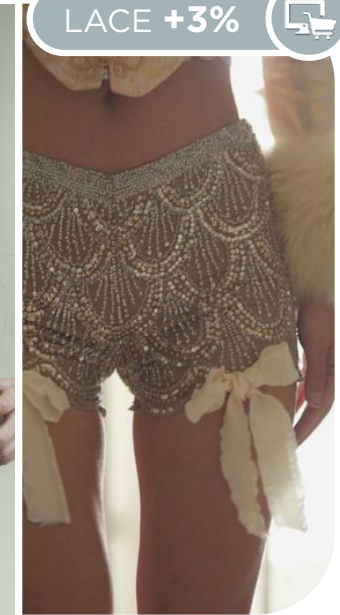
freepeople-84.webp



forloveandlemons-99.jpg.webp



zara_66.jpg



sororitevintage.jpeg

LACE +3%



freepeople-24.webp



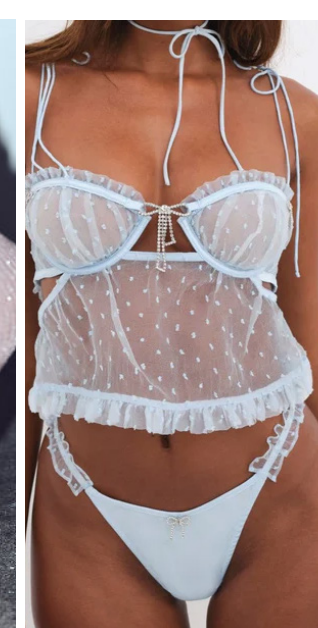
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zara_87.jpg



forloveandlemons-57.jpg.webp



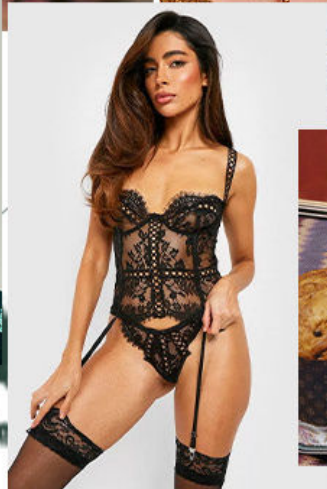
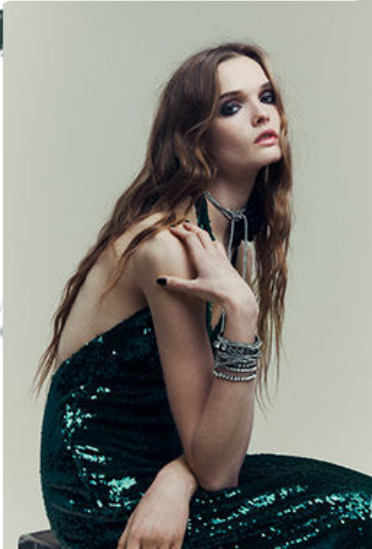
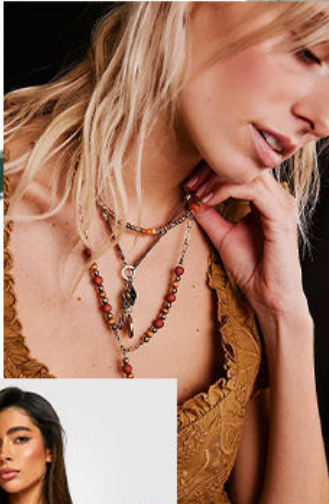
lovestoriesintimates_2.webp

MESH +81%

HOLIDAY 24 MIDNIGHT MAGIC



BOTANICAL +14%



HYPERFEMININITY +73%



Credits: Zara - Dior - Bluebella - Freepeople- Etro - @jadeanna - Zara - Freepeople

Midnight Magic. Embark on a journey into enchantment with Midnight Magic, a holiday lingerie trend that seamlessly blends the mystique of the magical sphere with a dark fairytale allure. This trend introduces a fresh take on the holidays, where botanical boho meets a darker glamour. Imagine floral lace entwined with sumptuous velvet and dreamy embroidery, creating a lush tapestry that embodies the essence of magical moments. The jewel palette adds a touch of opulence, inviting to indulge in the sphere of this magical and captivating trend.

KEY LOOKS **MIDNIGHT MAGIC**



instimissimi_2.png



bluebella-9.jpg.webp



@_laurenfern.png



freepeople__10.webp



savagexfenty17.jpeg



freepeople-46.webp

PAISLEY +93%



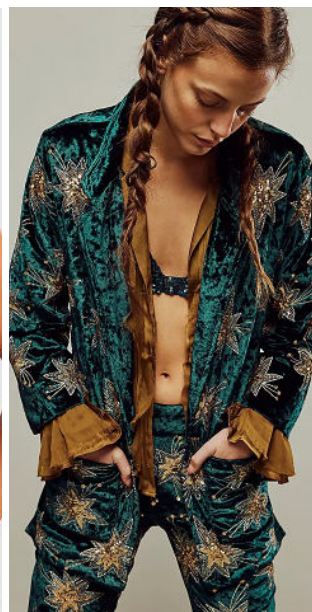
EMBROIDERIES +55%



victoriassecret_.png



bohoo_24.webp



freepeople__3 Kopie.webp



hunknemoller-19.webp



freepeople-31.webp



zara_58.jpg

HOLIDAY 24 COZY CABIN



Credits: Zarah Home - @babyatoutprix - Hunkemoeller -Freepeople - Freepeople - Zara Home - Zara - @annamaria_ilidou

Cozy Cabin. Step into the heartwarming embrace of Cozy Cabin, an intimates holiday trend that unfolds like an iconic holiday story. This trend transports you to a familiar cabin setting, where plaids intertwine with fair isle patterns and bucolic embroidery or lace details. Embracing tradition and nostalgia, Cozy Cabin brings a soothing effect, inviting you to indulge in the warmth and comfort of familiar holiday tales, woven seamlessly into the fabric of this intimate and timeless trend. Comfort and no-fuss pieces are key here.

KEY LOOKS COZY CABIN



freepeople-131.webp



olivialvs.png



zara_56.jpg



junesixtyfive 2.png



parade_3.jpg.webp

PLAIDS +1%



forloveandlemons-53.jpg.webp

NON-WIRED BRA +300%



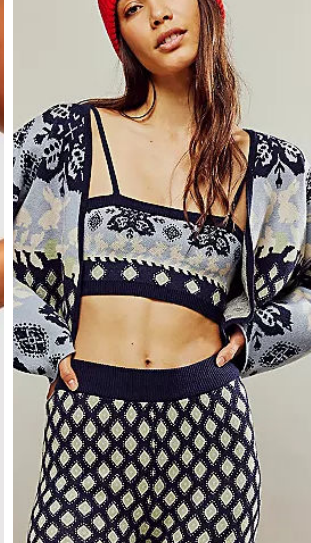
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freepeople-86.webp



bohoo_9.webp



freepeople-53.webp



freepeople-79.webp



hunknemoller-17.webp

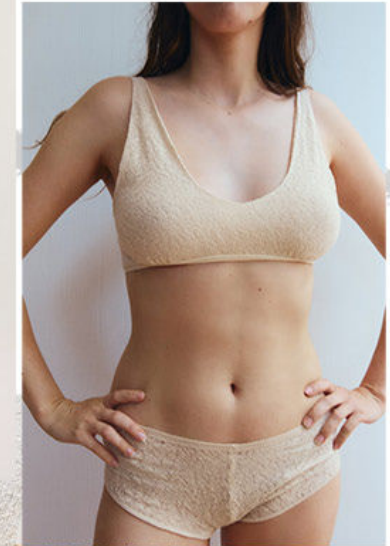
HOLIDAY 24 **SNOWMADS**



 NATURAL LIFE **+68%**



 NOMADIC **+35%**



Credits: Free People - Loro Piana - Anthropology - Zara Home - Freepeople - Zara - Westelm

Snowmads. Introducing Snowmads, an intimates holiday trend that invites you into a world of luxurious nomads amidst a polar setting. This trend redefines wellness essentials with a calm and serene touch. Picture super-soft textiles, where tender gauze knits meet the warmth of polar fleece, creating an elevated collection of refined yet simple essentials. Embrace the comfort and sophistication of Snowmads as to navigate the holiday season in refinement and tranquility.

KEY LOOKS **SNOWMADS**



h_m102.webp



djerfavenue2.png



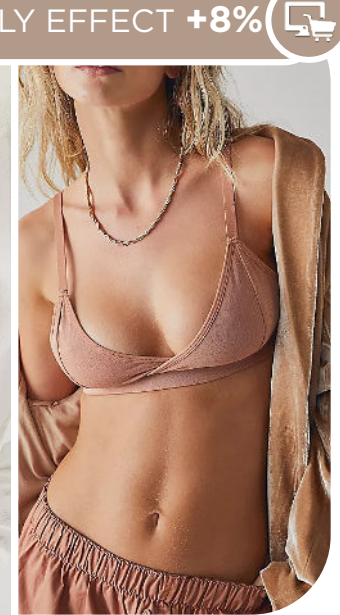
ZARA9.jpeg



hunknemoller-10.webp



freepeople-126.webp



freepeople-115.webp

WOOLLY EFFECT +8%



NATURAL BLENDED +5%



h_m111.webp



freepeople-100.webp



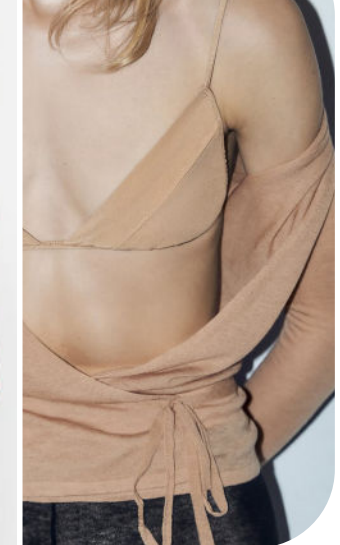
freepeople-52.webp



urbanoutfitters-11.webp



skims-12.png



zara_21.jpg

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 COM-
MERCIAL POTENTIAL



TEST

A STATEMENT PRODUCT WITH
GROWING PERSPECTIVE BUT
SMALLER MAGNITUDE AND
HIGHER RISK



LIVETREND

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