



**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**

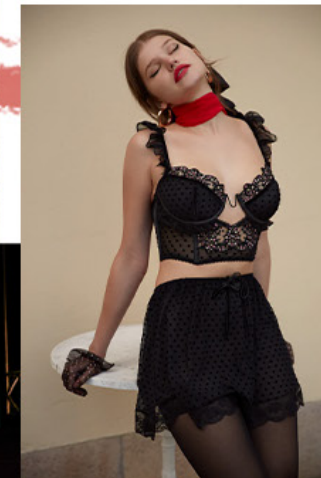
**Enchanting and enduring.** This holiday season embraces the intimate allure of timeless elegance with a departure from hyper-sexual trends that were leading through-out previous seasons. Classic festive stories come to life as dreamy and tender looks take center stage, weaving a narrative that is more 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**



WWW **RED LINGERIE +11%**



**OLD MONEY +65%** IG

*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



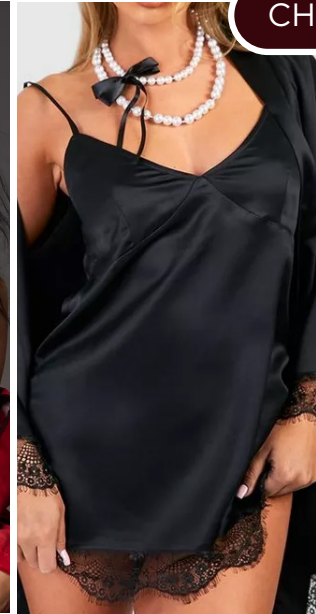
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valerialipovetsky.png



anthropology5.webp



bohoo\_29.webp



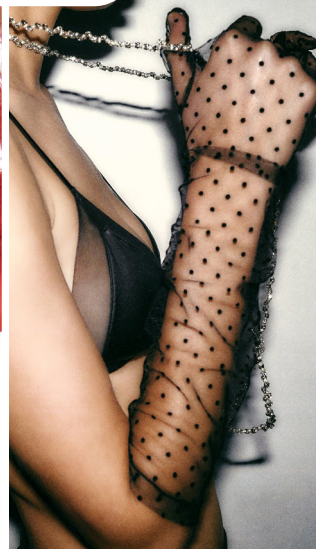
victoriasecret.png

CHIC SATIN +85%

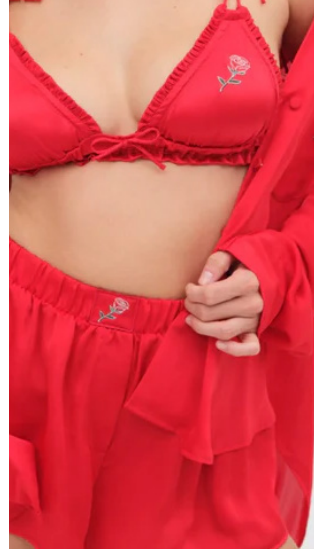
BOW DETAILS +80%



lovestoriesintimates\_6.webp



zara\_102.jpg



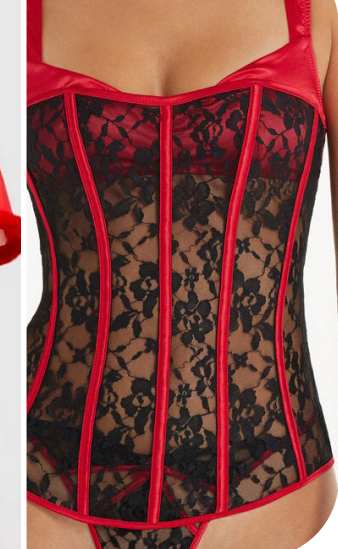
forloveandlemons-87.jpg.webp



lovestoriesintimates\_26.webp



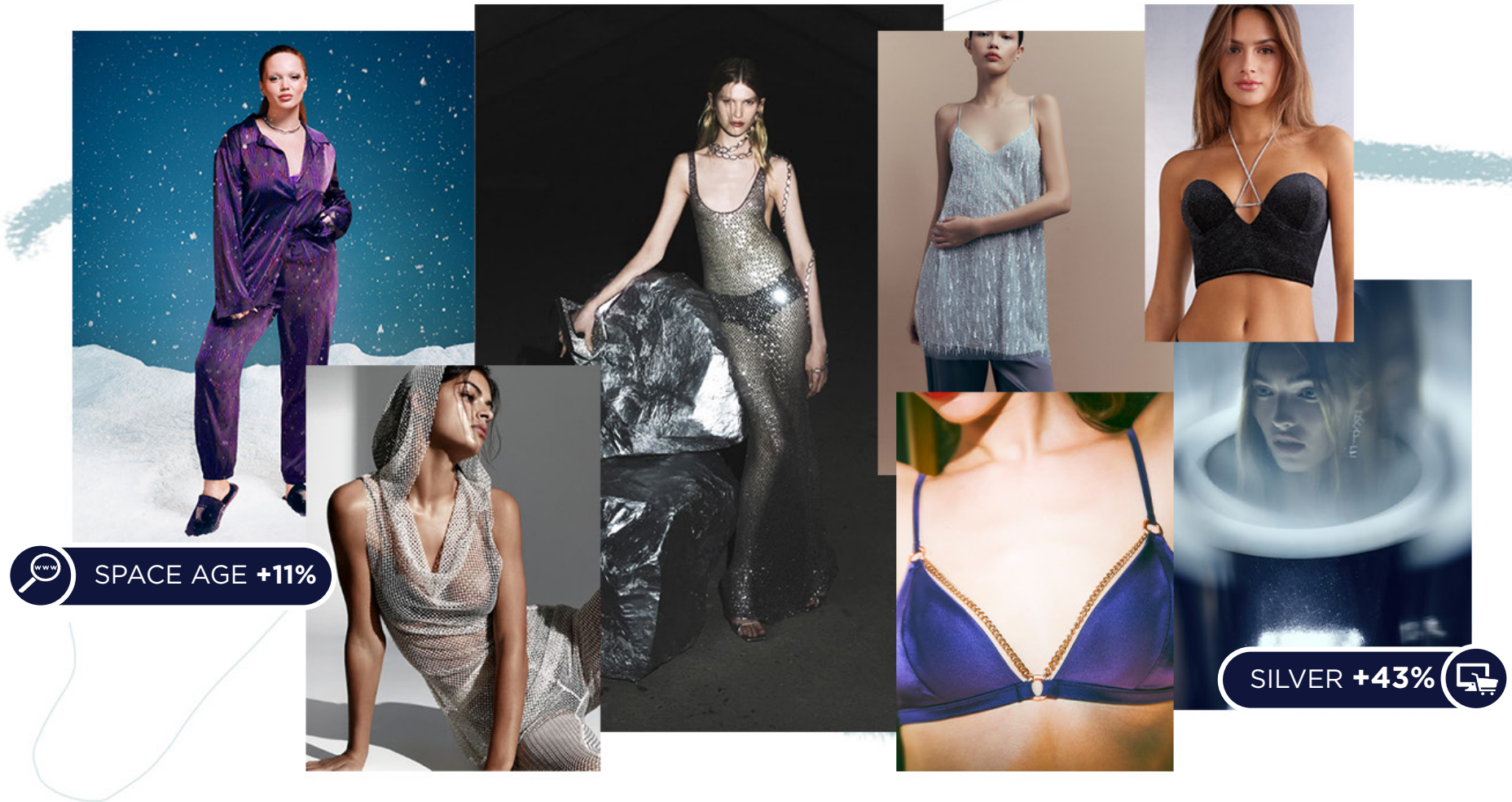
bohoo\_4.webp



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



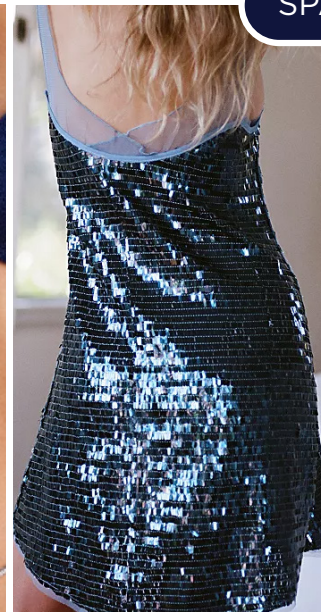
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lovestoriesintimates\_34.webp



instimissimi\_14.png



freepeople-12.webp

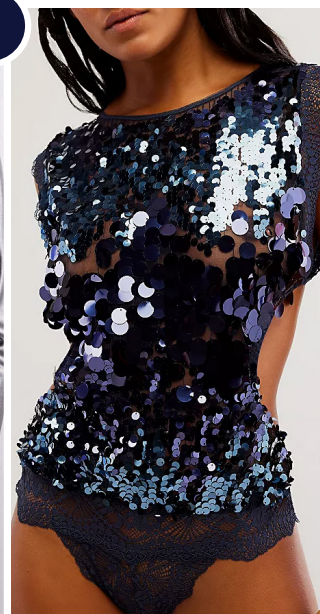


instimissimi\_18.png

SILVER +43%



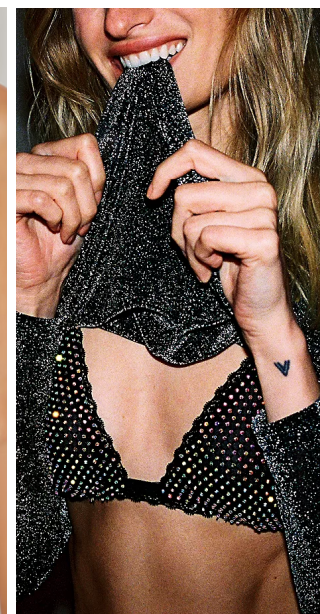
intimissimi-6.jpg



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



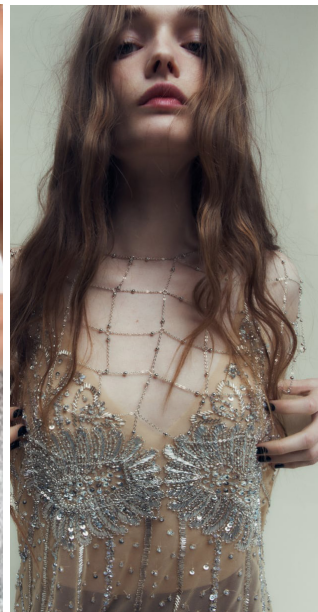
etam-4.jpg.avif



freepeople-84.webp



forloveandlemons-99.jpg.webp



zara\_66.jpg



sororitevintage.jpeg

LACE +3%



freepeople-24.webp



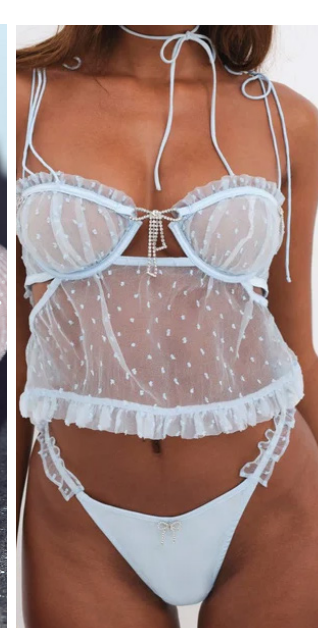
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zara\_87.jpg



forloveandlemons-57.jpg.webp



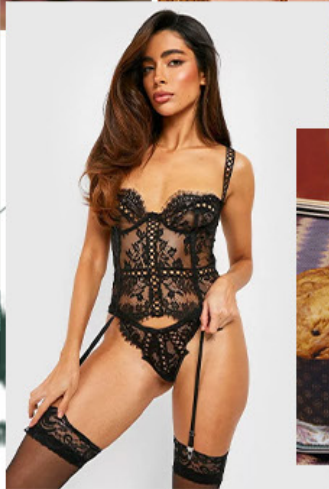
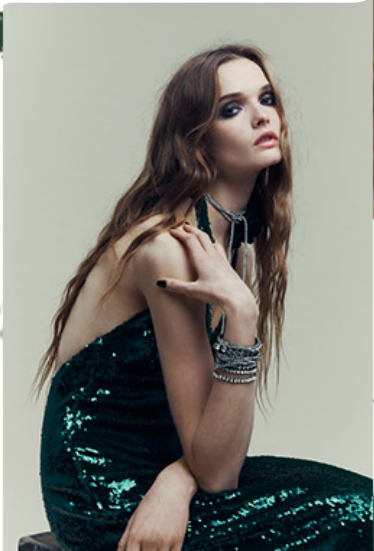
lovestoriesintimates\_2.webp

MESH +81%

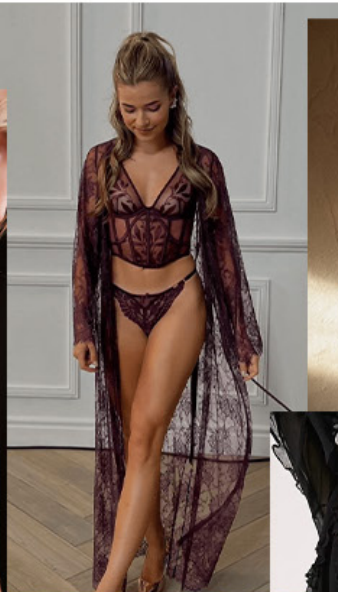
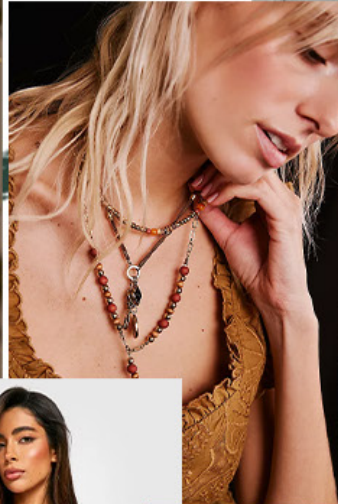


# HOLIDAY 24 MIDNIGHT MAGIC

 BOTANICAL +14%



HYPERFEMININITY +73% 



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

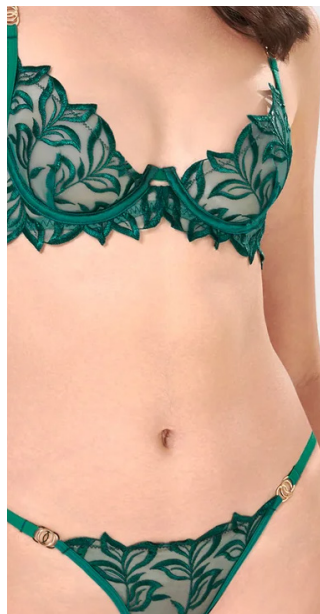
**Midnight Magic.** Embark on a journey into enchantment with Midnight Magic, a holiday lingerie trend that seamlessly blends the mystique of the magical sphere with a dark fairytale allure. This trend introduces a fresh take on the holidays, where botanical boho meets a darker glamour. Imagine floral 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



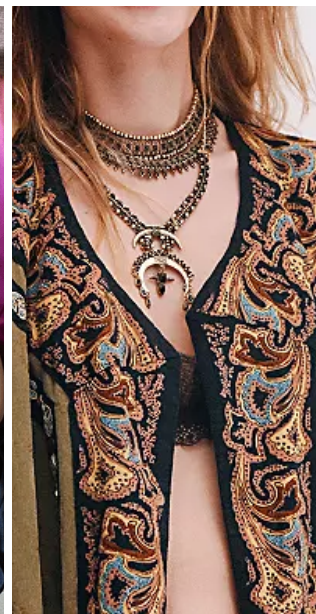
instimissimi\_2.png



bluebella-9.jpg.webp



@\_laurenfern.png



freepeople\_\_10.webp



savagexfenty17.jpeg



freepeople-46.webp

PAISLEY +93%



EMBROIDERIES +55%



victoriasecret\_.png



bohoo\_24.webp



freepeople\_\_3 Kopie.webp



hunknemoller-19.webp



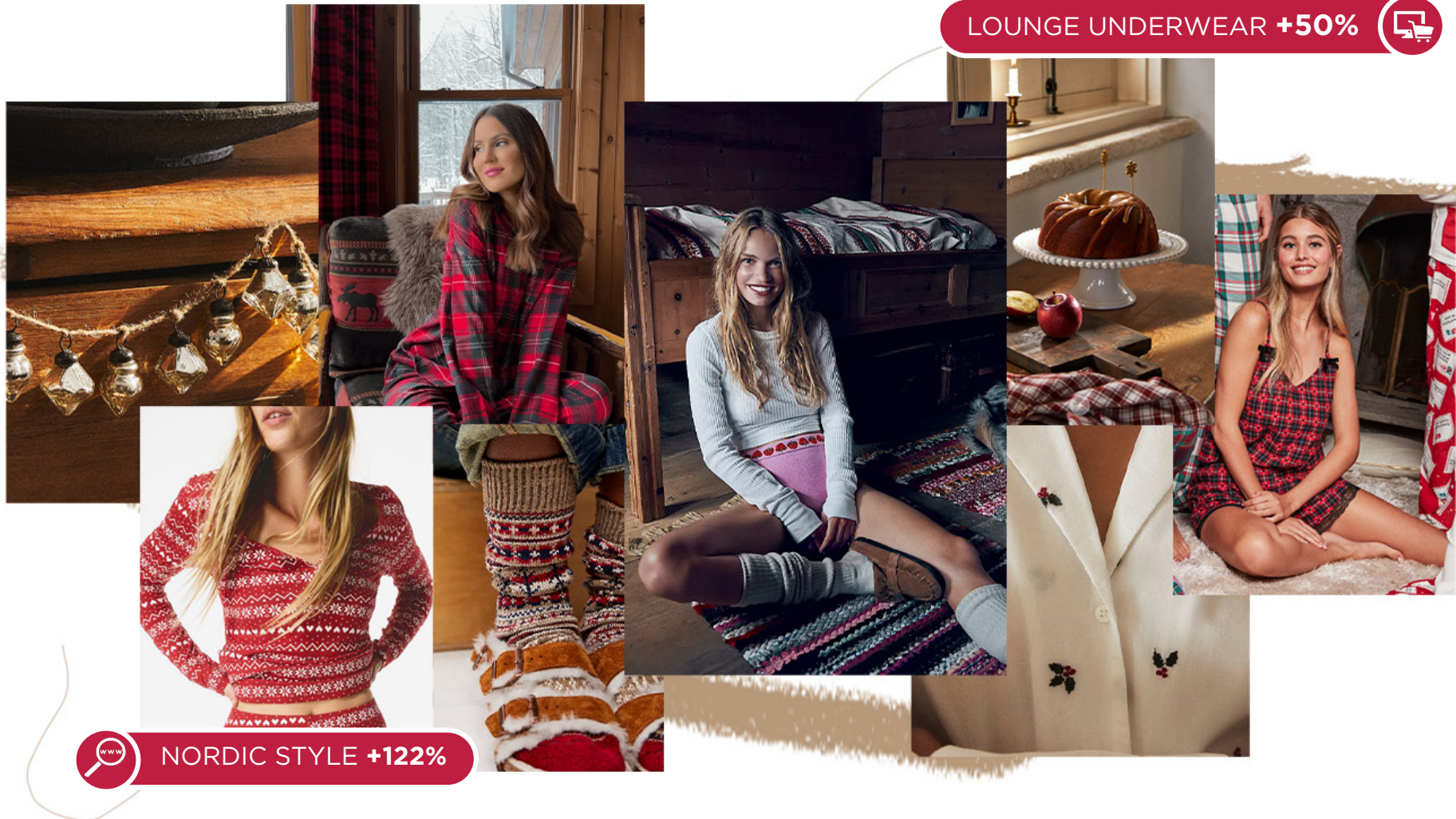
freepeople-31.webp



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



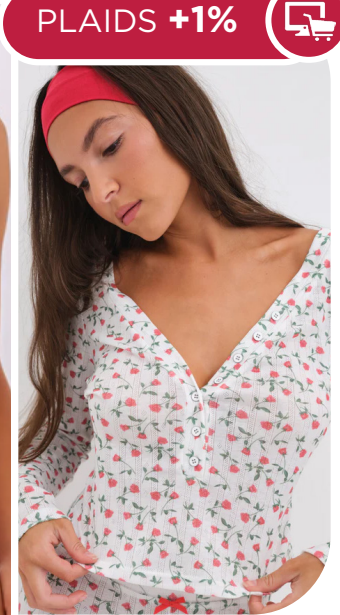
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junesixtyfive 2.png



parade\_3.jpg.webp



forloveandlemons-53.jpg.webp

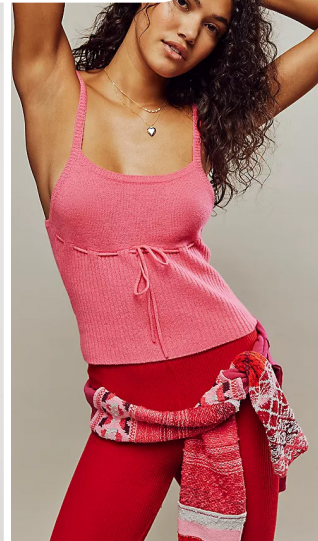
PLAIDS +1%



NON-WIRED BRA +300%



freepeople-70.webp



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



djervavenue2.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 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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