



**WOMENSWEAR**  
**SPRING 2024**  
**UPDATE**  
**PRINTS**



**LIVETREND**

# PRINTS INTRODUCTION



@ioanneseu2.png



Rosie Aussolin (3).jpg



Etro.png



Cult Gaia



**UPDATE**

**New Harmonies.** Heading through SS24, prints take center stage to renew the collections and give a fresh start to 2024. Even if prints are predicted to decrease 30%, artisanal techniques breathe life into traditional motifs, showcasing a revival of classic patterns with a contemporary twist. The pre-fall collections show a duality or sometimes a mix of heritage craft and digital experimentation. Craftsmanship meets the avant-garde, as artificial intelligence and digital aesthetics inject a modern pulse into the fabric of the season. The clash and fusion of these elements create a visual effect that seamlessly weaves together the past and the future, reflecting a willingness to transcend boundaries and embrace creativity to reshape the future.

*This report is based on Livetrend data crossreferencing several sources and analysing the visibility and growth of the trends year on year. The percentages show the visibility evolution year on year. Find the related data sources and icons on the last slides.*

# SS24 UPDATE PRINTS

## SAFE TREND



Ganni\_1.jpg



Givenchy.jpg



Alessandra-Rich.jpg



@chiaraobscura.png



Love Shack Fancy.jpg



MANIFEST

## THE DOLL DOTS

## STABLE TREND



Selected Femme.webp



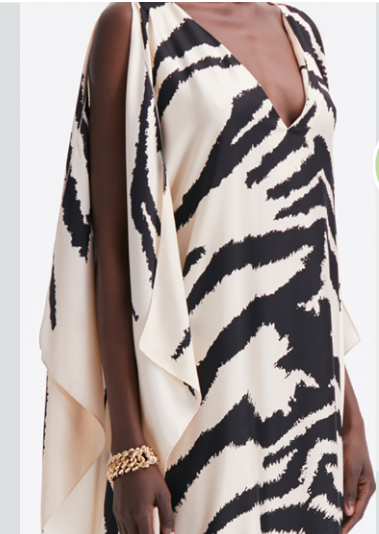
Simon-Miller\_1.jpg



The-Attico.jpg



Matteau.webp



Oscar de La renta.jpg



MANIFEST

## THE OPTICANIMAL

# SS24 UPDATE PRINTS

## SAFE TREND



@ioanneseu2.png



Del Core.webp



@silviatcherassi.png



Philosophy.jpg



Ulla Johnson.jpg



MANIFEST

## THE AI FLORALS

## STABLE TREND



N21.webp



Burberry.jpg



Dawei.jpg



Ganni.jpg



stella.webp



MANIFEST

## THE TWO-TONE FLORALS

# SS24 UPDATE PRINTS

## STABLE TREND



Cult Gaia.webp



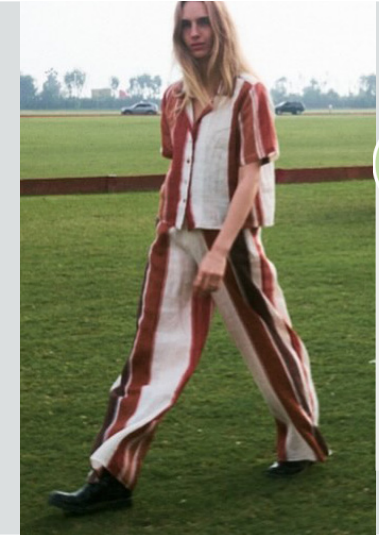
Chufy.jpg



Ulla-Johnson.jpg



Rosie Aussolin.jpg



@juandedios.jpg

## THE ARTSY STRIPES



MANIFEST

## STABLE TREND



Stine Goya.jpg



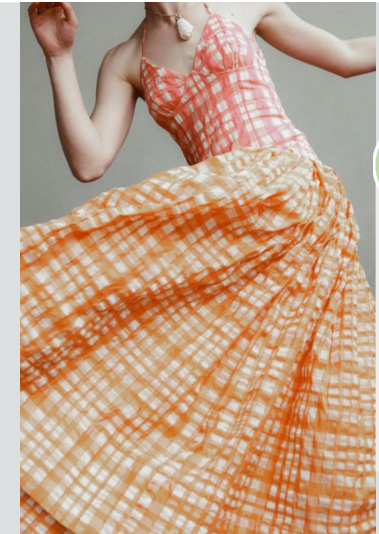
Simon-Miller.jpg



Bottega-Veneta.jpg



Ulla-Johnson\_1.jpg



Rosie Aussolin\_1.jpg

## THE GINGHAM MASH-UP



MANIFEST

# SS24 UPDATE PRINTS

## SAFE TREND



stella mc cartney.webp



The-Attico\_1.jpg



Isabel Marant.webp



Off White.png



Silvia tcherassi.jpg



MANIFEST

## EARLY SIGN



Lela Rose 2.png



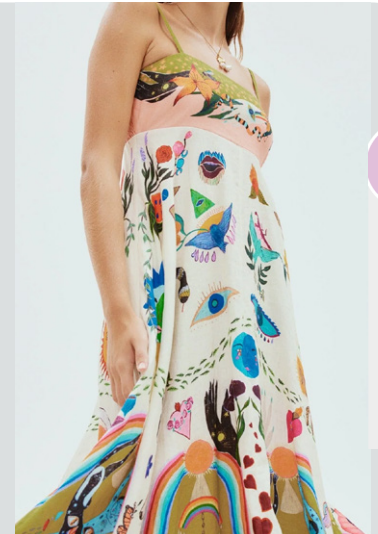
Heirlome.jpg



Reformation.webp



Coperni.jpg



Alemais.webp



TEST

## THE B&W

## THE ORACLE

# SS24 UPDATE PRINTS

## EARLY SIGN



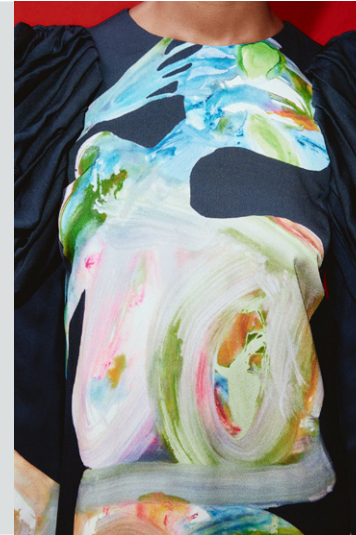
Christopher Esber.webp



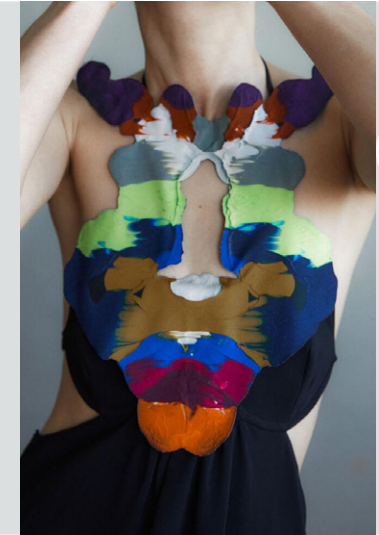
@msgm.png



louisa ballou.jpg



Alemais.jpg



Rosie Aussolin (3).jpg



TEST

## THE BOLD BRUSHES

## STABLE TREND



Christopher Esber (2).webp



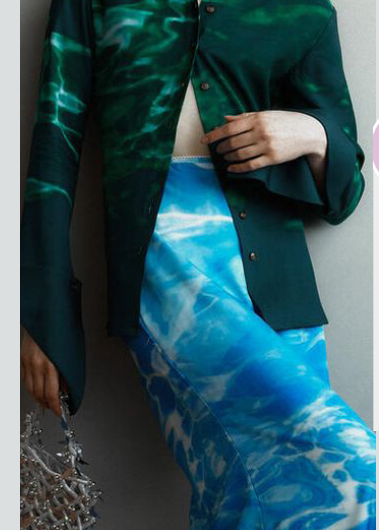
Cult Gaia\_1.webp



Jonathan Simkhai.webp



Paco Rabanne.png



Rosie Aussolin (2).jpg



TEST

## THE IMMERSIVE OASIS

# 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

week 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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