



WOMENSWEAR
FW 2024
FASHION SHOWS
MUST-HAVE
DRESSES



LIVETREND

FW24 DRESSES INTRODUCTION



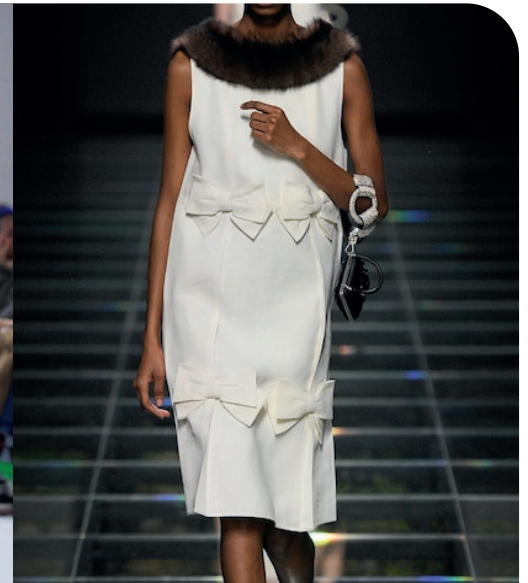
coperni-.jpg



aniye records -5.jpg



acne studios -8.jpg



prada-6.jpg



FASHION SHOWS

Modern Elegance. The FW24 fashion shows unveiled a variety of styles and preferences for dresses. Maxi silhouettes stole the spotlight with slinky longline designs or contemporary sleeveless looks that exuded effortless sophistication. Ladylike styles with cowl or elegant high necks were breathing new life into midi-length silhouettes. While the mini dress explored minimal mod silhouettes, adding a playful yet chic 60s touch. Sheer dresses remained prevalent but saw a decline compared to the previous year, while drapes showcased growing perspectives with delicate plunging necklines and asymmetric cascades, adding a sense of drama and allure. Additionally, leather and tube dresses emerged as stable niche trends, offering edgy and sleek options for those seeking statement-making ensembles. Overall, the season's must-have dresses encapsulated a harmonious blend of modernity, elegance, and versatility.

This forecasting report is based on Data extracted from more than 260 International fashion shows of NY, London, Milan and Paris with 42 000 products analyzed. The trends are organized by visibility (number of looks presenting the trend attribute) and the percentage shows the trend growth compared to FW23 fashion shows. Find the relating icons & stamps on the last slide. They are organized by visibil-

**ACCESS ALL IMAGES
CLICKING HERE**

BIG TREND

1498
LOOKS

FW24 **LONG DRESS**



fendi10.jpg



acne studios -7.jpg



balmain-.jpg



acne studios -6.jpg



conner ives7.jpg



Loewe-.jpg

SLEEK SLEEVELESS

SLINKY LONGLINE

BIG TREND

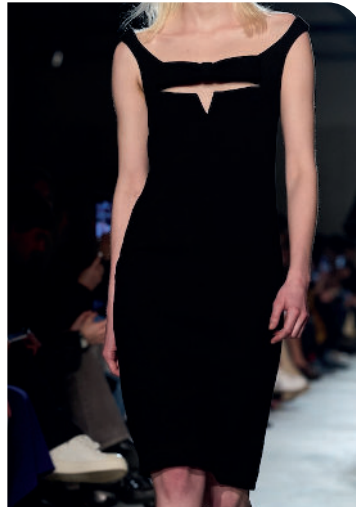
1092
LOOKS

FW24 **LADYLIKE LOOKS**



miu-miu.jpg

COWL-NECK MIDI



n-21.jpg



The Row 8.png



prada-.jpg

ELEGANT HIGH-NECK



philosophy -5.jpg



tods-.jpg

STABLE TREND

655
LOOKS

FW24 MOD MINIS



MiuMiu 1.jpg



wickstead-.jpg



sandy liang.png



versace1.jpg



no21_5.jpg



sandy liang4.jpg

1960S MINIMAL

PRIM & PROPER

DECLINING

407
LOOKS

FW24 **SHEER LAYERS**



chloe19.jpg



saint serin3.jpg



blumarine2.jpg



scervino-8.jpg



rabbane5.jpg



Proenza-Schouler-.jpg



casablanca.jpg

STABLE TREND

238
LOOKS

FW24 **DRAPED DRESS**



etro6.jpg

CASCADING



ferretti-7.jpg

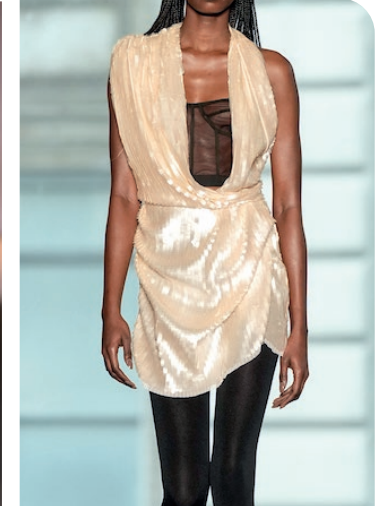


huishang zhang5.jpg

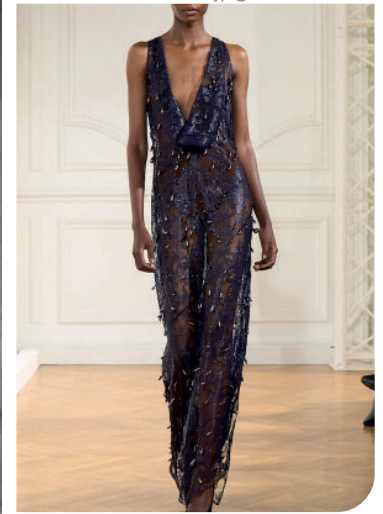


cavalli4.jpg

ELEGANT PLUNGE



aknvas.jpg



givenchy.jpg

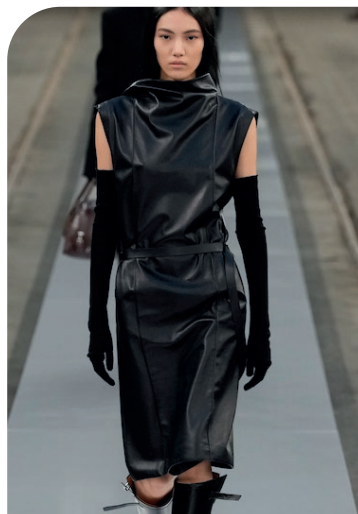
STABLE TREND

105
LOOKS

FW24 LEATHER DRESS



fendi.png



tods10.jpg



chiara-boni.jpg



fendi-.jpg



acne-.jpg



jitrois -2.png



bally 7.jpg

STABLE TREND

77
LOOKS

FW24 **TUBE DRESS**



burberry10.jpg



balenciaga.jpg



philosophy.jpg



auralee5.png



kors4.jpg



jil-sander-.jpg



GCDS-.jpg



gucci4.jpg



herve-leger-.jpg

SEDUCTIVE SCOOP



chloe7.jpg

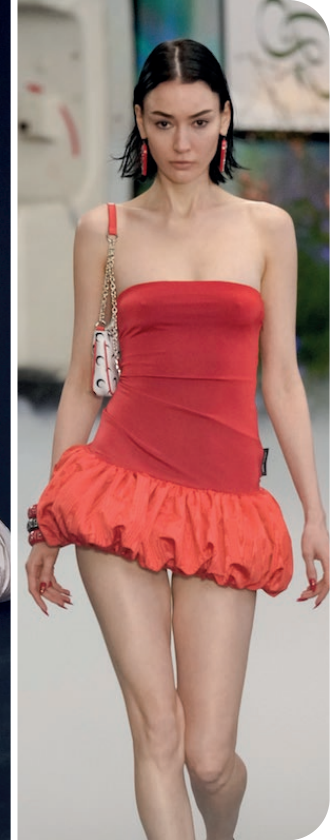


khaite.jpg

MAXI TUNIC



coperni 13.jpg



marine serre -5.jpg

BULBY TUTU

OTHER HIGHLIGHTS

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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