



**WOMENSWEAR**  
**FW 2024**  
**FASHION SHOWS**  
**MUST-HAVE**  
**DRESSES**



LIVETREND

# FW24 DRESSES INTRODUCTION



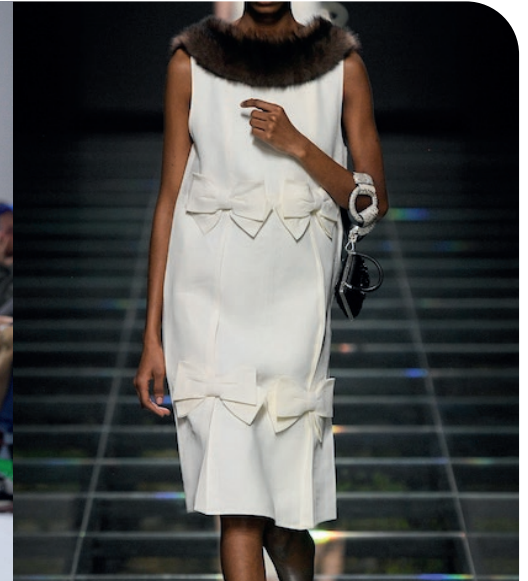
coperni-.jpg



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-*

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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

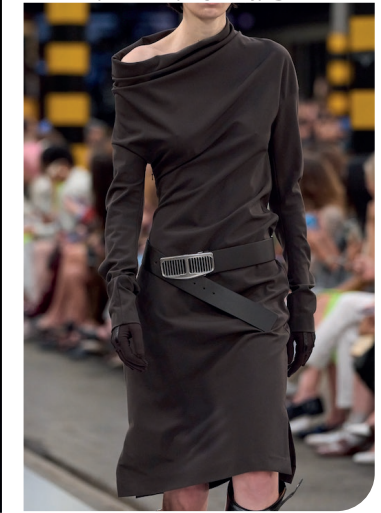


prada-.jpg

ELEGANT HIGH-NECK



philosophy -5.jpg



tods-.jpg

STABLE TREND

655  
LOOKS

FW24 MOD MINIS



MiuMiu 1.jpg

1960S MINIMAL



wickstead-.jpg



sandy liang.png



versace1.jpg

PRIM & PROPER



no21\_5.jpg



sandy liang4.jpg

DECLINING

407  
LOOKS

FW24 SHEER LAYERS



chloe19.jpg



saint sernin3.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

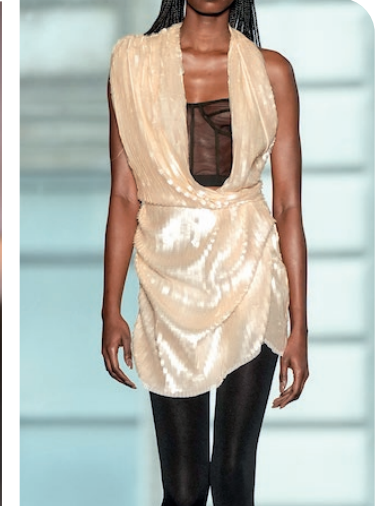


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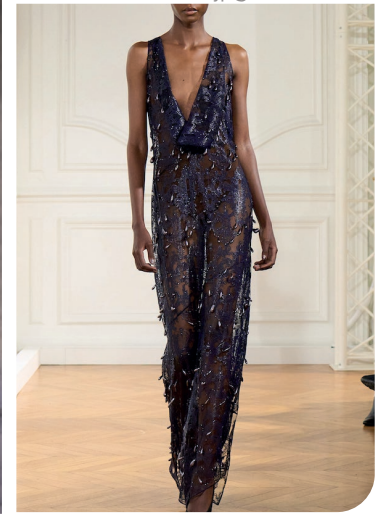


cavalli4.jpg

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

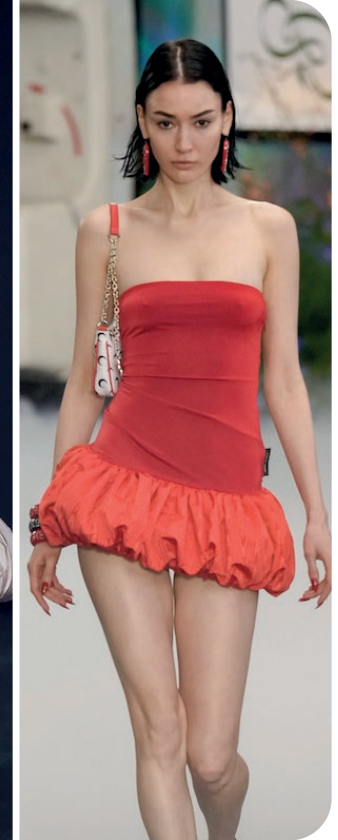


khaite.jpg

## 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 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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