



WOMENSWEAR
FW 2024
FASHION SHOWS
MUST-HAVE
SOFT
ACCESSORIES



LIVETREND

FW24 SOFT ACCESSORIES INTRODUCTION



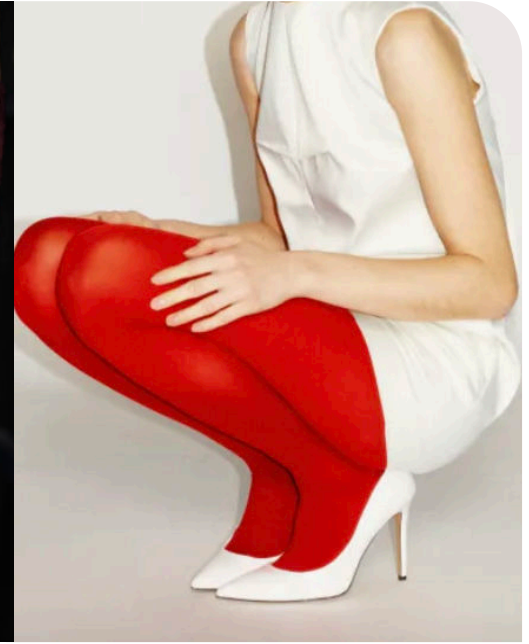
david-koma.jpg



gauchere5.jpg



scervino-.jpg



CHB 8.png



FASHION SHOWS

Versatile Sophistication. In the FW24 fashion shows, soft accessories played a vital role in completing looks with elegance and sophistication. Gloves were an essential accessory, in leather or sheer fabrics and particularly in high lengths for added drama. Belts made a comeback in wider silhouettes, resembling almost cummerbunds or corsets, cinching waistlines and adding structure to outfits. Scarves took voluminous forms, appearing in XL almost-cape or fuzzy stoles, providing both warmth and elegance. Tights reigned supreme, especially paired with the season's shorts. Especially opaque variations in bold colors like red became the new „it“ piece. Neck-ties and ties continued to be relevant, in both masculine and feminine interpretations. The balaclava amped up yet again, offering cozy yet sleek options with this styles leaning towards a slightly more bonnet-like and feminine aesthetic.

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.

**ACCESS ALL IMAGES
CLICKING HERE**

STABLE TREND

+8%
YOY GROWTH

FW24 **GLOVES**



miu-miu-.jpg



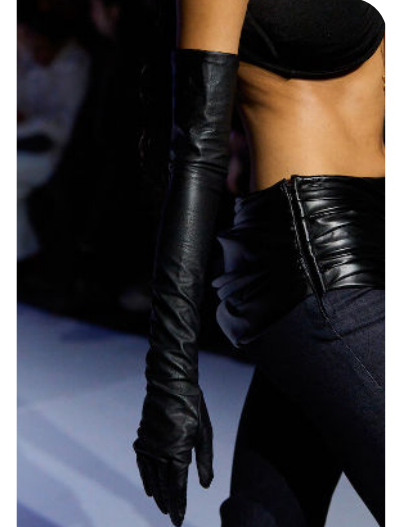
carven.jpg



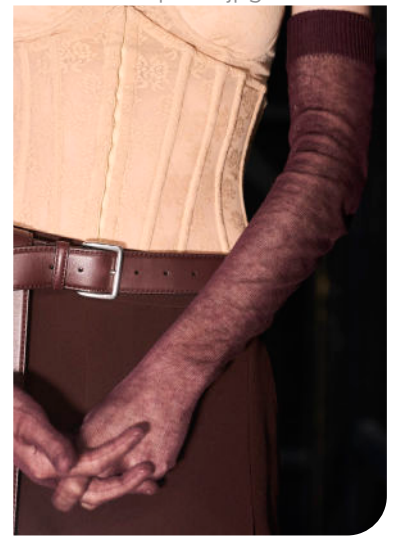
di-petsa.jpg



gcds.jpg



di-petsa.jpg



scervino-.jpg

LONG IN LEATHER

SHEER SEDUCTION

SAFE TREND

+33%
YOY GROWTH

FW24 **BELTS**



max-mara.jpg



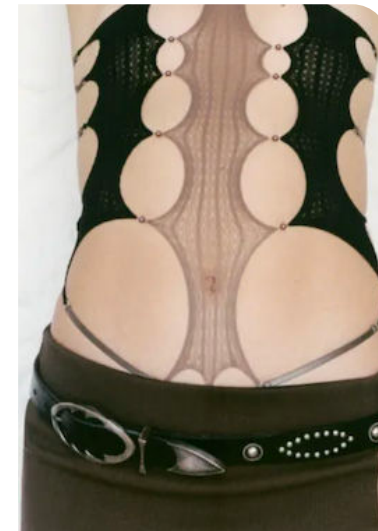
fendi1.png



herrera.png



enfants-deprimes-.jpg



rui 5.png



mcmanus-.jpg

CUMMERBUND EFFECT

BIG BOHO

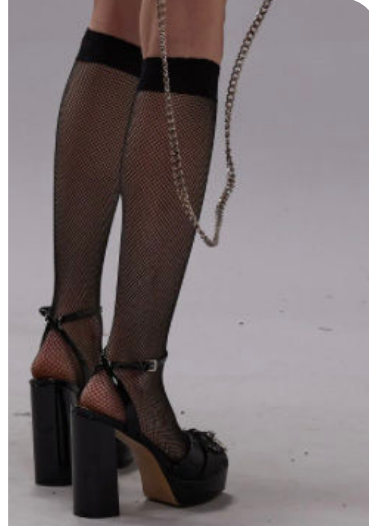
SAFE TREND

+43%
YOY GROWTH

FW24 **SOCKS**



vivetta-.jpg



R13 -7.png



hilfiger-.jpg



by marlene birger 1.png



costelloe.jpg



enfants-deprimes.jpg

KNEE STOCKINGS

COZY RIBS

SAFE TREND

+71%
YOY GROWTH

FW24 **SCARFS**



gauchere5.jpg

XL STYLE



retrofete.jpg



balenciaga-.jpg



del-core-.jpg

ASYMMETRIC CAPE



tibi-po-f24-019-11256757.jpg



schouler-.jpg

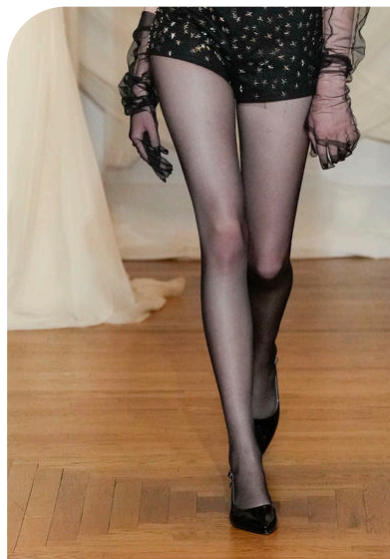
STABLE TREND

+0%
YOY GROWTH

FW24 **TIGHTS**



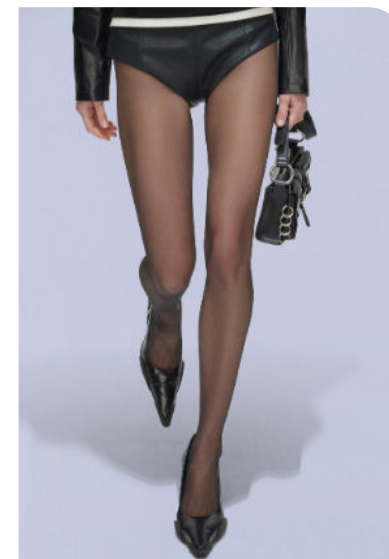
lapointe_1.jpg



cowan3.png



gcds-.jpg



annakiki-2.png



msgm1.png



iceberg3.jpg



yuhan wang-2.png

SAFE TREND

+182%
YOY GROWTH

FW24 **OPAQUE TIGHTS**



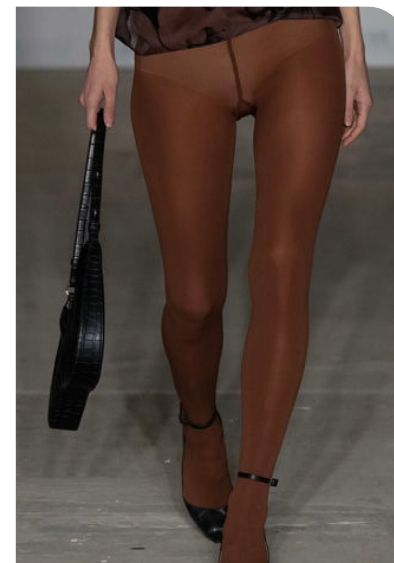
avellano 1.jpg



ferragamo-.jpg



miu-miu.jpg



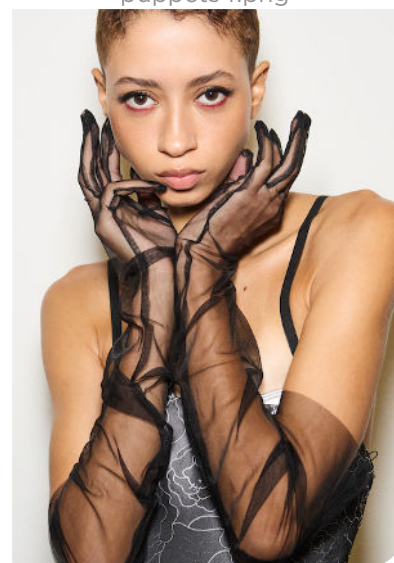
puppets4.png



kim-shui.jpg



blumarine-.jpg



gcds.jpg

STABLE TREND

+15%
YOY GROWTH

FW24 **TIES**



hodakova -4.png



elisabetta-franchi-.jpg



junna-.jpg



rojas-.jpg



house-of-aama.jpg



retrofete-.jpg

MEN'S WORLD

ROMANTIC NECK-TIE

EDGY TREND

+75%
YOY GROWTH

FW24 **BALACLAVA & BONNETS**



fendi-.jpg



simone rocha 2.png



kallmeyer.jpg



gauchere-.jpg



YSL -1.png



stella-mccartney.jpg



kronthaler-westwood-.jpg

EARLY SIGN

+19%
YOY GROWTH

FW24 **FUZZY NECKWEAR**



n-21.jpg

FUZZY STOLE



demeulemeester-.jpg

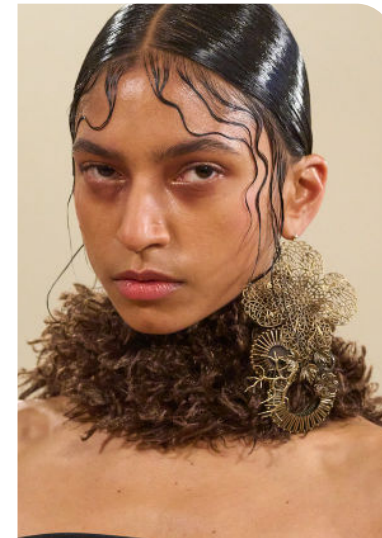


luar.jpg



khaite12.png

DRAMATIC RUFF



rokh-.jpg



aknvas1.png

EDGY TREND

+1%
YOY GROWTH

FW24 **FUZZY HEADWEAR**



etro-.jpg



diesel-.jpg



sarawong.jpg



pressiat -2.png



kim-shui.jpg



holzweiler-.jpg



prada-.jpg

FW24 OTHER HIGHLIGHTS



BALENCIAGA-.jpg



bora-aksu-.jpg

RIPPED TIGHTS



fforme-.jpg

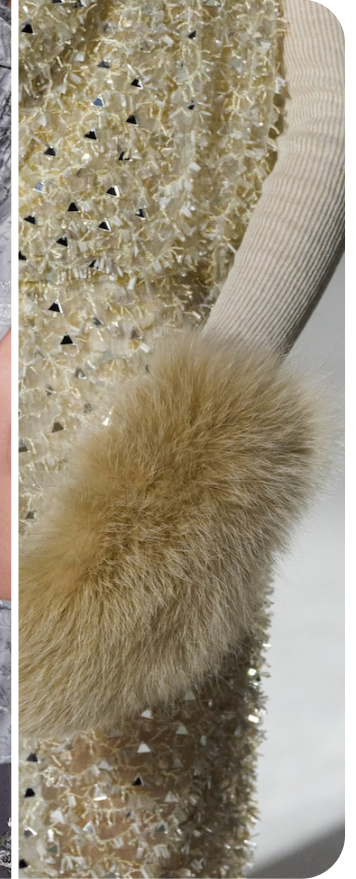


missoni3.png

MINIMAL BEANIES



kim-shui.jpg



vuitton.jpg

FUZZY ARMWEAR

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



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

THANK YOU!

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