



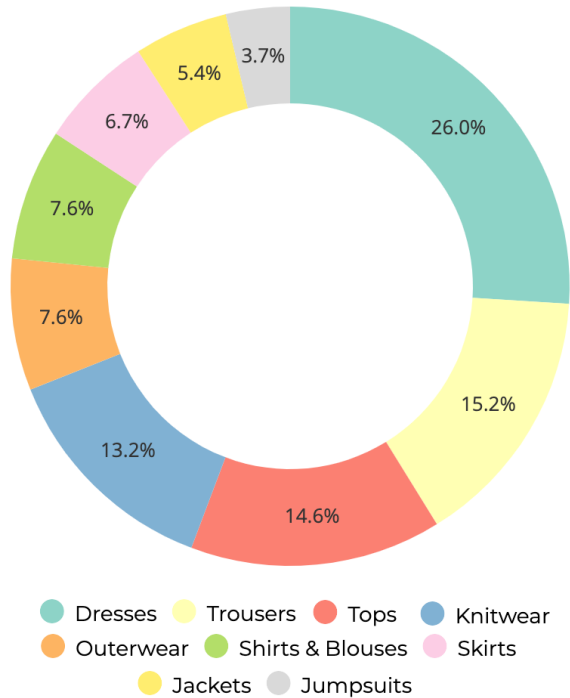
**WOMENSWEAR  
RETAIL RADAR  
FW24  
HOLIDAY  
COLLECTIONS**



**LIVETREND**

# RTW HOLIDAYS 24 **WOMAN ASSORTMENT**

## PRODUCT ASSORTMENT



### Feminine Focus.

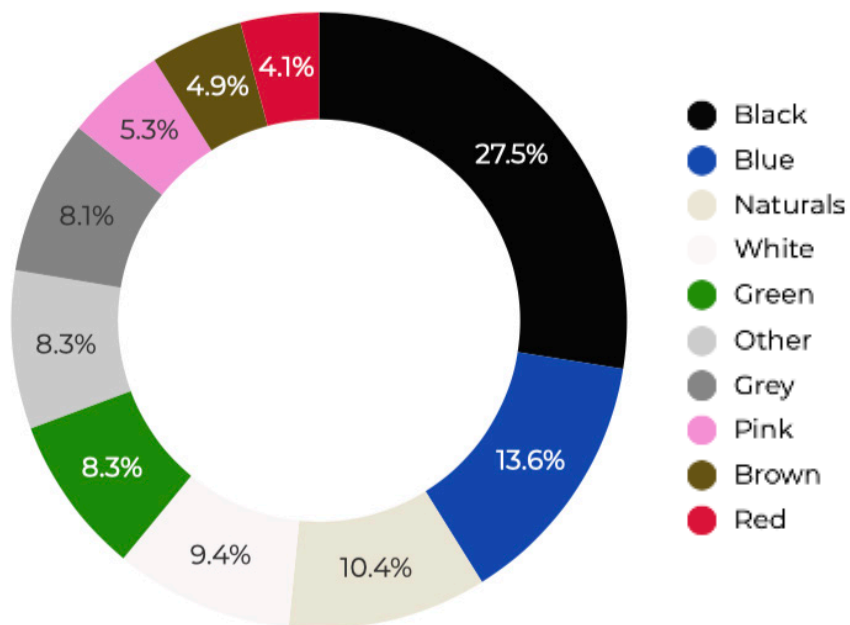
Dresses take the spotlight, leading the assortment with 26%. Tops and Shirts follow closely with a 23% share, offering a diverse range of options. Trousers take 15% while Skirts carve out a notable niche with 7%, providing versatility in bottomwear. Knitwear at 13%, is emphasizing the importance of comfort without compromising style, highlighting the seasonal focus on timeless chic. Blazers secure 5.4% of the range bringing several tailored options for the festive collections, from genderless to sparkling pieces. Jumpsuits are still an important product for elegant feminine styles taking 4% of holiday collections.





# RTW HOLIDAYS 24 COLOR ASSORTMENT

## WOMAN COLOR RANGE

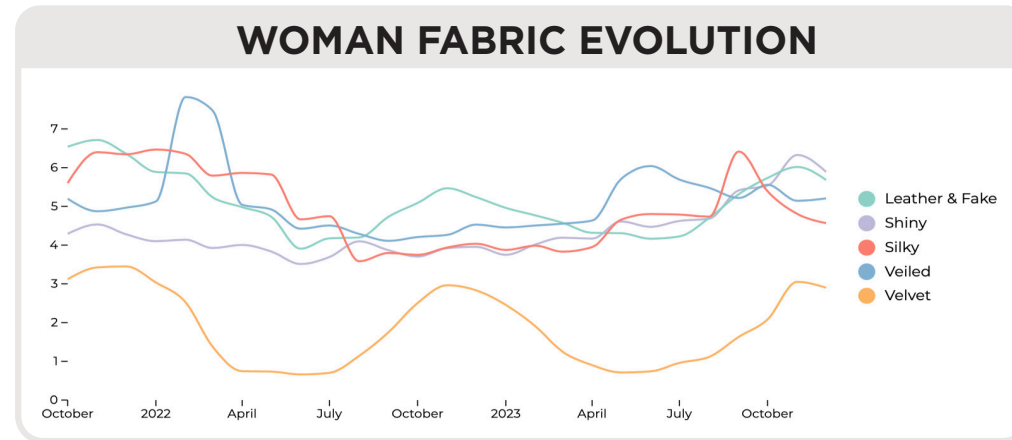


### Frosty Elegance.

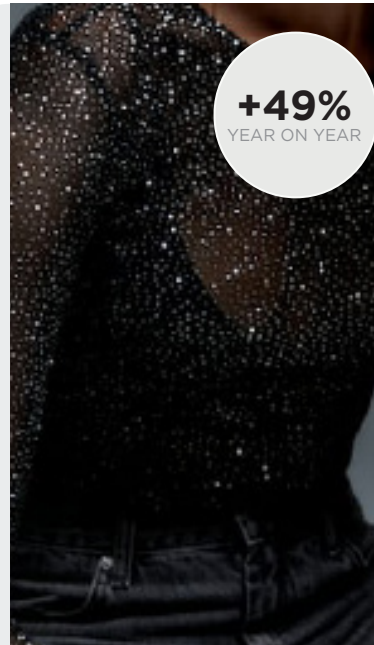
The Holidays RTW collection color palette reflects a noticeable shift from black to frosty grey, metallics, and pure hues such as white and naturals. Black, traditionally dominant and taking 9% from last year, gives way to neutral shapes as natural colors (+16%) and grey (+21%), embracing a cooler and sophisticated aesthetic. Blue introduces icy notes, adding a refreshing touch to the collection, while red, pink, and green emerge as festive highlights, injecting boldness and vibrancy. This mix of cool and warm tones creates a dynamic and balanced color palette, bringing versatility to the holiday season.



# RTW HOLIDAYS 24 **KEY FABRICS**



## SHINY SURFACES



**+49%**  
YEAR ON YEAR

pull&bear48.jpeg

## SMOOTH SATINS



**+13%**  
YEAR ON YEAR

zara\_2.jpg

## LEATHER & CO



**+8%**  
YEAR ON YEAR

edited.webp

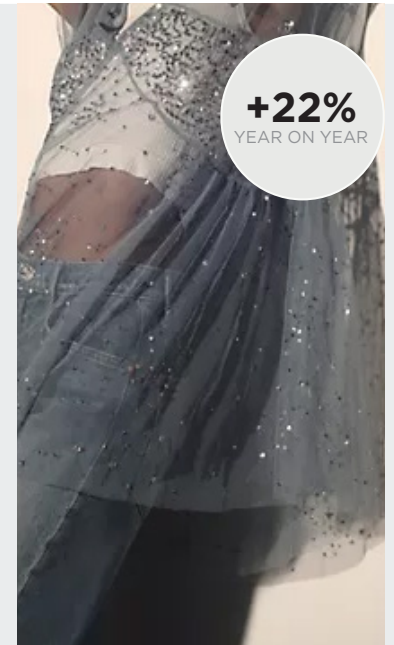
## VELVETY



**+2%**  
YEAR ON YEAR

patriziapepe10.jpeg

## SHEER & VEILED



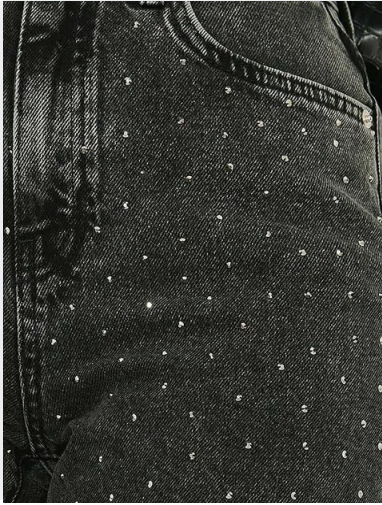
**+22%**  
YEAR ON YEAR

anthropologie66.webp



# RTW HOLIDAYS 24 **DESIGN DETAILS**

## GLITZY STRASS



nakd.webp

**+19%**  
YEAR ON YEAR

## FRINGED-UP



nakd.jpg.webp

**+19%**  
YEAR ON YEAR

## BOW BEAUTIES



\_thereformation7.json.jpeg

**-2%**  
YEAR ON YEAR

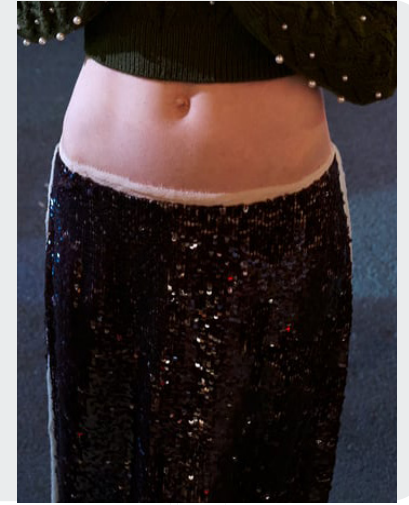
## EMBROIDERED



anthropologie78.webp

**+62%**  
YEAR ON YEAR

## LOW WAISTS



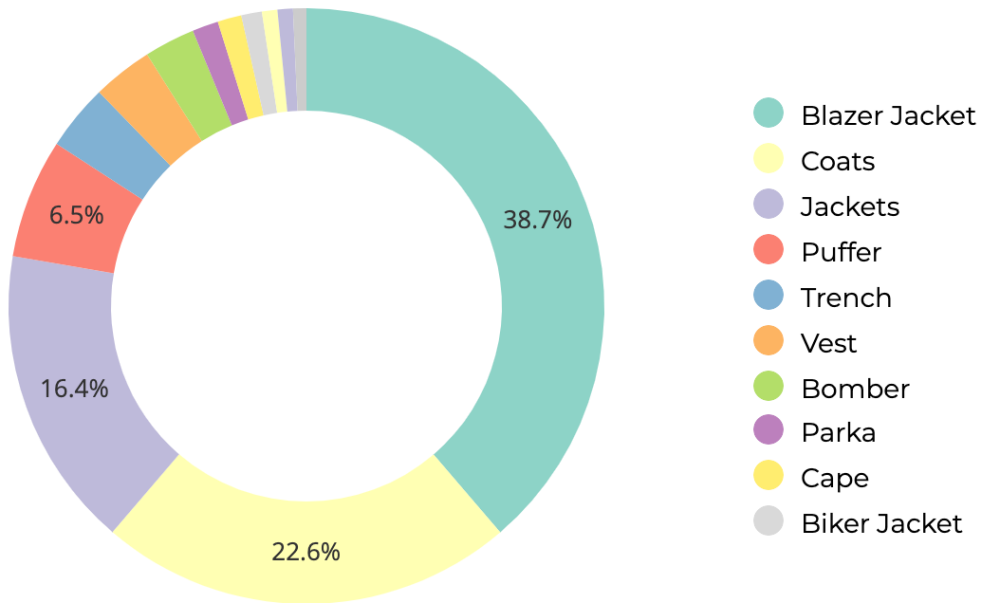
zara\_29.jpg

**+37%**  
YEAR ON YEAR



# HOLIDAY 24 OUTERWEAR TAILORING ASSORTMENT

## WOMAN





# HOLIDAYS 24 **KEY ITEMS WOMAN** TAILORING SETS

## THE TAILORED MINI SET

 **+9%**  
YEAR ON YEAR



anthropologie6.webp



zara16.jpeg



@ronnykobo-4.png



shein



MAJE35.webp

STABLE TREND

## THE FULL SEQUINS COMBO

 **+78%**  
YEAR ON YEAR



patriziapepe50.jpeg



anthropologie65.webp



Pull&bear5.png



marksandspencer1.webp



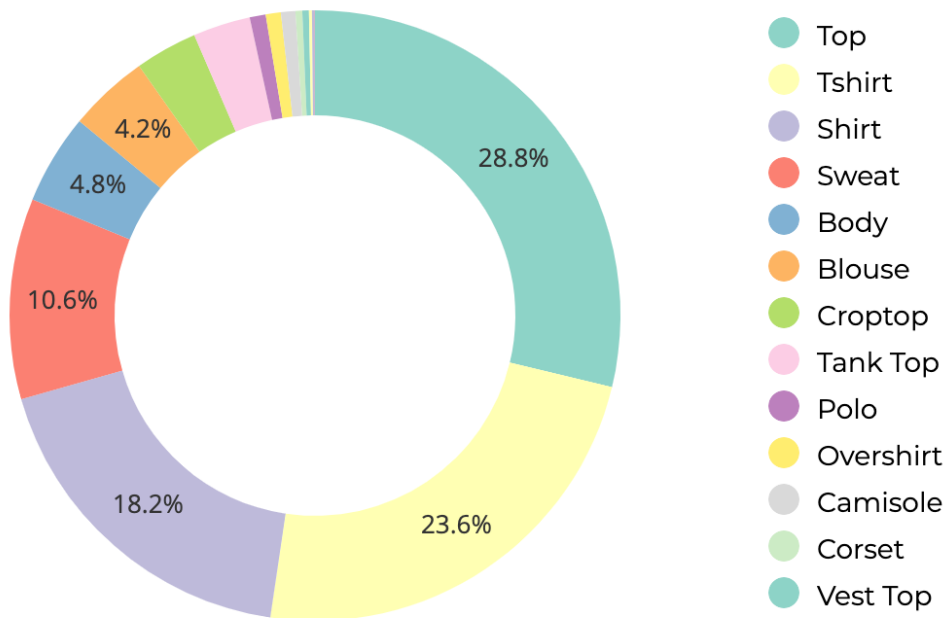
marksandspencer.webp

EDGY TREND



# HOLIDAYS 24 **TOPWEAR ASSORTMENT**

## WOMAN





# HOLIDAYS 24 **KEY ITEMS WOMAN** TOPWEAR

## WHITE SHIRT

### STABLE TREND



Maje

## THE SPARKLING

### SAFE TREND



The Reformation

## OFF THE SHOULDER

### STABLE TREND



The Reformation

## SPARKLING TEE

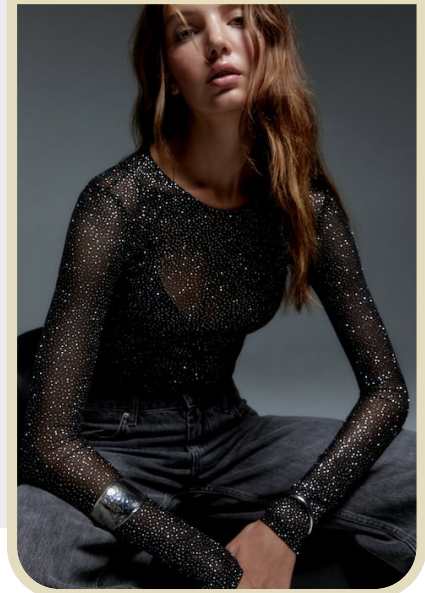
### SAFE TREND



Mango

## SECOND SKIN

### STABLE TREND



Pull&Bear



**+8%**

YEAR ON YEAR



**+118%**

YEAR ON YEAR



**+5%**

YEAR ON YEAR



**+51%**

YEAR ON YEAR



**+9%**

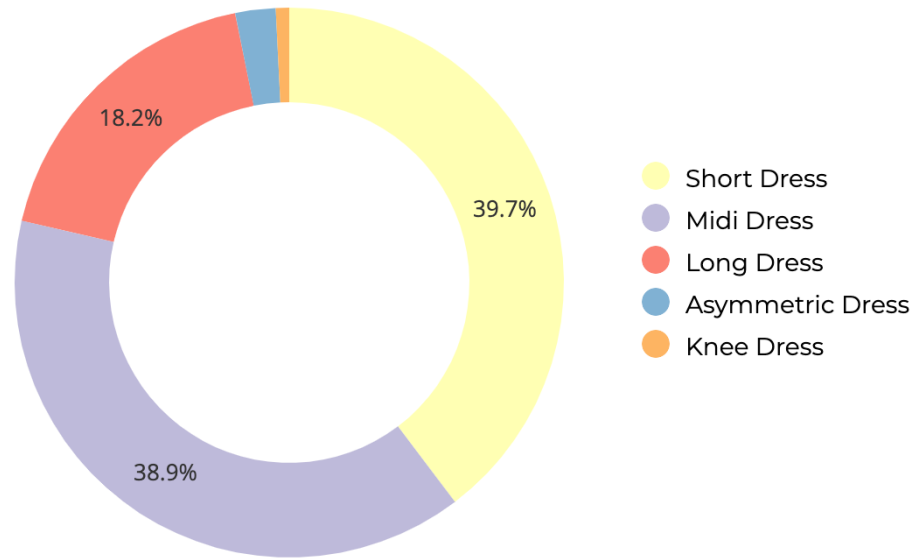
YEAR ON YEAR



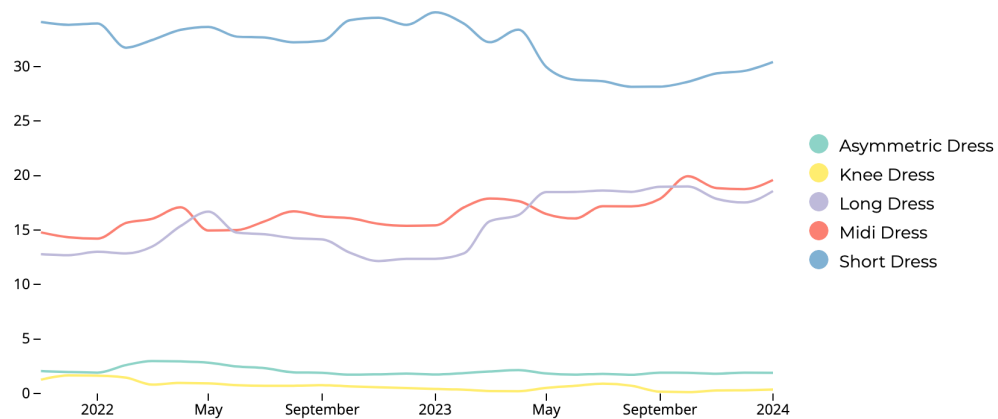
**STAR PRODUCT : SHIRT**

# HOLIDAYS 24 DRESS ASSORTMENT

GLOBAL RANGE



GLOBAL RANGE





# HOLIDAYS 24 **KEY ITEMS** DRESSES

**SHEER LAYER**

**SLEEK LONGLINE**

**MINI BLACK DRESS**

**HALTER NECKERED**

**ALL-SEQUINS**

**BIG TREND**

**SAFE TREND**

**STABLE TREND**

**STABLE TREND**

**BIG TREND**



Anthropologies



Maje



The Reformation



Zara



Sezane



**+7%**

YEAR ON YEAR



**+41%**

YEAR ON YEAR



**-5%**

YEAR ON YEAR



**+6%**

YEAR ON YEAR



**+17%**

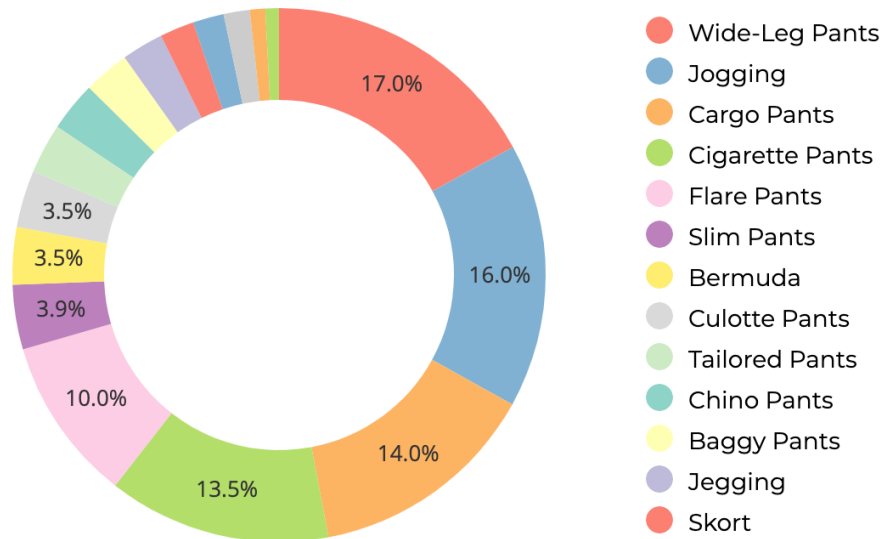
YEAR ON YEAR



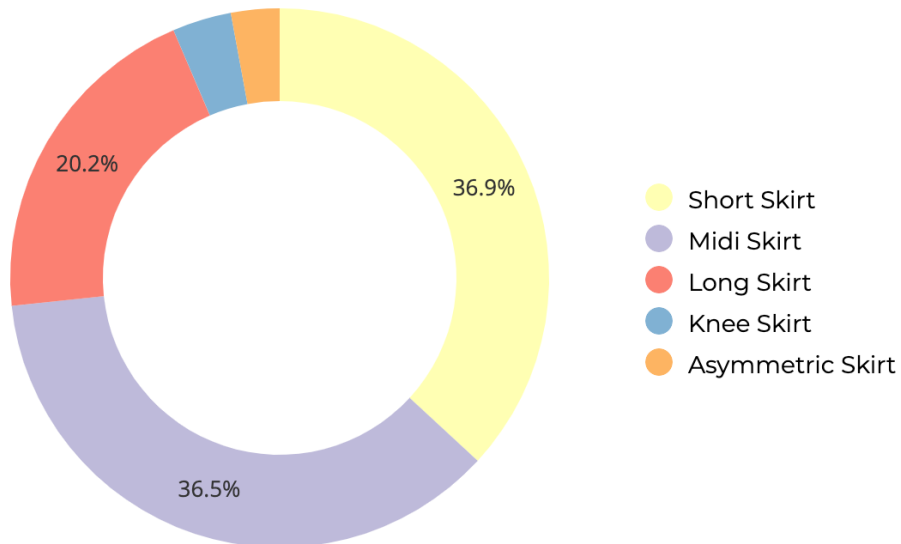
**STAR PRODUCT: MIDI DRESS**

# HOLIDAYS 24 **BOTTOM ASSORTMENTS**

## WOMAN TROUSER RANGE



## WOMAN SKIRT RANGE





# HOLIDAYS 24 **KEY ITEMS WOMAN** BOTTOMS

**TAILORED WIDE**

**STABLE TREND**



Mango

**PARTY FLARES**

**SAFE TREND**



PatriziaPepe

**SLIP SKIRT**

**SAFE TREND**



Reformation

**SILVER PANTS**

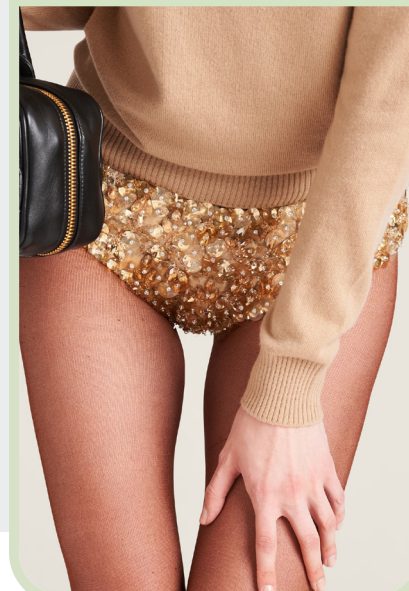
**EARLY SIGN**



Nocturne

**SPARKLING PANTY**

**EDGY TREND**



Prada



**+11%**

YEAR ON YEAR



**+15%**

YEAR ON YEAR



**+19%**

YEAR ON YEAR



**+73%**

YEAR ON YEAR



**+20%**

YEAR ON YEAR



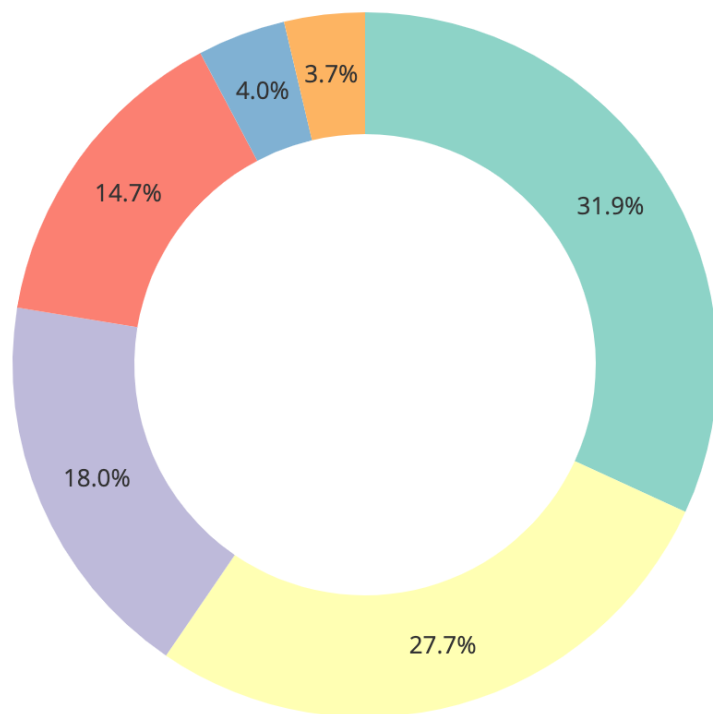
**STAR PRODUCT : WIDE LEG**



**STAR PRODUCT : MIDI SKIRT**

# HOLIDAYS 24 **ACCESSORIES ASSORTMENT**

## GLOBAL RANGE



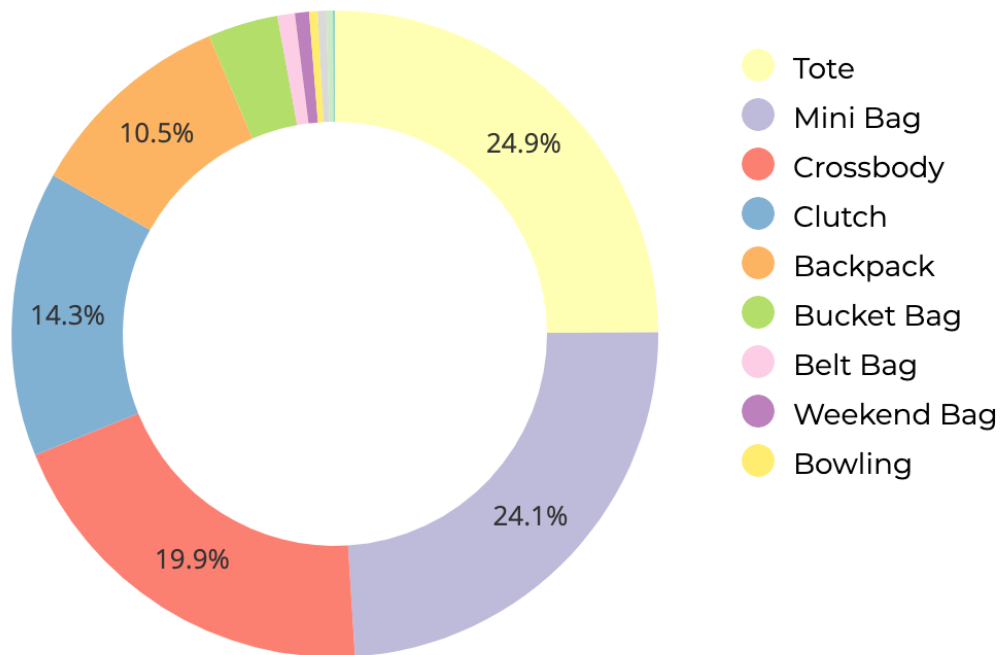
Accessories Shoes Bags Bijoux  
Parfums&Beauty Small Leather Goods





# HOLIDAYS 24 **WW BAG ASSORTMENT**

## GLOBAL RANGE



# HOLIDAYS 24 **KEY ITEMS WOMAN BAG**

## EMBELLISHED MINI

### STABLE TREND



Self Portrait

## POCHETTE

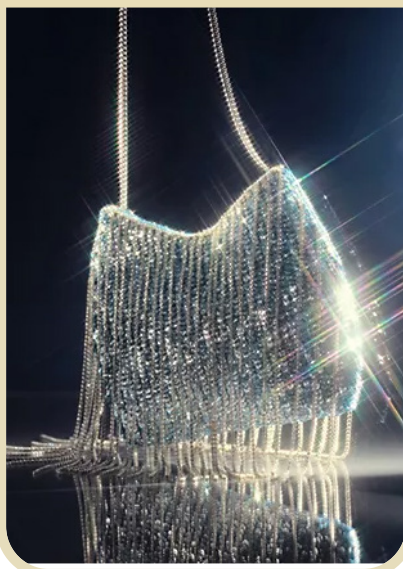
### BIG TREND



Jacquemus

## SPARKLING SOFT

### STABLE TREND



The Reformation

## EMBROIDERED SOFT

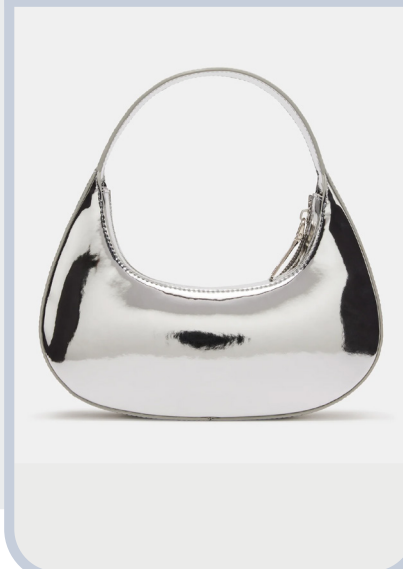
### BIG TREND



Mango

## HOBO BAG

### SAFE TREND



Charles Keith



**+26%**  
YEAR ON YEAR



**+15%**  
YEAR ON YEAR



**+16%**  
YEAR ON YEAR



**+47%**  
YEAR ON YEAR



**+9%**  
YEAR ON YEAR

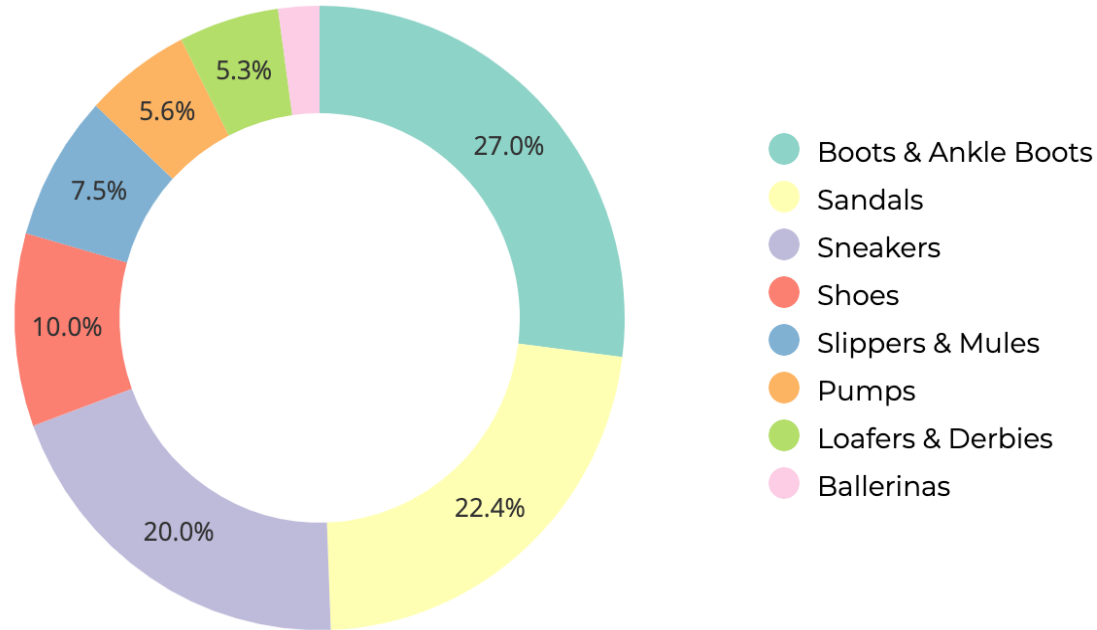


**STAR PRODUCT : 1.MINI BAG 2.TOTE 3.CROSSBODY 4.CLUTCH**

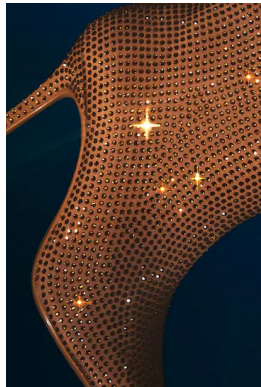


# HOLIDAYS 24 **WOMAN SHOES ASSORTMENT**

## WW FOOTWEAR RANGE



### SPARKLING



bershka14\_1.webp

### SATIN



freepeople14.webp

### VELVET



mango-10.jpg.avif

### PRETTY BOWS



@freepeople\_14.webp

### JEWEL CLASPS



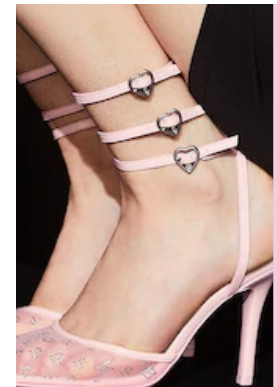
roger-vivier.jpg

### SPARKLE STRAPS



anthropologie22.webp

### MINI BUCKLES



bershka20.webp

MATERIALS

DETAILS

# HOLIDAYS 24 **KEY ITEMS WOMAN SHOES**

## NEO MARY-JANE

**BIG TREND**



The Reformation

## POINTY PUMP

**BIG TREND**



Maje

## BALLET-FLAT

**SAFE TREND**



The Reformation

## SPARKLING PUMP

**SAFE TREND**



Mango

## SHINY BOOTS

**BIG TREND**



Pull&Bear



**+95%**

YEAR ON YEAR



**+32%**

YEAR ON YEAR



**+192%**

YEAR ON YEAR



**+56%**

YEAR ON YEAR



**+23%**

YEAR ON YEAR

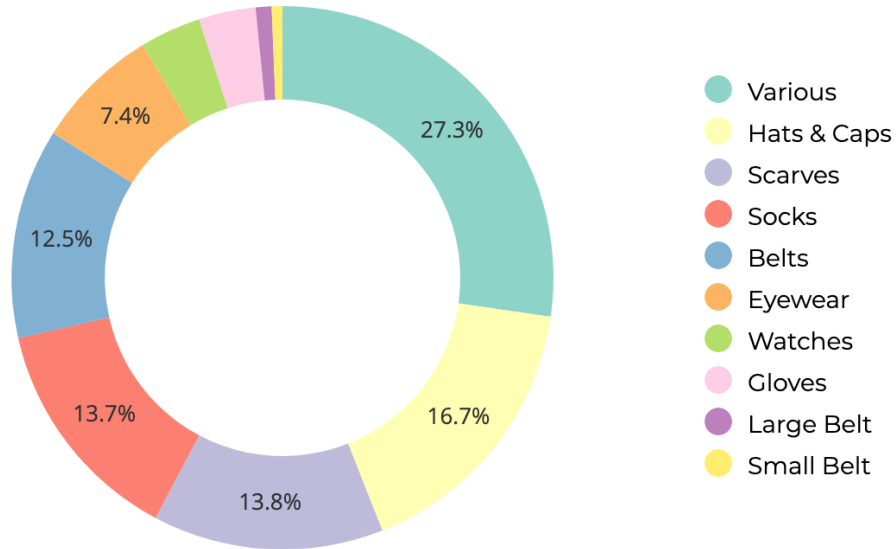


**STAR PRODUCT : 1.BOOT & ANKLE BOOTS 2.SANDALS 3.SNEAKERS**

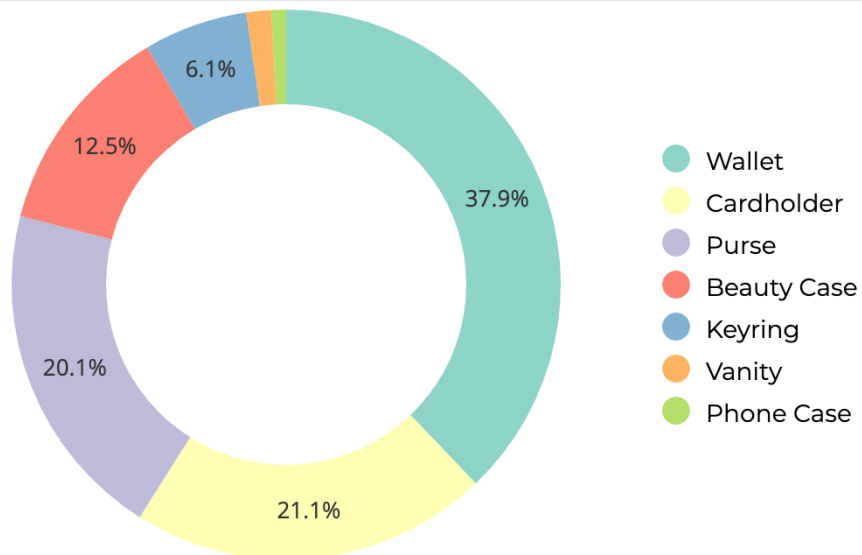


# HOLIDAYS 24 **SMALL & SOFT ACCESSORIES**

## SOFT ACCESSORIES



## SMALL ACCESSORIES

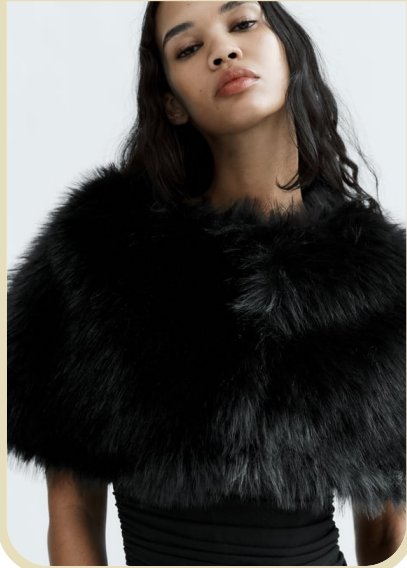


# HOLIDAYS 24 **KEY ITEMS** SOFT ACCESSORIES



## FUZZY STOLE

STABLE TREND



The Reformation



**+1%**  
YEAR ON YEAR

## NEO SNOOD

EARLY SIGN



Maje



**+108%**  
YEAR ON YEAR

## SPARKLING HAT

SAFE TREND



The Reformation



**+66%**  
YEAR ON YEAR

## FURRY HAT

SAFE TREND



Mango



**+61%**  
YEAR ON YEAR

## EXTRA-SLIM SCARF

STABLE TREND



Pull&Bear



**+9%**  
YEAR ON YEAR



# HOLIDAYS 24 **KEY ITEMS** SMALL ACCESSORIES



## SHIMMER BELT

STABLE TREND



Mango



**+2%**  
YEAR ON YEAR

## BOW MANIA

SAFE TREND



The Reformation



**+32%**  
YEAR ON YEAR

## GLITZY HEADBAND

EDGY TREND



Maje



**+4%**  
YEAR ON YEAR

## RED STOCKINGS

BIG TREND



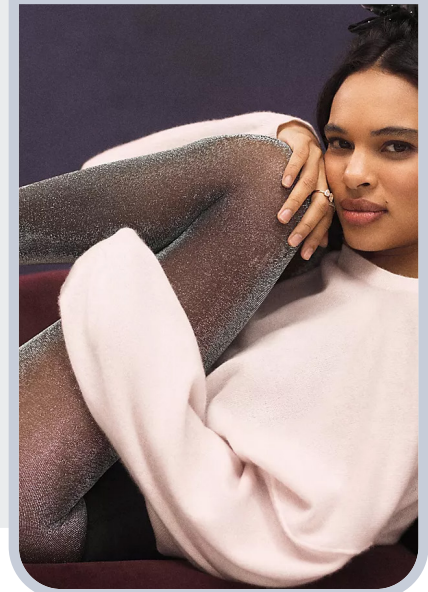
The Reformation



**+139%**  
YEAR ON YEAR

## SHINY LEGWEAR

SAFE TREND

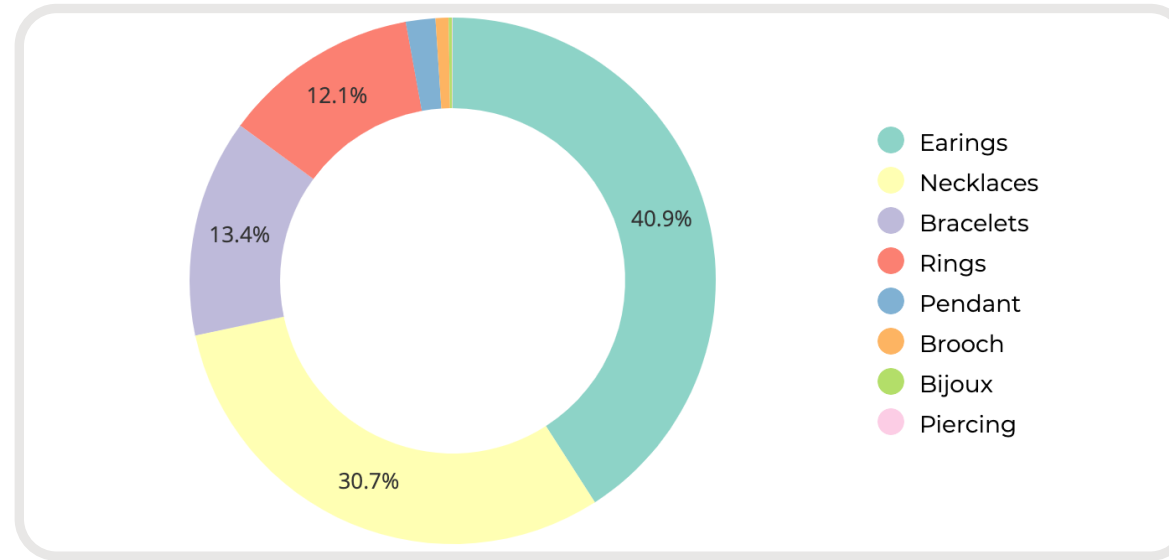


Pull&Bear



**+69%**  
YEAR ON YEAR

# HOLIDAYS 24 KEY ITEMS WOMAN BIJOUX



## STRASS EARRINGS

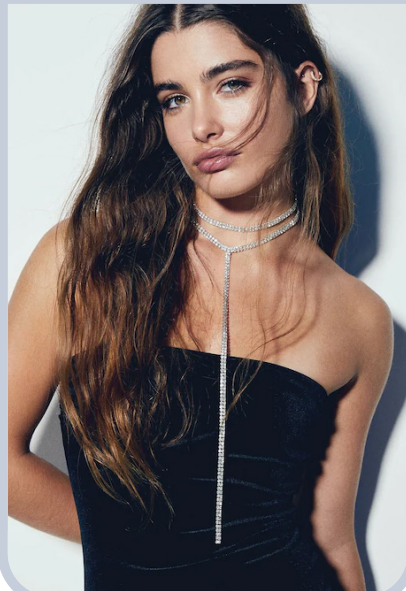
STABLE TREND



The Reformation

## Y CHAIN

SAFE TREND



Maje

## THE CHOCKER

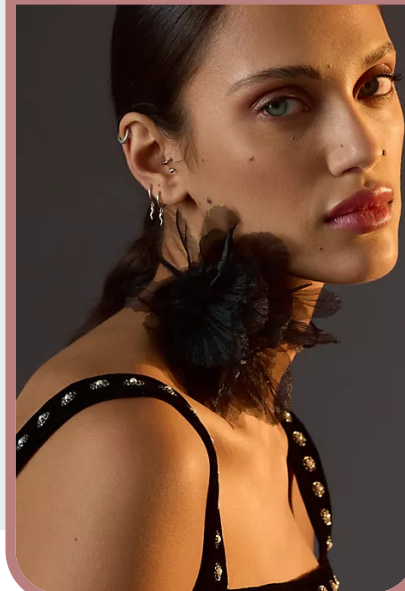
STABLE TREND



The Reformation

## FLORAL ADD ON

BIG TREND



Mango

## JEWEL BRALETTE

BIG TREND



Pull&Bear



# 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

# THANK YOU!

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