



WOMENSWEAR
FASHION SHOWS
PRE-FALL
2024
TOP TRENDS



LIVETREND

INTRODUCTION PRE-FALL 24



giambattista-valli.webp

nili-lotan-_1.webp

diesel-.jpg

moschino.jpg.webp



FASHION SHOWS

Totally Timeless. The Pre-Fall 24 shows come with a celebration of timeless chic, seamlessly blending influences from mod fashion, corporate suits, and an elegant 80s glamour. Designers embraced a harmonious fusion of eras, creating a sartorial symphony that resonated with unmatched sophistication. The core theme of the collections revolved around a refined aesthetic, evident in the shows' leading pieces such as impeccably tailored shirts, suits and classic tweed jackets and capes. Models with mini 60s dresses or sleek hot pants were adorned with knee socks and for knits, the cardigan and basic grey sweater met trailing scarfs that added a playful yet cozy touch to each ensemble. This season's narrative effortlessly weaves together the past and the present, showcasing a masterful interplay of styles that exuded confidence and manifested a timeless allure.

This report is based on data extracted from the Prefall 2024 of NY, London, Milan and Paris with 50 collections analyzed and 3000 images scanned by AI. The % shows the trend growth compared to Prefall23. Find the relating icons & stamps on the last slide.

[ACCESS ALL REPORT IMAGES
CLICKING HERE](#)

PRE-FALL 24 KEY THEMES



valentino_2.webp

 **+50%**
YEAR ON YEAR



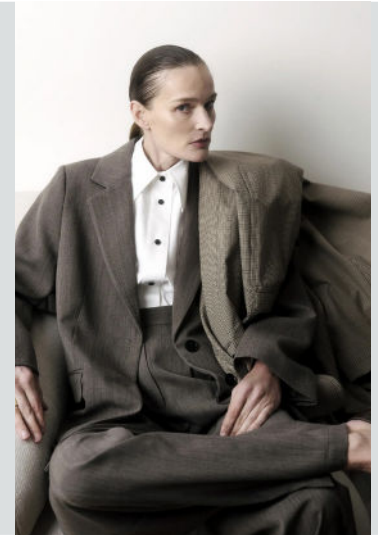
dior.webp



versace.webp



teurn-studios.webp



co.webp

CORPORATE CLEAN

BIG TREND



versace-.webp

 **+390%**
YEAR ON YEAR



no-21.webp



del-core-.webp



giambattista-valli.webp



valentino_1.webp

MOD MOMENTS

SAFE TREND

PRE-FALL 24 KEY INFLUENCES



valentino.webp

 **+60%**
YEAR ON YEAR



dior.webp



givenchy_2.webp



valentino-2.webp



nili-lotan.webp

TIMELESS MARINER

SAFE TREND



givenchy-.jpg

 **+124%**
YEAR ON YEAR



alessandra-rich.webp



markarian-.jpg



balmain.webp



isabel-marant.webp

80S GLAM COMEBACK

EARLY SIGN

PRE-FALL 24 KEY COLORS

 **+37%**
YEAR ON YEAR

THE DARING RED



carolina-herrera.jpg



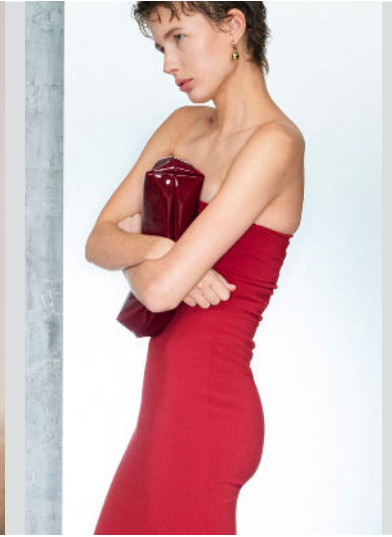
staud-.webp



valentino-_1.jpg



stella-mccartney-.jpg



philosophy-.jpg

BIG TREND

 **+16%**
YEAR ON YEAR

THE CASUAL GRAY



blumarine_1.webp



valentino-_2.jpg



valentino-.webp



stella-mccartney.jpg



huishan-zhang_3.webp

BIG TREND

PRE-FALL 24 KEY PRINTS

 **+8%**
YEAR ON YEAR

THE TROMPE L'OEUIL PRINT



valentino_4.webp



balmain_1.webp



mm6-maison-margiela.webp



dior_2.webp



natasha-zinko_1.webp

STABLE TREND

 **+30%**
YEAR ON YEAR

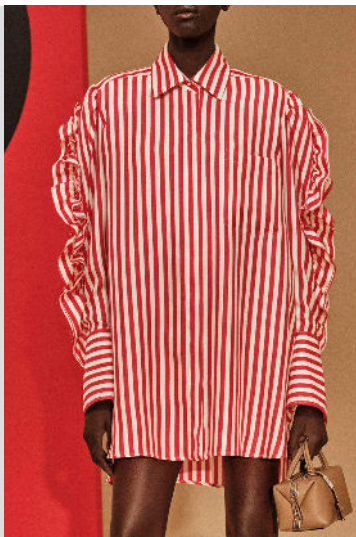
THE MARITIME STRIPE



dior_3.webp



-adeam.webp



max-mara.jpg



veronica-beard_1.webp



staud_1.webp

SAFE TREND

PRE-FALL 24 KEY OUTERWEAR

 **+6%**
YEAR ON YEAR

THE TWEED JACKET



derek-lam-.webp



etro.webp



veronica-beard.webp



sportmax-.webp



huishan-zhang_2.webp

BIG TREND

 **+25%**
YEAR ON YEAR

THE PEA COAT



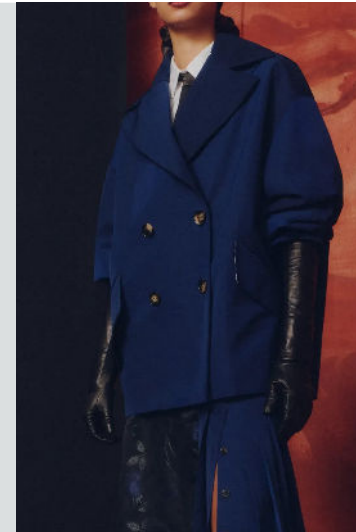
valentino-.jpg



erdem-.webp



lanvin_2.webp



antonio-marras-.webp



palmer-harding.webp

EARLY SIGN

PRE-FALL 24 KEY OUTERWEAR

 **+23%**
YEAR ON YEAR

THE FUZZY FAVOURITE



stella-mccartney.webp



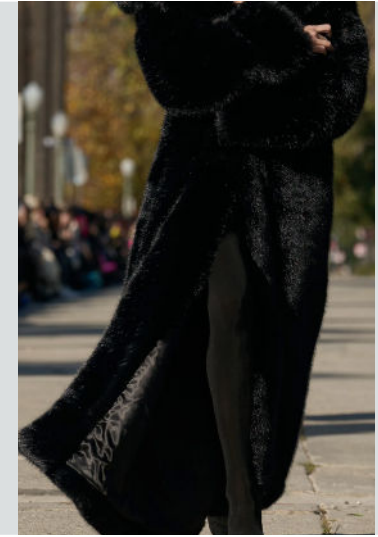
dsquared2.webp



no-21_1.webp



kate-hundley-.jpg



balenciaga.webp

SAFE TREND

 **+35%**
YEAR ON YEAR

THE CHIC CAPE



alessandra-rich_1.webp



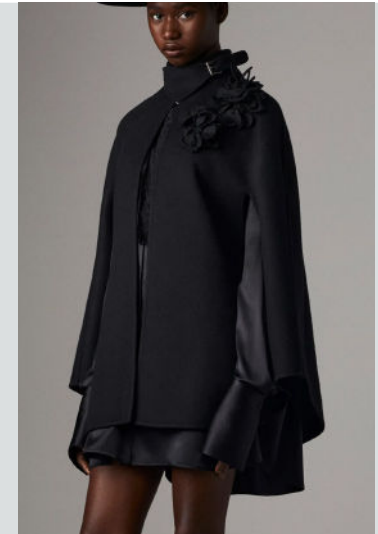
huishan-zhang.webp



khaite.webp



lanvin.webp



ermanno-scervino.webp

STABLE TREND

PRE-FALL 24 KEY KNIT & JERSEY

 **+12%**
YEAR ON YEAR

THE DAINTY CARDI



maria-mcmanus.jpg



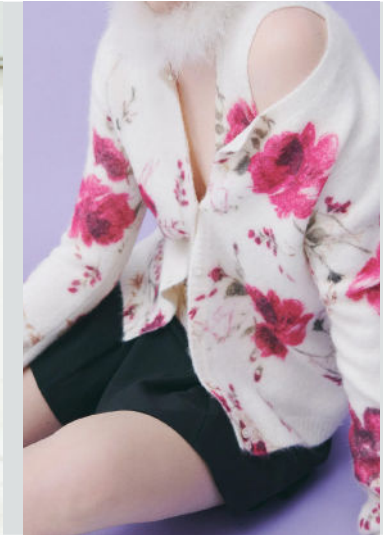
raquel-allegra.webp



sportmax-_1.webp



ganni.jpg



blumarine.webp

STABLE TREND

 **+15%**
YEAR ON YEAR

THE SWEATER WEATHER



valentino.jpg



nehera.webp



dior_1.webp



natasha-zinko.webp



diesel.jpg

SAFE TREND

PRE-FALL 24 KEY TOPS

 **+3%**
YEAR ON YEAR

THE SHIRT



eudon_choi.jpg.webp



nehera.jpg.webp



staud.webp



coperni.jpg.webp



balenciaga_1.webp

STABLE TREND

 **+9%**
YEAR ON YEAR

THE MINIMAL BASIC



baum-und-pferdgarten.webp



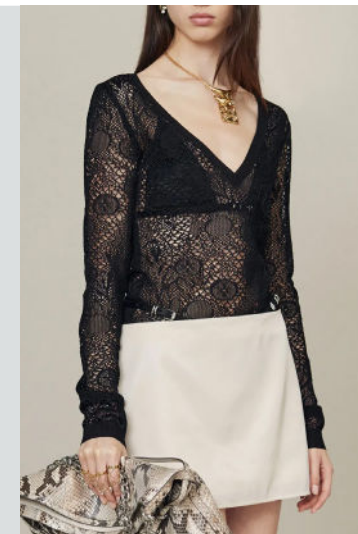
victoria-beckham.webp



3.1-phillip-lim.webp



helmut-lang.webp



-givenchy.webp

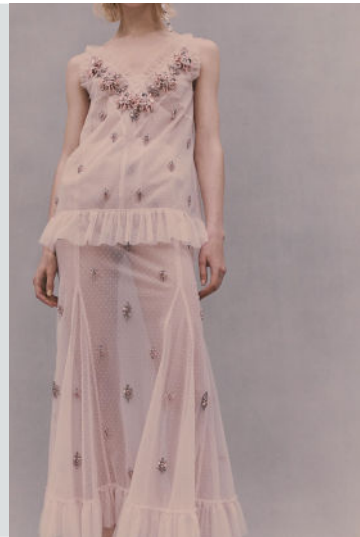
STABLE TREND

PRE-FALL 24 KEY DRESSES



victoria-beckham_1.webp

 **-3%**
YEAR ON YEAR



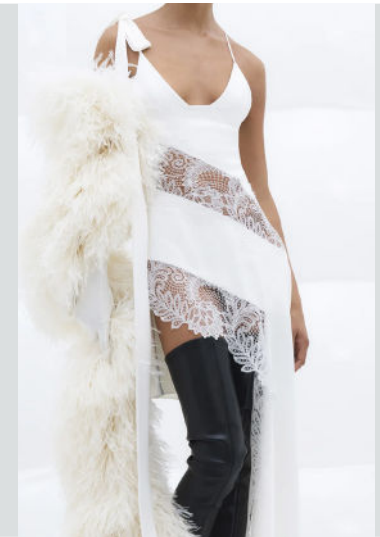
huishan-zhang-.webp



huishan-zhang_1.webp



alberta-ferretti.webp



david-koma.webp

THE DELICATE LINGERIE

STABLE TREND



sportmax.webp

 **+160%**
YEAR ON YEAR



givenchy_1.webp



moschino-.webp



giambattista-valli-.webp



versace_1.webp

THE MOD MINI

BIG TREND

PRE-FALL 24 KEY SKIRTS

 **+17%**
YEAR ON YEAR

THE FANCY PENCIL



off-white.webp



givenchy.webp



valentino_3.webp



sea.webp



3.1-phillip-lim_1.webp

STABLE TREND

 **+3%**
YEAR ON YEAR

THE ASYMMETRIC PANEL



lanvin_1.webp



burberry.webp



az-factory.webp



interior_1.webp



ottolinger.webp

EDGY TREND

PRE-FALL 24 KEY PANTS

 **+50%**
YEAR ON YEAR

THE RELAXED JEAN



Christian Dior Prefall24.webp



stine-goya.webp



interior.webp



nili-lotan.webp



sea.webp

BIG TREND

 **+5%**
YEAR ON YEAR

THE HOT PANTY



moschino.webp



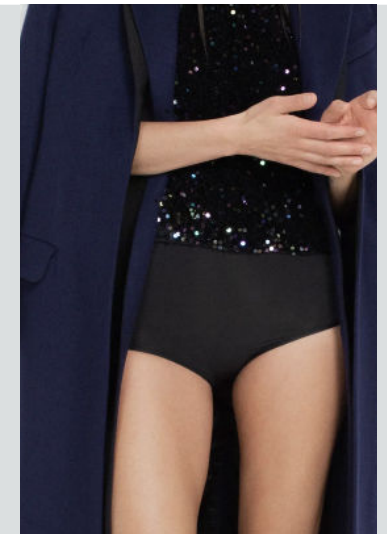
maria-mcmanus.webp



dsquared2_1.webp



no-21_2.webp



eudon-choi.webp

EDGY TREND

PRE-FALL 24 KEY ACCESSORIES

 **+55%**
YEAR ON YEAR

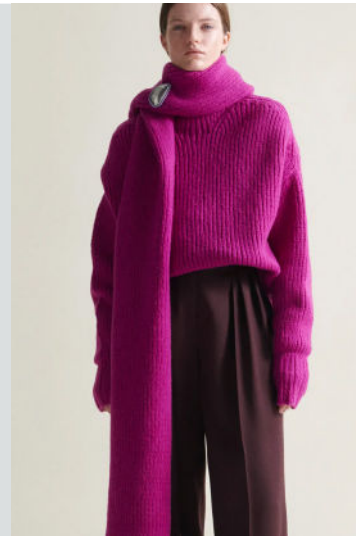
THE SCARFING



philosophy-di-lorenzo-.webp



erdem.jpg.webp



lanvin-.webp



etro.jpg.webp



blumarine-.webp

EARLY SIGN

 **+15%**
YEAR ON YEAR

THE PREPPY SOCK



givenchy-.webp



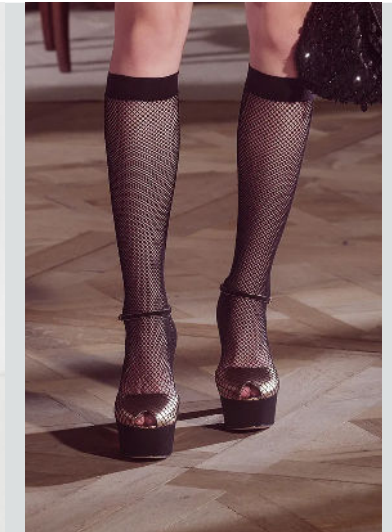
maria-mcmanus_1.webp



valentino_5.webp



eudon-choi.webp



dior_1.webp

BIG TREND

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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