



MENSWEAR
RETAIL RADAR
FALL COLLECTIONS
SHOES



LIVETREND

RETAIL RADAR SHOES INTRODUCTION



Burberry (3).avif



loewe.jpg



hermes.webp



Wabaki.webp



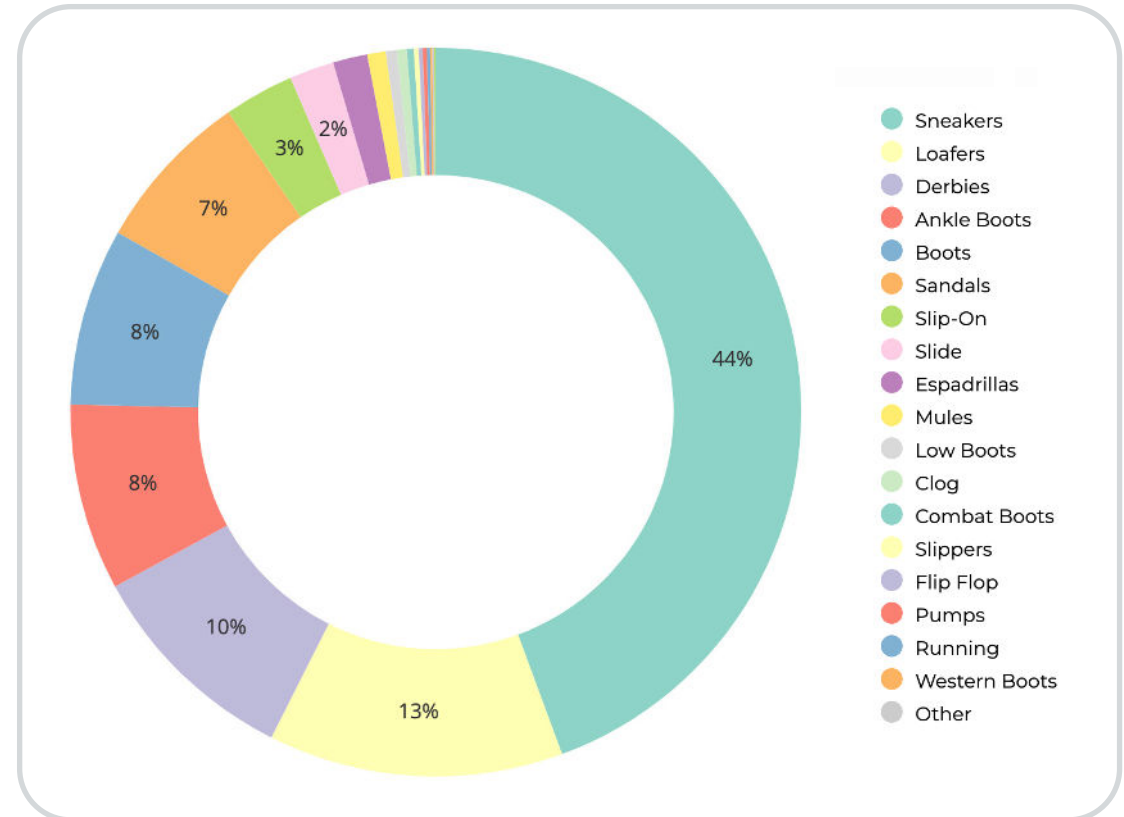
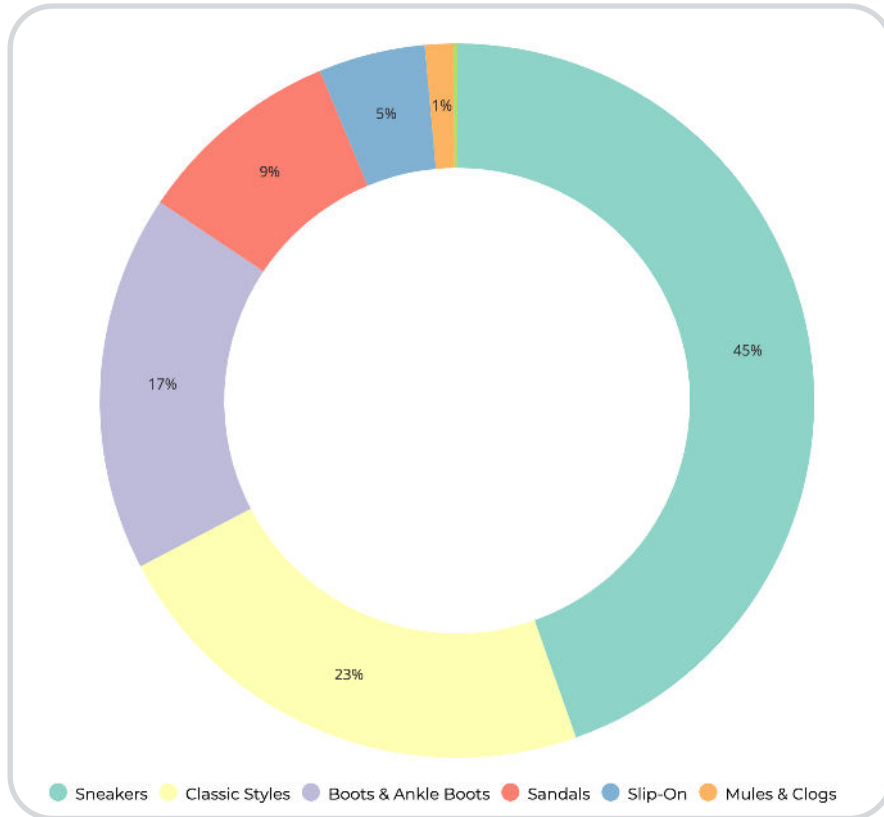
UPDATE

Eccentric Accents. Shoe trends are embracing an exciting redefinition of classic styles. Future designs will see traditional shapes reimaged with amorphous, angular, or extra-rounded styles, that challenge the conventional fit and form of the foot, creating unique and playful statement pieces. These bold new shapes transcend the natural contours of the feet, exploring the space around and adding a touch of irony to footwear design. Hybridization will play a significant role in the upcoming seasons, with classic styles merging in unexpected ways. Think loafers transforming into booties or trek shoes blending with formal elements. This fusion of genres pushes creative boundaries, opening doors for shoes that are both practical and avant-garde. Materials and patterns will also take a bold turn, as playful fur, pony hair, and leopard prints join forces with unconventional fabric combinations. These eccentric choices create a vibrant contrast to the minimalistic trend of recent years, signaling a shift toward a more expressive, fun and creative aesthetic. As ready-to wear stays into a quiet and sober aesthetic, shoes and accessoires are set to become statement products that blend sophistication with a lively eclectic edge.

This report is based on Livetrend data extracted from e-commerce fall winter collections from 1/09/24 to 30/10/24, analysing the visibility and growth of the trends. The percentages show the visibility evolution year on year.

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RETAIL RADAR SHOES **PRODUCT ASSORTMENT**



In the Fall menswear footwear assortment, comfort and timeless elegance are a prominent duality. From boots to classic style shoes, footwear is showing versatility, 9 to 5, office to leisure. Sneakers are still prevalent in the assortment, taking 45% of the overall mix, but showcasing a slight decrease in the evolution (-19% yoy), while classic styles are growing of +48% yearly. Loafers and derbies are permeating various occasions of use, enhancing the need of timeless staples even in the younger market. Slip-on shoes (3% of the overall assortment), have seen a +16% yearly growth, which confirm the appeal of easier and more comfortable styles.

RETAIL RADAR SHOES MATERIALS & PATTERNS

SLEEK LEATHER

 **+3%**
YEAR ON YEAR



STABLE TREND

Cos (2).jpg

Dolce & Gabbana.jpg

Mm6.webp

PONY HAIR

 **+15%**
YEAR ON YEAR



EARLY SIGN

Moon Boot.jpg

Cos.avif

christian loubutin.avif

DRY SUEDE

 **+31%**
YEAR ON YEAR



SAFE TREND

loewe (2).jpg

marsell (3).jpg

Our Legacy.avif

STAINED

 **+58%**
YEAR ON YEAR



EARLY SIGN

Marsell (2)_1.jpg

Vivienne Westwood.jpg

Diesel.jpg

RETAIL RADAR SHOES MATERIALS & PATTERNS

BLACK & WHITE

 **+4%**
YEAR ON YEAR

ANIMALIER

 **+223%**
YEAR ON YEAR



Prada.avif



Zara (2).jpg



Loubutin_1.avif

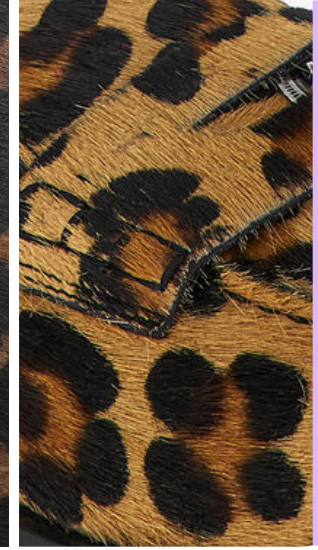
EARLY SIGN



Ami.jpg



Stuart Weizmann.webp



Cavalli.jpg

EARLY SIGN

MASH-UP



Eytys.jpg



Dr Martens.jpg



Kiko Kostadinov.webp

EDGY TREND

RETAIL RADAR SHOES TOE EVOLUTION

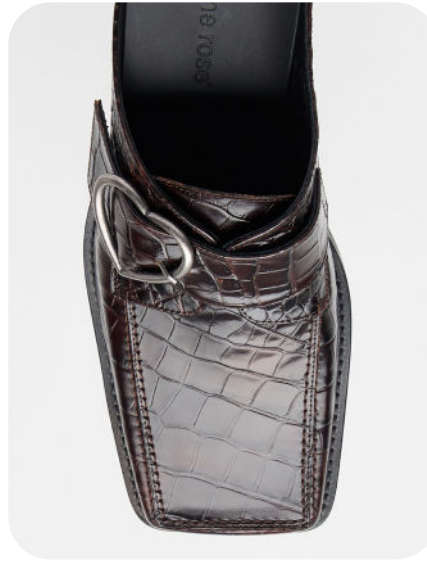
ROUND



Bottega Veneta.webp


+32%
 YEAR ON YEAR

SQUARE



Martine Rose.jpg

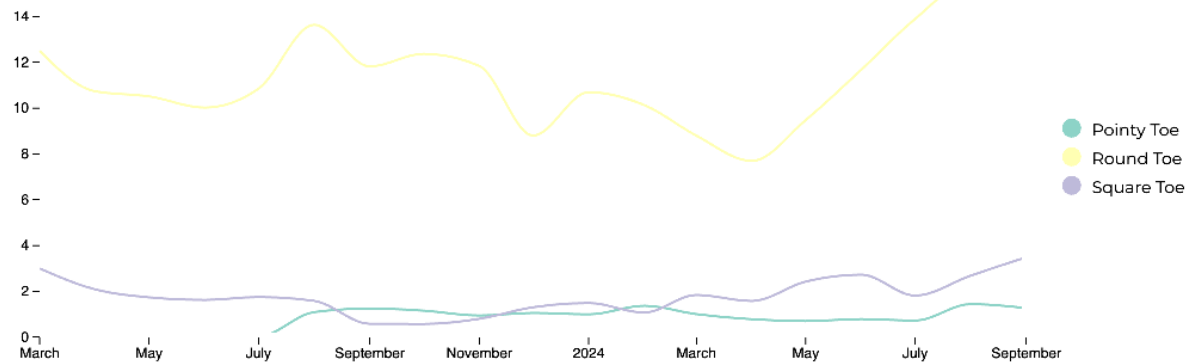

+502%
 YEAR ON YEAR

POINTY



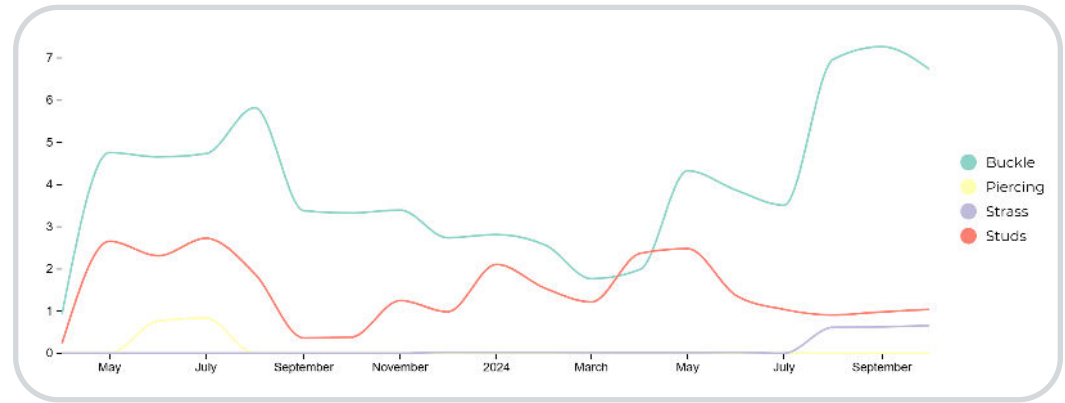
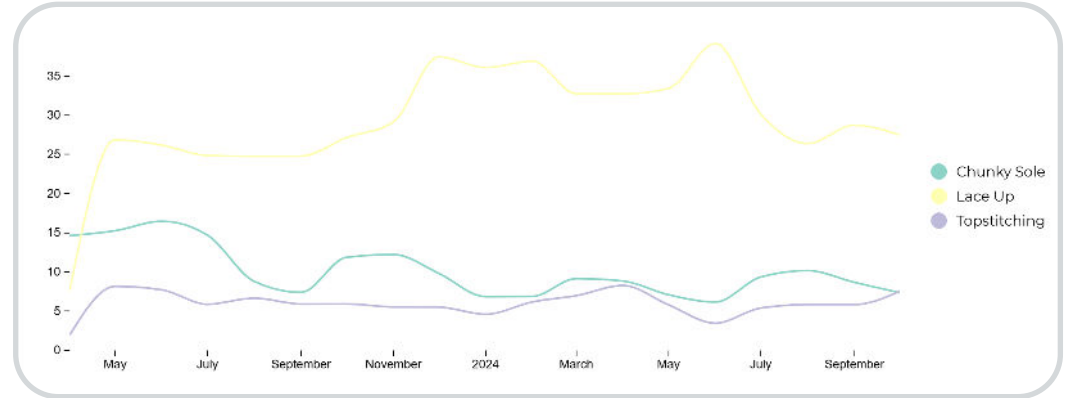
Zara (10).jpg


+2%
 YEAR ON YEAR



The round-toe shape is emerging as frontrunner, occupying the 73% of men's footwear range, manifesting +32% yoy growth, maintaining this classical style at pole position. To notice that sneakers are influencing this data. The square toe accentuates a new shift towards angular shapes, growing by 502% yoy, confirming itself as an edgy trend on which to keep an eye on. Pointy styles remain stables.

RETAIL RADAR SHOES **DETAILS EVOLUTION**



With versatility being so relevant for Fall24 men's shoes and classic styles overtaking the consumers attention, details are fusing a bit of urban taste into formalwear. Chunky soles are decreasing since 2023 and now designing a stable curve, while chunky derbies seeing a peak of +500% yoy into the market. Laced-up shoes stay stable, with +8% growth yoy. The buckle emerges as a key embellishment, witnessing a remarkable rise of +112%, amplifying a rebellious masculine taste in all sorts of footwear styles, together with more rebel details which vary from studs, eyelets and piercings.

SHOES DETAILS **STYLES & TRIMS**


+17%
YOY

CHUNKY SOLES



Zara (6).jpg



camper2-2.png



amiparis1.jpg

STABLE TREND


+25%
YOY

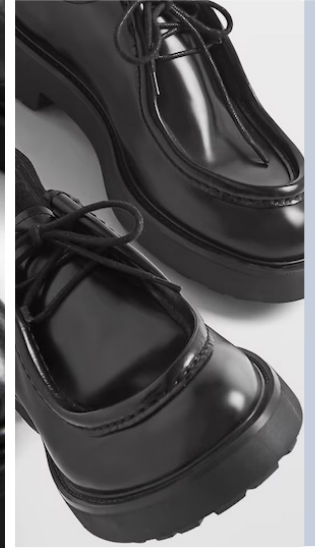
APRON TOE



Zara (7).jpg



premiata.webp



prada_1.avif

SAFE TREND


+176%
YOY

PUNKED-UP



Gucci.avif



Simone Rocha.webp



louboutin

EARLY SIGN


+112%
YOY

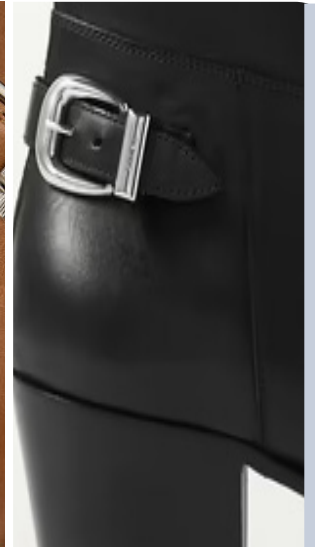
BUCKLES



birkenstock.jpg



jimmychoo.jpg



celine homme.avif

SAFE TREND

RETAIL RADAR SHOES **STYLES EVOLUTION**

CLASSIC STYLES



Vinnys.avif


+31%
YEAR ON YEAR

BOOTS



Martine Rose_1.jpg


+1%
YEAR ON YEAR

SLIP-ON



Zara_1.jpg


+29%
YEAR ON YEAR

MULES & CLOGS



birckenstock.jpg


-13%
YEAR ON YEAR

The category evolution for men's shoes suggest a renewed interest in timeless looks, possibly as consumers seek versatile, long-lasting pieces that merge fashion and functionality. With classic styles growing, and boots remaining stable, the data indicate that consumers are moving towards sleeker, more adaptable styles for everyday wear. This shift is also confirmed by the rise of slip-on shoes compared to a slight decrease of mules & clogs styles (-13% yoy), hinting that these more niche or casual options stay stable into the consumer's favor. The trend suggest that while comfort remains a priority, consumers are looking for versatility and for shoes that can seamlessly transition from casual to formal settings.

RETAIL RADAR SHOES CLASSIC STYLES



MANIFEST

THE PENNY LOAFER



+28%
YEAR ON YEAR



ghbass&co.png



scarosso2.webp



camper3.png



sandro3.jpg



gucci1.png

BIG TREND



MANIFEST

THE CHUNKY DERBY



+500%
YEAR ON YEAR



Marsell (2).jpg



givenchy.png



hermes.webp



Capezzani (2).jpg



prada.png

BIG TREND

RETAIL RADAR SHOES **CLASSIC STYLES**


+400%
YOY

THE ANGULAR DERBY



George Cleverly.avif

Bottega Veneta.jpg

Marsell_1.jpg

EARLY SIGN


+65%
YOY

THE ROUND LOAFER




Dries Van Noten.avif

BottegaVeneta.png

Loewe.avif

SAFE TREND


+319%
YOY

THE MARY-JANE



Thom Browne.webp

Bershka.jpg

MM6_1.webp

EARLY SIGN


+4%
YOY

THE FRINGED STYLE



Saccarosso.jpg

Dr Martens (3).webp

Alexander Mc Queen.avif

STABLE TREND

RETAIL RADAR SHOES **BOOTS**



MANIFEST

THE CHELSEA

+107%
YEAR ON YEAR



Cos.jpg



loewe.jpg



rmwilliams.avif



zara12.jpg



boss3.webp

STABLE TREND



MANIFEST

THE DESERT BOOT

+31%
YEAR ON YEAR



Cos (3).jpg



mango1-1.png



clarks.webp



zara3.webp



gutteridge.jpg

SAFE TREND

RETAIL RADAR SHOES **BOOTS**



TEST

THE SLEEK WESTERN

+37%
YEAR ON YEAR



saint laurent.jpg



Golden Goose.avif



Zara.jpg



celine homme (2).avif



Toga.avif

SAFE TREND



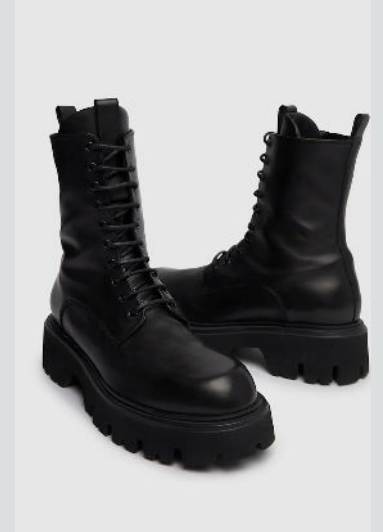
INVEST

THE COMBAT

-30%
YEAR ON YEAR



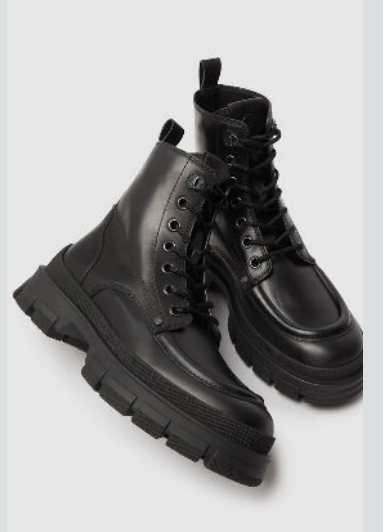
balenciaga.avif



mattiacapezzani2.webp



pull&bear.jpg



moncler.webp



zara2_1.jpg

LAST CALL



RETAIL RADAR SHOES **BOOTS**


+600%
YOY

THE FUR BOOT



sacai.avif

loewe_1.avif

Burberry (3).avif

EDGY TREND

THE MINIMAL FLAT BOOTIE



Marsell.avif

mm6 (2).webp

lemaire.avif

EDGY TREND

THE LOAFER BOOTIE



HEREU.webp

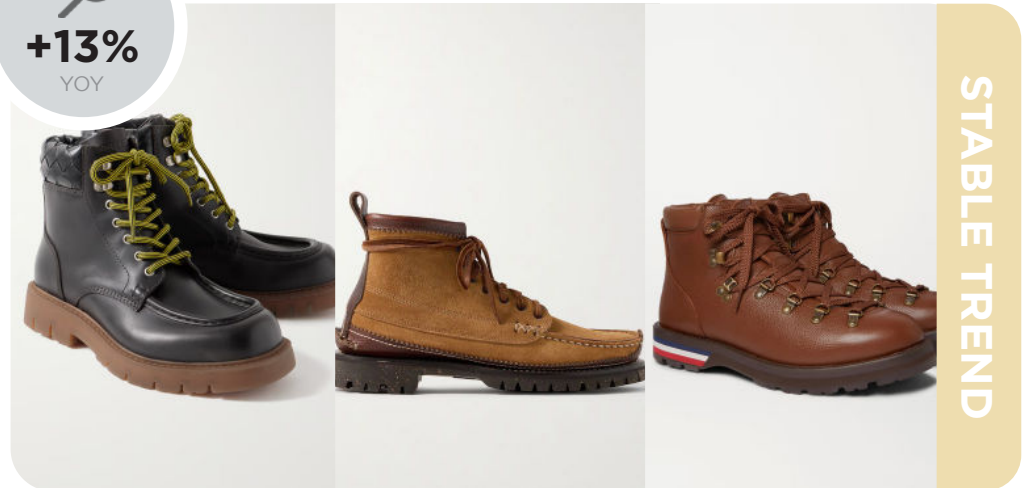
Jil sander.webp

Toga_1.avif

EARLY SIGN


+13%
YOY

THE HYBRID OUTDOOR



bottega veneta.avif

yuketan (3).jpg

moncler.avif

STABLE TREND

RETAIL RADAR SHOES **NEW FLATS**



TEST

THE MONK STYLE

 **+34%**
YEAR ON YEAR



throw1.png



Zara (9).jpg



cos10.jpeg



loewe.png



driesvannoten.png

EARLY SIGN



TEST

THE WINTER CLOG

 **+417%**
YEAR ON YEAR



birckenstock10.jpg



Jw Anderson.avif



drmarten10.webp



Alanui.jpg



Wabaki.webp

EDGY TREND

RETAIL RADAR SHOES **NEW FLATS**



TEST

THE YETI BABOUCHE



+234%
YEAR ON YEAR



marni1.jpeg



Ami.webp



dries van noten.webp



Malibu.webp



suicoke (2).jpg

EDGY TREND



TEST

THE OUTDOOR SLIP-ON



+34%
YEAR ON YEAR



Ugg.jpg



Rombaut.jpg



Oakley.jpg



Salomon.jpg



Diesel.webp

EARLY SIGN

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

SHOES

MENSWEAR

FALL COLLECTIONS

RETAIL RADAR



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

THANK YOU!

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