



WOMENSWEAR
SPRING /
EARLY SUMMER 24
RETAIL RADAR
COLLECTION
THEMES



LIVETREND

SPRING/SUMMER 24 INTRODUCTION



cult gaia

Rouje-19.jpg.webp

Mango-4.jpg.avif



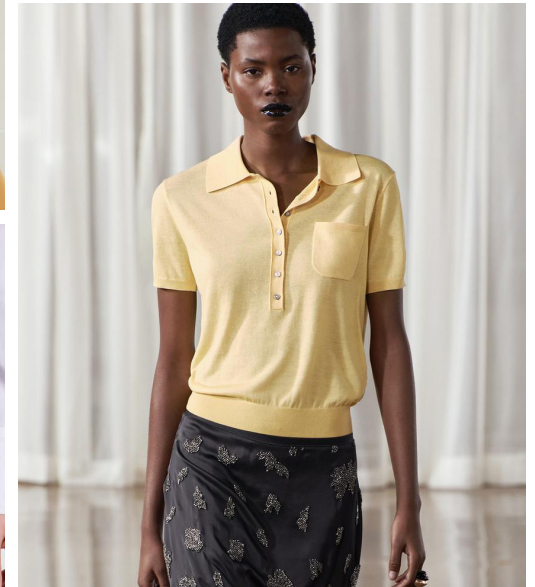
UPDATE

Soft Focus. The Early Summer and Spring 24 collections redefine contemporary fashion. A modernized boho takes center stage in the Rustic Coast story, offering a natural and artisanal take on pure bohemian style infused with a coastal twist. A connection to nature and craftsmanship is also explored in Solar Magic, which captivates with an exploration of divine flowing silhouettes and spiritual-inspired details. Corporate style undergoes a soft update, blending traditional professionalism with modern sophistication. Spring prep takes a leisurely turn, embracing retro vibes for a fun and playful aesthetic. Femininity shines through in Primadonna“ exuding ladylike elegance and romantic charm, while Romantic Sleaze offers a tender grunge narrative with a balanced duality of hard and soft elements. Finally, Utopian Utility invites escapism, embracing soft futurism and harmonious design. These collection themes cater to the multifaceted desires of the modern fashion enthusiast.

This report is based on Livetrend data extracted from e-commerce on the European market from 15/01/24 to 15/03/24, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

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SPRING 24 **SOFT CORPORATE**



NEO MINIMALISM - TRANSPARENCY - CORPORATE - SLEEK TAILORING - ELEGANCE - SERENE HARMONY

In the spring 24 trend **SOFT CORPORATE**, office wear undergoes a transformative shift with a tender focus on refinement and modernity. The palette is anchored by shades of grey, which form the foundation and provide a sophisticated backdrop for pastel blue and yellow accents, creating a serene color harmony. Alongside traditional shirting and tailoring materials, sheers emerge as key players, showcased in gauze knits and veiled layered basics. These sheers are adding a modern transparency to the classic corporate look. The trend seamlessly blends sleek tailoring with modern feminine touch in powerdressing shapes with refined details, accentuated by bolder shoulders and shorter hemlines for a contemporary edge. **SOFT CORPORATE** embodies a vision of contemporary professionalism that is both stylish and soft, redefining

SOFT CORPORATE LOOKS



SourceUnknownStore-3.jpg.webp



Zara (5).jpg



Sandro_2.webp



Jacquemus.avif



Maje.jpg

SOFT CORPORATE LOOKS




KNOTS
+35%

jacquemus




SHEER MIDI
+53%

reike-nen.jpg




LOW BAGGY
+82%

Zara-101.jpg




TAILORED PANTS
+14%

the reformation



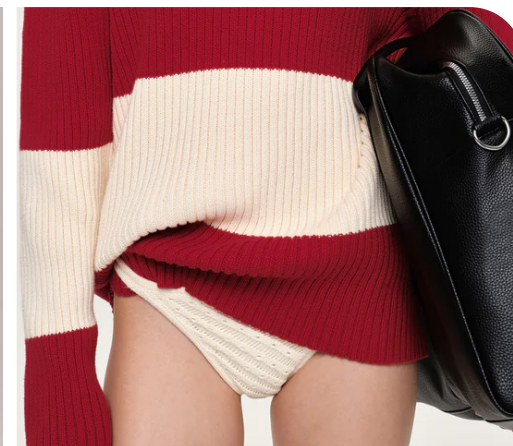
The Frankie Shop.webp

TRANSITIONAL OUTERWEAR

MENSWEAR

SS25 UPDATE

SPRING 24 **LEISURE UNION**




PREPPY - LEISURE - OLD MONEY - RETRO STRIPES - ELEVATED BASICS - GENDERLESS

The spring 24 trend LEISURE UNION heralds a new era of premium leisurewear, embodying a lifestyle that prioritizes balance and well-being. Drawing inspiration from the refined sportswear of the old-money aesthetics, the trend features elevated essentials that seamlessly blend sophistication with relaxation. Classic retro stripes make a comeback, alongside primary colors presented in fresh nuances for a modern twist. LEISURE UNION embraces genderless designs, offering a versatile approach to fashion where preppy meets sport. Layering plays a crucial role in this trend, allowing for versatility and personal expression. Overall, this direction drives a leisurely yet stylish look that balances contemporary fashion with timeless elegance.

LEISURE UNION LOOKS




ZIP-UP JACKET
+71%

Mango_2.avif



Miu Miu_2.avif





JEAN BERMUDA
+36%

Freepeople-25.webp



Anthropologie (3).webp


STRIPES
+42%



miu miu_1.avif

LEISURE UNION LOOKS



www
KNIT POLO
+170%

SourceUnknownStore-11.jpg.webp



Instagram
MEN BOXER
+80%

Bershka -23.jpg



Sandro_2_1.webp



Shopping Cart
MEN SHIRT
+33%

Miu Miu.webp



Freepeople-24.webp

SPRING 24 UTOPIAN UTILITY



TENDER UTILITY - MESMERIZING - NEO FUTURE - PASTELS - SOFT EXPLORER - BALANCE

The spring 24 trend UTOPIAN UTILITY offers a utopian and dreamy interpretation of classic spring utility collections. This trend introduces mesmerizing new camouflages and gradient dyes or bleaching techniques, adding a touch of mystique to utilitarian styles. Subtle sparkles embellish the garments, elevating them to elegant sophistication. Masculine garments are softened with tender and sheer materials or interpreted in gentle color hues, blurring the lines between traditionally utilitarian and feminine aesthetics. On that note, bigger volumes are paired with cropped pieces, creating a harmonious balance between structure and fluidity. UTOPIAN UTILITY embodies a soft futurism, offering a future safari in essentials that are both practical and enchanting, perfect for the modern dreamer.

UTOPIAN UTILITY LOOKS



SPARKLING TOP
+14%

Patrizia Pepe.jpg



WASHED SATIN
+46%

the attico



simkhai



MESH TOP
+19%

patrizia pepe



CARGO SHIRT
+16%

Max Mara.jpg

UTOPIAN UTILITY LOOKS



patrizia pepe


FIELD JACKET
+32%



toteme


SUEDE SHACKET
+34%



simkhai


NEO CAMO
+15%



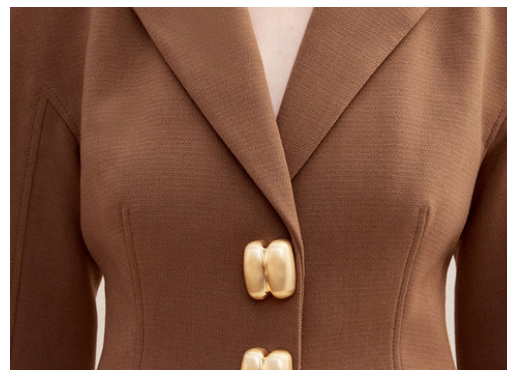
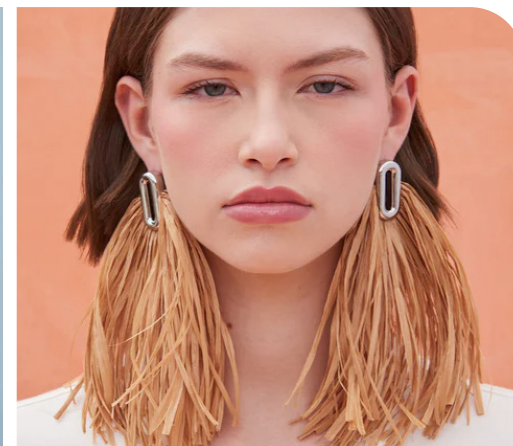
simkhai


NEUTRALS
+8%



Weekday.jpg

EARLY SUMMER 24 **RUSTIC BOHO**



RUSTIC - MINIMAL BOHO - COASTAL - ARTISANAL - NATURAL

The early summer 24 trend RUSTIC COAST epitomizes a minimal bohemian narrative, blending soft cottons and linen with denim collections for a relaxed yet stylish look. The trend features a natural color palette with accents in brown and indigo, evoking a sense of earthiness and tranquility. Artisanal motifs and hand-made charm add authenticity and character to the pieces, reflecting a coastal ethos inspired by craftsmanship and nature. RUSTIC COAST embraces bohemian and flowing maxi volumes, creating an effortless and carefree vibe perfect for summer. Additionally, genderless coastal tailoring and shirting offer versatile and inclusive options, allowing individuals to express their unique style while embodying the laid-back spirit of coastal living.

RUSTIC BOHO LOOKS



Zara-57.jpg



anthropologie-17.webp



sandro



Freepeople-19.webp



anthropologie-20.webp


MAXI DRESS
+28%


LINEN DENIM
+19%


INDIGO
+41%

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RUSTIC BOHO LOOKS




NAKD1.jpg.webp


CROCHET
+19%



cult gaia


NATURALS
+11%



christopher esber



freepeople


RAFFIA BAGS
+108%



sezane2.jpg.avif

EARLY SUMMER 24 **SOLAR MAGIC**



SPIRITUAL WARMTH - INDULGENT DRAPERY - COSMIC - MODERN ALCHEMIST

The early summer 24 trend **SOLAR MAGIC** embodies our spiritual awakening with a captivating blend of divine elegance and natural vitality. This trend infuses garments with spiritual warmth and minimal bohemian vibes through the use of natural and silky materials, evoking a sense of connection to the earth. Draping plays a crucial role in achieving a goddess-like allure, adding fluidity and movement to pieces. Gradients and modern ethnic patterns further enhance the mystical aesthetic and alchemist character. Golden sculpted jewels are essential for a talismanic, celestial feel and adorn both accessories and garments. This mesmerizing fashion narrative captures the essence of spiritual enlightenment in harmony of natural world and divine energy.

SOLAR MAGIC LOOKS



jacquemus


VEILED
+13%



_CULT_GAIA.webp


LINEN
+8%



patrizia pepe



Sandro


SOLAR HUES
+33%



Zara-90.jpg

SOLAR MAGIC LOOKS



esber


DRAPED TOP
+24%




jacquemus.avif



jacquemus



matteau

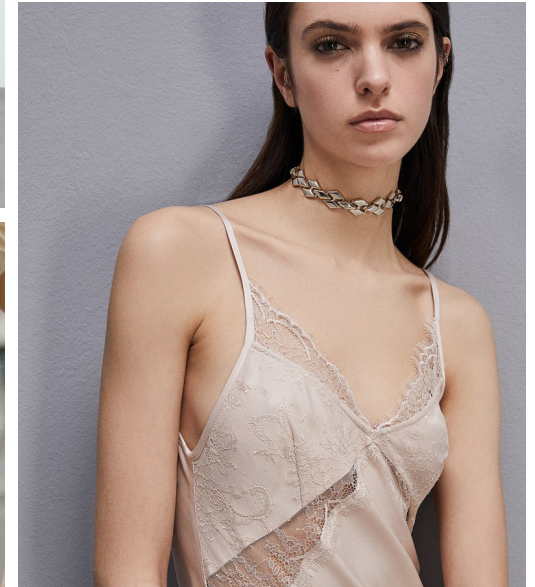

LIGHT YELLOW
+10%



jacquemus


ASYM NECKLINE
+40%

SPRING 24 YOUNG MARKET **ROMANTIC SLEAZE**



SOFT GRUNGE - BALLETCORE - Y2K - INTIMATE - DELICATE REBELS - HEROINE CHIC

The spring 24 trend **ROMANTIC SLEAZE** introduces a tender grunge narrative that explores the balanced duality between hard and soft elements. This trend reimagines the still dominant balletcore trend by infusing it with an edgy twist. Soft palettes are juxtaposed with bold black accents, creating a striking contrast. This duality is further expressed through the combination of materials, where sheers, lace, and sparkles meet rigid and used-look leather and denim. Nods to the trending coquettecore aesthetics are evident in little bow details and lingerie elements that are incorporated into the designs. Tutu-inspired dresses and skirts add a whimsical touch, while underwear-out styling and leather pieces with low-rise fits contribute to the overall undone and subtly provocative vibe of **ROMANTIC SLEAZE**.


ROMANTIC SLEAZE LOOKS




LINGERIE DRESS
+77%

Zara (5)_1.jpg

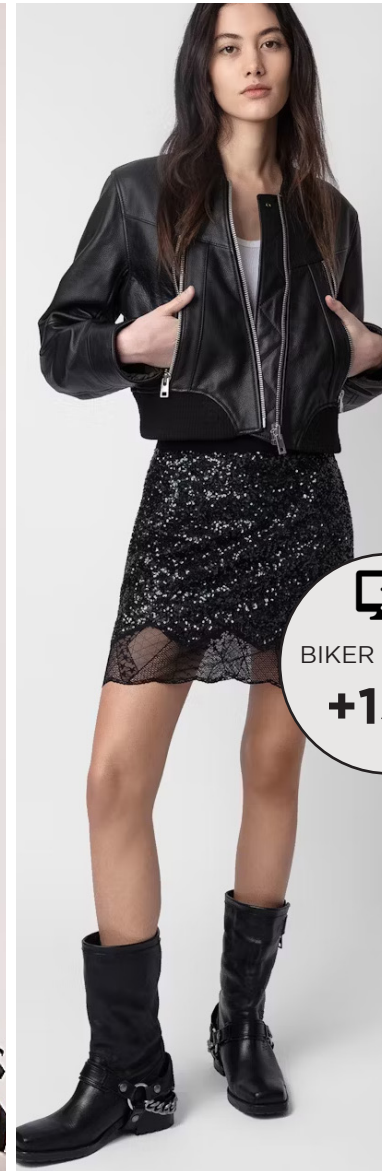



BULB SKIRT
+50%

Monki_1.jpg



Freepeople-11.webp




BIKER JACKET
+13%

Zadig&Voltaire.avif



NAKD16.jpg.webp

ROMANTIC SLEAZE LOOKS




BABY BOWS
+13%

Bershka -22.jpg



maje

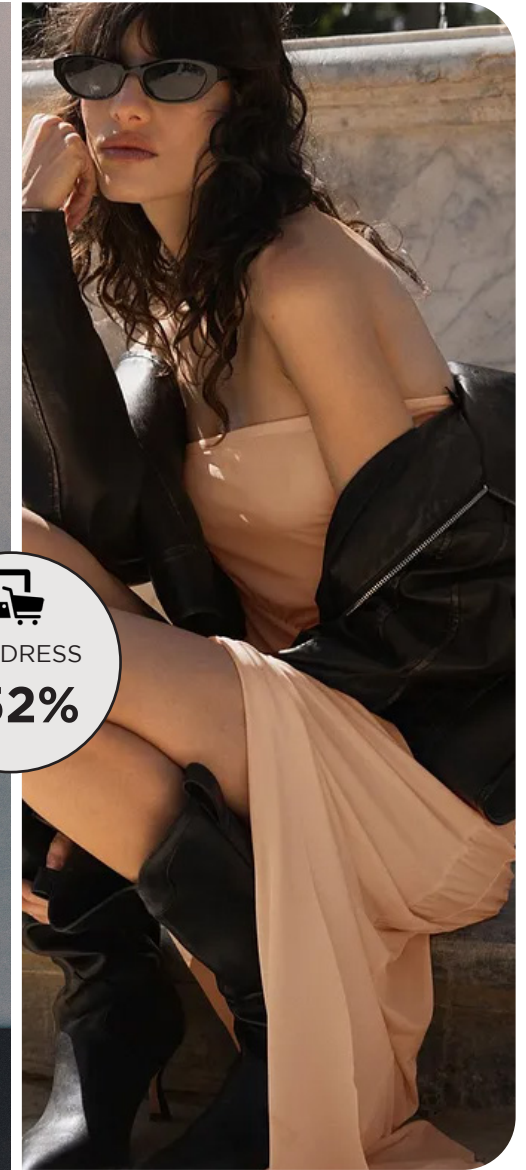


Ulla Johnson.jpg




SLIP DRESS
+52%

givenchy.jpg



NAKD14.jpg.webp

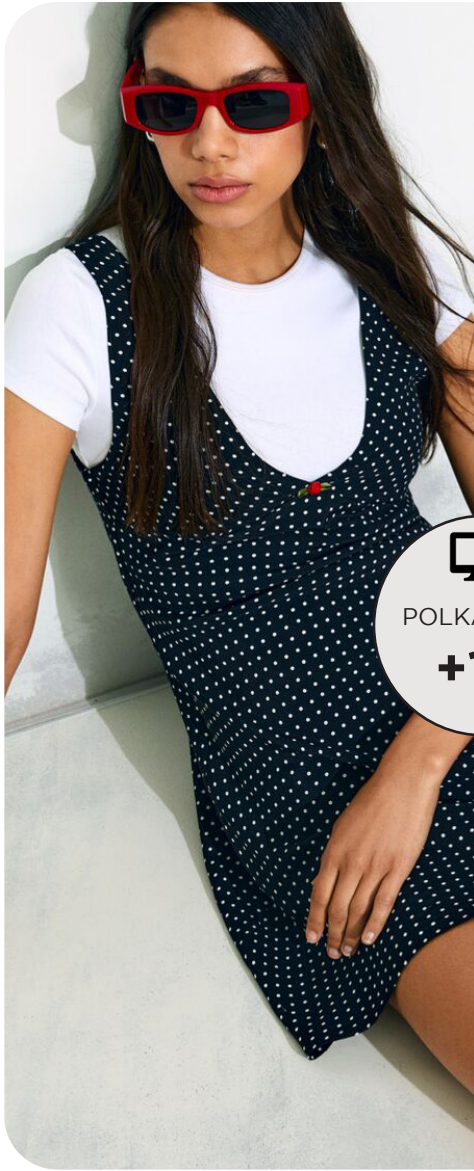
EARLY SUMMER 24 YOUNG MARKET PRIMADONNA



LADYLIKE - FLIRTATIOUS - ROMCOM - MOD - ROMA TO PARIS - YOUTHFUL

The early summer 24 trend PRIMADONNA captures a resurgence of ladylike styles infused with vintage femininity and a touch of daywear glamour. This trend sees a collision of previous preppy notions and a desire to express unabashed femininity. With a rom-com-ready vibe, the trend embraces florals, polka dots, and cheetah prints, accented by flirtatious cherries for a playful twist. Red takes center stage in the palette, adding passionate accents throughout. Femininity is paramount, with old-money luxury driving the silhouette choices. Polo and halter tops, heart necklines, and flowing midi-length or mod-like mini hems dominating the scene here. Delicate details such as feminine bows, roses, and inserted bustier structures further enhance the romantic allure of PRIMADONNA, offering a nostalgic yet modern take on summer fashion.

PRIMADONNA LOOKS




POLKA DOTS
+1%

Bershka -29.jpg



Rouje-20.jpg.webp



Urban Outfitters -24.webp




VINTAGE DRESS
+14%

maje


RED
+7%




The Reformation19.webp

PRIMADONNA LOOKS



Urban Outfitters -16.webp


CAMI TOP
+172%



anthropologie-15.webp



Rouje-8.jpg.webp



reformation


ITALIAN STYLE
+138%



Maje_2.webp

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

TRANSITIONAL OUTERWEAR

MENSWEAR

SS25 UPDATE



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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