



ROUND-UP **FW24 FASHION SHOWS**
LIVETREND

FW24 FASHION SHOWS **INTRO**

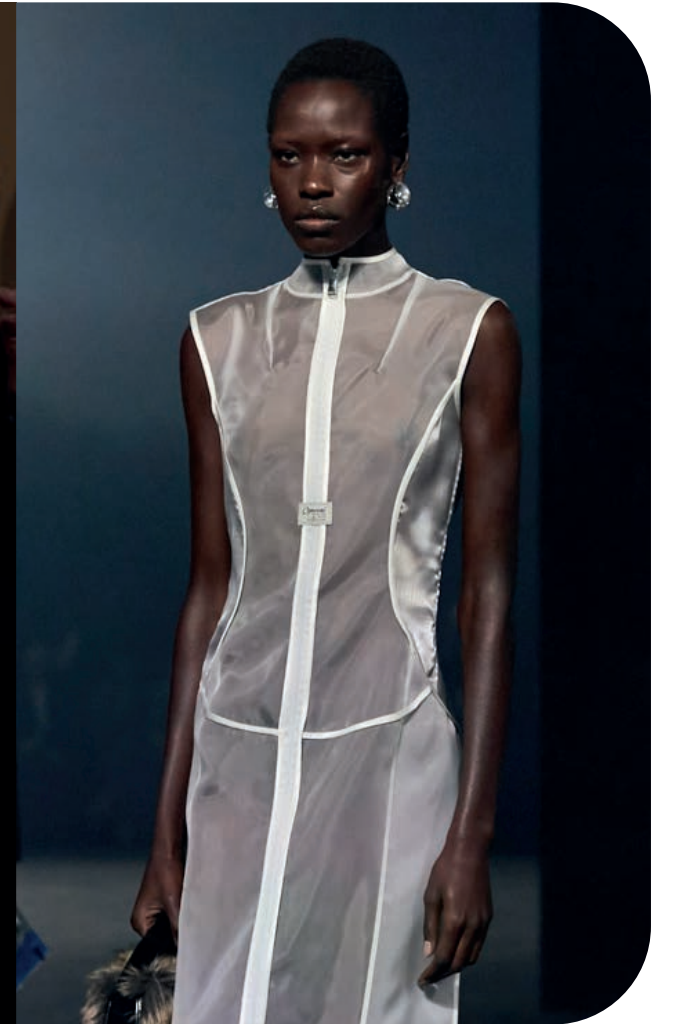
FALL / WINTER 2024 / 25 FASHION SHOWS



van-noten-.jpg



rokh



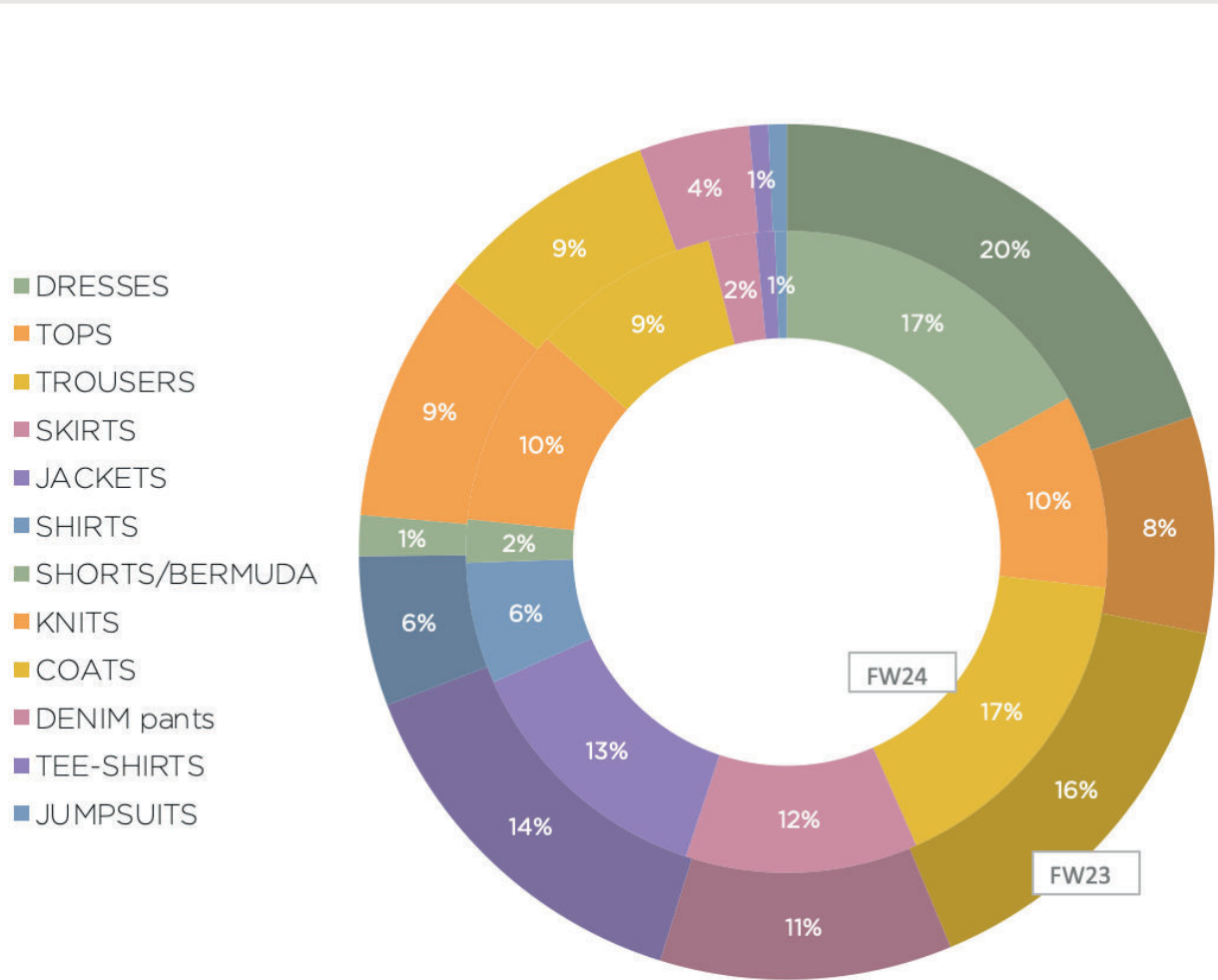
coperni.jpg

Sentimental & Essential. The FW fashion shows marked a departure from the hyper-sexualized aesthetics of past seasons. Now, the runways showed that the fashion industry is embracing a more sophisticated approach to femininity and design. The majority of the big houses played it safe for FW24, presenting easily marketable collections that promise to continue the success of the recent quiet luxury trend. Talking luxury, the old money movement, influenced several collections with a new ladylike look that revives a bourgeois & vintage chic. Amidst this renaissance of elegance, designers also tapped into the fragility of our human core, with emotive moments for a somewhat sentimental awakening. Many pieces seemed to connect us with our innermost emotions and desires. On that note, the recent undressing trend was renewed with a more delicate and tender take on femininity. This softer and more graceful look made the previous sexy dominatrix story decline by -64%. But along this emotional journey, the focus of the shows remained on essentials. Corporate items are reimagined with casual tailoring and new basic knits. On that crisp note, we could also see minimalism prevail, emphasizing clean lines and understated sophistication. Overall, the Fall Winter 2024 fashion shows seemed to invite us to embrace an inner elegance while staying grounded in the essentials of modern life.

FW24 FASHION SHOWS **PRODUCT ASSORTMENT**

FALL / WINTER 2024 / 25 FASHION SHOWS

GLOBAL PRODUCT ASSORTMENT



DRESSES

4032

LOOKS

+2%

YEAR ON YEAR



miu-miu.jpg

auralee5.png

TOPS

2307

LOOKS

+42%

YEAR ON YEAR



coperni-.jpg

rojas.jpg

PANTS

3928

LOOKS

+26%

YEAR ON YEAR



carven -8.jpg

acne-f24-045.jpg

SKIRTS

2769

LOOKS

+27%

YEAR ON YEAR



coach-.jpg

simone rocha.png

COATS

2252

LOOKS

+33%

YEAR ON YEAR



retrofete5.jpg

msgm3.jpg

SHORTS

515

LOOKS

+68%

YEAR ON YEAR



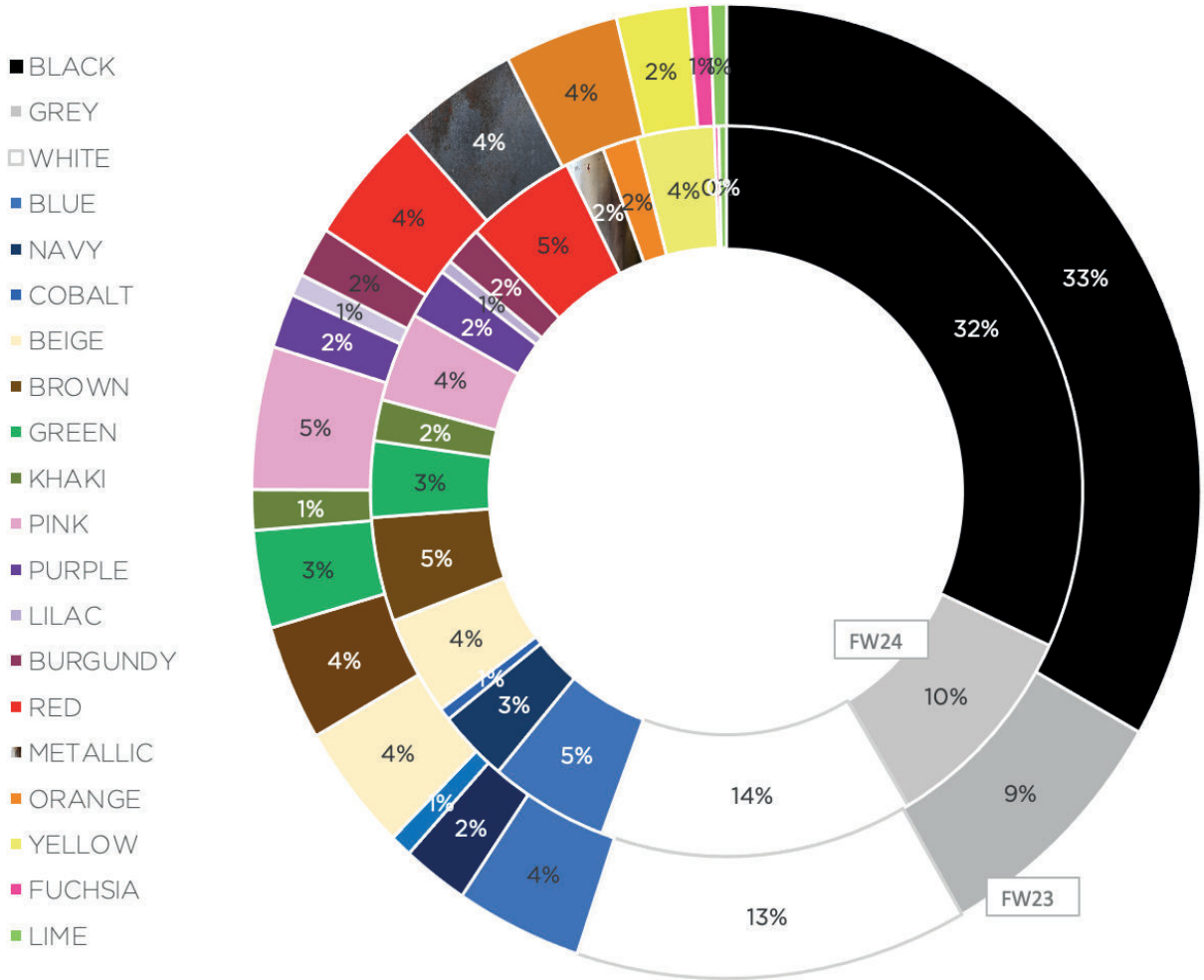
dolce-gabbana-.jpg

vivetta.jpg

FW24 FASHION SHOWS COLOR ASSORTMENT

FALL / WINTER 2024 / 25 FASHION SHOWS

GLOBAL COLOR ASSORTMENT



GROUNDING GREY

1873

LOOKS

+45%

YEAR ON YEAR



gucci11.jpg



miu-miu-.jpg

ARISTOCRATIC BLUE

1057

LOOKS

+53%

YEAR ON YEAR



givenchy.jpg



prada-.jpg

RED BURST

983

LOOKS

+61%

YEAR ON YEAR



jil-sander.jpg



stella.jpg

DEEP BROWNS

908

LOOKS

+64%

YEAR ON YEAR



ferragamo.png



tods4.jpg

NOUVEAUX PASTELS

873

LOOKS

+109%

YEAR ON YEAR



miu-miu.jpg



holzweiler-2.jpg

BERRY BLISS

342

LOOKS

+42%

YEAR ON YEAR



philosophy.jpg



erdem-.jpg

FW24 FASHION SHOWS COLOR COMBOS

FALL/WINTER 2024/25 FASHION SHOWS

FW24 MONOCHROMES



sportmax8.jpg



balmain 5.jpg



margiela10.jpg



Proenza-Schouler-.jpg

FW24 HIGH-END COLOR BLOCK



philosophy -9.jpg



maryling.jpg

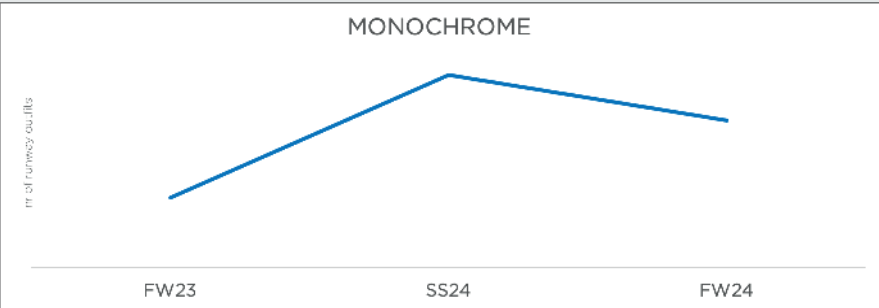


MiuMiu 13.jpg



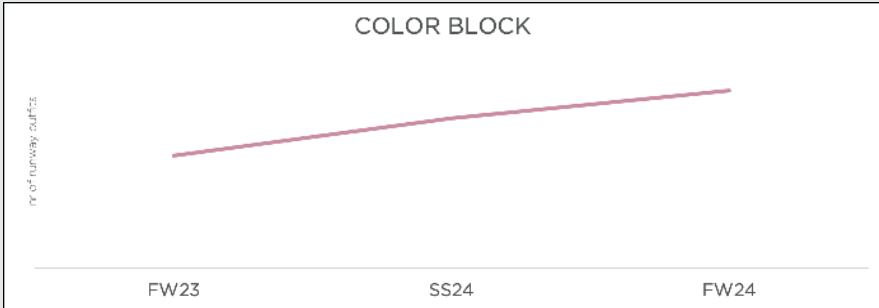
prada-5.jpg

3840
LOOKS



+69%
YEAR ON YEAR

551
LOOKS



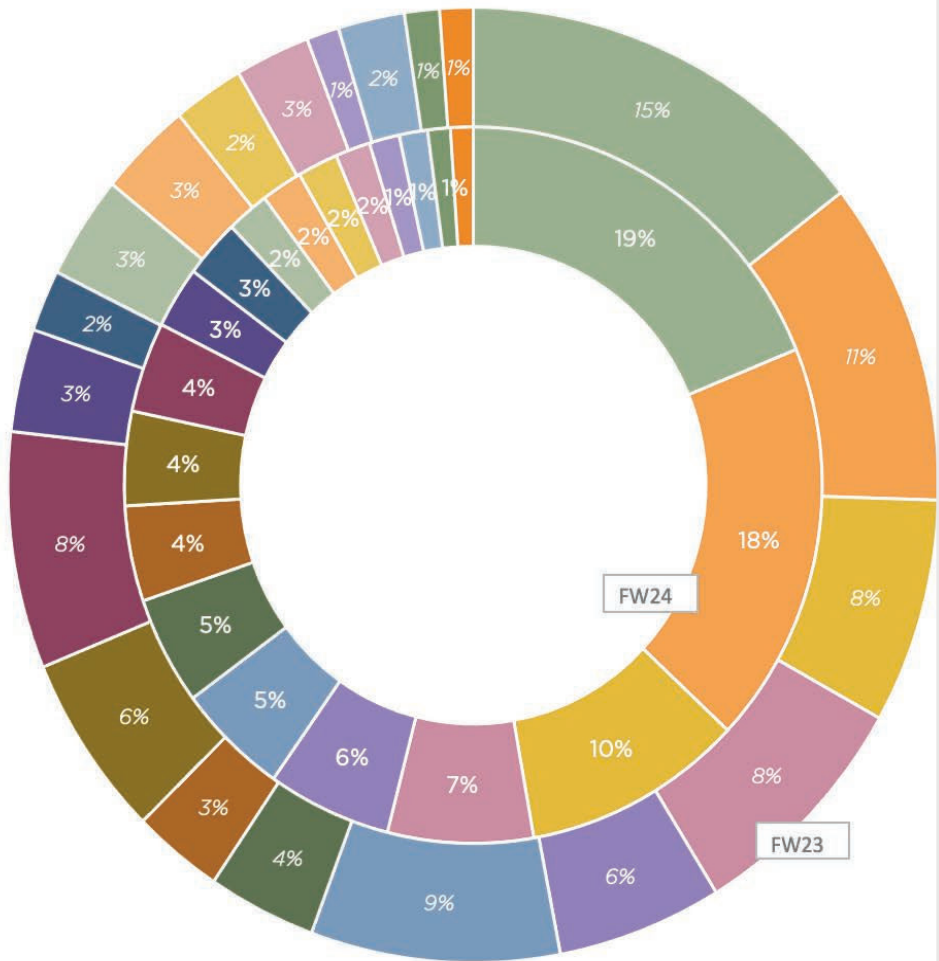
+58%
YEAR ON YEAR

FW24 FASHION SHOWS TEXTILE ASSORTMENT

FALL / WINTER 2024 / 25 FASHION SHOWS

GLOBAL TEXTILE ASSORTMENT

- EMBELLISHMENT
- KNIT
- LEATHER
- SHEER
- FUZZY
- SHINE & SPARK
- TEXTURED
- DENIM
- FLUID
- EMBROIDERY
- SATINS
- VELVET
- SEQUINS
- LACE
- TECHNIC/NYLONS
- FUR
- QUILTED
- PLEATED
- FEATHERS
- TWEED



EMBELLISHED

2437

LOOKS

+0%

YEAR ON YEAR



msgm-.jpg

stella mccartney -12.jpg

KNIT

2353

LOOKS

+28%

YEAR ON YEAR



prada.jpg

roberto-cavalli-.jpg

LEATHER

1323

LOOKS

+4%

YEAR ON YEAR



ferretti-.jpg

hermes-.jpg

PATTERNED

1968

LOOKS

+27%

YEAR ON YEAR



diesel-.jpg

wickstead.jpg

SHEERS

872

LOOKS

-36%

YEAR ON YEAR



chloe1.jpg

tory-burch-.jpg

FUZZY

744

LOOKS

-23%

YEAR ON YEAR



van-noten.jpg

msgm-.jpg



FASHION SHOW TRENDS

FW24 DESIGN TREND **FIRST LADY**

FALL/WINTER 2024/25 FASHION SHOWS



Nina-Ricci-.jpg



MiuMiu 5.jpg



dior 8.jpg



valentino.webp



erdem.webp



no21 2.jpg



sandy liang10.jpg

LADYLIKE 1092 LOOKS

PREPPY 471 LOOKS



First Lady. The first lady trend marked a departure from this boldly sexy aesthetics of the past seasons. Instead it is embracing a return to elegance and sophistication. With 1092 looks showcasing more chic and feminine designs and 471 looks persisting in preppy styles, this trend reinforced the current old money aesthetic. Drawing inspiration from a wardrobe of the bourgeois chic, the runway was filled with iconic vintage pieces. Here, we could see luxurious car coats, playful mod-like mini dresses, tailored suit sets, elegantly draped dresses and pieces with sophisticated cowl or bow-tie necklines. Overall, the first lady looks translates a new sense of timeless glamour that is inviting us to escape into the opulence and grace of a bygone era.

FIRST LADY **KEY PIECES**

FALL/WINTER 2024/25 FASHION SHOWS

FW24 **SLEEK SUITS**

BIG TREND



is1_0381-11275709.jpg



_MSG3.jpg



sandy liang 3.jpg

770
LOOKS

+1%
YEAR ON YEAR

N21.png

FW24 **PRIM CARDIGANS**

STABLE TREND



prada.png



alessandra rich -6.png



n-21-.jpg



bode -21.png

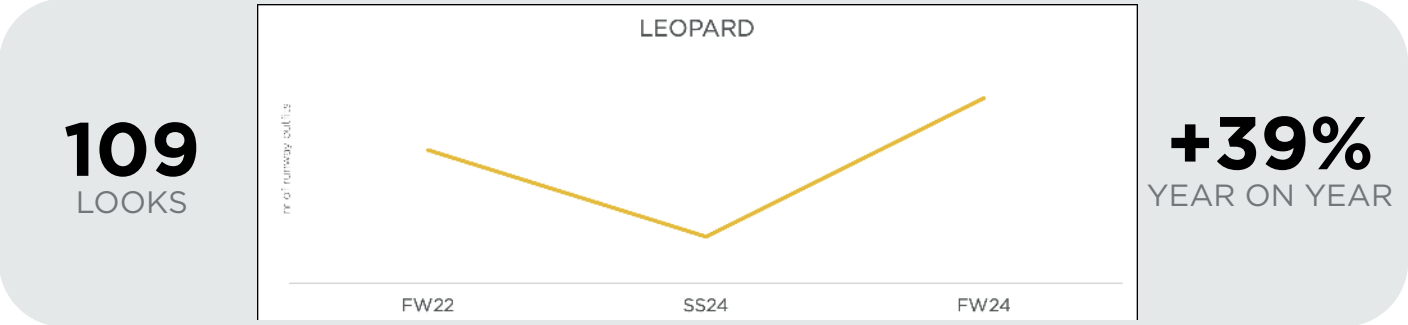
250
LOOKS

+18%
YEAR ON YEAR

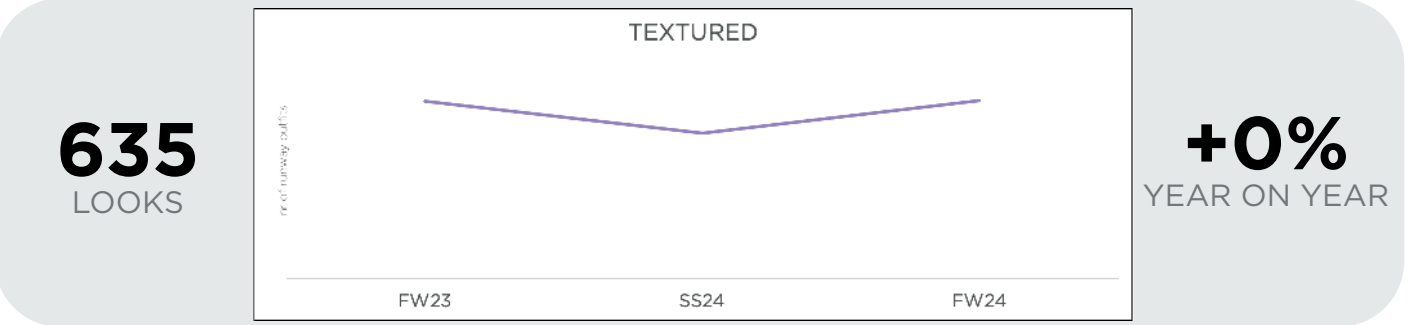
FIRST LADY KEY ELEMENTS

FALL/WINTER 2024/25 FASHION SHOWS

FW24 LEOPARD LADIES



FW24 WOOLEN TEXTURES



FIRST LADY **KEY ACCESSORIES**

FALL / WINTER 2024 / 25 FASHION SHOWS

THE MARY-JANE PUMP



huishan-zhang.jpg

HEELS
+2%



vivetta.jpg



miu-miu.jpg

THE TOPHANDLE BOX



miu-miu.jpg

245 LOOKS
TOPHANDLE



n-21.jpg



vuitton.jpg

THE CHIC SLING-BACK



vivetta.jpg



kors.jpg



herrera.jpg

FIRST LADY AI INTERPRETATIONS

FALL/WINTER 2024/25 FASHION SHOWS

ELEGANT

TAILORED

LADY

GLAMOROUS

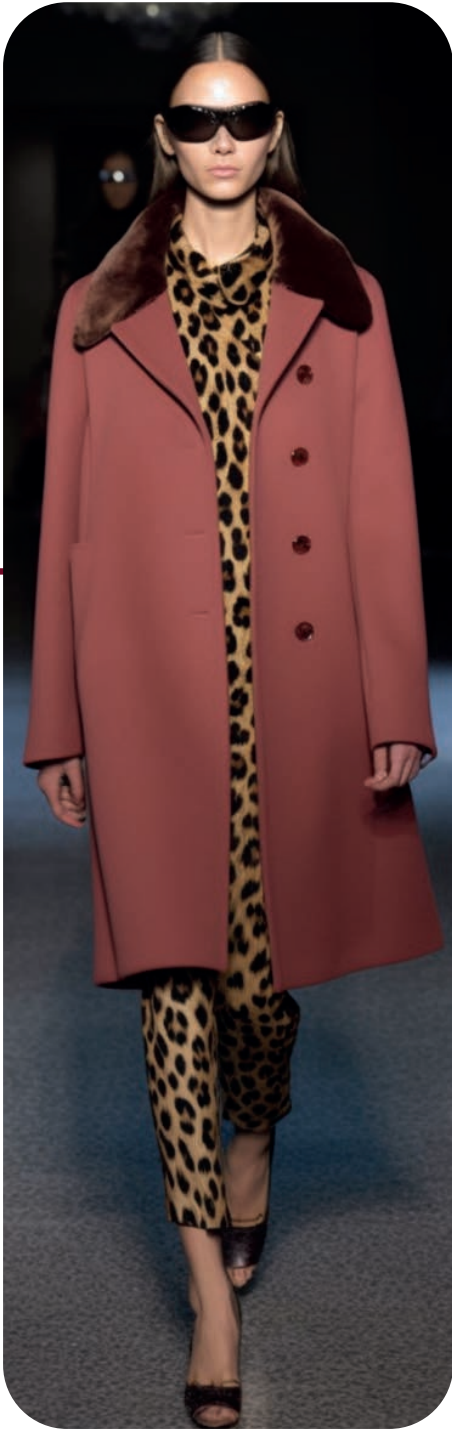
PREPPY



VINTAGE CHIC



CHIC & SLEEK



YOUNG LADY



SUITED-UP



ELEGANT ALLURE

FW24 DESIGN TREND **MANOR BORN**

FALL/WINTER 2024/25 FASHION SHOWS



versace2.jpg



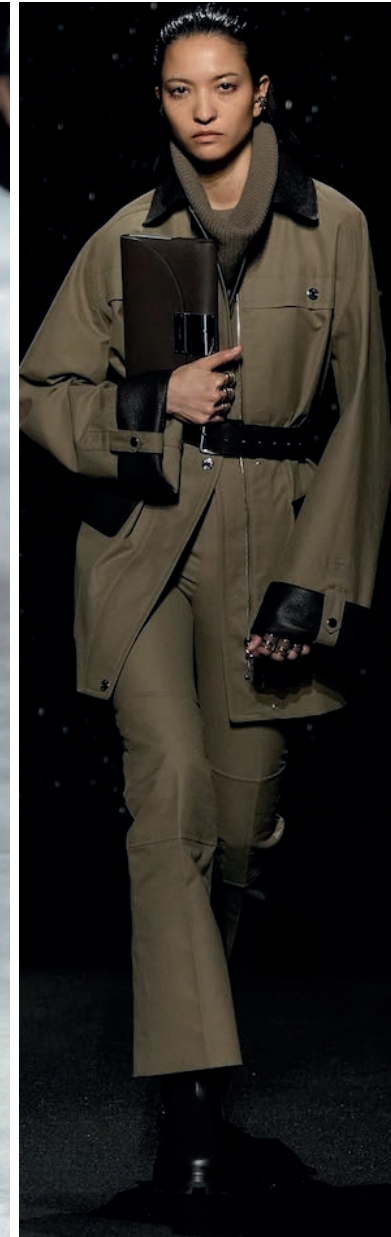
chloe15.jpg



burberry1.jpg



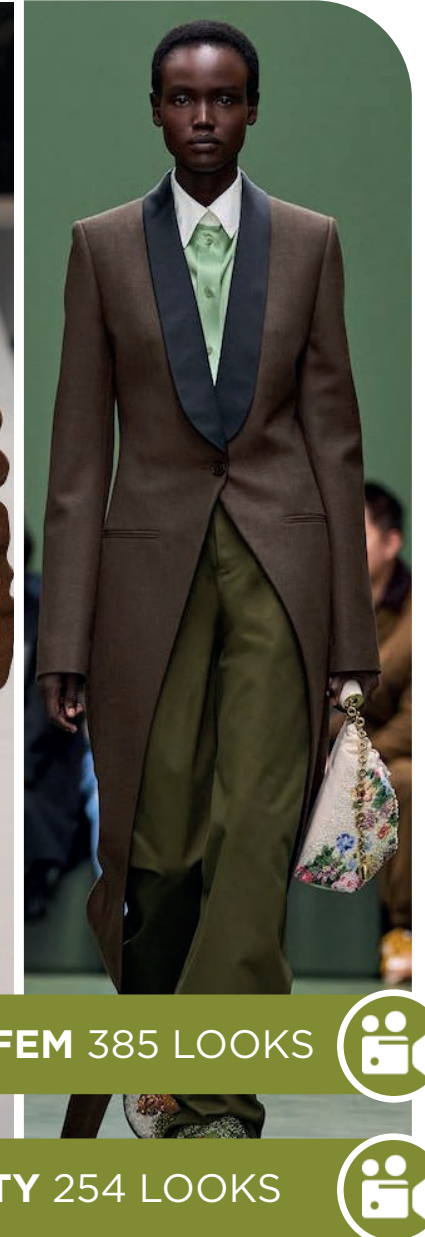
fendi3.jpg



hermes1.jpg



gucci 3.jpg



Loewe-.jpg

MASC/FEM 385 LOOKS



UTILITY 254 LOOKS



Manor Born. The Manor Born trend is at the forefront of the FW shows. It is offering another fresh take on the timeless allure of the old money aesthetic, in this case giving us a more highland vibe. In 385 looks, this trend merges elements of masculinity into feminine wardrobes, resulting in a blend of designs that are filled with strength and elegance. This season, utility takes a backseat but remains subtly visible in 254 looks. Utility styles are adding a practical yet refined edge to this theme and are drawing inspiration from the military universe. Manor Born indulges in the rich palette of olive shades, that have been dominating the runways and is taking us to a highland and forest scenery. Not to forget, traditional checks and plaids are adding a grandpa-core, retro touch here too. The trend's silhouettes are influenced by hunting attire and embrace a sense of aristocratic heritage and its timeless charm. They feature double-breasted coats, knitwear, cabin jackets, and riding boots.

MANOR BORN **KEY PIECES**

FALL / WINTER 2024 / 25 FASHION SHOWS

FW24 **MILITARY PEACOATS**

EARLY SIGN



ferragamo -1.jpg



chanel -3.jpg



gucci-.jpg

23

LOOKS

+75%

YEAR ON YEAR

Scervino.png

FW24 **LEGGINGS**

SAFE TREND



hodakova -10.png



MiuMiu 3.jpg



tibi.jpg

210

LOOKS

+30%

YEAR ON YEAR

Versace.png

MANOR BORN **KEY ELEMENTS**

FALL / WINTER 2024 / 25 FASHION SHOWS

FW24 **LEATHERS**

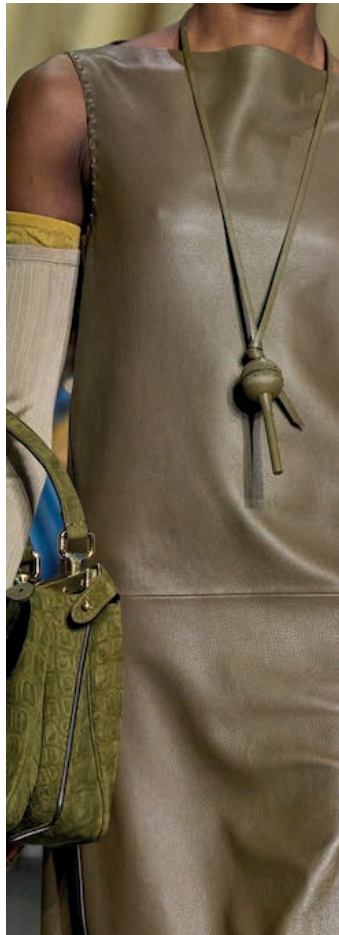
FW24 **HERITAGE PLAIDS**



ferragamo.jpg



luisa-spagnoli.jpg



fendi-.jpg



gucci 4.jpg

BIG TREND



acne studios -9.jpg



burberry6.png



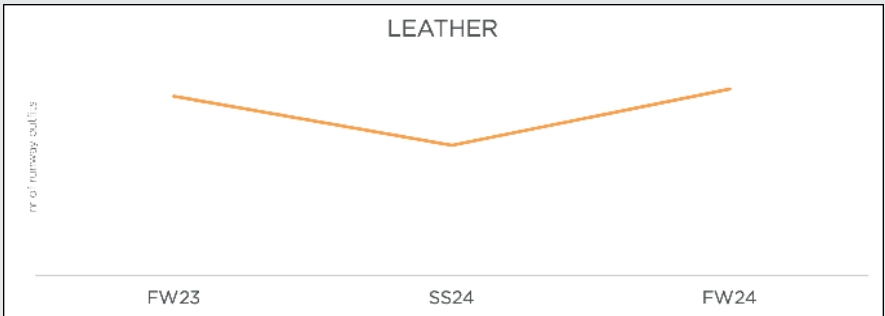
rabanne



costelloe-.jpg

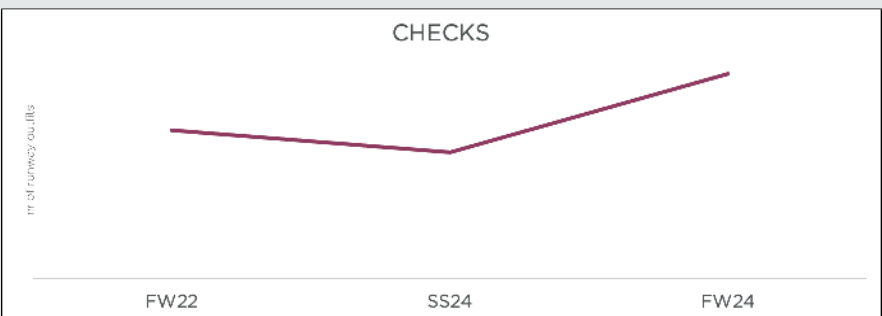
SAFE TREND

1323
LOOKS



+4%
YEAR ON YEAR

521
LOOKS



+38%
YEAR ON YEAR

MANOR BORN **KEY ACCESSORIES**

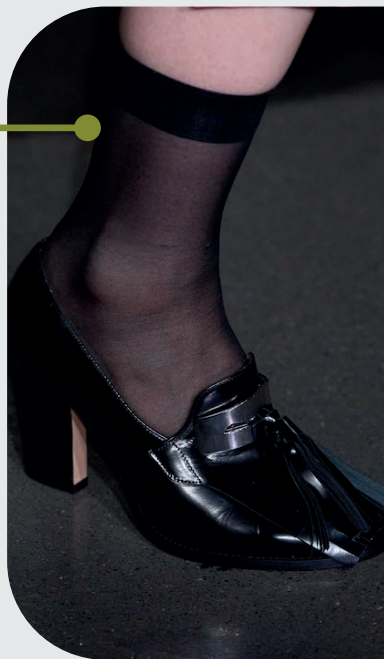
FALL / WINTER 2024 / 25 FASHION SHOWS

THE LOAFER STYLE

LOAFERS
🎥 +15%



gucci-.jpg



wickstead.jpg



Burberry-.webp

THE COUNTRY MESSENGER



Burberry-.webp



marant.jpg



chloe-.jpg

THE RIDING BOOT

🎥 187 LOOKS
KNEE BOOT



gucci-.jpg



fendi-.jpg



prada-.jpg

MANOR BORN AI INTERPRETATIONS

FALL/WINTER 2024/25 FASHION SHOWS

MASCULINE

UTILITY

PROPER

HUNTING

COZY



HIGH HUNTING



REWORKED COZY



ENGLISH OUTDOOR



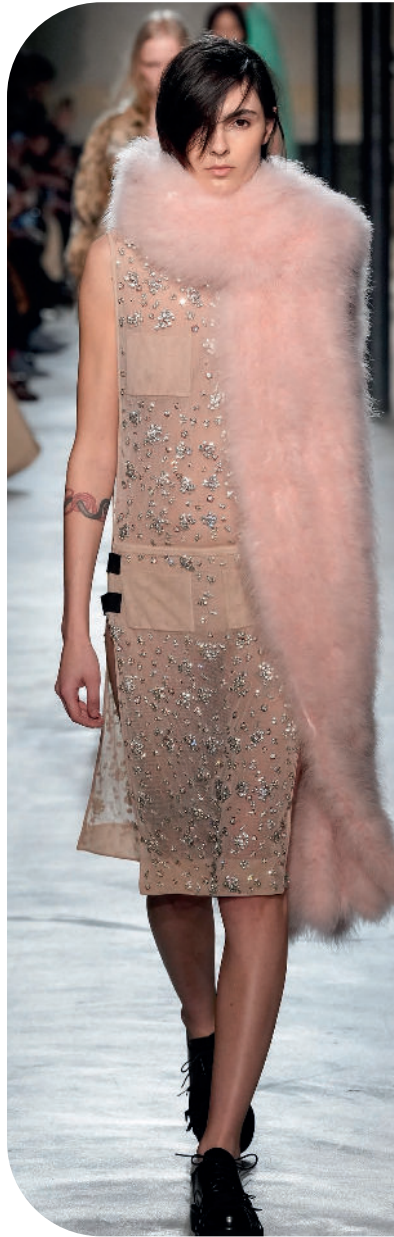
GRANDPA CORE



HOMEY HERITAGE

FW24 DESIGN TREND GENTLE MOMENTS

FALL/WINTER 2024/25 FASHION SHOWS



no21.jpg



dauphinette_4.jpg



scervino-9.jpg



prada2.jpg



jason wu_11.jpg



simone rocha_3.jpg



_blumarine2.jpg

LINGERIE 376 LOOKS



SHEERS 872 LOOKS



Gentle Moments. The Gentle Moments trend presents a delicate and feminine narrative that is evoking a sense of intimacy and whimsy. It embraces the beauty of feminine softness and leans towards curated imperfections. With a continued taste for intimate dressing, this trend explores sheers and more dreamy details to create a sentimental moment on the runways. Lingerie elements were featured in 375 looks, while sheers dominated more than 872 looks. Those ingredients created an ethereal atmosphere across the shows. The trend's palette of new nudes and blush pinks harmonizes across monochrome silhouettes and emphasized the tenderness of this trend. At the same time, we see subtly romantic embellishments and bow details enhancing new boudoir moment. The overall styling dares to be a bit messy and feels undone, which is inviting us to the gentle moment of waking-up that resonates with authenticity and vulnerability.

GENTLE MOMENTS **KEY PIECES**

FALL / WINTER 2024 / 25 FASHION SHOWS

FW24 **DELICATE DRAPE DRESS**

STABLE TREND



Louis-Vuitton.png



huishang zhang1.jpg



Victoria-Beckham.jpg



del-core-clp-f24-054.jpg

238
LOOKS

+1%
YEAR ON YEAR

FW24 **SHORTS**

SAFE TREND



Gcds.png



vivetta-.jpg



demeulemeester-.jpg



rocha-.jpg

515
LOOKS

+71%
YEAR ON YEAR

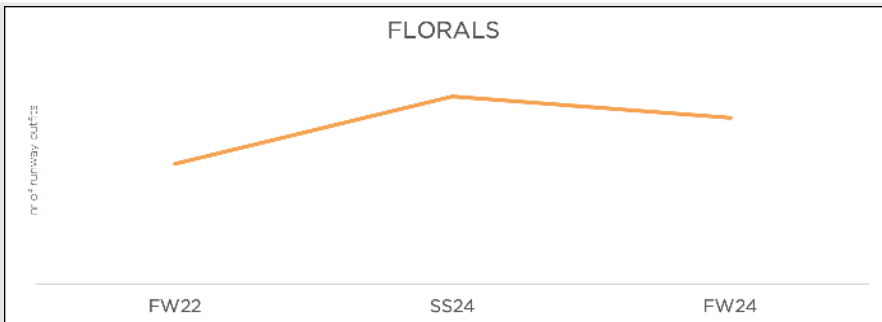
GENTLE MOMENTS KEY ELEMENTS

FALL / WINTER 2024 / 25 FASHION SHOWS

FW24 DREAMY FLORALS



1305
LOOKS

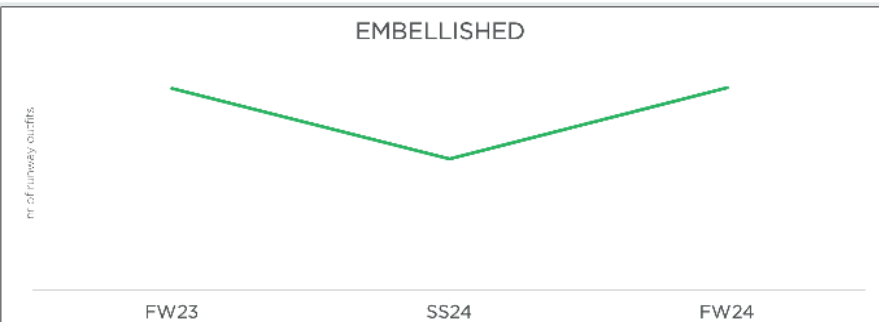


+38%
YEAR ON YEAR

FW24 EMBELLISHED LAYERS



2437
LOOKS



+0%
YEAR ON YEAR

GENTLE MOMENTS **KEY ACCESSORIES**

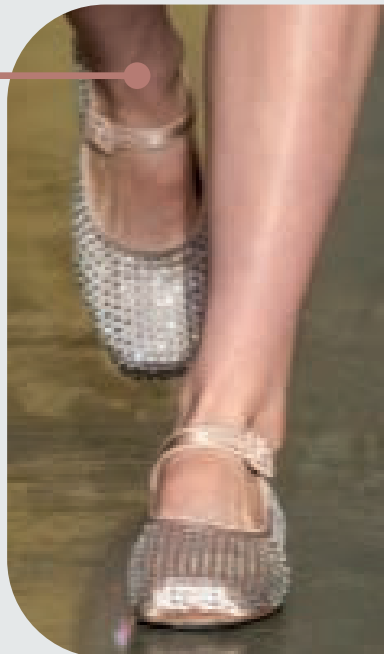
FALL / WINTER 2024 / 25 FASHION SHOWS

THE **NEO MARY-JANE**

74 LOOKS
MARY-JANE



chloe-.jpg



sandy liang1.png

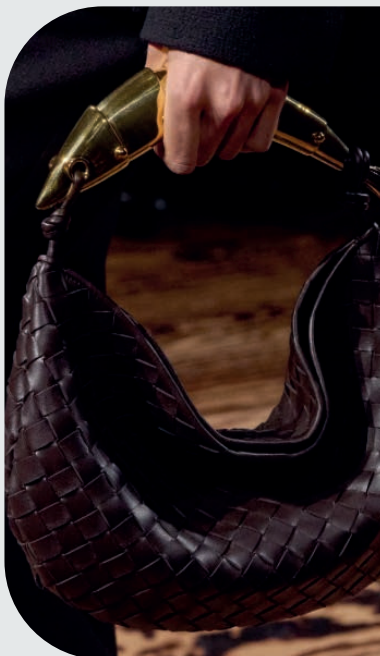


valli.jpg

THE **JEWEL HANDLE**



chloe.jpg



bottega veneta 1.png



blumarine-.jpg

THE **SOFT SOCK BOOT**

SOCKS
+43%



carven-.jpg



duran-lantink.jpg



uma-wang-.jpg

GENTLE MOMENTS AI INTERPRETATIONS

FALL/WINTER 2024/25 FASHION SHOWS

DELICATE

DREAMY

NUDE

FEMININE

LAYERED



BARELY THERE



UNDRESSING



DELICATE PREP



SOFT EMBRACE



TENDER TAILORED

FW24 DESIGN TREND CRAFT CAVE

FALL/WINTER 2024/25 FASHION SHOWS



burberry14.jpg



isabel marant -1.jpg



ulla johnson_7.jpg



roksanda2.jpg



etro_3.jpg



KNWLS3.jpg



rokh

RUSTIC 213 LOOKS

OVERSIZE 2397 LOOKS



Craft Cave. The Craft Cave trend showed up across the FW shows to unveil a profound longing for a spiritual renaissance. It is delving into the depths of our primal instincts and aims to connect us to earth and craft. On that note, rustic styles took center stage in 213 looks across the runways. And oversized and cocooning silhouettes dominated a staggering 2397 looks to add an enveloping sense of coziness. With a hunter and gatherer vibe, this nomadic story looks at earthy colors, gritty and ethnic prints, and the tactile exploration of furs and woolen materials. Each garment becomes a vessel for spirituality here. We see looks that are adorned with talisman necklaces, leather belts and jewels to evoke ancient rituals and traditions. This Craft Cave story, is inviting us to embark on a journey of self-discovery and to connect to the natural world and the depths of our heritage.

CRAFT CAVE **KEY PIECES**

FALL / WINTER 2024 / 25 FASHION SHOWS

FW24 **NOMAD CAPE**

SAFE TREND



Rokh.png



romeo-hunte-.jpg



eudon choi-4.jpg



ferretti.png

309
LOOKS

+55%
YEAR ON YEAR

FW24 **MAXI DRESS**

BIG TREND



Etro.png



antonio marras- 6.jpg



mossi - 2.jpg



fendi8.jpg

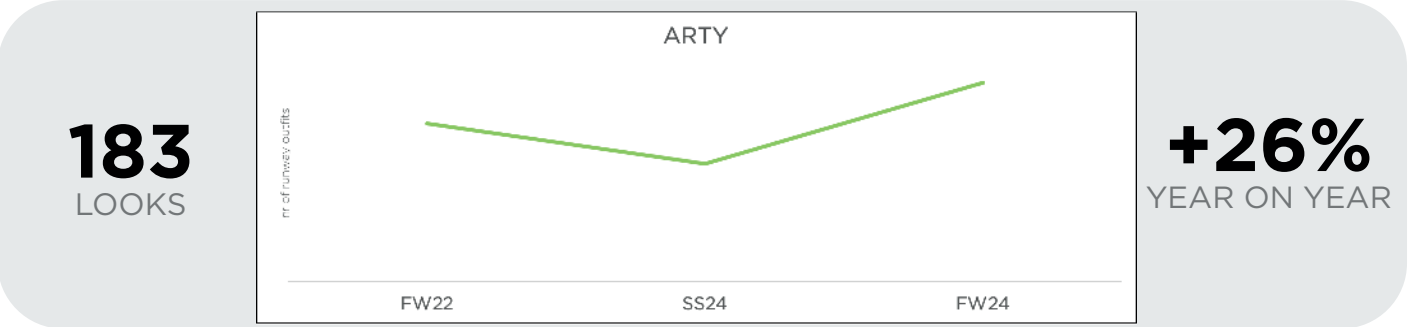
1498
LOOKS

-1%
YEAR ON YEAR

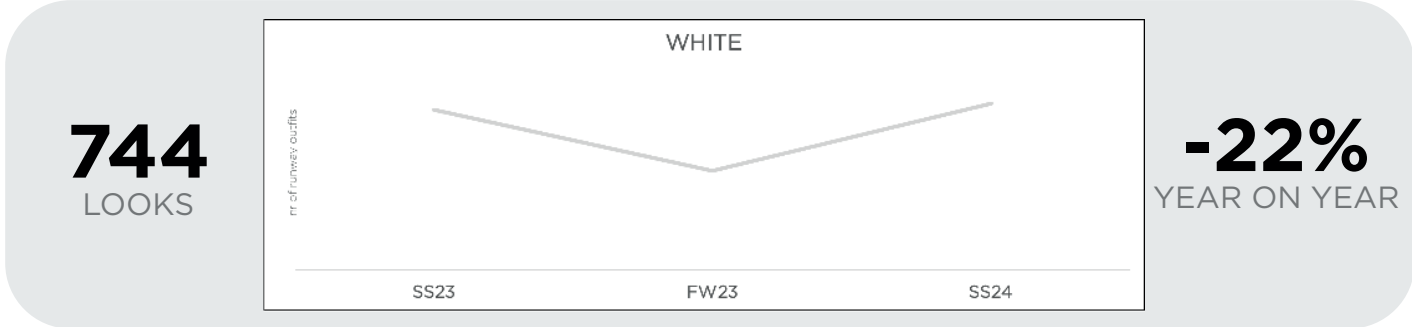
CRAFT CAVE **KEY ELEMENTS**

FALL / WINTER 2024 / 25 FASHION SHOWS

FW24 **ARTY GRIT**



FW24 **FUZZY FAVES**



CRAFT CAVE **KEY ACCESSORIES**

FALL / WINTER 2024 / 25 FASHION SHOWS

THE XL NOMAD BOOT



iro 2.png



diesel-.jpg



acne-.jpg

THE FUZZY BAG



acne-.jpg



chloe-.jpg



van-noten-.jpg

THE YETI SHOE



scervino-.jpg



calcaterra.jpg



carven-.jpg



110 LOOKS
FUZZY

CRAFT CAVE AI INTERPRETATIONS

FALL/WINTER 2024/25 FASHION SHOWS

RUSTIC

NOMAD

EARTHY

FUZZY

LAYERED



GYPSY LAYERS



BOHEMIAN DRAPE



THE HERBALIST



FULL FUZZY



MODERN HUNTER

FW24 DESIGN TREND CORPORATE MINIMAL

FALL / WINTER 2024 / 25 FASHION SHOWS



ferragamo.webp



prada 2024 515 29150 Pwdp



acne studio.jpg



prada.jpg



sportmax8.jpg



MiuMiu 4.jpg



fendi4.jpg

MINIMAL 414 LOOKS



TAILORING 1817 LOOKS



Corporate Minimal. The Corporate Minimal trend extends the appetite for essential styles while embracing the quiet luxury trend. With this story we redefine business dressing with a subtle sense of avant garde deconstructions. Minimal design was featured in 414 looks and tailoring reigned supreme in more than 1817 styles. For this trend, sleek, almost clinical designs elevate classic corporate dressing. Sharp collars and shoulders add a touch of architectural precision, while interesting layering elevates classical pieces. At the same time, more daring deconstructions explore asymmetric knits and knot-around pieces for an intriguing interplay of form and function. The fusion of tailoring, fine knits and nylon fabrics introduces a sense of modernity here. Further, monochrome palettes with pops of color-blocking see this narrative adding vibrancy and depth to rather basic ensembles.

CORPORATE MINIMAL **KEY PIECES**

FALL / WINTER 2024 / 25 FASHION SHOWS

FW24 **SWEATSHIRTS**

SAFE TREND



esh.png

177
LOOKS

+258%
YEAR ON YEAR



kors-.jpg



dries van noten -21.jpg

FW24 **LONG COATS**

BIG TREND



gauchere2.png

923
LOOKS

+14%
YEAR ON YEAR



sportmax11.jpg



coach.jpeg

CORPORATE MINIMAL **KEY ELEMENTS**

FALL / WINTER 2024 / 25 FASHION SHOWS

FW24 **CRISP PINSTRIPE**



ulla-johnson-.jpg



lutz-huelle-.jpg



ixos-.jpg



max-mara-.jpg

SAFE TREND

FW24 **CASUAL KNITS**



onitsuka-tiger.jpg



fendi2.jpg



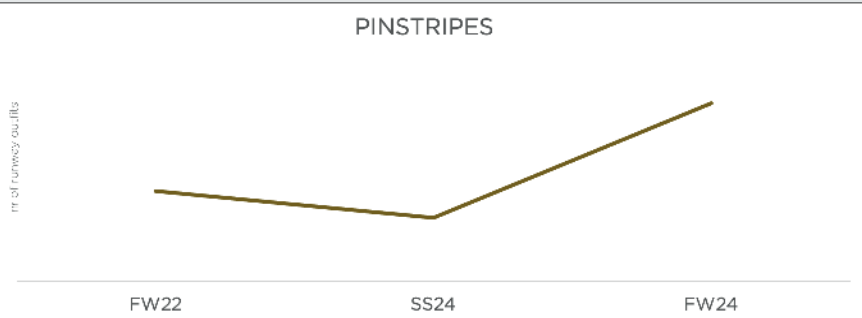
ferragamo-.jpg



miu-miu.jpg

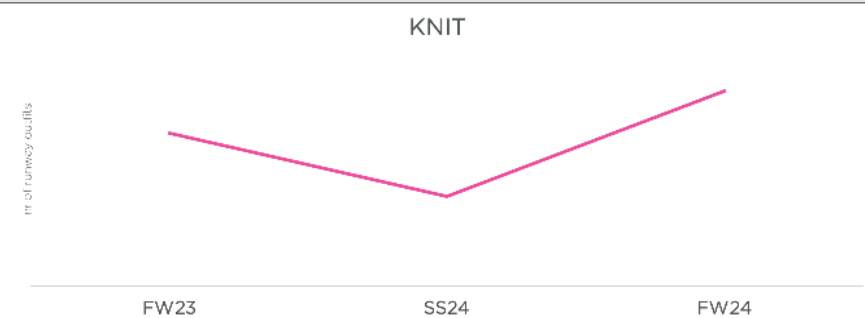
BIG TREND

263
LOOKS



+98%
YEAR ON YEAR

2353
LOOKS



+28%
YEAR ON YEAR

CORPORATE MINIMAL **KEY ACCESSORIES**

FALL / WINTER 2024 / 25 FASHION SHOWS

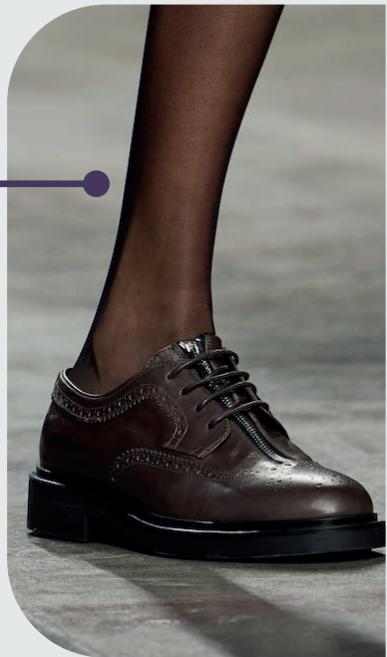
THE **MEN'S MODEL**



vuitton-.jpg



509 LOOKS
FLATS



iceberg-.jpg



jason-wu.jpg

THE **SOFT SHOPPER**



BALENCIAGA-.jpg



coperni-.jpg



coach.jpg

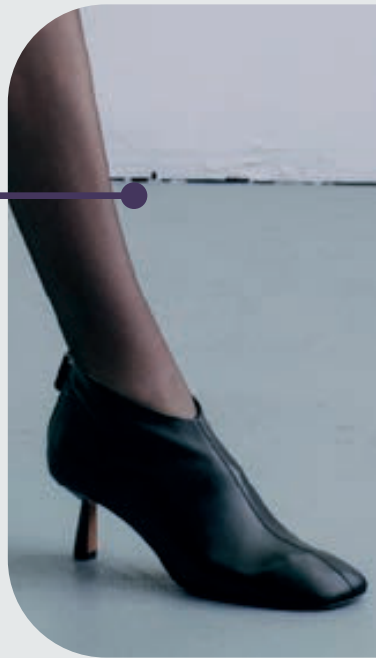
THE **HIGH POINT HEEL**



retrofete-.jpg



690 LOOKS
POINTY



philip lim_6.png



versace-.jpg

CORPORATE MINIMAL AI INTERPRETATIONS

FALL/WINTER 2024/25 FASHION SHOWS

SLEEK

MINIMAL

BASIC

REWORKED

TAILORING



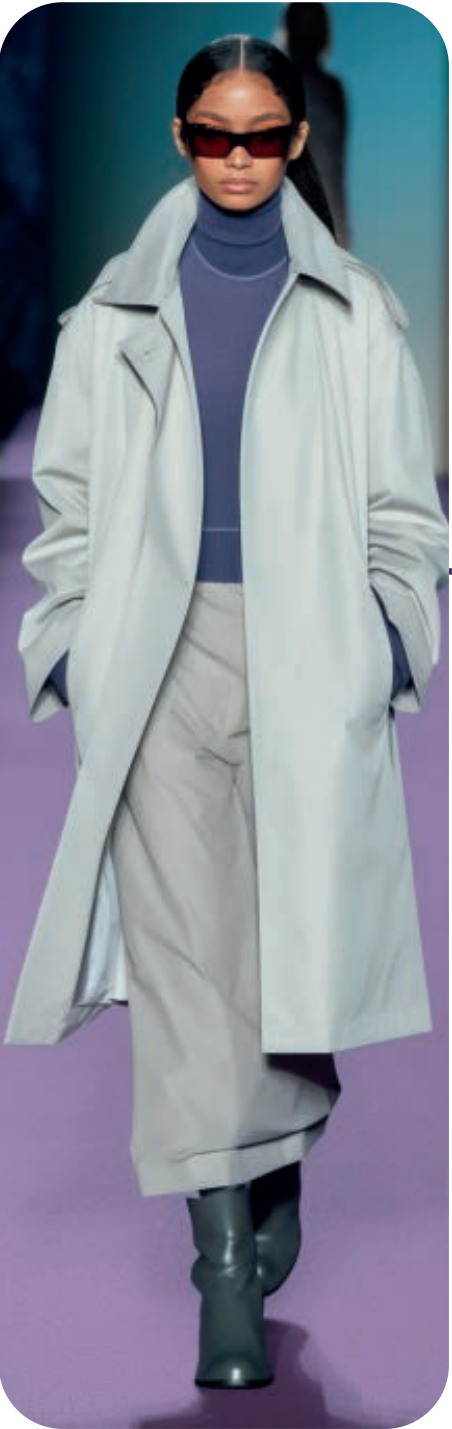
SLEEK BASICS



POWERDRESSING



REWORKED BASICS



CLEAN LAYERING



MINIMAL LINES

FW24 FASHION SHOWS DATA & ICONS

FALL / WINTER 2024 / 25 FASHION SHOWS

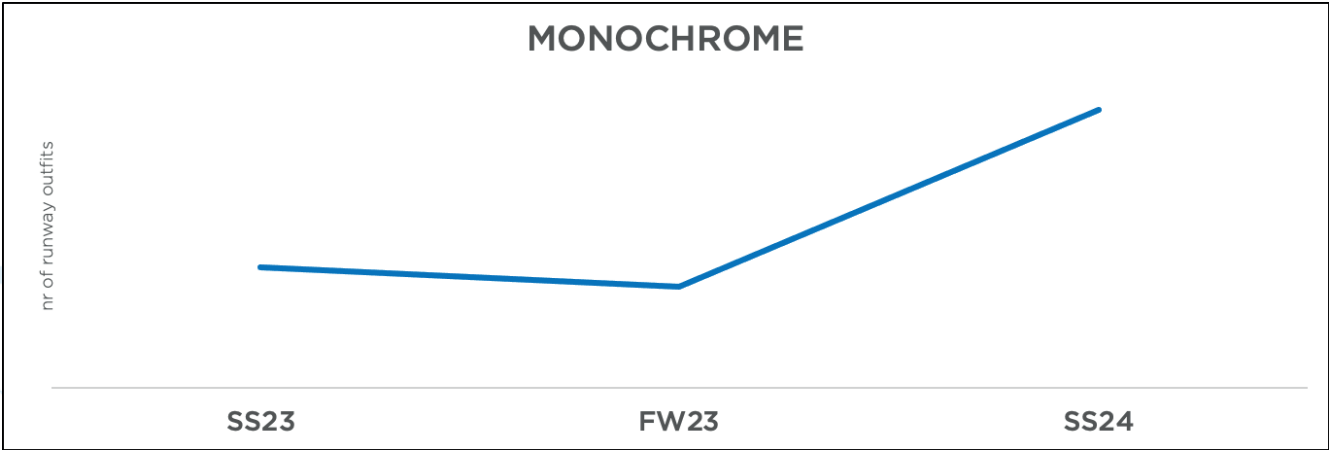


image (21).png

DATA SOURCES



FASHION SHOWS

YEAR ON YEAR GROWTH IN VISIBILITY OF THE TREND DURING FASHION SHOWS

*This analysis is based on Data extracted from more than **260 International fashion shows** of New York, London, Milan and Paris with **42 000 products analyzed.***



MiuMiu 9.jpg

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