



ROUND-UP **FW24 FASHION SHOWS**
LIVETREND

FW24 FASHION SHOWS **INTRO**

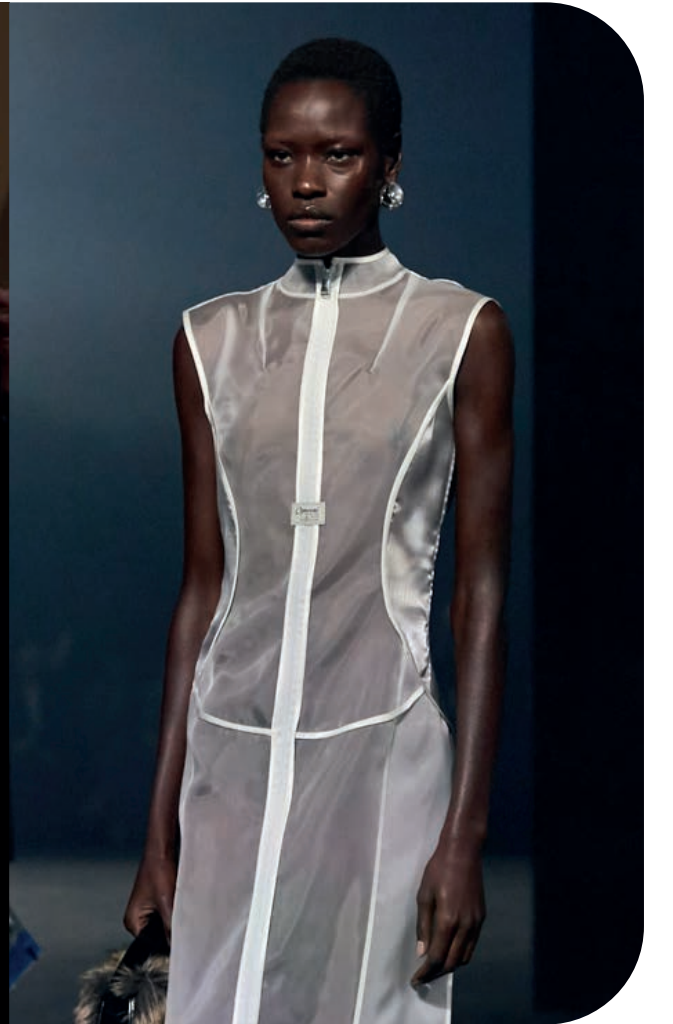
FALL/WINTER 2024/25 FASHION SHOWS



van-noten-.jpg



rokh



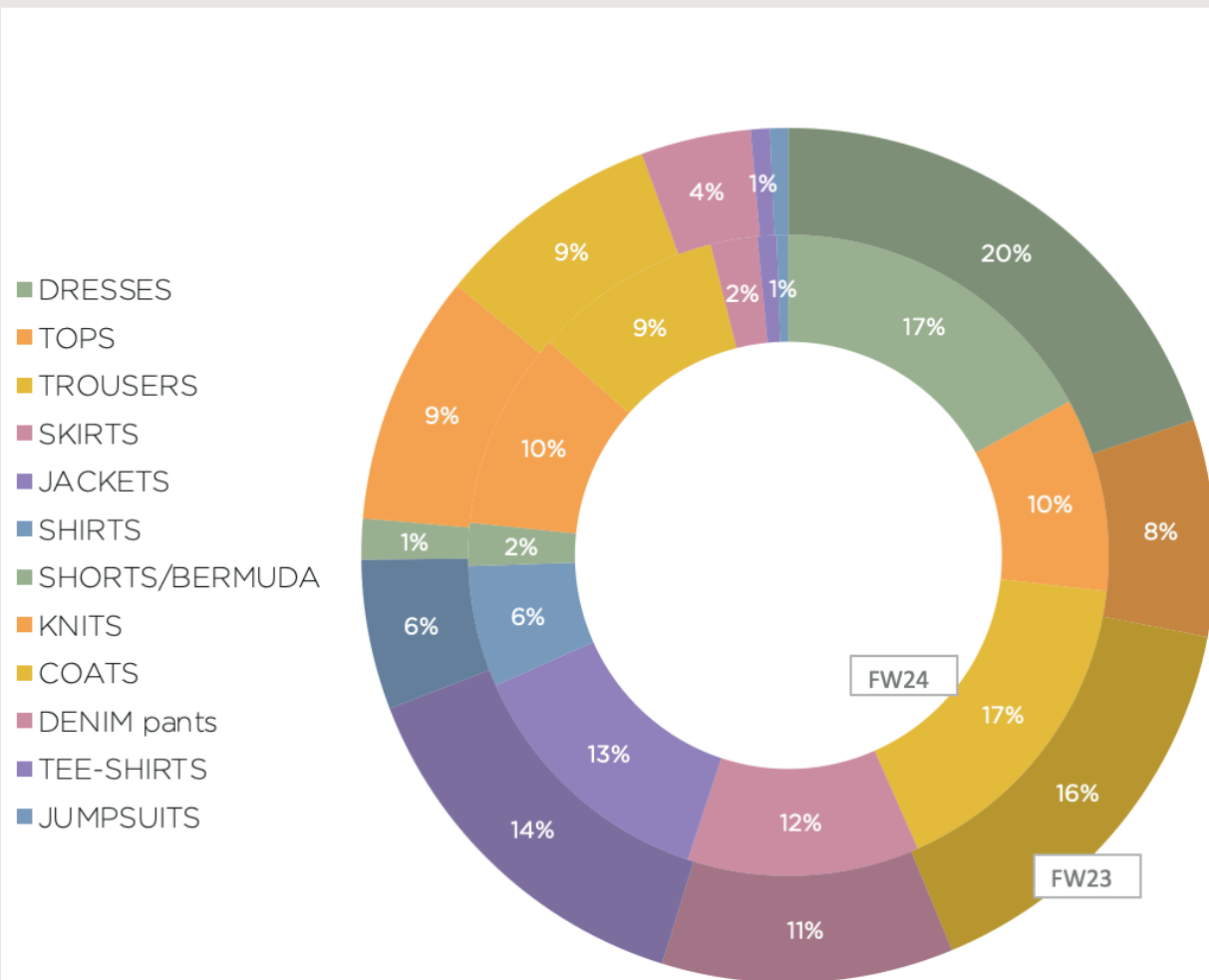
coperni.jpg

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



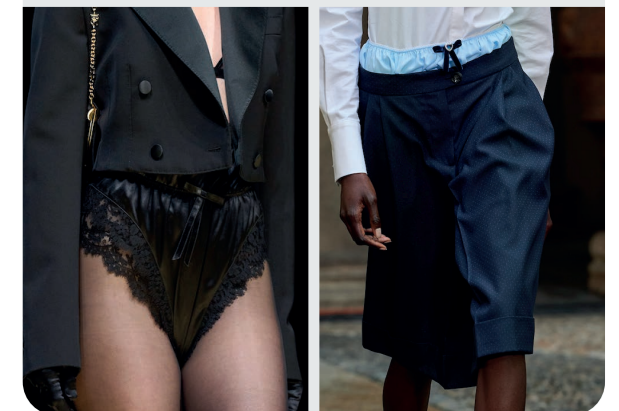
retrofete5.jpg

msgm3.jpg

SHORTS

515
LOOKS

+68%
YEAR ON YEAR



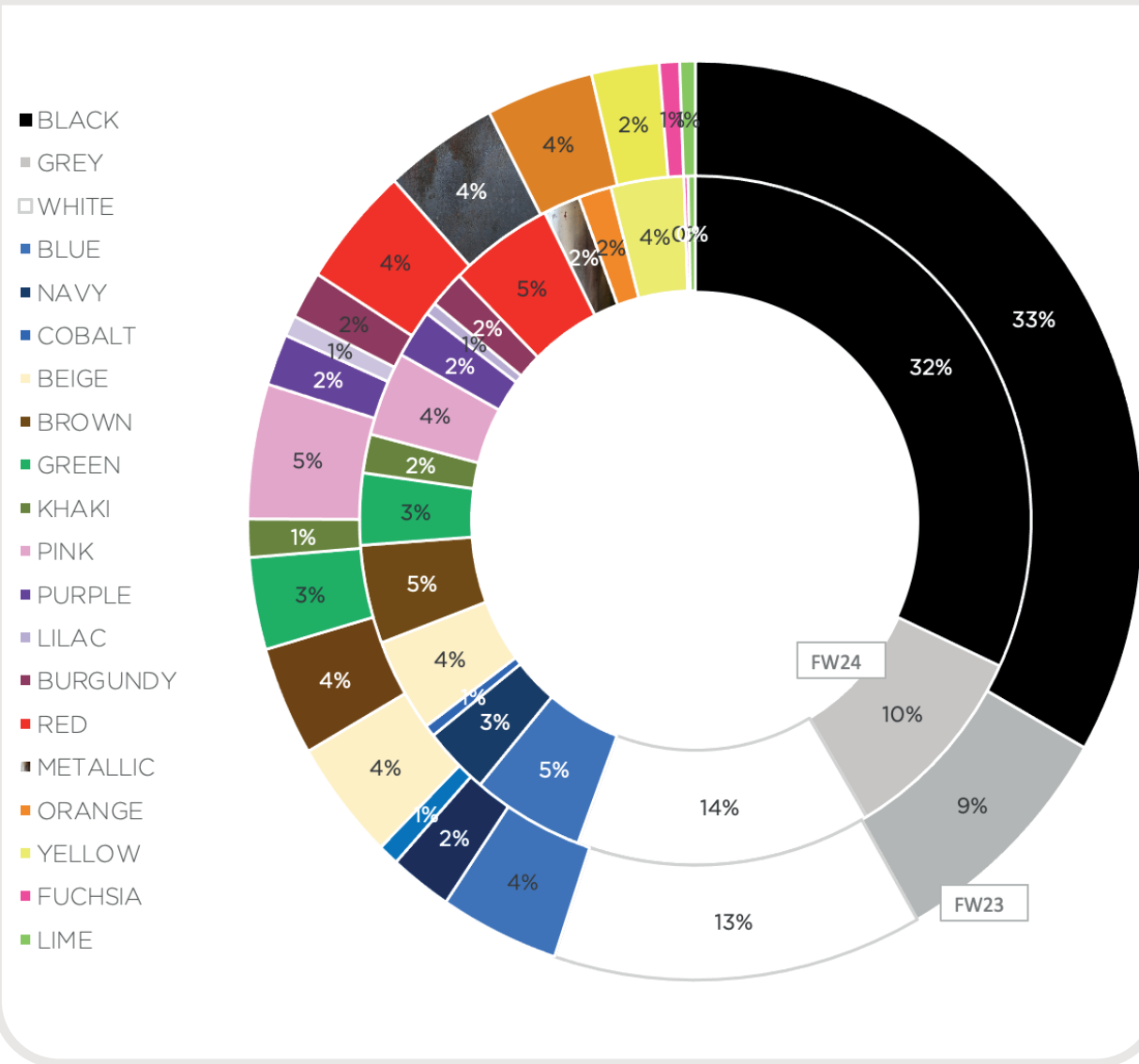
dolce-gabbana-.jpg

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



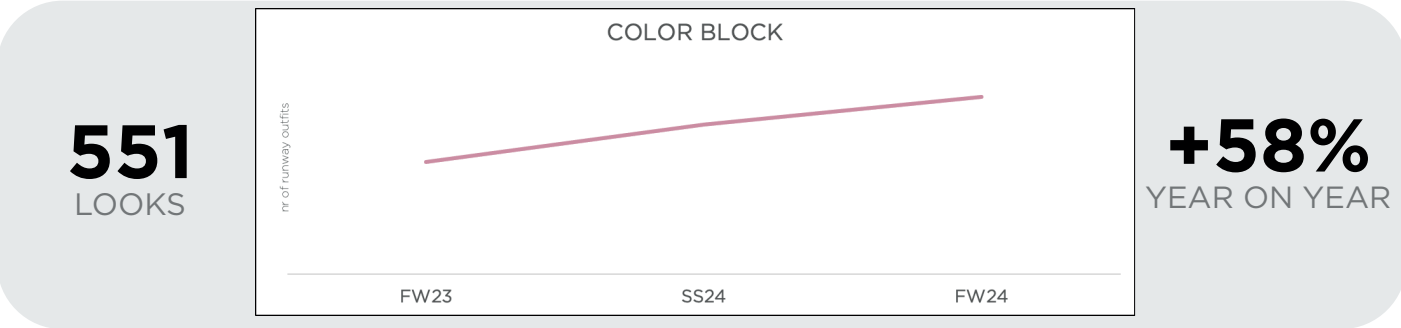
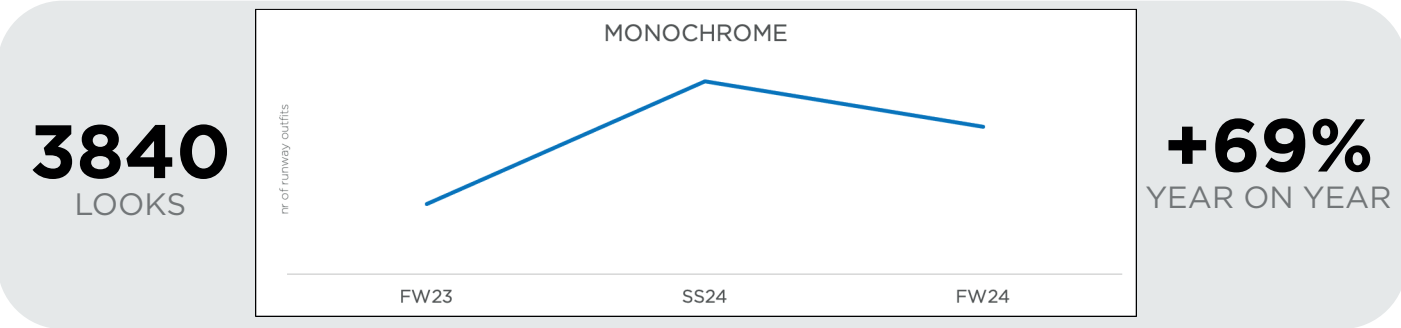
maryling.jpg



MiuMiu 13.jpg



prada-5.jpg

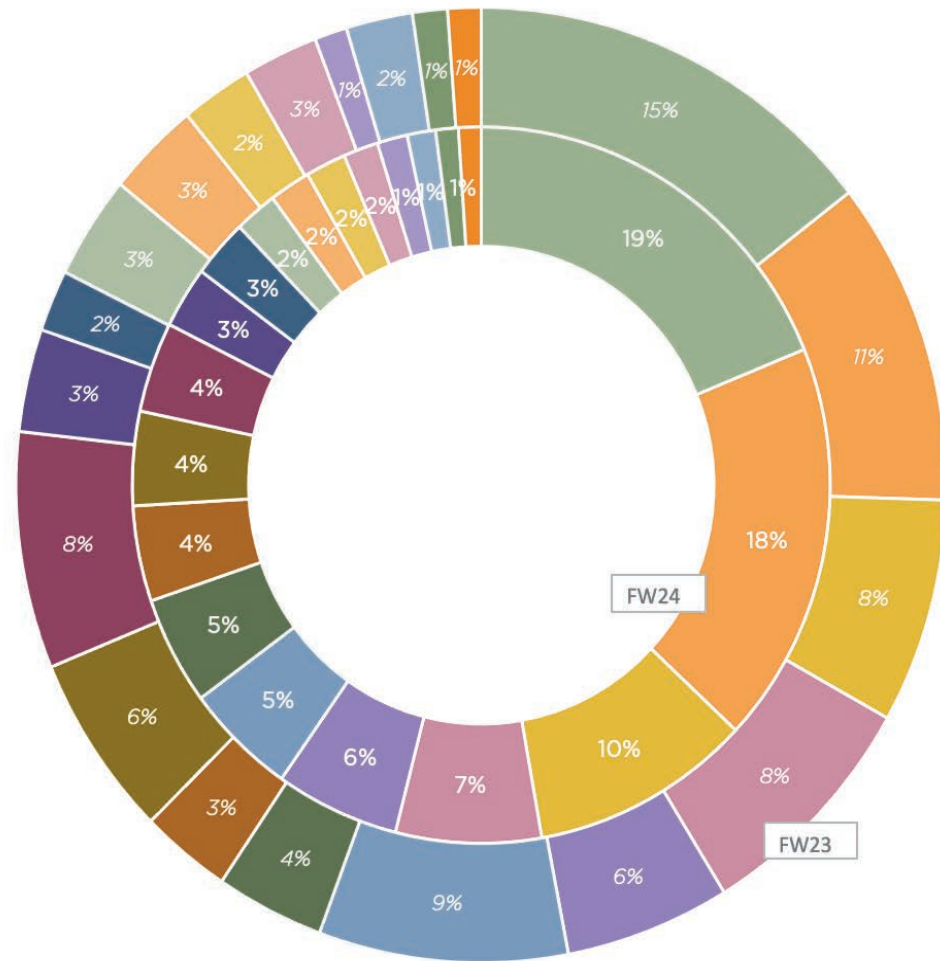


FW24 FASHION SHOWS TEXTILE ASSORTMENT

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



KNIT

2353
LOOKS

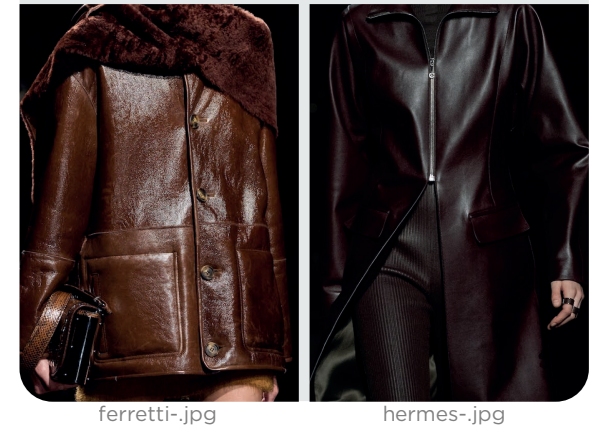
+28%
YEAR ON YEAR



LEATHER

1323
LOOKS

+4%
YEAR ON YEAR



PATTERNED

1968
LOOKS

+27%
YEAR ON YEAR



SHEERS

872
LOOKS

-36%
YEAR ON YEAR



FUZZY

744
LOOKS

-23%
YEAR ON YEAR





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



_MSMG3.jpg



sandy liang 3.jpg

770
LOOKS

+1%
YEAR ON YEAR

N21.png

FW24 PRIM CARDIGANS

STABLE TREND



alessandra rich -6.png



n-21-.jpg



bode -21.png

250
LOOKS

+18%
YEAR ON YEAR

prada.png

FIRST LADY KEY ELEMENTS

FALL/WINTER 2024/25 FASHION SHOWS

FW24 LEOPARD LADIES

FW24 WOOLEN TEXTURES



christian-dior-.jpg

zimmermann1.jpg

kors-.jpg

teurn studio -3.png

SAFE TREND



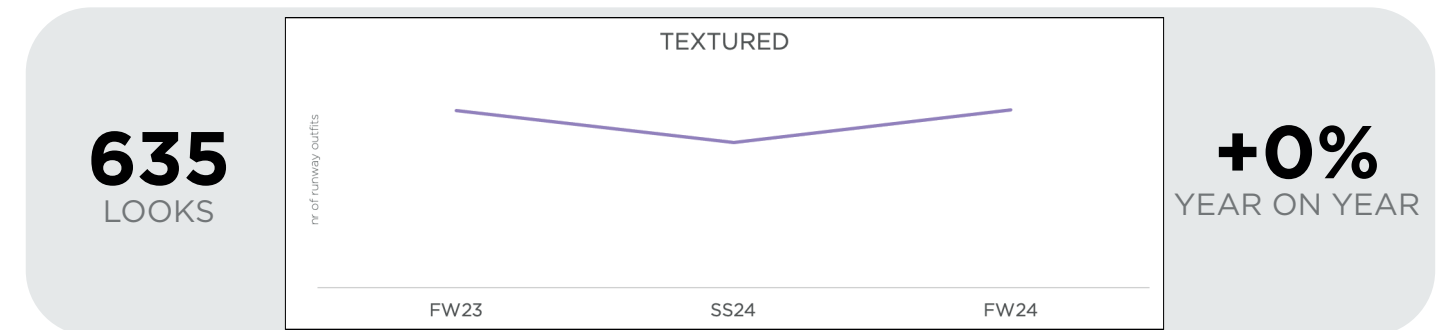
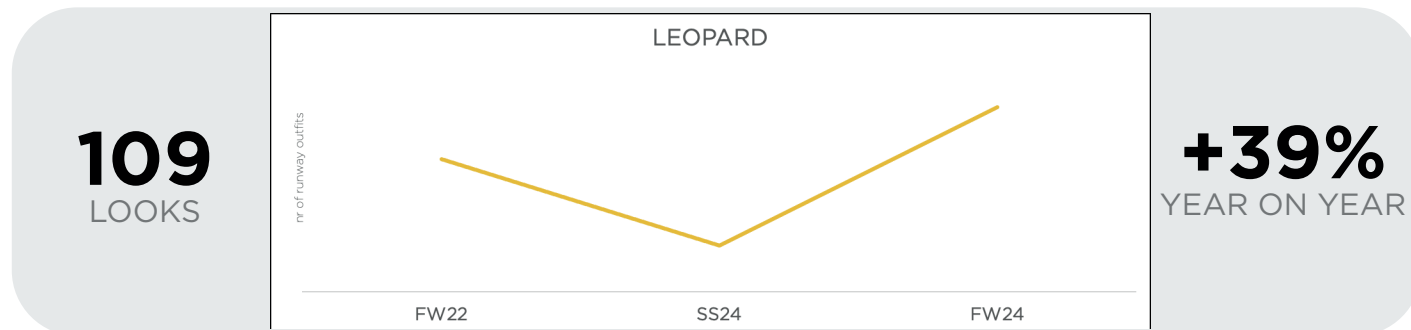
bottega veneta -2.png

scervino-1.jpg

sarawong-clp-043.jpg

etro-.jpg

STABLE TREND



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

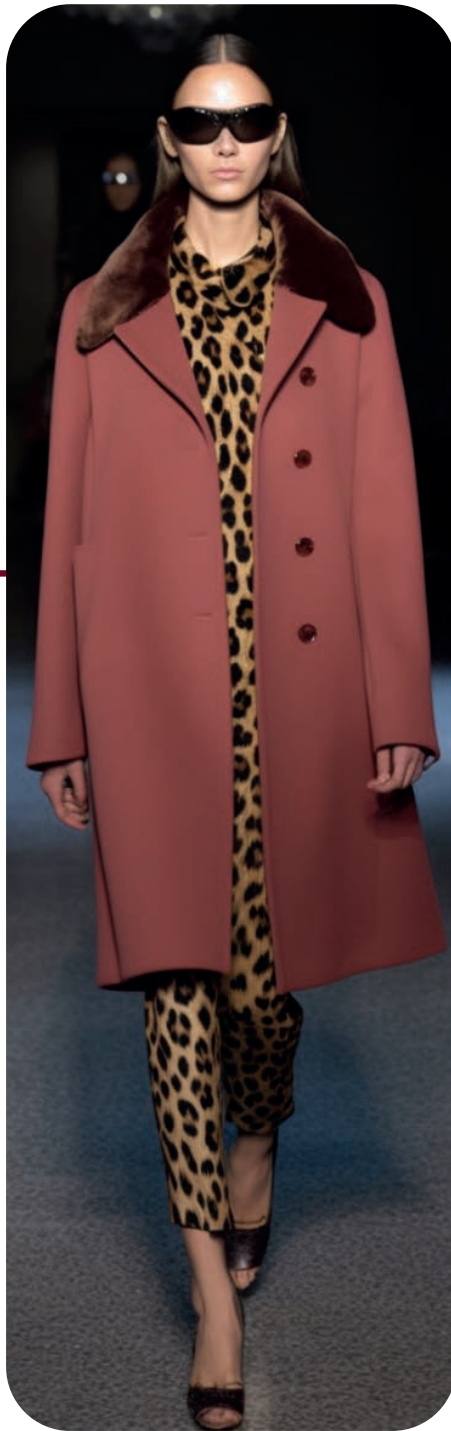
PREPPY



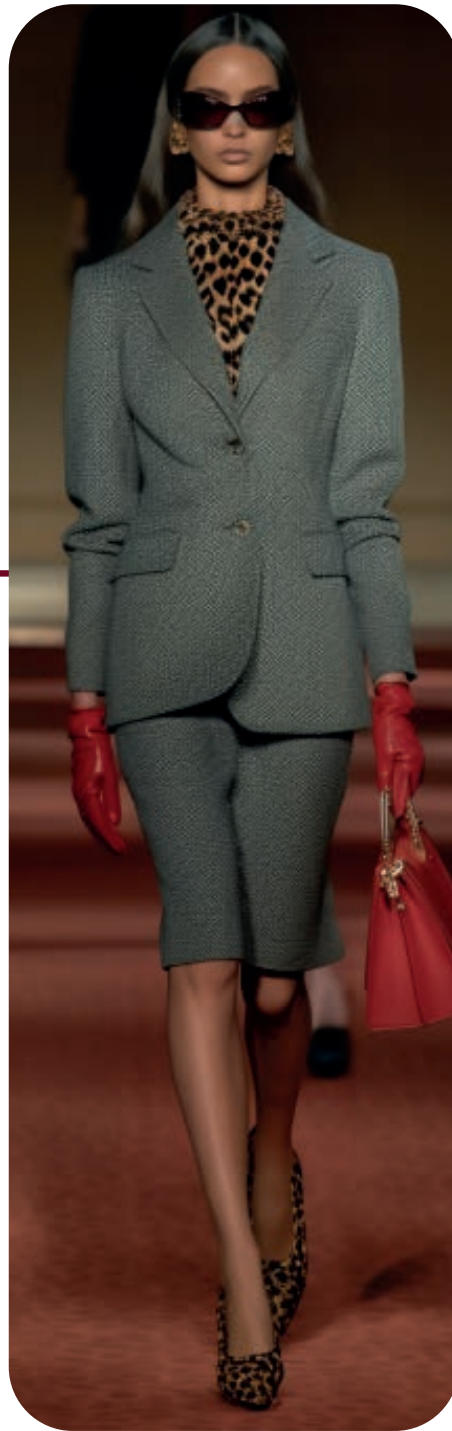
VINTAGE CHIC



CHIC & SLEEK



YOUNG LADY



SUITED-UP



ELEGANT ALLURE

FW24 DESIGN TREND MANOR BORN

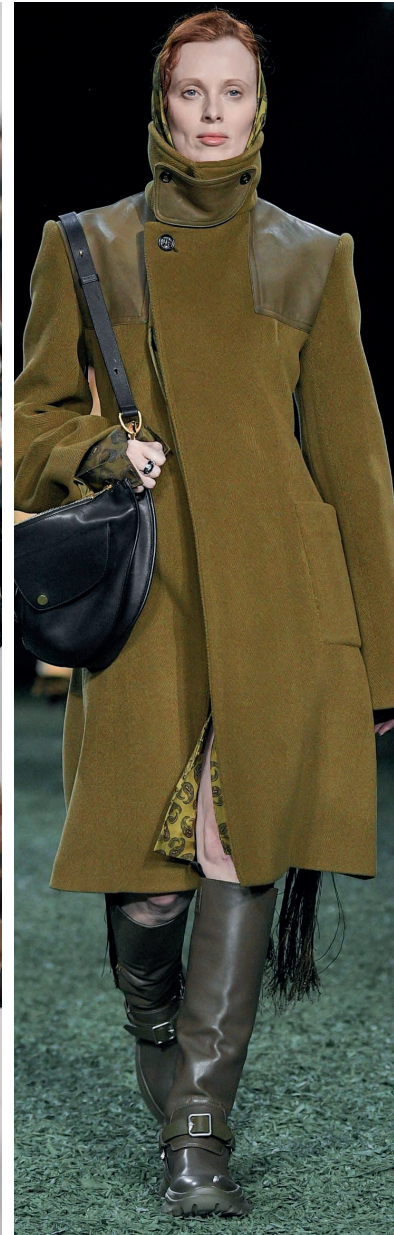
FALL/WINTER 2024/25 FASHION SHOWS



versace2.jpg



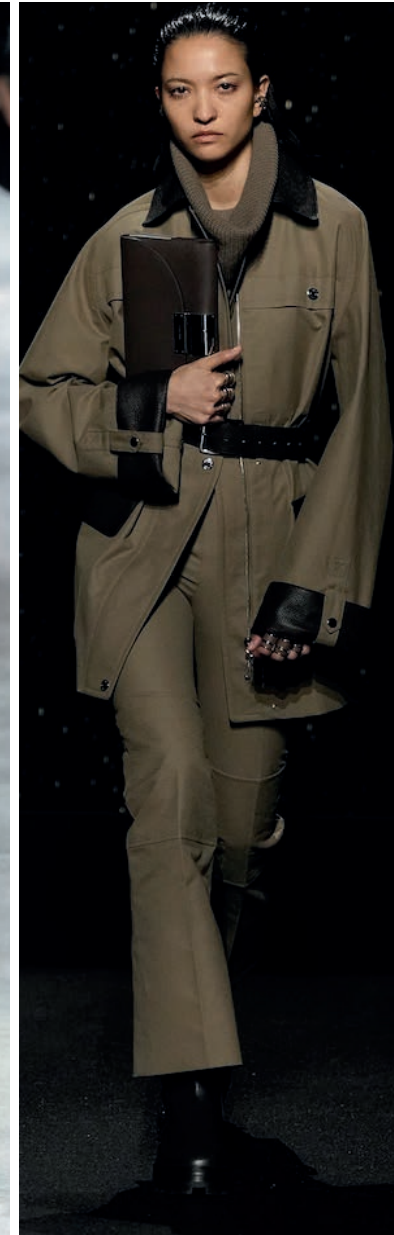
chloe15.jpg



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



Versace.png



hodakova -10.png



MiuMiu 3.jpg



tibi.jpg

210

LOOKS

+30%

YEAR ON YEAR



LIVETREND

MANOR BORN **KEY ELEMENTS**

FALL/WINTER 2024/25 FASHION SHOWS

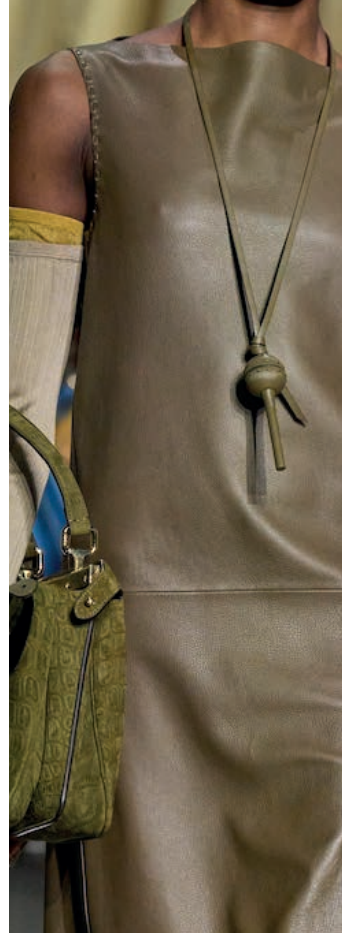
FW24 **LEATHERS**



ferragamo.jpg



luisa-spagnoli.jpg



fendi-.jpg



gucci 4.jpg

BIG TREND

FW24 **HERITAGE PLAIDS**



acne studios -9.jpg



burberry6.png



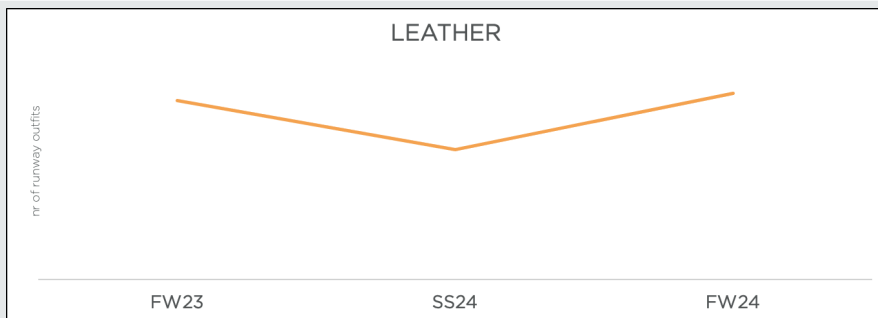
rabanne



costelloe-.jpg

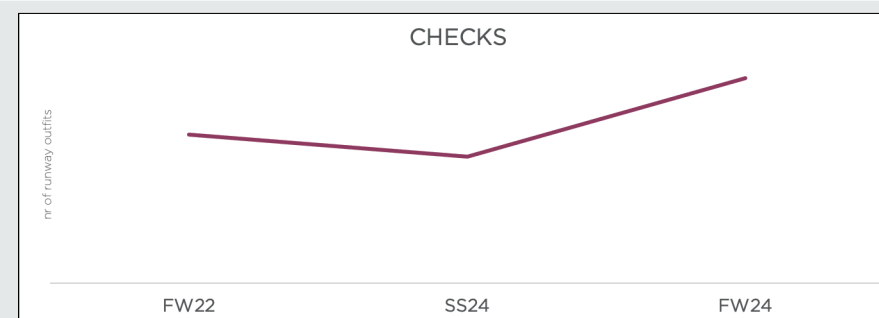
SAFE TREND

1323
LOOKS



+4%
YEAR ON YEAR

521
LOOKS



+38%
YEAR ON YEAR

MANOR BORN **KEY ACCESSORIES**

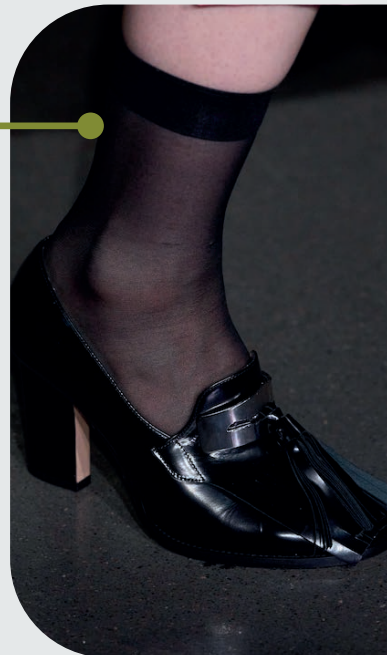
FALL/WINTER 2024/25 FASHION SHOWS

THE LOAFER STYLE

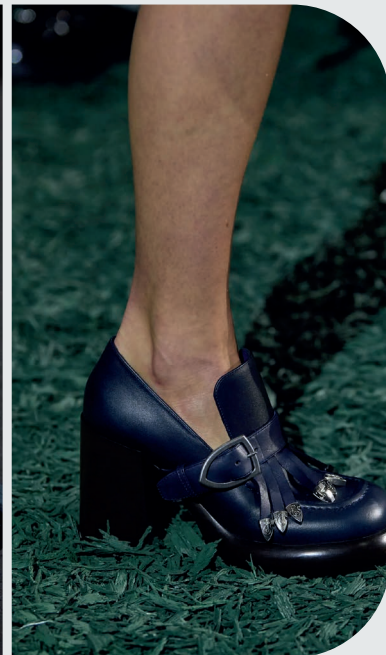
LOAFERS
🎥 +15%



gucci-.jpg



wickstead.jpg

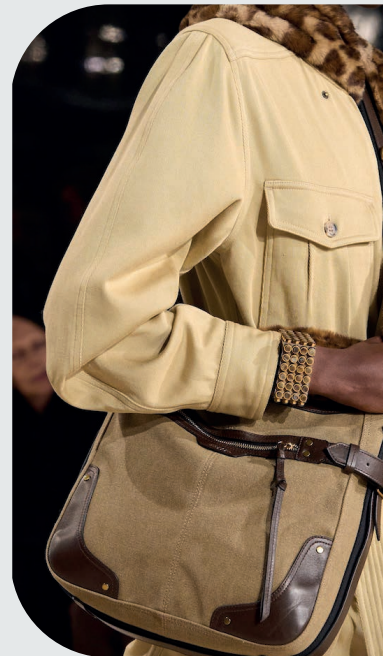


Burberry-.webp

THE COUNTRY MESSENGER



Burberry-.webp



marant.jpg



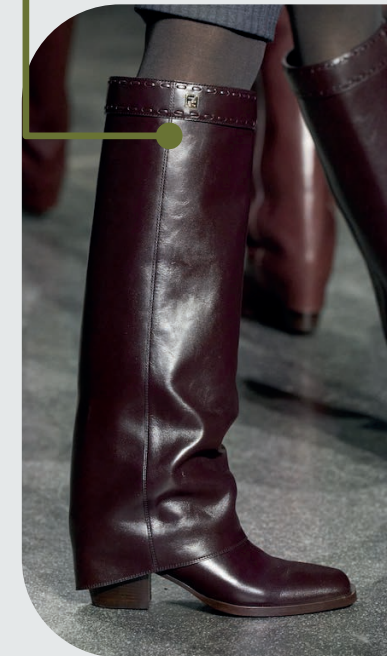
chloe-.jpg

THE RIDING BOOT

🎥 187 LOOKS
KNEE BOOT



gucci-.jpg



fendi-.jpg



prada-.jpg

MANOR BORN AI INTERPRETATIONS

FALL/WINTER 2024/25 FASHION SHOWS

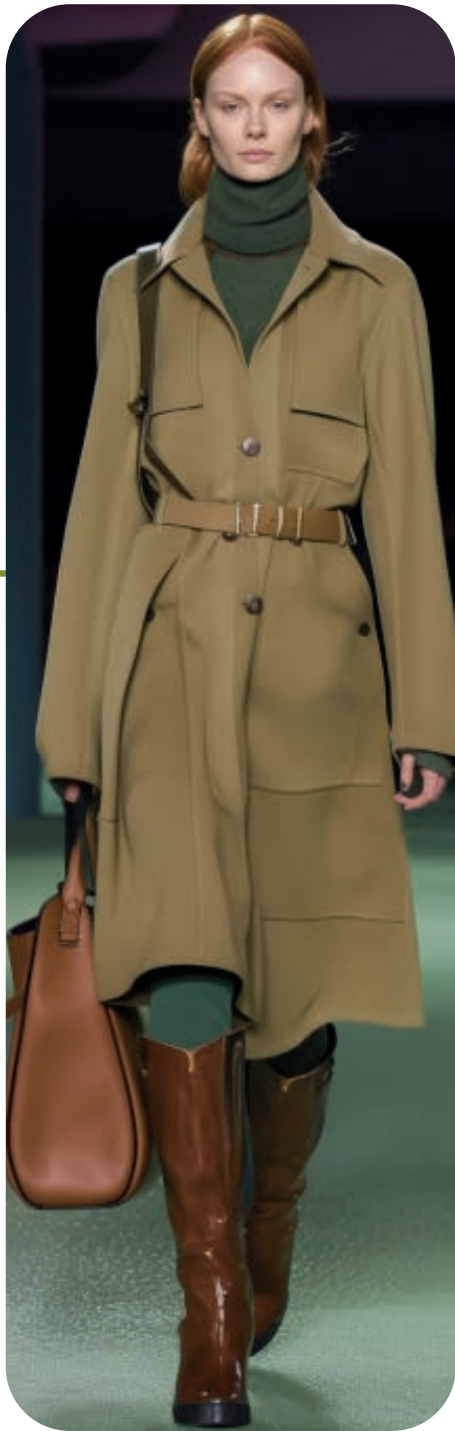
MASCULINE

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

238
LOOKS

+1%
YEAR ON YEAR



Victoria-Beckham.jpg



del-core-clip-f24-054.jpg

FW24 SHORTS

SAFE TREND



Gcds.png

515
LOOKS

+71%
YEAR ON YEAR



vivetta-.jpg



demeulemeester-.jpg



rocha-.jpg

GENTLE MOMENTS **KEY ELEMENTS**

FALL/WINTER 2024/25 FASHION SHOWS

FW24 **DREAMY FLORALS**



LOWE_LOEWE_WFW24_0324_PARS_E8.jpg

preen3.jpg

blumarine.jpg

vivetta.jpg

BIG TREND

FW24 **EMBELLISHED LAYERS**



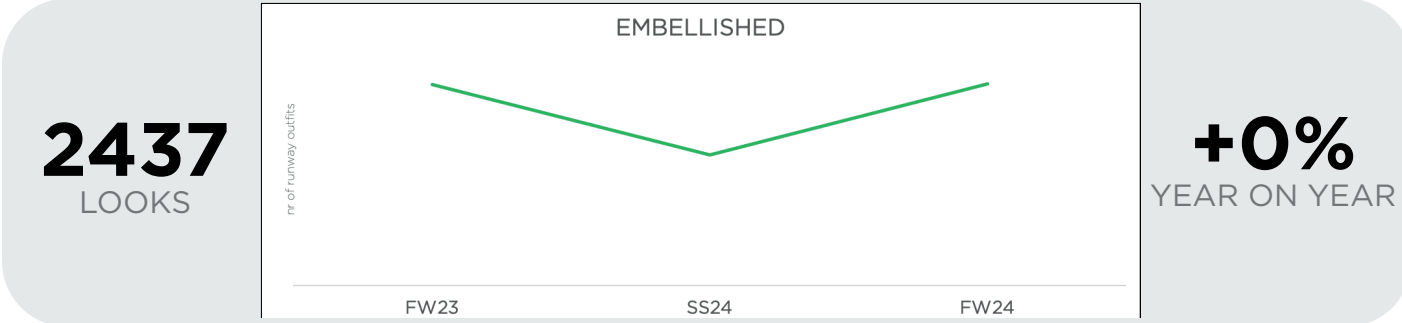
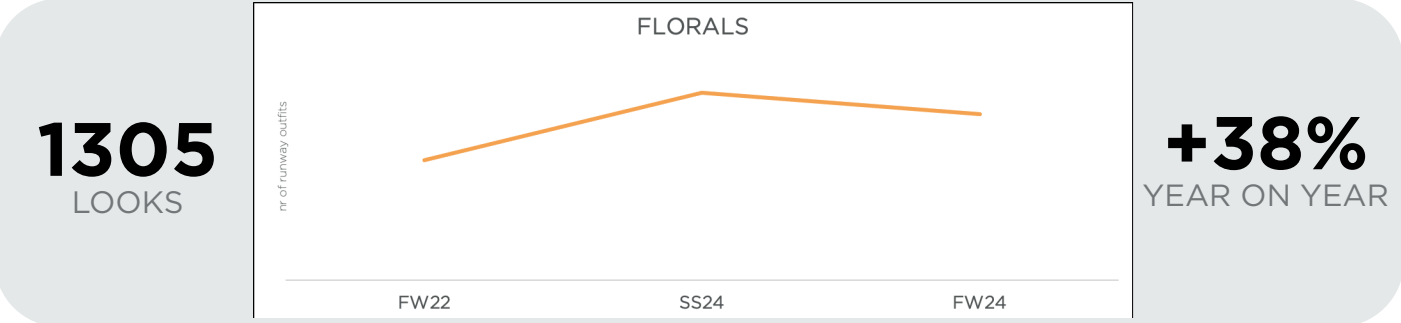
rocha.jpg

cecile bahnsen4.jpg

rabbane5.jpg

n-21.jpg

BIG TREND



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



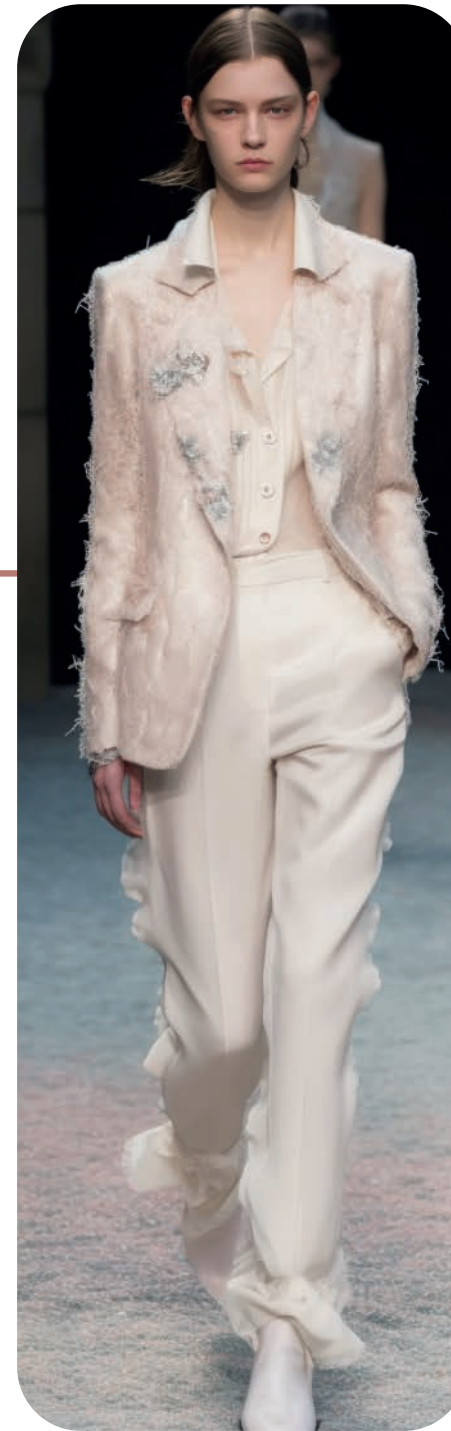
UNDRESSING



DELICATE PREP



SOFT EMBRACE



TENDER TAILORED

FW24 DESIGN TREND CRAFT CAVE

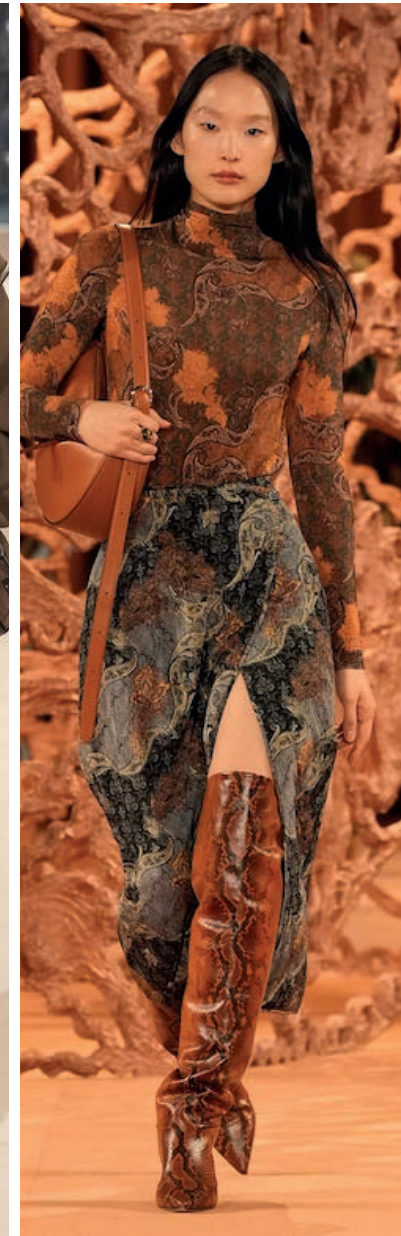
FALL/WINTER 2024/25 FASHION SHOWS



burberry14.jpg



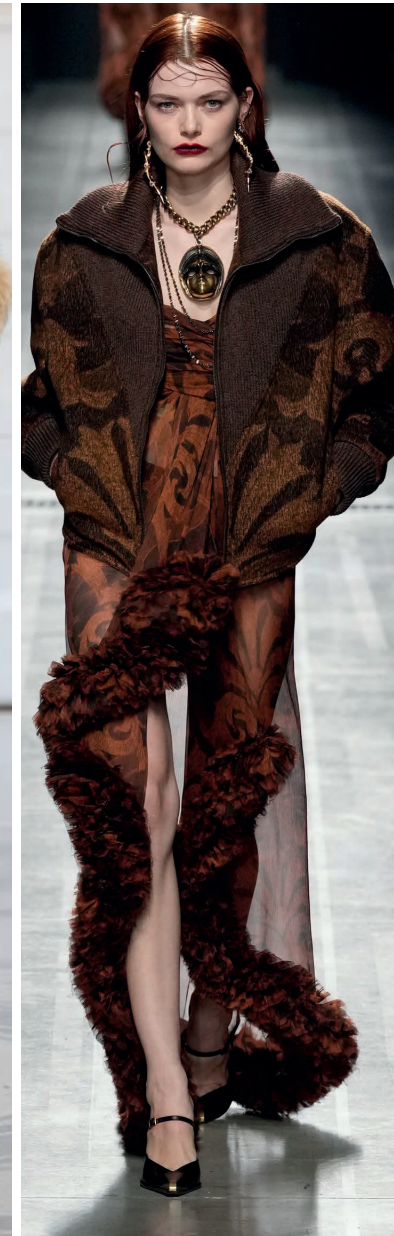
isabel marant -1.jpg



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 CAPES**

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



LIVETREND

CRAFT CAVE **KEY ELEMENTS**

FALL/WINTER 2024/25 FASHION SHOWS

FW24 **ARTY GRIT**



1989 -1.png mame-kurogouchi.jpg antonio marras- 5.jpg rojas-.jpg

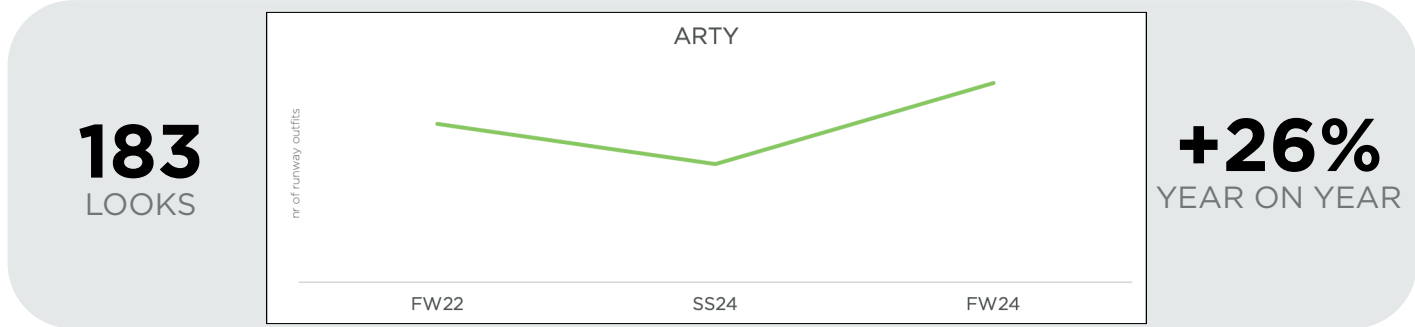
SAFE TREND

FW24 **FUZZY FAVES**



calcaterra.jpg 1989 -2.png gabriela-hearst.jpg acne.jpg

STABLE TREND



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



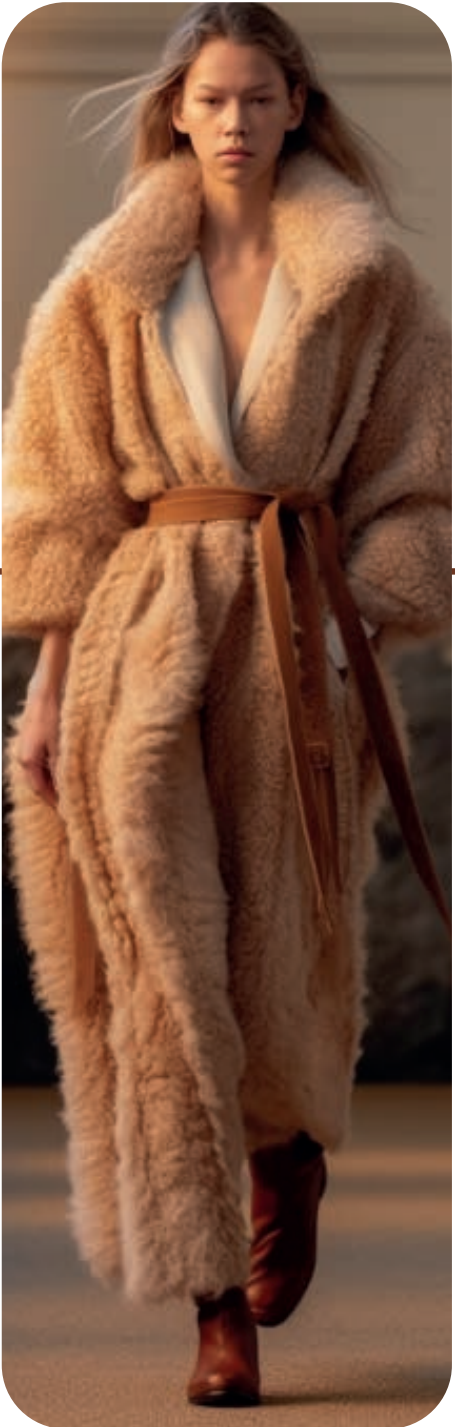
GYPSY LAYERS



BOHEMIAN DRAPE



THE HERBALIST



FULL FUZZY



MODERN HUNTER



FW24 DESIGN TREND CORPORATE MINIMAL

FALL/WINTER 2024/25 FASHION SHOWS



ferragamo.webp



louisvuitton202425FW.jpg



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

van-noten-.jpg



kors-.jpg



dries van noten -21.jpg

177
LOOKS

+258%
YEAR ON YEAR

FW24 **LONG COATS**

BIG TREND



gauchere2.png

srvc4.jpg

923
LOOKS

+14%
YEAR ON YEAR



sportmax11.jpg



coach.jpeg

CORPORATE MINIMAL **KEY ELEMENTS**

FALL/WINTER 2024/25 FASHION SHOWS

FW24 **CRISP PINSTripES**



ulla-johnson-.jpg

lutz-huelle-.jpg

ixos-.jpg

max-mara-.jpg

SAFE TREND

FW24 **CASUAL KNITS**



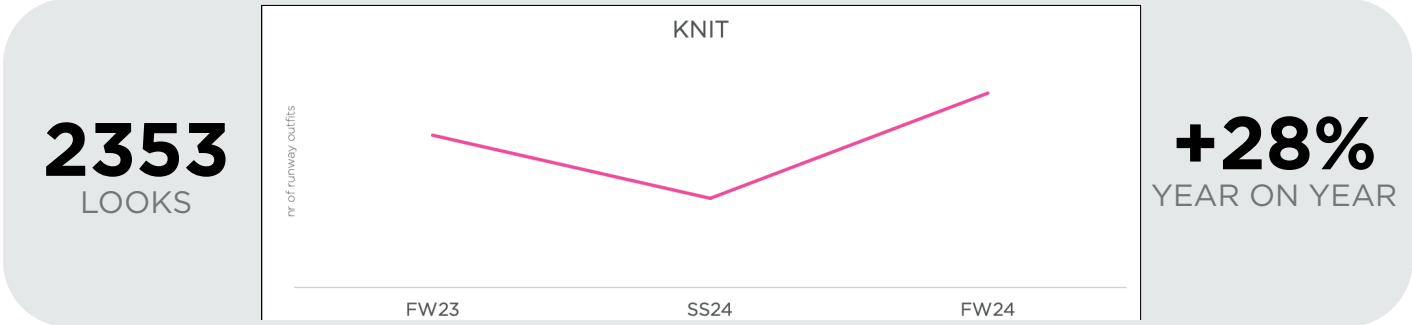
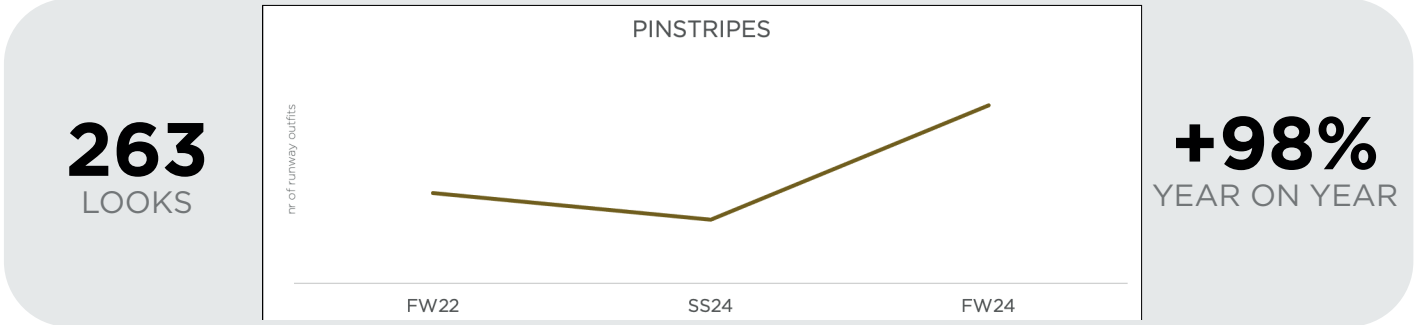
onitsuka-tiger.jpg

fendi2.jpg

ferragamo-.jpg

miu-miu.jpg

BIG TREND



CORPORATE MINIMAL **KEY ACCESSORIES**

FALL/WINTER 2024/25 FASHION SHOWS

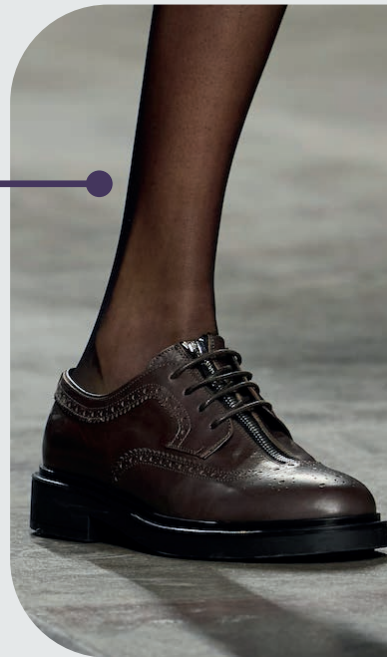
THE MEN'S MODEL



509 LOOKS
FLATS



vuitton-.jpg



iceberg-.jpg



jason-wu.jpg

THE SOFT SHOPPER



BALENCIAGA-.jpg



coperni-.jpg



coach.jpg

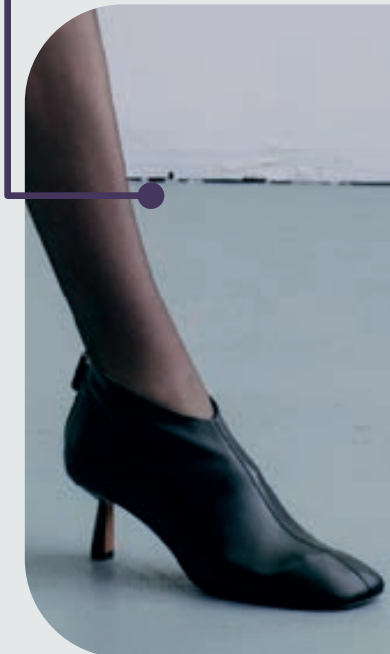
THE HIGH POINT HEEL



690 LOOKS
POINTY



retrofete-.jpg



philip lim_6.png



versace-.jpg

CORPORATE MINIMAL AI INTERPRETATIONS

FALL/WINTER 2024/25 FASHION SHOWS

SLEEK

MINIMAL

BASIC

REWORKED

TAILORING



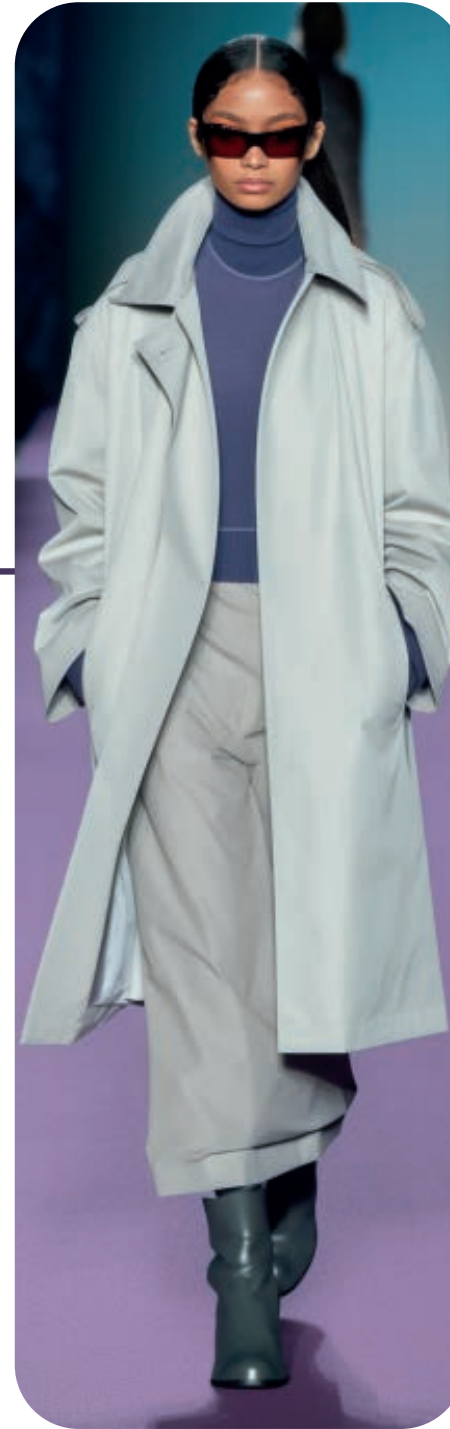
SLEEK BASICS



POWERDRESSING



REWORKED BASICS



CLEAN LAYERING



MINIMAL LINES

FW24 FASHION SHOWS DATA & ICONS

FALL / WINTER 2024 / 25 FASHION SHOWS

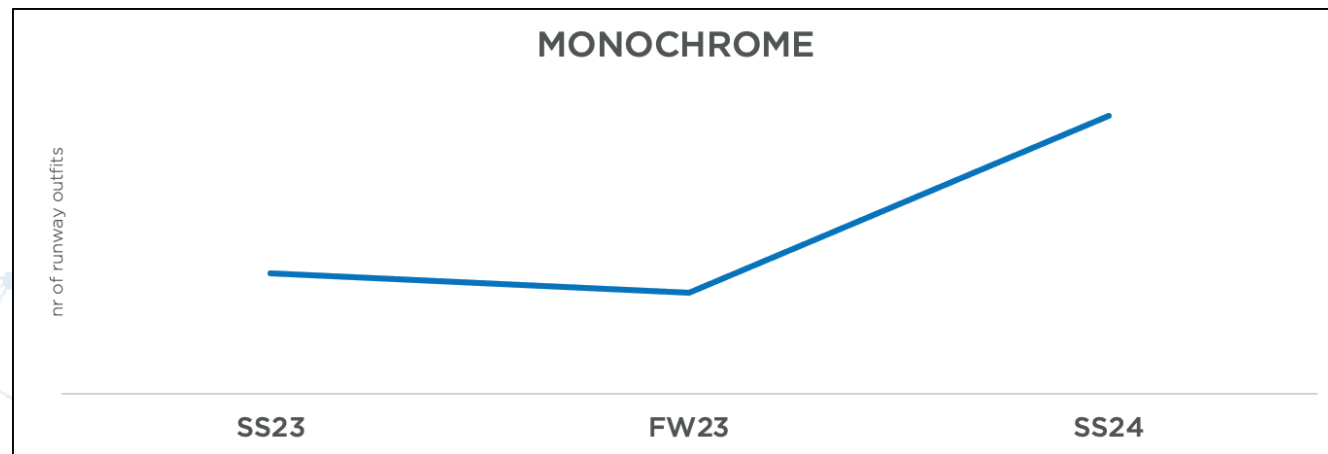
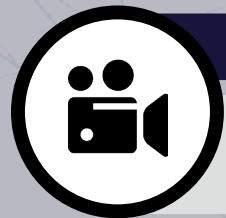


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DATA SOURCES



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