



WOMENSWEAR
FW 2024
FASHION SHOWS
KEY COLORS



LIVETREND

FW24 COLORS INTRODUCTION



ferragamo-.jpg

miu-miu.jpg

prada.jpg



FASHION SHOWS

Timeless Monochromes & High-End Color-Blocking. The FW24 fashion shows saw colors blending timeless classics with vibrant innovations. Monochrome silhouettes in black, grey, and white dominated the runways, exuding a powerful and impactful aesthetic. Brown manifested as a significant player, adding depth and richness to the palette. Red stole the spotlight, reigning supreme and overtaking pink with its bold presence, from bright hues to sultry burgundy tones. Nature-inspired woodland shades in olive and khaki brought a sense of highland sophistication to collections. Bold pops of color emerged again and went for accents in purple, yellow, and blue, injecting energy and vibrancy into the season's looks. FW24 proved to be a celebration of both timeless elegance and daring experimentation in the realm of color.

This forecasting report is based on Data extracted from more than 260 International fashion shows of NY, London, Milan and Paris with 42 000 products analyzed. The trends are organized by visibility (number of looks presenting the trend attribute) and the percentage shows the trend growth compared to SS23 fashion shows. Find the relating icons & stamps on the last slide.

[ACCESS ALL IMAGES
CLICKING HERE](#)

FW24 MONOCHROMES



YSL -6.jpg



sportmax8.jpg



balmain 5.jpg

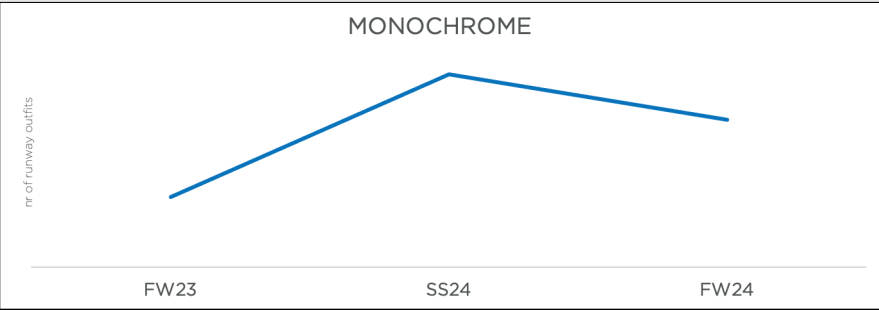


margiela10.jpg



Proenza-Schouler-.jpg

3840
LOOKS



+69%
YEAR ON YEAR



FW24 HIGH-END COLOR BLOCK



dries van noten -23.jpg



philosophy -9.jpg



maryling.jpg

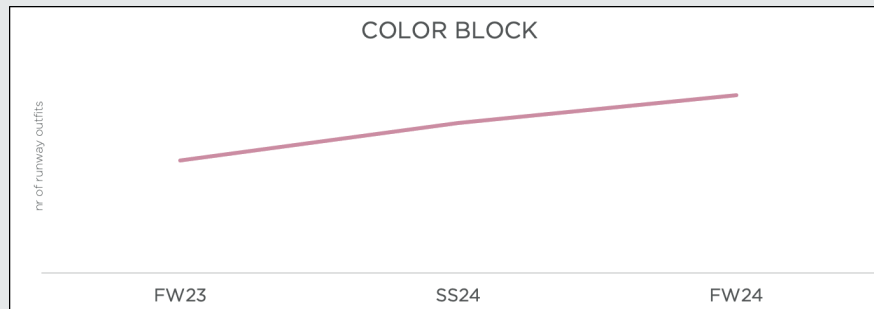


MiuMiu 13.jpg



prada-5.jpg

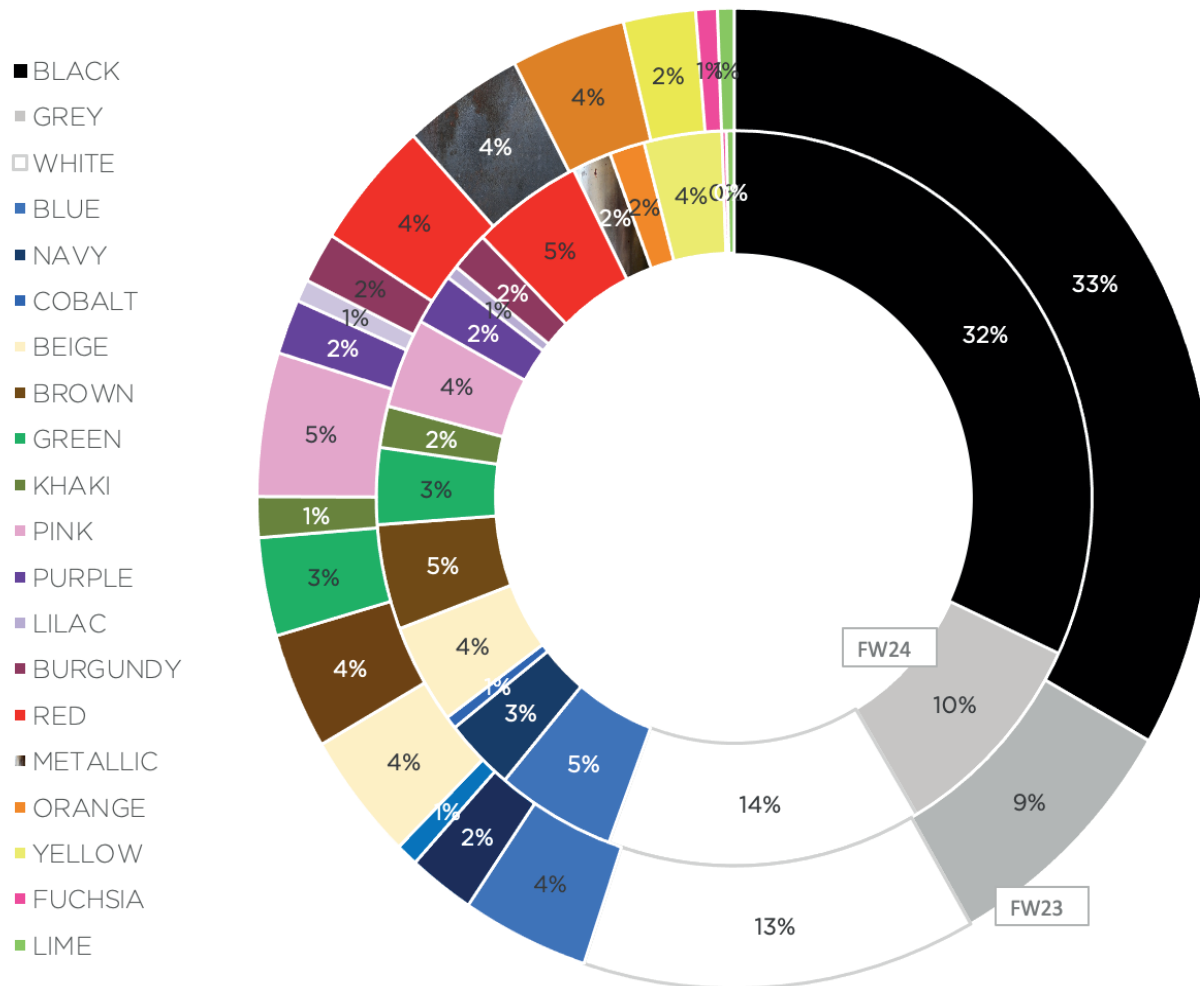
551
LOOKS



+58%
YEAR ON YEAR

FW24 COLORS ASSORTMENT

GLOBAL COLOR ASSORTMENT



Reds reign supreme & Classic are leading the range.

Regarding the fashion shows' color assortment, the season is confirming our Livetrend forecasting. Classic colors are rising with Black, Grey, White and Blue taking the first position of the color range. Followed by red and brown as the star colors of the season. Red practically doubles in its exposure during the fashion shows, as do warm burgundy tones, ranging from bordeaux to berry shades, showing a significant growth from last year, where we called them out as an emerging trend. Next, greens are growing with a remarkable shift in hues towards khaki and olive greens. And as a bolder tint, we can mention virtual minty green as an ubiquitous color touch here and there, that has not gone undetected in some big brands. To point out, fuchsia is leaving the spotlight as the chart is depicting. Overall, new pastels are rising by +109%, while bold colors are decreasing by -39%. It's quite a clash of complementary tints for this winter palette, where colors are used to enhance each other.



BASICS LEADING COLORS

FW24 **BLACK**



versace3.jpg



duran latnik 7.jpg

6267
LOOKS

+31%
YEAR ON YEAR

FW24 **WHITE**



yuhan wang -1.jpg



GCDS-F24-001.jpg

2790
LOOKS

+45%
YEAR ON YEAR

FW24 **GREY**



givenchy-.jpg

1873
LOOKS



gucci11.jpg

+53%
YEAR ON YEAR

TOP 10 COLORS **IMPACT RED**



stella.jpg



carven -12.jpg



Proenza-Schouler-.jpg



fforme2.jpg



antonio marras- 4.jpg

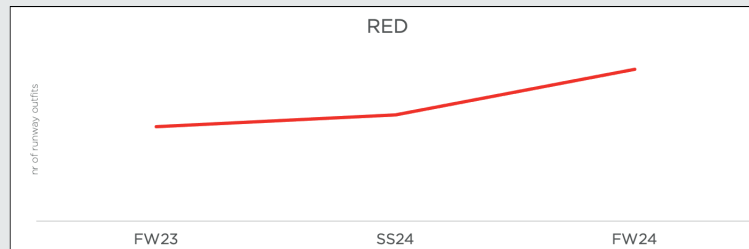


sportmax7.jpg



jil-sander2.jpg

983
LOOKS



+61%
YEAR ON YEAR

TOP 10 COLORS INTENSE BROWN



tods4.jpg



helen-anthony-.jpg



ferragamo.png



marni-.jpg



isabel marant -10.jpg

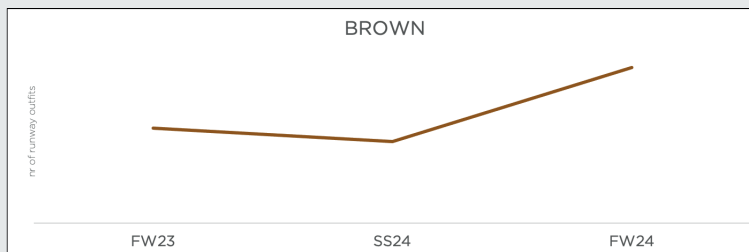


rokh.jpg



philosophy -7.jpg

908
LOOKS



+64%
YEAR ON YEAR

TOP 10 COLORS **YELLOW TINTS**



hermes-.jpg



bottega veneta -16.jpg



gucci.jpg



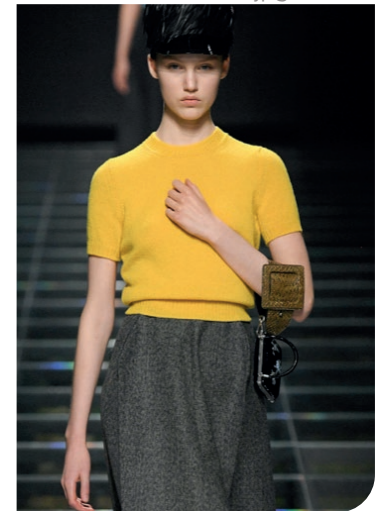
ester manas10.jpg



ferragamo.jpg

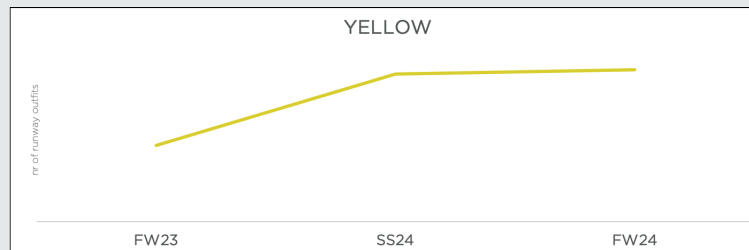


rochas -13.png



prada4.png

689
LOOKS



+96%
YEAR ON YEAR

TOP 10 COLORS ARTISTOCRATIC NAVY



sportmax16.jpg



prada.jpeg



tibi-.jpg



givenchy.jpg



dipetsa5.jpg

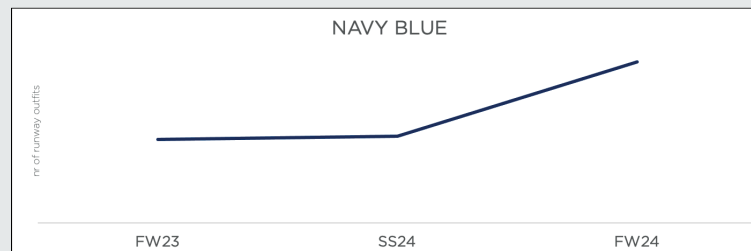


Loewe-.jpg



giorgio-3.jpg

626
LOOKS



+93%
YEAR ON YEAR

TOP 10 COLORS ROYAL PURPLE



tom ford-6.jpg



alaia -14.png



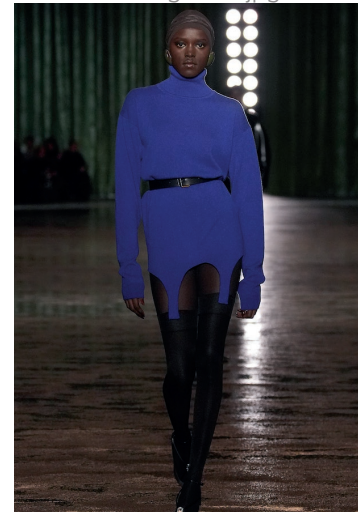
16Arlington-3.jpg



akris -18.jpg



Nina-Ricci.jpg

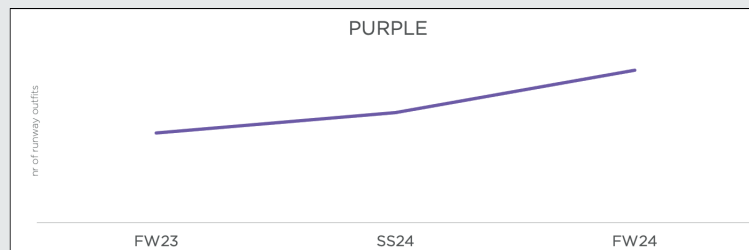


YSL -9.jpg



danny-reinke-.jpg

444
LOOKS



+71%
YEAR ON YEAR

TOP 10 COLORS AIRY BLUE



eudon choi-6.jpg



zimmermann13.jpg



anderson1.jpg



jason wu_7.jpg



gucci-.jpg

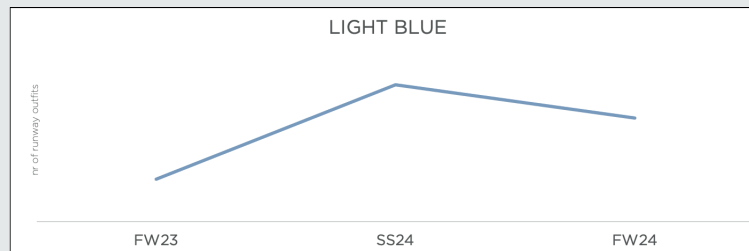


lapointe_7.jpg



stella-mccartney-.jpg

405
LOOKS



+144%
YEAR ON YEAR

TOP 10 COLORS DREAMY PINK



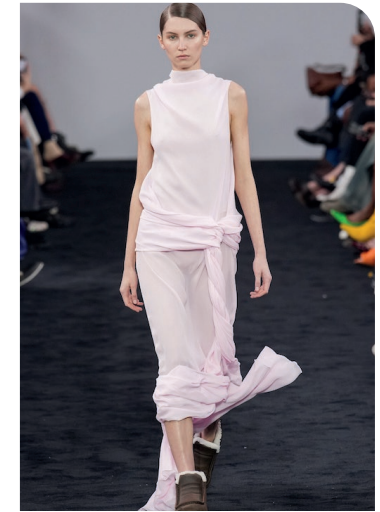
simone rocha_3.jpg



stella mccartney -2.jpg



prada2.jpg



j wanderson4.jpg



dries van noten -4.jpg



giambattista valli -6.jpg



no21.jpg

360
LOOKS



+112%
YEAR ON YEAR

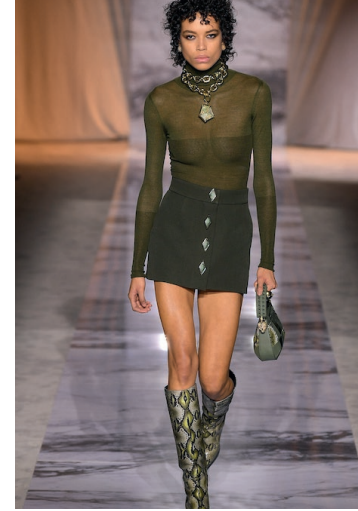
TOP 10 COLORS **HIGHLAND HUES**



burberry4.jpg



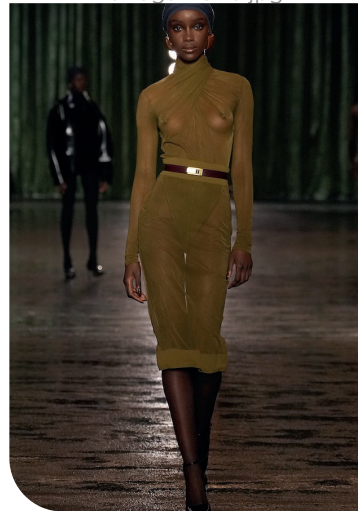
ferragamo -3.jpg



cavalli3.jpg



frolov-.jpg



YSL -11.jpg

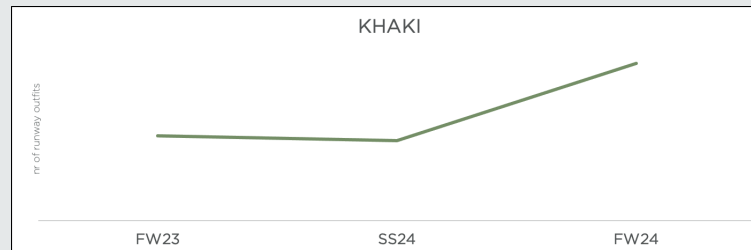


chet lo2.jpg



16Arlington-4.jpg

358
LOOKS



+85%
YEAR ON YEAR

TOP 10 COLORS **BURGUNDY BLISS**



giada.jpg



roksanda1.jpg



ferragamo -4.jpg



prabal-gurung.jpg



gucci7.jpg

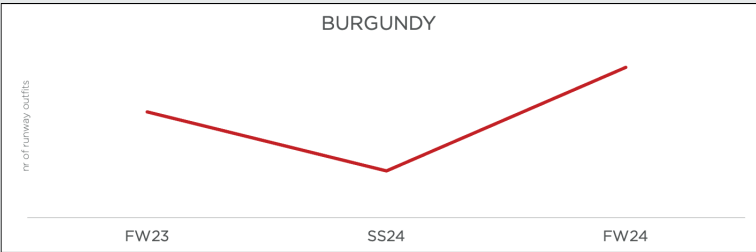


philosophy -4.jpg



mugler.jpg

342
LOOKS



+42%
YEAR ON YEAR



TOP 10 COLORS **VITAL GREENS**



miu-miu-.jpg



ottolinger.jpg



jason wu 14.jpg



philosophy-.jpg



mark fast4.jpg

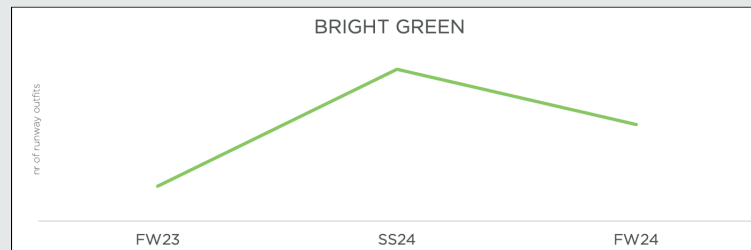


jil-sander.jpg



Alexander_McQueen.jpg

157
LOOKS



+175%
YEAR ON YEAR

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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