



WOMENSWEAR
FW 2024
FASHION SHOWS
KEY COLORS
BAGS



LIVETREND

FW24 COLORS INTRODUCTION



gucci-.jpg



hermes-.jpg



etro-.jpg



FASHION SHOWS

Timeless Monochromes & Sophisticated Color Hues. The FW24 fashion shows embraced a refined color palette for accessories, emphasizing sophistication and timeless elegance. Classic hues such as black, white, and grey dominate, providing a clean backdrop for statement pieces. Brown emerged as a key player, surpassing beige as a natural essential, lending a 2010s nod to accessories. Red plays a crucial role, offering a vibrant contrast in bright, alerting tones or indulging in berry shades, adding a touch of drama. Navy tones contribute chic looks, exuding a sense of understated luxury. Rather than bold colors, pastels took precedence, with light rose, cyber green, and airy minty blues lending a delicate and refreshing touch. FW24 presented a harmonious fusion of classic sophistication and modern vibrancy in accessory color schemes.

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](#)

ACCESSORIES COLORS **BLACK**

BIG TREND



christian-dior.jpg



prada.jpg



stella-mccartney.jpg



undercover.jpg



shiatzy-chen.jpg

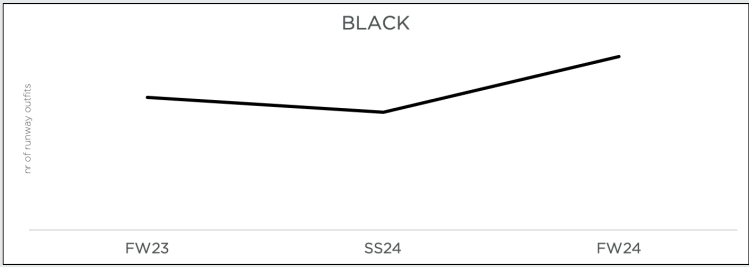


knwls.jpg



acne.jpg

6267
LOOKS



+31%
YEAR ON YEAR



ACCESSORIES COLORS **WHITE**

BIG TREND



acne-.jpg



alaia -18.png



stella-mccartney-.jpg



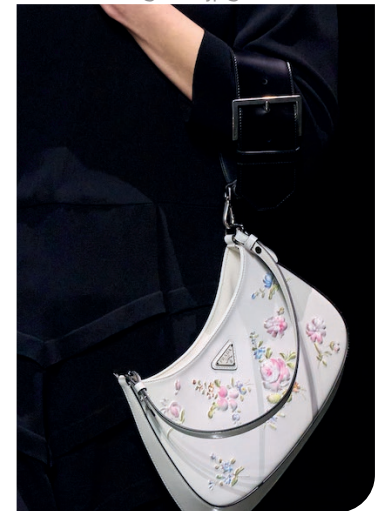
gucci.jpg



balmain.jpg

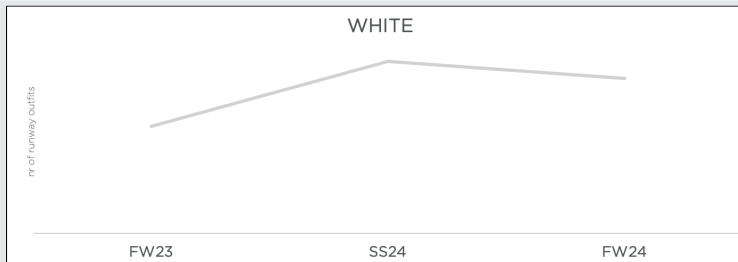


jw-anderson-.jpg



prada-.jpg

2790
LOOKS



+45%
YEAR ON YEAR

ACCESSORIES COLORS GREY

BIG TREND



vuitton-.jpg



van-noten-.jpg



sunnei.jpg



stella-mccartney-.jpg



carven-.jpg

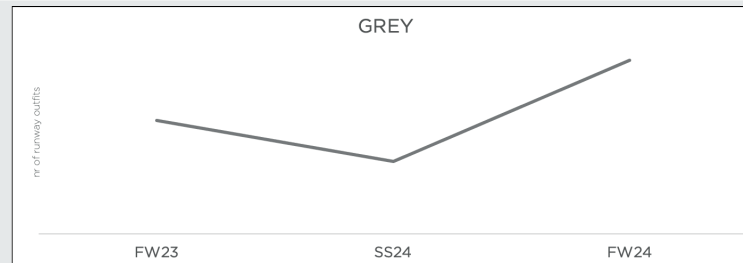


tods-.jpg



vuitton-.jpg

1873
LOOKS



+53%
YEAR ON YEAR

ACCESSORIES COLORS **IMPACT RED**

BIG TREND



schouler-.jpg



miyake.jpg



vivetta.jpg



puppets.jpg



jil-sander.jpg

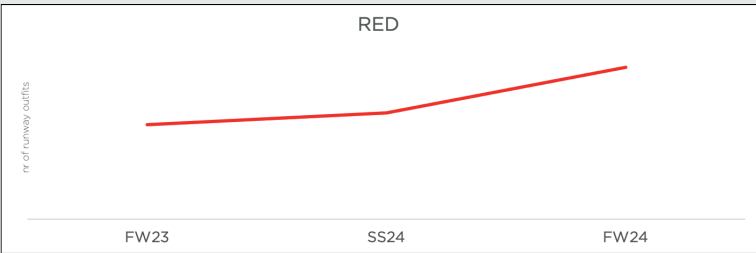


kim-shui-.jpg



david-koma.jpg

983
LOOKS



+61%
YEAR ON YEAR

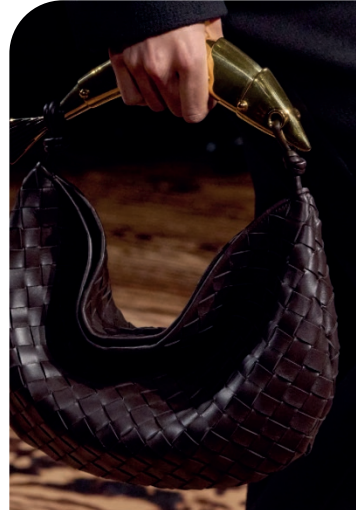


ACCESSORIES COLORS **INTENSE BROWN**

BIG TREND



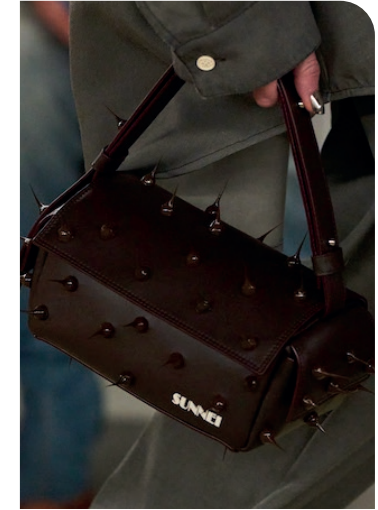
miu-miu-.jpg



bottega veneta 1.png



acne.jpg



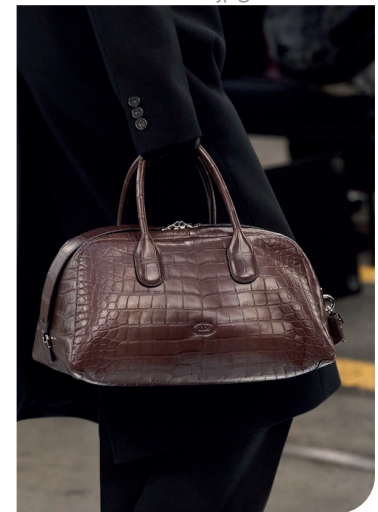
sunnei-.jpg



versace 6.png

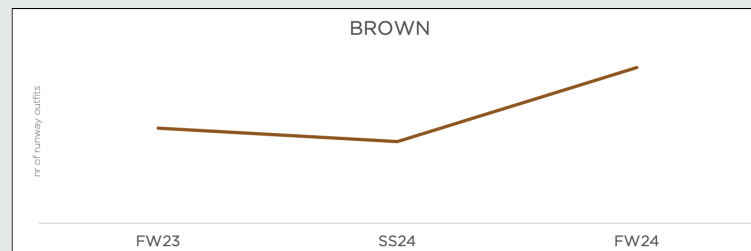


victoria-beckham.jpg



tods-.jpg

908
LOOKS



+64%
YEAR ON YEAR

ACCESSORIES COLORS **BEIGE**

STABLE TREND



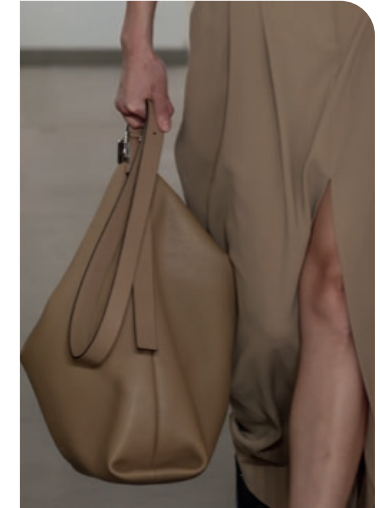
tods.jpg



fendi.jpg



ferragamo-.jpg



kors5.png



sacai-.jpg

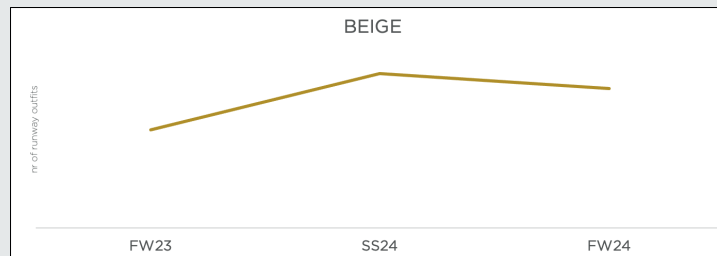


hermes-.jpg



vuitton.jpg

865
LOOKS



-4%
YEAR ON YEAR

ACCESSORIES COLORS **YELLOW TINTS**

SAFE TREND



ulla-johnson.jpg



miu-miu-.jpg



sunnei-.jpg



helen-anthony.jpg



ferragamo.jpg

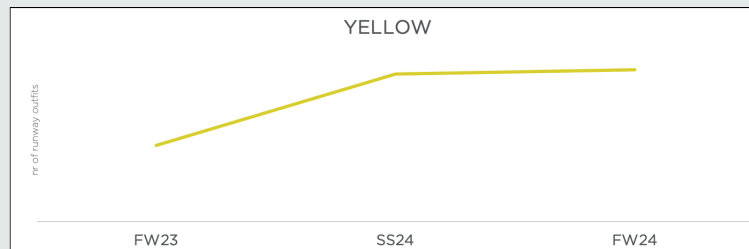


sandy-liang-.jpg



gucci-.jpg

689
LOOKS



+96%
YEAR ON YEAR

ACCESSORIES COLORS ARTISTOCRATIC NAVY

SAFE TREND



sportmax.jpg



tom-ford.jpg



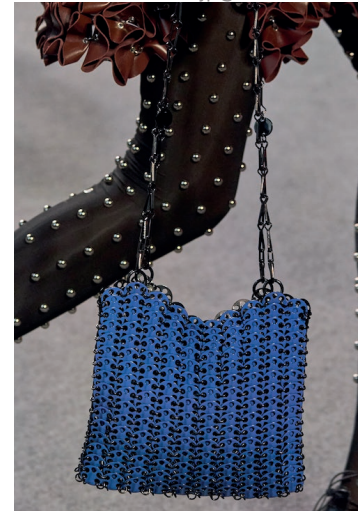
fendi.jpg



phillip.jpg



philosophy.jpg

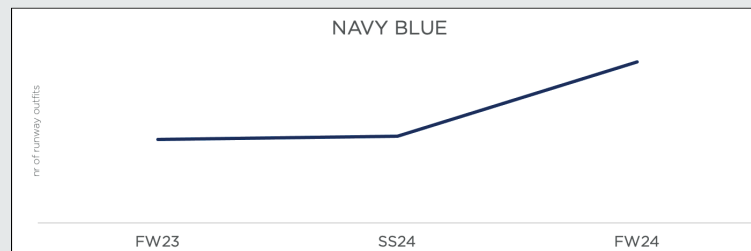


rabanne-.jpg



coach-.jpg

626
LOOKS



+93%
YEAR ON YEAR

ACCESSORIES COLORS AIRY BLUE

SAFE TREND



vivetta-.jpg



diesel.jpg



marco-rambaldi.jpg



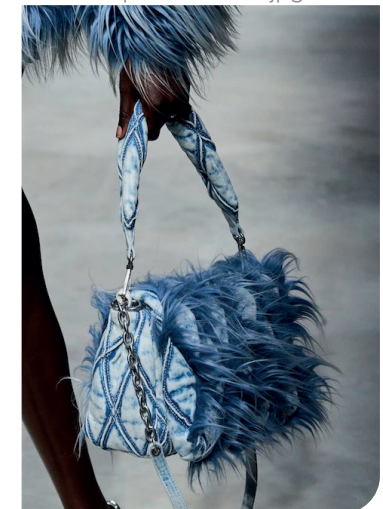
emporio-armani.jpg



david-koma-.jpg

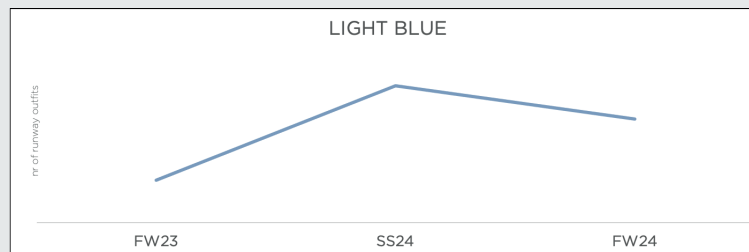


ALC -2.png



diesel.jpg

405
LOOKS



+144%
YEAR ON YEAR

ACCESSORIES COLORS **DREAMY PINK**

SAFE TREND



carven-.jpg



balmain-.jpg



tom-ford-.jpg



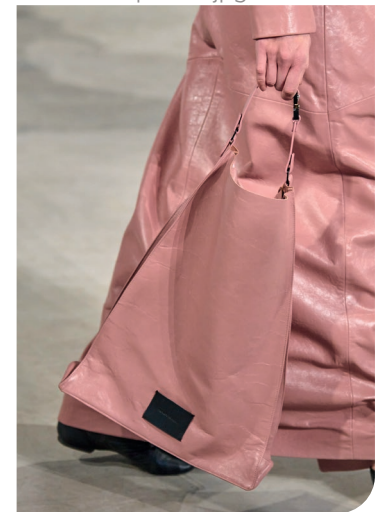
prada-.jpg



van-noten-.jpg

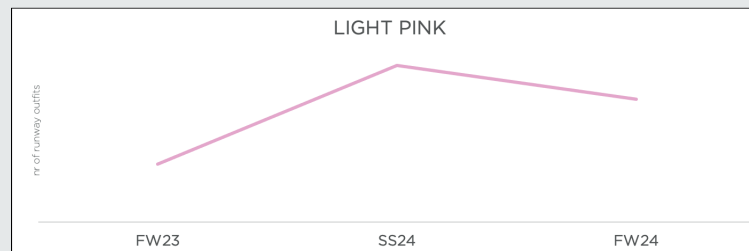


marco-rambaldi-.jpg



meruert-tolegen.jpg

360
LOOKS



+112%
YEAR ON YEAR

ACCESSORIES COLORS **HIGHLAND HUES**

SAFE TREND



fendi-.jpg



Staudt9.png



enfants-deprimes.jpg



Burberry.webp



ferragamo.jpg

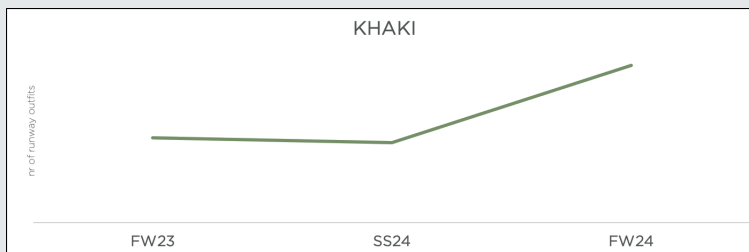


scervino.jpg



gucci-.jpg

358
LOOKS



+85%
YEAR ON YEAR

ACCESSORIES COLORS **BURGUNDY BLISS**

SAFE TREND



victoria-beckham-.jpg



ferragamo-.jpg



jil-sander.jpg



giada-4.png



gucci.jpg

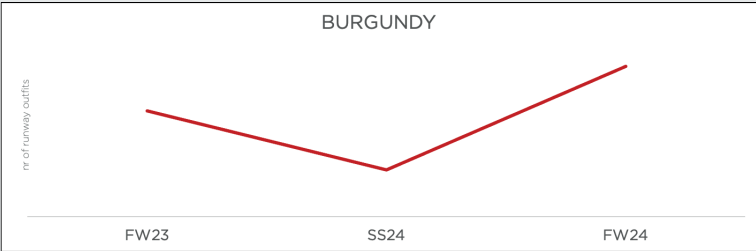


johanna ortiz6.png



ferragamo-.jpg

342
LOOKS



+42%
YEAR ON YEAR



ACCESSORIES COLORS **CYBER GREENS**

EDGY TREND



jil-sander-.jpg



off-white-.jpg



gucci.jpg



antonio-marras-.jpg



diesel-.jpg

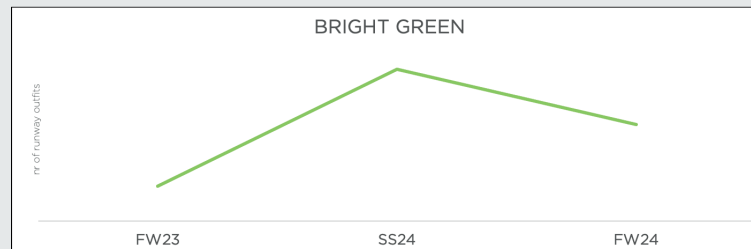


philosophy-.jpg



mithridate-.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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