



WOMENSWEAR
FW 2024
FASHION SHOWS
DENIM
TEXTILES &
MUST-HAVES



LIVETREND

FW24 DENIM INTRODUCTION



acne studios -3.jpg



vetements.jpg



stella-mccartney.jpg



coperni 6.jpg



FASHION SHOWS

Contemporary Edge & Sleek Sophistication. In the FW24 fashion shows, must-have denim styles showcased a blend of classic and innovative designs. Raw denims and coated styles emerged as frontrunners, exuding a contemporary edge and sleek sophistication. Full silhouettes continued to appear on the denim scene. For jean shapes, wide legs reigned and came in more classic pleated looks and cropped boyfriend silhouettes, which are adding a relaxed yet chic vibe. Skinny jeans saw a decline in popularity, but remained as a niche highlight for reminiscent 2010 aesthetics. Trucker jackets took a more 80s-inspired aesthetic, while chic long denim jackets proposed a new transitional and versatile hybrid. FW24's must-have denim pieces epitomized a fusion of timeless appeal with modern innovation, catering to the diverse tastes of fashion enthusiasts.

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 FW23 fashion shows. Find the relating icons & stamps on the last slide. They are organized by visibil-

[ACCESS ALL IMAGES
CLICKING HERE](#)

FW24 DENIM TEXTILES

RAW REFINED



loro piana -12.png



cecilie-bahnsen.jpg



versace-.jpg



courreges-.jpg



max-mara.jpg



romeo-hunte-.jpg



tory-burch-.jpg

FW24 DENIM TEXTILES

COATED



acne.jpg



concept korea4.png



mm6-.jpg



diesel-.jpg



Silvia tcherassi5.png



alain paul -1.jpg



mark-fast-.jpg

FW24 DENIM TEXTILES

GLIMMER & GLITZ



vetements-.jpg



versace2.png



eytys -9.png



stella-mccartney-.jpg



des phemmes-7.png



Fiorucci 10.png



etro-.jpg

FW24 DENIM TEXTILES

BLEACHED-OUT



aknvas10.jpg



margiela3.png



vacquera5.png



eckhaus-latta.jpg



christian weijnants -7.png



schiaparelli -6.png



aknvas -1.png

FW24 DENIM TEXTILES

DUOTONES



chloe-.jpg



gauchere6.jpg



paula canovas 6.png



elisabetta-franchi-.jpg



rentrayage -1.png



lutz hulle2.jpg



teurn studio -5.png



WOMENSWEAR
FW 2024
FASHION SHOWS
DENIM
MUST-HAVES



LIVETREND

SAFE TREND

+19%
YOY GROWTH

FW24 **WIDE BOYFRIEND**



coach.png



victoria thomas2.png



eytys -7.png



blumarine.png



peter patrov5.png



concept korea7.png



Rag & Bone7.png

SAFE TREND

+19%
YOY GROWTH

FW24 **CHIC WIDES**



rowenrose 11.png



zimmermann-.jpg



molly goddard3.png



victoria-beckham.jpg



Seafarer 6.png



chloe.jpg



Rag & Bone1.png

STABLE TREND

+6
YOY GROWTH

FW24 DENIM STYLES



moschino3.jpg



peter petrov2.png



versace12.jpg



courreges-.jpg



sea ny -1.png



Plan C -8.png



zimmermann4.jpg

SAFE TREND

+160
YOY GROWTH

FW24 COATED LOOKS



acne studios -3.jpg



charms.jpg



helmut lang3.jpg



acne-.jpg



proenza shouler_2.png



jitrois -4.png



aknvas -2.png

DECLINING

FW24 **SUPER SLIM**



MiuMiu 14.jpg



knwls.png



diesel.jpg



MiuMiu 16.jpg



ottolinger.jpg



eytys -14.png



retrofete.jpg



rochas -12.png



dior 7.jpg



retrofete3.jpg



zimmermann11.jpg

OTHER HIGHLIGHTS



almeida8.jpg



ixos 7.png

LONG JACKETS

80s TRUCKER

XL FOLDS

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

THANK YOU!

You may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit any such content, nor may you distribute any part of this content over any network, sell or offer it for sale, or use such content to construct any kind of database. You may not alter or remove any copyright or other notice from copies of the content on any Livetrend report.

If you have further needs, please contact us via chat.