



**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. Truckers 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



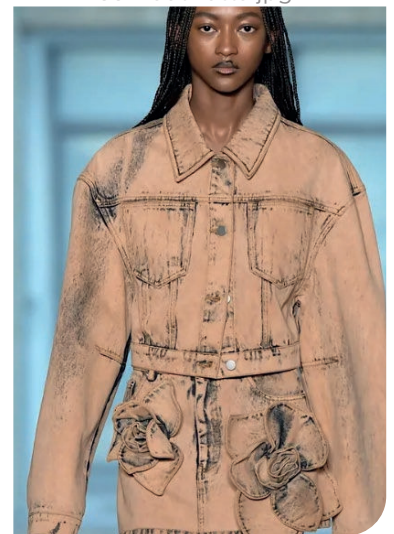
eckhaus-latta.jpg



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

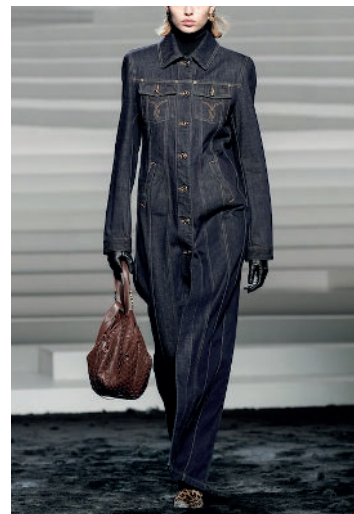
## FW24 DENIM STYLES



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

## OTHER HIGHLIGHTS



rochas -12.png



dior 7.jpg

### LONG JACKETS



retrofete3.jpg



zimmermann11.jpg

### 80s TRUCKER



almeida8.jpg



ixos 7.png

### 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 COM-  
MERCIAL POTENTIAL



### TEST

A STATEMENT PRODUCT WITH  
GROWING PERSPECTIVE BUT  
SMALLER MAGNITUDE AND  
HIGHER RISK

DENIM

WOMENSWEAR

FASHION SHOWS

FALL/WINTER 2024



**DATA** TO DRIVE

01 **CREATIVITY**

02 **STRATEGY**

03 **SUSTAINABILITY**



LIVETREND

**THANK YOU!**

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