



WOMENSWEAR
FW 2024
FASHION SHOWS
KNITWEAR
STITCHES &
MUST-HAVES



LIVETREND

FW24 KNITWEAR INTRODUCTION



jil-sander-.jpg



jw-anderson-bks-f24-117.jpg



phillip-lim.jpg



FASHION SHOWS

A new tenderness. The FW24 fashion shows displayed a captivating array of knitwear styles, offering a blend of heritage classics and new tenderness. For stitches, basic cable knits proposed new basics, while barely-there gauze knits created more delicate basics. Super-soft mohair and intricate pointelle or crochet openworks enhanced this more tender allure as well. Designers moved away from drop needle grunge and hole openworks, opting for a more refined aesthetic. Slinky dresses, cardigans, and slouchy sweaters emerged as essential pieces, offering elegant comfort. Asymmetric silhouettes took center stage, with designers integrating knots, drapes, and fold-over styles. Additionally, shorts in sets made a statement as a bold yet chic ensemble option, highlighting the versatility and innovation of the FW24's knitwear range.

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. They are organized by visibility.

**ACCESS ALL IMAGES
CLICKING HERE**

FW24 KNITWEAR **STITCHES**

TIMELESS CABLES



jil-sander-.jpg



fendi-.jpg



nehera -2.png



marant.jpg



undercover 2.png



moschino-.jpg



chanel-.jpg

FW24 KNITWEAR **STITCHES**

SHAGGY KNITS



genny3.jpg



stella-mccartney.jpg



missoni 2.jpg



sacai -5.jpg



phillip-lim-.jpg



burberry5.jpg



marant.jpg

FW24 KNITWEAR **STITCHES**

SUPERSOFT MOHAIR



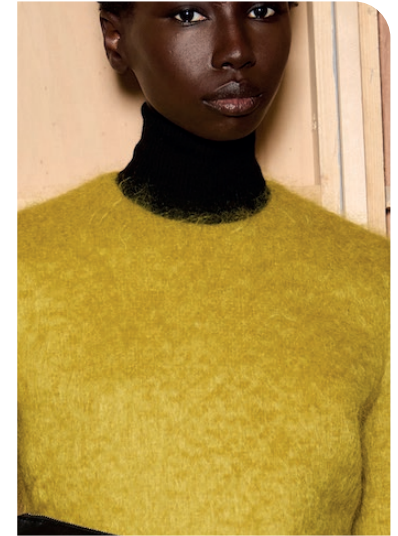
auralee7.png



blumarine-.jpg



givenchy.jpg



gauchere-.jpg



16arlington-.jpg



by marlene birger 3.png



jw-anderson-.jpg

FW24 KNITWEAR **STITCHES**

TENDER OPENWORK



blumarine2.jpg



alonso rojas4.jpg



ulla-johnson-.jpg



rojas-.jpg



marco-rambaldi_.jpg



msgm-.jpg



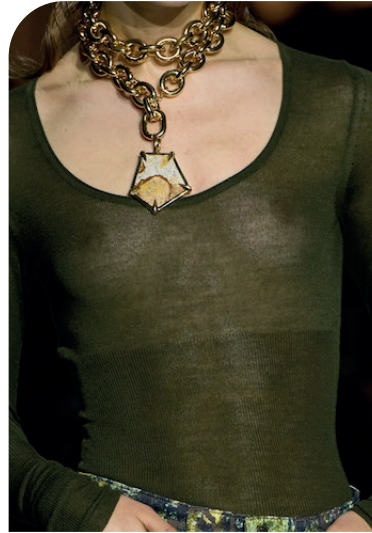
yuhan-wang-.jpg

FW24 KNITWEAR **STITCHES**

SUBTLE GAUZE



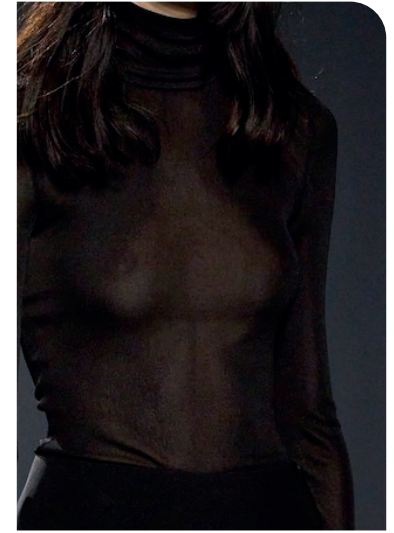
Didu 22.png



roberto-cavalli-.jpg



gcds.png



16arlington-.jpg



sportmax-.jpg



philosophy -3.png



zimmermann12.jpg

FW24 KNITWEAR **STITCHES**

DROP NEEDLE



jason wu_9.jpg



ru1.1.png



demeulemeester.jpg

ARTSY OPEN



gabriela hearst-5.jpg



zimmermann.jpg



biagiotti-.jpg



WOMENSWEAR
FW 2024
FASHION SHOWS
KNITWEAR
MUST-HAVES



LIVETREND

BIG TREND

1349
LOOKS

FW24 JUMPER



bottega veneta -11.jpg

HIGH-NECK



anteprima6.jpg



philosophy-.jpg



alainpaul-.jpg

ELEGANT FOLD



christian weijnants -12.png



jason wu_2.jpg

STABLE TREND

250
LOOKS

FW24 **CARDIGAN**



chloe3.jpg



prada.jpg



rochas -21.png



ferragamo 2.jpg



simkhai 5.png



no21_3.jpg

PRIM ROUND-COLLAR

XL GRANDPA

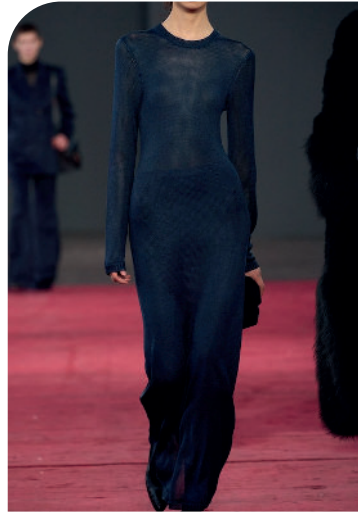
STABLE TREND

220
LOOKS

FW24 **SLINKY KNIT DRESS**



tom ford-7.jpg



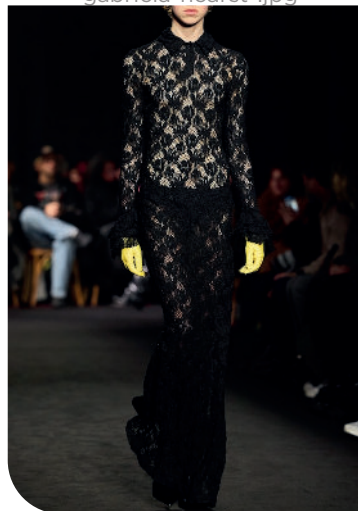
gabriela-hearst-.jpg



Didu 21.png



fendi8.jpg



msgm-2.jpg



isabel marant -13.jpg



Staudt19.png

SAFE TREND

167
LOOKS

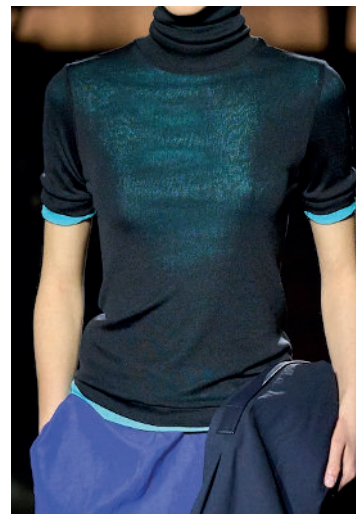
FW24 **SIMPLE TURLENECK**



fendi1.jpg



versace-.jpg



miyake-.jpg



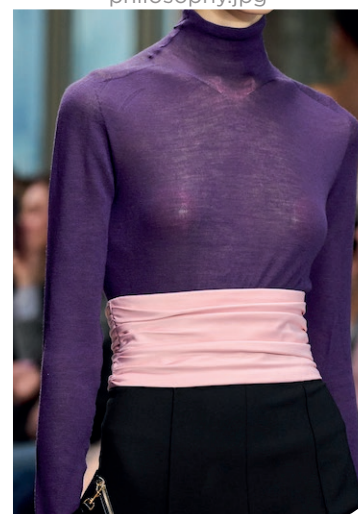
philosophy.jpg



prada3.png



max-mara-.jpg



herrera.jpg

STABLE TREND

122
LOOKS

FW24 **ASYMMETRIC**



ferragamo -5.jpg



christian weijnants -4.png



etro -7.png



bottega veneta -3.jpg



courreges-.jpg



miyake-.jpg



manoogian 2.png



patou-.jpg

CHUNKY SWEATER



des phemmes-3.png



marco-rambaldi-.jpg

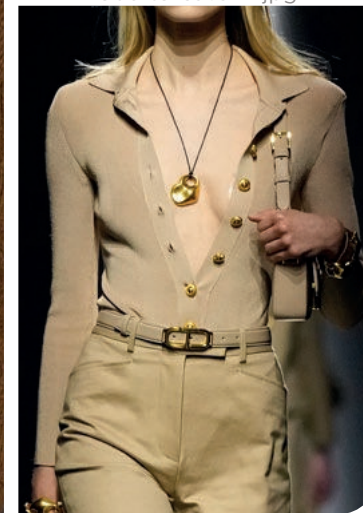


gucci-.jpg

SLIM ESSENTIAL



roberto-cavalli-.jpg



tom ford2.png

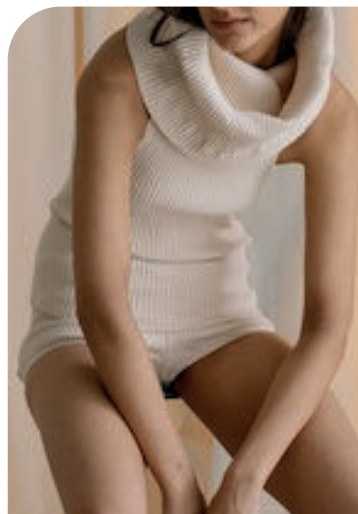
EDGY TREND

111
LOOKS

FW24 **SHORTY (SET)**



versace15.jpg



hope for flowers -2.png



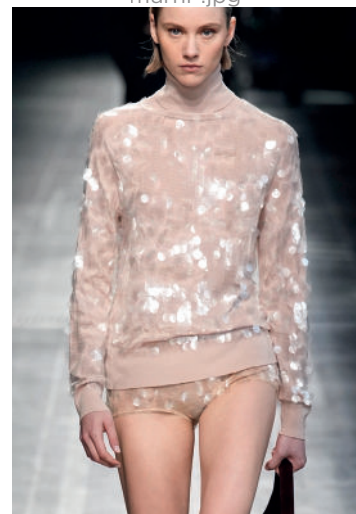
marni-.jpg



casablanca-.jpg



gucci-.jpg



scervino-9.jpg



elisabetta-franchi.jpg



tokyoj_ames3.jpg



rowenrose 16.png

LADY-LIKE SET



mcmanus2.jpg



lapointe_2.jpg

CATSUIT



philosophy-.jpg



ferragamo 1.jpg

DEEP PLUNGE

OTHER HIGHLIGHTS

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



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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