



**WOMENSWEAR**  
**FW 2024**  
**FASHION SHOWS**  
**KEY MATERIALS**



LIVETREND



# FW24 MATERIALS INTRODUCTION



christian weijnants -16.png



cecilie-bahnsen-.jpg



etro-.jpg



## FASHION SHOWS

**Timeless Tactility.** The FW24 fashion shows unveiled a diverse range of materials, with tender sheers, leather, and textured fabrics taking center stage. These materials exuded sophistication and softness, elevating the tactile experience of the garments to a new level. Knits emerged as a standout material, showcasing new shaggy qualities and manifesting luxurious gauze styles, that are providing both warmth and elegance. Textured woolen styles and cable knits manifested as classic materials that exude timelessness and promise durability. As a contrast to those essentials, smooth velvets added a touch of opulence, while vinyl brought a stylish edge to the collections. While a lot of the season's leading materials remained intricate, the previous collections' glitters saw a decline in popularity, as designers opted for more refined and understated finishes. FW24 presented a captivating blend of textures, offering a tactile journey through sophistication and luxury in fashion materials.

*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**



# KEY MATERIALS EMBELLISHED



prada2.jpg



melke-.jpg

## DAINTY BOWS

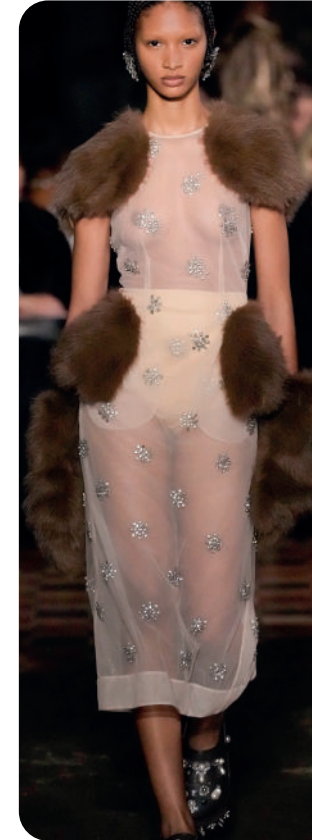


aknvas9.jpg



blumarine.jpg

## FLORAL FEATURES



simone rocha.jpg

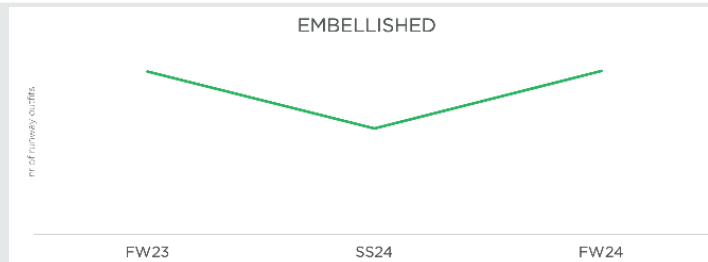


msgm-.jpg

## TENDER GLITZ

BIG TREND

**2437**  
LOOKS



**+0%**  
YEAR ON YEAR



# KEY MATERIALS **KNITS**



aknvas1.jpg



max-mara-.jpg

## CHIC CABLES

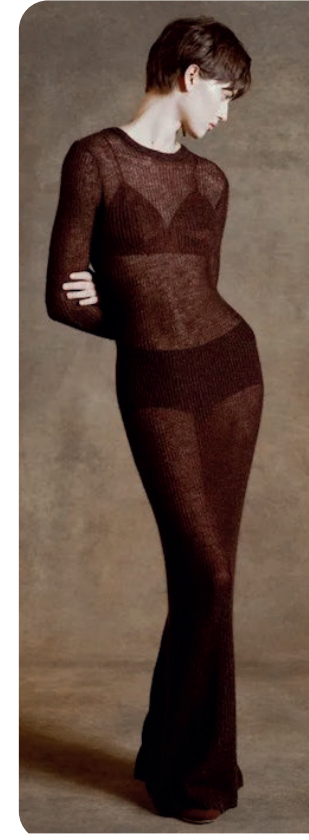


burberry5.jpg

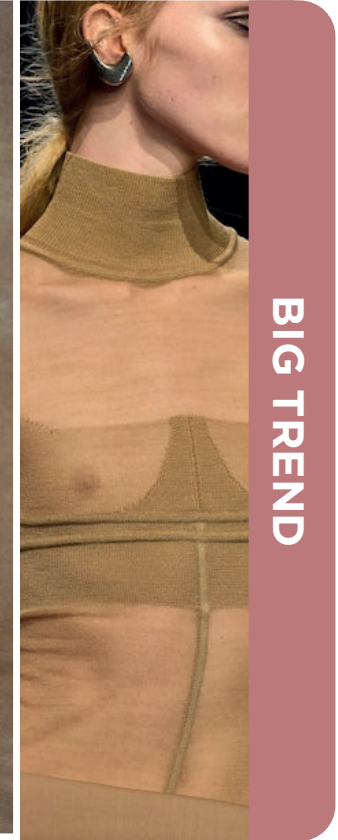


demeulemeester.jpg

## SHAGGY NOMADS



Staudt19.png

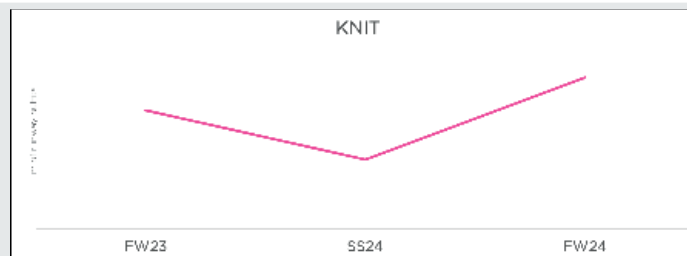


sportmax-.jpg

## MODERN GAUZE

**BIG TREND**

**2353**  
LOOKS



**+28%**  
YEAR ON YEAR



# KEY MATERIALS **LEATHER**



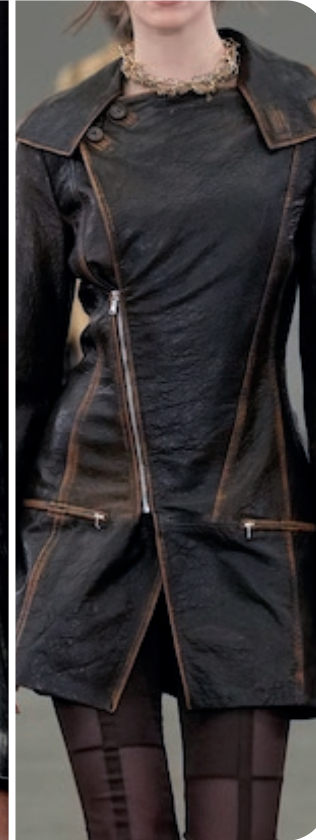
fendi.png



hermes-.jpg



gcds-.jpg



KNWLS3.jpg



nina ricci -2.png



tory-burch-.jpg

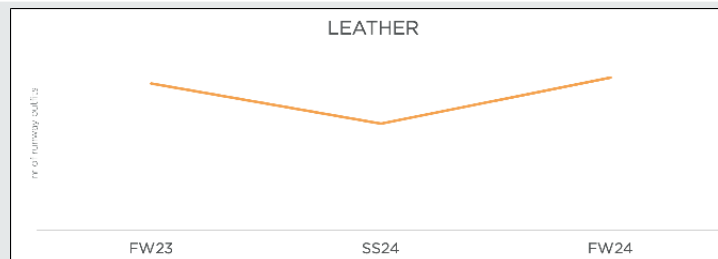
**BIG TREND**

**SLEEK & CLEAN**

**HEAVY DUTY**

**EXOTIC EMBOSSED**

**1323**  
LOOKS



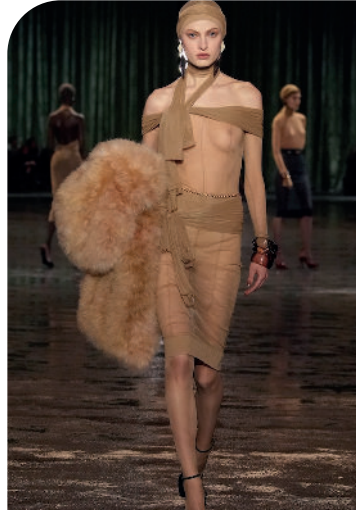
**+4%**  
YEAR ON YEAR

# KEY MATERIALS **SHEER**

## STABLE TREND



helmut lang1.jpg



YSL -14.jpg



del-core.jpg



vivetta2.jpg



chloe1.jpg

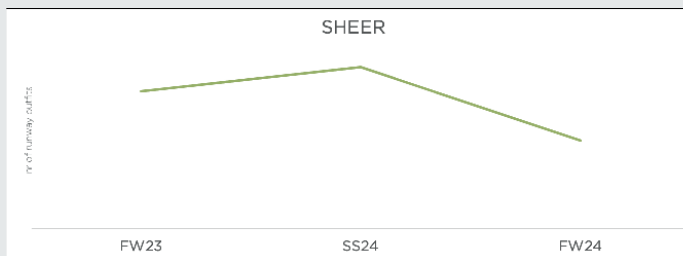


carven -5.jpg



coperni-.jpg

**872**  
LOOKS



**-36%**  
YEAR ON YEAR



# KEY MATERIALS **FUZZY**



shiatzy chen6.jpg



erdem 3.png

**FIL COUPÉ**



MiuMiu 15.jpg



acne.jpg

**ALMOST REAL**



retrofete6.jpg

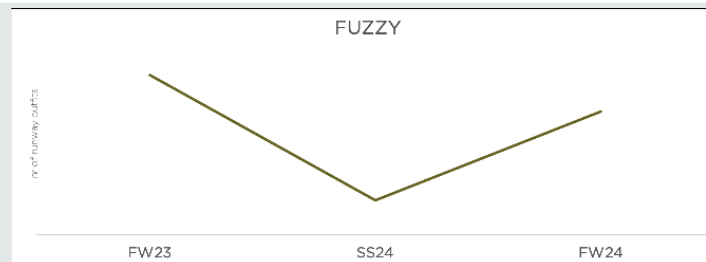


erdem-.jpg

**FULL FEATHER**

**STABLE TREND**

**744**  
LOOKS



**-23%**  
YEAR ON YEAR



# KEY MATERIALS SHINE & SPARK

DECLINING



giambattista valli -7.jpg



retrofete.jpg



versace19.jpg



stella-mccartney-.jpg



louis vuitton 5.jpg

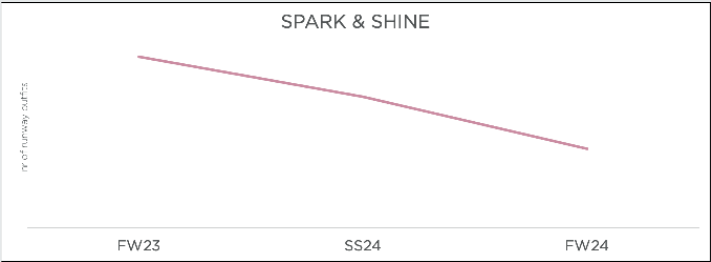


aknvas5.jpg



Proenza-Schouler.jpg

668  
LOOKS



-53%  
YEAR ON YEAR



# KEY MATERIALS **TEXTURED**



miu-miu-.jpg



acne.jpg

## CURATED CREASE



no21 2.jpg



jw-anderson.jpg

## HERITAGE BOUCLÉ



sara wong1.jpg

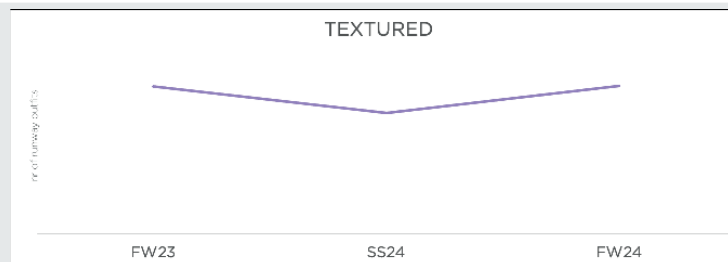


schiaparelli -17.png

## BRUSHED WOOL

STABLE TREND

**635**  
LOOKS



**+1%**  
YEAR ON YEAR



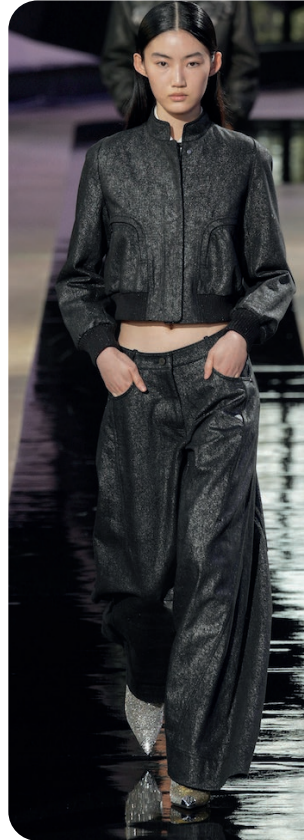
# KEY MATERIALS **DENIM**



coperni 6.jpg



versace-.jpg



shiatzy chen2.jpg



vetements.jpg



helmut lang3.jpg



acne-.jpg

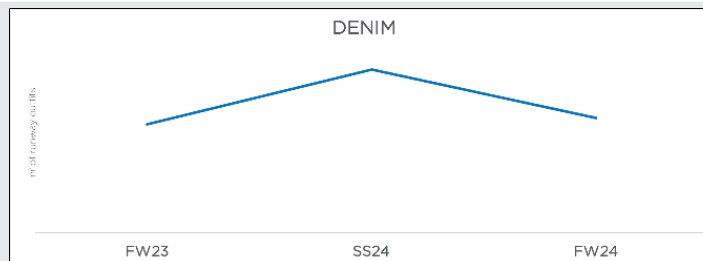
STABLE TREND

## ELEGANT RAW

## SHIMMERS

## COATED

**558**  
LOOKS



**+6%**  
YEAR ON YEAR



# KEY MATERIALS **VELVET**

## STABLE TREND



gucci6.jpg



roland mouret 6.png



rachel comey -1.png



mithridate.jpg



popova.jpg

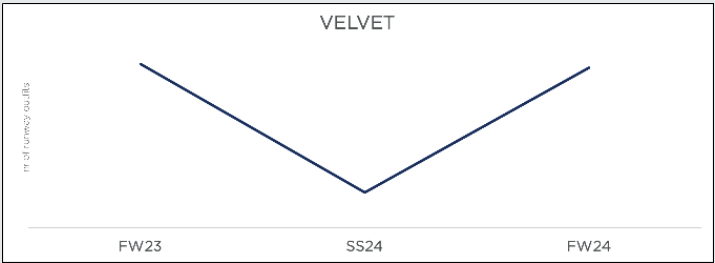


roberto-cavalli.jpg



marco-rambaldi.jpg

**341**  
LOOKS



**-2%**  
YEAR ON YEAR



# KEY MATERIALS **VINYL**

## EARLY SIGN



chloe4.jpg



philosophy -6.jpg



msgm.jpg



courreges-.jpg



marco-rambaldi.jpg

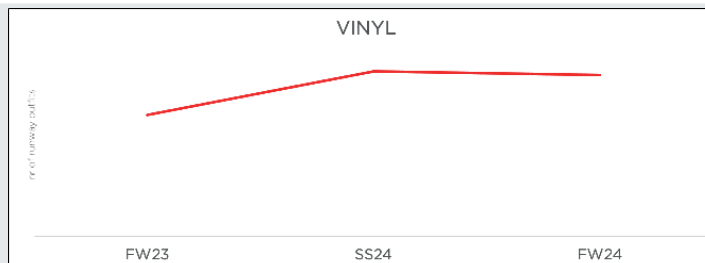


isabel marant -9.jpg



maxwell4.png

**48**  
LOOKS



**+33%**  
YEAR ON YEAR





msgm-.jpg



prada-.jpg

## SATIN JACQUARD



popova-.jpg



prada-.jpg

## VELVET DÉVORÉ

## OTHER HIGHLIGHTS



vuitton-.jpg



ottolinger-.jpg

## FUTURE SPORT



# 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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