



WOMENSWEAR
FW 2024
FASHION SHOWS
KEY PATTERNS



LIVETREND

FW24 PATTERNS INTRODUCTION



kilian-kerner-.jpg



LOEWE.jpg



christian-dior-.jpg



FASHION SHOWS

Ladies & Gentlemen. The FW24 fashion shows unveiled a striking array of prints, showcasing a significant increase of +32% from the previous season, totaling a remarkable 4714 patterned styles. Interestingly, some prints scream very feminine like cheetah and florals and some are distinctly masculine, like plaid and pinstripe. For FW24, florals took center stage, ranging from delicate ditsy bouquets to bold and modern contrasts, proposing versatility. Checks delved into the realm of plaids and tailored classics, adding a timeless sophistication. Leopard print emerged as a standout, exuding fierce confidence and style. Pinstripes experienced a surge in popularity, while other types of stripes saw a decline. Artistic prints evolved into more abstract and gritty styles, incorporating brushstroke effects. Innovations included the introduction of cyber graffiti prints, injecting a sense of edgy urban flair into the season's designs.

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](#)

TOP PATTERNS **FLORALS**



jason wu_13.jpg



jil-sander-.jpg



valli.jpg



_blumarine2.jpg



MiuMiu 8.jpg



Nina-Ricci-.jpg

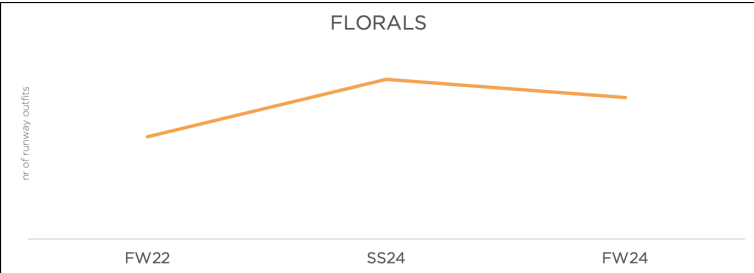
BIG TREND

DARK ORCHARD

DAINTY DARLINGS

MODERN DUOTONE

1305
LOOKS



+38%
YEAR ON YEAR



TOP PATTERNS CHECKS



chloe15.jpg



burberry6.png



n-21.jpg



margaret howell-6.png



maryling.jpg



erdem.jpg

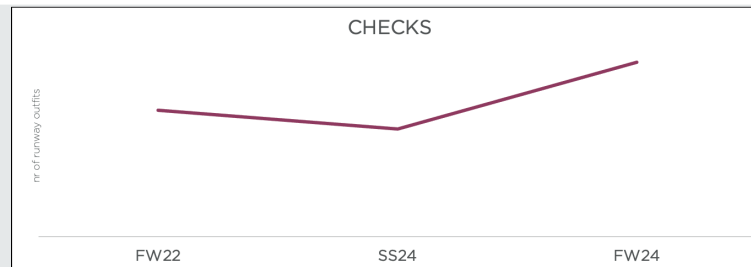
BIG TREND

HIGHLAND PLAID

CLASSIC TAILORED

HOUNDSTOOTH

521
LOOKS



+38%
YEAR ON YEAR

TOP PATTERNS PINSTRIPES

SAFE TREND



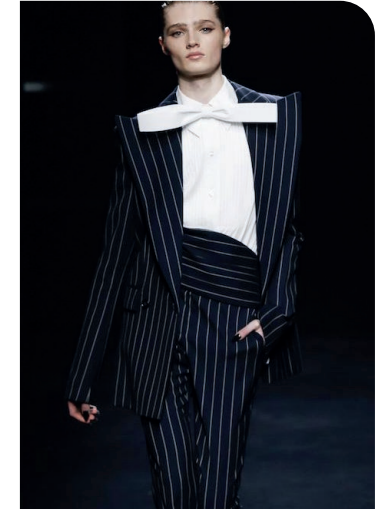
ulla-johnson-.jpg



kobi halperin2.jpg



max-mara-.jpg



Nina-Ricci-.jpg



lutz-huelle-.jpg

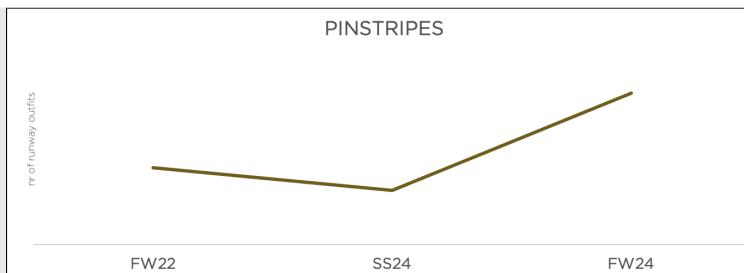


retrofete-.jpg



maje 2.png

263
LOOKS



+96%
YEAR ON YEAR

TOP PATTERNS ARTY



mame-kurogouchi.jpg



antonio marras- 5.jpg



msgm-.jpg



altuzarra.jpg



kronthaler.jpg



acne.jpg

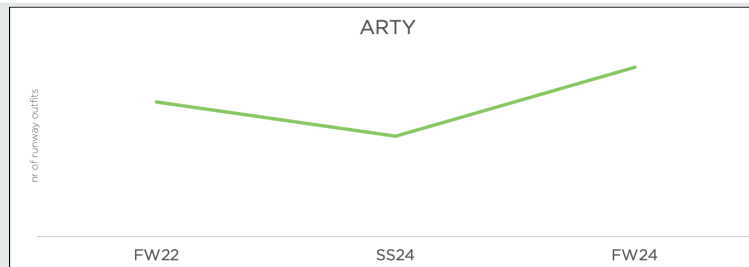
SAFE TREND

GRITTY SPRECKLE

BRUSHSTROKE

COLLAGE CRAZE

183
LOOKS



+26%
YEAR ON YEAR

TOP PATTERNS **LEOPARD LADY**

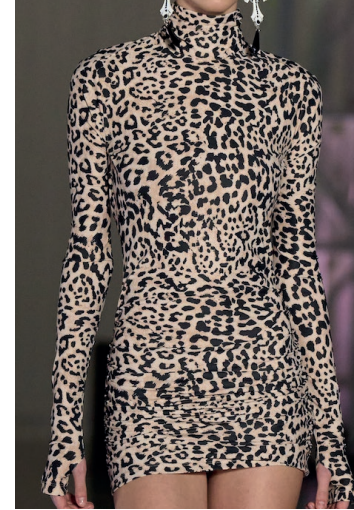
SAFE TREND



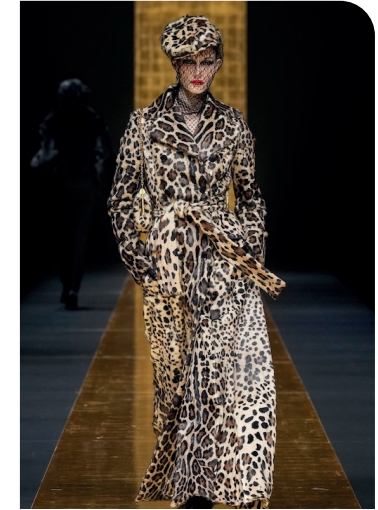
alaia -20.png



teurn studio -3.png



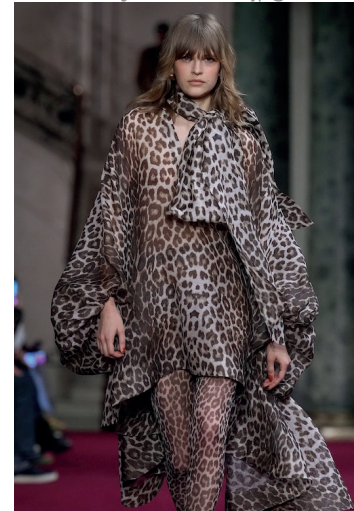
aniye-records-.jpg



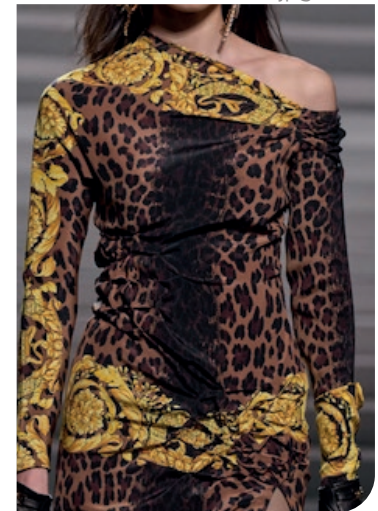
Dolce & Gabbana3.jpg



n-21.jpg

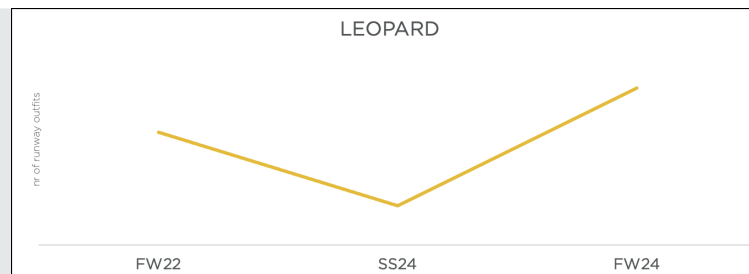


zimmermann1.jpg



versace 10.png

109
LOOKS



+39%
YEAR ON YEAR

TOP PATTERNS **STARS**

EARLY SIGN



emporio-armani.jpg



emporio-armani-.jpg



bode -10.png



alessandro-enriquez.jpg



off white -5.png

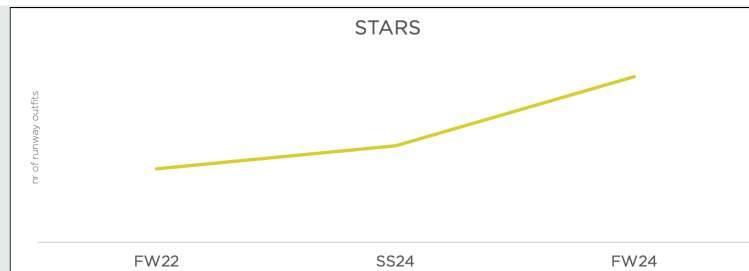


altuzarra_12.png



coach-.jpg

87
LOOKS



+126%
YEAR ON YEAR

TOP PATTERNS **HIDDEN HUMANS**

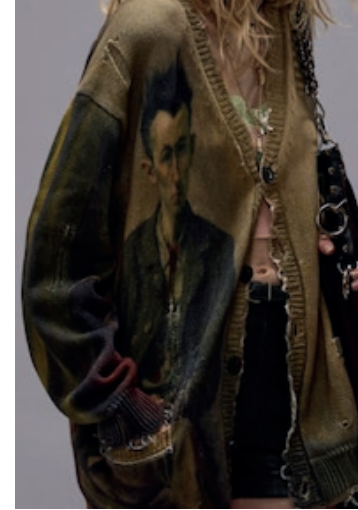
EARLY SIGN



fendi7.png



mugler.jpg



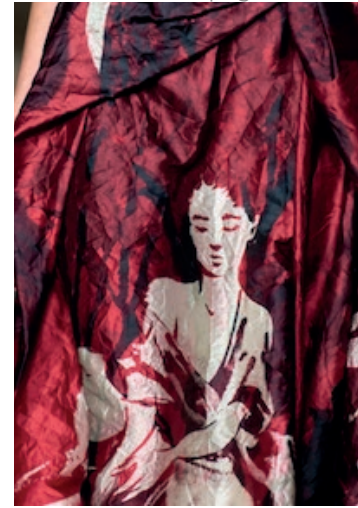
R13 -24.png



wiederhoeft-.jpg



puppets & puppets4.jpg

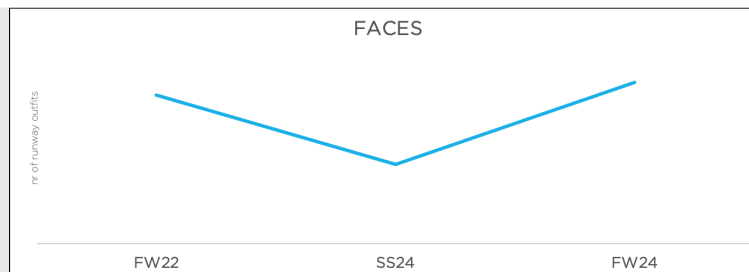


erdem 2.png



sportmax1.png

66
LOOKS



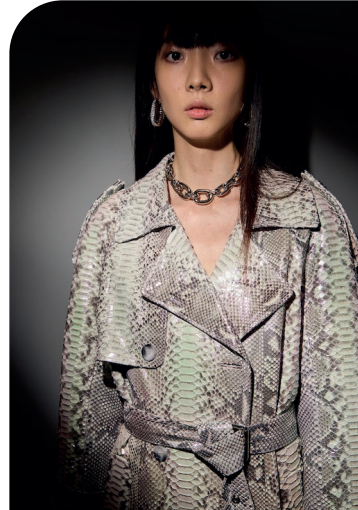
+140%
YEAR ON YEAR

TOP PATTERNS **EXOTIC SKINS**

EARLY SIGN



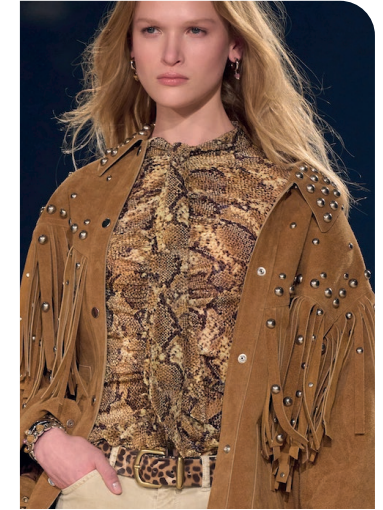
marine serre -8.jpg



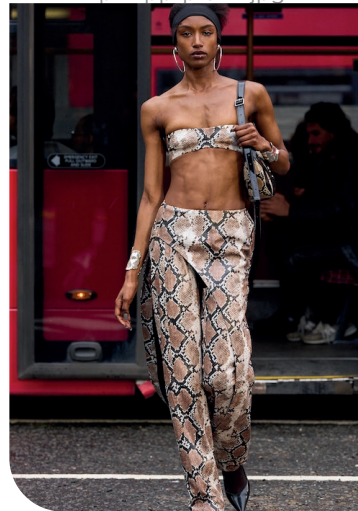
philipp-plein-.jpg



phillip.jpg



marant-.jpg



srvc10.jpg

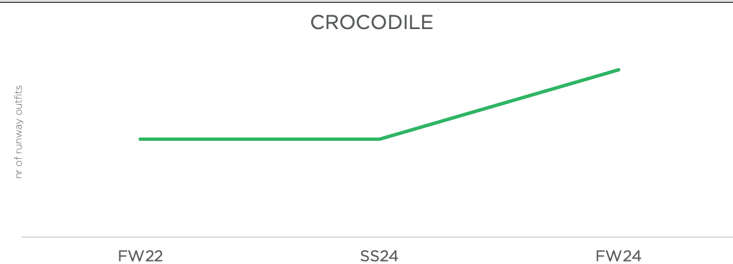


victoria-tomas-.jpg



benjamin bemoyal -8.png

58
LOOKS



+71%
YEAR ON YEAR



Loewe-.jpg

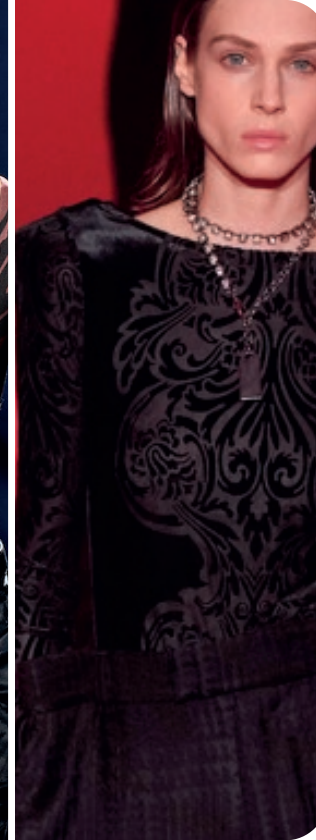


16arlington.jpg

PET PRIDE



etro.jpg



vetements 1.png

NEO TRIBAL

OTHER HIGHLIGHTS



mark-fast-.jpg



diesel-.jpg

Y2K GRAFFITI

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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