



**WOMENSWEAR**  
**FW 2024**  
**FASHION SHOWS**  
**MUST-HAVE**  
**TOPS**



LIVETREND

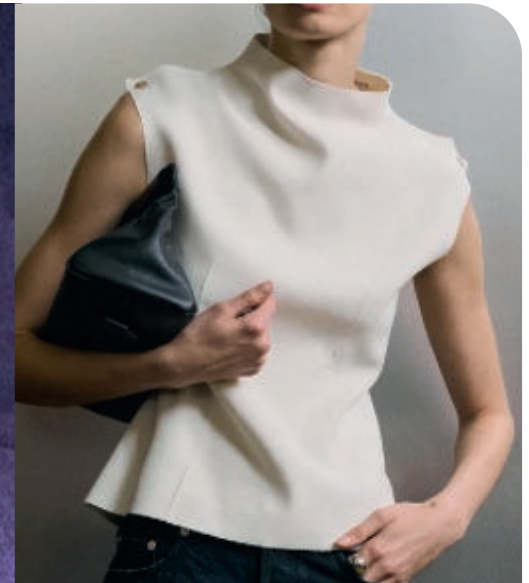
# FW24 TOPS INTRODUCTION



coperni-.jpg



christopher esber -6.png



armarium -6.png



## FASHION SHOWS

**Sophisticated Femininity & Casual Chic.** The FW24 fashion shows' must-have tops offer a diverse range of styles. Shirts took the lead with silky smooth textures, sheer fabrics, and masculine corporate interpretations, exuding sophistication and versatility. Sheer blouses gained momentum, often featuring neck-ties for an added flair and femininity. With the prevalence of sheer fabrics, the popularity of bralettes surged once again, adding a touch of sensuality to the season. Femininity was further explored in draped tops, where elegant off-shoulder designs and asymmetrical options prevailed, adding a hint of dreaminess to the looks. Casual hoodies made a comeback, reflecting a more relaxed yet stylish vibe, while reworked tees emerged in layers, elegant options, or polo styles, offering a sporty yet classy feel. FW24's must-have tops showcased a blend of sophistication, femininity, and casual chic, catering to the diverse needs and preferences 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.*

**ACCESS ALL IMAGES  
CLICKING HERE**



BIG TREND

**+29%**  
YOY GROWTH

FW24 **SHIRTING**



christopher esber -14.png

**SILKY SMOOTH**



etro-.jpg



acne-.jpg



bottega veneta 20.png

**MEN'S CORPORATE**



des phemmes-8.png



eytys -4.png

SAFE TREND

**+79%**  
YOY GROWTH

FW24 **HOODIES**



ester manas8.jpg



kors-.jpg



tory-burch.jpg



elisabetta-franchi-.jpg



alainpaul-.jpg



van-noten-.jpg



eytys -8.png



STABLE TREND

**+6%**  
YOY GROWTH

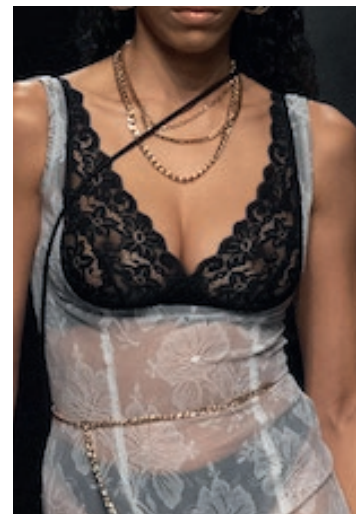
## FW24 UNDERWEAR OUT



yuhan-wang.jpg



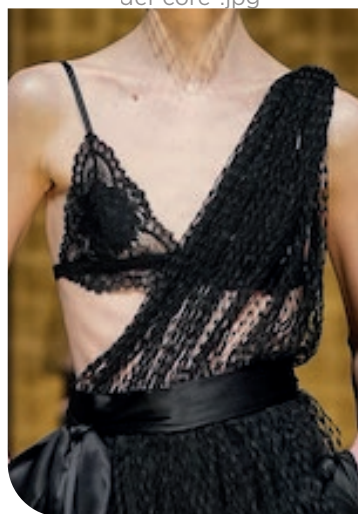
del-core-.jpg



rebekka-ruetz.jpg



gcds-.jpg



Dolce & Gabbana4.jpg



gucci-.jpg



des-phemmes-.jpg



STABLE TREND

**+13%**  
YOY GROWTH

FW24 **SHEER TOPS**



etro-jpg



laquan smith1.png



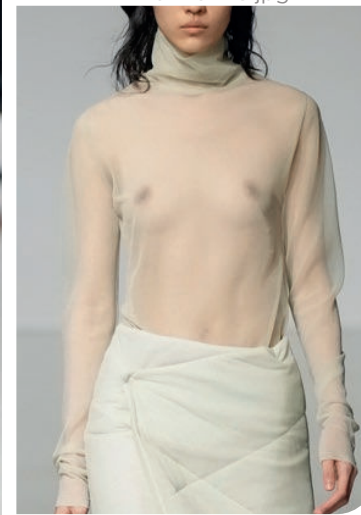
retrofete.jpg



chloe21.jpg



zimmermann8.jpg



gauchere 4.png

BARELY-THERE SHIRTS

TENDER BLOUSE



SAFE TREND

**+59%**  
YOY GROWTH

## FW24 NEW TAKE ON T-SHIRTS



ottolinger 1.jpg

### LAYERED TEES



interior4.png



eytys -2.png



tods-.jpg

### ELEGANT LOOKS



stella-mccartney.jpg



alaia -3.png



STABLE TREND

**+12%**  
YOY GROWTH

## FW24 NECK-TIE BLOUSE



zimmermann-.jpg



rojas-.jpg



ulla-johnson-.jpg



YSL -.png



retrofete-.jpg



burberry-.jpg



rowenrose 9.png



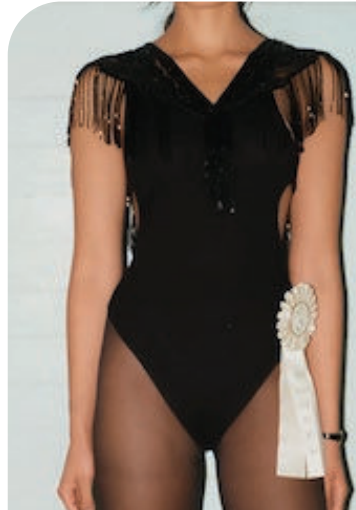
SAFE TREND

**+84%**  
YOY GROWTH

FW24 **BODIES**



paloma wool.jpg



bode -28.png



junna-.jpg



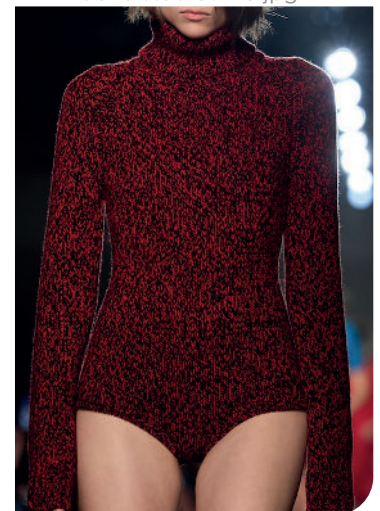
acne studios -10.jpg



fendi-.jpg



acne-.jpg



n-21.jpg



SAFE TREND

**+108%**  
YOY GROWTH

## FW24 **SPORTY POLOS**



ferrari -2.png



Ambush 10.png



paloma wool.jpg



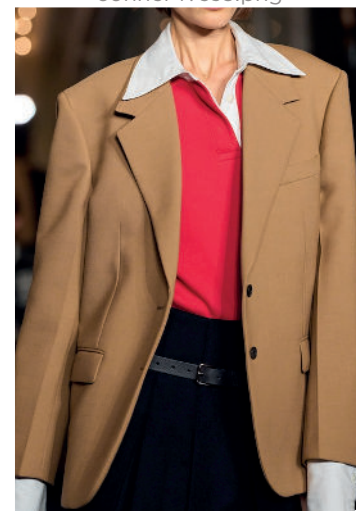
conner ives3.png



lacoste-.jpg



elisabetta-franchi.jpg



hilfiger-.jpg



SAFE TREND

**+100%**  
YOY GROWTH

FW24 **TAILORED**



hellessy-.jpg

CLASSIC VEST



ALC -8.png



maje 1.png



maitrepierre.jpg

TUBE STYLE



ulla-johnson-.jpg



Staudt11.png



STABLE TREND

**+5%**  
YOY GROWTH

FW24 **DRAPED STYLES**



anderson2.jpg

ASYMMETRIC



Didu 17.png



zimmermann14.jpg



tods-.jpg

CHIC OFF SHOULDER



lutz-huelle.jpg



holzweiler-6.jpg



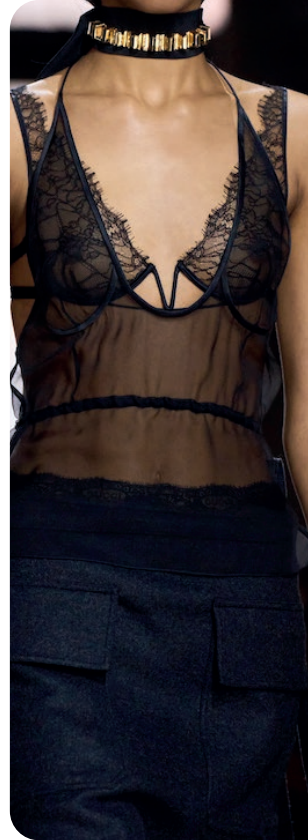


valentino -1.jpg

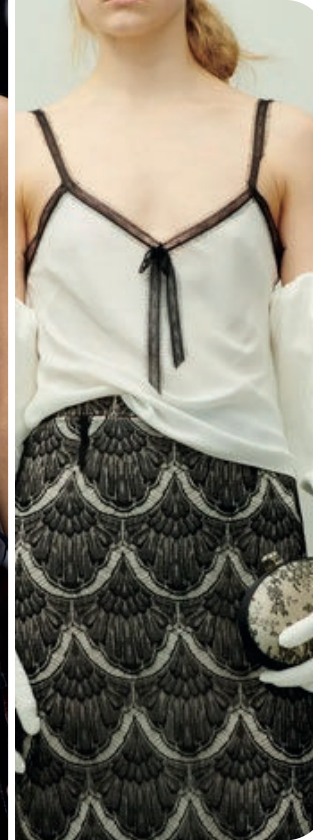


sportmax12.jpg

## MINIMAL TAILORED



gucci.jpg



rochas -19.png

## DELICATE CAMIS



fendi6.jpg



acne studios -1.jpg

## HIGH NECKS

## 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

# THANK YOU!

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