

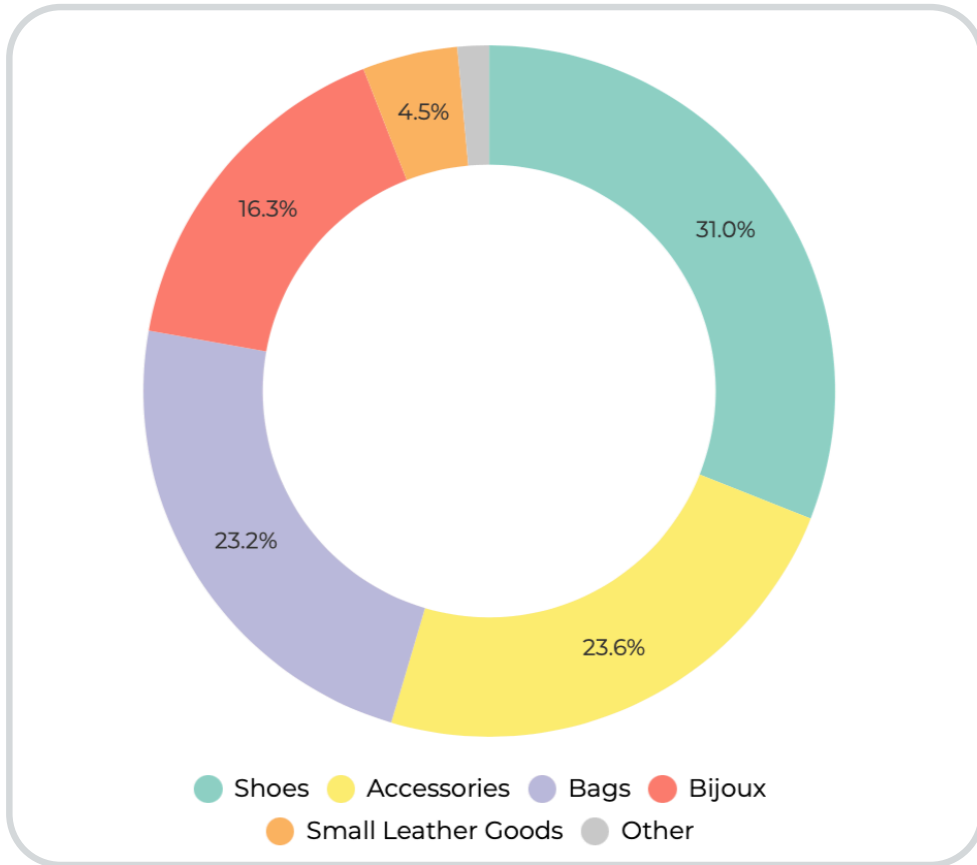


**WOMENSWEAR**  
SS 2024  
RETAIL RADAR  
CEREMONY  
**BAGS & SHOES**  
**COLLECTIONS**



LIVETREND

# CEREMONY ACCESSORIES ASSORTMENT



NAKD-15.jpg.webp

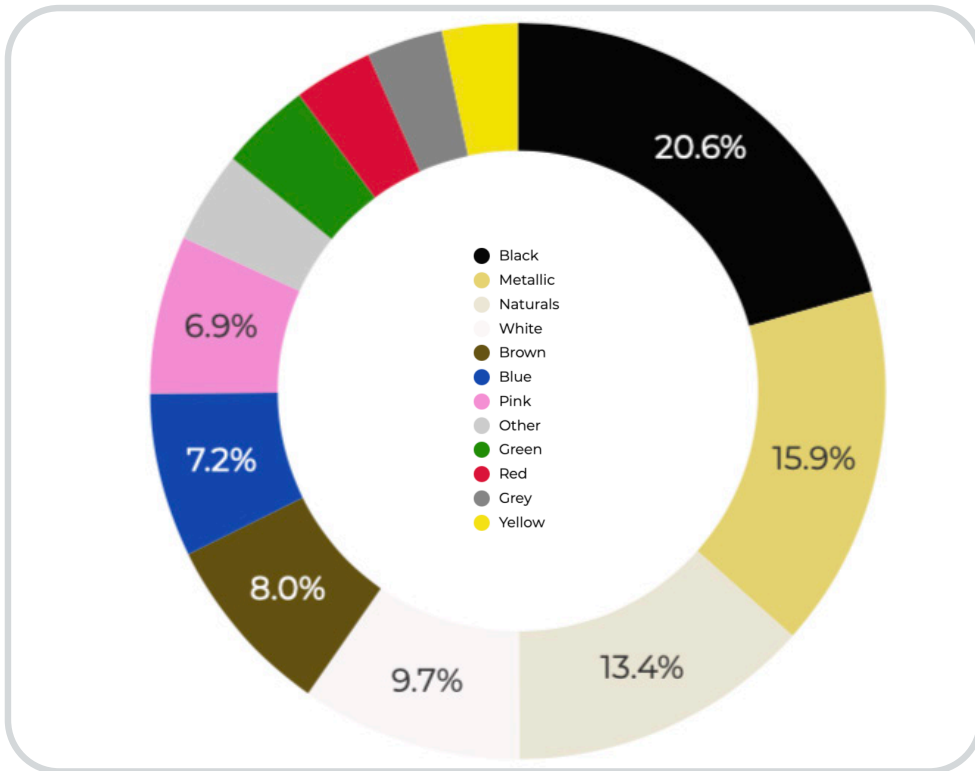


Zara\_40.jpg

In SS24 ceremony accessories, sandals emerge as the dominant footwear choice, featuring micro-strappy models or embellishments like florals and dreamy bows for added charm. For pumps, pointy-toe designs lead the way in sling-backs and low-heel pantolette styles. Ballet flats and Mary-Janes remain prevalent while metal heels making a statement.

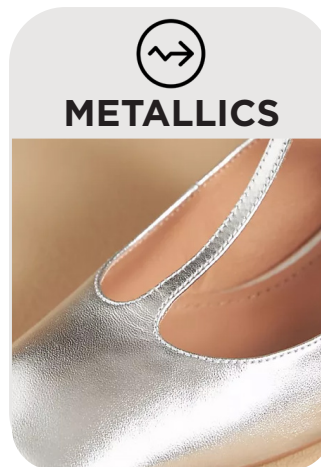
In the category of bags, raffia clutches and beaded styles offer a precious handmade aesthetic, while half-moon shoulder bags and crunched shoulder bags exude contemporary appeal. Mini Y2K shoulder bag styles maintain a flirty retro touch, completing the accessory lineup with a playful nod to nostalgia. And for an even more occasion-centred look hard-shell clutches evoke mermaid charms, while embellished satchels take us on romantic journeys.

# ACCESSORIES COLOR ASSORTMENT



A delicate and romantic ambiance prevails with hues like light rose and blush nude naturals, evoking femininity and elegance. Luxurious metallics add opulence and sophistication. Minty greens and vibrant pastel tints inject a refreshing and youthful vibe, sense of vitality and modernity.

In the SS24 ceremony accessories' color assortment, black takes the lead at 20.6%, exuding a sense of elegance and sophistication. Metallics follow closely behind at 15.9%, adding glamour and shine. Naturals make up 13.4% of the assortment, offering light and humble tones that evoke a sense of warmth and simplicity. White accounts for 9.7%, that complements various looks with a pure and crisp feel. Brown comes in at 8%, offering rich and versatile hues. Blue and pink contribute 7.2% and 6.9%, respectively, offering a more youthful touch to the accessories collection. Overall, the range exudes timelessness and a sense of natural lightness, setting a contrast to previous darks.



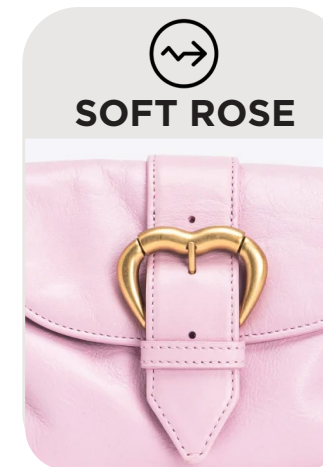
**METALLICS**

anthropology-2.webp



**PURE WHITES**

magda burtym5.webp



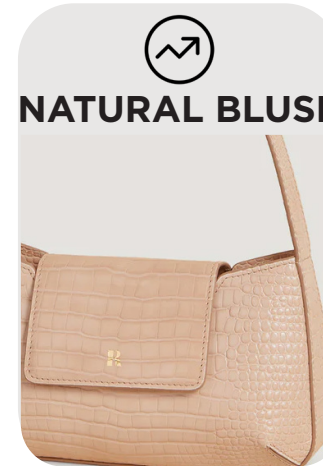
**SOFT ROSE**

Pinko-7.webp



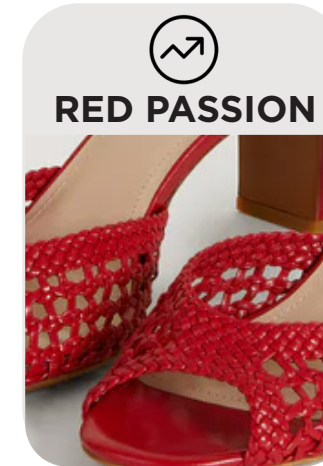
**AIRY BLUES**

zara\_1.jpeg



**NATURAL BLUSH**

Rouje\_2.jpg.webp



**RED PASSION**

Rouje\_11.jpg.webp

EDGY TREND

FLORAL STYLE



ForLoveandLemons\_32.jpg.webp



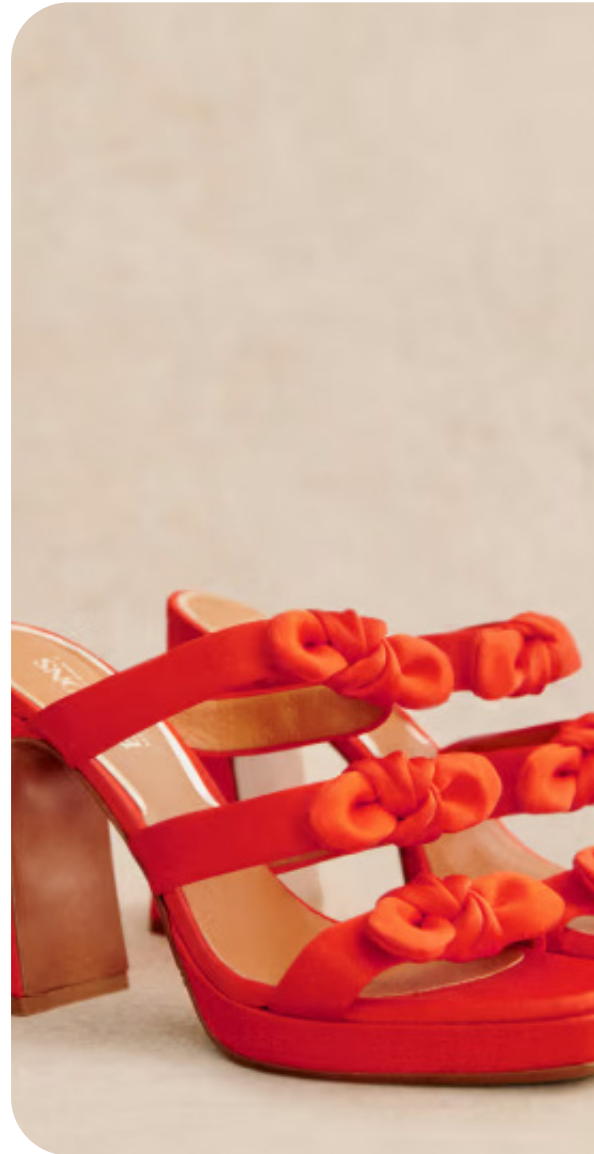
Freepeople-11.webp



&otherstories\_13.jpeg

EARLY SIGN

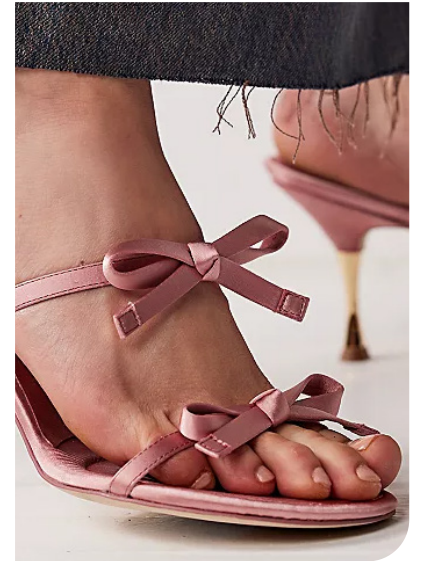
MINI BOWS



Sezane-21.jpg.avif



Rouje\_7.jpg.webp



Freepeople-17.webp

**BIG TREND**

# MICRO LACE-UP



NAKD-36.jpg.webp



Max&Co3.png



Pinko-25.webp

**SAFE TREND**

# STRAPPY KITTEN



anthropology-6.webp



bottega-veneta-.jpg



aye.de.jpg

EARLY SIGN

FLIRTY MULE

EDGY TREND

METAL MULE



Rouje\_16.jpg.webp



gianvito-rossi-.jpg



zara.jpeg



CultGaia\_25.jpg.webp



&otherstories\_17.jpeg



Zara\_31.jpg

BIG TREND

# BALLET FLATS



Zara-86.jpg



khaite.webp



Maje\_1.webp

STABLE TREND

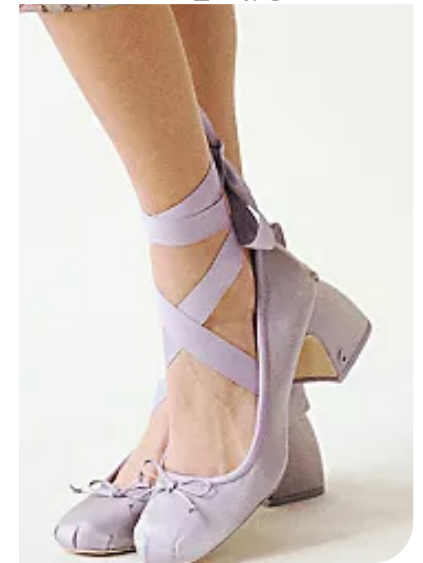
# MARY-JANES



machmach.webp



Zara\_24.jpg



Freepeople-35.webp

SAFE TREND

POINTY PANTOLETTE



Freepeople-13.webp



\_zara.jpeg



ForLoveandLemons\_3.jpg.webp

BIG TREND

SHARP SLING-BACK



11219310002-p.jpg



jil-sander-.jpg



Freepeople-5.webp



**BIG TREND**

**Y2K SHOULDERBAG**



Zara\_38.jpg



Rouje\_2.jpg.webp



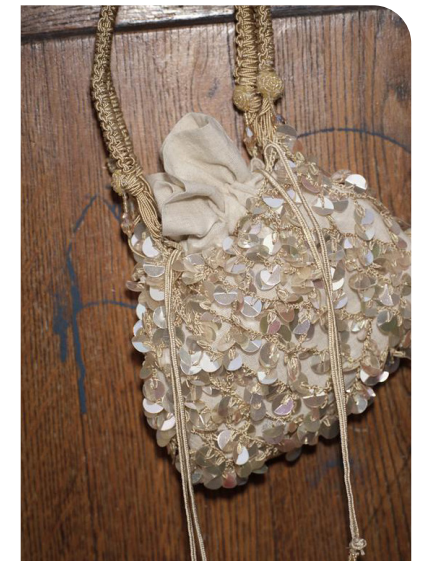
Pinko-7.webp

**EDGY TREND**

**DREAMY SATCHEL**



magda burtym3.webp



Zara\_43.jpg



CultGaia\_26.jpg.webp

SAFE TREND

# REFINED CRAFT



Sezane-34.jpg.avif



jw-anderson-neutral-the-bumper-dutch-2.jpg



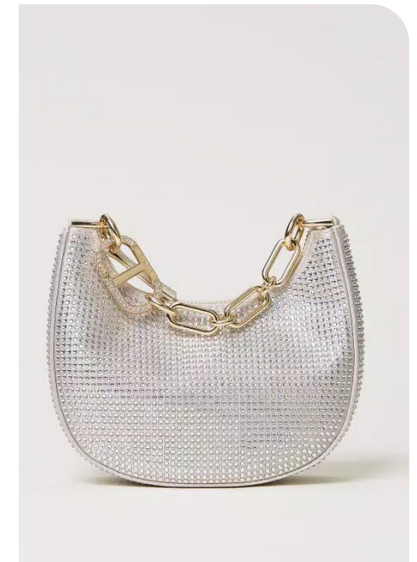
\_cultgaia.webp

BIG TREND

# CHIC HALFMOON



Max&Co1.png



Twinsset12.webp



jonathan-simkhai-.jpg

SAFE TREND

SOFT FRAME

EDGY TREND

SCRUNCHED



jimmycho.webp



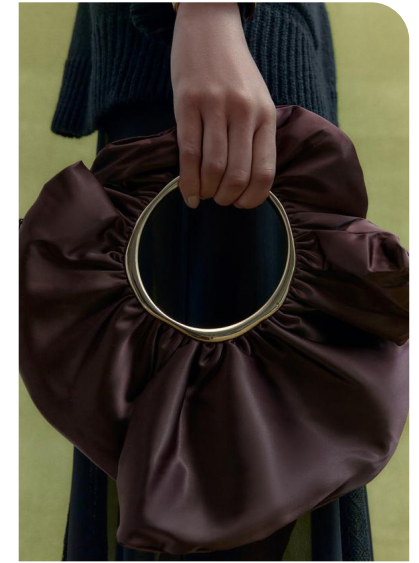
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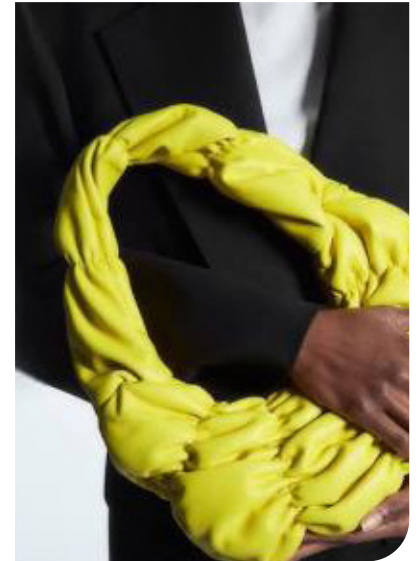
maxmara.webp



&otherstories\_1.jpeg



Zara\_34.jpg



cos.jpeg

EDGY TREND

HARD SHELL



jonathan-simkhai.jpg



emm-kuo-.jpg



thereformation-27.webp

EDGY TREND

BEADED ITEMS



Zara\_36.jpg



Freepeople-28.webp



anthropology-3.webp

# 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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