

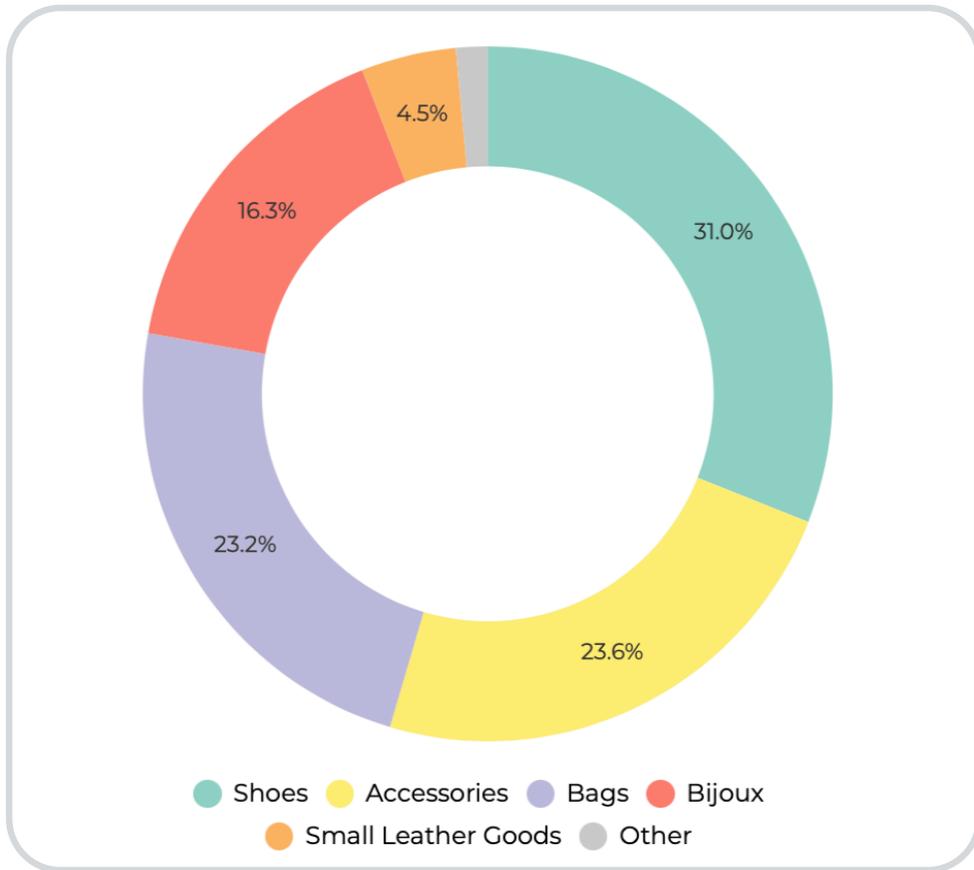


WOMENSWEAR
SS 2024
RETAIL RADAR
CEREMONY
BAGS & SHOES
COLLECTIONS



LIVETREND

CEREMONY ACCESSORIES ASSORTMENT



NAKD-15.jpg.webp

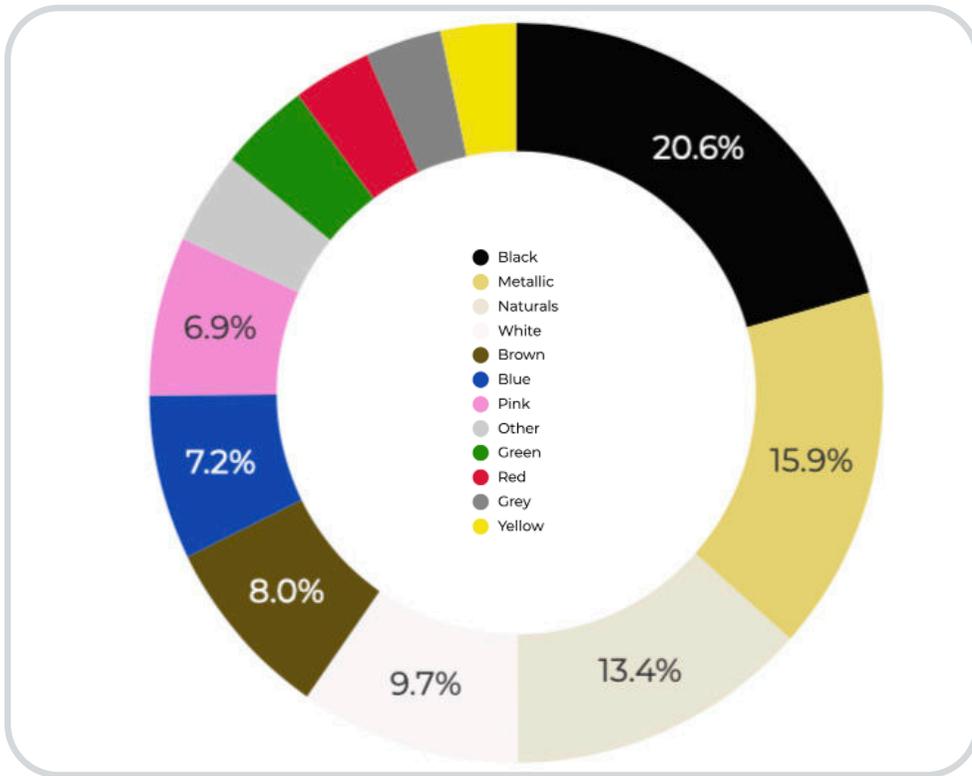


Zara_40.jpg

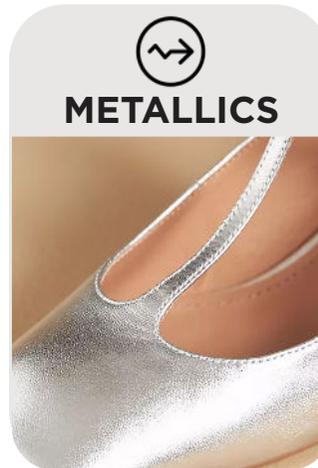
In SS24 ceremony accessories, sandals emerge as the dominant footwear choice, featuring micro-strappy models or embellishments like florals and dreamy bows for added charm. For pumps, pointy-toe designs lead the way in sling-backs and low-heel pantolette styles. Ballet flats and Mary-Janes remain prevalent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



METALLICS

anthropology-2.webp



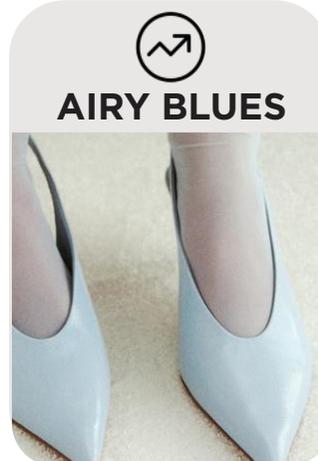
PURE WHITES

magda burtym5.webp



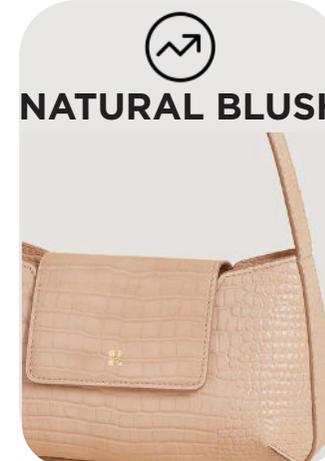
SOFT ROSE

Pinko-7.webp



AIRY BLUES

zara_1.jpeg



NATURAL BLUSH

Rouje_2.jpg.webp



RED PASSION

Rouje_11.jpg.webp

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.

EDGY TREND

FLORAL STYLE



ForLoveandLemons_32.jpg.webp



Freepeople-11.webp



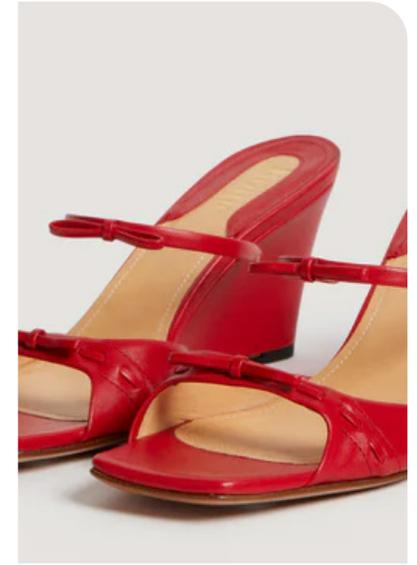
&otherstories_13.jpeg

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



aejde.jpg

EARLY SIGN

FLIRTY MULE



Rouje_16.jpg.webp



gianvito-rossi-.jpg



zara.jpeg

EDGY TREND

METAL MULE



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



bata.webp



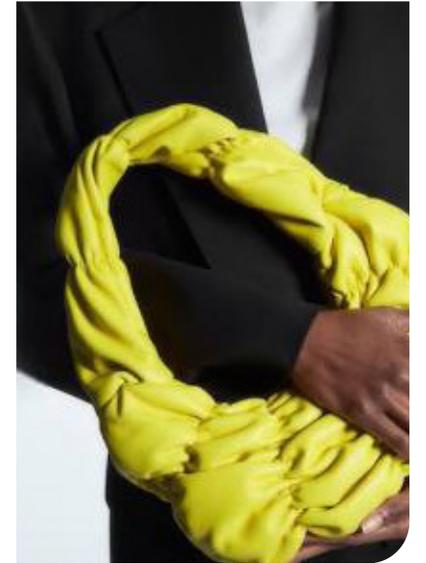
maxmara.webp



&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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