



WOMENSWEAR
SS 2024
RETAIL RADAR
CEREMONY
COLLECTIONS



LIVETREND

CEREMONY INTRODUCTION



ForLoveandLemons_33.jpg.webp



Sandro-20.webp



Twinsset30.webp



thereformation-21.webp



UPDATE

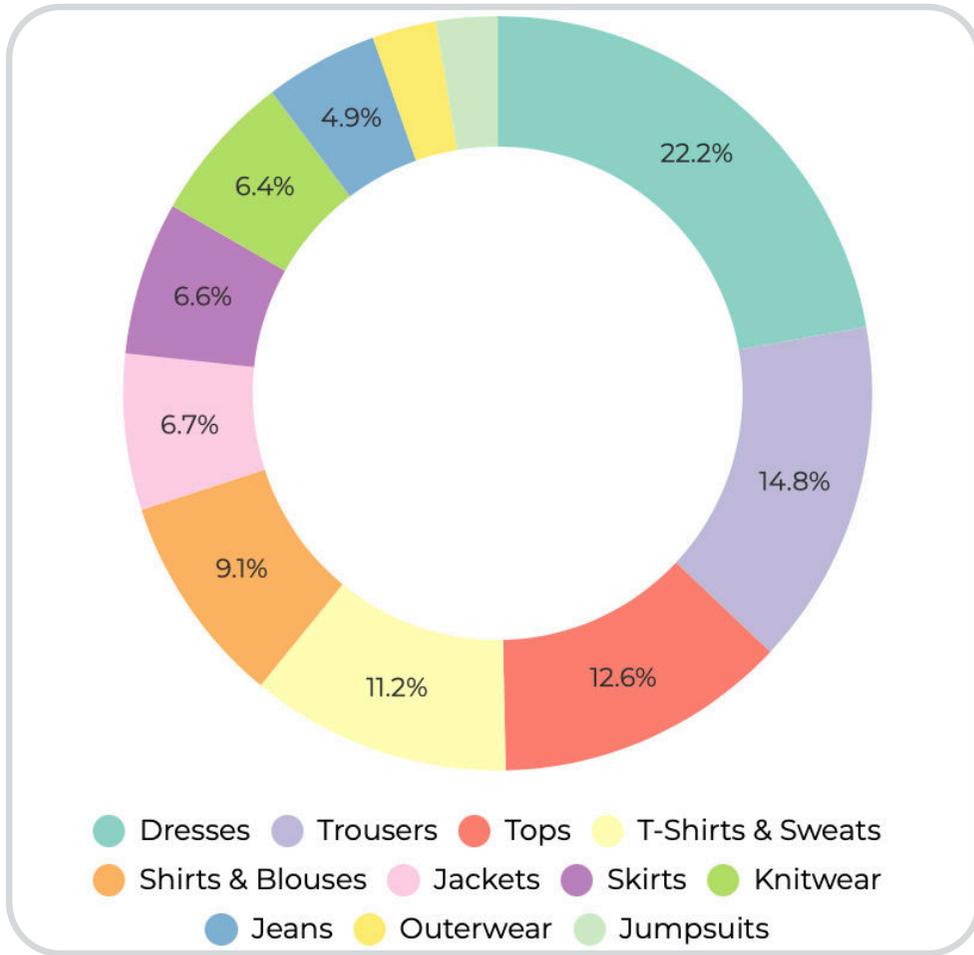
The epitome of Elegance & Sophistication

The SS24 ceremony collections epitomize elegance and sophistication, marking a departure from the more pared-back and versatile wardrobes of previous seasons. There's a discernible emphasis on occasion styles, addressing the desire for refined and polished ensembles. Ladylike and dreamy femininity prevail throughout the collections, offering a sense of grace and romance. Bohemian trends are reimagined with a luxurious touch, presenting indulgent options that exude modernity and opulence. The overall aesthetic is very contemporary and refined, with refreshing color palettes infusing vibrancy and vitality into the designs. Elevated materials, particularly lush satins, add a sense of luxury and decadence, elevating the collections to distinctly dressed-up sophistication. Floral features, gradient dyes, asymmetric drapes and 60s simplistic chic are the take-aways of the season.

This report is based on Livetrend data extracted from e-commerce on the European market from 1/03/24 to 31/03/24, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

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CEREMONY PRODUCTS ASSORTMENT



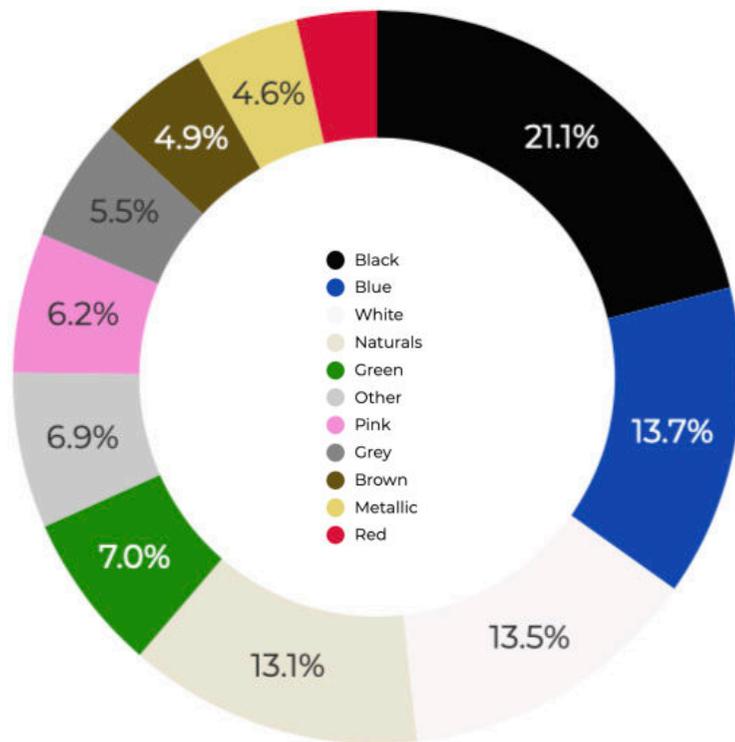
akd444.webp



Mango22.jpg.avif

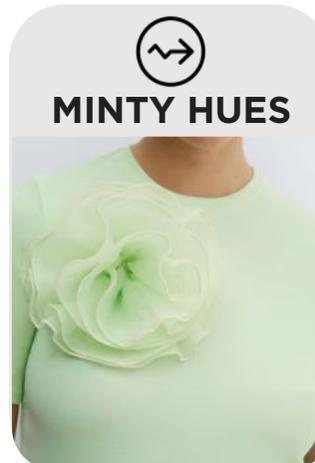
In the SS24 ceremony assortments, dresses command a significant portion at 22.2%, offering a diverse range of styles to suit various preferences. Trousers follow closely behind at 14.8%, providing sophisticated options for those seeking a tailored look. Tops account for 12.6% of the assortment, offering versatile pieces that can be easily paired with other wardrobe staples. Blouses and shirts make up 9.1% of the collection, providing classic and elegant options. Chic jackets contribute 6.7% to the assortment, adding a layer of refinement. Skirts round out the selection at 6.6%, offering feminine pieces that can be dressed up or down. Together, these assortments create a comprehensive range.

CEREMONY COLOR ASSORTMENT



Black is easing up and giving way to lighter neutrals and pure whites this season. At the same time, pastels are taking the lead. This adds lightness and a fresh, rejuvenating sensation to this ceremony season. While blue, green and pink remain the focus color groups, reds make their statement too.

For SS24 ceremony, the colors celebrate a vibrant and refreshing palette that exudes joy and elegance. New juicy pastels take center stage, ranging from minty hues to airy blues, subtle apricots, girly rose colors, and sorbet yellow, creating a perfect blend for celebration. These hues infuse the collection with a sense of freshness and vitality, perfect for spring to summer occasions. Additionally, more intense tones focus on fuchsia and embrace classic red, adding depth and sophistication to the overall aesthetic. Together, these colors create a harmonious and uplifting atmosphere, inviting wearers to embrace the spirit of the season with style and confidence.



MINTY HUES

Mango16.jpg.avif



RED PASSION

magda burtym--.webp



TENDER ROSE

edited4.avif



AIRY BLUES

st-agni-.jpg



APRICOT BLUSH

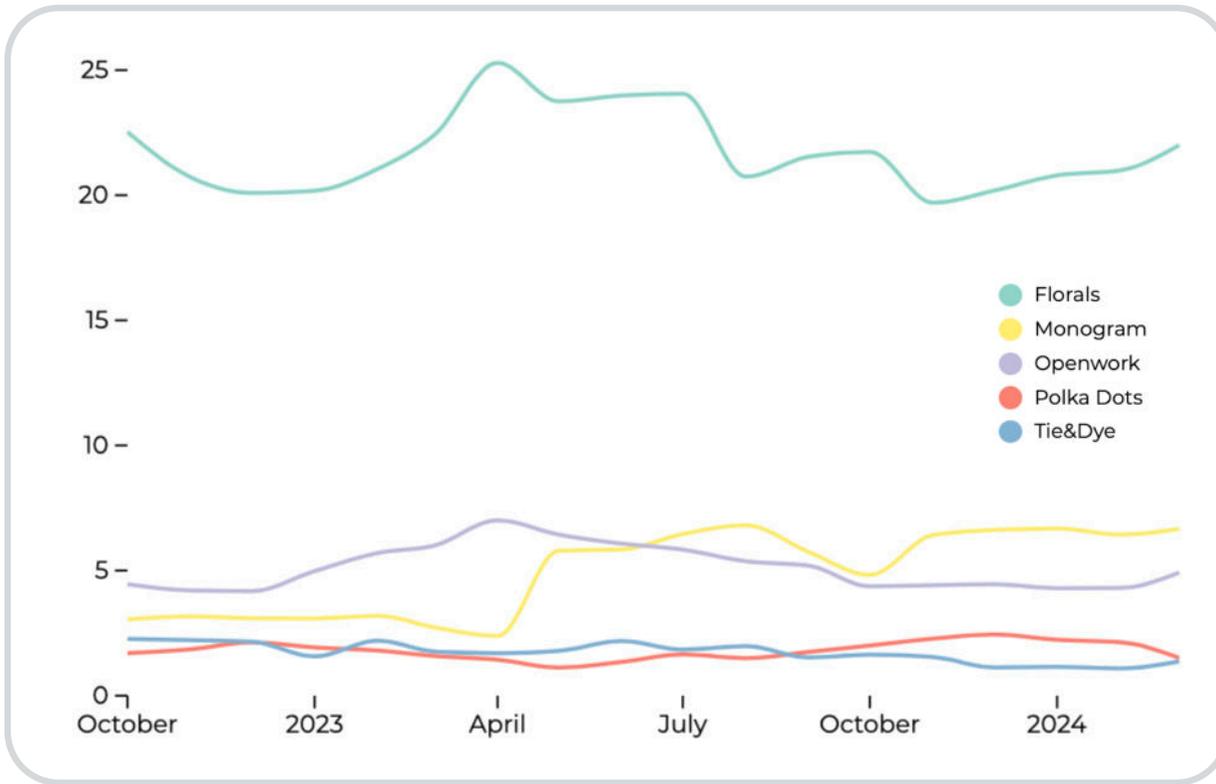
anthropology-22.webp



PEAR SORBET

anna-october-_1.jpg

CEREMONY PRINT ASSORTMENT



Contemporary meets Classic

In SS24, monochrome looks are slightly more prominent, but if prints appear they maintain a refined look to elevate the aesthetic. Gradients explore vibrant pastel shades that evoke a sense of freshness and vitality. Dreamy bouquet florals continue to lead the range, infusing the collection with a nostalgic charm and romantic allure, while big abstract bohemian florals add a touch of modernity. New blurred ditsy styles and washed shadow-like florals create an ethereal look, adding phantasmic dreaminess. Polka dots evoke a sense of ladylike chic and sophistication. Together, these prints create a harmonious blend where elegance meets contemporary flair.



GRADIENTS



patrizia pepe-15.webp



BOUQUETS



&otherstories_4.jpeg



BIG BLOOM



Sandro-18.webp



DITSY 2.0



anthropology-14.webp



ON POINT



Freepeople-39.webp

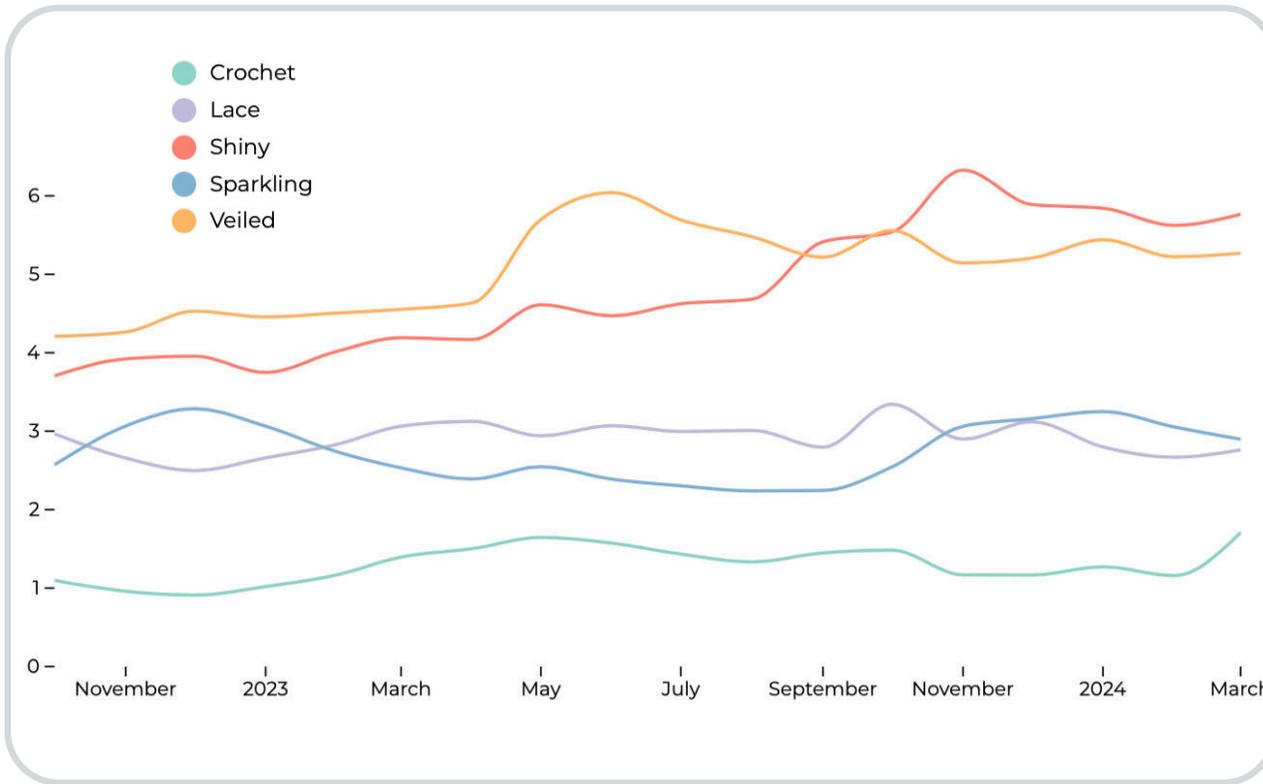


BARELY THERE



Zara_11.jpg

CEREMONY TEXTILE ASSORTMENT



Refined Elegance

On SS24 ceremony, the materials are carefully curated to evoke a sense of elegance and refinement. Satins take the lead, lending a luxurious and lustrous quality to the ensembles. Sheers and lace maintain their status as safe trends, adding a hyper delicate feel that enhances the overall aesthetic. Sparkles continue to shine as a stable choice, infusing the garments with a touch of glamour and sophistication. Additionally, openworks and luxurious linen contribute to a natural bohemian touch, creating texture and depth in the designs. Together, these materials blend seamlessly to create a mix that is both timeless and enchanting, perfect for special occasions.



SEQUINS



patrizia pepe-22.webp



LACE



third-form-.jpg



LUXE LINEN



Sezane-26.jpg.avif



SHEERS



edited5E.avif



SILKIES



attico2.jpg



OPENWORKS



Freepeople-25.webp



RETAIL RADAR
SS24 CEREMONY
STYLE SHIFTS

CEREMONY SHIFT CLEAN BOHO



Sezane-15.jpg.avif



Freepeople-26.webp



Maje2.jpeg



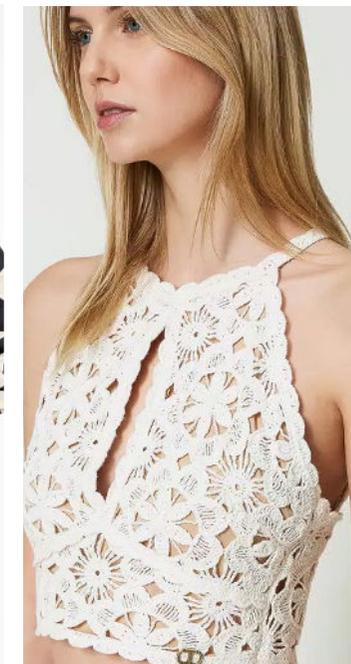
Sandro-7.webp



anthropology-25.webp



&otherstories_14.jpeg



Twinsset23.webp



Sezane-20.jpg.avif

CLEAN BOHO takes a modern approach, to classic bohemian styles with minimalism and soft and simple silhouettes. Embracing a contemporary interpretation of bohemian style, this trend features clean lines and understated elegance. Big, minimal floral prints offer a contemporary take on natural beauty, while refined openworks add texture and dimension. With a focus on simplicity and sophistication, this ceremony trend offers a fresh and stylish aesthetic for those seeking a modern yet relaxed look for special occasions.

CEREMONY SHIFT DAINTY ORCHARD



ForLoveandLemons_10.jpg.webp



Freepeople-10.webp



Freepeople-41.webp



Rouje_10.jpg.webp



UrbanOutfitters_14.webp



magda burtyms.webp



Mango24.jpg.avif



mithridate.webp

DAINTY ORCHARDS exudes femininity and romance with a fresh and enchanting aesthetic inspired by orchard blooms. Delicate florals and satin fabrics dominate the collection, evoking a sense of naive femininity and grace. Floral details add a whimsical touch, infusing the ensemble with a romantic touch. Drawing from the coquettecore trend, the ceremony trend embraces a flirtatious vibe, perfect for those seeking a dainty and feminine look for special occasions.



CEREMONY SHIFT DIVINE PURITY



Zara-77.jpg



Sezane-3.jpg.avif



CultGaia_1.jpg.webp



rabbane.webp



jonathan-simkhai.jpg



patrizia pepe-11.webp



magda burtym.webp



Sezane-19.jpg.avif

DIVINE PURITY epitomizes an ancestral elegance, drawing inspiration from cultural heritage. Characterized by flowing drapes and ethereal silhouettes, this trend evokes a sense of goddess-like grace and purity. Luxurious fabrics such as linen elevate the aesthetic. Gold features accentuate the opulence of the look, infusing it with a sense of splendor. Overall, this ceremony trend exudes a luxurious allure, offering a sophisticated and enchanting aesthetic for those special moments.

CEREMONY SHIFT PRIMADONNA



ForLoveandLemons_42.jpg.webp



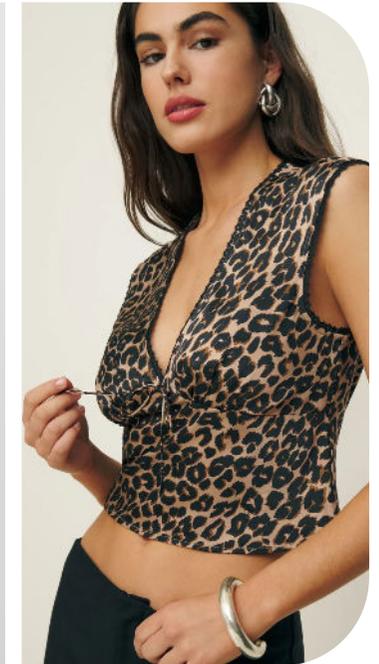
Sezane-39.jpg.avif



NAKD-43.jpg.webp



NAKD-22.jpg.avif



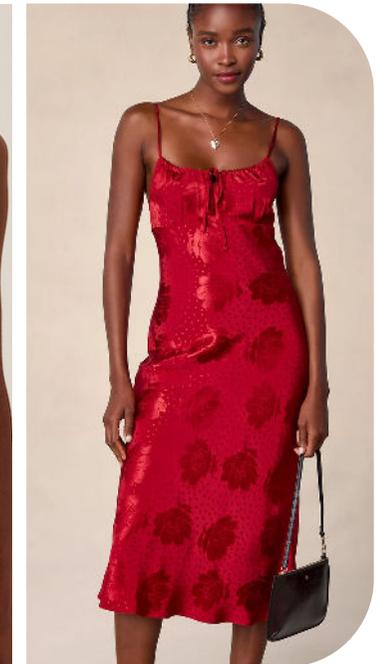
thereformation-18.webp



NAKD-44.jpg.webp



cara-cara-.jpg



Rouje_6.jpg.webp

PRIMADONNA channels the essence of a woman with a ladylike allure inspired by the Riviera. Featuring a delightful mix of florals and polka dots, this trend exudes a playful elegance. Flirtatious leopard print adds a touch of boldness to the ensemble, while bustier details accentuate femininity and glamour. Full skirts and retro halternecks evoke vintage charm and sophistication. Perfect for those seeking a glamorous and ladylike style for special occasions, this ceremony trend captures the spirit of classic glamour with a modern twist.

CEREMONY SHIFT **ETHEREAL WAVE**



Zara_12.jpg



&otherstories_28.jpeg



bec-bridge--.webp



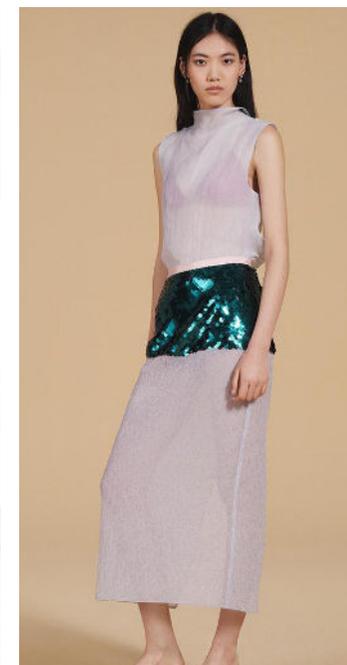
patrizia pepe-22.webp



patrizia pepe-14.webp



Pinko-17.webp



Zara_54.jpg



NAKD-33.jpg.webp

ETHEREAL WAVE presents an ethereal and phantasmic aesthetic, with a focus on minimalism and dreamy visuals. Blurring the lines between reality and fantasy, this trend creates a dreamscape of shimmering beauty and delicate sheers. Soft, flowing fabrics drape gracefully, evoking a sense of otherworldly elegance. With a minimalist approach to design, the ceremony trend invites us into a world of enchantment and serenity, perfect for those seeking a transcendent and magical look for special occasions.

CEREMONY SHIFT SLEEPING BEAUTY



Zara-58.jpg



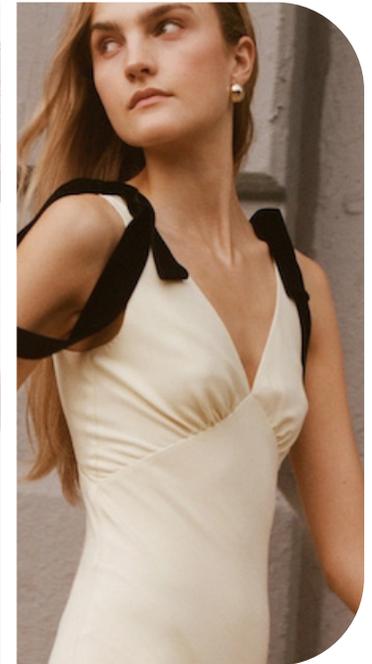
UrbanOutfitters_3.webp



Rouje_14.jpg.webp



third-form-.jpg



rodarte-.jpg



anthropology-27.webp



Sandro-15.jpg



Freepeople-3.webp

SLEEPING BEAUTY embodies the spirit of dreamers with a romantic nod to lingerie-inspired fashion. Slip dresses and nighties take center stage, with a playful twist of wearing underwear out. Luxurious silkies and delicate lace fabrics create an atmosphere of intimacy and seduction. The look is slightly undone, adding a touch of imperfect beauty to the ensemble. Perfect for those who embrace their inner romantic, this ceremony trend offers a tender yet sensual aesthetic for special occasions.

CEREMONY SHIFT NEW EDGE



thereformation-10.webp



Mango34.jpg.avif



NAKD-17.jpg.webp



faithfullthebrand-5.jpg.webp



Mango32.jpg.avif



jacquemus.jpg



Sezane-9.jpg.avif



Mango40.jpg.avif

NEW EDGE embraces sleek minimalism with a nod to iconic retro looks. Characterized by monochromatic palettes and sharp outlines, this trend exudes sophistication and modernity. High-impact outlines create a dramatic silhouette that commands attention. Whether drawing inspiration from the structured elegance of the 60s or the understated cool of the 90s, this ceremony trend offers a timeless and refined aesthetic for those seeking a bold and impactful look for special occasions.



RETAIL RADAR
SS24 CEREMONY
MUST-HAVES

BIG TREND

+100%
YOY GROWTH

SS25 CLEAN MOD MINI



Sandro-12.webp



patrizia pepe-3.webp



anthropology-15.webp



alejandra-alonso-rojas-y.jpg



faithfullthebrand-5.jpg.webp



Twinsset20.webp



Maje0.jpeg

STABLE TREND

+34%
YOY GROWTH

CEREMONY MODERN BOHO MAXI



blurmarine8.jpeg



ForLoveandLemons_17.jpg.webp



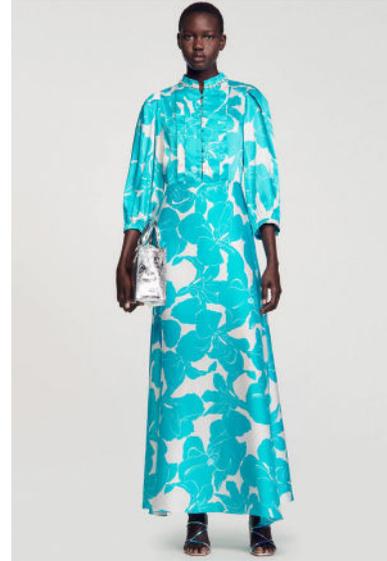
johanna ortiz.webp



&otherstories_3.jpeg



Twinsset14.webp



Sandro-18.webp



Maje-9.webp

SAFE TREND

www **+40%**
YOY GROWTH

CEREMONY PURE BOHO SHIRTS



faithfullthebrand-3.webp.jpeg



Sezane-1.jpg.avif



_miumiu.avif



_reiss.jpeg



CultGaia_6.jpg.webp



Zara-80.jpg



jw anderson

STABLE TREND

 **+16%**
YOY GROWTH

CEREMONY CHIC HALTER



ForLoveandLemons_37.jpg.webp



Freepeople-26.webp



CultGaia_8.jpg.webp



NAKD-42.jpg.webp



Sezane-13.jpg.avif



Maje-7.webp



Twinsset27.webp

BIG TREND

 **+78%**
YOY GROWTH

CEREMONY SLEEVELESS MAXIS



Maje_.webp



Zara-56.jpg



tove-.jpg



Sezane-40.jpg.avif



NAKD-16.jpg.webp



Twinsset15.webp



anna-october-_1.jpg

EARLY SIGN

www **+70%**
YOY GROWTH

CEREMONY LADYLIKE NECKHOLDER



anthropology-7.webp



thereformation-31.webp



bec-bridge_.webp



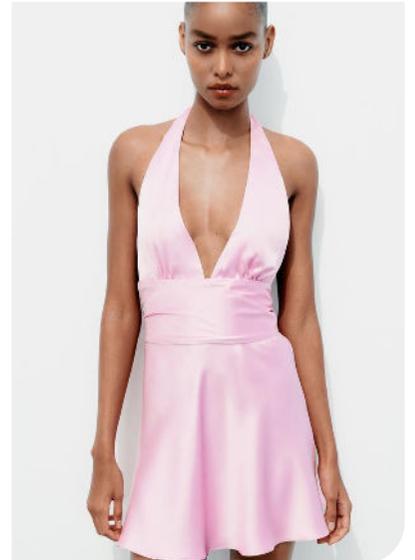
Maje_2.jpeg



Twinsset9.webp



thereformation-32.webp



Zara-45.jpg

STABLE TREND

+27%
YOY GROWTH

CEREMONY SULTRY SLIP



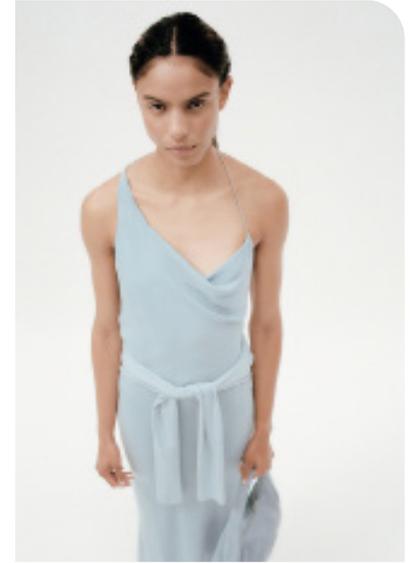
ForLoveandLemons_33.jpg.webp



Zara-58.jpg



anthropology-21.webp



st-agni-light-blue-draped-slip-dress.jpg



Pinko-18.webp



ForLoveandLemons_35.jpg.webp



selfportrait.webp

SAFE TREND

www **+50%**
YOY GROWTH

CEREMONY DREAMY BUSTIER DRESS



Rouje_6.jpg.webp



ForLoveandLemons_22.jpg.webp



Zara_7.jpg



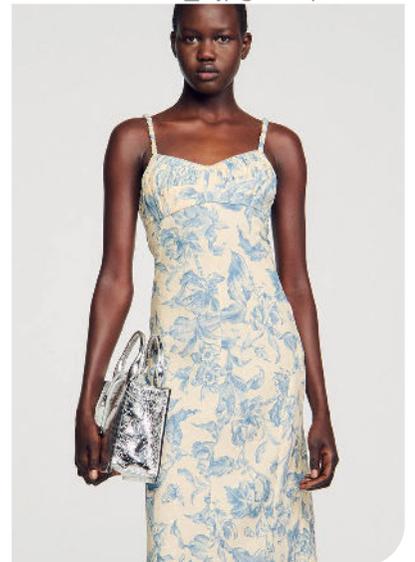
CultGaia_7.jpg.webp



hm77.jpeg



anna-october-.jpg



Sandro-14.webp

STABLE TREND



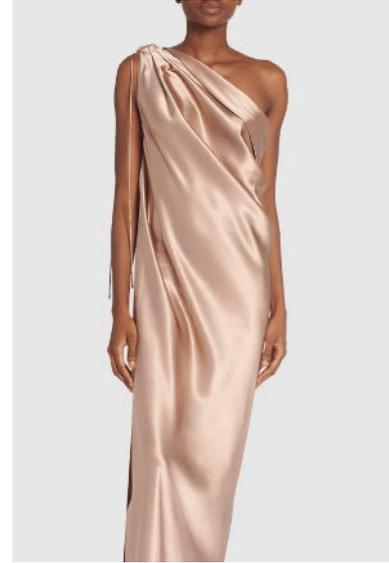
CEREMONY ASYMMETRIC ELEGANCE



Twinset19.webp



Sandro-16.webp



maxmara_1.webp



thereformation-20.webp



CultGaia_16.jpg.webp



magda_butrym.webp



Mango13.jpg.avif

SAFE TREND

www **+40%**
YOY GROWTH

CEREMONY DOLL DREAMS



Freepeople-29.webp



Maje-5.webp



faithfullthebrand-2.webp.jpeg



Sezane-11.jpg.avif



anthropology-18.webp



Freepeople-18.webp



nakd44.webp

EARLY SIGN

www **+70%**
YOY GROWTH

CEREMONY FULLY FEMININE



Pinko-5.webp



NAKD-8.jpg.webp



philosophy8.webp



philosophy2.webp



zimmermann.jpg



ForLoveandLemons_26.jpg.webp



jil-sander.jpg

EDGY TREND

www **+50%**
YOY GROWTH

CEREMONY FLIRTATIOUS TUBES



thereformation-42.webp



anthropology-8.webp



hm3.jpeg



aje-.jpg



blumarine.jpeg



Zara-64.jpg



Mango4.jpg.avif

EARLY SIGN

LADYLIKE

EDGY TREND

PUFFY TUTU



Rouje_19.jpg.webp



patrizia pepe-1.jpg



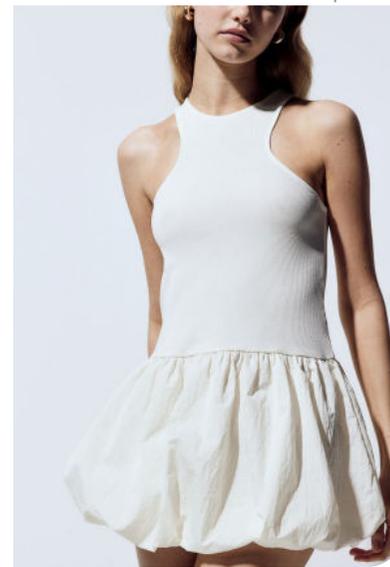
NAKD-46.jpg.webp



Mango20.jpg.avif



thereformation-14.webp



h&m0.jpeg

SAFE TREND

www **+60%**
YOY GROWTH

CEREMONY FULL SKIRT



thereformation-36.webp



Mango9.jpg.avif



Twinsset18.webp



Sezane-31.jpg.avif



NAKD-44.jpg.webp



Sezane-39.jpg.avif



Sandro-19.webp

STABLE TREND

 **+16%**
YOY GROWTH

CEREMONY SHEER PENCIL



Zara_13.jpg



16arlington.jpg



Zara_54.jpg



_desphemmes.jpg



rotate-black-flower-beaded-pencil-skirt.jpg



patrizia pepe-18.jpg



-thereformation.webp

BIG TREND

+100%
YOY GROWTH

CEREMONY PASTEL SUITS



Twinsset16.webp



pinko.webp



Zara-55.jpg



Mango42.jpg.avif



Maje_3.jpeg



Sandro-22.jpg



patrizia pepe-24.webp

SAFE TREND

www **+70%**
YOY GROWTH

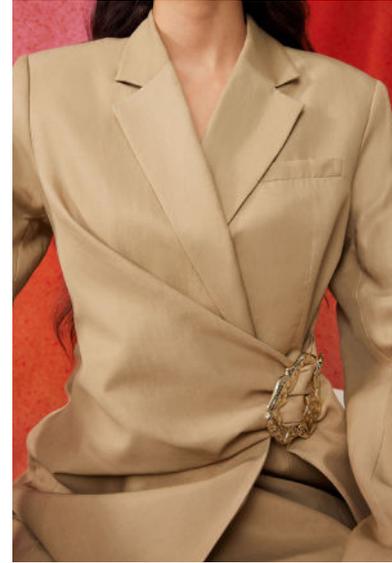
CEREMONY TAILORED LINEN



hm44.jpeg



CultGaiia_13.jpg



&otherstories_20.jpeg



Rouje_18.jpg.webp



&otherstories_6.jpeg



blumarine.webp



Sezane-18.jpg.avif

BIG TREND

 **+172%**
YOY GROWTH

CEREMONY HALTER TOPS



silvia-tcherassi-.jpg



patrizia pepe-20.webp



patrizia pepe-13.webp



Sezane-19.jpg.avif



Twinsset23.webp



CultGaia_24.jpg.webp



Pinko-11.webp

SAFE TREND

www **+90%**
YOY GROWTH

CEREMONY TASTEFUL TUBES



CultGaia_27.jpg.webp



magda-butrym-.jpg



NAKD-2.jpg.webp



&otherstories_26.jpeg



Sezane-17.jpg.avif



Zara-62.jpg



Maje3.jpeg

STABLE TREND

www **+60%**
YOY GROWTH

CEREMONY CHIC SLEEVELESS



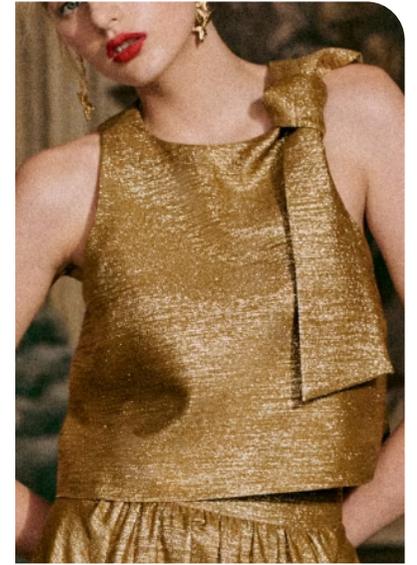
rotate-black-flower-beaded-pencil-skirt.jpg



edited5.avif



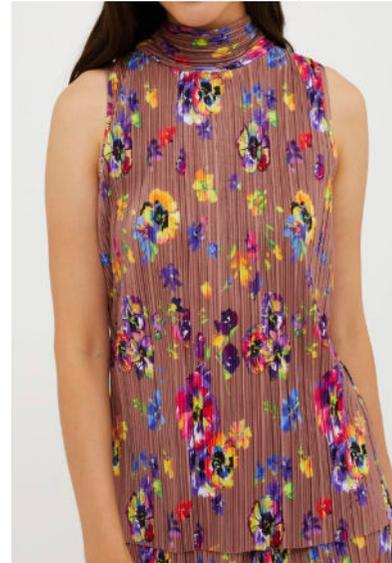
NAKD-17.jpg.webp



Sezane-32.jpg.avif



Zara_8.jpg



Max&Co2.png



Zara_14.jpg

STABLE TREND

+14%
YOY GROWTH

CEREMONY ASYMMETRIC TWIST



Maje-17.jpeg



hm8.jpeg



Mango28.jpg.avif



nakd4.webp



Sandro-8.webp



Zara-70.jpg

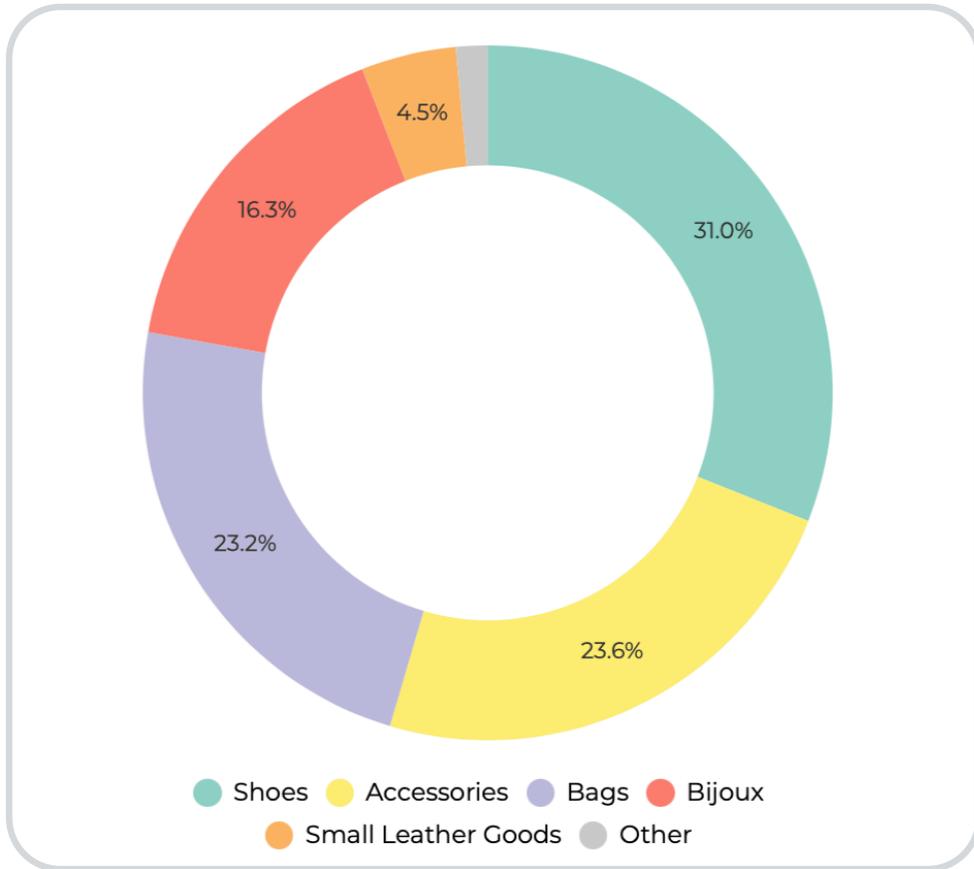


Mango39.jpg.avif



RETAIL RADAR
SS24 CEREMONY
ACCESSORIES

CEREMONY ACCESSORIES ASSORTMENT



NAKD-15.jpg.webp

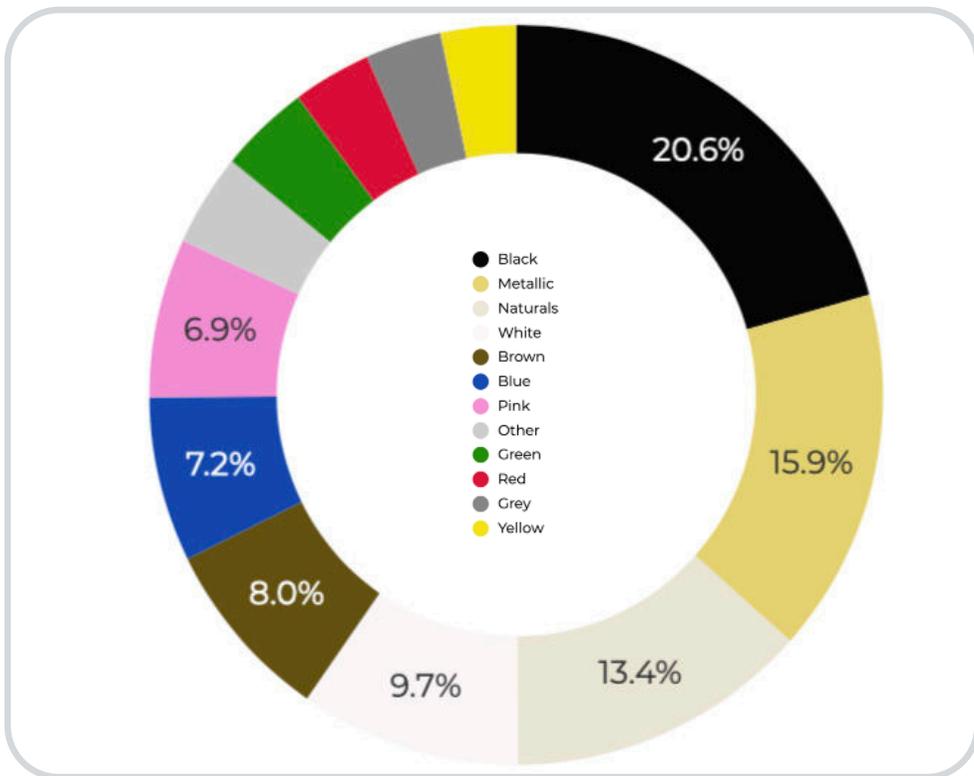


Zara_40.jpg

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.

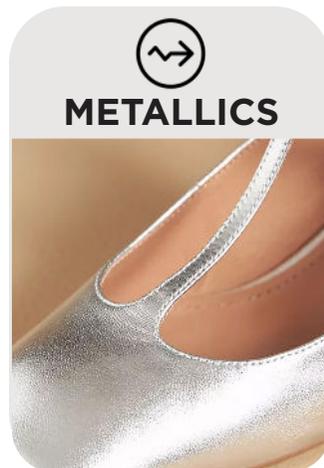
In the category of bags, raffia clutches and beaded styles offer a precious handmade aesthetic, while half-moon shoulder bags and crunched shoulder bags exude contemporary appeal. Mini Y2K shoulder bag styles maintain a flirty retro touch, completing the accessory lineup with a playful nod to nostalgia. 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



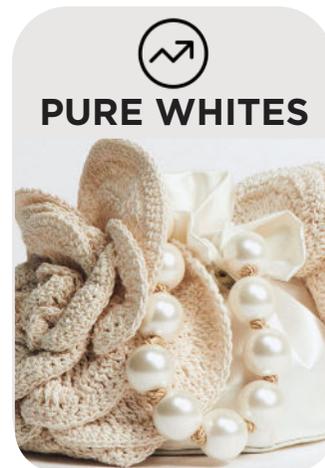
A delicate and romantic ambiance prevails with hues like light rose and blush nude naturals, evoking femininity and elegance. Luxurious metallics add opulence and sophistication. Minty greens and vibrant pastel tints inject a refreshing and youthful vibe, sense of vitality and modernity.

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.



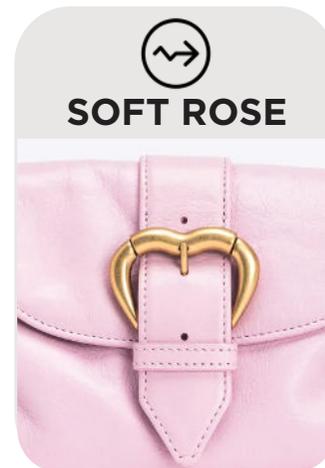
METALLICS

anthropology-2.webp



PURE WHITES

magda burtym5.webp



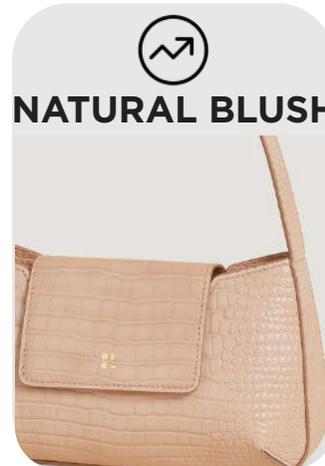
SOFT ROSE

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



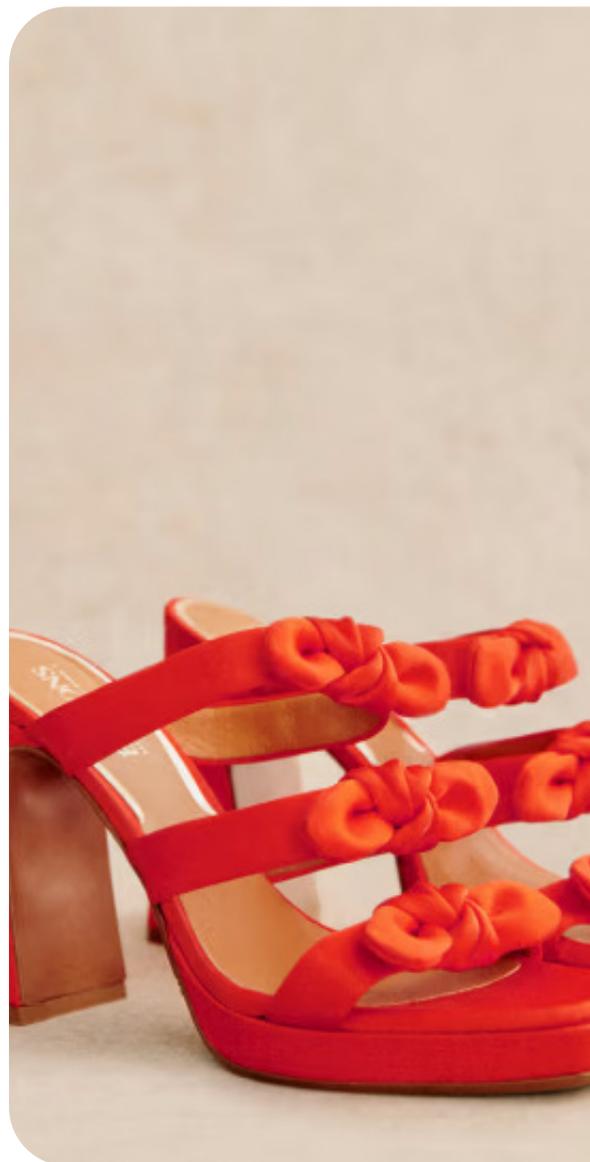
Freepeople-11.webp



&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



ayeide.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



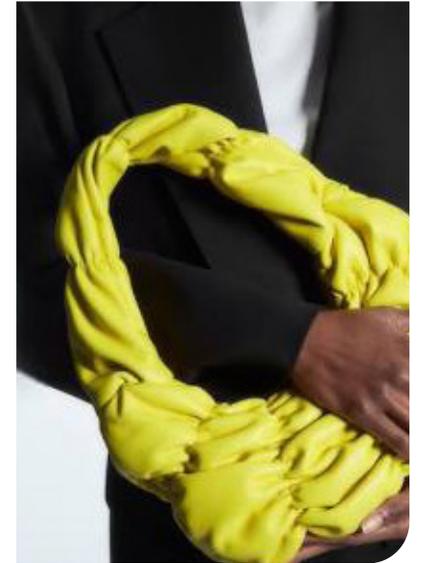
maxmara.webp



&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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