



**WOMENSWEAR
RETAIL RADAR
SPRING
COLLECTIONS**



LIVETREND

RETAIL RADAR WOMENSWEAR **INTRODUCTION**



Miu Miu_2.avif



H&M.webp



Vanessa Bruno.avif



&Other Stories.jpg



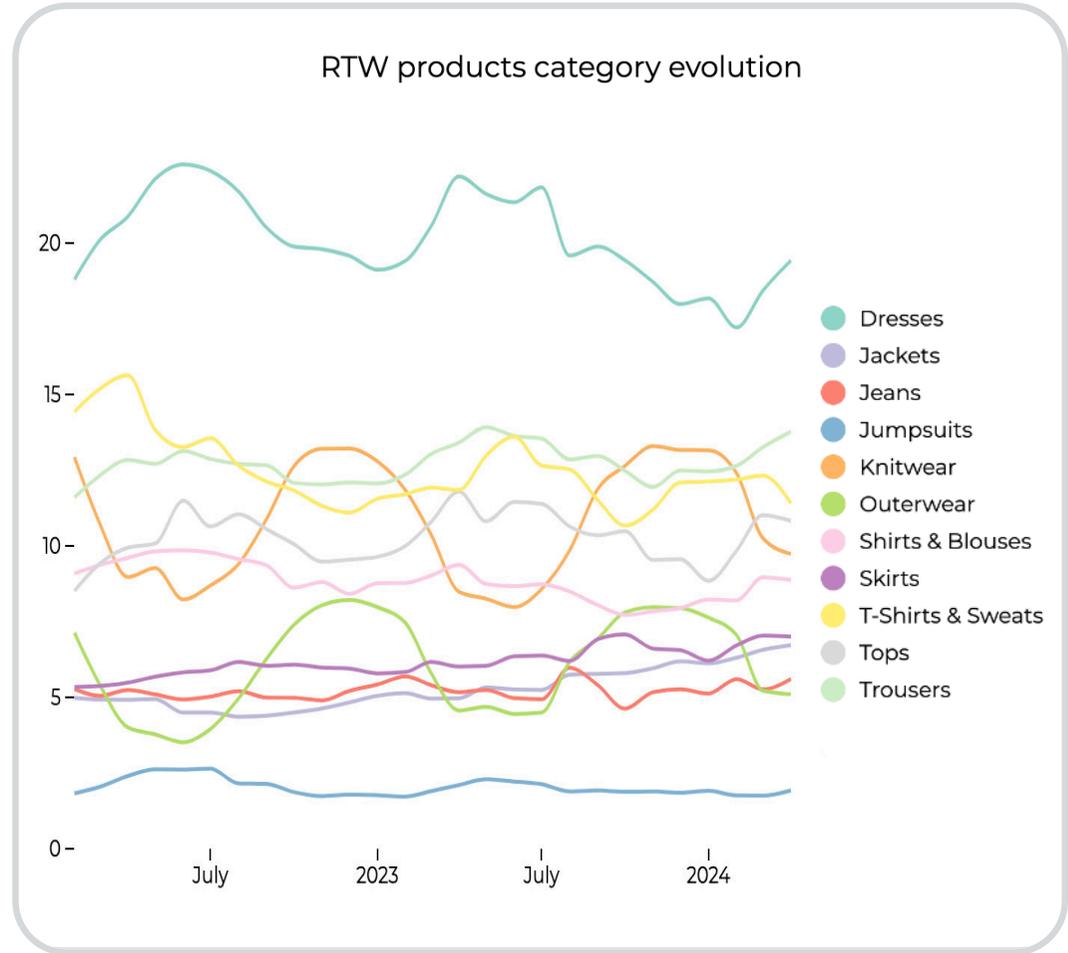
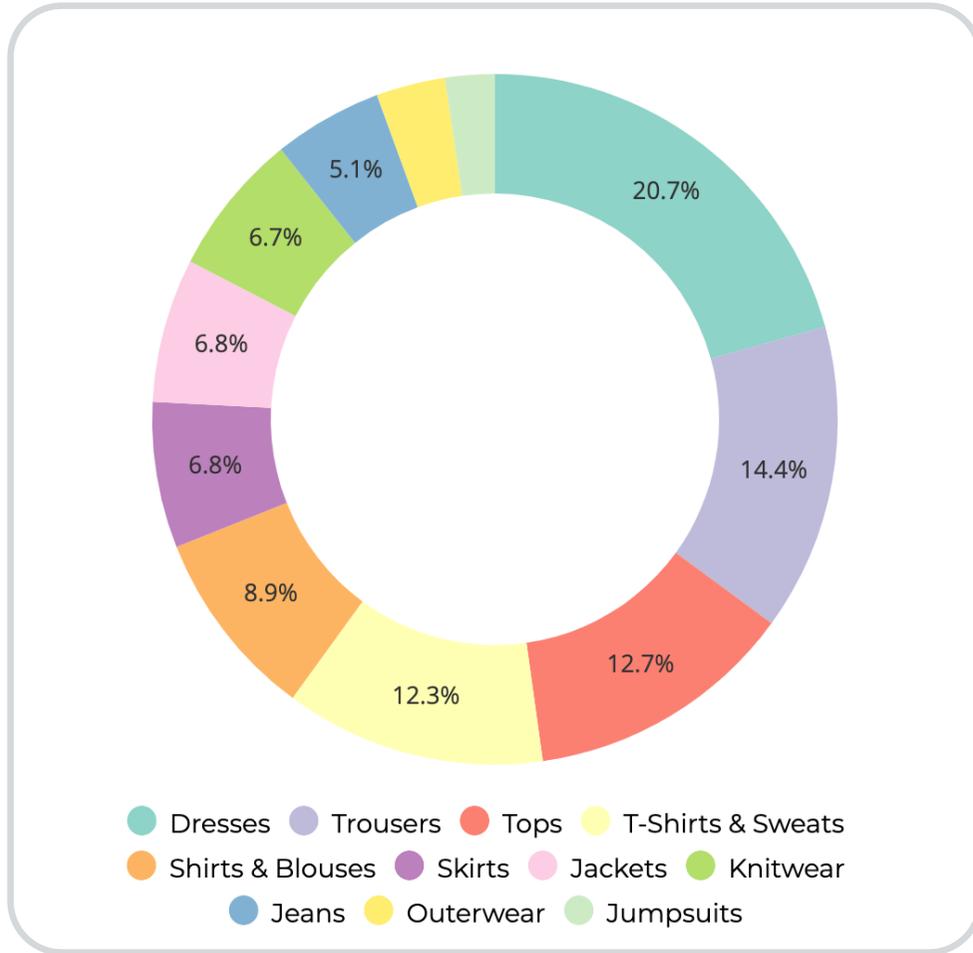
UPDATE

Bare Minimal. In the realm of Spring 24 retail collections for women, a noticeable shift towards minimalism is palpable, marking a departure from the frivolity and dopamine-rush-inspired designs of y2k-era fashion. This evolution towards a more refined aesthetic is evident in the deliberate use of colors, strategically chosen to imbue collections with a timeless appeal. Instead of relying on flashy hues or overly saturated palettes, designers opt for understated tones that exude sophistication and elegance, ensuring longevity beyond seasonal trends. Shapes play a pivotal role in this minimalist movement, drawing inspiration from the sleek lines and clean silhouettes of the 90s. Nostalgia intertwines with a future-forward, genderless approach as designers reinterpret classic items through a contemporary lens. By blending elements of the past with a vision for the future, Spring 24 collections strike a delicate balance between familiarity and innovation, catering to the modern woman's desire for both comfort and style. Meanwhile, for SS25, the balance will be between the basic passe partout and the statement piece, the commercial color and the eye-catching one that will drive the purchase of a consumer in search of novelty.

This report is based on Livetrend data extracted from e-commerce on the European market from 1/02/24 to 30/03/24, 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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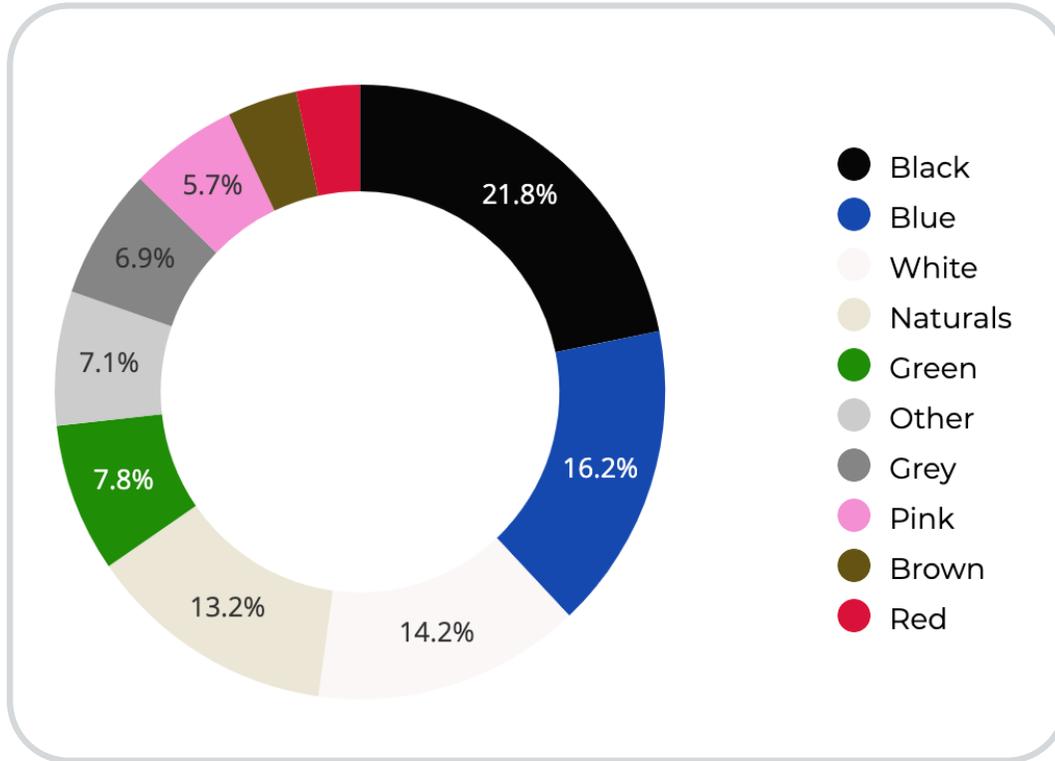
RETAIL RADAR WW **PRODUCTS ASSORTMENT**



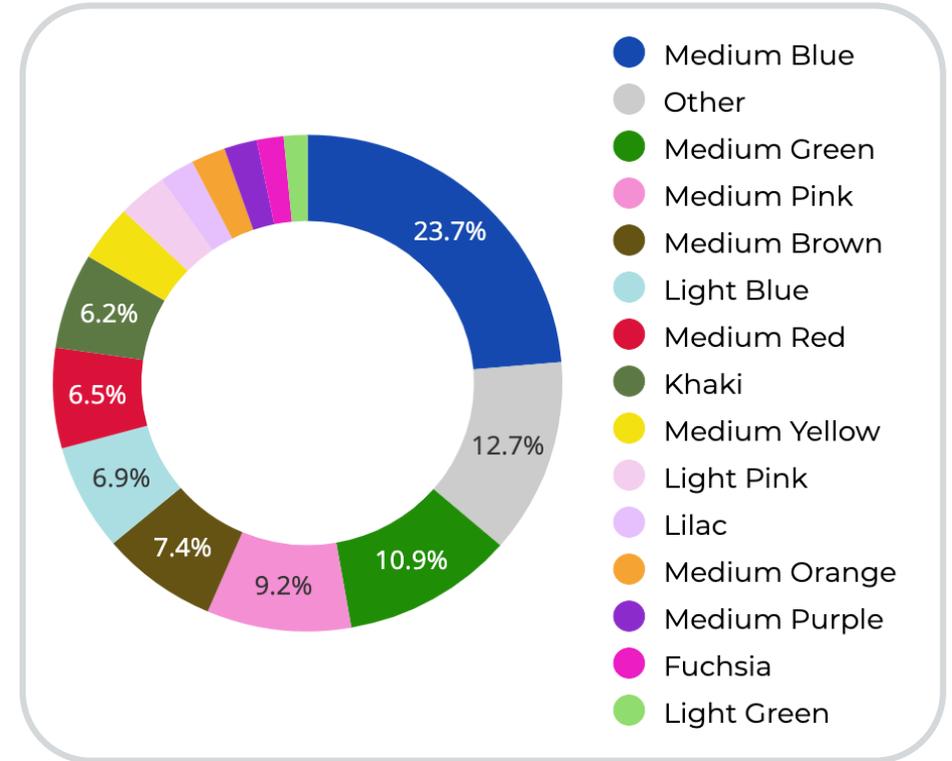
In this quantitative analysis, the women's collections show a divided attention between dresses (21% of the assortment) and trouser looks (which together with jeans represent 18% of the range). Pants, in fact, show a year-on-year increase, as do jeans (%). Skirts are also showing some growth, which suggests that 2-piece looks are the most popular this spring, where tailoring on the one hand, and comfort on the other, seem to prevail over femininity. Certainly the proportion will be readjusted from April as „dress to impress“ is picking +250% on consumer searches and brands are delivering the ceremony capsules.



RETAIL RADAR RTW **COLORS ASSORTMENT**



SPRING 24 RTW COLORS ASSORTMENT



RTW FASHION COLORS RANGE

Spring 24 collections blossom with a clean color assortment, witnessing the evolution of neutrals that take center stage. Beige and grey tones gracefully replace the once dominant saturated hues, ushering in a softer and more sophisticated palette. Black, too, takes a back seat, contributing to the serene ambiance of the season, substituted by greys (+25%) in favor of more eco-friendly dyeing techniques. This shift towards muted tones enhances the overall theme of tranquility and delicacy, encapsulating a sense of low-key fashion. Classic colors are taking average 53% of the global ready-to-wear color range. As the fashion landscape embraces this subtle revolution, the Spring 24 color assortment invites a calm and refined elegance, with pastel colors and vivid highlights, especially for accessories.

RETAIL RADAR WW **COLORS EVOLUTION**



GREY



H&M (2).jpg

+25%
YEAR ON YEAR

NAVY



ba&sh.avif

+20%
YEAR ON YEAR

LIGHT PINK



Zara_1.jpg

+32%
YEAR ON YEAR

BROWN



mango_.avif

+23%
YEAR ON YEAR

CORAL



thekooples.jpeg

+18%
YEAR ON YEAR

PLUM



PATRIZIA-PEPE_.webp

+25%
YEAR ON YEAR



GREEN



TOMMY.png

-20%
YEAR ON YEAR

MEDIUM PINK



&otherstories_1.jpg

-18%
YEAR ON YEAR

FUCHSIA



Mango_2.avif

-31%
YEAR ON YEAR

For Spring 24 Womenswear, the color narrative undergoes a transformative journey. While red asserted itself dominantly during the autumn season, Spring brings forth a refreshing shift towards a more subdued palette. The season leans towards pastel and lighter hues, opting for a less saturated and pigmented allure. The color spectrum presents a delicate array of greyish nuances, ranging from sophisticated beiges to ethereal blues and soothing pinks. This nuanced selection captures the essence of the season, inviting a softer, more tranquil aesthetic. Micro-trends show that corals, browns and plums are growing for this spring, while greens and pinks are receding.

RETAIL RADAR PRINTS EVOLUTION



STRIPES

BIG TREND



miu miu (3).webp



+40%

YEAR ON YEAR



ANIMALIER

SAFE TREND



+zara+.jpeg



-31%

YEAR ON YEAR



FLORALS

STABLE TREND



Stella_et_suzie_.webp



-23%

YEAR ON YEAR



POLKA DOTS

SAFE TREND



Rouje.webp



+12%

YEAR ON YEAR



VEGETAL

SAFE TREND

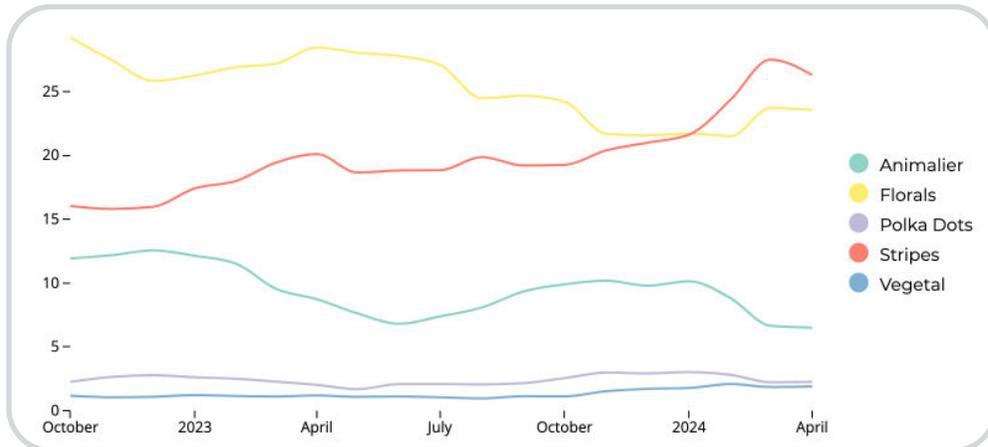


ulla-johnson.png



+66%

YEAR ON YEAR



Stripes are experiencing a notable surge in popularity, providing a timeless and versatile aesthetic that resonates with contemporary fashion. Meanwhile, animal print and floral are decreasing and polka dots remain a stable minor trend and a symbol of playful sophistication. Another micro trend is the vegetal pattern, playing between primal design and exotic leaves. As fashion leans towards classical colors and themes, there's a distinct emphasis on clean and elegant geometries, with an intriguing twist of genderless patterns seamlessly intertwining to redefine sartorial boundaries.

RETAIL RADAR WW **FABRICS EVOLUTIONS**



LEATHER & FAKE

SAFE TREND



Mango_1.avif


+10%
YEAR ON YEAR



DENIM

STABLE TREND



Guess.avif


+8%
YEAR ON YEAR



SHINY

SAFE TREND



Sandro.jpg


+46%
YEAR ON YEAR



VEILED

STABLE TREND



&otherstories.jpg


+14%
YEAR ON YEAR



WRINKLED

EARLY SIGN



Reserved2.avif


+29%
YEAR ON YEAR

In the realm of Spring textiles, a nostalgic nod to the retro 90s aesthetic emerges. Leather and fake one takes center stage, reminiscent of its heavy-duty effects seen in the past and reminding some tie&dye and crakled effects. This season, suede makes a prominent appearance across various categories, from outerwear to skirts, adding a touch of soft sophistication. Denim maintains its stronghold in the market, continuing its resurgence from previous seasons, taking more visual effect as bleached and coated finishings. Shiny fabrics as satin persist, seamlessly blending gentle femininity with staple slip dress designs. Sheer fabrics stay as a strong stable trend. However, it's the introduction of wrinkled fabrics and textured effects that truly captivates, offering a fresh perspective and shaping a new „just-woke-up“ aesthetic, embracing a casual yet effortlessly chic vibe that resonates with contemporary fashion sensibilities.

RETAIL RADAR **OUTERWEAR**

TRENCH

SAFE TREND



Mango.avif


+83%
YEAR ON YEAR

BOMBER

SAFE TREND



The Frankie shop (3).webp


+91%
YEAR ON YEAR

DENIM JACKET

STABLE TREND



reserved-.avif


+10%
YEAR ON YEAR

HIGHLAND COAT

EARLY SIGN



&Other Stories_1.jpg


+122%
YEAR ON YEAR

WINDBREAKER

SAFE TREND



Pull&Bear.jpg


+81%
YEAR ON YEAR

In the ever-evolving landscape of fashion, outerwear emerges as a focal point of nostalgic allure, particularly with the enduring popularity of iconic pieces such as the trench coat and the bomber jacket. Symbolizing a quiet luxury reminiscent of the 90s era, these timeless garments evoke a sense of sophistication and understated elegance. What sets them apart is their remarkable versatility, as they effortlessly blur the boundaries between traditional men's and women's wardrobes. In doing so, they embrace a unisex appeal that transcends fleeting trends, offering a timeless allure that resonates with individuals seeking everlasting style. Whether draped over the shoulders of a tailored suit or paired with casual denim, the trench coat and bomber jacket stand as enduring outerwear pieces, embodying the essence of effortless chic and casual coolness for generations to come.

RETAIL RADAR **DRESSES**

MAXI KNIT DRESS

90s SLIP DRESS

EMBOIDERED

PLEATED

TWEED DRESS

STABLE TREND

STABLE TREND

EARLY SIGN

EARLY SIGN

EARLY SIGN



Jacquemus (2).avif



Acne Studio (2).jpg



ZARA-dress.jpeg



sezane.avif



SANDRO-.webp



+19%

YEAR ON YEAR



+26%

YEAR ON YEAR



+52%

YEAR ON YEAR



+24%

YEAR ON YEAR

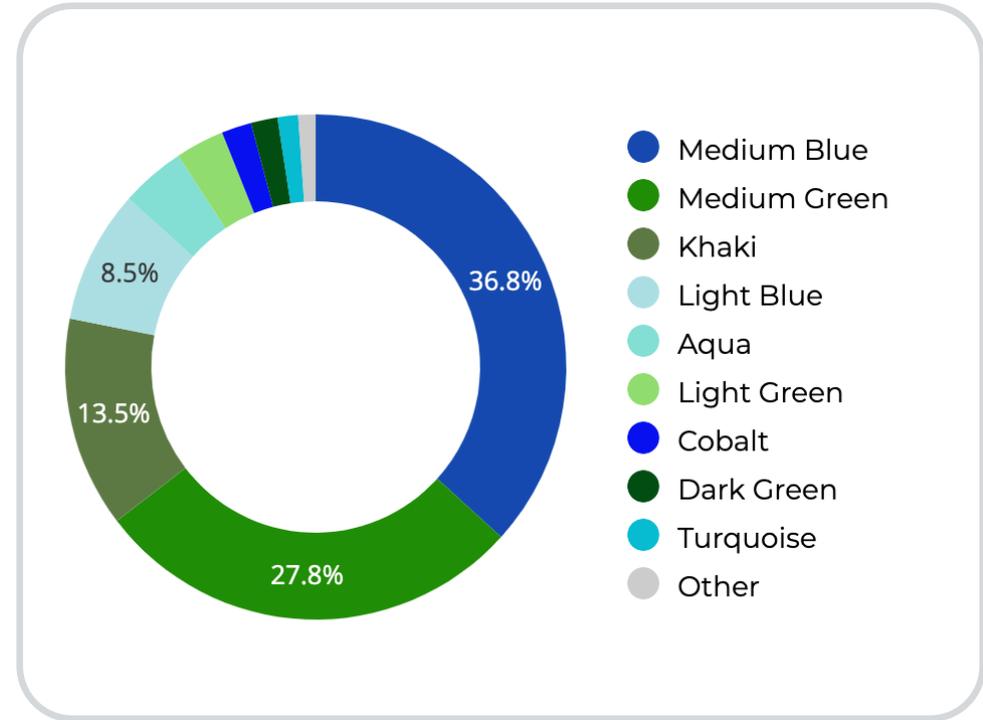
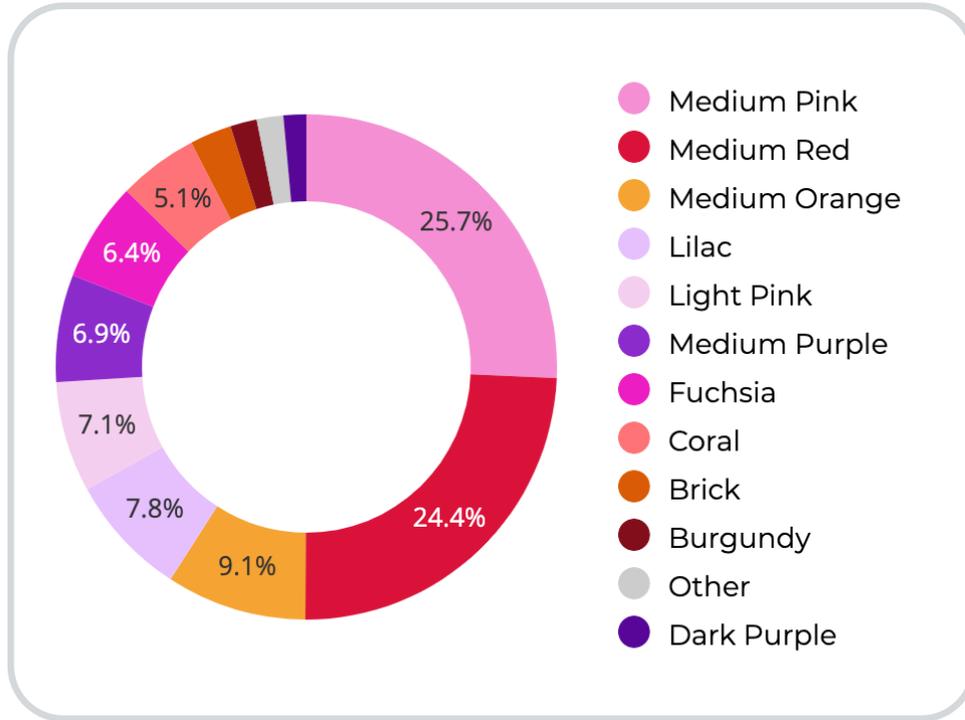


+7%

YEAR ON YEAR

Dresses are the epitome of femininity and are undergoing a subtle yet significant metamorphosis, eschewing the tight confines of shorter lengths for a more relaxed and minimalist allure. This transformation is evident in the emergence of wider, lighter, and longer designs, which offer a refreshing departure from the constraints of the past. In fact, data say that midi and long dresses are rising 21% to last year and 18% from the beginning of the season, while short dresses are decreasing by 14% to last Spring. These contemporary midi styles reflect a trend towards a modern femininity that prioritizes fluidity and understated elegance, but it's important to notice that analysing performances midi and short dresses steal each other's scene on sales where short lengths still continue to sell well. Asymmetric features for dress is increasing 18% in visibility to last year.

RETAIL RADAR **DRESSES COLORS**



In the spectrum of dress colors, we see that some color shifts announced for the season are being shy on the market. However, the great return of red is mitigated by the presence of pink, and apricot tones are still scarce for spring. As we predicted, it is coral that is growing rapidly among the favored colors demonstrating +56% over last year. Purples remain constant with +4%, led by lilac which rises 22% over last year. Pink overall remains stable (-1%yoy) with fuchsias coming back up (+6%yoy) after drastically collapsing during the winter and the great return of pastel pinks (+52%yoy) that last year had given way to shocking pink. In fact, pastels as usual are returning as the protagonists of spring along with neutral tones and white, which dominates in dresses with +14%. Talking about cold colors, blue and green are quite stable, with light mint green taking 7% of this blue/green hues and note that among the blues, cobalt grows by 15%. For classics, pastel blue grows 19%, navy increases by 33%, medium gray by 32% and brown by 37% to last spring.

RETAIL RADAR **DRESSES COLORS EVOLUTION**

CORAL



-mango-.avif

+56%
YEAR ON YEAR

LIGHT PINK



otherstories.jpeg

+52%
YEAR ON YEAR

BROWN



patrizia-pepe.webp

+37%
YEAR ON YEAR

NAVY BLUE



ba&sh.avif

+33%
YEAR ON YEAR

MEDIUM RED



reformation.webp

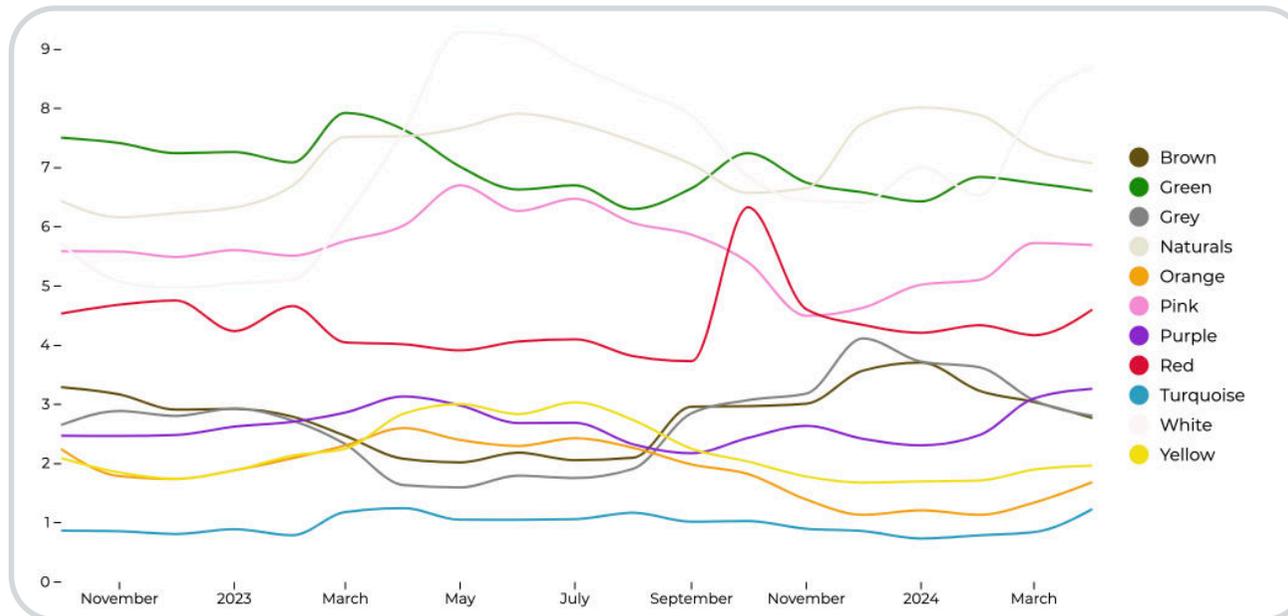
+28%
YEAR ON YEAR

LILAC

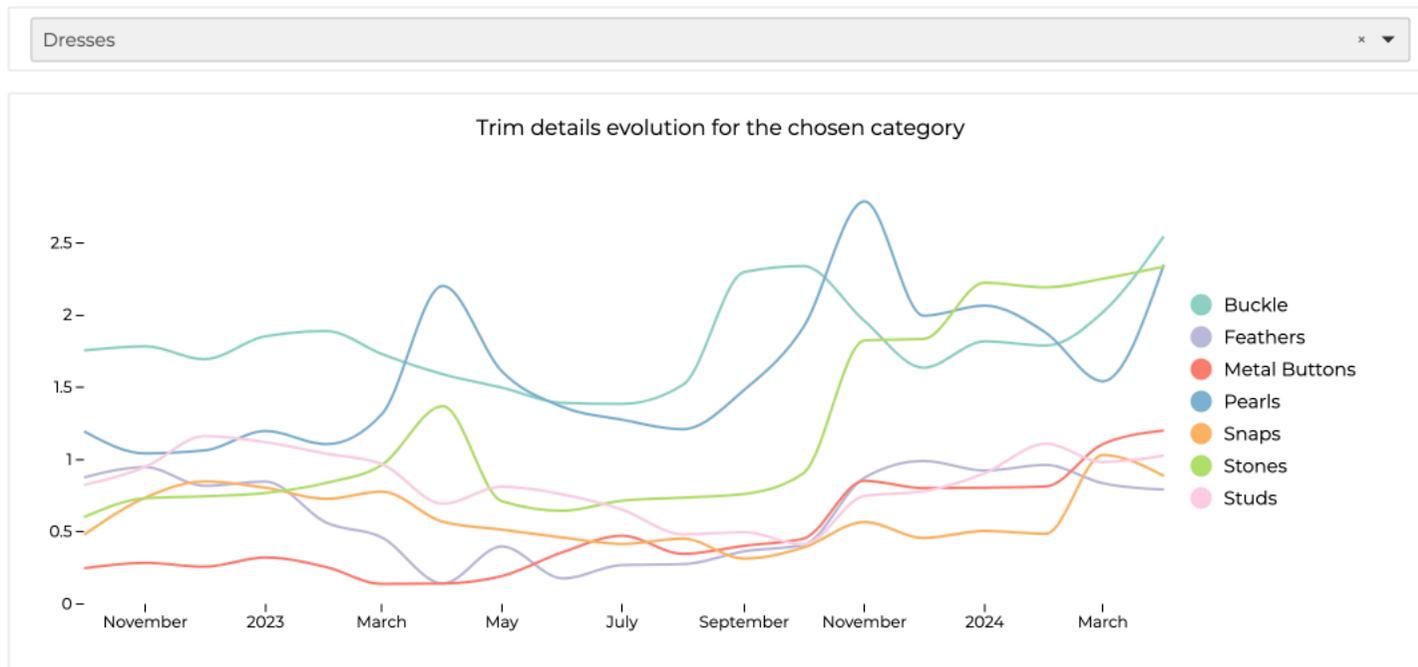


RESERVED_.avif

+22%
YEAR ON YEAR



RETAIL RADAR **DRESSES TRIM DETAILS**



While the design of dresses is rather pure and minimalistic, everyday dresses are quite poor of value-added to focus on a more attractive price point. Nevertheless, the right detail plays a very important part in attracting the consumer to buy.

Asymmetry is certainly a favorite features for neck and hemlines. Buckles are a rising detail, from an elevated add on for a belted dress to a structuring part of the dress, buckles range from metal, to jewel, to wood, to rustic craft detail. Pearls detail, stones and beads are used to embellish dresses as an accessory or as an embroidery and are a typical items for ceremony drops. Metal buttons and snaps are often linked to denim dresses or knitted ones. Micro studs are decorating hemlines, cuts or used to place some decorative logos. Feathers are an increasingly important detail for dresses, as they bring softness and tactility; the look is deliberately fuzzy and the feathers are always dyed to match the dress.

RETAIL RADAR **TOPWEAR**

STRIPED SHIRT

BIG TREND



Zara.jpg


+33%
YEAR ON YEAR

VEILED SHIRT

SAFE TREND



&otherstories.jpg


+23%
YEAR ON YEAR

SLIP CAMI

BIG TREND



The Reformation.jpg


+26%
YEAR ON YEAR

ASYMMETRIC

EDGY TREND



Mango (2).avif


+24%
YEAR ON YEAR

SUIT VEST

EDGY TREND



Miu Miu.avif


+79%
YEAR ON YEAR

In the realm of topwear, the shirt takes center stage, adopting a more mannish allure that speaks to the essence of timeless and androgynous style. As the thigh corset shapes gradually recede, simpler silhouettes come to the forefront, reflecting a shift towards understated elegance and versatility in contemporary fashion. These elements create a harmonious blend of tradition and modernity, where classic menswear influences intersect with delicate femininity. Whether it's the crisp lines of a tailored striped shirt or the ethereal beauty of a veiled blouse, topwear for Spring 24 embodies a sense of effortless sophistication and timeless allure.

RETAIL RADAR **PANTS**

WIDE-LEG

BIG TREND



Cos.jpg


+23%
YEAR ON YEAR

TAILORED

SAFE TREND



motellocks-.webp


+39%
YEAR ON YEAR

CARGO

STABLE TREND



Maje_.webp


+27%
YEAR ON YEAR

BAGGY JEAN

BIG TREND



Bershka.jpg


+261%
YEAR ON YEAR

BERMUDA

SAFE TREND



Patrizia Pepe.webp


+50%
YEAR ON YEAR

In the Spring 24 women's fashion landscape, pants take a bold step towards embracing elements from the menswear wardrobe, echoing the enduring influence of late 90s subcultural aesthetics. The resurgence of the baggy jean, the low wait tailored pant and the bermuda shorts heralds a triumphant return to these iconic silhouettes, which first made waves in underground scenes of the late 90s. With their relaxed fit and nonchalant attitude, baggy jeans and argo pants exude a sense of effortless cool, while tailored bermuda and shorts offer a chic nod to casual elegance. Wide-legs persist as a big trend for classic to casual styles, while cargo pants start showing an important decrease in the fashion shows but still are a bold trend into the premium and contemporary market. Straight and slim legs stay as a stable trend for each trousers style from tailoring to denims.

RETAIL RADAR **SKIRTS**

ASYMMETRIC

EARLY SIGN



Ba&sh.jpg


+110%
YEAR ON YEAR

PLEATED MIDI

EARLY SIGN



Zara (9).jpg


+37%
YEAR ON YEAR

DENIM MAXI

SAFE TREND



Cos_1.jpg


+64%
YEAR ON YEAR

LEATHER MINI

EARLY SIGN



Miu Miu.webp


+43%
YEAR ON YEAR

In the Spring fashion landscape, skirts undergo a notable evolution as mini shapes step aside to make room for longer lengths, asymmetries, and less structured silhouettes. This shift marks a departure from the overtly youthful aesthetic of mini skirts, embracing a more mature and sophisticated approach to skirt styling. Asymmetrical designs and flowing fabrics lend a sense of dynamism and movement to Spring skirts, while less shaping silhouettes offer a relaxed and effortlessly chic vibe. However, mini shapes aren't entirely absent from the scene; short lengths inject a playful twist with extreme micro hems, as Miu Miu, infusing a sense of whimsy and flirtation into the mix. Overall, Spring 24 skirts already introduce a certain ladylike style that was spotted during the FW24 fashion shows.

RETAIL RADAR BAGS

TOTE BAG



BIG TREND

The Reformation_1.jpg

+38%
YEAR ON YEAR

CLUTCH

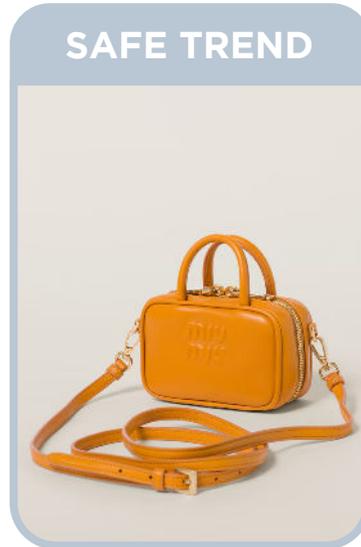


BIG TREND

Zadig&Voltaire.avif

+58%
YEAR ON YEAR

MINI BAG



SAFE TREND

Miu Miu_3.avif

+40%
YEAR ON YEAR

HOBO



BIG TREND

elisabetta franchi.webp

+105%
YEAR ON YEAR

BOWLING

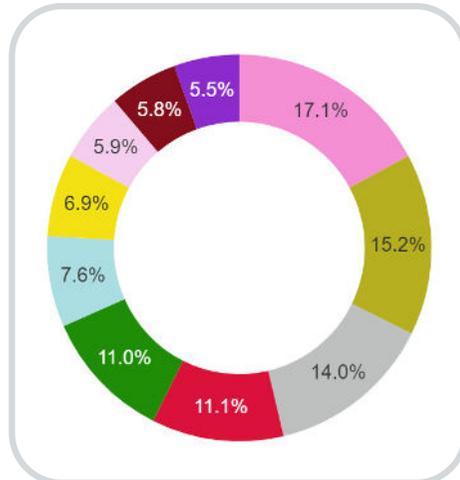
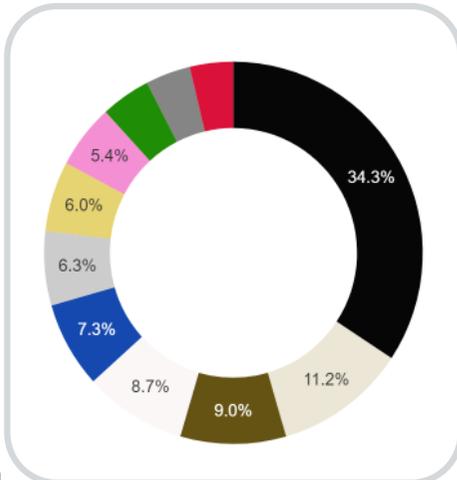


BIG TREND

coach.webp

+36%
YEAR ON YEAR

SPRING 24 ACCESSORIES COLORS



For Spring, the spotlight shines on bags and shoes, emphasizing a renewed focus on colors. Soft suede totes take center stage, offering a soft relaxed option for everyday wear. Meanwhile, pochettes are rising 58% in the range to last year showing that big and small styles are complementary, providing both style and comfort for the modern woman on the go. Hobo styles are still raging from soft to more structured ones, with vintage and futuristic looks. Fun bowling and mini bags add a playful touch, also injecting a burst of color and personality into the mix. This season, accessories serve to infuse a colorful twist into the silhouettes, ensuring that accessories are going to be protagonist in an overall more minimalist look.

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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