



**MENSWEAR**  
RETAIL RADAR  
SPRING COLLECTIONS  
**FOOTWEAR**



LIVETREND

# RETAIL RADAR SHOES INTRODUCTION



diesel.jpg



Zara (2)\_1.jpg



Alohas.png



Camper.jpg



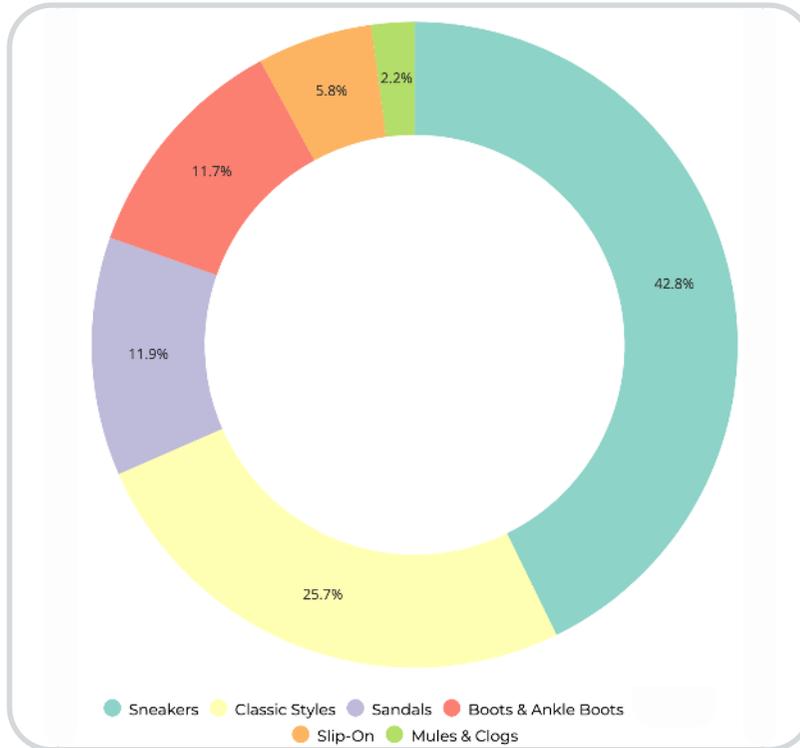
**UPDATE**

**Urban Explorers.** Spring 2024 for men's shoes is a harmonious blend of sleek premium designs, rustic influences, and the wave of new minimalism, creating a diverse and stylish collection for every discerning gentleman. The Texan boots and minimal moccasins both boast a pointy toe, embodying a refined Western allure. This season, a fascinating fusion of rustic elements and outdoor features gives rise to hybrid products that seamlessly marry urban sophistication with rugged charm. The emergence of a new minimal wave introduces fresh styles, with the new Chelsea boot making a bold statement as an essential silhouette. The babouche, in its utmost simplicity, becomes a key player in the minimalist movement, offering a refined and essential option for the modern man's wardrobe.

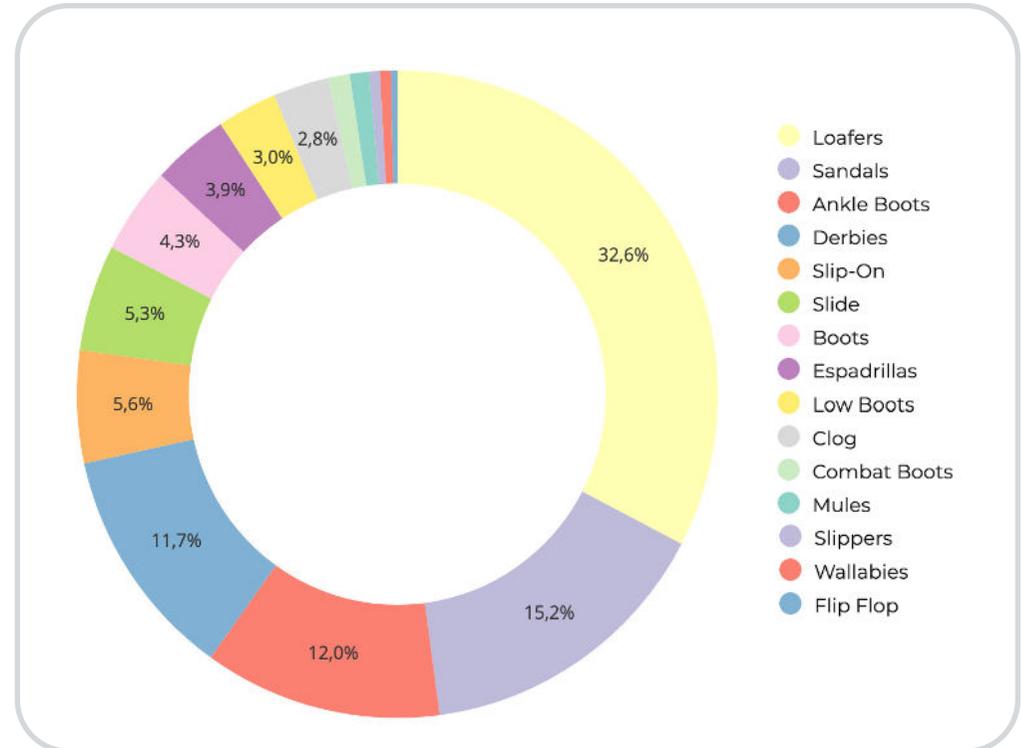
*This report is based on Livetrend data extracted from e-commerce on the European market from 1/02/24 to 27/03/24, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.*

# RETAIL RADAR SHOES **PRODUCT ASSORTMENT**

## CATEGORIES



## SUB-CATEGORIES



Considering men's footwear, sneakers are as usual a predominant category taking 43% of the global offer. For the elegant men, classic styles are a trendproof longlasting product, and loafers are taking the lead with 26% of sub-category range, while derbies are at 12% so less than half compared to loafers. In third position, sandals at 12% are mostly showing syntetic materials: plastic, rubber or recycled ones. Leather are the second option, while thick soles are prominent for both. Boots and ankle boots are at 12% of the range, showing a contrast between classic interpretations as chelsea and wallabie boots, sleek pointy cowboy styles and agresive laced up combat boots. Slip on style are rising into men's footwear not just for mocassins or more young and casual styles, but also for elegant shoes as for new espadrillas and pantoufles that are reflecting the ballet-flat trend in women's. Other feminine trends are influencing men's footwear as mary-jane styles: it's clear that young cohorts are looking for more genderfluid styles. Mules and Clogs are fashionista's favorite and also are giving an option for men that don't like to wear sandals.

# RETAIL RADAR SHOES **TOE EVOLUTION**

## POINTY



Giuseppe Zanotti.webp

  
**+12%**  
YEAR ON YEAR

## ROUND



Marsell.jpg

  
**-18%**  
YEAR ON YEAR

## SQUARE



hugo boss.webp

  
**+2%**  
YEAR ON YEAR

There is a strong interest in the design of the toe of the shoes. The data shows how the trend both moved toward more tapered shapes with aesthetic derivations of the cowboy boot, then with more rounded styles thanks to softer moccasins and to increasingly hybrid and even experimental shapes as we can see them in luxury brands from Loewe, Balenciaga, Prada, etc. For SS25, the mix between pointy/squared, pointy/rounded and even asymmetrical toe will be the perfect balance to reinvent footwear staples.

# SHOES DETAILS MATERIALS & FINISHINGS

## GRADIENT



Loewe (2).jpg

Di Bianco.webp

## DRY SUEDE



+32%

YOY

Zara\_3.jpg

Loewe\_1.jpg

## HEAVY DUTY LEATHER



+21%

YOY

Acne Studios.avif

Frye.jpg

## ARTY BRUSHES



Filling Pieces.webp

Msgm.webp

# SHOES DETAILS MATERIALS & DETAILS

## APRON TOE



-clarks-.PNG

+zara+.jpeg

BIG TREND

## LACE UP



-zara-.jpeg

-bobbies-.jpeg

SAFE TREND

## RUFFLED TOE



Alohas.png

ralph-lauren.jpeg

SAFE TREND

## RAW SOLE



sezane-homme.jpeg

bobbies.jpeg

EARLY SIGN

# SHOES DETAILS **DETAILS & TRIMS**

## THE GUMMY CAP



Moncler.webp



Prada.webp



EARLY SIGN

Loewe\_2.jpg



diesel.jpg



gucci (2).jpg



EDGY TREND

Kenzo.avif

## THE ROCKING HARDWARE



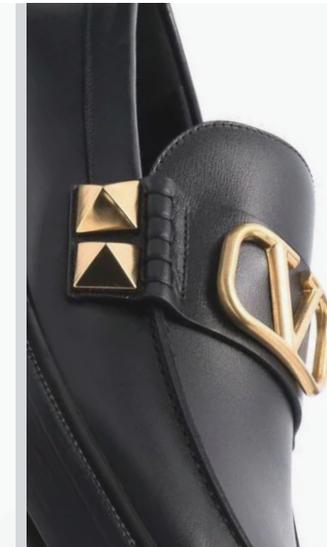
gmbh.jpg



Capture d'écran 2024-03-30 à 14:49:14.p12



toga.webp



VALENTINO-.webp



mmm0153013\_blk\_01.jpg

STABLE TREND

# RETAIL RADAR SHOES **STYLES**

## THE OUTDOOR DERBY

 **+110%**  
YEAR ON YEAR



Alexander Mc Queen.avif



Jacquemus.avif



Adieu.webp



Prada\_3.avif



Arket.png

STABLE TREND

## THE CHUNKY LOAFER

 **+28%**  
YEAR ON YEAR



Zara\_1.jpg



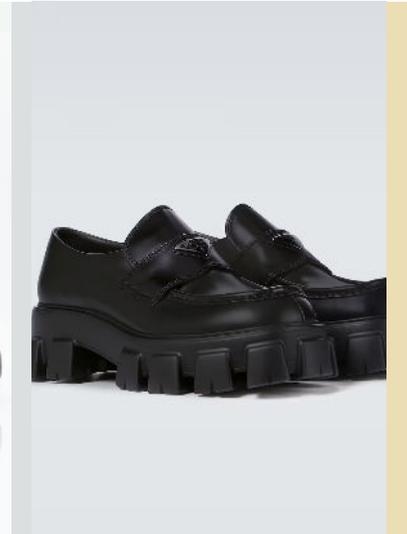
Burberry.jpg



Gucci.jpg



Roa.jpg



Prada\_2.avif

STABLE TREND

# RETAIL RADAR SHOES **STYLES**

## THE ANKLE TEXAN

 **+93%**  
YEAR ON YEAR



Saint Laurent.jpg



Off White.webp



BOBBIES-.webp



Ernst W Baker.webp



-COS-.jpeg

STABLE TREND

## THE EXTRASLEEK MOCASSIN

 **+350%**  
YEAR ON YEAR



Prada\_1.avif



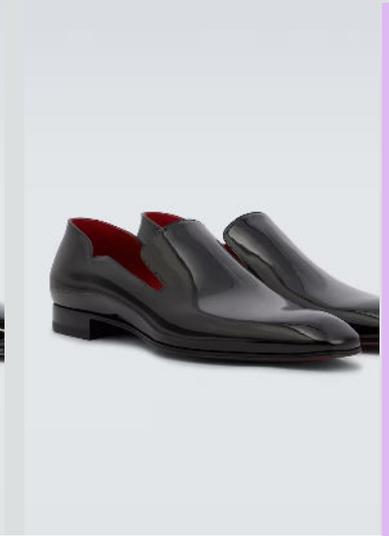
Saint Laurent.avif



Tom Ford.avif



Manolo Blanick.avif



Christian Louboutin.avif

EARLY SIGN

# RETAIL RADAR SHOES **STYLES**

## THE **SCRUNCHED MOCASSIN**

 **+800%**  
YEAR ON YEAR



Alohas.png



The Row.webp



Zara.jpg



Bottega Veneta\_1.avif



Yves Saint Laurent.webp

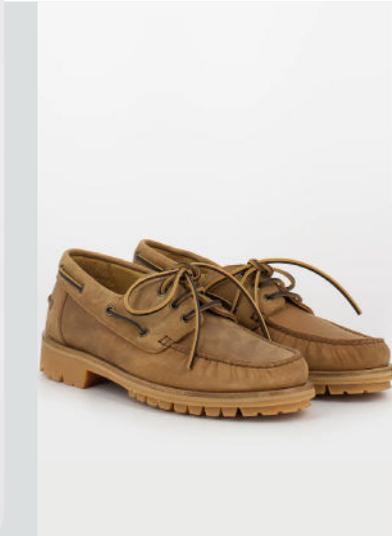
SAFE TREND

## THE **BOAT SHOE**

 **+50%**  
YEAR ON YEAR



Dries Van Noten.webp



Stimm.webp



Jacquemus.avif



Camper.avif



Timberland.jpg

SAFE TREND

# RETAIL RADAR SHOES **STYLES**

## THE RAISED LAKE APRON-TOE

 **+450%**  
YEAR ON YEAR



Burberry.avif



Zara x Clarks.jpg



Camperlab.webp



Bottega Veneta.avif



Prada.avif

SAFE TREND

## THE CLARK'S REVIVAL

 **+1400%**  
YEAR ON YEAR



clarks original.PNG



pied de biche.webp



clarks x jorja smith.PNG



frau.webp

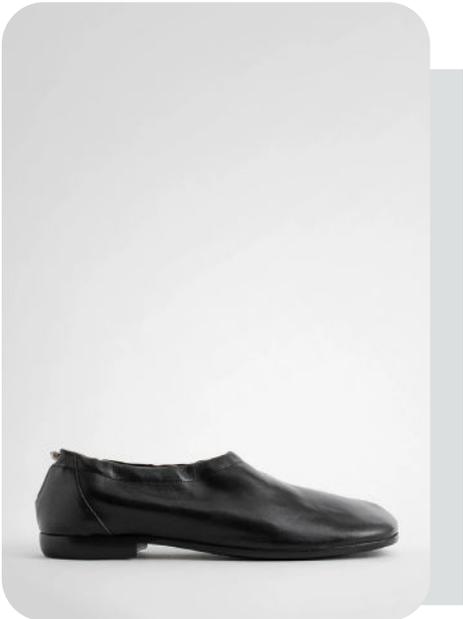


clarksxengineeredgarment.PNG

BIG TREND

# RETAIL RADAR SHOES **EMERGING STYLES**

## THE ESSENTIAL BABOUCHE



Mattia Capezzani.webp



Loewe.jpg



Dolce & Gabbana.avif



Lemaire.avif



Zara\_2.jpg

EDGY TREND

## THE MARYJANE



dr.martens.webp



ZIGN Studio.webp



etro.webp



ernest-w-baker.avif



-viron-.avif

EDGY TREND



# RETAIL RADAR SHOES **STYLES**

## THE FISHERMAN SANDAL

 **+22%**  
YEAR ON YEAR



hg2f4budnrfigdsugyid.jpg



ralph lauren.jpeg



massimo dutti.webp



zara-.jpeg



-pull&bear-.jpeg

SAFE TREND

## THE ESPADRILLA HYBRID

 **+93%**  
YEAR ON YEAR



sezane homme.avif



Bottega Veneta\_2.avif



MMoustache.webp



Loboutin.avif



Saint Laurent\_1.avif

SAFE TREND

# RETAIL RADAR SHOES **STYLES**

## THE CLOG

 **+12%**  
YEAR ON YEAR



zara+.jpeg



mephisto.jpeg



sacha.webp



hogo boss.webp



birkenstock-.jpeg

STABLE TREND

## THE BIRKENSTOCK SANDAL

 **+50%**  
YEAR ON YEAR



\_zara-.jpeg



emporio armani.webp



-birkenstock.jpeg



steve madden.webp



guess.avif

SAFE TREND

# RETAIL RADAR SHOES **OUTDOOR STYLES**

## THE TECH CHELSEA BOOT



Oakley.webp



Acw x Converse.webp



Emporio-Armani.webp



Moncler\_1.webp



Zara\_5.jpg

EARLY SIGN

## THE TRAIL GRIP



MONCLER.PNG



CMF.PNG



newbalance.PNG



merrel.PNG



Dr Martens.webp

EARLY SIGN

# 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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