



FOOTWEAR
RETAIL RADAR
SPRING COLLECTIONS
SNEAKERS



LIVETREND

RETAIL RADAR SNEAKERS **INTRODUCTION**



Fp Collection (2).webp



Yamamoto



Keen.webp



Bembury.jpg



UPDATE

Sneaker-evolution. Sneakers commitment to authenticity and creativity transforms each step into a bold statement, presenting a fusion of heritage and modernity. The sneakers feature a curated selection of raw materials, each bearing unique imperfections that tell a captivating story of individuality. Worn out and vintage effect are trending showing how second hand is also influencing footwear. SS24 season introduces the revival of court sneakers, marrying athletic heritage with confort and ageless appeal for a versatile urban look. Opposite to this sneakers revival, a strong futuristic taste is pushing design boundaries toward the exploration of futuristic soles that unveil unconventional shapes and unexpected materials. Adding an innovative twist, the sneaker's design features the hybridization of classic shoe styles with sneaker soles and attributes, creating a sophisticated fusion that effortlessly bridges the gap between formal and casual.

This report is based on Livetrend data extracted from e-commerce on the European market from 1/02/24 to 29/02/24, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

**ACCESS ALL IMAGES
CLICKING HERE**

SNEAKERS RADAR **MATERIALS & FINISHINGS**

THE USED


+18%
YOY



Zara_1.jpg

Acne Studio.jpg

DATE11.jpg

THE RAW



Uma Wang.webp

Yamamoto_1.jpg

serafini9.jpeg

THE PATCHED



The-Supermade16.webp

Premiata.webp

Satorisan11.webp

THE CRAFTY


+140%
YOY



Ranra x Salomon.avif

Chloe.jpg

Keen.webp

SNEAKERS RADAR **MATERIALS & FINISHINGS**

THE ASYMMETRIC LACING



Nike.webp



Camperlab.avif



THE FUN FUZZY



Fenty x Puma.webp



Marni.avif

THE MIXED SHOE LACES

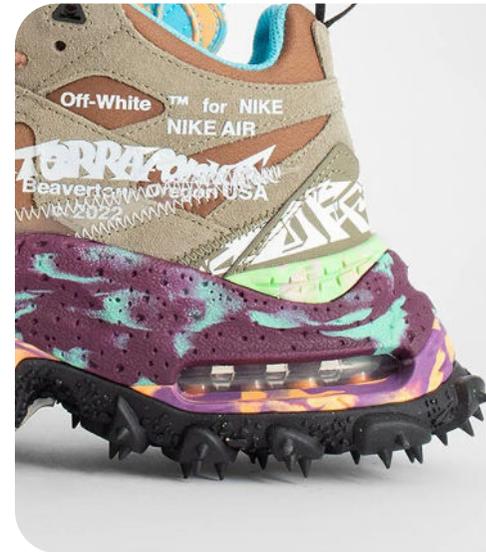


Miu Miu.avif



Lanvin_1.webp

THE MONSTER SOLE



Off White.webp



Satorisian.webp

SNEAKERS RADAR **DETAILS & TRIMS**

THE **BROKEN EDGE**



Converse.webp

44 Label.webp

Axel Arigato.webp

THE **GUMMY COVER**



Ferragamo.webp

Prada_1.webp

Saucony.webp

THE **SCRIBBLED SOLE**



Balenciaga.webp

serafini20.jpeg

Saint Laurent.webp

THE **LAYERED STYLE**



Msgm.webp

Feng Chen Wang.webp

Camperlab.webp

RETAIL RADAR **SNEAKERS**

THE RUBBER SOLE COURT

 **+28%**
YEAR ON YEAR



Vans.webp



compass.png



eytys.jpg



toteme.webp



zara4.jpeg

BIG TREND

THE SLEEK SOCCER

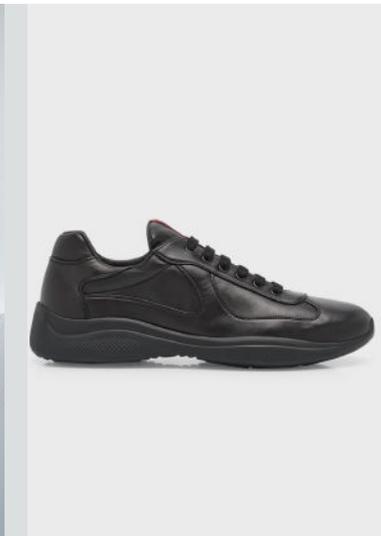
 **+200%**
YEAR ON YEAR



Paul Smith.webp



Yamamoto.jpg



Prada.webp



Highsnobiety12.webp



Bally.webp

SAFE TREND

RETAIL RADAR **SNEAKERS**

THE **ELEVATED TRAINER**

 **+100%**
YEAR ON YEAR



netaporter13.png



CAMPERLAB Tormenta.webp



Highsnobiety5.webp



netaporter.png



Adidas BAD BUNNY.webp

BIG TREND

THE **GRAVITY TRAINER**

 **+350%**
YEAR ON YEAR



freepeople (2).webp



netaporter6.png



Ferragamo.jpg



Mizuno.webp



Cloudmonster.webp

EARLY SIGN

RETAIL RADAR **SNEAKERS**

THE RUSTIC SOLE HYBRID

 **+150%**
YEAR ON YEAR



anna field.png



Fp Collection.webp



Sam Edelman.webp



Freepeople.webp



Fp Collection (2).webp

SAFE TREND

THE COLOR-BLOCKS

 **+170%**
YEAR ON YEAR



All Flower Mountain.webp



Blauer.webp



Moncler x Bembury.jpg



Loboutin.webp



Arko.webp

SAFE TREND

RETAIL RADAR **SNEAKERS**

THE LACELESS

 **+250%**
YEAR ON YEAR



Zara_2.jpg



sorel5.webp



URBANOUTFITTERS8.webp



Nike.avif



Oakley.webp

EARLY SIGN

THE SKATER

 **+4%**
YEAR ON YEAR



Zara.jpg



Lanvin.webp



Puma.webp



Reebok.webp



Amiri.webp

STABLE TREND

SNEAKERS RADAR **EMERGING SIGNS**

THE APRON-TOE STYLE

THE HYBRID STYLE



EARLY SIGN



EARLY SIGN

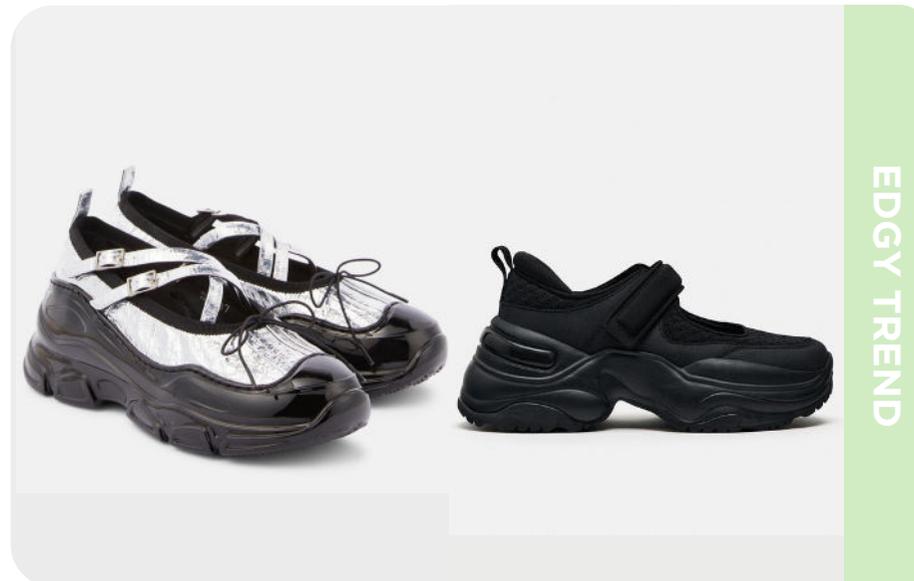
Prada (2).webp

Haze.webp

Atk Collective.jpg

Westwood.jpg

THE BALLET STYLE



EDGY TREND

Simone Rocha.avif

Zara_3.jpg

SNEAKERS RADAR **EMERGING SIGNS**

THE AMORPHE SOLE



A Diciannoveventitre.webp

Maison Mihara Yashuiro.webp

THE BIONIC SOLE



Blaenciaga.webp

Y-3_Gendo_Superstar_.avif

THE BLOCK PLATFORM



Paloma barcelo (2).webp

Yamamoto_2.jpg

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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