



SS25
UPDATE
**BEACH
ACCESSORIES**



LIVETREND

BEACH ACCESSORIES INTRODUCTION



@madeforawoman4.png



@hannahschonberg.png



Zara_2.jpg



@renataq.jpg



UPDATE

Rustic Romance. Beach accessories are embracing a vibrant blend of styles, drawing heavily from exotic inspirations and vintage aesthetics. Head accessories, in particular, are at the forefront of this trend. Artisanal techniques bring a unique touch, with elongated shapes that evoke a sense of wanderlust and adventure. Crocheted beanies and soft diva foulards add a nostalgic flair, reminiscent of bygone eras yet seamlessly modern. Jewelry is also making waves, inspired by the enchanting allure of mermaids. Adorned with shells, lucky charms, and mesmerizing mother-of-pearls, these pieces capture the ethereal beauty of the ocean, adding a touch of magic to any beach ensemble. Bags maintain a rustic charm, enhanced by fun color blocks that offer a playful twist after a season of minimalistic trends. This fusion of tradition and whimsy ensures that each accessory not only complements the summer vibe but also tells a story of its own.

This report is based on Livetrend data extracted from Instagram from 4/06/24 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

BEACH ACCESSORIES HATS

THE RAFFIA BUCKET

BIG TREND



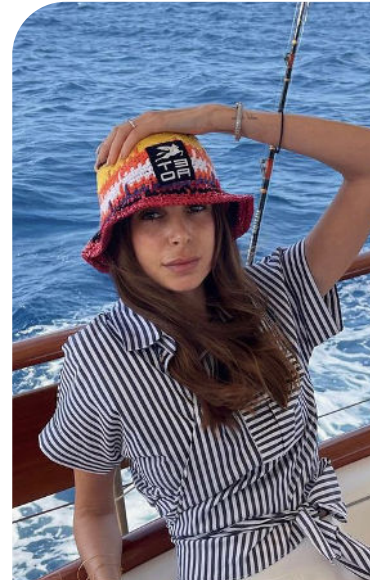
Valentino.avif



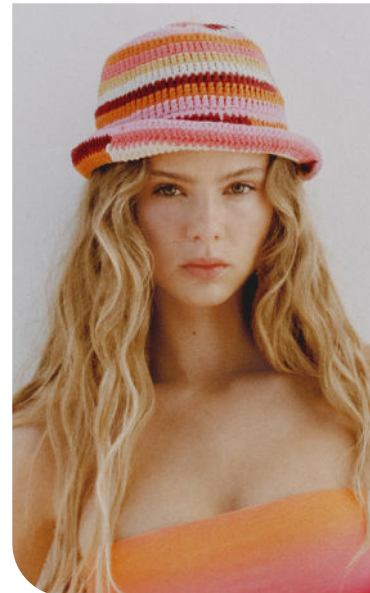
lola hats.jpg

THE FUN CROCHET BOB

BIG TREND



@elliali.jpg



Mango.avif



@emilisindlev2.png

+78%
YOY

@alougee.png

+180%
YOY

BEACH ACCESSORIES HATS

THE STETSON STYLE

SAFE TREND



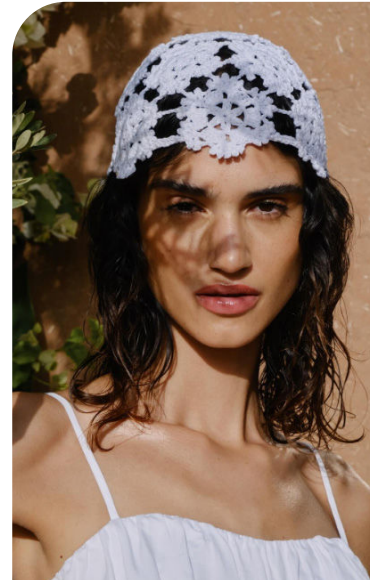
Freepeople.webp



@georgiabayliss.png

THE CRAFTY BEANIE

EDGY TREND



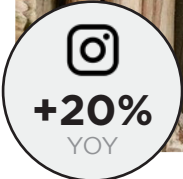
@nudestory3.png



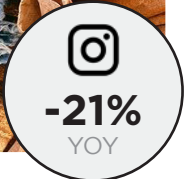
Mango_1.avif



@pardohats.jpg



@amanustudio.jpg



BEACH ACCESSORIES HATS

THE PEASANT HEADCHIEF

EARLY SIGN



+4%
YOY

@hannahschonberg.png



@forloveandlemons.png



@josephinehj.png



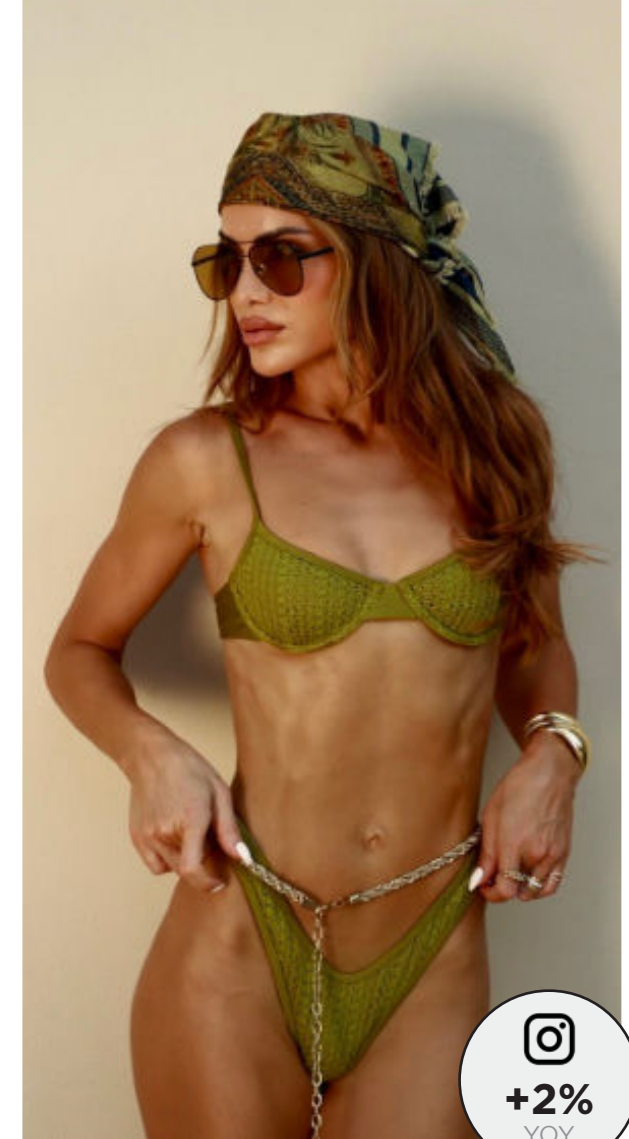
@ginevramavilla.png



@emilisindlev.png

THE VINTAGE HEAD SCARF

STABLE TREND



+2%
YOY

@camilacoelho.png

BEACH ACCESSORIES HATS

THE ELONGATED EXOTIC

EDGY TREND



@pardohats2.jpg



flapper.jpg



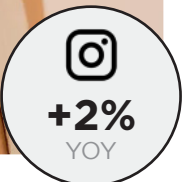
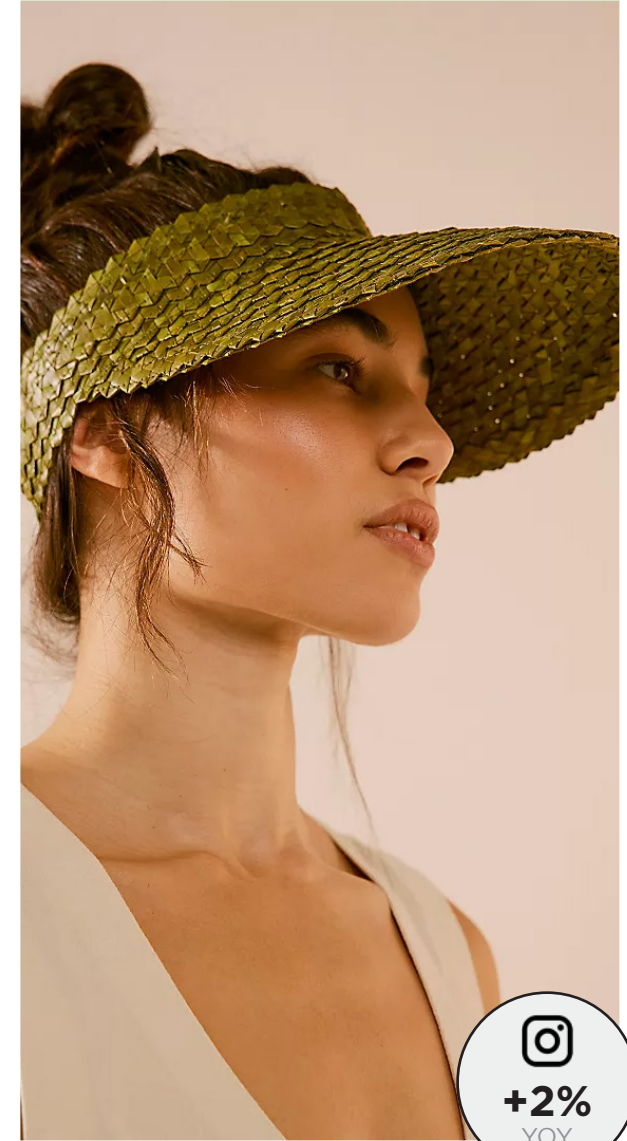
Freepeople_1.webp



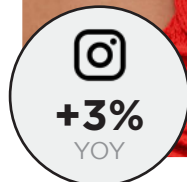
Zara.jpg

THE RUSTIC VISOR

EDGY TREND



Lusana.webp



Cult Gaia.webp

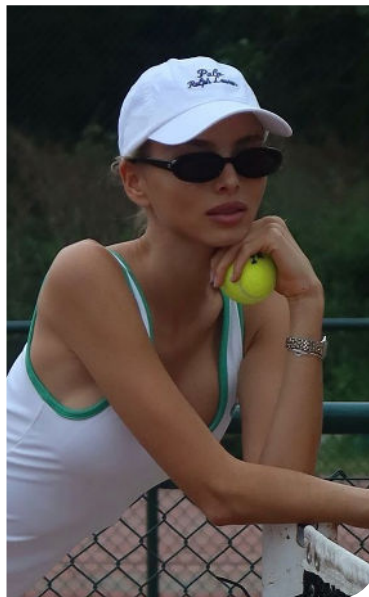
BEACH ACCESSORIES HATS

THE CLEAN CAP

STABLE TREND

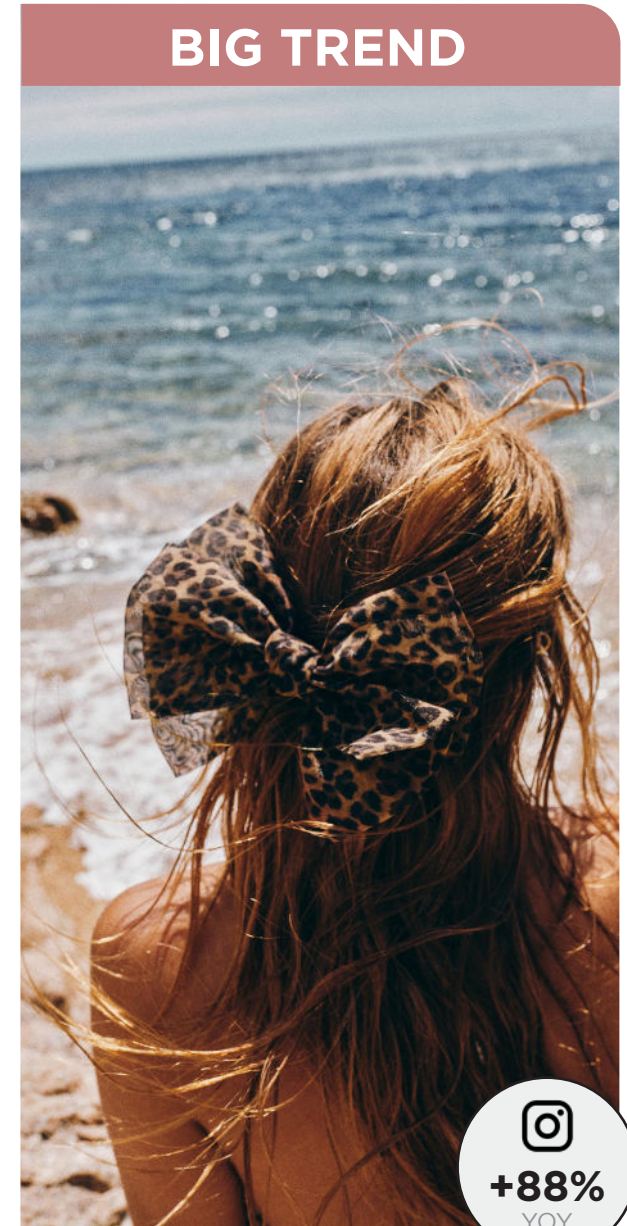
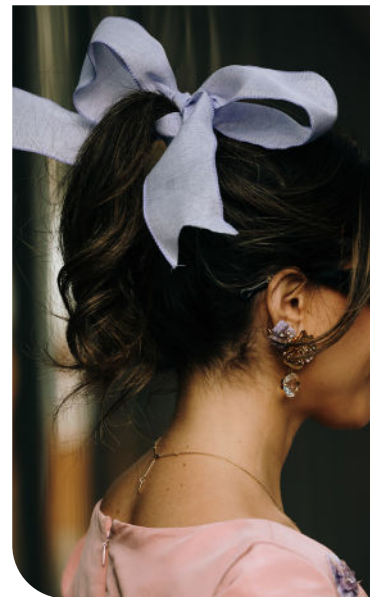


Zara_6.jpg



THE BOW TIE

BIG TREND

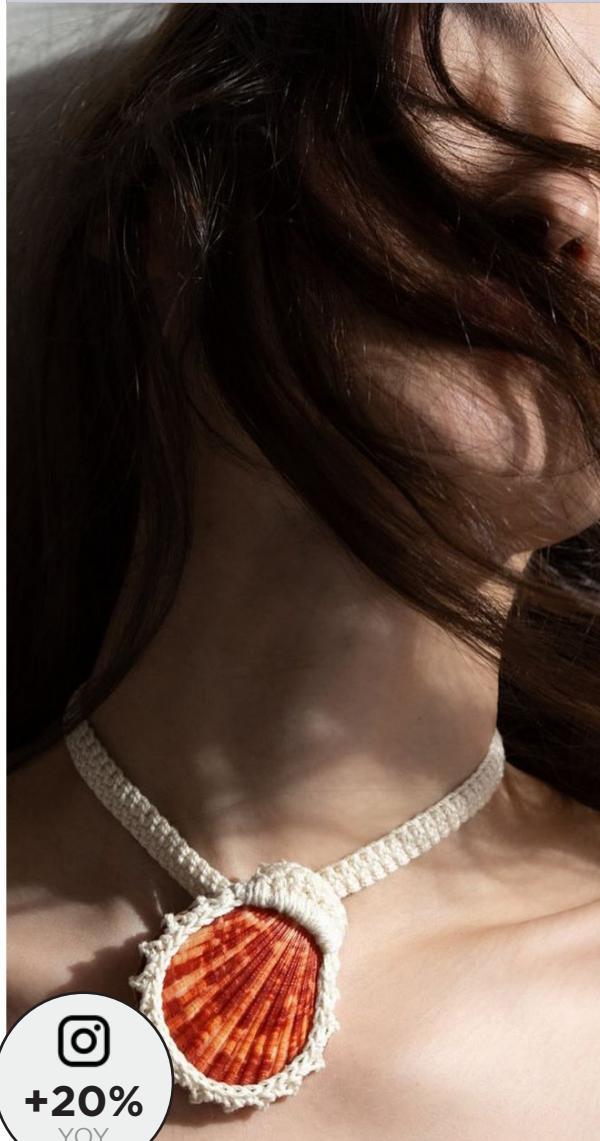



Zara_1.jpg

BEACH ACCESSORIES **BIJOUX**

THE SEA INSPIRED

SAFE TREND




+20%
YOY

@renataq.jpg



@nudestory4.png



brinker-eliza.jpg



@tachclothing.jpg




joie-digiovanni.jpg

THE MOTHER OF PEARLS

STABLE TREND




-4%
YOY

@alenisshe.jpg

BEACH ACCESSORIES **BIJOUX**

THE KARMA VIBES

STABLE TREND



Zara_2.jpg



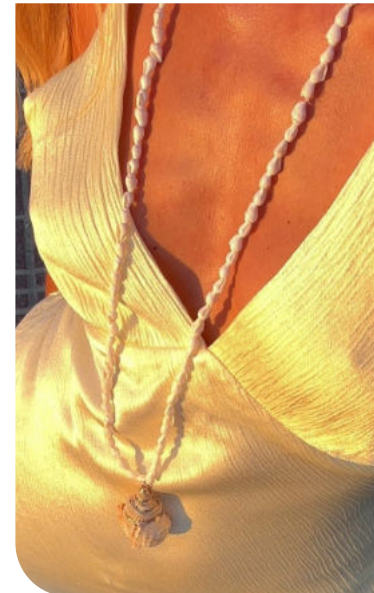
@amihallimond.jpg



Freepeople_3.webp



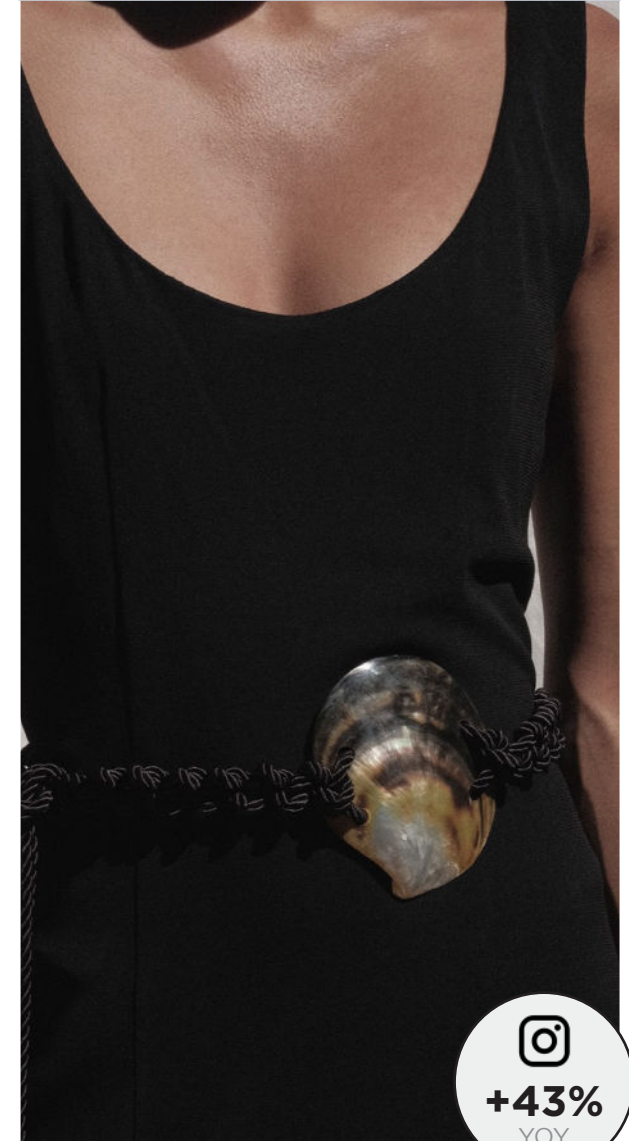
Zara_3.jpg



@phiaka.png

THE SHELL CHAIN

SAFE TREND



jasmin-sparrow.jpg



+9%
YOY



+43%
YOY

BEACH ACCESSORIES **BIJOUX**

THE FUN PENDANT

SAFE TREND



Zara_8.jpg



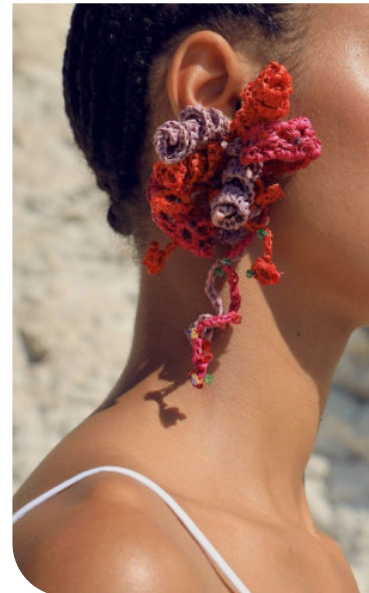
johanna-ortiz (2).jpg



Mango_2.avif



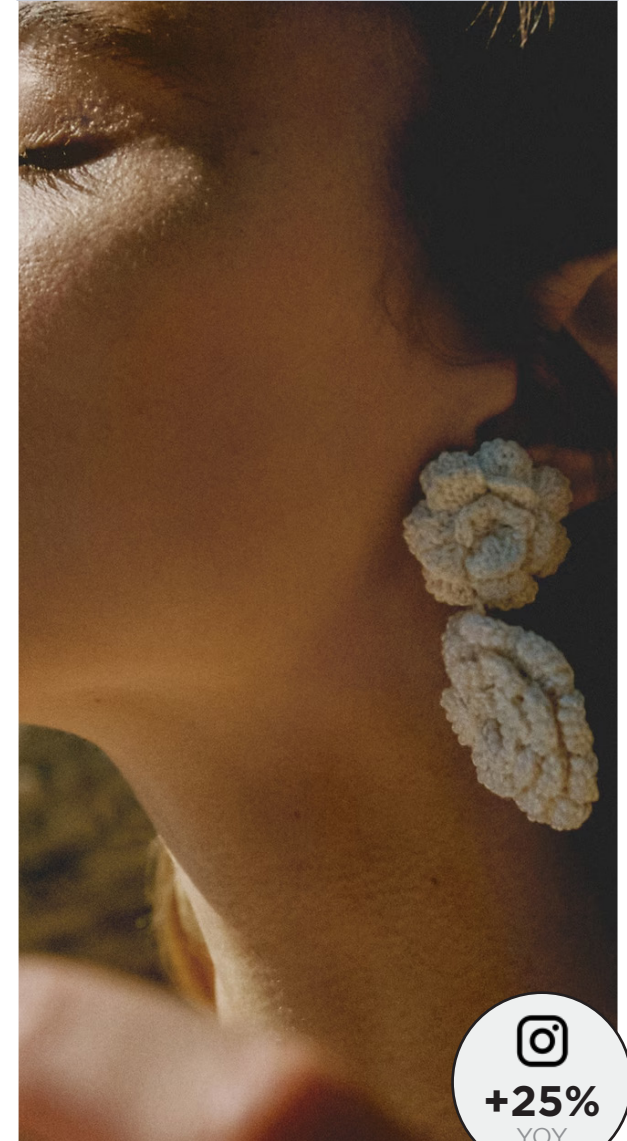
johanna-ortiz.jpg



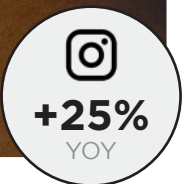
@madeforawoman5.png

THE CRAFTY

SAFE TREND



Mango (2).avif

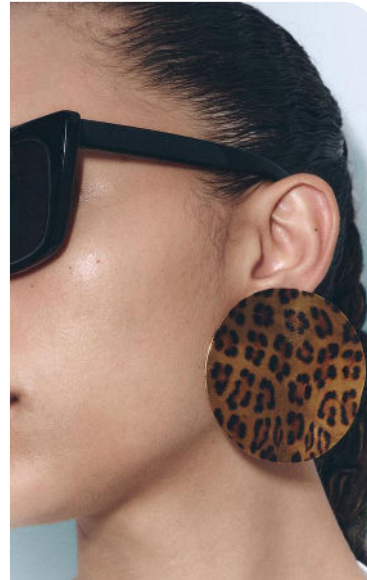


BEACH ACCESSORIES **BIJOUX**

THE CIRCLE

THE MAXI RING

EARLY SIGN



Zara_4.jpg



@mrsedithh.png



Zara (2).jpg

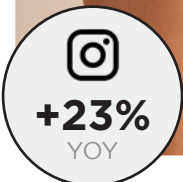


paola-sighinolfi.jpg

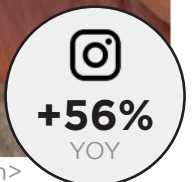
SAFE TREND



<Sans lien d'intersection>



Cult Gaia_1.webp



BEACH ACCESSORIES BAGS

THE TOP-HANDLE CROCHET

STABLE TREND



@madeforawoman2.png



Zara_5.jpg



@boxthecrochetstudio.jpg

THE MAXI STRAW BAG

BIG TREND



<Sans lien d'intersection>



<Sans lien d'intersection>



Freepeople_2.webp

+22%
YOY

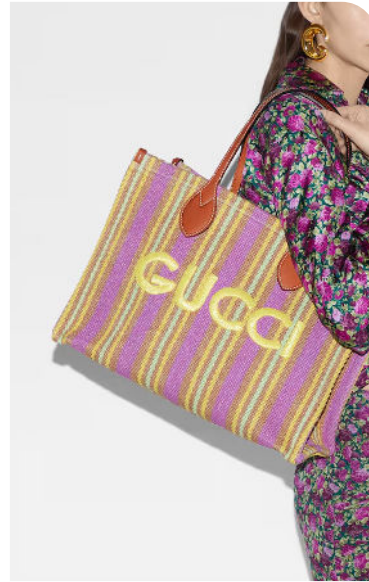
BEACH ACCESSORIES BAGS

THE STRIPED TOTE

STABLE TREND



Miu Miu.avif



Gucci.avif



Marc Jacobs.webp

THE SOFT ARTISANAL TOTE

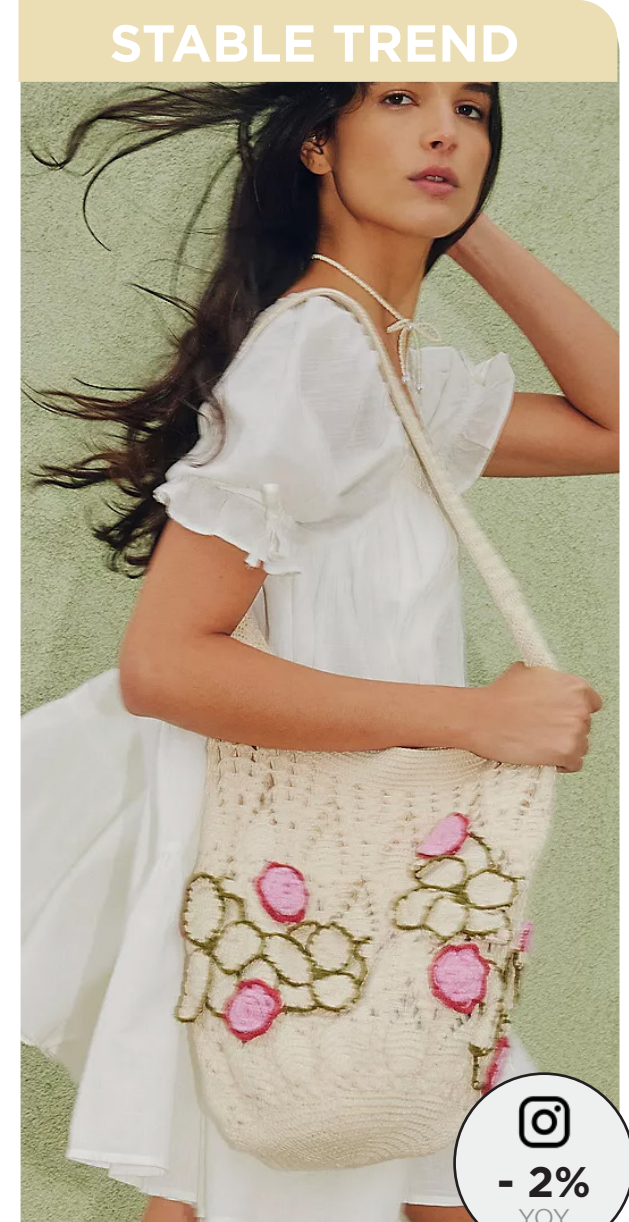
STABLE TREND




Zara_7.jpg




Jw Anderson.avif



Freepeople (2).webp


-10%
YOY


- 2%
YOY

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 COM-
MERCIAL POTENTIAL



TEST

A STATEMENT PRODUCT WITH
GROWING PERSPECTIVE BUT
SMALLER MAGNITUDE AND
HIGHER RISK



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

THANK YOU!

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