



MICAM<sup>98</sup>  
M I L A N O

# BUYER'S GUIDE

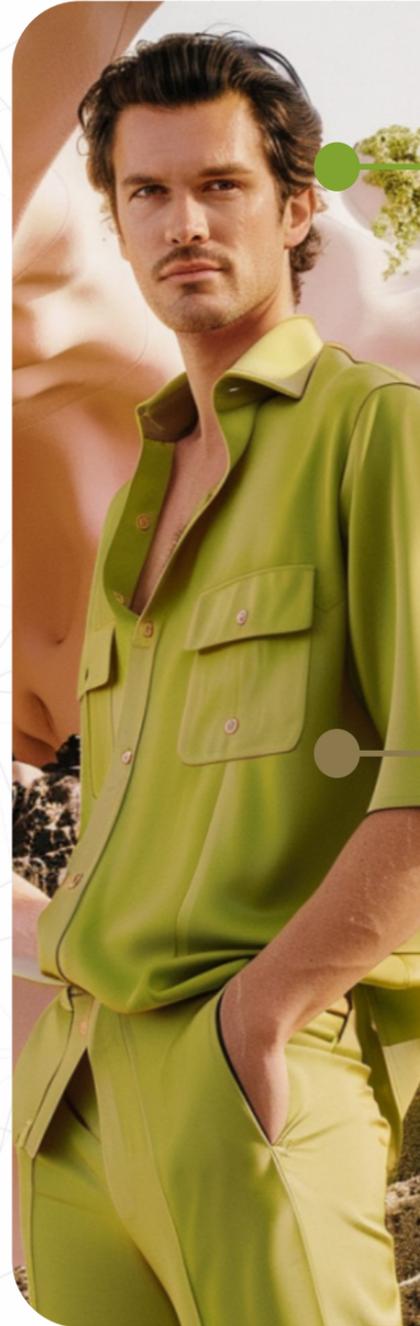
SS25 TRENDS & MUST-HAVES

DATA-DRIVEN & AI GENERATED

POWERED BY

LIVETREND

# INTRO DATA-DRIVEN TREND GUIDE



## WHAT

MICAM is presenting the first data-driven FOOTWEAR TREND AREA and BUYER GUIDE for an International trade fair. As an exclusive service offered by MICAM, this data-driven project is born out of a desire to ameliorate the visitors' experience by giving them the most reliable seasonal trend directions in order to optimize their buying.

## WHY

The DATA-DRIVEN and AI GENERATED TREND GUIDE translates the desire for innovation to meet the needs of a changing industry. MICAM intends to provide the most precise forecasting to help its visitors buy bestsellers products in order to reduce the unsold goods, optimizing business and ecological impact.

## WHO

MICAM is partnering with Livetrend, a pioneering start-up in trend intelligence and analytics. The innovative digital solution analyzes millions of images and information from several web sources and for this collaboration brings its technology to footwear with specifically developed algorithms.

## HOW

This DATA-DRIVEN TREND GUIDE for buyers includes 4 seasonal macrotrends for SS24. Presenting the concepts, top colors, materials, details and the must-haves products for women and men. This reports highlights the data analyzed from Instagram, E-commerce, Fashion Shows and Consumer Interest, used to support the trend forecasting with concrete information.



**The Pioneers of Artificial Intelligence for Fashion!**

# ICONS & DATA SOURCES BUYER'S GUIDE

## DATA SOURCES



### MARKET

MARKET SHARE GROWTH OF THE TREND  
ON SS24 E-COMMERCE COLLECTIONS



### INSTAGRAM

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 CLASSIFICATION



### STATEMENT PRODUCT TO TEST

TREND WITH GROWING PERSPECTIVE  
BUT SMALL MAGNITUDE AND HIGHER RISK



### CORE PRODUCT TO INVEST

STEADILY GROWING TREND OF MODERATE  
MAGNITUDE WITH COMMERCIAL POTENTIAL

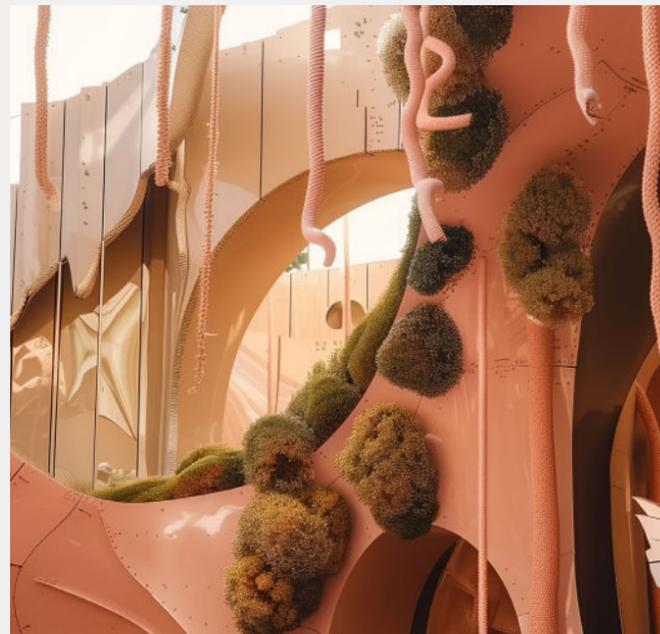


### ICONIC PRODUCT TO MANIFEST

STABLE TREND OF LARGE MAGNITUDE  
WITH A CONFIRMED COMMERCIAL SUCCESS

THIS BUYER'S GUIDE IS DONE BY ANALYZING THE FOOTWEAR ASSORTMENTS OF THE MOST SUCCESSFUL BRANDS WORLDWIDE.  
SEASONAL AND YEARLY DATA HAVE BEEN COLLECTED FROM E-COMMERCE, INSTAGRAM AND FASHION SHOWS AND CONSUMER INTEREST THROUGH A CUTTING EDGE TECHNOLOGY POWERED BY LIVETREND.

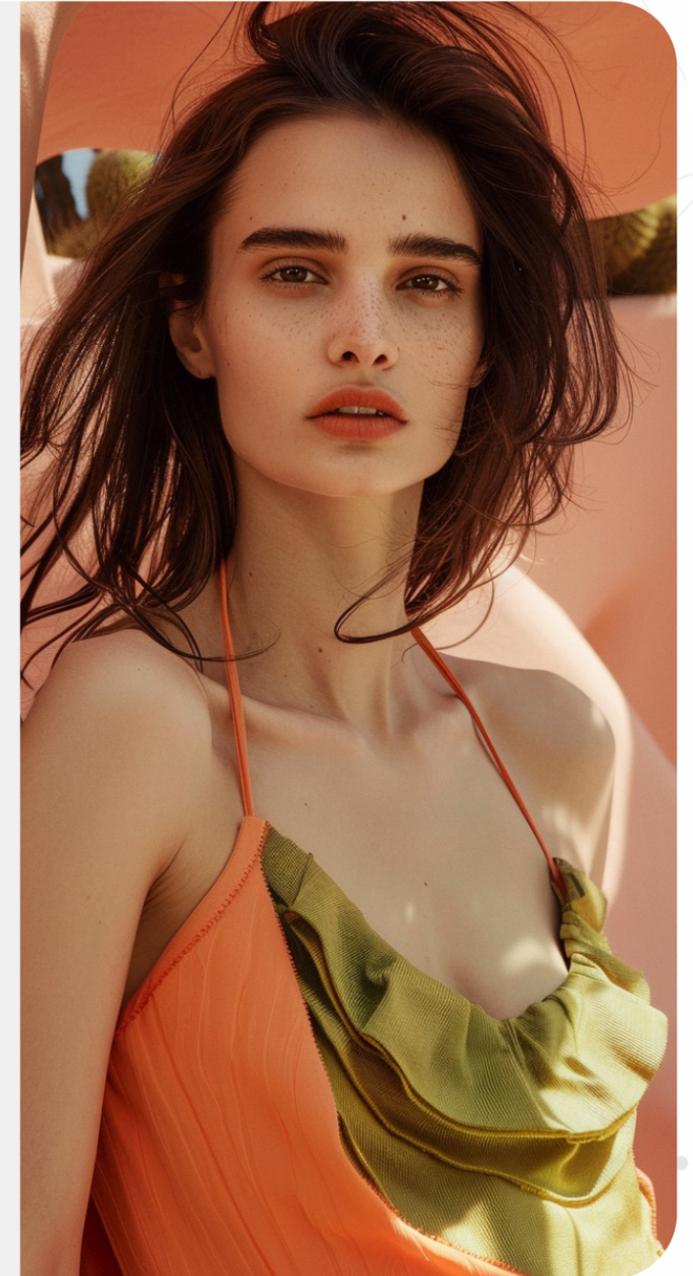
# SS25 INTRODUCTION



## THE QUEST

We continue to manoeuvre through a time of polycrisis with increasing uncertainties across global politics, economics and our environment. This difficult reality paints a fatal outlook of the future and meets with a sharp decline in communal faith. However, for SS25 we will not see this desperate moment of depression as lost time, but rather as a knock on the door for a mass spiritual awakening and a new creative renaissance. Why? Because since we do not get what we want, we are forced to look further and focus on the light at the end of the tunnel. We begin to follow the mythical force from within to quest for ultimate meaning and ultimate purpose in order to discover our own deeper nature and that of reality around us. We become more loving, see more deeply, and contribute in a more profound way to our future and life itself.

As a result, SS25 will become a quest, meaning that we will find a direction with the mind and receive guidance through the heart. For tomorrow, as more and more unexpected challenges arise, we will need to deeply anchor ourselves in this stance, where we can use whatever comes as a turning point to flourish and explore new ways. By combining logic and empiricism with mystical awareness and intuition, we will find more innovative, highly interconnected and ultimately more successful pathways. Our quest will reconnect us to our senses and emotions and to open up to new excitement without sacrificing the need for well-being and togetherness.



**THE REPORT'S IMAGES HAVE BEEN CREATED BY LIVETREND WITH GENERATIVE AI.**

# SS25 TRENDS OVERVIEW

## HEIRLOOM



**CRAFTED  
HERITAGE  
QUAINT**

## AVANT-GARDE



**TWISTED PREPPY  
VIBRANT  
FUN**

## EMPATHY



**PURE  
INTIMATE  
SENSITIVE**

## PRESERVATION



**RATIONAL  
INNOVATION  
FUTURISM**

# TREND HEIRLOOM



keywords  
**CRAFTED**  
**EXOTIC**  
**HERITAGE**  
**QUAINT**  
**COPACABANA**



HERITAGE **+140%**

ARTEFACT **+550%**

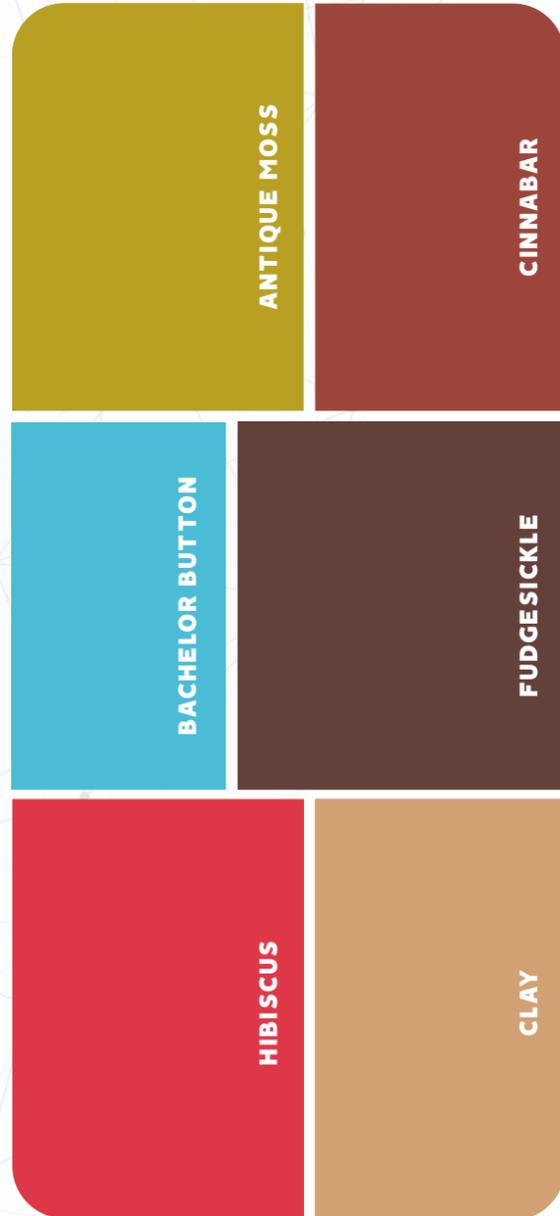


**REFINED HERITAGE** - The Heirloom trend embodies a blend of craft, charm, and community spirit, drawing inspiration from retro and rural aesthetics. The trend celebrates the beauty of handcrafting and traditional techniques, promoting a sense of belonging and shared cultural values. It emphasizes a connection to heritage and coastal living, incorporating natural materials like crafty weaving, soft suedes, and raffias. Footwear designs feature thoughtful details like fringe, vibrant embellishments, and natural heels, highlighting an artisanal touch. These elements create shoes that are both nostalgic and contemporary with a rustic yet sophisticated look. This trend appreciates authenticity and natural styles by standing out with its unique, nature-inspired appeal and timeless elegance.



# COMPONENTS HEIRLOOM

## COLORS



## MATERIALS



## DETAILS



# MUST-HAVES FLATS

WOMEN'S FOOTWEAR



TEST



THE BOAT SHOE



TREND GROWTH

**+61%**



INVEST



THE CRAFTED FLAT

MICAM<sup>98</sup>  
MILANO



TREND GROWTH

**+36%**



MANIFEST



THE ARTISANAL FLAT SANDAL



TREND GROWTH

**+3%**

TREND MAGNITUDE

POWERED BY LIVETREND

# MUST-HAVES MID & LOW HEELS

WOMEN'S FOOTWEAR

TREND GROWTH  
**+53%**



TEST



**THE NET  
LOOK**

TREND GROWTH  
**+50%**



INVEST



**THE HYPER CRAFTY  
SANDAL**

MICAM<sup>98</sup>  
MILANO

TREND GROWTH  
**+2%**



MANIFEST



**THE RUSTIC  
BLOCK-HEEL**

TREND MAGNITUDE

POWERED BY LIVETREND

# MUST-HAVES HIGH HEELS

WOMEN'S FOOTWEAR

TREND GROWTH  
 **+112%**



TEST



**THE WOVEN  
PUMP**

TREND GROWTH  
 **+23%**



INVEST



**THE FLORAL  
FEATURE**

**MICAM<sup>98</sup>**  
MILANO

TREND GROWTH  
 **+18%**



MANIFEST



**THE RIBBON  
LACE-UP**

TREND MAGNITUDE

POWERED BY LIVETREND

# MUST-HAVES CASUAL SHOES

MEN'S FOOTWEAR



TEST



THE RUSTIC  
MULE

TREND GROWTH  
 **+49%**



INVEST



THE LEATHER  
THONG

MICAM<sup>98</sup>  
MILANO

TREND GROWTH  
 **+190%**



MANIFEST



THE NATURAL  
RETRO SNEAKER

TREND GROWTH  
 **+58%**

# MUST-HAVES PREMIUM SHOES

MEN'S FOOTWEAR



TEST



**THE CRAFTED  
SLIP-ON**



TREND GROWTH

**+30%**



INVEST



**THE SOFT  
SUEDE LOAFER**

**MICAM<sup>98</sup>**  
MILANO



TREND GROWTH

**+69%**



MANIFEST



**THE  
BOAT SHOE**



TREND GROWTH

**+16%**

# TREND AVANT-GARDE

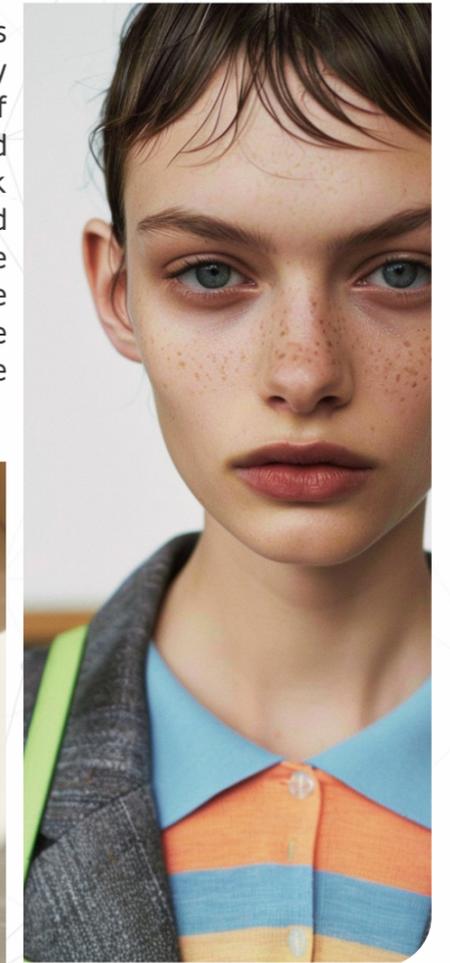


ATHLEISURE +128%

CREATIVE +120%

keywords  
**TWISTED**  
**PREPPY**  
**VIBRANT**  
**FUN**  
**CLASSIC**

**REIMAGINED CLASSICS** - The Avant-Garde footwear trend embraces expressive individuality and a leisure focus, blending sporty and preppy styles with bold creativity. It reimagines twisted classics through the use of impactful materials such as color-block combos, retro punched details and monochrome glossy finishes. Key details include angular toe shapes, thick straps and modern asymmetries, all of which contribute to a unique and dynamic look. This trend seamlessly merges creative flair with a corporate edge, offering shoes that stand out with their distinct and innovative designs. From vibrant color contrasts to sleek, shiny surfaces, Avant-Garde footwear makes a powerful fashion statement, perfect for those who value originality and a forward-thinking aesthetic in their everyday wear.



# COMPONENTS AVANT-GARDE

## COLORS



SPORTY MESH



CASUAL TEXTILE



GLOSSY FINISHES



BOLD MONOCHROME

## DETAILS



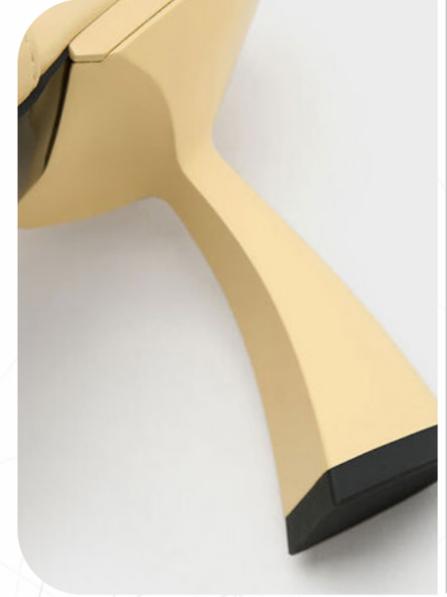
PREPPY BUCKLES



ANGULAR TOES



RETRO COLORBLOCK



DESIGN HEELS

# MUST-HAVES FLATS

WOMEN'S FOOTWEAR

POWERED BY LIVETREND

TREND GROWTH  
 **+29%**



TEST



**THE MARY-JANE  
MULE**

TREND GROWTH  
 **+400%**



INVEST



**THE RETRO  
RUNNER**

**MICAM<sup>98</sup>**  
MILANO

TREND GROWTH  
 **+160%**



MANIFEST



**THE CONTEMPORARY  
PREPPY FLAT**

TREND MAGNITUDE

# MUST-HAVES MID & LOW HEELS

WOMEN'S FOOTWEAR

POWERED BY LIVETREND

TREND GROWTH  
**+113%**

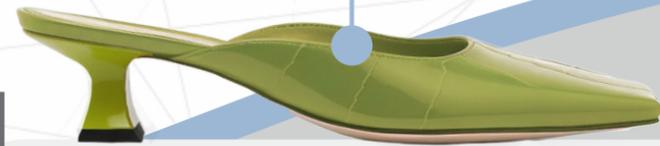


TEST



**THE MODERN THONG**

TREND GROWTH  
**+10%**



INVEST



**THE SQUARED TOE MULE**

MICAM<sup>98</sup>  
MILANO

TREND GROWTH  
**+32%**



MANIFEST



**THE SASSY SLING-BACK**

TREND MAGNITUDE

# MUST-HAVES HIGH HEELS

WOMEN'S FOOTWEAR

POWERED BY LIVETREND



TREND GROWTH  
 **+80%**

TEST



**THE RETRO  
DESIGN PUMP**



TREND GROWTH  
 **+25%**

INVEST



**THE HEELED  
LOAFER**

**MICAM<sup>98</sup>**  
MILANO



TREND GROWTH  
 **+44%**

MANIFEST



**THE SLEEK  
MARY-JANE**

TREND MAGNITUDE

# MUST-HAVES CASUAL SHOES

MEN'S FOOTWEAR



TREND GROWTH

**+1411%**

TEST



**THE DENIM SLIDE**



TREND GROWTH

**+44%**

INVEST



**THE COLOR-BLOCK SANDAL**

MICAM<sup>98</sup>  
MILANO



TREND GROWTH

**+37%**

MANIFEST



**THE COLOR-POP COURT**

TREND MAGNITUDE

POWERED BY LIVETREND

# MUST-HAVES PREMIUM SHOES

MEN'S FOOTWEAR



TREND GROWTH

**+348%**

TEST



**THE MARY-JANE SANDAL**



TREND GROWTH

**+130%**

INVEST



**THE TEXTILE LOAFER**

**MICAM<sup>98</sup>**  
MILANO



TREND GROWTH

**+90%**

MANIFEST



**THE IMPACTFUL APRON TOE**

TREND MAGNITUDE

POWERED BY LIVETREND

# TREND EMPATHY

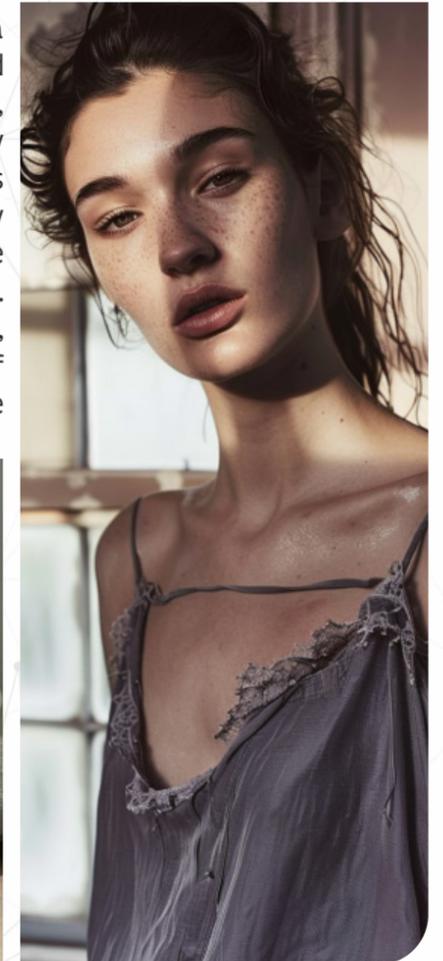


MINIMALISM +170%

SELF-AWARENESS +300%

keywords  
**IMPERFECT**  
**INTIMATE**  
**SENSITIVE**  
**PURE**  
**TENDER**

**INTROSPECTIVE MINIMALISM** - The Empathy footwear trend embodies a sensual and intimate allure, marrying an exacerbated sensibility and refined minimalism. It indulges in sensitive materials, embracing soft nappa, suede, sheers, feathers, and worn-out textures. Soft volumes and dreamy imperfections define its aesthetic, accentuated by delicate details such as drapes, scrunch effects, and lace-up elements. Each design tells a story of tactile elegance, inviting touch and evoking emotion. It transcends the ordinary, offering a sensory experience that resonates deeply with the wearer. Empathy footwear celebrates the fusion of comfort and sophistication, inviting wearers to connect with their senses and embrace the beauty of vulnerability. It's a poetic expression of personal style, imbued with grace and intention.



# COMPONENTS EMPATHY

## COLORS



+104%



SHEER LAYERS



TENDER TACTILITY

## MATERIALS



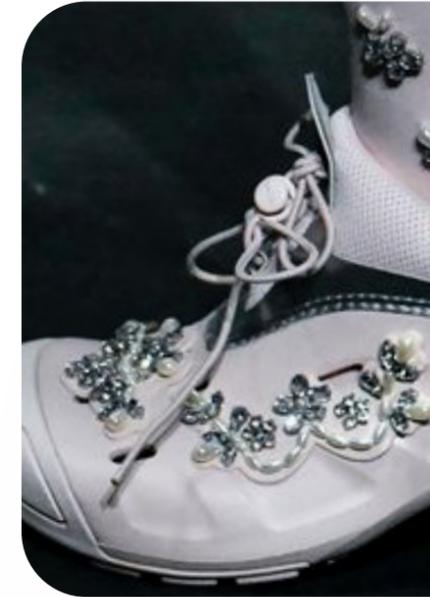
BUTTERY LEATHERS



WEAR & TEAR

+16%

## DETAILS



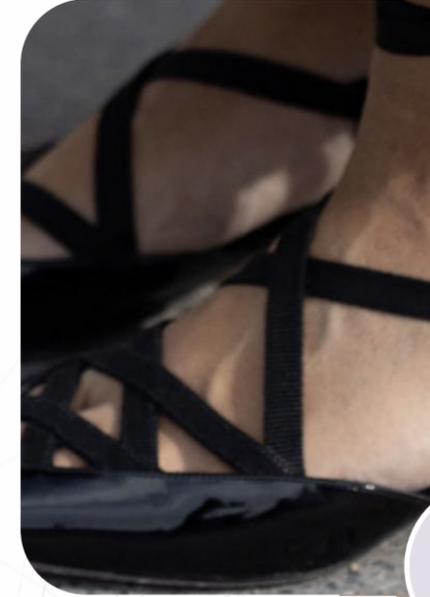
HYPER EMBELLISHED



MULTI-HARDWARE



SCRUNCH VOLUME



TIES & LACE-UP

+14%

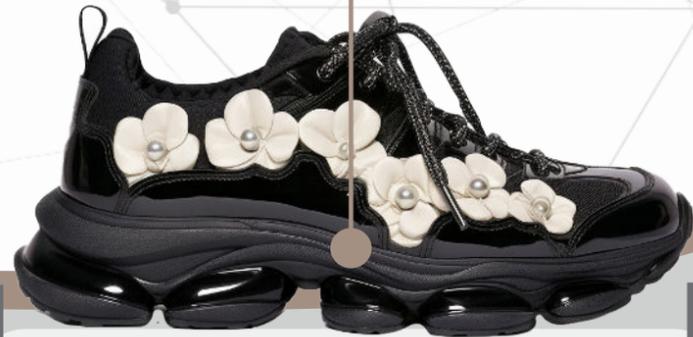
+20%

# MUST-HAVES FLATS

WOMEN'S FOOTWEAR

POWERED BY LIVETREND

TREND GROWTH  
 **+700%**



TEST



**THE EMBELLISHED SNEAKER**

TREND GROWTH

 **+56%**



INVEST



**THE STRAPPY BALLET FLAT**

MICAM<sup>98</sup>  
MILANO

TREND GROWTH

 **+20%**



MANIFEST



**THE LACE-UP FLAT**

TREND MAGNITUDE

# MUST-HAVES MID & LOW HEELS

WOMEN'S FOOTWEAR

POWERED BY LIVETREND

TREND GROWTH  
**+331%**



TEST



**THE SOFTLY DRAPED**

TREND GROWTH

**+20%**



INVEST



**THE POINTY KITTEN**

MICAM<sup>98</sup>  
MILANO

TREND GROWTH

**+2%**



MANIFEST



**THE TIE-UP SANDAL**

TREND MAGNITUDE

# MUST-HAVES HIGH HEELS

WOMEN'S FOOTWEAR

POWERED BY LIVETREND

TREND GROWTH  
 **+28%**



TEST



**THE STRAPPY PUMP**

TREND GROWTH

 **+73%**



INVEST



**THE SLING-BACK STILETTO**

MICAM<sup>98</sup>  
MILANO

TREND GROWTH

 **+10%**



MANIFEST



**THE SATIN STYLE**

TREND MAGNITUDE

# MUST-HAVES CASUAL SHOES

MEN'S FOOTWEAR



TEST



**THE DECONSTRUCTED  
RUNNER**



TREND GROWTH

**+43%**



INVEST



**THE WORN-OUT  
STYLE**

MICAM<sup>98</sup>  
MILANO



TREND GROWTH

**+14%**



MANIFEST



**THE STRAPPY  
HARDWARE SLIDE**



? MANIFEST?

TREND GROWTH

**+38%**

TREND MAGNITUDE

POWERED BY LIVETREND

# MUST-HAVES PREMIUM SHOES

MEN'S FOOTWEAR



TEST



**THE SOFT  
DERBY**



TREND GROWTH

**+150%**



INVEST



**THE GATHERED  
LOAFER**

**MICAM<sup>98</sup>**  
MILANO



TREND GROWTH

**+159%**



MANIFEST



**THE IMPERFECT  
SECURITY SHOE**



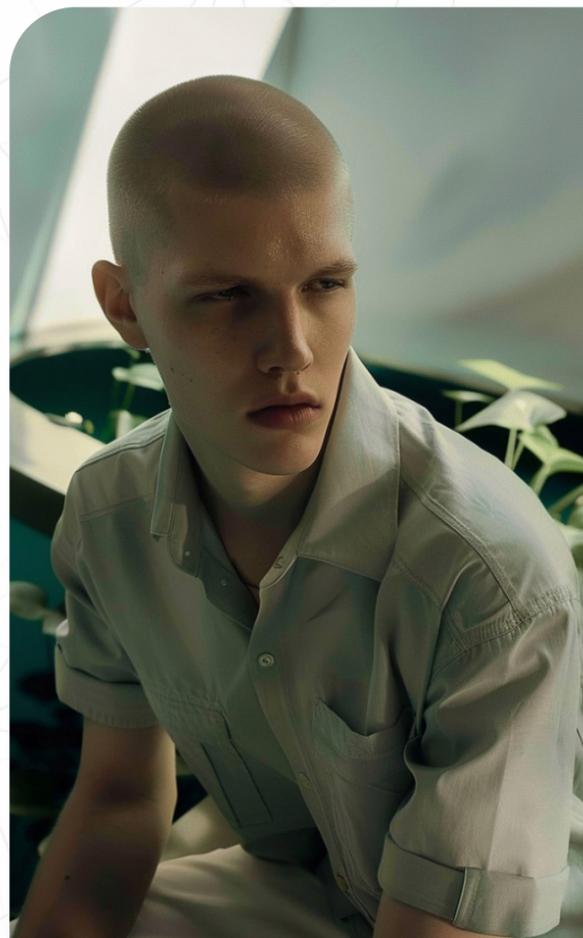
TREND GROWTH

**+10%**

TREND MAGNITUDE

POWERED BY LIVETREND

# TREND PRESERVATION



keywords  
**MINIMAL**  
**UTILITY**  
**INNOVATION**  
**FUTURISM**  
**REGENERATION**

**TALES OF SURVIVAL** -The Preservation trend epitomizes the fusion of invention and bio-tech in footwear, projecting a sleek, futuristic aesthetic. Designed for the modern survivor, it employs sustainable materials and innovative finishings such as engineered metallic and gummy coatings, rain repellers, alongside second-skin leathers. Details focus on soft utility and minimal layering to enhance functionality and longevity. Sculpted hardware add a touch of sophisticated utility to new minimalist designs. This trend embodies a commitment to the future with a focus on regeneration through cutting-edge eco-materials and construction techniques. It seamlessly blends form and function, offering a glimpse into tomorrow, where fashion and technology converge to create resilient styles for the discerning wearer.



# COMPONENTS PRESERVATION

## COLORS



## MATERIALS



NEO SPECEIS



+10%

PERFORMING NYLON



+9%

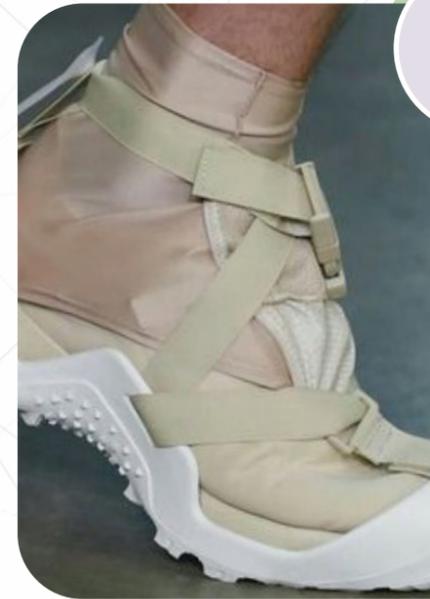
TECHNICAL KNITS



SLEEK FINISHES



SLEEK PLATFORMS



+17%

SCRATCH DETAILS



+60%

RAIN PROTECTOR



OUTDOOR SOLES

# MUST-HAVES FLATS

WOMEN'S FOOTWEAR



TREND GROWTH



**+167%**

TEST



**THE OUTDOOR  
BALLET FLAT**



TREND GROWTH



**+42%**

INVEST



**THE TRAIL  
SNEAKER**

**MICAM<sup>98</sup>**  
MILANO



TREND GROWTH



**+29%**

MANIFEST



**THE CLEAN  
BUCKLED SANDAL**

TREND MAGNITUDE

POWERED BY LIVETREND

# MUST-HAVES MID & LOW HEELS

WOMEN'S FOOTWEAR

POWERED BY LIVETREND



TREND GROWTH  
 **+31%**

TEST



**THE KITTEN  
BOOT**



TREND GROWTH  
 **+23%**

INVEST



**THE SLEEK  
THONG SANDAL**

MICAM<sup>98</sup>  
MILANO



TREND GROWTH  
 **+32%**

MANIFEST



**THE OPEN-TOE  
MULE**

TREND MAGNITUDE

# MUST-HAVES HIGH HEELS

WOMEN'S FOOTWEAR



TREND GROWTH  
**+50%**

TEST



**THE HEFTY SANDAL**



TREND GROWTH  
**+40%**

INVEST



**THE STRAPPY SLINGBACK**

MICAM<sup>98</sup>  
MILANO



TREND GROWTH  
**+17%**

MANIFEST



**THE SHARP MULE**

TREND MAGNITUDE

POWERED BY LIVETREND

# MUST-HAVES CASUAL SHOES

MEN'S FOOTWEAR



TEST



THE LAB  
CLOG



TREND GROWTH

**+61%**



INVEST



THE TREK  
RUNNER

MICAM<sup>98</sup>  
MILANO



TREND GROWTH

**+43%**



MANIFEST



THE SLEEK  
UTILITY SANDAL



TREND GROWTH

**+100%**

TREND MAGNITUDE

POWERED BY LIVETREND

# MUST-HAVES PREMIUM SHOES

MEN'S FOOTWEAR



TREND GROWTH

 **+107%**

TEST



**THE RACER  
STYLE**



TREND GROWTH

 **+37%**

INVEST



**THE ELEVATED  
RAIN BOOTIE**

**MICAM<sup>98</sup>**  
MILANO



TREND GROWTH

 **+67%**

MANIFEST



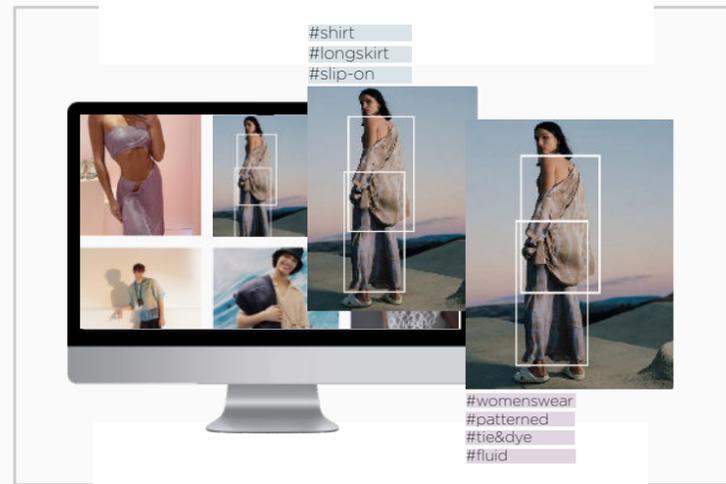
**THE LUGSOLE  
SHOE**

TREND MAGNITUDE

POWERED BY LIVETREND

# THE BUYER'S GUIDE POWERED BY LIVETREND

## The Technology



Livetrend algorithms collect and analyze more than 1040 fashion attributes via text and images on the web. All of these are matched with our taxonomy by a tagging system and cross-referenced with millions of data to detect and track trends. Empowered by this innovative data-driven methodology, our Trend Experts are able to analyze and spot trends with 93% of reliability.

-  **E-COMMERCE**  
>80K PRODUCTS/SEASON
-  **FASHION SHOWS**  
>15 000 LOOKS/SEASON
-  **INSTAGRAM**  
>3 000 000 IMAGES/MONTH

Turn Millions of data into actionable insights.

## Data to Drive Creativity



## What We Do

Livetrend is the first innovative digital solution, providing data-driven trend analysis & competitive intelligence. Leveraging Big Data and Artificial Intelligence, Livetrend analyzes millions of images and product information from the web to forecast trends with the highest accuracy. Livetrend helps to create best-selling collections, optimize margins and reduce overstock.

## All-In-One Platform

A collaborative platform to enable designers, product managers, merchandisers, marketing and sales teams to share the same information.



01 DATA-DRIVEN TREND ANALYSIS

02 COMPETITIVE INTELLIGENCE

03 LIVE PRODUCT SEARCH

Master your market and competition in one-click.

# WHAT'S NEXT? MICAM FW26



**SAVE THE DATE**

**MICAM<sup>99</sup>**  
M I L A N O

**FALL/WINTER 2026**

**FEBRUARY 23-25, 2025**

**FIERA MILANO RHO, ITALY**

SPECIAL THANKS TO LINEAPELLE