



WOMENSWEAR
FALL 24
RETAIL RADAR
COLLECTION
THEMES



LIVETREND

FALL 24 INTRODUCTION



@sandroparis.png



&OtherStories (7).jpg



@olyahelga_1.jpg



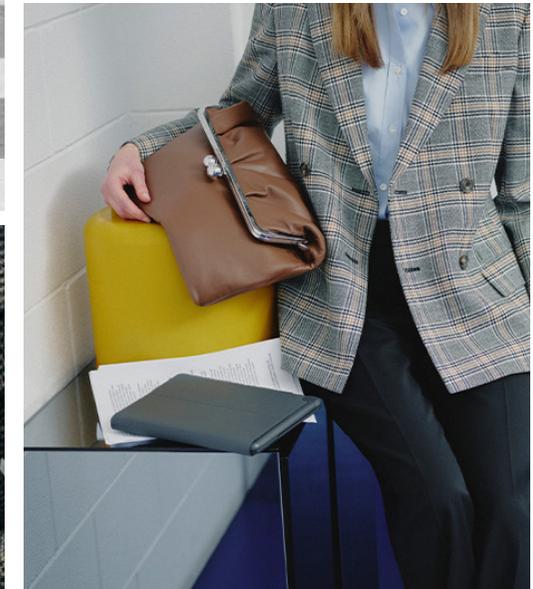
UPDATE

Fall's Tales. The Fall 24 collection unfolds a captivating story inspired by diverse influences. It begins in the rugged Highlands, evoking timeless elegance and deep-rooted tradition, while celebrating craftsmanship and a connection to nature. The narrative then shifts to the expansive skies of the American West, embracing a new cowboy aesthetic. This Western Boheme theme embodies adventure and freedom, weaving in playful bohemian influences. Next, we encounter a powerful lady, highlighting the strength and grace of the modern woman. This theme blends frivolous and vintage elements, offering a fresh interpretation that empowers confidence. Finally, the collection embraces a tomboy spirit, breaking traditional boundaries and celebrating individuality. Together, these themes create a rich exploration of identity and expression, resonating with today's fashion enthusiasts and inviting engagement with each unique narrative.

This report is based on Livetrend data extracted from e-commerce on the European market from 01/08/24 to 30/09/24, 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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FALL 24 OFFICE GEEK



TOMBOY BUSINESS - IRONICAL - CORPORATE APPROPRIATE - ANDROGYNOUS - NERD ALLURE

In the Fall 24 trend, Office Geek, traditional feminine aesthetics are challenged by a more masculine-inspired approach. The focus shifts towards comfortable, tailoring pieces that exude a sense of confidence and independence. The color palette is a playful and ironic blend of neutral tones like navy, khaki, and grey, with pops of vibrant shades like red, yellow, and blue.

This unexpected combination creates a visually striking and unique aesthetic. Office Geek is characterized by its relaxed fit and its ability to blend masculine elements with feminine details. Layering, proportion play, and texture contrast are also essential elements. This trend embodies tailoring as a vision of modern femininity that is both strong and stylish. It's a celebration of individuality and self-expression, reimagined for the contemporary woman.

OFFICE GEEK **KEY LOOKS & ELEMENTS**




KNIT VEST
+73%


WIDE-LEG PANTS
+17%

H&M (2).avif



The Frankie Shop 4.webp



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BERMUDA
+64%

Zara (2).webp




HARRINGTON JACKET
+43%

Mango (4).avif

FALL 24 AMERICAN BOHEME



WESTERN CHARM - BOHEMIAN SPIRIT - LEATHER & DENIM - RELAXED FIT - FLOWING

In the American Boheme theme is a captivating fusion of cowboy spirit and bohemian flair. Picture vast open skies and sun-kissed landscapes, where earthy tones of rust, and soft denim create a warm palette, enriched by playful patterns and textures. This collection draws inspiration from the adventurous heart of the American West, reimagining classic cowgirl silhouettes with flowing fabrics and intricate details. Denim plays a central role, paired with suede to evoke natural and rugged elegance. Fringe accents, embroidered elements, and relaxed fits invite a laid-back yet stylish approach to dressing. Layered looks combine tailored vests and oversized jackets with flowing maxi dresses, blending rugged charm with boho elegance.

AMERICAN BOHEME KEY LOOKS & ELEMENTS




BOOTCUT JEANS
+51%


WESTERN BOOTS
+21%

LEVIS.webp




SUEDE
+550%

Fendi.png




DENIM DRESS
+49%

Mvp.webp



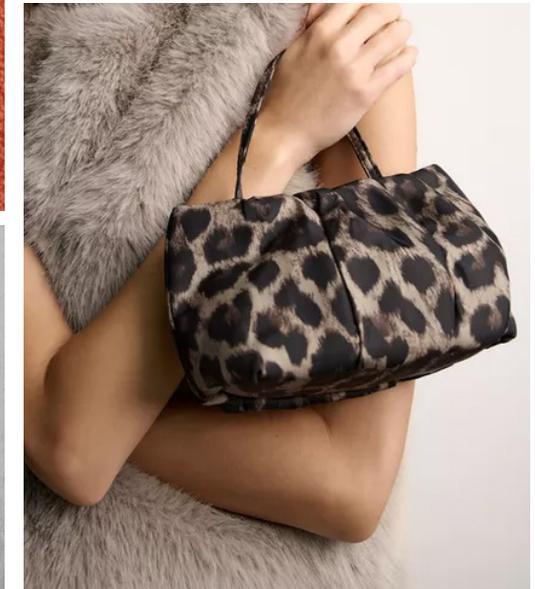

RUFFLED DRESS
+41%

Sezane 7.jpeg



chloé.webp

FALL 24 GRANDMA QUIRKS



LADYLIKE - ECCENTRIC RETRO - NOSTALGIC HUMOR - POSH & CLASSY - PROPORTION PLAY

In the Fall 24 trend Grandma Quirks, the ladylike aesthetic undergoes a transformative shift. Interpreted by the younger generations, the refined and sophisticated wardrobe is played without compromising on individuality. Grandma Quirks is characterized by its attention to detail and its ability to blend vintage elements with contemporary styles. Layering, proportions and texture are key elements of this trend. Preppy silhouettes, tailored details, and retro accents create a unique and personal expression of femininity. This trend embodies a vision of modern elegance that is both timeless and individualistic. It's a celebration of the feminine spirit, reimaged for the contemporary woman.

GRANDMA QUIRKS KEY LOOKS & ELEMENTS



WWW
FULL SKIRT
+130%

MINI BOWLING
+31%

FUR COAT
+43%

PRIM CARDIGAN
+31%

ANIMAL PRINT
+15%

MARY-JANES
+83%

Cos.jpg

MIU MIU.avif

Mango (9).avif

Birrot.jpg

Prada 2.avif

FALL 24 **HIGHLAND ESCAPE**



HERITAGE - CLASSIC COMFORT - COUNTRY ELEGANCE - WAXED & TEXTURED

In the Autumn 24 trend Highland Escape, a journey unfolds through the rugged beauty of the Scottish Highlands, blending tradition with contemporary flair. Rich, earthy hues of moss and heather create a sophisticated backdrop. Inspired by countryside and craftsmanship, this trend reinterprets classic silhouettes with luxurious wool and textured fabrics that evoke the warmth of a Highland retreat. Sheer overlays and delicate knits add depth and transparency, inviting a fresh perspective on elegance. Prince of Wales blazers, hunter jackets and tailored trench coats feature bold shoulders and modern hemlines, offering a playful yet polished edge. This trend story celebrates the strength and grace of the modern woman, merging heritage with utility and fashion to embrace a practical yet expressive casual style.

HIGHLAND ESCAPE KEY LOOKS & ELEMENTS




QUILTED VEST
+71%


DERBIES
+15%

chloe.webp




TARTAN
+7%

Barbour.webp




CABLE KNIT
+38%

@petarpetrov.jpg




TRENCH COAT
+16%

Tommy Hilfiger.webp



reformation 2.jpeg

FALL 24 YOUNG MARKET **PREPSTER LEAGUE**



PREPPY ATHLETES - RETRO SPORTS - BACK TO SCHOOL - UNI(QUE)FORM

For the Fall 24 Young Market, Prepster League fuses retro sportswear with classic preppy aesthetics, offering a fresh, youthful look. Drawing inspiration from 80s and 90s athletic gear, the collection features varsity jackets, cropped knitwear, and pleated skirts, balanced with oversized logos and color-blocking. The layering of structured blazers, button-down shirts, and casual sweats emphasizes a playful yet polished style, perfect for back-to-school. This trend celebrates individuality within uniformity, using unique accessories like retro court sneakers, caps and backpacks to modernize the classic prep look. It's a blend of comfort, nostalgia, and sporty sophistication tailored to a generation that values self-expression.

PREPSTER LEAGUE KEY LOOKS & ELEMENTS




POLO SWEATER
+33%


LOAFERS
+16%


STRIPES
+40%


RETRO SHACKET
+43%


COURT SNEAKERS
+400%


PLEATED SKIRT
+41%

H&M (4).avif

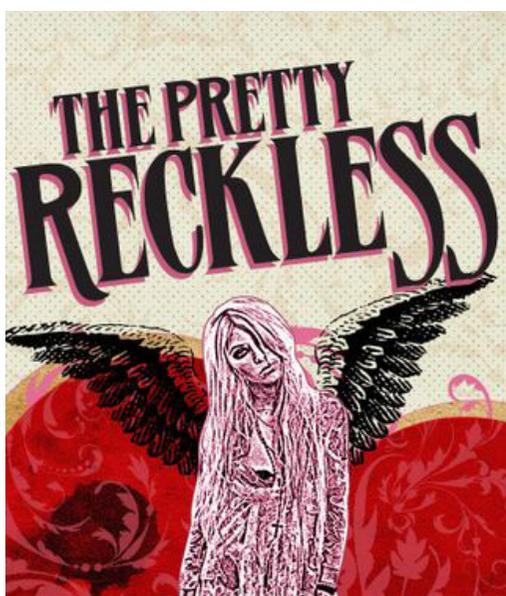
Monki.jpg

kallmeyer-683x1024.jpg

Weekend Max Mara.jpg

Urban Outfitters 4.webp

FALL 24 YOUNG MARKET **GLAM GRUNGE**



GOTH PRINCESS - EMOQUETTE - TRASH GLAM - URBAN REBEL

For the Fall 24 Young Market, Glam Grunge seamlessly integrates with the rising #Blokette aesthetic, creating a unique fusion of rebellious grunge with sporty, masculine elements. This trend story is combining pieces like faux fur coats, plaid skirts and leather jackets with the Blokette trend's casual, soccer-inspired influences. Chunky boots and platform shoes from grunge are paired with oversized jackets and athletic layers, adding a sporty contrast to the otherwise dark grunge vibe. This fusion of gritty grunge, textures, and athletic streetwear captures the rebellious yet fashion-forward spirit, making it perfect for teens who mix gothic and sporty elements with a touch of glamour.

PREPSTER LEAGUE KEY LOOKS & ELEMENTS




CHECKERED SKIRT
+17%

Str Teen.jpg




LAYERING
+15%


LACE THIGHTS
+850%

balenciaga (2).jpg




FOOTBALL TEE
+64%

@maisonspecialwomen.png




BOWS
+28%


CHEETAH FAKE FUR
+71%

Kimchi Blue.webp



LIONESS.png

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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