



WOMENSWEAR
RETAIL RADAR
ACCESSORIES
SUMMER
COLLECTIONS



LIVETREND

RETAIL RADAR WW ACCESSORIES INTRODUCTION



shop_cider.png



zara_2.jpg



The Reformation.webp



Toteme_1.webp



UPDATE

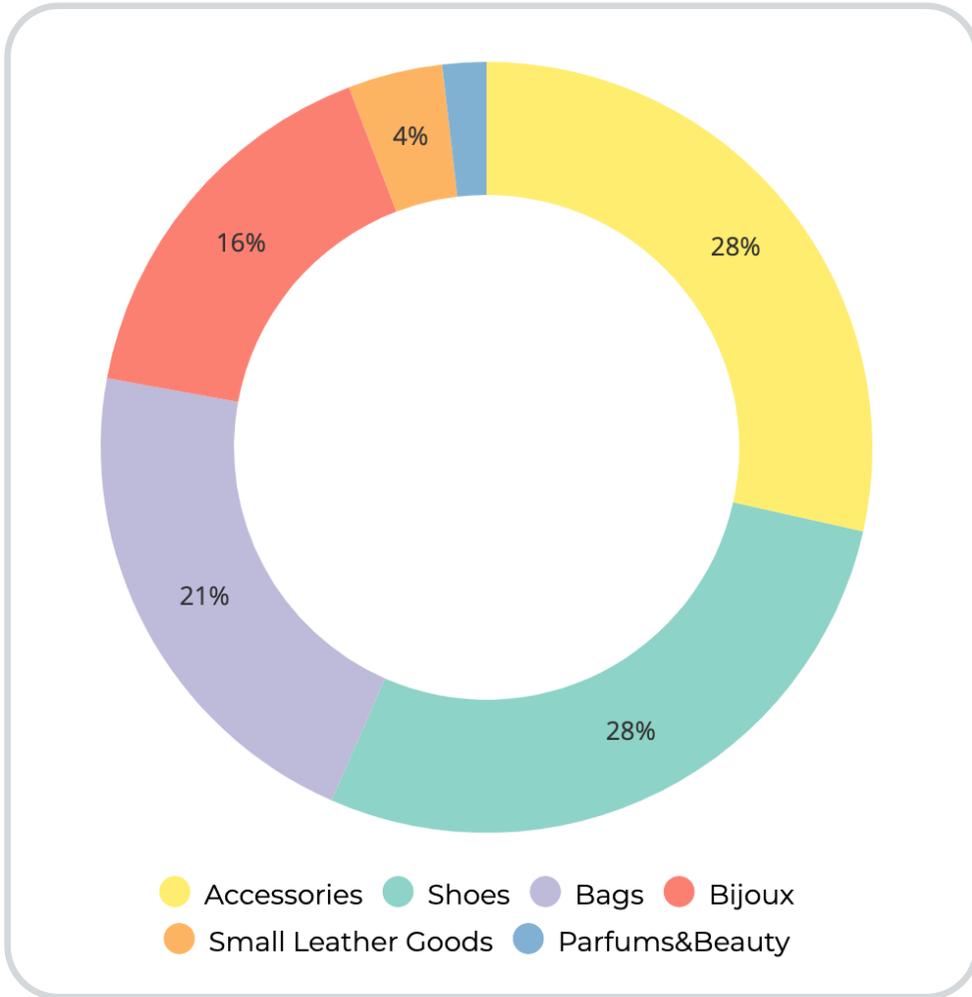
Bohemian Minimalism. In the Spring/Summer collections, accessories have emerged as the key element to elevate any outfit, perfectly embodying the current trend of quiet luxury. With an emphasis on understated elegance, the playful contrast between oversized and mini bags adds a layer of irony to streamlined looks. Meanwhile, bejewelled, metallic, or frivolous shoes inject just the right amount of personality and sparkle into minimalist ensembles, making them the perfect finishing touch to this season's refined aesthetic. This approach is already evident in the Spring/Summer 2024 retail collections, where accessories have taken center stage in creating a polished yet distinctive look. As we move into SS25, this trend will continue to resonate, with brands pushing the boundaries of quiet luxury by using accessories to balance minimalism with statement-making products or details.

This report is based on Livetrend data extracted from e-commerce from 1/05/24 to 31/07/24, 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**

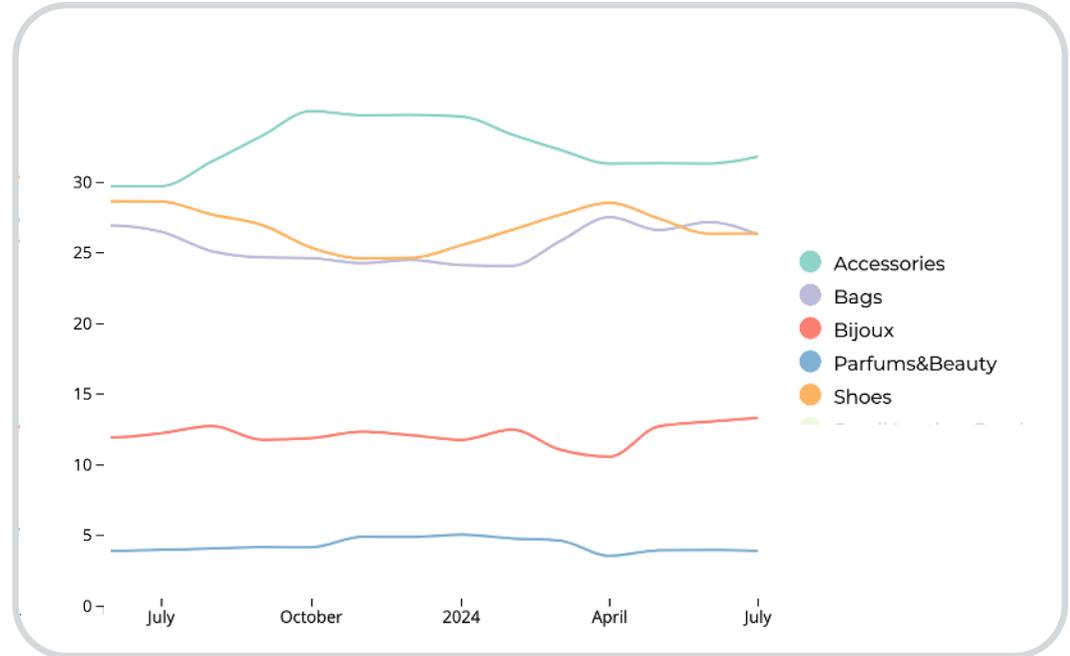
RETAIL RADAR **ACCESSORIES ASSORTMENT**

SUMMER 24 ACCESSORIES RANGE



In this quantitative analysis, full summer women's accessories show almost equal distribution between small accessories, shoes, bags and jewelry. Small accessories with SLG represent 32% of the assortment, followed by shoes at 28% and bags with 21% of the collection. Jewelry grew by 9.4% over the past year and small accessories gained 7%. Shoes stalled slightly and bags remained stable in quantity compared to last year.

SUMMER 24 ACCESSORIES TREND

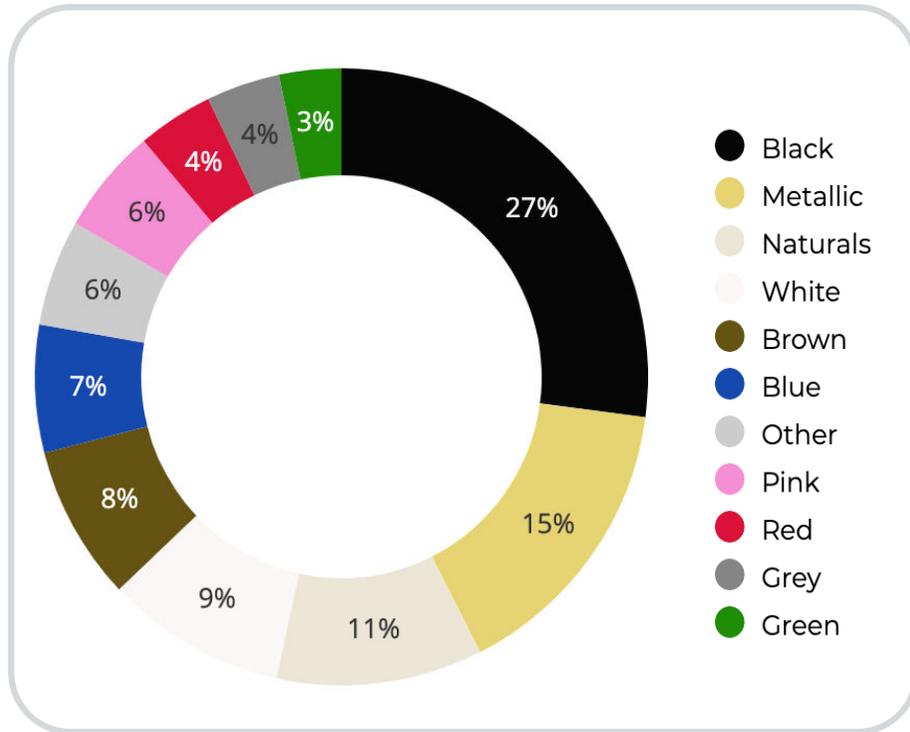


Considering colors (see next page), red takes center stage as the true protagonist, adding a playful, frivolous touch to even the most minimalist outfits. This bold hue breathes life into bags, shoes, and belts, creating eye-catching contrasts that embody the spirit of quiet luxury with a twist. Meanwhile, metallic tones remain on the radar, offering a subtler way to elevate the look. Whether in silver, gold, or muted bronze, metallic accessories bring a sense of refined sophistication that perfectly complements the season's focus on understated elegance. The fading presence of bright hues like orange and purple highlights a broader move toward refined, understated elegance, where accessories play a key role in achieving a balanced, yet striking, look.

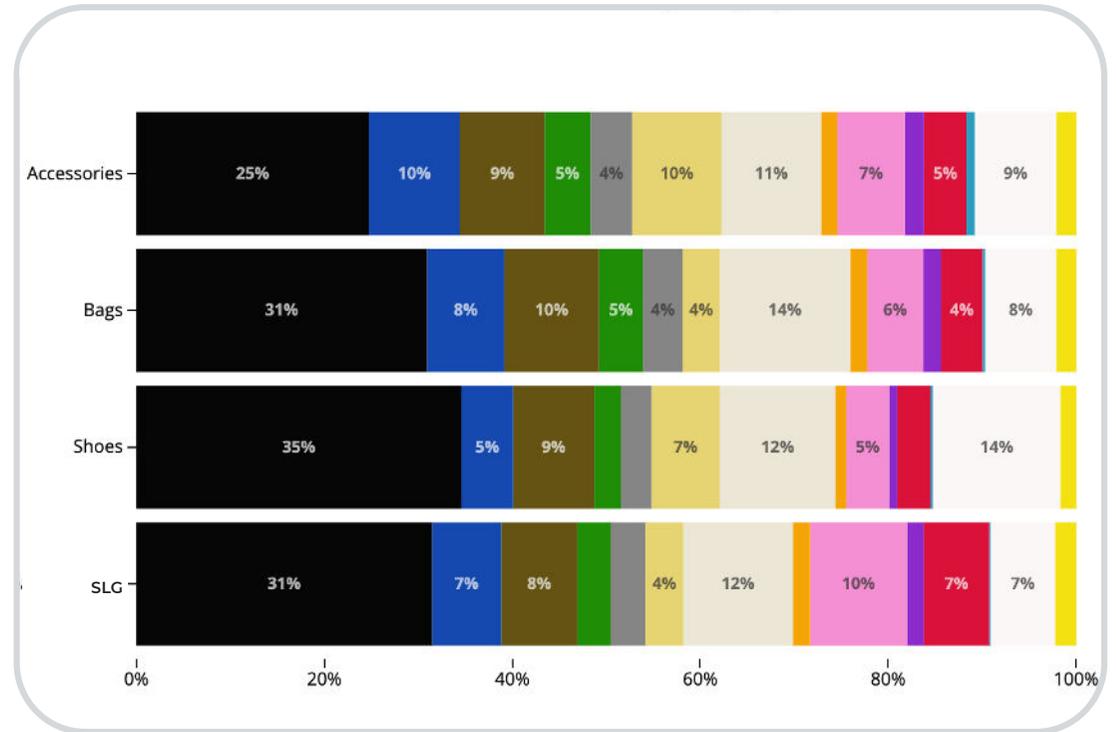


RETAIL RADAR ACCESSORIES COLOR RANGE

SUMMER 24 ACCESSORIES COLOR RANGE



SS24 ACCESSORIES COLOR RANGE BY CATEGORIES



METALLIC



sezane.avif

+9%
YEAR ON YEAR

NATURALS



MOU.webp

+14%
YEAR ON YEAR

RED



freepeople.webp

+47%
YEAR ON YEAR

WHITE



-zara.jpg

-8%
YEAR ON YEAR

PURPLE



hugoboss.webp

-17%
YEAR ON YEAR

ORANGE

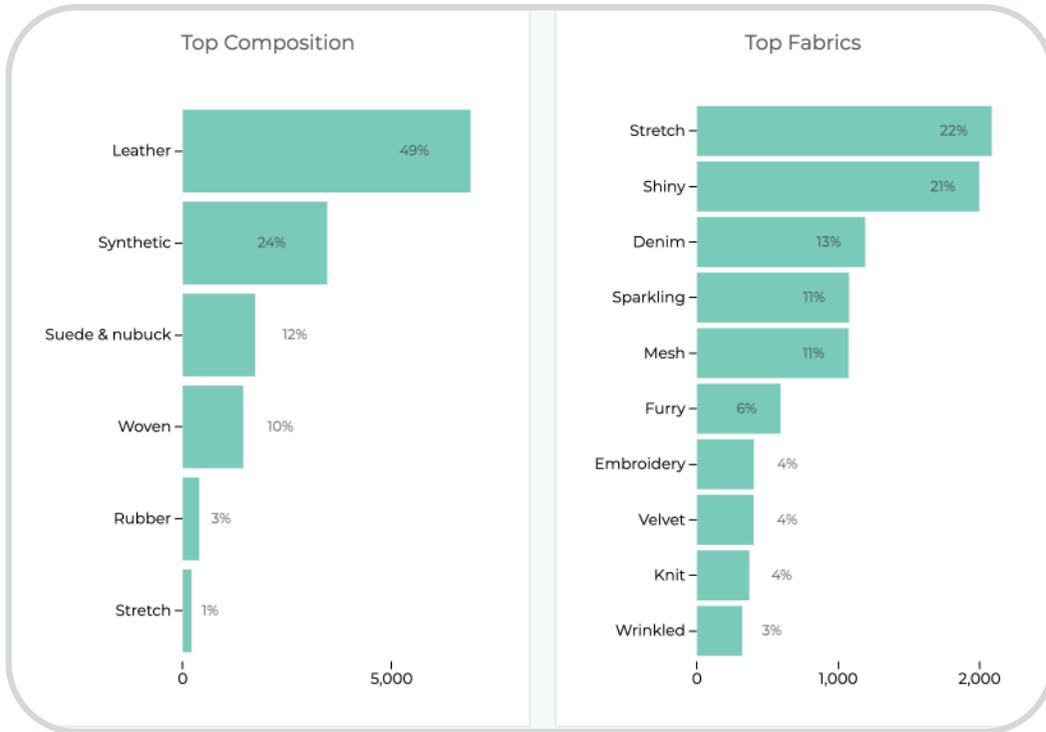


guess.avif

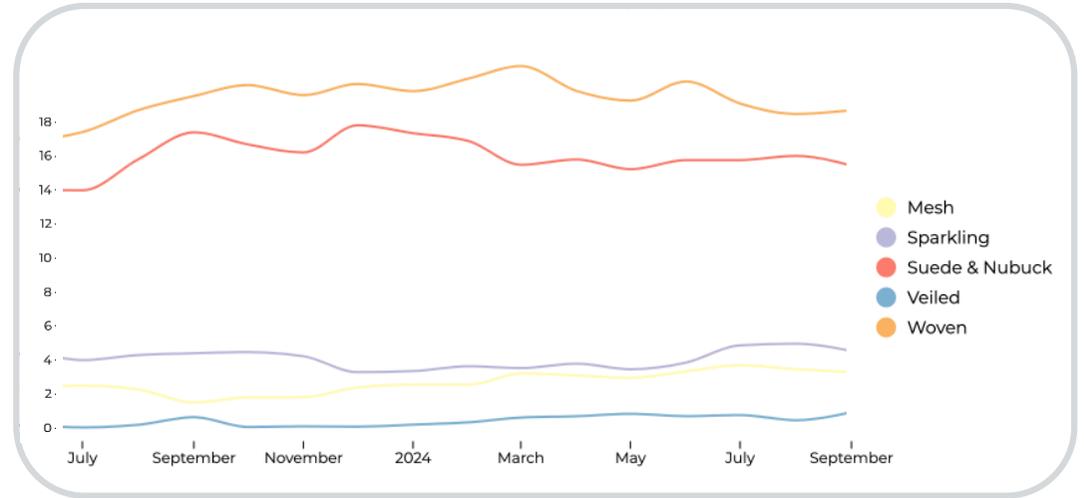
-30%
YEAR ON YEAR

RETAIL RADAR **ACCESSORIES MATERIALS**

SUMMER 24 ACCESSORIES MATERIALS



SS24 ACCESSORIES MATERIALS EVOLUTION



WOVEN



steve madden.webp

+19%
YEAR ON YEAR

SUEDE



ralph lauren.webp

+12%
YEAR ON YEAR

MESH



mng.avif

+30%
YEAR ON YEAR

VEILED



reformation.jpeg

+65%
YEAR ON YEAR



SPARKLING



sacha.webp

-8%
YEAR ON YEAR

RETAIL RADAR ACCESSORIES **BAGS**

RAFFIA TOTE

MINI BAG

BUCKET BAG

HOBO BAG

BOW BAG

SAFE TREND



ULLA_JOHNSON_.webp

+38%
YEAR ON YEAR

SAFE TREND



Ganni (2).jpg

+31%
YEAR ON YEAR

SAFE TREND



Sessun.webp

+48%
YEAR ON YEAR

SAFE TREND



prada_.avif

+32%
YEAR ON YEAR

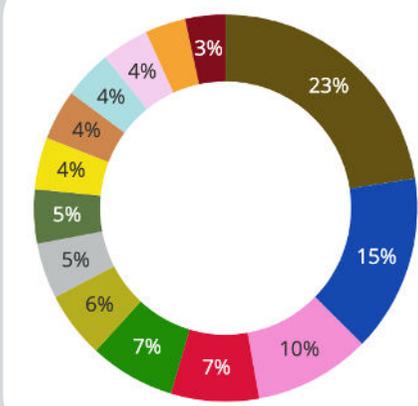
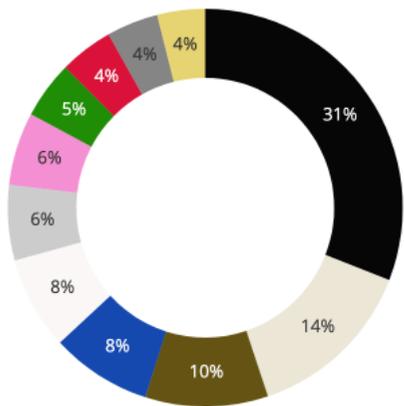
LAST CALL



Reserved_1.avif

+31%
YEAR ON YEAR

SUMMER 24 BAG COLORS



Representing 21% of accessoires range, tote bags are taking 30% of the bag's range and natural materials and maxi sizes are rising in popularity for full summer season, offering new essentials for travelling and going to the beach. Crossbodies (+23%) represent 24% of the bag assortment and mini bags 20%, showing an increase of 31% to last year. For summer nights, mini bags continue to grow in interest. Bucket bags are definitely the bags of the summer. In leather, fabric, raffia, paper or other natural materials, buckets play with practical shapes and design details. Hobo bags still have a growing perspective in the market taking 32% to last summer. As a detail, bows continue to show an increasing adoption in bags.

RETAIL RADAR ACCESSORIES **BAGS**

THE RAFFIA TOTE

+38%
YEAR ON YEAR



Saint Laurent.avif



Miu miu.avif



-loewe_.webp



Sezane_1.avif



Manebi.webp

SAFE TREND

THE TEXTILE TOTE

+12%
YEAR ON YEAR



coach.webp



celine-.webp



-toteme-.avif



christian_dior.webp



tory-burch.png

STABLE TREND

RETAIL RADAR ACCESSORIES **BAGS**

THE **BUCKET BAG**

 **+48%**
YEAR ON YEAR



sezane_avif



Loewe.avif



Zimmermann.webp



Jimmy Choo.webp



_miumiu_avif

SAFE TREND

THE **NEO SOFT HOBO**

 **+32%**
YEAR ON YEAR



The Reformation (2).webp



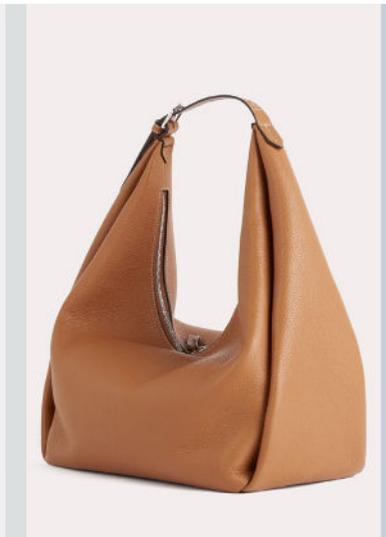
Marge Sherwood.webp



chloe.fr.webp



coach-.webp



Toteme.webp

SAFE TREND

RETAIL RADAR ACCESSORIES **BAGS**

THE MINI BOWLING BAG

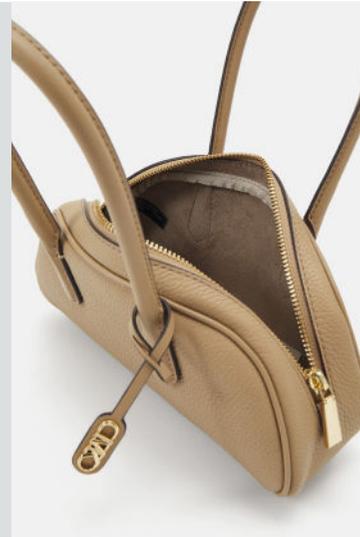
 **+31%**
YEAR ON YEAR



Miu Miu (2).avif



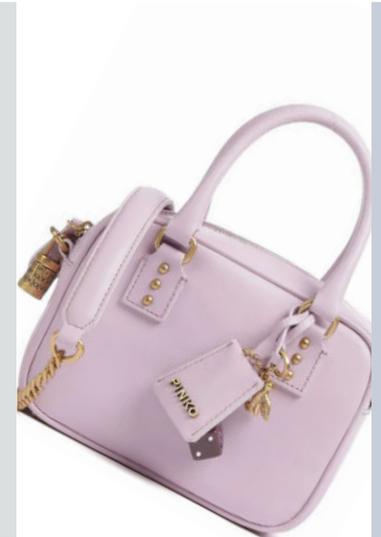
Ganni (2).jpg



michael kors.webp



Courreges.webp



_pinko-.webp

SAFE TREND

THE BOW BAG

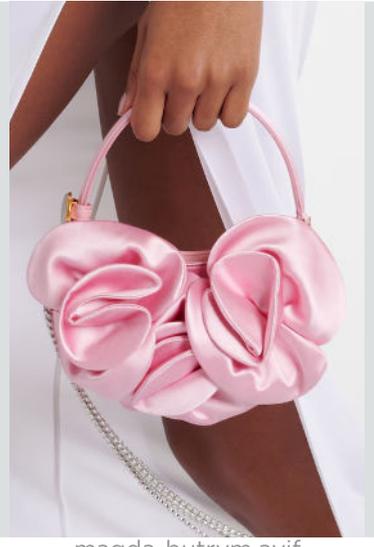
 **+48%**
YEAR ON YEAR



selfportrait.webp



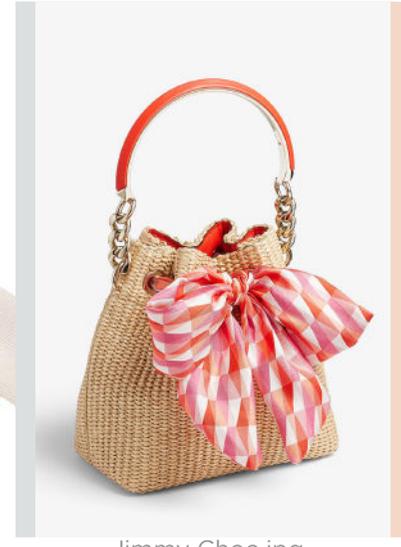
Loeffler Randall.webp



magda-butrym.avif



8other reasons.webp



Jimmy Choo.jpg

LAST CALL

RETAIL RADAR ACCESSORIES **SHOES**

SLIDES

BALLET FLATS

SLINGBACKS

MULES

ESPADRILLAS

BIG TREND



Maje.jpg

BIG TREND



Miista.webp

BIG TREND



steve madden.webp

SAFE TREND



birkenstock.jpg

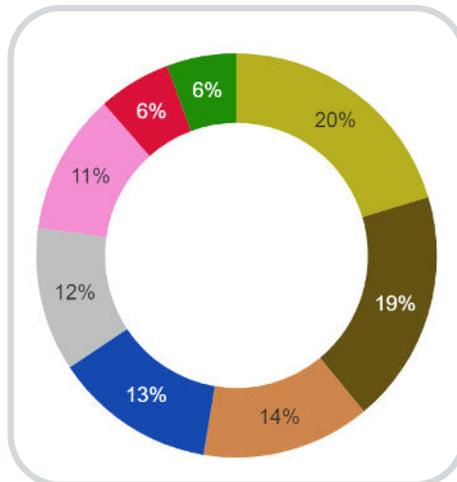
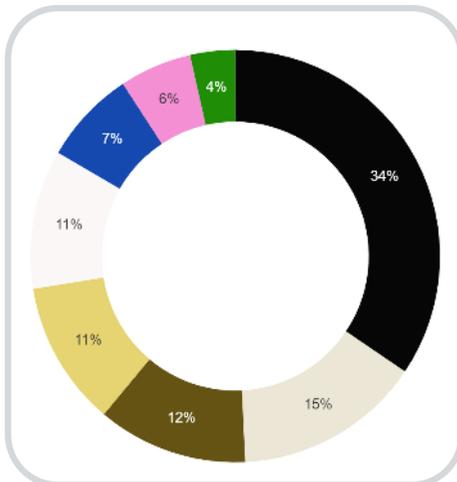
EARLY SIGN



Celine.webp



FULL SUMMER 24 FOOTWEAR COLOR RANGE



Representing 28% of accessories assortment, the footwear category embraces a comfortable and minimal aesthetic, with ballerinas and espadrilles taking the trend spotlight. These shoes, characterized by their simplicity and timeless appeal, perfectly align with the season's understated yet refined vibe. Ballerinas bring an effortless elegance, especially in mesh materials, while espadrilles offer a relaxed charm, both essential for achieving the quiet luxury look that defines the season. Kitten heels are rising by 33% to last year and slides are the real protagonists of the range showing that flat styles are rising in popularity across all markets.

RETAIL RADAR ACCESSORIES **SHOES**

THE MESH BALLET FLAT

 **+29%**
YEAR ON YEAR



Arket.jpg



Khaite.avif



Erika Cavallini.webp



&Other Stories_1.jpg



The Row.avif

EDGY TREND

THE WOVEN FLAT

 **+36%**
YEAR ON YEAR



BimbayLola.webp



nova terragona.webp



Loeffler Randall (2).webp



Le monde de Beryl.webp



miista.webp

SAFE TREND

RETAIL RADAR ACCESSORIES **SHOES**

THE SUEDE APRON TOE

+23%
YEAR ON YEAR



clarks-.webp



mango.avif



miumiu.avif



jonak.webp



scarosso.webp

STABLE TREND

THE ESPADRILLAS

+19%
YEAR ON YEAR



Manebi (2).webp



Prada_1.avif



isabel marant.webp



Stradivarius.webp



Miu Miu (3).avif

SAFE TREND

RETAIL RADAR ACCESSORIES **SHOES**

THE RED SLINGBACK

 **+118%**
YEAR ON YEAR



steve madden.webp



miumiu.webp



valentino.avif



jacquemus.avif



-prada.avif

BIG TREND

THE CLOG

 **+33%**
YEAR ON YEAR



DOC MARTENS zebzag.webp



ugg-goldenstar.webp



merrell.webp



birkenstock boston.jpg



crocs.avif

SAFE TREND

RETAIL RADAR ACCESSORIES **SHOES**

THE MINIMAL SLIDE

+34%
YEAR ON YEAR



hermes.webp



ralph lauren.webp



jw pei.webp



-prada_.avif



mango-.avif

SAFE TREND

THE METALLIC SLIDE

+54%
YEAR ON YEAR



Reformation (3).webp



Manebi (3).webp



Sinsay.avif



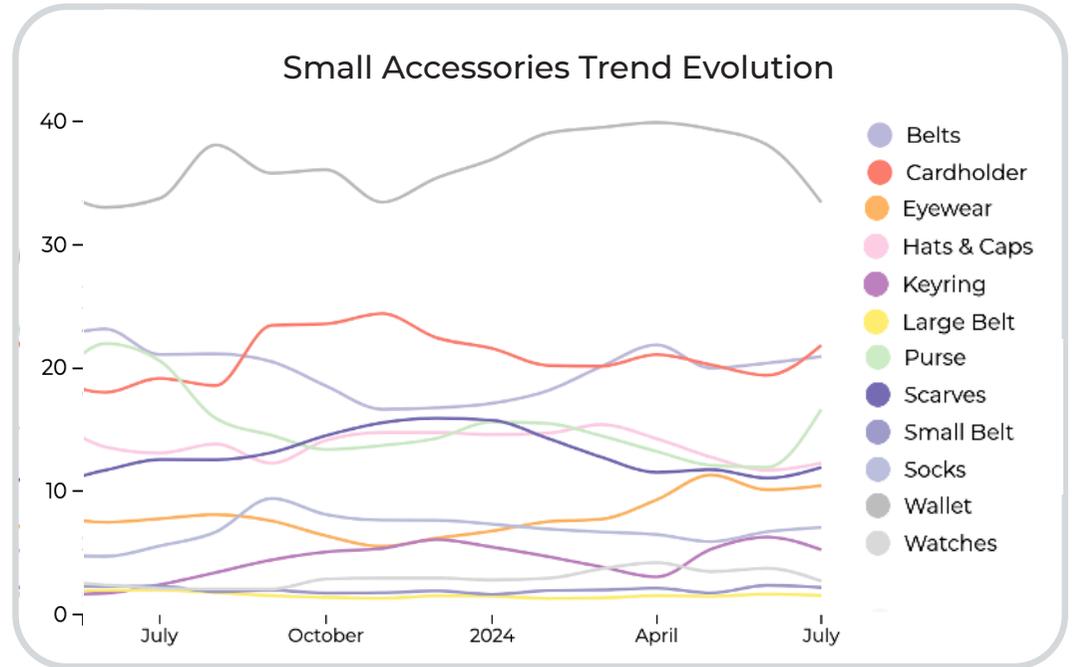
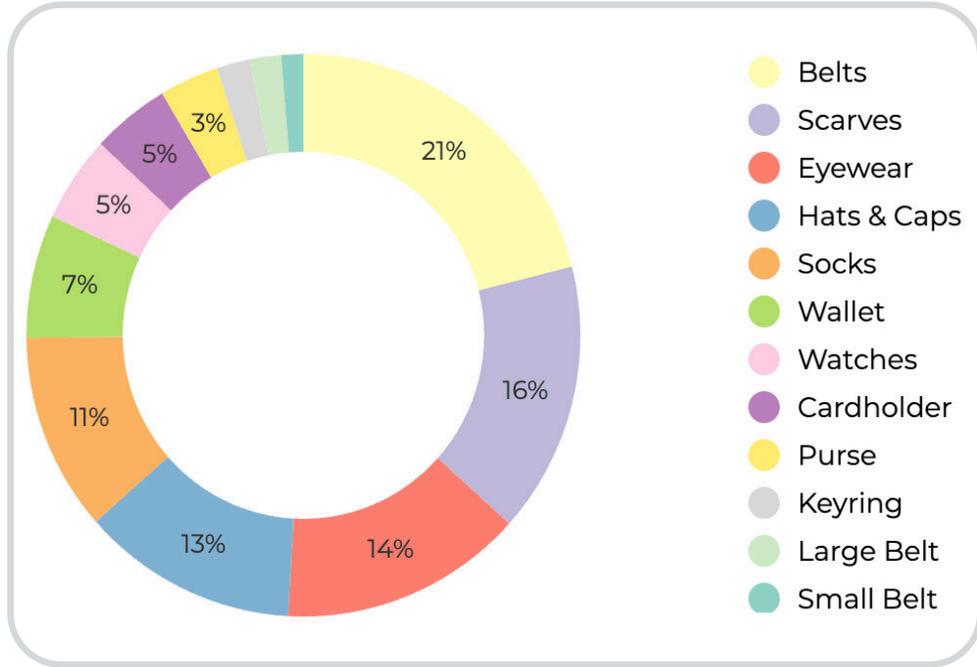
Zinda.jpg



Sezane (2).avif

EARLY SIGN

RETAIL RADAR **SMALL ACCESSORIES ASSORTMENT**



EYEWEAR



ZARA.jpg

+34%
YEAR ON YEAR

KEYRING



YSL.avif

+47%
YEAR ON YEAR

CARDHOLDER



PRADA.avif

+14%
YEAR ON YEAR

SOCKS



BLUE Q.webp

+27%
YEAR ON YEAR

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



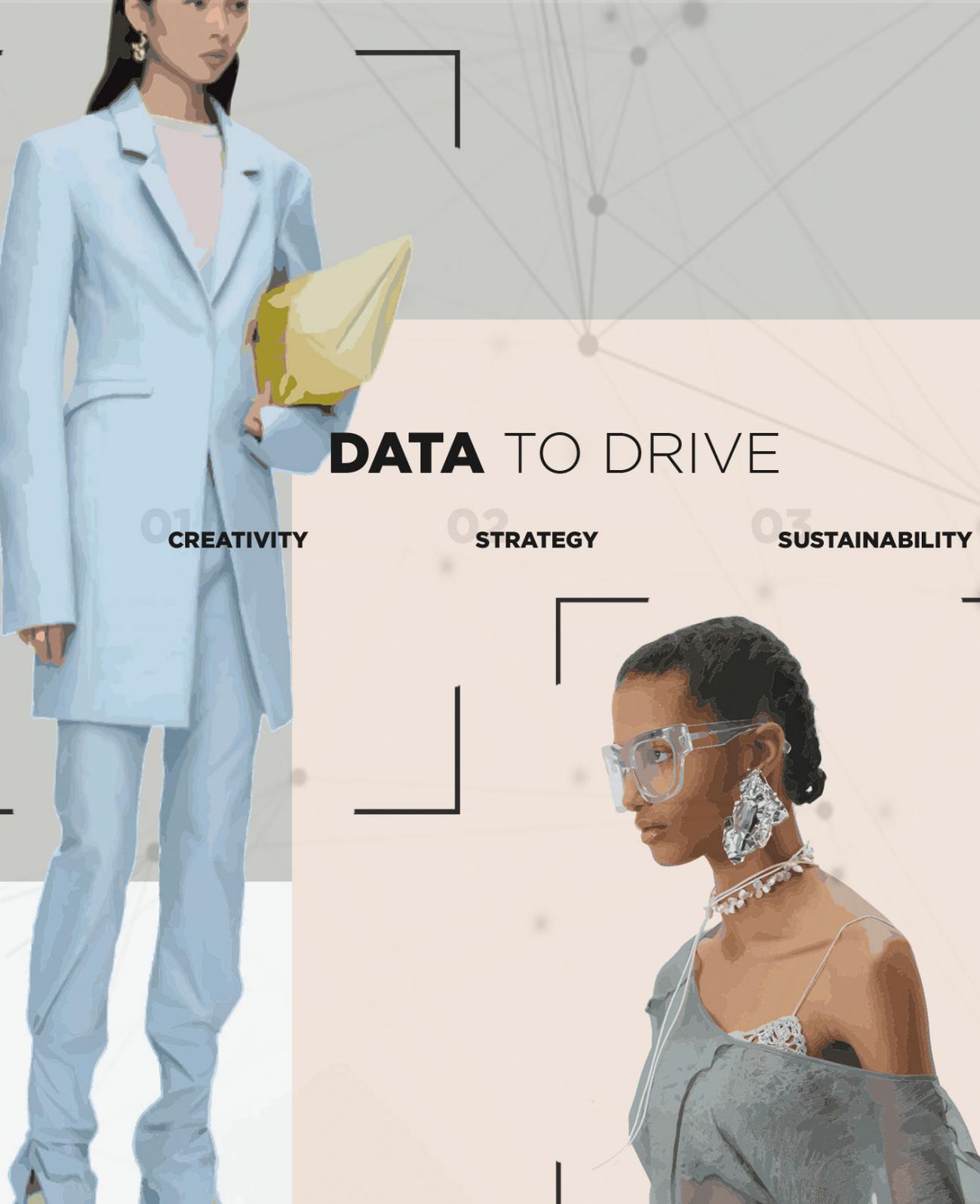
TEST

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

WOMENSWEAR

SUMMER COLLECTIONS

RETAIL RADAR ACCESSORIES



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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