



FOOTWEAR
RETAIL RADAR
FALL COLLECTIONS
SNEAKERS



LIVETREND

RETAIL RADAR SNEAKERS INTRODUCTION



Gola.webp



bottegabeneta3.jpeg



Golden Goose.avif



puma3.jpeg



UPDATE

Retro-modernity. Sneaker trends are undergoing a notable shift toward refined styles and meticulous attention to detail. Classic shoes as loafers have been gaining traction, sneakers have seen a slight decrease in their share (down 15% yoy). Brands are compensating with intricate design elements that appeal to more selective consumers. Runner shoes are pushing design boundaries, experimenting with unique all-around lacing systems and incorporating eye-catching silver contrasts, as well as a worn-in, „overly-used“ aesthetic that brings character and a touch of vintage appeal. Retro sneakers are the biggest trend, emphasizing heritage with materials like suede and hairy effects, coupled with bold flaps that enhance their nostalgic allure. An emerging trend is the ultra-soft, foldable soccer shoe, presenting a minimalist and conceptual look that resonates with today’s understated fashion wave. The trend toward hybridization is also gaining traction, with sneaker silhouettes merging with classic footwear styles like boots, Mary Janes, and loafers. This blending of streetwear and traditional aesthetics caters to a consumer base that values versatility and innovation, indicating that the future of sneakers lies in playful yet sophisticated designs that honor both heritage and modernity.

This report is based on Livetrend data extracted from e-commerce from fall winter collections from 1/08/24 to 31/10/24, analysing the visibility and growth of the trends year on year.

**ACCESS ALL IMAGES
CLICKING HERE**

RETAIL RADAR SNEAKERS MATERIALS & DETAILS

SUEDE  **+15%**
YEAR ON YEAR



BIG TREND

Puma.webp

zara26.jpg

mcqueen3.jpeg

WORN LOOK  **+370%**
YEAR ON YEAR



EARLY SIGN

Autry (2).jpg

Golden Goose.avif

Hidn Ander (2).jpg

HAIRY LEOPARD  **+4%**
YEAR ON YEAR



SAFE TREND

pull&bear9.jpg

goldengoose3.png

zara13.jpg

FUTUR SILVER  **+9%**
YEAR ON YEAR



STABLE TREND

Balmain.jpg

bottegaveneta2.webp

mango3.png

RETAIL RADAR SNEAKERS MATERIALS & DETAILS

CONTRAST SOLE



Our Legacy.jpg

asics7.jpeg

zara21.jpg

STABLE TREND

MONSTER CAP



campper2.png

Onitsuga Tiger.webp

Alexander Mc queen.webp

EDGY TREND

LACED-AROUND



balmain.avif

Balenciaga.jpg

The Supermade.webp

EARLY SIGN

ORGANIC SOLE



adidas8.webp

Bottega Veneta.avif

Loewe.jpg

EDGY TREND

RETAIL RADAR SNEAKERS MATERIALS & DETAILS

DRAWSTRING  **+4000%**
YEAR ON YEAR



Hidn Ander.jpg



mm6.webp



Moncler.webp

EARLY SIGN

DOUBLE LACING



Alexander Mc Queen.avif



newbalancexmiumiu.webp



Zara.jpg

EARLY SIGN

XL FLAP



zara25.webp



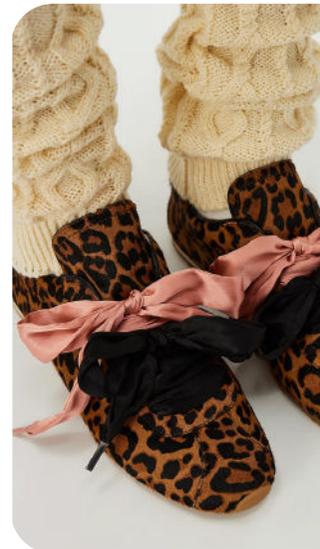
nike16.jpeg



Adidas.webp

EARLY SIGN

COQUETTE BOW  **+1060%**
YEAR ON YEAR



Jeffrey Campbell (2).webp



Jw Pei.webp



EARLY SIGN

Alohas2.png

RETAIL RADAR SNEAKERS **KEY STYLES**



MANIFEST

THE RETRO COURT



+58%
YEAR ON YEAR



ADIDAS gazelle.webp



DATE.png



onitsukatiger1.webp



asics.webp



PUMA PALERMO.webp

BIG TREND



TEST

THE SOCCER SNEAKER



+122%
YEAR ON YEAR



Puma-Speedcat.avif



adidas takewondo.jpeg



Gola.webp



nike cortez.avif



onitsuka mexico.webp

EARLY SIGN

RETAIL RADAR SNEAKERS **KEY STYLES**



INVEST

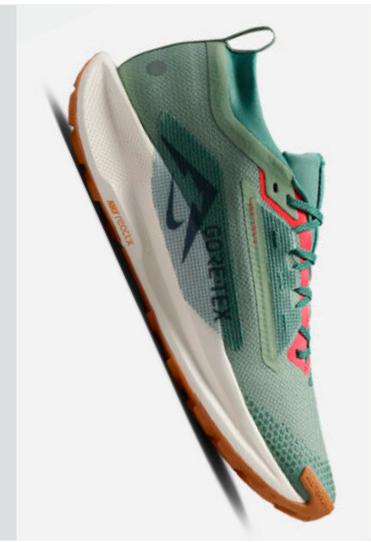
THE TRAIL RUNNING



+40%
YEAR ON YEAR



NIKE PEGASUS.png



NIKE+PEGASUS+TRAIL+5+GTX.jpeg



BROOKS-adrenaline-.avif



on-cloud-5-.jpg



SAUCONY TRIUMPH.jpeg

SAFE TREND



MANIFEST

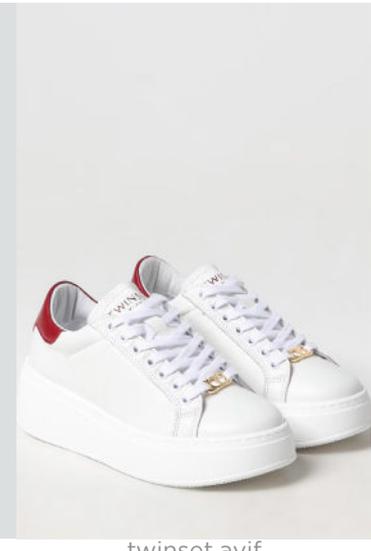
THE SUPER PLATFORM



+5%
YEAR ON YEAR



Paloma Barcelo.webp



twinset.avif



fendi.avif



woolrich.avif



marni.avif

STABLE TREND

RETAIL RADAR SNEAKERS **KEY STYLES**



MANIFEST

THE HIGH-END COLOR BLOCK



+900%
YEAR ON YEAR



Balenciaga.webp



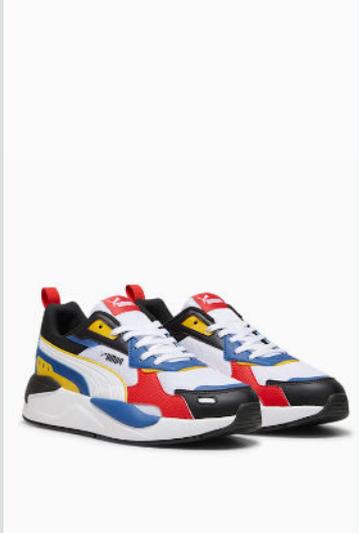
New Balance.webp



Nigo Air Force.webp



actitude-twinset.jpg



Puma.avif

SAFE TREND



MANIFEST

THE CREATIVE TREK



+48%
YEAR ON YEAR



All Flower Mountain.webp



Zara (2).jpg



Lacoste (2).webp



Camper.avif



Merrell.webp

STABLE TREND

RETAIL RADAR SNEAKERS **KEY STYLES**



TEST

THE SPARTAN SNEAKER

+900%
YEAR ON YEAR



onitsuka mexico runner.webp



leone.webp



adidasOriginalsneakers.japanVHMwebp



boxfit-.webp



diadora-GAMEHIGHWAXED.webp

EDGY TREND



TEST

THE SKATER SNEAKER

+48%
YEAR ON YEAR



-louis-vuitton-.avif



-Diadora-Winnerr-.webp



bershka.jpg



lanvin.jpeg

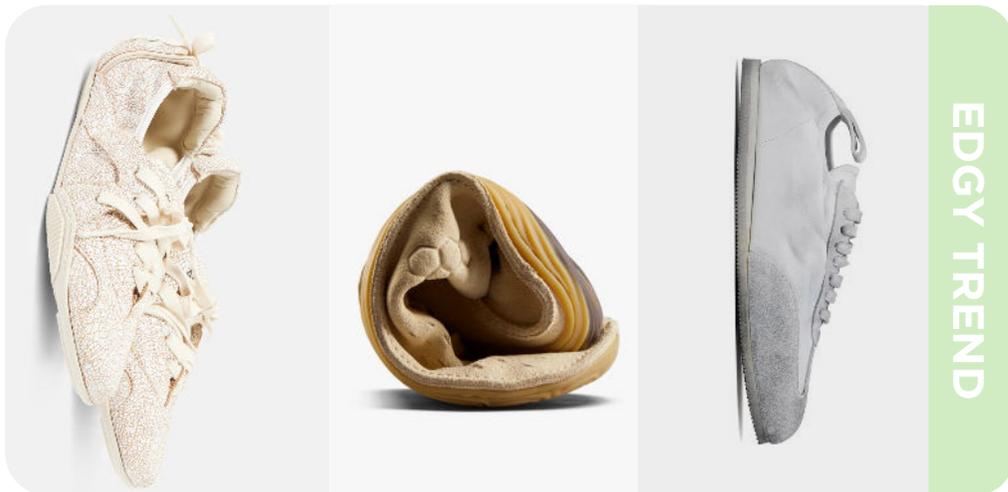


puma.avif

STABLE TREND

RETAIL RADAR SNEAKERS **EMERGING STYLES**

THE SOFT & FOLDABLE



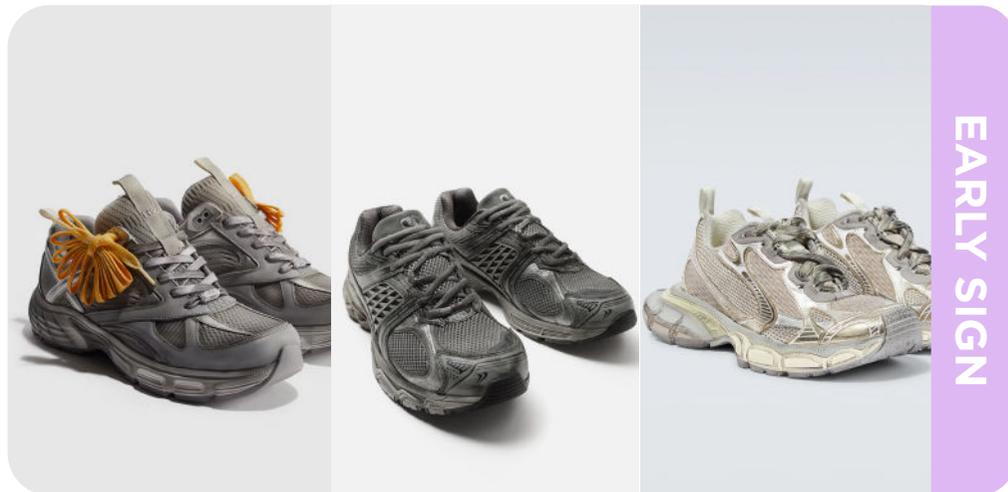
Acne Studio.avif

vivobarefoot9.webp

Ann Demelemeuster.avif

EDGY TREND

THE DIRTY RUNNER



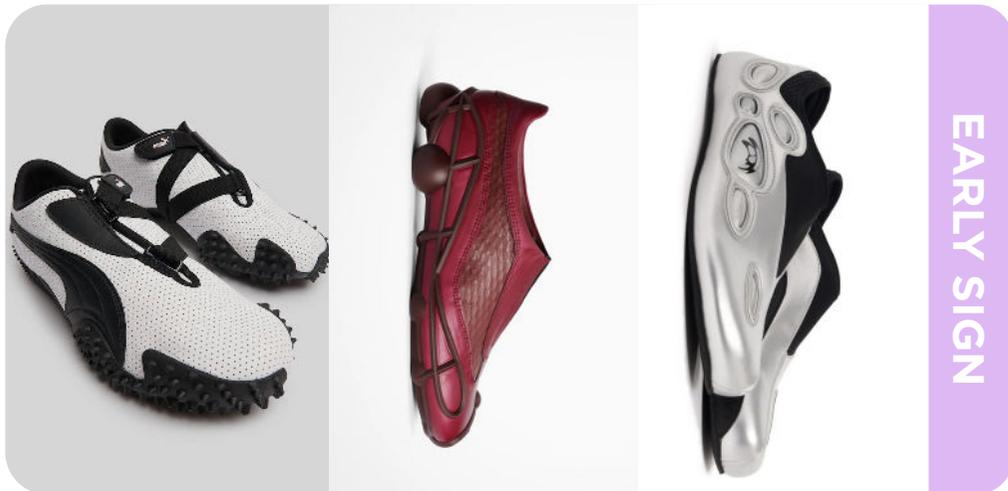
H&m.avif

Zara_1.jpg

Balenciaga_1.webp

EARLY SIGN

THE ALIEN SOCCER SNEAKER



puma5.jpeg

ecco.kollective.webp

Rombaut (2).webp

EARLY SIGN

THE INFLATED SKATER



Dsquared2.jpg

Marni.jpg

Axel Arigato.jpg

EDGY TREND

RETAIL RADAR SNEAKERS **EMERGING STYLES**

THE HIGH TOP TREK



EDGY TREND

Canada Goose.avif

Hoka.webp

MM6.jpg

THE SPORTY MARY-JANE



EDGY TREND

Salomon.avif

Ash.webp

Charles & Keith.jpg

THE LOAFER SNEAKER



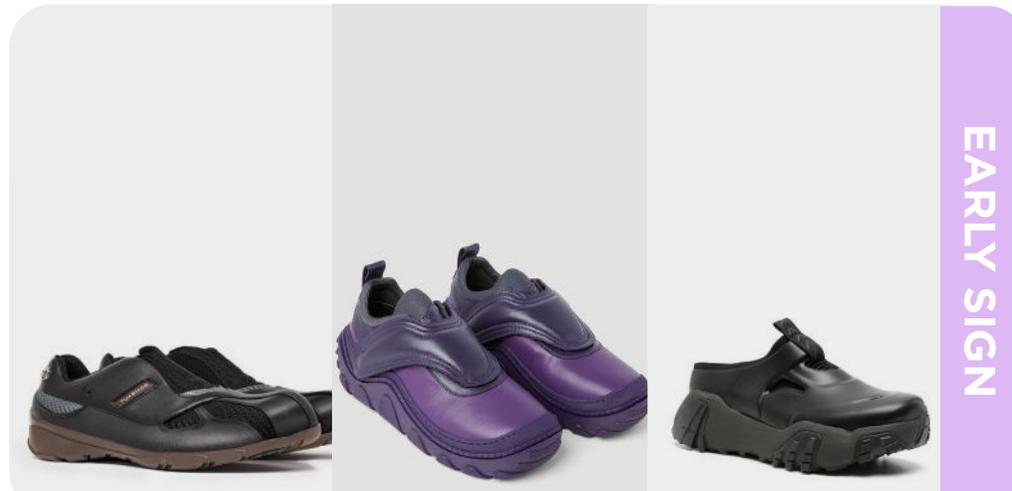
EARLY SIGN

New Balance_1.webp

Yunia Watanabe.avif

Rombaut.webp

THE ENGINEERED SLIP-ON



EARLY SIGN

Rombaut_1.webp

Kiko Kostadinov (2).jpg

SlamJam x Vibran.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



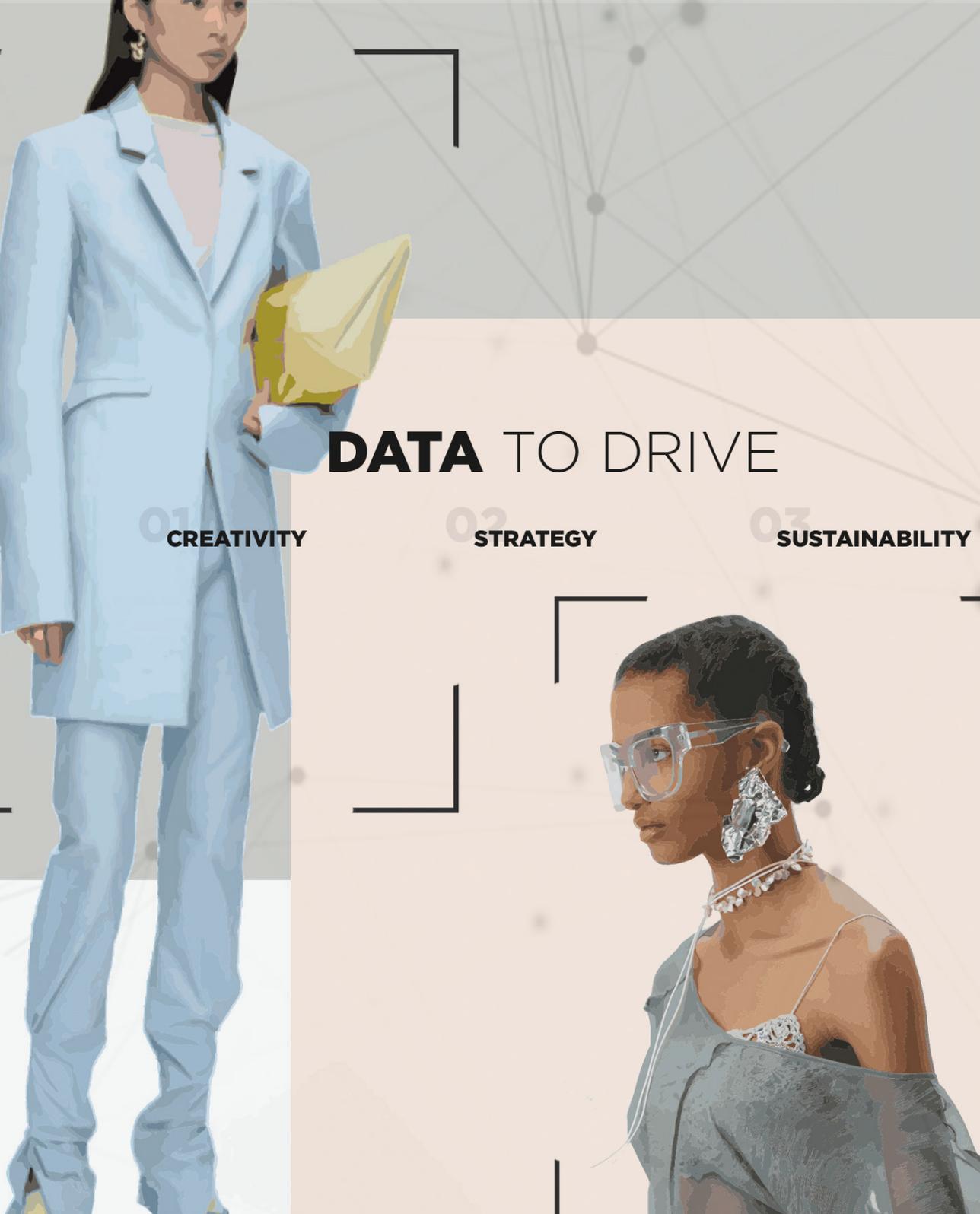
INVEST

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

CREATIVITY

STRATEGY

SUSTAINABILITY



LIVETREND

THANK YOU!

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