



# BUYER'S GUIDE

*FW25 TRENDS & MUST-HAVES*

DATA-DRIVEN & AI GENERATED

POWERED BY

LIVETREND



# ICONS & DATA SOURCES BUYER'S GUIDE

## DATA SOURCES



### MARKET

MARKET SHARE GROWTH OF THE TREND  
ON FW24 E-COMMERCE COLLECTIONS



### INSTAGRAM

YEAR ON YEAR GROWTH OF  
TREND VISIBILITY ON INSTAGRAM



### CONSUMER INTEREST

YEAR ON YEAR GROWTH OF  
CONSUMER SEARCHES ONLINE



### FASHION SHOWS

YEAR ON YEAR VISIBILITY GROWTH  
OF THE TREND DURING 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.



## ECHOS OF EMPATHY

Amidst the haze of uncertainty and the weariness of crisis, the next years usher in a glimmer of hope, where a collective yearning for positive change takes root within us. We must seek a broader perspective and deeper sense of purpose to catalyze a transformation. But what will drive us forward?

Aristotle's wisdom suggests that happiness is the ultimate aim of human actions. Yet today, happiness is often conflated with ideals of capitalist success or the pursuit of validation. However, those drivers only serve to disconnect us from our true source of joy: It is our humanity that is offering solace and strength. To truly thrive, we must foster this sense of human connection and social responsibility, championing ethical practices, diversity, inclusivity, and care for social and environmental causes. The season creates an introspected transformation, where we are called to embrace the full spectrum of our emotions and turn to our vulnerability as a catalyst for growth.

This sensitive approach will empower us to make more informed decisions, choosing wisely what to engage with and how to invest our time and resources. Through radical kindness and compassion, we will pave the way for a future, where every action is a testament to the transformative power of empathy and human connection.



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



# SS25 TRENDS OVERVIEW

LIVETREND  
POWERED BY

UTOPIAN UTILITY



TRANQUIL TREK  
CALM  
MINIMAL

TWISTED CLASSICS



NEO PREPPY  
RETRO  
BOLD

MEDITATIVE ARTISAN



MYSTICAL  
NOMAD  
PRIMAL

WONDROUS DAZE



PHANTASMIC  
DRAMATIC  
STRANGE BEAUTY



# TREND UTOPIAN UTILITY



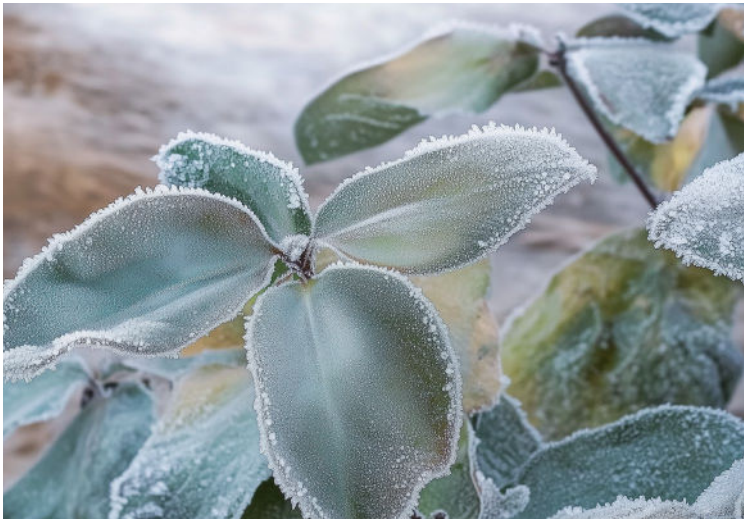
keywords  
**TRANQUIL TREK**  
**CALM & QUIET**  
**UNDERSTATED**  
**FUNCTIONAL**  
**SOFT MINIMALISM**



GORPCORE **+300%**

MINIMALISM **+90%**

Utopian Utility creates a harmonious blend between functionality and understated elegance. This trend sets us up for the exploration of a more regenerative and tender future as simplicity meets innovation in a seamless fusion. Rooted in low-tech essentials, this trend reinterprets the ruggedness of trending #gorpcore aesthetics through a softer, more gentle visual language. The trend is adding a dreamy allure to classic workwear and utility pieces by exploring a utopian color palette, based on pastels and comforting neutrals. To enhance the gentle feel, the look's materials focus on soft tactility: suede leathers, subtly shiny nylons, matte gummy surfaces, and buttery leathers are offering comfort and a sense of understated sophistication. Utopian Utility is not just about aesthetics; shoes are exploring new adaptable details in combination with sophisticated textiles and colorways to balance style and innovation.





# COMPONENTS UTOPIAN UTILITY

## COLORS

REED

LEMON PEPPER

FOG

PASTEL BLUE

GRAY FLANNEL

CHARDONNAY

## MATERIALS





+25%

CHIC NYLONS





+79%

BUTTERY LEATHERS





+142%

MONOCHROME MIX





+1016%

UTILITY DETAILS





+45%

MODERN MATTES





+49%

TENDER SUEDES





+36%

HIKING LACING





+44%

THICK SOLES



# MUST-HAVES FLATS

WOMEN'S FOOTWEAR



TREND GROWTH  
**+900%**

TEST



THE BOXING  
SHOE



TREND GROWTH  
**+77%**

INVEST



THE SOFT  
NYLON RUNNER

MICAM<sup>99</sup>  
MILANO



TREND GROWTH  
**+93%**

MANIFEST



THE COZY  
PLATFORM

POWERED BY LIVETREND

# MUST-HAVES HEELS

WOMEN'S FOOTWEAR



TREND GROWTH

 **+170%**


TEST



**THE WEDGE  
SNEAKER**



TREND GROWTH

 **+122%**

INVEST



**THE SOCK-LIKE  
PUMP**

**MICAM<sup>99</sup>**  
MILANO

TREND GROWTH

 **+41%**



MANIFEST



**THE DUCK TOE  
PUMP**

POWERED BY LIVETREND



# MUST-HAVES BOOTS

WOMEN'S FOOTWEAR



TREND GROWTH

**+320%**

TEST



THE CONVEX  
HEEL



TREND GROWTH

**+72%**

INVEST



THE OUTDOOR  
BOOTIE

MICAM<sup>99</sup>  
MILANO



TREND GROWTH

**+43%**

MANIFEST



THE MOON  
BOOT



# MUST-HAVES CASUAL SHOES

MEN'S FOOTWEAR



TREND GROWTH



**+500%**

TEST



**THE HYBRID  
TREK RUNNER**



TREND GROWTH



**+34%**

INVEST



**THE OUTDOOR  
SLIP-ON**

**MICAM<sup>99</sup>**  
MILANO



TREND GROWTH



**+10%**

MANIFEST



**THE SOFT  
HIKER**

TREND MAGNITUDE

POWERED BY LIVETREND



# MUST-HAVES PREMIUM SHOES

MEN'S FOOTWEAR



TREND GROWTH  
 **+180%**

TEST



THE CHUNKY  
SNEAKER



TREND GROWTH  
 **+33%**

INVEST



THE  
CHIC HIKER

MICAM<sup>99</sup>  
MILANO



TREND GROWTH  
 **+12%**

MANIFEST



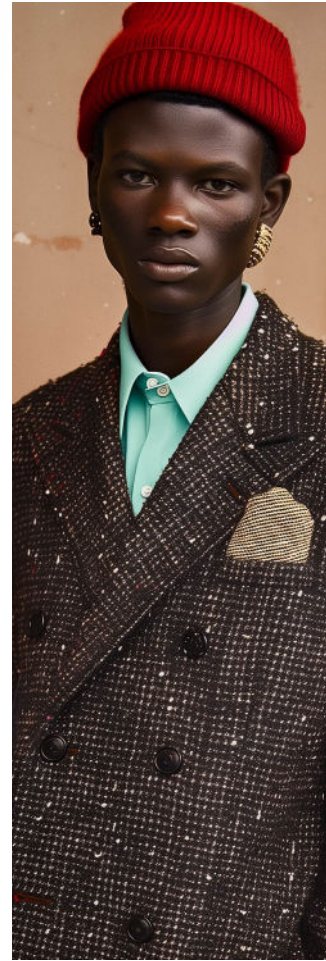
THE MINIMAL  
COMBAT

TREND MAGNITUDE

POWERED BY LIVETREND



# TREND TWISTED CLASSICS

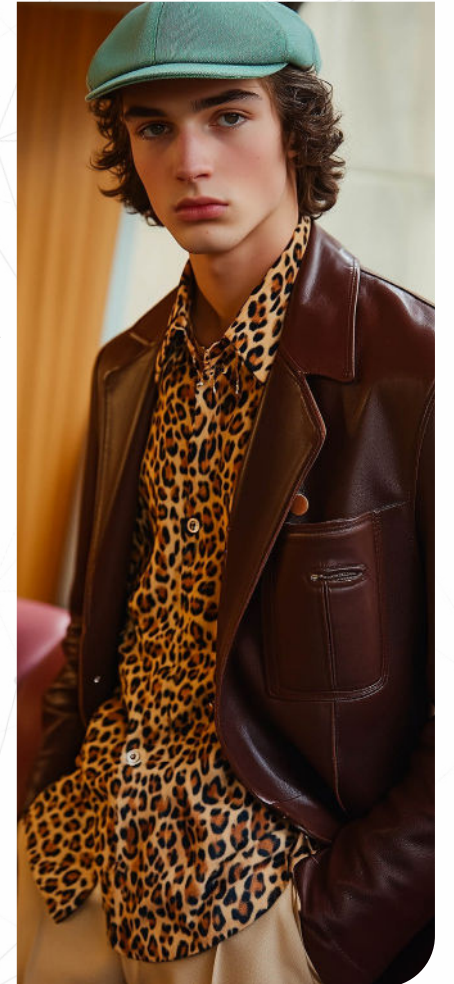


RETRO +160%

OLD MONEY +150%

keywords  
**COOL PREPPY**  
**NEO RETRO**  
**BOLD & YOUTHFUL**  
**CLASSICS**  
**CONTEMPORARY**

Twisted Classics redefines timeless elegance by blending the rebellious spirit of youth with preppy vintage styles in an ode to individuality. The trend's styles honor traditional footwear, while adding a more eccentric edge to designs for more modernity. Twisted Classics explores an iconic retro color palette, based on browns and reds, but dares to include invigorating pops of contemporary coral orange and light mint green. This color scheme evokes a sense of nostalgic elegance while embracing modern flair. The materials explore elegant glossy surfaces and luxurious embossed animal skins and are balanced by tweed textures or are accentuated by bold leopard prints. Key details include modern, complex straps and more geometric toe shapes. Twisted Classics celebrates the juxtaposition of vintage and contemporary elements to define our zeitgeist and adds a new twist to investment-worthy staples.





# COMPONENTS TWISTED CLASSICS

## COLORS

FIRE DIVE

MANDARIN RED

DARK ESPRESSO

MISTY JADE

GOLD FLAME

## MATERIALS

+35%

PATENT HIGH-SHINE

+37%

ICONIC ANIMALS

+14%

EMBOSSSED TEXTURES

+30%

CLASSIC MOTIFS

+100%

SQURED TOES

+87%

PLAYFUL TASSEL

+84%

REWORKED T-STRAPS

+25%

REFINED HARDWARE



# MUST-HAVES FLATS & LOW HEELS

WOMEN'S FOOTWEAR



TREND GROWTH  
**+84%**

TEST



BLUCHER  
SHOE



TREND GROWTH  
**+40%**

INVEST



THE T-STRAP  
LOAFER

MICAM<sup>99</sup>  
MILANO



TREND GROWTH  
**+500%**

MANIFEST



THE RETRO  
SNEAKER

TREND MAGNITUDE

POWERED BY LIVETREND



# MUST-HAVES HIGH HEELS

WOMEN'S FOOTWEAR

TREND GROWTH  
**+50%**



TEST

THE DANCING SANDAL

TREND GROWTH  
**+48%**



INVEST

THE LADYLIKE PUMP

MICAM<sup>99</sup>  
MILANO

TREND GROWTH  
**+94%**



MANIFEST

THE CONTEMPORARY MARY-JANE

TREND MAGNITUDE



# MUST-HAVES BOOTS

WOMEN'S FOOTWEAR

TREND GROWTH

 **+426%**



TEST



THE KNEE  
KITTEN BOOT

TREND GROWTH

 **+299%**



INVEST



THE SQUARE  
TOE BOOT

MICAM<sup>99</sup>  
MILANO

TREND GROWTH

 **+172%**



MANIFEST



THE ANKLE  
BOOTIE

TREND MAGNITUDE



# MUST-HAVES CASUAL SHOES

MEN'S FOOTWEAR



TREND GROWTH  
 **+60%**

TEST



THE SOFT  
RETRO



TREND GROWTH  
 **+24%**

INVEST



THE BOWLING SHOE

MICAM<sup>99</sup>  
MILANO



TREND GROWTH  
 **+18%**

MANIFEST



THE CREEPER

TREND MAGNITUDE



# MUST-HAVES PREMIUM SHOES

MEN'S FOOTWEAR



TEST



THE MEN'S  
MARY JANE



TREND GROWTH

**+348%**



INVEST



THE FANCY  
PENNY LOAFER



TREND GROWTH

**+131%**



MANIFEST



THE SLEEK  
CHELSEA



TREND GROWTH

**+21%**

MICAM<sup>99</sup>  
MILANO

TREND MAGNITUDE

POWERED BY

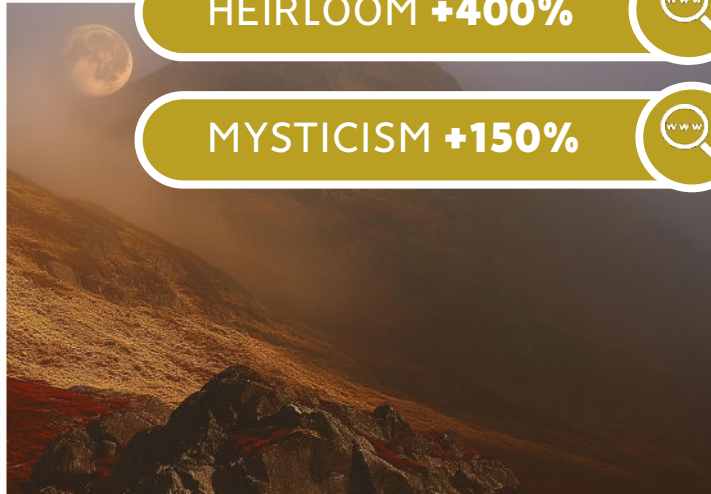
LIVETREND



# TREND MEDITATIVE ARTISANS



keywords  
**MYSTICAL**  
**ARTISANAL**  
**NEW NOMADS**  
**PRIMAL ART**  
**CALL OF NATURE**



HEIRLOOM **+400%**

MYSTICISM **+150%**

Meditative Artisans marks the return of bohemian style in the fashion industry. This trend harmoniously blends spirituality and craftsmanship and is designed for modern nomads who carry an alchemicist spirit and a taste for mystical depth. Drawing inspiration from primal aesthetics, Meditative Artisans creates a sense of calm plentitude. The richly pigmented color palette highlights warming browns and mossy greens with burgundy and orange for an enchanting magical mix. Styles showcase a set of bohemian details and natural materials. Textured suedes adds raw authenticity, while furry and fuzzy materials provide textures that celebrate the beauty of nature. Bohemian details like fringes, artisanal stitching and rustic apron-toes enhance the nomadic feel of the look. Meditative Artisans blends heritage with mysticism, offering a testament to craftsmanship that resonates with those who seek for a deeper, more meaningful connection to the world.





# COMPONENTS MEDITATIVE ARTISANS

## COLORS

WINDSOR WINE

ANTIQUE MOSS

PERSIMMON ORANGE

DRIED HERB

MULCH

CLAY

## MATERIALS

+35%

WORN-OUT LEATHERS

+20%

FUZZY FEEL

+200%

SOFT GATHERS

+25%

APRON TOES

+391%

NEW TACTILITY

+7%

MAGICAL VELVETS

+41%

SHEARLING TRIMS

+18%

HANDCRAFTED



# MUST-HAVES FLATS

WOMEN'S FOOTWEAR



TREND GROWTH  
**+185%**

TEST



THE COSY  
NOMADIC STYLE



TREND GROWTH  
**+9%**

INVEST



THE FUZZY  
FLAT

MICAM<sup>99</sup>  
MILANO



TREND GROWTH  
**+150%**

MANIFEST



THE RUSTIC  
WALLABEE

TREND MAGNITUDE



# MUST-HAVES HEELS

WOMEN'S FOOTWEAR



TREND GROWTH  
 **+274%**

TEST



THE FUZZY  
STYLE



TREND GROWTH  
 **+58%**

INVEST



THE ANKLE  
PUMP

MICAM<sup>99</sup>  
MILANO



TREND GROWTH  
 **+5%**

MANIFEST



THE  
SUEDE PUMP

TREND MAGNITUDE

POWERED BY LIVETREND



# MUST-HAVES BOOTS

WOMEN'S FOOTWEAR

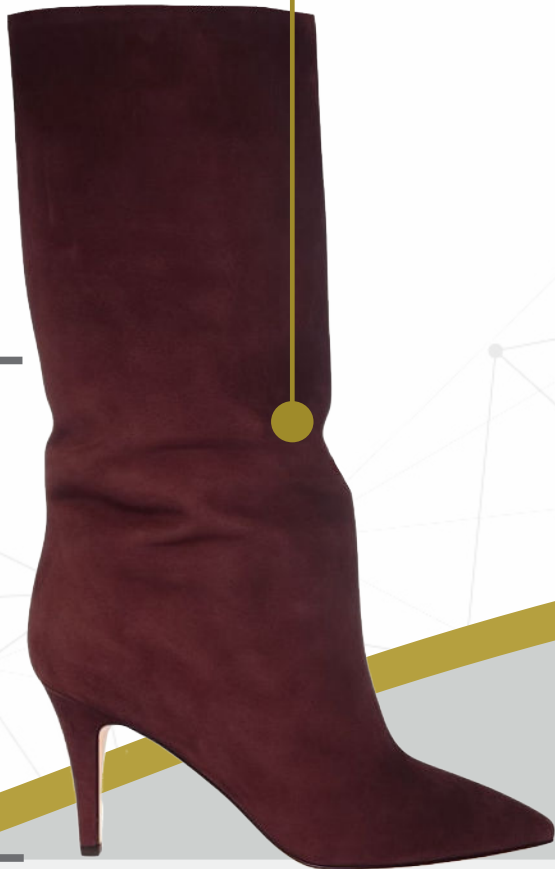


TREND GROWTH  
 **+150%**

TEST



THE YETI  
STYLE



TREND GROWTH  
 **+279%**

INVEST



THE SUEDE  
SLOUCHY BOOT

MICAM<sup>99</sup>  
MILANO



TREND GROWTH  
 **+78%**

MANIFEST



THE HERITAGE  
LEATHER BOOT

TREND MAGNITUDE



# MUST-HAVES CASUAL SHOES

MEN'S FOOTWEAR



TEST



THE FUZZY SLIDE



TREND GROWTH

+58%



INVEST



THE LACED  
BOOT



TREND GROWTH

+31%



MANIFEST



THE WALLABEE



TREND GROWTH

+75%

MICAM<sup>99</sup>  
MILANO

TREND MAGNITUDE

POWERED BY LIVETREND



# MUST-HAVES PREMIUM SHOES

MEN'S FOOTWEAR



TREND GROWTH  
**+300%**



TEST  
**THE HIGH  
HIGHLAND BOOT**



TREND GROWTH  
**+76%**



INVEST  
**THE SOFT  
LOAFER**

MICAM<sup>99</sup>  
MILANO



TREND GROWTH  
**+31%**



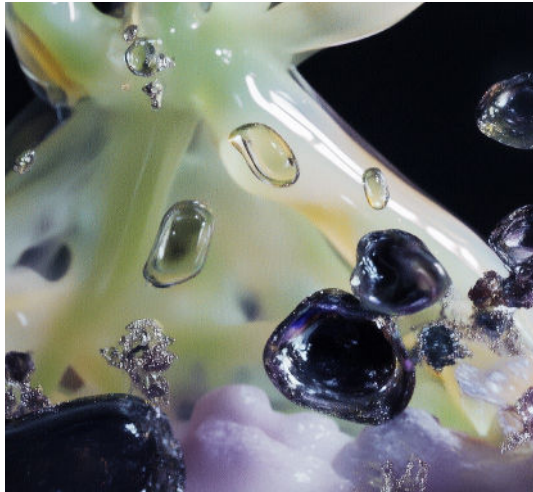
MANIFEST  
**THE CHUKKA  
BOOT**

TREND MAGNITUDE

POWERED BY LIVETREND



# TREND WONDORUS DAZE



PUNK **+250%**

FAIRYCORE **+160%**

keywords  
**PHANTASMIC**  
**GRUNGE**  
**EERIE**  
**STRANGE BEAUTY**  
**URBAN**

Wondrous Daze embeds an aesthetic of strange beauty, inspired by the plurality of our emotions. Pulsating between good and bad feelings, this trend seeks to connect opposites to find something eerie yet beautiful. It is inspired by contrast-driven aesthetics like #fairycore and #romanticpunk. The color palette combines swampy darks, mystical teal and purple with romantic hues into a subversive yet dreamy atmosphere. Materials explore a tactile richness that feels both luxurious and rebellious: maxipmal embellishments meet glossy finishings and stains or distressed surfaces for an added layer of beautified imperfection. For the details, the trend looks at metal hardware to enhance the rougher look, while a sense of crafty romanticism is coming in lace-ups, crystals and ribbons for a feeling of artistic opulence. Wondrous Daze highlights the beauty of the strange and is suggesting a new narrative for our darker sensitivities.





# COMPONENTS WONDORUS DAZE

## COLORS

DRIED HERB

SPRUCED UP

PALE LILAC

MILITARY GREEN

BLACK BEAUTY

SHADOW PURPLE

## MATERIALS

+8%

HYPER GLOSSY

70%

ARTFUL STAINS

22%

POINTY TOES

+116%

DISTRESSED TEXTILES

+61%

CYBER SHEEN

+15%

BEAUTIFIED REPAIRS

+78%

MAXIMALISM

35%

BIKER HARDWARE



# MUST-HAVES FLATS & LOW HEELS

WOMEN'S FOOTWEAR



TREND GROWTH



**+139%**

TEST



**THE MAXIMALISTIC  
FLAT**



TREND GROWTH



**+83%**

INVEST



**THE SLEEK  
SLING-BACK**

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



TREND GROWTH



**+7%**

MANIFEST



**THE CRISS-CROSS  
MARY-JANE**

TREND MAGNITUDE



# MUST-HAVES HIGH HEELS

WOMEN'S FOOTWEAR

TREND GROWTH  
 **+14%**



TEST



THE STRAPPY  
HEEL

TREND GROWTH  
 **+68%**



INVEST



THE HIGH VAMP  
PUMP

MICAM<sup>99</sup>  
MILANO

TREND GROWTH  
 **+72%**



MANIFEST



THE EXTRA POINTY  
MARY JANE

TREND MAGNITUDE

POWERED BY LIVETREND



# MUST-HAVES BOOTS

WOMEN'S FOOTWEAR

TREND GROWTH  
**+400%**



TEST



**THE BOXY  
EXTRA WIDE**

TREND GROWTH  
**+63%**



INVEST



**THE LACED-UP  
BOOT**

**MICAM<sup>99</sup>**  
MILANO

TREND GROWTH  
**+75%**



MANIFEST



**THE HARNESS  
BOOT**

TREND MAGNITUDE

POWERED BY LIVETREND



# MUST-HAVES CASUAL SHOES

MEN'S FOOTWEAR




TREND GROWTH  
 **+13%**

TEST



THE HEAVY  
COMBAT BOOT



TREND GROWTH  
 **+60%**

INVEST



THE ANKLE  
STYLE

MICAM<sup>99</sup>  
MILANO



TREND GROWTH  
 **+110%**

MANIFEST



THE RACER  
SNEAKER

TREND MAGNITUDE

POWERED BY LIVETREND



# MUST-HAVES PREMIUM SHOES

MEN'S FOOTWEAR



TEST



THE POINTY SQUARED  
BOOT


TREND GROWTH  
 **+120%**



INVEST



THE HEAVY  
DERBY


TREND GROWTH  
 **+6%**



MANIFEST



THE SHARP  
OXFORD

TREND GROWTH  
 **+21%**

TREND MAGNITUDE

POWERED BY LIVETREND

MICAM<sup>99</sup>  
MILANO



# 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

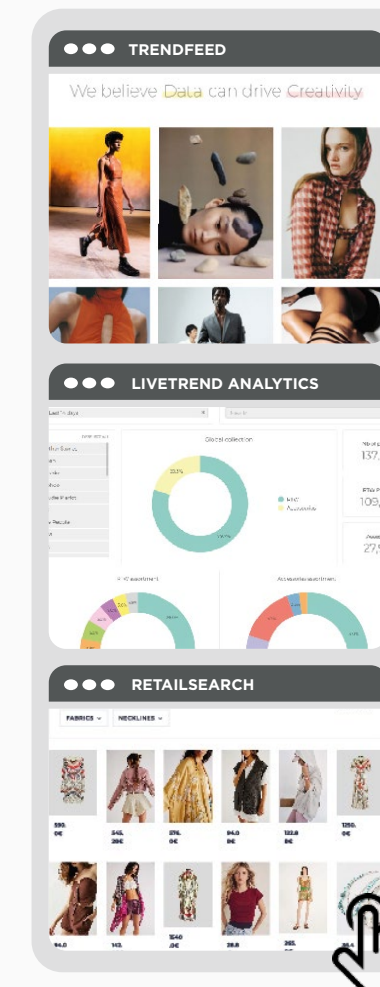


## What We Do

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.