



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.

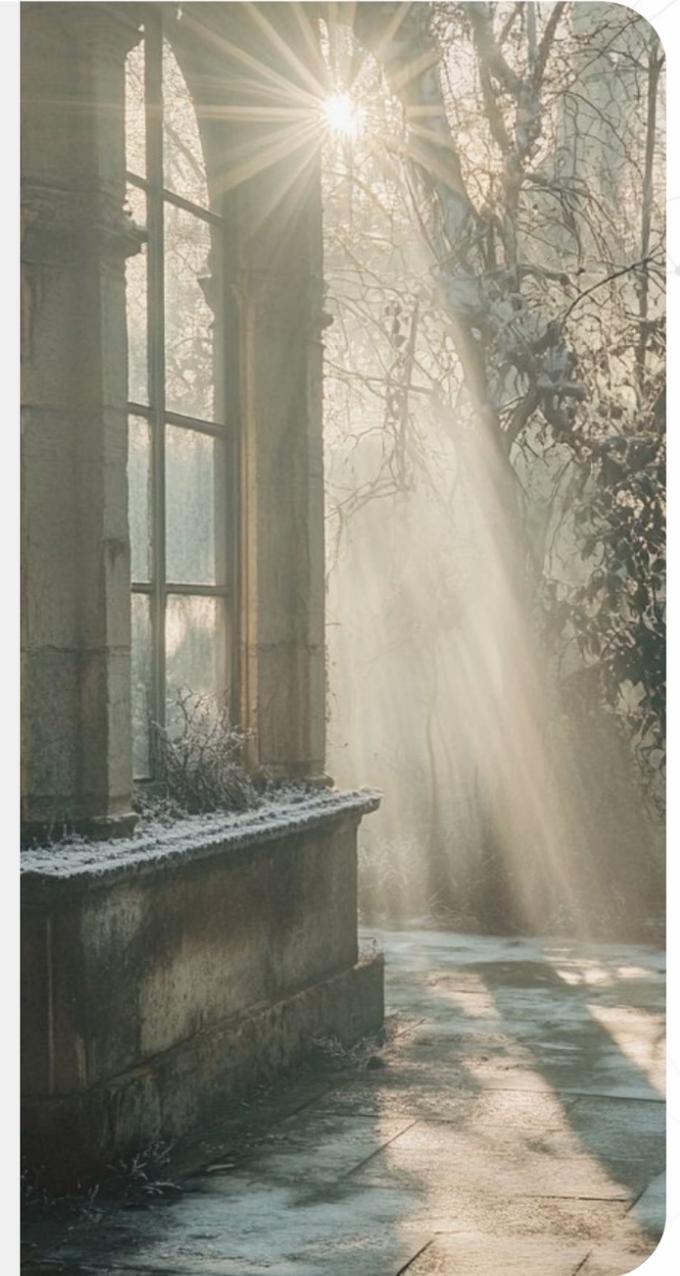


ECHOS OF EMPATHY

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

UTOPIAN UTILITY



TRANQUIL TREK
CALM
MINIMAL

TWISTED CLASSICS



NEO PREPPY
RETRO
BOLD

MEDITATIVE ARTISAN



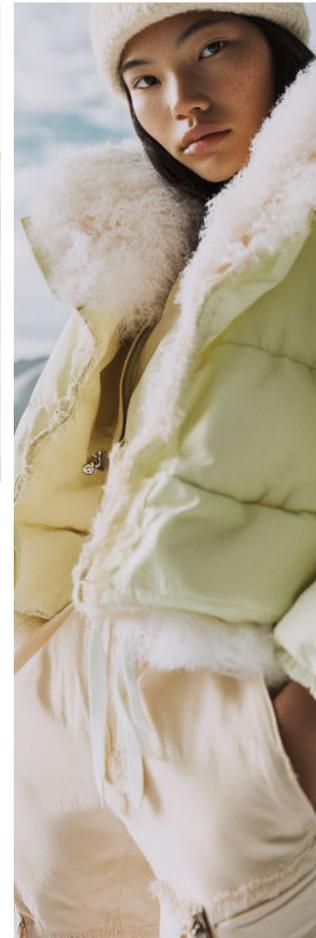
MYSTICAL
NOMAD
PRIMAL

WONDROUS DAZE



PHANTASMIC
DRAMATIC
STRANGE BEAUTY

TREND UTOPIAN UTILITY

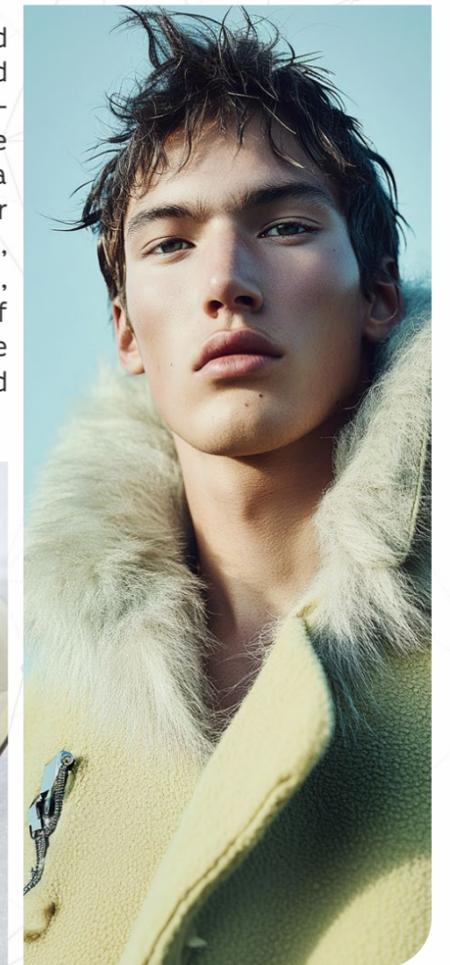


GORPCORE +300%

MINIMALISM +90%

keywords
TRANQUIL TREK
CALM & QUIET
UNDERSTATED
FUNCTIONAL
SOFT MINIMALISM

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



MATERIALS

<p>+25%</p> <p>CHIC NYLONS</p>	<p>+79%</p> <p>BUTTERY LEATHERS</p>	<p>+142%</p> <p>MONOCHROME MIX</p>	<p>+1016%</p> <p>UTILITY DETAILS</p>
<p>+45%</p> <p>MODERN MATTES</p>	<p>+49%</p> <p>TENDER SUEDES</p>	<p>+36%</p> <p>HIKING LACING</p>	<p>+44%</p> <p>THICK SOLES</p>

MUST-HAVES FLATS

WOMEN'S FOOTWEAR



TREND GROWTH
+900%

TEST



THE BOXING SHOE



TREND GROWTH
+77%

INVEST



THE SOFT NYLON RUNNER

MICAM⁹⁹
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**

MICAM⁹⁹
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**

MICAM⁹⁹
MILANO



TREND GROWTH

 **+43%**

MANIFEST



**THE MOON
BOOT**

POWERED BY LIVETREND

MUST-HAVES CASUAL SHOES

MEN'S FOOTWEAR



TREND GROWTH

+500%

TEST



**THE HYBRID
TREK RUNNER**



TREND GROWTH

+34%

INVEST



**THE OUTDOOR
SLIP-ON**

MICAM⁹⁹
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**

MICAM⁹⁹
MILANO



TREND GROWTH
 **+12%**

MANIFEST



**THE MINIMAL
COMBAT**

TREND MAGNITUDE

POWERED BY LIVETREND

TREND TWISTED CLASSICS



RETRO +160%

OLD MONEY +150%

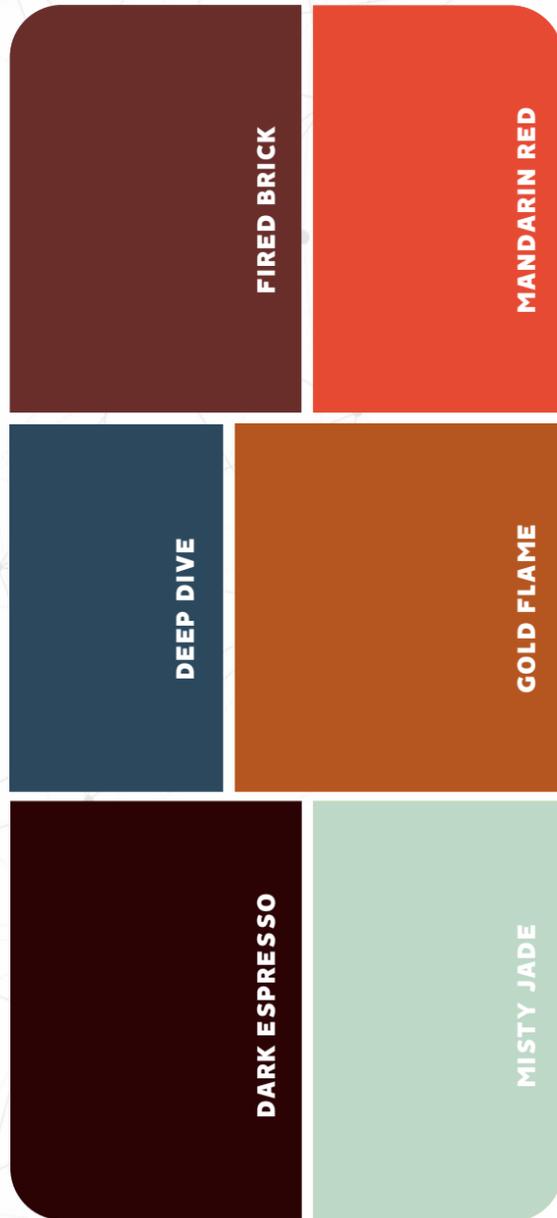
keywords
COOL PREPPY
NEO RETRO
BOLD & YOUTHFUL
CLASSICS
CONTEMPORARY

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



MATERIALS

<p>+35%</p> <p>PATENT HIGH-SHINE</p>	<p>+37%</p> <p>ICONIC ANIMALS</p>	<p>+100%</p> <p>SQURED TOES</p>	<p>+87%</p> <p>PLAYFUL TASSEL</p>
<p>+14%</p> <p>EMBOSSSED TEXTURES</p>	<p>+30%</p> <p>CLASSIC MOTIFS</p>	<p>+84%</p> <p>REWORKED T-STRAPS</p>	<p>+25%</p> <p>REFINED HARDWARE</p>

MUST-HAVES FLATS & LOW HEELS

WOMEN'S FOOTWEAR

TREND GROWTH
+84%



TEST



**BLUCHER
SHOE**

TREND GROWTH
+40%



INVEST



**THE T-STRAP
LOAFER**

MICAM⁹⁹
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

MICAM⁹⁹
MILANO

TREND GROWTH

+94%



MANIFEST



THE CONTEMPORARY MARY-JANE

TREND MAGNITUDE

POWERED BY LIVETREND

MUST-HAVES BOOTS

WOMEN'S FOOTWEAR

TREND GROWTH

 **+426%**



TEST



**THE KNEE
KITTEN BOOT**

TREND GROWTH

 **+299%**



INVEST



**THE SQUARE
TOE BOOT**

MICAM⁹⁹
MILANO

TREND GROWTH

 **+172%**



MANIFEST



**THE ANKLE
BOOTIE**

TREND MAGNITUDE

POWERED BY LIVETREND

MUST-HAVES CASUAL SHOES

MEN'S FOOTWEAR

TREND GROWTH
 **+60%**



TEST



THE SOFT
RETRO

TREND GROWTH

 **+24%**



INVEST



THE BOWLING SHOE

MICAM⁹⁹
MILANO

TREND GROWTH

 **+18%**



MANIFEST



THE CREEPER

TREND MAGNITUDE

POWERED BY LIVETREND

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

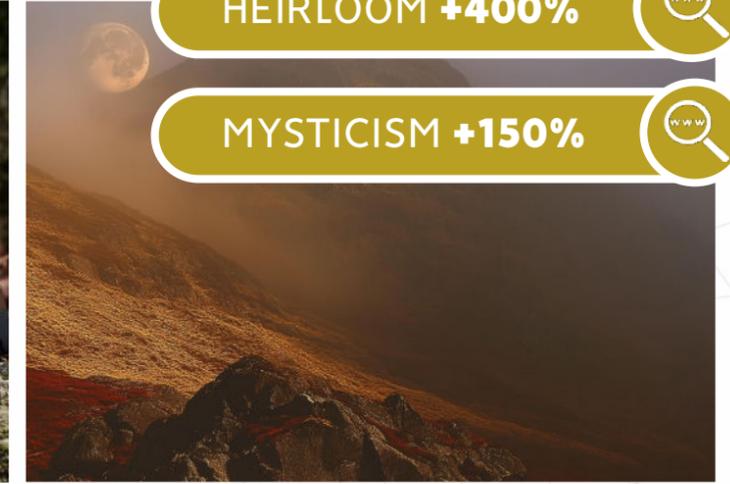
+21%

TREND MAGNITUDE

POWERED BY LIVETREND

MICAM⁹⁹
MILANO

TREND MEDITATIVE ARTISANS



HEIRLOOM +400%

MYSTICISM +150%

keywords
MYSTICAL
ARTISANAL
NEW NOMADS
PRIMAL ART
CALL OF NATURE

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



MATERIALS

<p>+35%</p> <p>WORN-OUT LEATHERS</p>	<p>+20%</p> <p>FUZZY FEEL</p>	<p>+200%</p> <p>SOFT GATHERS</p>	<p>+25%</p> <p>APRON TOES</p>
<p>+391%</p> <p>NEW TACTILITY</p>	<p>+7%</p> <p>MAGICAL VELVETS</p>	<p>+41%</p> <p>SHEARLING TRIMS</p>	<p>+18%</p> <p>HANDCRAFTED</p>

MUST-HAVES FLATS

WOMEN'S FOOTWEAR

TREND GROWTH
+185%



TEST



**THE COSY
NOMADIC STYLE**

TREND GROWTH
+9%



INVEST



**THE FUZZY
FLAT**

MICAM⁹⁹
MILANO

TREND GROWTH
+150%



MANIFEST



**THE RUSTIC
WALLABEE**

TREND MAGNITUDE

POWERED BY LIVETREND

MUST-HAVES HEELS

WOMEN'S FOOTWEAR



TREND GROWTH
 **+274%**

TEST



**THE FUZZY
STYLE**



TREND GROWTH
 **+58%**

INVEST



**THE ANKLE
PUMP**

MICAM⁹⁹
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**

MICAM⁹⁹
MILANO

TREND GROWTH

 **+78%**



MANIFEST



**THE HERITAGE
LEATHER BOOT**

TREND MAGNITUDE

POWERED BY LIVETREND

MUST-HAVES CASUAL SHOES

MEN'S FOOTWEAR



TREND GROWTH



+58%

TEST



THE FUZZY SLIDE



TREND GROWTH



+31%

INVEST



**THE LACED
BOOT**

MICAM⁹⁹
MILANO



TREND GROWTH



+75%

MANIFEST



THE WALLABEE

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**

MICAM⁹⁹
MILANO

TREND GROWTH
+31%



MANIFEST

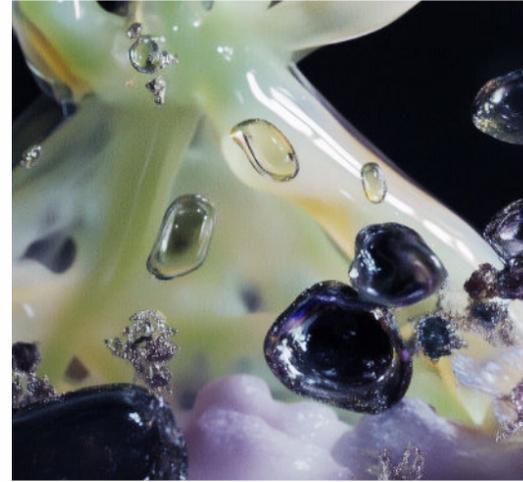


**THE CHUKKA
BOOT**

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



MATERIALS

<p>+8%</p> <p>HYPER GLOSSY</p>	<p>70%</p> <p>ARTFUL STAINS</p>	<p>22%</p> <p>POINTY TOES</p>	<p>+78%</p> <p>MAXIMALISM</p>
<p>+116%</p> <p>DISTRESSED TEXTILES</p>	<p>+61%</p> <p>CYBER SHEEN</p>	<p>+15%</p> <p>BEAUTIFIED REPAIRS</p>	<p>35%</p> <p>BIKER HARDWARE</p>

MUST-HAVES FLATS & LOW HEELS

WOMEN'S FOOTWEAR

TREND GROWTH
+139%



TEST



THE MAXIMALISTIC
FLAT

TREND GROWTH
+83%



INVEST



THE SLEEK
SLING-BACK

MICAM⁹⁹
MILANO

TREND GROWTH
+7%



MANIFEST



THE CRISS-CROSS
MARY-JANE

TREND MAGNITUDE

POWERED BY LIVETREND

MUST-HAVES HIGH HEELS

WOMEN'S FOOTWEAR

TREND GROWTH
+14%



TEST



**THE STRAPPY
HEEL**

TREND GROWTH

+68%



INVEST



**THE HIGH VAMP
PUMP**

MICAM⁹⁹
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**

MICAM⁹⁹
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**

MICAM⁹⁹
MILANO



TREND GROWTH

 **+110%**

MANIFEST



**THE RACER
SNEAKER**

TREND MAGNITUDE

POWERED BY LIVETREND

MUST-HAVES PREMIUM SHOES

MEN'S FOOTWEAR



TREND GROWTH
+120%

TEST



THE POINTY SQUARED
BOOT



TREND GROWTH
+6%

INVEST



THE HEAVY
DERBY

MICAM⁹⁹
MILANO



TREND GROWTH
+21%

MANIFEST



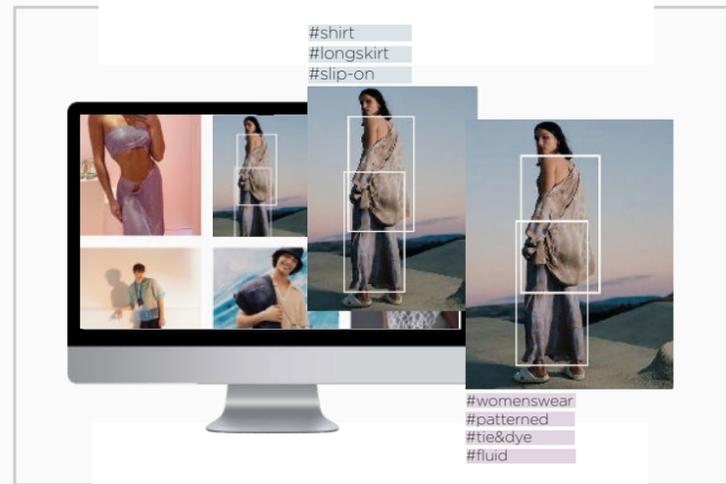
THE SHARP
OXFORD

TREND MAGNITUDE

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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.