UPDATE
TEXTILE & PATTERNS
PREMIÈRE VISION / MILANO UNICA

LIVETREND

SS27 OVERVIEW
PREMIÈRE VISION / MILANO UNICA

DISRUPTIVE OPTIMISM

VIBRANT JOY, FREE AND CONSCIOUS MANIFESTO

DAILYCUTE

PLAYFULNESS, SOFTNESS, AND NONCHALANT ELEGANCE
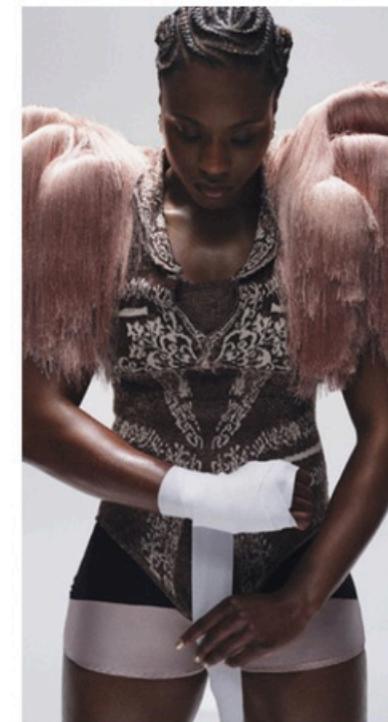
FUNCTIONAL STATEMENT

FUNCTIONALITY BALANCED WITH PRECISION AND IMPACT

DIVINE CREATURE

NEW FORMS OF BEAUTY, SENSUAL, AND UNSETTLING

ORNAMENTAL VERTIGO

CELEBRATION OF LIFE AND CREATIVE VIRTUOSITY

CLICK HERE FOR ALL IMAGES

TREND

DISRUPTIVE OPTIMISM

Spring–Summer 2027 puts joy back at the center of creativity. In a world charged with tension and urgency, making becomes an act of resilience.

This season's collections radiate vivid life force, reaffirming the strength of joy and genuine feeling. Far from a brief hedonistic escape, the mood channels a conscious, collective, and restorative energy. Here, intensity takes precedence over harmony: bold colors build rhythm, release, and motion. Shades, silhouettes, and accessories form a confident visual language - joyful and unrestrained.

A daring manifesto for fashion that is conscious, liberated, and always in movement.
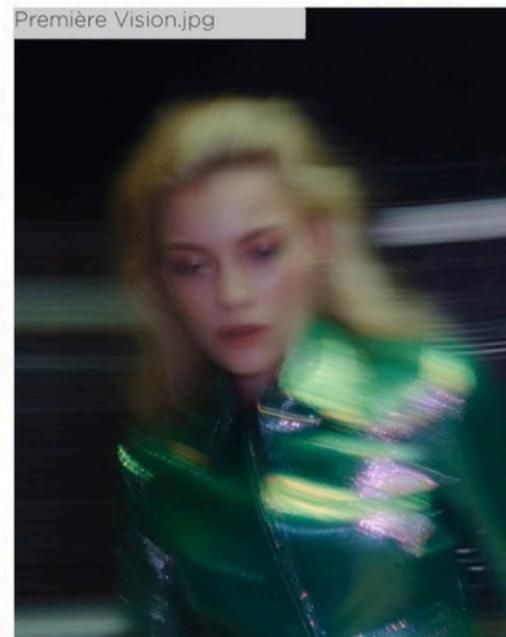
Vibrant Joy

Romain Bichot.jpg

tanaka-yudai-anna.webp
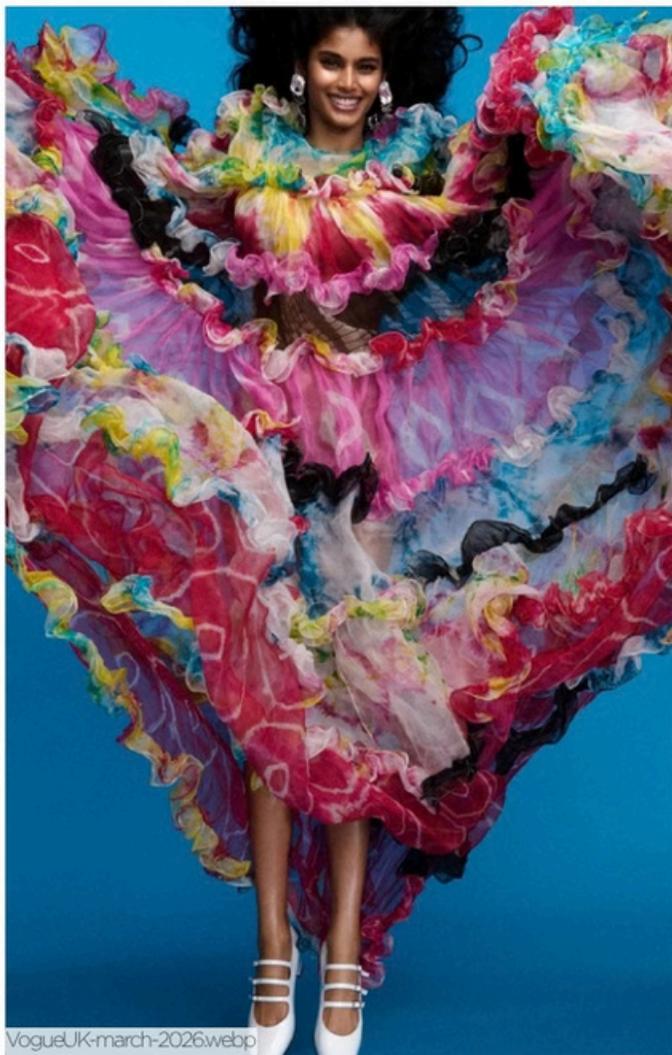

Première Vision (7).jpg

TREND

DISRUPTIVE OPTIMISM

VogueUK-march-2026.webp

Première Vision_1.png

Première Vision (2).jpg

Ioubna Ouaqqa.jpg

Première Vision.jpg

Première Vision.png

L7

THERE IS MORE!

DISCOVER LIVETREND

LIVETREND TREND & MARKET ANALYTICS

THE **TECHNOLOGY**

THE THIGH-HIGH BOOT | **BIG TREND**

+203% +209%

BIG VISIBILITY

#women #boots #thigh-high

#brown #leather #pointy-toe #heels

Original value 217.27

Discount Rate 13.11%

HOT MARKETS: USA, UK, RUSSIA, EUROPE

Current price 190.88

#CUISSARDE #MEDIUMHEEL #Y2K #POINTYTOE #WEDGE

LIVETREND'S ALGORITHMS COLLECT AND ANALYZE OVER 1040 FASHION ATTRIBUTES THROUGH TEXT AND IMAGES FROM THE WEB. ALL THESE ATTRIBUTES ARE MAPPED WITHIN A TAXONOMY AND A TAG-BASED SYSTEM, CROSS-REFERENCED WITH MILLIONS OF DATA, TO IDENTIFY AND MONITOR TRENDS. THANKS TO THIS INNOVATIVE DATA-DRIVEN METHODOLOGY, LIVETREND EXPERTS ARE ABLE TO ANALYZE AND IDENTIFY TRENDS WITH 93% ACCURACY.

E-COMMERCE
+100KNEWINPRODUCTS PER WEEK

FASHION SHOWS
+15K LOOKS PER SEASONS

SOCIAL MEDIA
+3M IMAGES PER MONTH

CONSUMER INTEREST
VOLUMEGROWTHONCONSUMER ONLINE SEARCHES

DATA TO DRIVE **CREATIVITY**

#OVERSHIRT
#BLURRY PRINT
#DENIM
#OVERSIZED

#HANDBAG
#RED LEATHER

#WIDE LEG
#PRINTED JEANS
#BELT DETAIL
#HIGH WAIST

LIVETREND IS THE FIRST TREND & MARKET ANALYTIC SOLUTION FOR FASHION, LEVERAGING BIG DATA AND ARTIFICIAL INTELLIGENCE TO HELP BRANDS CREATE, BUY AND SELL BEST-SELLING COLLECTIONS, OPTIMISING BUSINESS AND SUSTAINABILITY.

ALL-IN-ONE PLATFORM

A COLLABORATIVE PLATFORM THAT ALLOWS DESIGNERS, PRODUCT MANAGERS, MERCHANDISERS, BUYERS, MARKETING AND SALES TEAMS TO WORK TOGETHER SHARING THE SAME INFORMATION.

01
TRENDFEED
TRENDS

02
ANALYTICS
MARKET

03
RETAIL SEARCH
PRODUCT

NEW!

04
TREND SEARCH
AI ASSISTANT

L1

DATA-DRIVEN APPROACH BENEFITS

	DESIGN	MERCH	BUYING

REDUCE UNSOLD GOODS
WITH BEST-SELLING PRODUCTS

STOP GUESSWORKING
MAKING CONFIDENT DECISIONS

STOP MARGIN-LOSS OF DISCOUNTS
INCREASING SELL OUT

REDUCE MANUAL RESEARCH
WITH A TIME-SAVING TOOL

+25%
FREE TIME FOR CREATIVITY

+45%
PRODUCTIVITY

-50%
FORECAST ERRORS

TRANSFORM YOUR COLLECTIONS

START NOW!

CONTACTS

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