



BY
LIVETREND
FOR
MICAM⁹⁶
M I L A N O

BUYER GUIDE

FOCUS: SS24 CEREMONY



DATA-DRIVEN & AI-GENERATED

INTRO DATA-DRIVEN BUYER GUIDE



WHAT

This data-driven BUYER GUIDE for footwear is an exclusive service offered by MICAM. This trend guide is born out of a desire to ameliorate the visitors' experience by giving them the most reliable seasonal trend directions in order to optimize their buying.

WHY

This BUYER GUIDE translates the desire for innovation to meet the needs of a changing industry. Micam wants you to look forward, facilitating your decisions with the latest technologies, helping increase your business and reduce your ecological impact with more best-sellers and less unsold good.

WHO

MICAM is partnering with Livetrend, a pioneering start-up in data-driven trend forecasting. The innovative solution analyzes millions of images and information from the web in order to produce the most accurate and reliable forecasting. For this collaboration, Livetrend brings its technology to footwear with specifically developed algorithms.

HOW

The BUYER GUIDE includes 4 seasonal trends, organized into colors, materials, details and drilled down into category must-haves for women and men. To build the right assortment, this guide highlights the most commercial pieces (manifest), the seasonal core products (invest) and the statement image styles (test).



The Pioneers of Artificial Intelligence for Fashion!

The images in the buyer guide have all been generated with artificial intelligence to visually describe the future products by fusing Livetrend data and expertise into prompts that turn into images of tomorrow best-sellers.

ICONS & DATA SOURCES BUYER GUIDE

DATA SOURCES



MARKET

MARKET SHARE GROWTH OF THE TREND ON FW22 /23 E-COMMERCE COLLECTIONS



INSTAGRAM

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 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

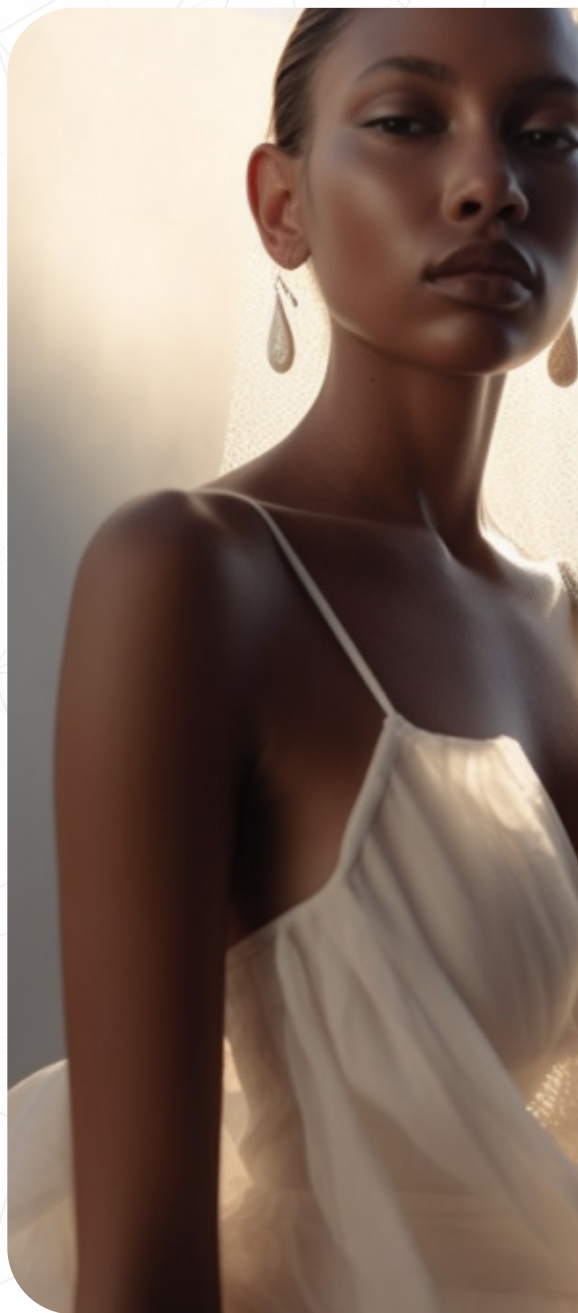


ICONIC PRODUCT TO MANIFEST

STABLE TREND OF LARGE MAGNITUDE WITH A CONFIRMED COMMERCIAL SUCCESS

THIS BUYER 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 THROUGH A CUTTING EDGE TECHNOLOGY POWERED BY LIVETREND.

SS24 THE INTERTIDAL



SPRING/SUMMER 24 THE INTERTIDAL

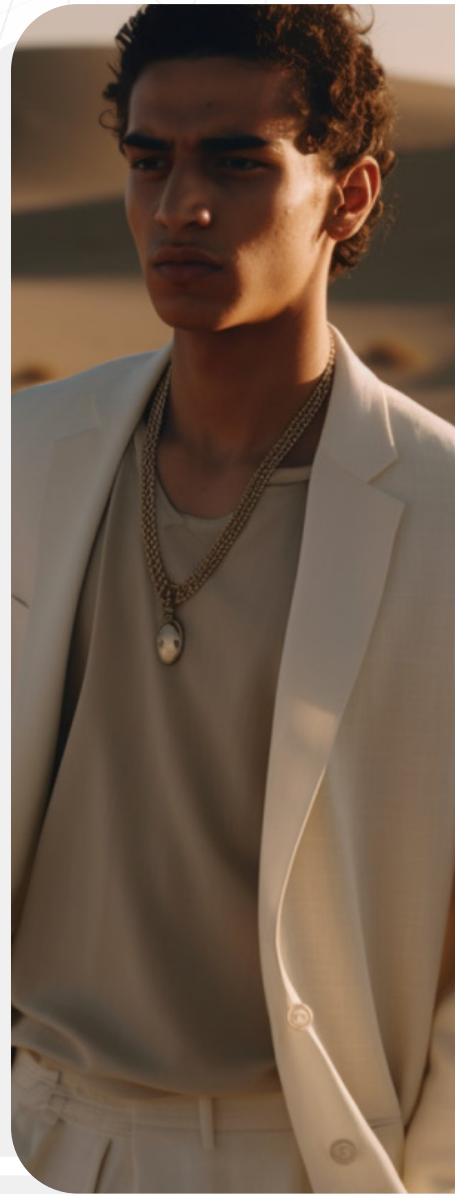
On the shore between high and low tide lies the intertidal zone, a space where land and sea meet. The intertidal zone provides an extreme ecosystem that moves from being fully submerged to being fully exposed. Anything living there must be able to survive continuous and drastic changes. Metaphorically, this habitat outlines our current need to adjust to ongoing challenge and change. In technology, nature and culture, a state of uncertainty will prevail. At the same time, a new duality emerges: a polarization between detached isolation and the increasing interconnectedness of things (technology, people and planet).

In this unstable state, the fragility of life is emphasized, calling for collective realignment, sensibility and awe towards our unique human core and all our possibilities.

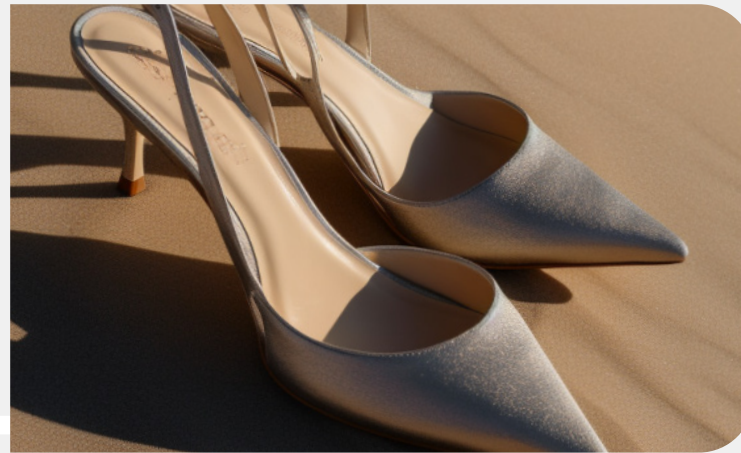
For SS24, foreign worlds, from metaverse to microbes, are opening paths to face the end of abundance and to rebuild tomorrow with new digital or regenerative resources. The next year will look at reassuring essentials, at old and new tribes, at sustainable technology and at a matrix of physical and digital realities. Tomorrow will exist beyond limiting codes and mindsets with ideas that draw on savvy frugality, resilience, collaboration and the promises of technology.



CEREMONY OVERVIEW



COASTAL ETHOS

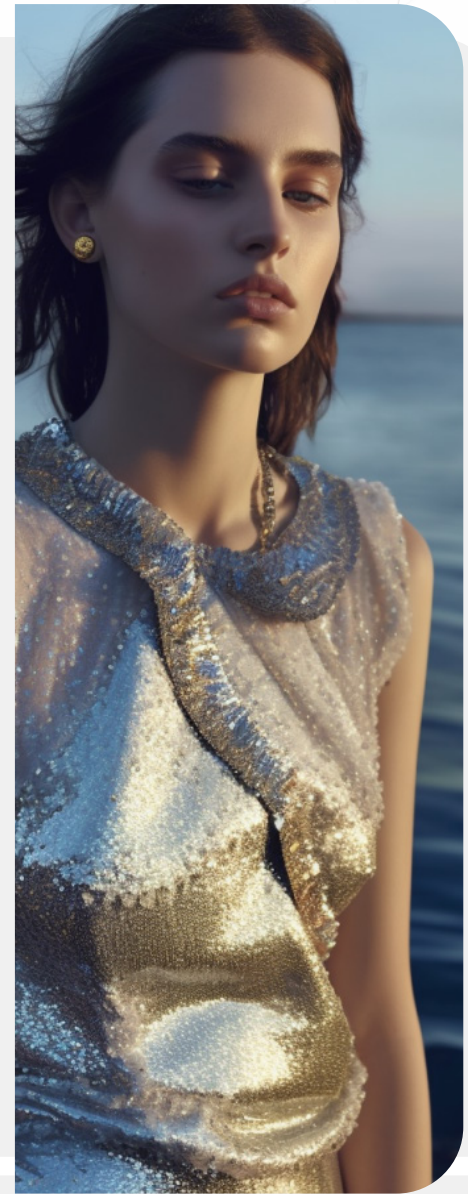


ANTIQUE
DIVINE
PURE

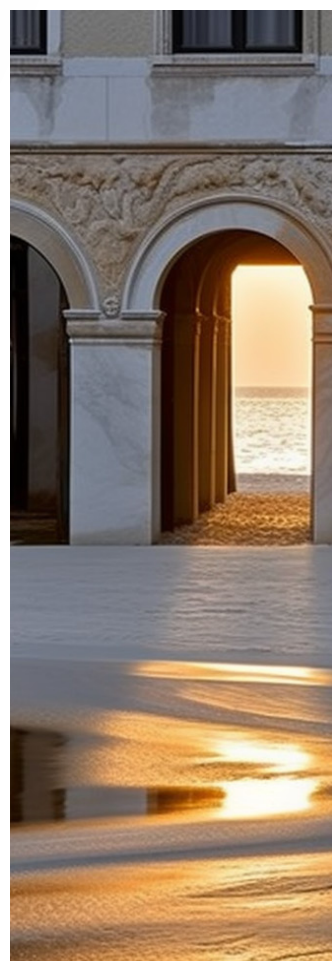
SUBMERGED



AQUATIC
DREAMY
PHANTASY

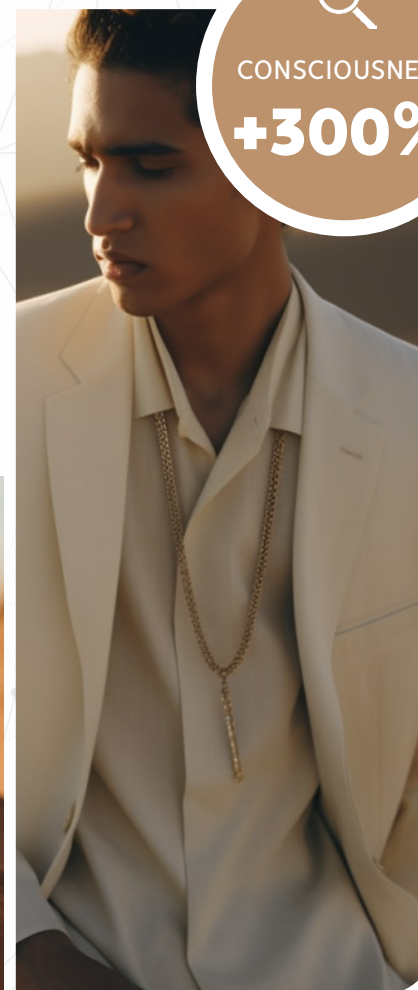
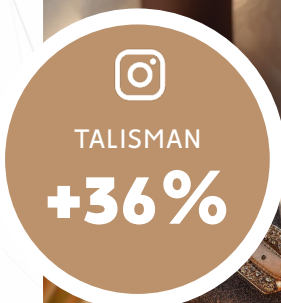


TREND COASTAL ETHOS



keywords
ANTIQUE
MYTHOLOGY
DIVINITY
PURE MONASTIC
SHORE

A DIVINE ENTRANCE - This occasion theme is calling for a moment of pure indulgence into divine mythology. Driven by a new understanding of luxury, this trend aspires towards a greater consciousness and discovers the preciousness of calm, monastic moments to evoke a blissful energy. By diving into our human heritage, this trend uncovers antique treasures and unleashes pure natural energies. Color palettes reference antique golds, sedimental hues, creamy and pure whites and reach into almost bronze-like pigments as well. Overall, the harmony reinforces the indulgence in nature and the divine. Materials propose subtle luster on satins and metallics, fragile sheer mesh and net-like structures with carefully placed brilliances. Shore-driven details incorporate pearls, delicate chains, sculpted heels or virtuous volants for a mythological ceremony moment.




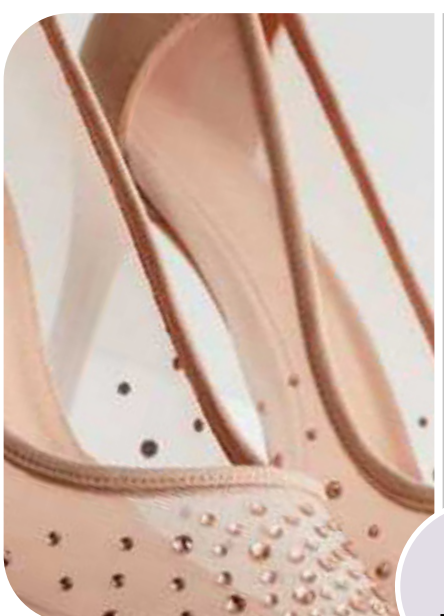






COMPONENTS COASTAL ETHOS

COLORS

PANTONE® 18-1244 TCX Gingerbread	PANTONE® 19-1321 TCX Rum Raisin
PANTONE® 14-1106 TCX Peyote	PANTONE® 11-0202 TCX Baby's Breath
PANTONE® 16-1342 TCX Buckskin	PANTONE® 14-1026 TCX Moonstone

MATERIALS

 <p>+82%</p> <p>GLITTERING WEBS</p>	 <p>ANCIENT GOLD</p>
 <p>LUSH SATINS</p>	 <p>DIVINE SHEERS</p> <p>+65%</p>
 <p>JEWEL HEELS</p>	 <p>DREAMY PETALES</p> <p>+40%</p>
 <p>PRECIOUS CHAINS</p>	 <p>POLISHED PEARLS</p>

MUST-HAVES SANDALS

FOCUS: CEREMONY WOMENSWEAR

TREND GROWTH
+39%



TEST



**THE PRECIOUS
CHAIN**

TREND GROWTH
+20%



INVEST



**THE ETHEREAL
LACE-UP**

TREND GROWTH
+18%



MANIFEST



**THE HEROIC
PLATFORM**

TREND MAGNITUDE

MUST-HAVES MULES

FOCUS: CEREMONY WOMENSWEAR

POWERED BY LIVETREND

TREND GROWTH
 **+114%**



TEST



**THE JEWEL
HEEL**

TREND GROWTH
 **+40%**



INVEST



**THE POINTY
ELEGANCE**

TREND GROWTH
 **+24%**



MANIFEST



**THE DELICATE
STRAPPY**

TREND MAGNITUDE

MUST-HAVES PUMPS

FOCUS: CEREMONY WOMENSWEAR

TREND GROWTH
 **+214%**



TEST



**THE SUBTLE
SHEER**

TREND GROWTH
 **+44%**



INVEST



**THE DELICATE
SLING-BACK**

TREND GROWTH
 **+6%**



MANIFEST



**THE FEMININE
STRAPPY**

TREND MAGNITUDE

POWERED BY LIVETREND

MUST-HAVES HEEL SHAPES/DETAILS

FOCUS: CEREMONY WOMENSWEAR

POWERED BY LIVETREND

TREND GROWTH
+70%




TEST

**THE FANCY
HEEL**


TREND GROWTH
+45%



INVEST

**THE SPOOL
HEEL**

TREND GROWTH
+17%



MANIFEST

**THE KITTEN
HEEL**

TREND MAGNITUDE

MUST-HAVES MEN'S FORMAL SHOES

FOCUS: CEREMONY MENSWEAR

TREND GROWTH
 **+372%**



TEST


THE REFINED FORMAL BOOT

TREND GROWTH
 **+214%**



INVEST


THE CRAFTED LOAFER

TREND GROWTH
 **+70%**

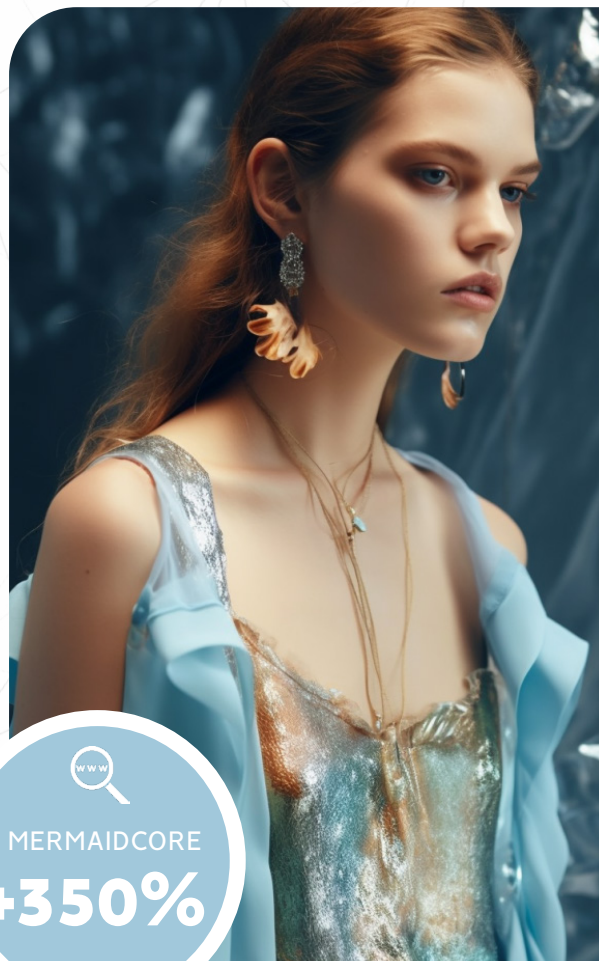


MANIFEST


THE ELEGANT DOUBLE MONK

TREND MAGNITUDE

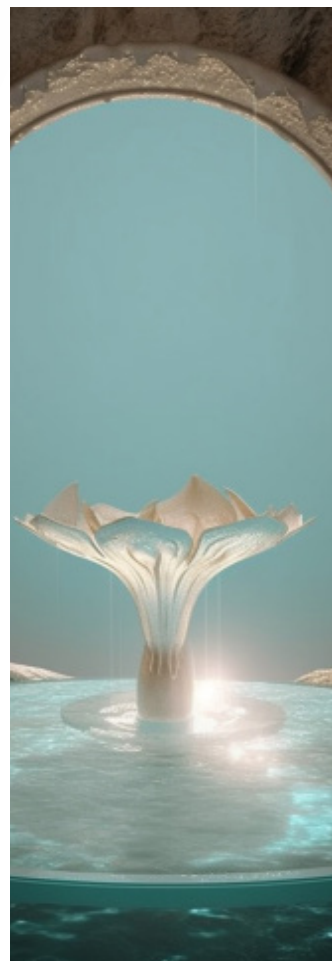
TREND SUBMERGED GLIMMER



MERMAIDCORE
+350%

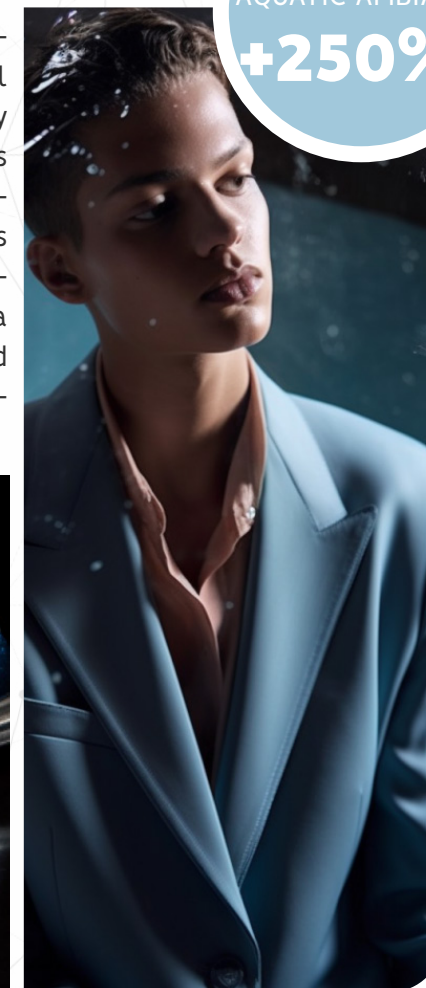


keywords
ATLANTIS
SHIMMERING
AQUATIC
DREAMY
OTHERWORLDLY



AQUATIC AMBIANCE
+250%

A MAGICAL DIVE - SS24 is manifesting the desire to explore magical and unknown spaces. From endless and undiscovered depths of the ocean to virtual worlds that ignite our imagination - neo aquatics unleash moments of phantasy and awe. For shoe design, the trending #mermaidcore and #sirencore aesthetics are integrating new surfaces and color tints that take us into a new dreamy landscape. New approaches to metallics and sparkles and almost-liquid gloss effects meet delicate gradients to create an aquatic ambience this season. Those shimmerers are seducing with a magical touch like sirens did in their legends. Deep sea and algae colors are crucial and enriched by luminous virtual tints like mint and airy blue. Details are all about recreating a digital ocean with sparkles, iridescence, 3D elements, soft organic features and sea creature-inspired leathers.







COMPONENTS SUBMERGED GLIMMER

COLORS

PANTONE® 14-6319 TCX Meadow	PANTONE® 15-3508 TCX Fair Orchid
PANTONE® 19-4329 TCX Corsair	PANTONE® 13-4411 TCX Crystal Blue
PANTONE® 16-4114 TCX Stone Blue	PANTONE® 18-3833 TCX Dusted Peri

MATERIALS

 <p>+27%</p> <p>GUMMY & GLOSSY</p>	 <p>FOREIGN CREATURES</p>
 <p>VIRTUAL LMETALLICS</p>	 <p>TRANSLUCENT</p> <p>+50%</p>

DETAILS

 <p>ALL-OVER SHIMMERS</p>	 <p>+76%</p> <p>JEWELLED STRAPS</p>
 <p>ORGANIC VOLUMES</p>	 <p>3D APPLIQUE FEATURES</p>

MUST-HAVES SANDALS

FOCUS: CEREMONY WOMENSWEAR

TREND GROWTH
 **+127%**



TEST



**THE STRAPPY
STILETTO**

TREND GROWTH
 **+61%**



INVEST



**THE 3D
EMBELLISHED**

TREND GROWTH
 **+23%**



MANIFEST



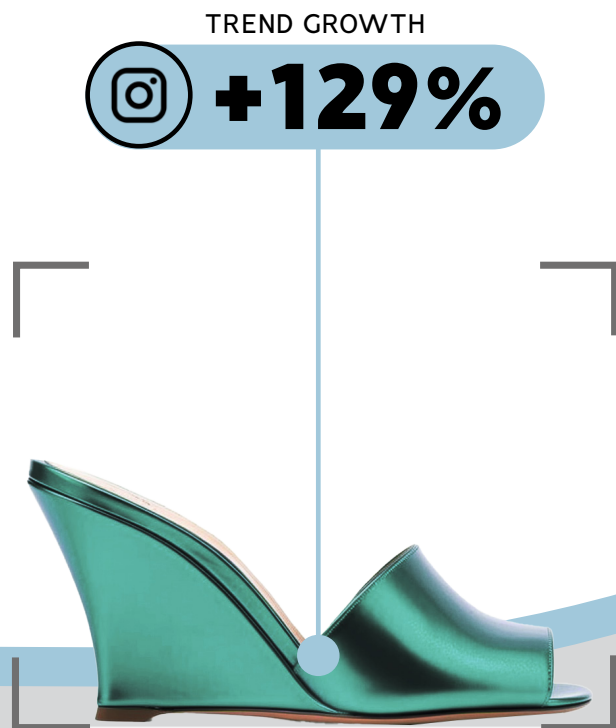
**THE BOLD
PLATFORM**

TREND MAGNITUDE

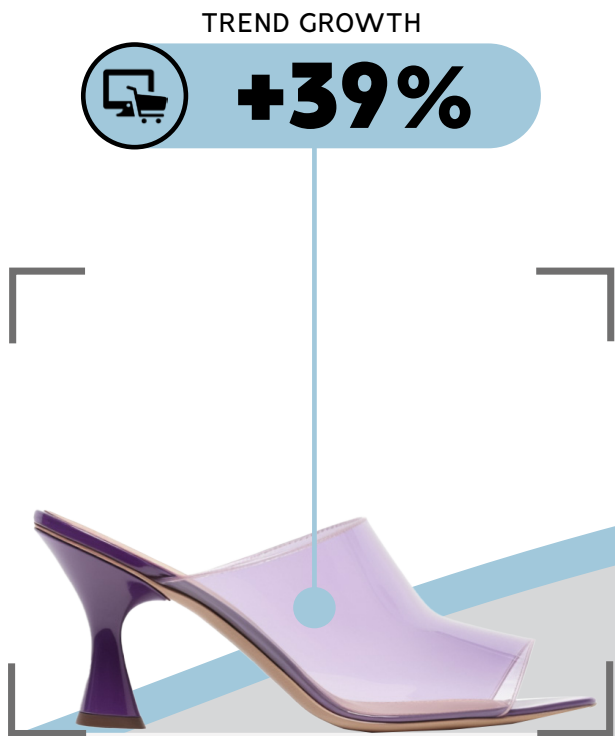
POWERED BY LIVETREND

MUST-HAVES MULES

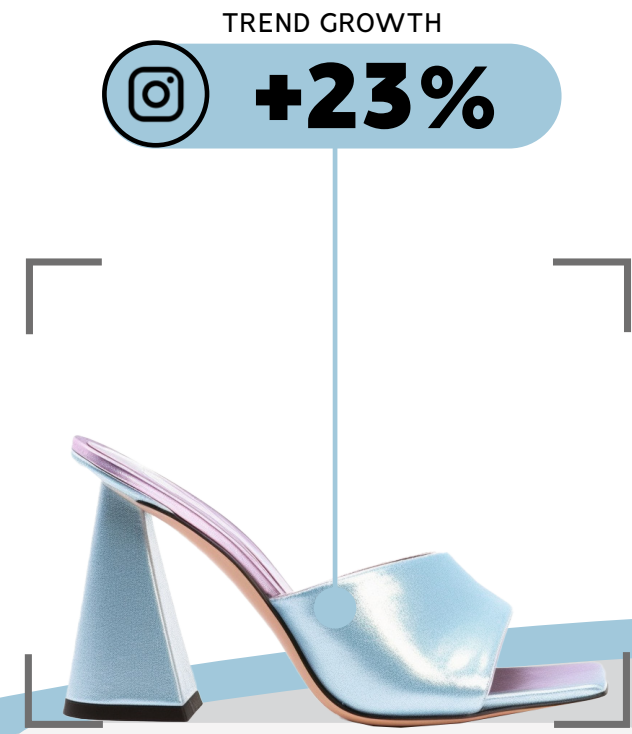
FOCUS: CEREMONY WOMENSWEAR



TEST
THE NEW WEDGE



INVEST
THE SHEER JELLO



MANIFEST
THE SQUARED STYLE

TREND MAGNITUDE

POWERED BY LIVETREND

MUST-HAVES PUMPS

FOCUS: CEREMONY WOMENSWEAR

TREND GROWTH
+110%



TEST



**THE SEDUCTIVE
TIE-UP**

TREND GROWTH
+85%



INVEST



**THE MARY-JANE
PLATFORM**

TREND GROWTH
+60%



MANIFEST



**THE DREAMY
SLING-BACK**

TREND MAGNITUDE

MUST-HAVES HEEL SHAPES/DETAILS

FOCUS: CEREMONY WOMENSWEAR

TREND GROWTH
+650%



TEST



THE FOREIGN WEDGE

TREND GROWTH
+160%



INVEST



THE CLEAR HEEL

TREND GROWTH
+40%



MANIFEST



THE CHUNKY HEEL

TREND MAGNITUDE

MUST-HAVES MEN'S FORMAL SHOES

FOCUS: CEREMONY MENSWEAR



TEST



**THE GLITZY
MOCCASIN**

TREND GROWTH
+117%



INVEST



**THE IRIDESCENT
DERBY**

TREND GROWTH
+70%



MANIFEST



**THE DANDY
LOAFER**

TREND GROWTH
+35%



TREND MAGNITUDE

THE BUYER GUIDE POWERED BY LIVETREND

The Technology



Livetrend algorithms collect and analyze 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**
>20K 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

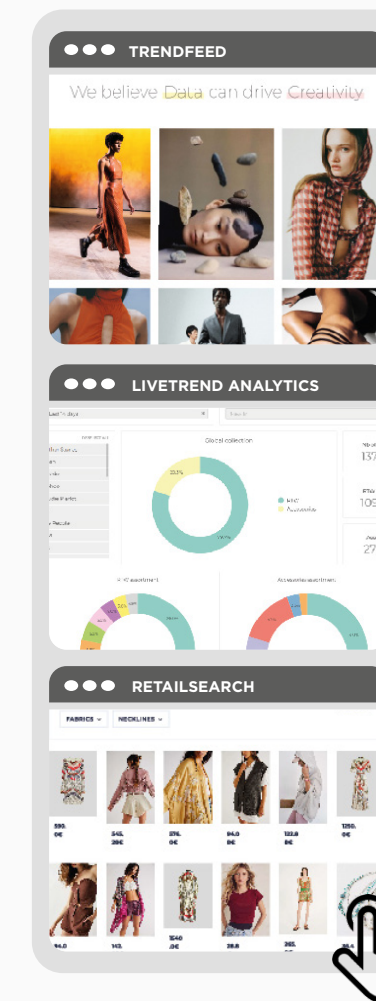


What We Do

Livetrend is an innovative digital solution, providing data-driven trend analysis & competitive intelligence. Leveraging on 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.

WHAT'S NEXT? MICAM FW 2024



SAVE THE DATE

MICAM⁹⁷
M I L A N O

FALL/WINTER 2024

FEBRUARY 18-21, 2024

FIERA MILANO RHO, ITALY