



SPRING/SUMMER 2024 FOOTWEAR TRENDS PRESS KIT

LIVETREND

x

MICAM
MILANO

INTRO DATA-DRIVEN TREND GUIDE



SPRING / SUMMER 2024 FOOTWEAR



WHAT

MICAM is presenting the first data-driven FOOTWEAR TREND AREA and BUYER GUIDE for an International trade fair. As an exclusive service offered by MICAM, this data-driven project 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

The DATA-DRIVEN TREND GUIDE translates the desire for innovation to meet the needs of a changing industry. MICAM intends to provide the most precise forecasting to help its visitors buy bestsellers products in order to reduce the unsold goods, optimizing business and ecological impact.

WHO

MICAM is partnering with Livetrend, a pioneering start-up in trend intelligence and analytics. The innovative digital solution analyzes millions of images and information from several web sources and for this collaboration brings its technology to footwear with specifically developed algorithms.

HOW

This DATA-DRIVEN TREND PRESS KIT includes 4 seasonal macro trends for SS24. Presenting an overview of the concepts, colors and the must-haves products for women, men and kids. This reports highlights the data analyzed from Instagram, E-commerce, Fashion Shows and Consumer Interest, used to support the trend forecasting with concrete information.



INTRO DATA-DRIVEN FORECASTING

DATA SOURCES



MARKET

YEAR ON YEAR TREND
GROWTH ON E-COMMERCE



INSTAGRAM

YEAR ON YEAR TREND
GROWTH ON INSTAGRAM



FASHION SHOWS

YEAR ON YEAR VISIBILITY GROWTH
OF THE TREND DURING FASHION SHOWS



CONSUMER INTEREST

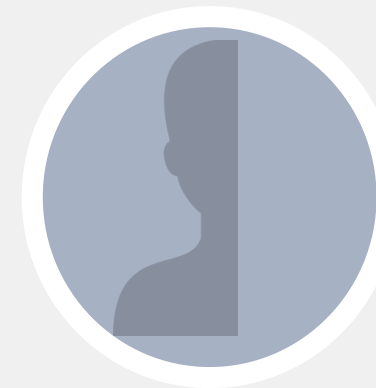
CONSUMER SEARCH RATE
GROWTH YEAR ON YEAR



MARKETS



WOMEN

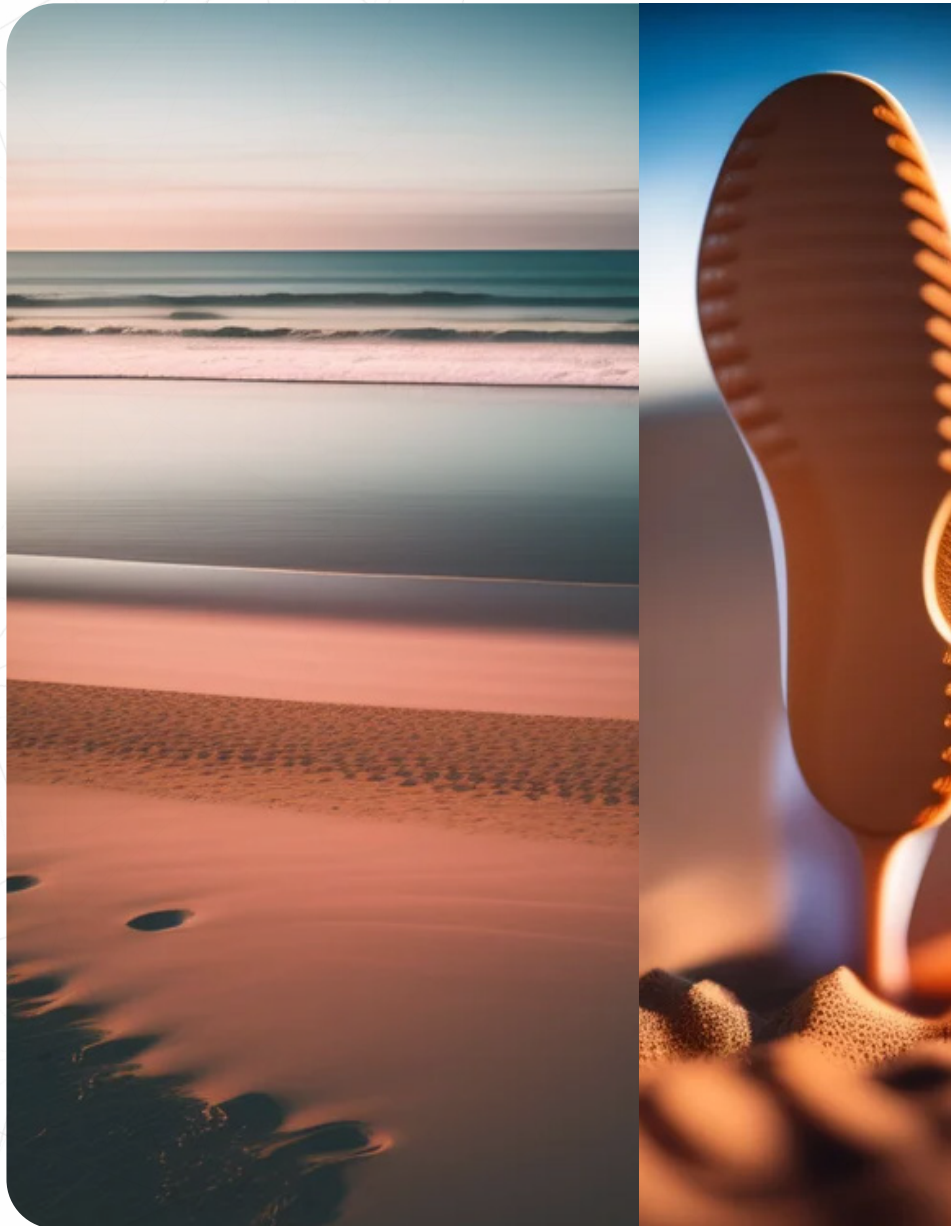


MEN



KIDS

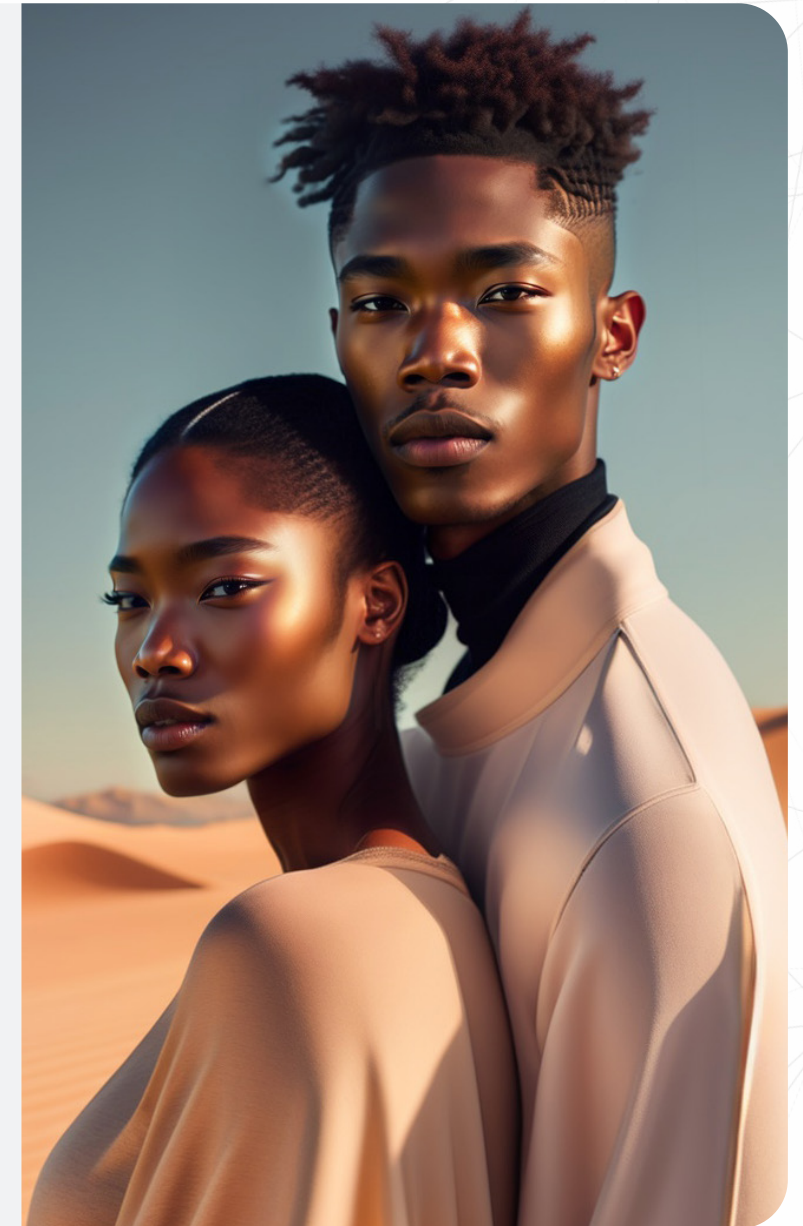
THE INTERTIDAL SS24



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.



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

TREND OVERVIEW

SPRING/SUMMER 2024 FOOTWEAR

ANCESTRAL REFUGE



ANTIQUE
RAW
SPIRITUAL
INDULGENCE

VIRTUAL EDEN



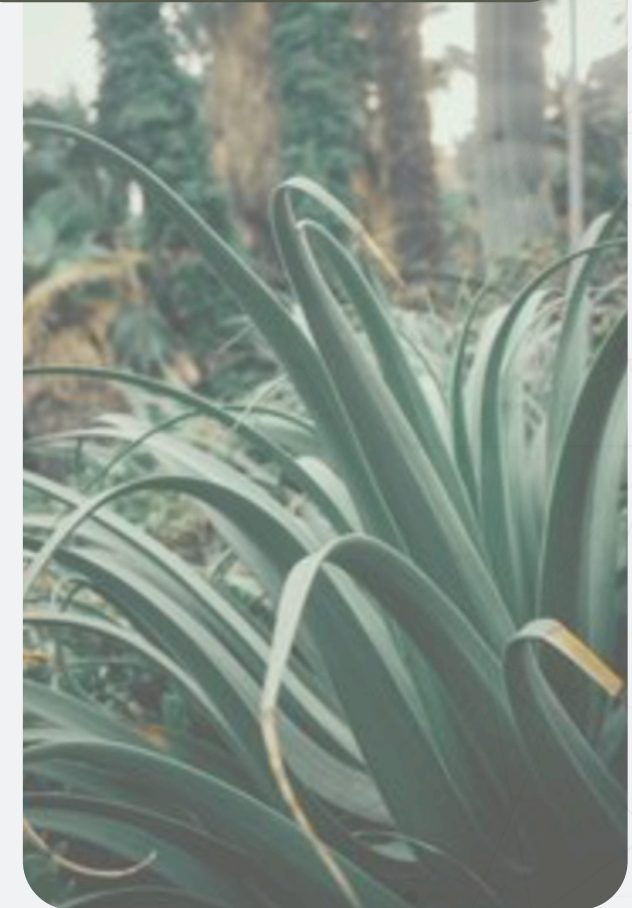
ARTIFICIAL
VIRTUAL
PHANTASY
FUN

SLEEK SUBVERSION



ODD
MODERNISM
SHARP
VILLAIN

BIO HACKER



REGENERATIVE-
LAB-GROWN
SURVIVOR
WILDERNESS

TREND ANCESTRAL REFUGE

Spiritual Indulgence. For SS24, consumer's desire for deeper meaning and stronger spiritual connections are further explored. By delving into the rich repertoire of antiquity, this trend is taking inspiration from ancient cults up to greek mythology. In a dance of humbleness and indulgences we stay grounded in reality while looking beyond the horizon for new paths. With this taste for highly energetic and divine spheres, an aesthetic arises that combines ethereal purity, natural warmth and refined craft. For footwear, this ancestral inspiration translates into crafted features for a raw and ancient feel. At the same time, soft and luxurious attributes enhance the delicate and fragile element of the trend. In design details, the trend matches rusticity with sophistication and translates into straw, macrame, woods, suedes, nets and talisman-like jewels.

PANTONE® 16-1318 TCX Warm Taupe	PANTONE® 14-1310 TCX Cameo Rose	
PANTONE® 13-0939 TCX Golden Cream	PANTONE® 17-1340 TCX Adobe	PANTONE® 13-0212 TCX Tender Green

MONASTIC +178%

NOMADIC +39%

THE NATURAL PLATFORM

+90%

+183%

CONTEMPORARY

THE CRAFTED BLOCK HEEL

PREMIUM

THE RUSTIC SLIDE

EVERYDAY

TREND ANCESTRAL REFUGE

SPRING / SUMMER 2024 FOOTWEAR

THE MODERN BABOUCHE

+100%

+20%



CONTEMPORARY

THE CRAFTED LOAFER



PREMIUM

THE RAW SLIDE



EVERYDAY

THE SLING-BACK MULE

+400%

+133%



CONTEMPORARY

THE SOFT LOAFER



PREMIUM

THE RAFFIA SANDAL



EVERYDAY

TREND VIRTUAL EDEN

Immersive Creativity. For SS24, real and virtual worlds are becoming more and more intertwined. In new phygital spheres, the boundaries of our creativity are broken for an entirely new aesthetic language. This new world dreams of unknown species, structures, plants and wondrous objects in magnifying design. As if seen through a cotton-candy filter, this dreamscape covers up the hardships of our daunting reality to provide hope and excitement for future generations. In design, augmented color hues form into a digital bubble-gum palette. New organic shapes, highly sensorial textures enrich new products with ideas of morphing, transformation, reflection and 3D-printing. From foamy, glossy and jello textures to artificial details or lab-grown glitters, the trend's new products seem to be projected into this world via VR filters.

PANTONE® 12-4609 TCX Starlight Blue	PANTONE® 16-1626 TCX Peach Blossom	AVATAR +127% PHYGITAL +161%
PANTONE® 15-1530 TCX Peach Pink	PANTONE® 12-0225 TCX Patina Green	
		Purple Heather

THE ECCENTRIC PLATFORM

+600%

+657%



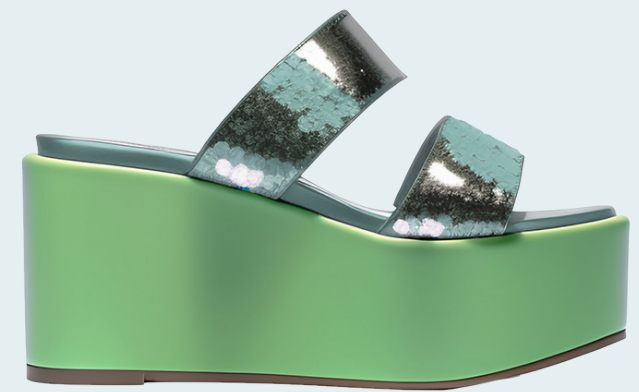
CONTEMPORARY

THE EMBELLISHED PUMP



PREMIUM

THE EXTREME PLATFORM



EVERYDAY

TREND VIRTUAL EDEN

SPRING / SUMMER 2024 FOOTWEAR

THE SPACE RUNNER



CONTEMPORARY

THE MONOCHROME LOAFER



PREMIUM

THE MORPHING SLIDE



EVERYDAY

+60%

+669%

THE RAINBOW SNEAKER



CONTEMPORARY

THE GRADIENT STYLE



PREMIUM

THE JELLY SANDAL



EVERYDAY

+90%

+8%

TREND SLEEK SUBVERSION

Allure of the Odd. SS24 is manifesting the desire to explore the odd and disturbing to uncover unique beauty. Instead of romanticizing life's bright side, this concept is cautiously diving into the world of villains, anti-heroes and outcasts. Almost ironically, the trend is then matching attributes of polished perfection and imperfect edge. For designs, a subversive language of style is translating the polarizing play of uniform and stand-out into a new eccentric minimalism. This unexpected aesthetic enriches products with sharper, more contrasted outlines for sleek and rebellious impacts. Materials reflect the play of life's dark and bright sides in strong optical color contrasts, from checkerboards to gradients, or via the duality of sleek latex next to stained leather coatings. Details draw on experimental studs, metallic hardware and ironic heels for stylized extravagance.

PANTONE® 19-3911 TCX Black Beauty	PANTONE® 19-3955 TCX Royal Blue
PANTONE® 19-3851 TCX Midnight Sail	PANTONE® 18-1555 TCX Molten Lava
	PANTONE® 18-5105 TCX Sedona Sage

AGENDER +46%

VILLAIN +57%



THE SEDUCTIVE STRAPPY



CONTEMPORARY

THE SHARP KITTEN



PREMIUM

THE POINTY FLAT



EVERYDAY

+80%

+24%

TREND SLEEK SUBVERSION

SPRING/SUMMER 2024 FOOTWEAR

THE SLEEK MULE



CONTEMPORARY

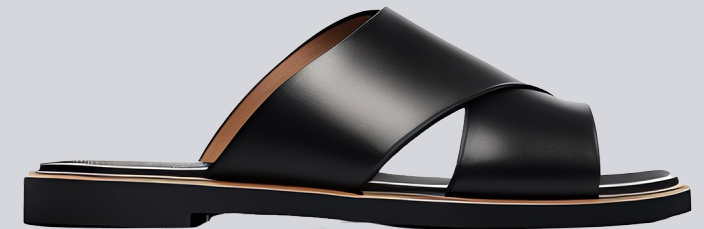
THE CHUNKY DERBY



PREMIUM



THE MINIMAL SLIDE



EVERYDAY

THE MINIMAL SNEAKER



CONTEMPORARY



THE CLASSIC BALLETT FLAT



PREMIUM

THE UNISEX SANDAL



EVERYDAY

TREND BIO HACKER

Future Wilderness. This theme reacts to daunting climate shifts and the world's growing lack of resources in a pro-active manner. With more extreme weather patterns, this concept proposes an army of eco-warriors trying to preserve the beauty of this planet and find shelter from its powers. In regenerative pursuits, survivalist and sustainable interests merge to create a futuristic green-house. In a magnifying spectacle of flora, fauna and technology a hybrid aesthetics infuses footwear items. The palette similarly merges nature's greens with augmented shades in mint and lime tints. In designs, raw recycling meets sleek engineered structures or surprising scuba materials. And in the details, peak performance features from pullers, rain-protectors or more utilitarian grip soles appear as fashionable add-ons in new polished interpretations.

PANTONE® 16-0526 TCX Cedar	PANTONE® 13-0212 TCX Tender Greens
PANTONE® 19-4020 TCX Dark Sapphire	PANTONE® 13-0643 TCX Yellow Plum
	PANTONE® 16-5119 TCX Sea Blue

WARRIOR +127%

LAB-GROWN +183%



THE OPEN-TOE LOOK

CONTEMPORARY

THE THONG SANDAL

PREMIUM

THE GRID HYBRID

+500%

+2%

EVERYDAY

TREND BIO HACKER

SPRING / SUMMER 2024 FOOTWEAR

THE COMBAT BOOT

+27%

+21%



CONTEMPORARY

THE LUGSOLE SHOE



PREMIUM

THE SCUBA SANDAL



EVERYDAY

THE UTILITY SNEAKER



CONTEMPORARY

THE OUTDOOR HIGH-TOP



PREMIUM

THE TREK SANDAL

+60%

+89%



EVERYDAY

THANK YOU!

Livetrend is a trend and market analytics solution for fashion, leveraging on Big Data and Artificial Intelligence, to help creating best-seller collections and less unsold goods in order to maximize the business and reduce the ecological impact.

As a pioneering startup, we are always looking forward and testing new technologies to bring to the fashion industry, so in this report, each footwear design has been generated by artificial intelligence driven by our experts and our data.

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