



WOMENSWEAR SPRING/SUMMER 24 KEY FACTS AND DATA

AGENDA

CHAPTER 01
KEY NUMBERS

CHAPTER 02
FASHION TRENDS

CHAPTER 03
CASTING



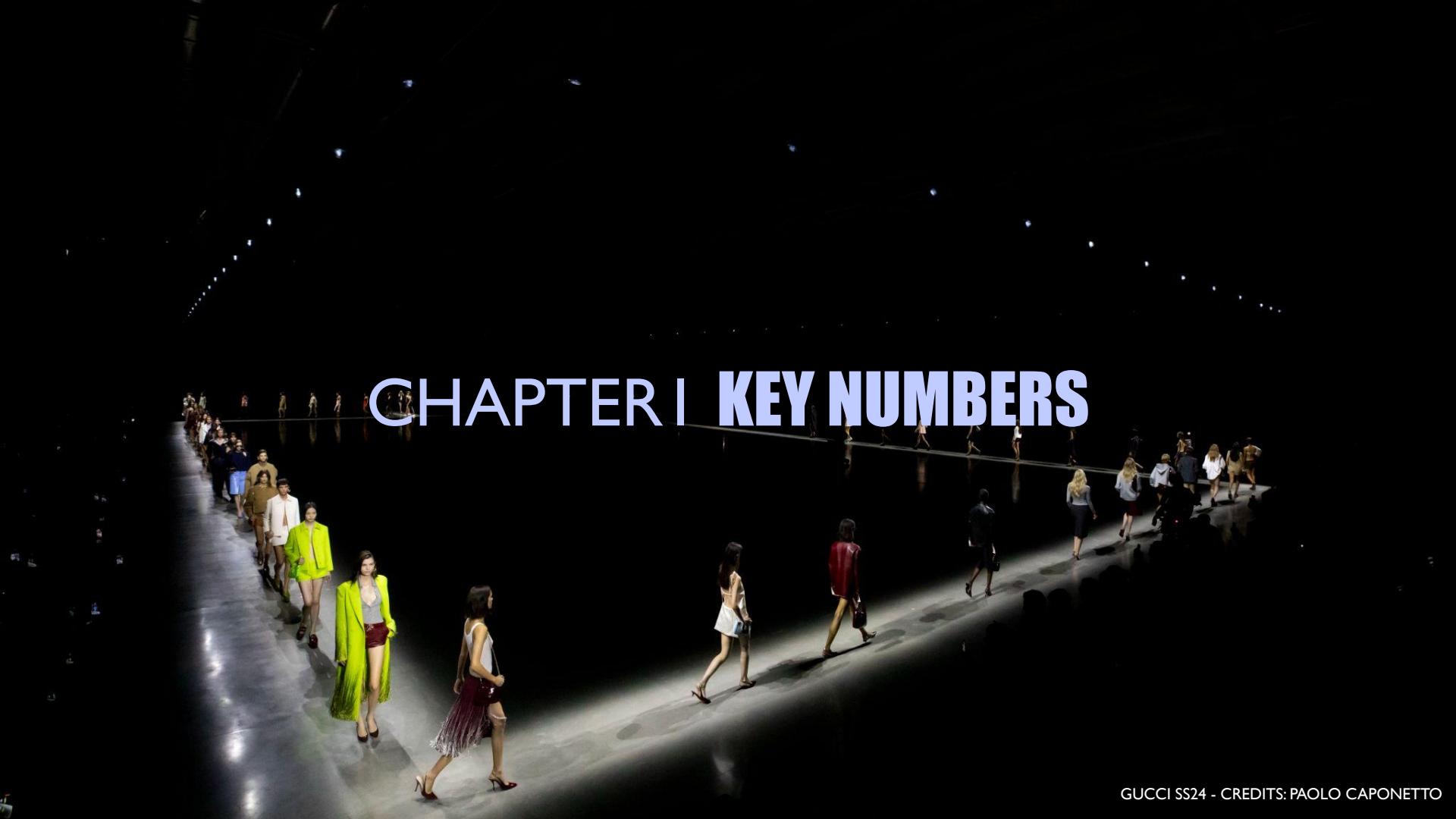
CARVEN

SAINT LAURENT

BOTTEGA VENETA

PRADA

DRIES VAN NOTEN



CHAPTER I KEY NUMBERS



KEY NUMBERS

299
DESIGNERS

258 in Fall/Winter 2023
247 in Spring/Summer 2023

11 542
LOOKS

10 816 in Fall/Winter 2023
11 744 in Spring/Summer
2023

1 118
TAGS

1 120 in Fall/Winter 2023
1 569 in Spring/Summer
2023

NEW-YORK TOP 5 DESIGNERS



#1. RALPH LAUREN
4,74%



#2. ALTUZARRA
4,52%



#3. CAROLINA HERRERA
4,45%



#4. PROENZA SCHOULER
4,04%



#5. MICHAEL KORS COLLECTION
3,97%

*Share of traffic generated by a designer compared to the total traffic of the city and weighted by the number of days since the show

LONDON TOP 5 DESIGNERS



#1. BURBERRY

10,38%



#2. DAVID KOMA

6,177%



#3. SIMONE ROCHA

5,52%



#4. 16ARLINGTON

5,49%



#5. ERDEM

4,7%

*Share of traffic generated by a designer compared to the total traffic of the city and weighted by the number of days since the show

MILAN TOP 5 DESIGNERS



#1. GUCCI

6,32%



#2. BOTTEGA VENETA

6,01%



#3. PRADA

5,02%



#4. JIL SANDER

4,56%



#5. DOLCE & GABBANA

4,55%

PARIS TOP 5 DESIGNERS



#1. MIU MIU

6,12%



#2. CHANEL

4,98%



#3. VALENTINO

4,26%



#4. SAINT LAURENT

3,42%



#5. DRIES VAN NOTEN

3,28%

*Share of traffic generated by a designer compared to the total traffic of the city and weighted by the number of days since the show

DESIGNERS: A SEASON OF CHANGE



SABATO DE SARNO

Gucci



PETER DO

Helmut Lang



PETER HAWKINGS

Tom Ford



STEFANO GALICCI

Ann Demeulemeester



LOUISE TROTTER

Carven



SIMONE BELLOTTI

Bally

A SELECTION OF NEWS



MARNI

RALPH LAUREN

PETER DO

NEW CITY

Marni premiered in Paris instead of Milan, **Ralph Lauren** returned to New-York's official calendar & **Peter Do** showcased his collection for the first time in Paris, departing from his usual New-York location.



SAMI MIRO VINTAGE

MAINS

THE ATTICO

ZOMER

NEWCOMERS

19 designers made their debut appearances this season (on or off schedule), including **Sami Miro Vintage, Mains, The Attico and Zomer**. This season, New York and London had the most newcomers, with **6 designers** each.



CHAPTER 2 FASHION TRENDS



KEY DETAIL

TRANSPARENT



+11%

of transparent
vs Spring/Summer 2023

KEY DETAIL

DRAPE



+18%
of drape
vs Spring/Summer 2023

KEY TRENDS

+237%



+4%



KEY TREND
WHITE DRESS

+13%

of white dresses
vs Spring/Summer 2023



KEY TRENDS

+43%



1990

vs Spring/Summer 2023

+19%



MINIMAL

vs Spring/Summer 2023

KEY SHAPE
SHIRT



+12%
of shirts
vs Spring/Summer 2023

KEY THEME
METALLIC



+11%

of metallics vs
Spring/Summer 2023

KEY COLOR
NEUTRAL TONES

+13%

of **neutral tones** looks
vs Spring/Summer 2023



*Share of collection

KEY SHAPE
LEATHER JACKET

+13%

of leather jackets looks
vs Spring/Summer 2023

+13%

of leather looks
vs Spring/Summer 2023

+2%

of colored leather looks
vs Spring/Summer 2023

-19%

of leather pants looks
vs Spring/Summer 2023



LIGHT BLUE



GUCCI

FENDI

PROENZA SCHOULER

SUPRIYA LELE

+19%

of light blue looks
vs Spring/Summer 2023

+54%

of light blue looks
in provisional top 20 collections

RED



LOEWE

HERMÈS

BOTTEGA VENETA

ALEXANDER MCQUEEN

+58%

of red looks
in provisional top 20 collections

KEY THEME
ROMANTIC



ACNE STUDIOS



DIOR



VALENTINO



GIVENCHY

+12%

of **romantic looks** in provisional **top 20 collections**
vs Spring/Summer 2023

KEY THEME
MICRO



*Share of collection

KEY DETAIL
FRINGES



DIOR



GIVENCHY



BOTTEGAVENETA



PRADA

+10%

of fringes in provisional TOP 20 collections
vs Spring/Summer 2023

DECREASING DETAIL

LOGO

-12%
of logo

vs Spring/Summer 2023



SS24
2,71%

-53%
vs Fall/Winter 2023

DECREASING COLOUR

PINK

-21%

of pink looks
vs Spring/Summer 2023

GIAMBATTISTA VALLI



SS23

8,90%



FW23

6,80%



SS24

7%

+3%
vs Fall/Winter 2023

VERSACE

MAX MARA

DECREASING TRENDS



ISA BOULDER

-56%

of **CUT OUT**
vs Spring/Summer 2023



MUGLER

-32%

of **BODYCON**
vs Spring/Summer 2023

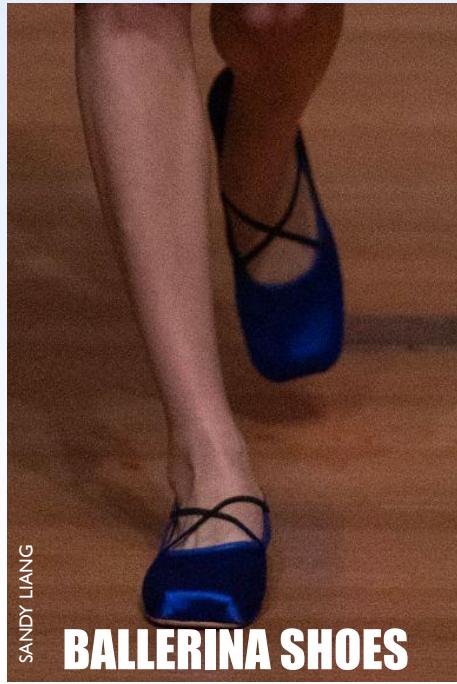


VAQUERA

-25%

of **NUDITY**
vs Spring/Summer 2023

KEY SHOES



+193%

vs Spring/Summer 2023



+45%

vs Spring/Summer 2023

CHAPTER 3 CASTING

TOP 5 MODELS
WHO WALKED THE MOST SS24 WOMENSWEAR SHOWS



ALAATO JAZYPER
36 SHOWS



AMÉRICA GONZÁLEZ
33 SHOWS



YILAN HUA
32 SHOWS



VICTORIA FAWOLE
30 SHOWS



PENELOPE TERNES
29 SHOWS

CASTINGS
TOP WALKER PER SEASON SINCE SS20

SS20



FW20



SS21



FW21



SS22



FW22



SS23



FW23



SS24



REBECCA
LEIGH
LONGENDYKE

ACHENRIN
MADIT

MATY
FALL
DIBA

LOLI
BAHIA

MIKA
SCHNEIDER

AMÉRICA
GONZÁLEZ

AMÉRICA
GONZÁLEZ

VICTORIA
FAWOLE

ALAATO
JAZYPER



BODY INCLUSIVITY 102 BRANDS

INCLUDED CURVY MODELS IN THEIR CASTING

+10 BRANDS vs SS23

**NEW-YORK IS THE MOST INCLUSIVE CITY WITH
33 DESIGNERS WHO INCLUDED BODY-POSITIVE
MODELS IN THEIR CASTING**

GENDER FLUIDITY



MAISON MARGIELA



8ON8



PALOMO SPAIN



JIL SANDER



MARNI

UPCOMING CONTENT WITH EVEN MORE DATA INSIGHTS

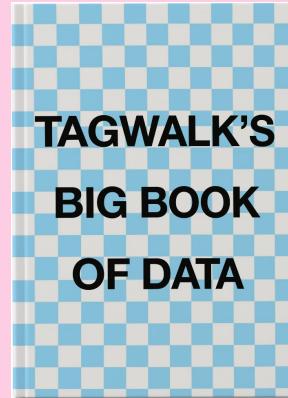


CATWALK REPORT

The Catwalk report summarizes and analyzes data from over 112 501 user sessions and 1 447 320 page views during the Spring/Summer 2024 fashion week.

You will find inside:

- Top 20 brands & their performance
- Top & emerging trends
- Most viewed looks & more



BIG BOOK OF DATA

A vital resource for fashion professionals and enthusiasts, presenting exclusive insights into the Spring/Summer 2024 runways.

You will find inside essential data about:

- Key trends (colours, materials...)
- Brands performance
- Casting & more