



# 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  
SCHOUER**  
4,04%



**#5. MICHAEL KORS  
COLLECTION**  
3,97%



## LONDON TOP 5 DESIGNERS



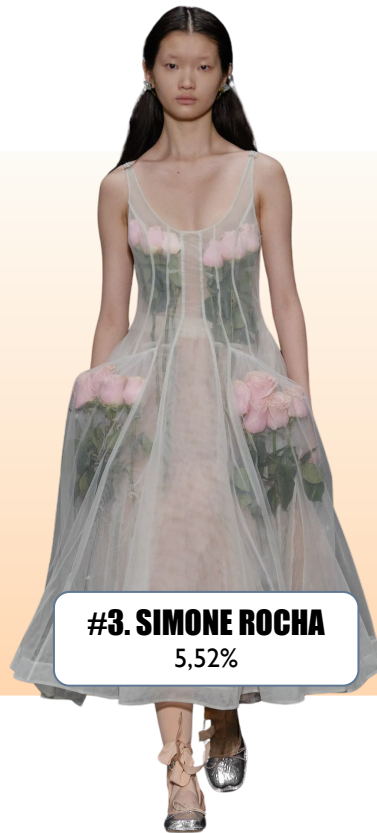
**#1. BURBERRY**

10,38%



**#2. DAVID KOMA**

6,177%



**#3. SIMONE ROCHA**

5,52%



**#4. 16ARLINGTON**

5,49%



**#5. ERDEM**

4,7%



## 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%



## DESIGNERS: A SEASON OF CHANGE



**SABATO DE SARNO**

Gucci



**PETER DO**

Helmut Lang



**PETER HAWKINGS**

Tom Ford



**STEFANO GALICI**

Ann Demeulemeester



**LOUISE TROTTER**

Carven



**SIMONE BELLOTTI**

Bally



## A SELECTION OF NEWS



MARNI

RALPH LAUREN



PETER DO



SAMI MIROVINTAGE



MAINS



THE ATTICO



ZOMER



### 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.

### 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%



### LADYLIKE

vs Spring/Summer 2023

+4%



### MIDI SKIRT

vs Spring/Summer 2023



KEY TREND  
**WHITE DRESS**

**+13%**

of white dresses  
vs Spring/Summer 2023



\*Share of collection



## 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

TOD'S

VERSACE

PHILOSOPHY DI  
LORENZO SERAFINI

J E CAI

OTTOLINGER

PALOMA WOOL

FERRAGAMO

ONITSUKA TIGER

TORY BURCH

N°21

GENNY

ANDREAS KRONTHALER FOR  
VIVIENNE WESTWOOD



# 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



**+19%**

of light blue looks  
vs Spring/Summer 2023

**+54%**

of light blue looks  
in provisional top 20 collections

# RED



**+58%**

of red looks  
in provisional top 20 collections



KEY THEME  
**ROMANTIC**



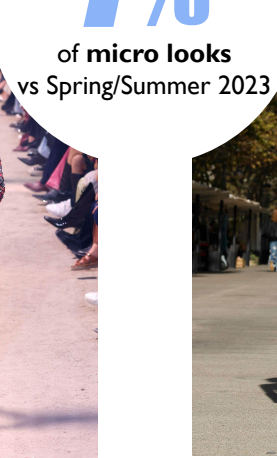
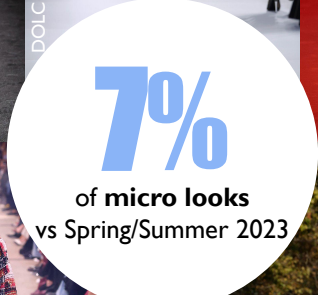
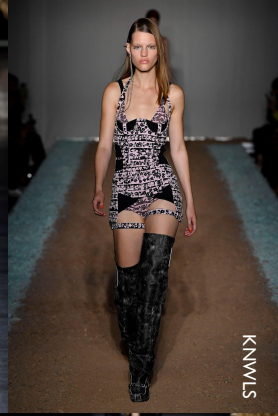
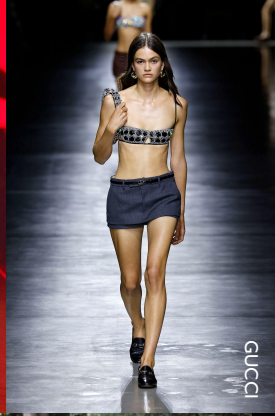
**+12%**

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





# KEY THEME MICRO





KEY DETAIL  
**FRINGES**



**+10%**

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



DECREASING DETAIL

LOGO

**-12%**

of logo  
vs Spring/Summer 2023

SS23

5,80%

FW23

3,10%

SS24

2,71%

**-53%**

vs Fall/Winter 2023

VALENTINO

BALMAIN

CHANEL



\*Share of collection



DECREASING COLOUR

PINK

-21%

of pink looks  
vs Spring/Summer 2023

SS23

8,90%

FW23

6,80%

SS24

7%

+3%

vs Fall/Winter 2023

GIAMBATTISTA VALLI



VERSACE



MAX MARA





## DECREASING TRENDS



**-56%**  
of **CUT OUT**  
vs Spring/Summer 2023



**-32%**  
of **BODYCON**  
vs Spring/Summer 2023



**-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**



FENDI

**ALAATO JAZYPER**  
36 SHOWS



FERRAGAMO

**AMÉRICA GONZÁLEZ**  
33 SHOWS



CHANEL

**YILAN HUA**  
32 SHOWS



GIVENCHY

**VICTORIA FAWOLE**  
30 SHOWS



COPERNI

**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

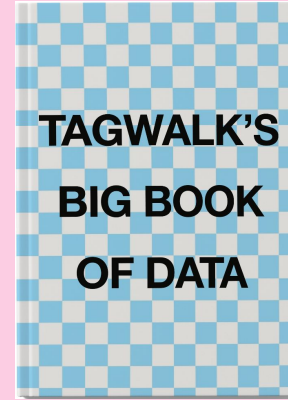


## CATWALK REPORT

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