



“2024 Women’s Apparel Trends: Data-Driven Forecasting and Styling Insights”

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Abstract: This paper aims to forecast the upcoming fashion trends of 2024 in women's apparel, catering to potential clients and fashion brands. The methodology employed involves meticulous data collection, comprehensive market analysis, and the creation of insightful styling suggestions based on supporting research. By drawing insights from a variety of sources including consumer behavior data, social media trends, sales reports, and industry publications, this study seeks to identify emerging patterns and preferences within the fashion landscape. The synthesis of quantitative and qualitative data serves as the foundation for the creation of innovative styling suggestions that resonate with consumers' evolving tastes and preferences. Additionally, market analysis provides valuable contextual insights into the broader socio-economic, cultural, and environmental factors influencing fashion trends. By examining the interplay between macroeconomic trends, technological advancements, and cultural shifts, this research aims to provide a nuanced understanding of the forces shaping the fashion industry's trajectory in 2024. Emphasizing the importance of a data-driven and consumer-centric approach to trend forecasting, this paper seeks to empower fashion brands and industry stakeholders to anticipate, adapt, and innovate in response to changing market dynamics. Ultimately, this study offers a holistic perspective on the evolving fashion landscape, equipping stakeholders with actionable insights to navigate the complexities of the industry and capitalize on emerging opportunities in the year ahead.

Index Terms- Fashion Forecasting, Market Analysis, Styling Suggestions, Women’s Apparel.

I. INTRODUCTION

In the ever-evolving world of fashion, staying ahead of trends is essential for both potential clients and fashion brands. 2024 is that year where, anticipation brews regarding the styles, colors, and design elements that will dominate women’s apparel. This paper begins on a journey to forecast upcoming fashion trends for 2024, utilizing a robust methodology grounded in data collection, research, and market analysis. By examining consumer behavior, societal influences, and industry dynamics, this paper aims to provide valuable insights that will empower potential clients and fashion brands to make informed decisions and stay ahead in the competitive fashion landscape.

Furthermore, the creation of styling suggestions based on supporting research and market analysis adds a practical dimension to trend forecasting. These suggestions serve as a guide for potential clients and fashion brands, offering insights into how to incorporate forecasted trends into wearable and marketable looks. By bridging the gap between trend analysis and practical application, this paper aims to empower stakeholders within the fashion industry to navigate the ever-changing landscape with confidence and creativity.

II. NEED OF THE STUDY

The study on forecasting upcoming fashion trends of 2024 women's apparel serves as a crucial navigational tool for both potential clients and fashion brands within the fashion industry landscape. With consumer preferences and market dynamics constantly in flux, understanding the trajectory of fashion trends becomes imperative for staying ahead in the competitive market. By delving into data collection methodologies, market analysis, and in-depth research, this study aims to provide actionable insights that empower stakeholders to make informed decisions regarding product development, marketing strategies, and brand positioning. Moreover, the creation of visual mood boards and styling suggestions based on rigorous research and analysis adds a tangible dimension to the study, offering clients and fashion brands a visual roadmap to interpret and implement upcoming trends effectively. As the fashion industry increasingly relies on data-driven decision-making, this study bridges the gap between market intelligence and creative expression, fostering innovation and adaptability. By anticipating and articulating the nuances of emerging trends, this paper not only aids in meeting consumer demands but also cultivates a forward-thinking approach that positions stakeholders at the forefront of the fashion landscape.

III. FASHION TREND FORECASTING

Fashion trends are influenced by a multitude of factors, including cultural movements, economic conditions, and traditional practices of fashion forecasting. Cultural movements, such as societal shifts and global events, play a significant role in shaping fashion trends, reflecting changing values and ideologies. Trend analysis involves scrutinizing past and present fashion trends, observing patterns, and identifying emerging themes. By studying past fashion movements, iconic designers, and cultural shifts, forecasters can draw parallels and identify cyclical patterns that may reemerge in contemporary fashion. Additionally, analyzing market trends and sales data provides empirical evidence of consumer behavior and purchasing patterns, further informing fashion forecasting practices.

In this paper, market analysis will be integrated seamlessly with data collection and styling suggestion for various brands to provide a through perspective on the forecasted fashion trends of 2024. Leveraging insights from renowned industry sources such as WGSN, this study aims to offer a nuanced understanding of the evolving fashion landscape.

IV. MARKET ANALYSIS

The research utilized reputable fashion websites such as WGSN, Vogue, Harper's Bazaar, and Elle, along with scholarly journals and market reports, to gather reliable data on emerging trends, popular styles, color palettes, fabric choices, and consumer preferences in the fashion industry. Each piece of data was meticulously recorded, categorized, and analyzed to identify patterns and recurring themes. Trends were identified based on their prevalence across multiple sources and their resonance with consumer preferences, ensuring accuracy and reliability in the insights provided for stakeholders in the fashion industry.

Low-rise jeans are making a comeback since SS 23, it has peaked during SS 24 with 30% increase when compared to the previous year. This is mainly because of trends like Y2K revival, making low rise popular again. The popularity of wide leg pants has surged by 34% compared to the previous year, now comprising 46% of the total office wear category. Tailored dresses have seen an increase of 20%. Skirt suits have experienced a surge of 136% compared to the previous year. So, overall wide leg jeans and wide leg silhouette in general is major for SS 24.

It can be observed that black dominates the color palette with a significant 30.4% share, followed by white at 16.8% and grey at 9.2%. Neutrals are clearly in the spotlight this season, possibly driven by the widespread popularity of the minimalist luxury trend. Pastel blue followed by grey and beige has seen 16% in apparel on the runway. Tints of pink and green with yellow are also evidently seen on the catwalks. In both the UK and the US, blue emerges as the second most prominent colour choice in new-ins, trailing closely behind black with a 14% share in the UK and 15% in the US. The trend in neutral colours, particularly grey, is on the rise in retail markets. Gray has seen an increase of 1.9 percentage points in the UK and 0.5 percentage points in the US, consolidating its position as a dominant neutral colour. A significant portion of the apparel lacks prints, possibly indicating a shift towards minimalistic luxury prevailing in the current season. Around 25% of suits and sets exhibit printed designs throughout the garment, with dresses following suit. Notably, there has been a notable surge of 55% in the prevalence of large floral motifs compared to the previous year, constituting 30% of the overall category.

The usage of lace trims saw a rise of 82% compared to the preceding year, while sheers experienced a 45% increase, lace by 17%, and satin by 13%. This collective uptrend contributed to the emergence of sensual style. The current season has witnessed a significant surge in the popularity of coats and shorts, marking a notable increase in percentage compared to the previous year. Similarly, trousers and sweaters have experienced remarkable growth rates, with a 218% and 108% increase in their respective percentages. These trends indicate a rising inclination towards minimalistic luxury, which appears to be reaching its pinnacle for the season.

Dots and spots making up majority of the prints of AW 23/24 with 76%. Followed by paisley, trompe-l'oeil and florals. Florals still making a major comeback for AW 24. Dresses with bubble hem silhouette has raised to 69% when compared to the previous year. Draped silhouette coming in second place with 39% increase followed by A-line silhouettes which is 21%. Leather dresses taking the first place for the most increase over the previous year which is 77%. Flowers and rosettes in dresses have increased by 49% followed by lace, sheers and tiers when compared to the previous year. Asymmetric and wrap dresses have been spotted majorly on the runways. Sheer fabrics have been spotted mostly on the runways with 25% of the dresses being sheer.

Intimates have gradually increased over the years on the runway. Due to trends like boudoir dressing and underwear outerwear, lingerie is gaining traction on the runway. Lace trims, sheers, lace and shiny fabrics have all increased by 82%, 45%, 17% and 13% respectively.

For SS24 maxi skirts and knee length skirts have increased by 3ppt (percentage points). Even though miniskirts have decreased since SS23, variations of mini skirts are introduced which kept the miniskirt market relatively same. Searches for maxi skirts have started increasing drastically since SS23, in SS24 maxiskirts continue to grow even more.

Additionally, the figure 6, offers comprehensive insights into the trending apparel, colors, trims, and textiles for women in the year 2024.

| CATEGORY | WHATS TRENDING IN SS 24? | WHATS TRENDING IN AW 24? |
|----------------|---|--|
| DENIM | <ul style="list-style-type: none"> Wide leg cargos Reworked shirt Column skirts | <ul style="list-style-type: none"> Wide leg (barrel) jeans Vintage washes Denim bomber jacket |
| TEXTILES | <ul style="list-style-type: none"> Linen Cotton Silk Lace leather | <ul style="list-style-type: none"> Sustainable leather Silk Tweed Recycled polyester Cashmere |
| TRIMS | <ul style="list-style-type: none"> Drawstrings Pockets Buttons Ruffles lace | <ul style="list-style-type: none"> Ruffles Metal Buttons knots |
| COLOURS | <ul style="list-style-type: none"> Apricot crush Red neutrals Blue-greens pastels | <ul style="list-style-type: none"> Deep reds Neutrals yellow Mysterious darks |
| ACTIVE | <ul style="list-style-type: none"> Cooling mesh top Capri pants Resort set | <ul style="list-style-type: none"> Hooded crop top Wide leg sweatpants Overalls |
| PRINTS | <ul style="list-style-type: none"> Leopard print Preppy stripes Floral motifs Geometric shapes | <ul style="list-style-type: none"> Distorted graphics Dark florals abstracts |
| DRESSES | <ul style="list-style-type: none"> Maxi, midi dresses Mini dress Crochet Bodycon | <ul style="list-style-type: none"> Knits Asymmetric dress Slip dress |
| WOVEN TOPS | <ul style="list-style-type: none"> Elevated shirts, blouses Resort blouse Sheer tops | <ul style="list-style-type: none"> Modular shirt Fluid tunics Sporty prep tops Utilitarian blouse |
| OUTERWEAR | <ul style="list-style-type: none"> Classic blazer Trench coat Moto jacket Utilitarian Outerwear | <ul style="list-style-type: none"> Leather jacket Oversized bomber jacket Faux Fur Coat Aviator jacket |
| SKIRTS | <ul style="list-style-type: none"> Column skirt Mini skirt Wrap skirt Feminine skirt | <ul style="list-style-type: none"> Asymmetric skirt Pleated skirt Full skirt Cargo skirt |
| KNITWEAR | <ul style="list-style-type: none"> Vest Crochet Preppy v-neck sweaters | <ul style="list-style-type: none"> Ribbed dress Sweater vest Poncho |
| LINGERIE | <ul style="list-style-type: none"> Lingerie sets Body suits Ballet inspired lounge set | <ul style="list-style-type: none"> Goth set Romantic set Colour changing bodysuits |
| TROUSER SHORTS | <ul style="list-style-type: none"> Wide leg Capris Bermuda shorts Mini shorts | <ul style="list-style-type: none"> Extra wide pants Leather pants Cargos 90s flared trousers |
| SWIMWEAR | <ul style="list-style-type: none"> Elevated swimsuit Resort sets Sporty swimsuits Retro two-piece | <ul style="list-style-type: none"> Ballet bikini Resort dress Crafty two-piece |

Figure 1- Trending Apparel

V. STYLING SUGGESTIONS

From the above data collection and analyzation, it has been observed that the key trends for 2024 women’s apparel is Romantic style, Tailored Classic style, Minimalistic Luxury style and Beach to Business, Grunge Romance, Sensual style, Hypertexture style, New Prep and Dark 90s. Brands that align with the themes for each of the styles are selected and styled. For each theme two brands are styled. One is an Indian brand and another is an international brand.



Figure 2- Anita Dongre Romantic Style

In the following figure 7, floral embroidered skirt has been taken for styling as florals are trending for the season. The blouse is sheer and adds volume to the upper body, as sheer clothing has gained traction for the season and they are one of the main elements for sensual style which is also trending.



Figure 3- Valentino Romantic Style

In the figure 8, Valentinos signature pink and red will help in the brand positioning. Red dress with elements like bows and the flowy structure of the dress represents romantic style. The hot pink tights are introduced as a styling element to the outfit with monogram gloves and heels which elevate the look. Certain accessories are also given to the outfit to pull the outfit together.

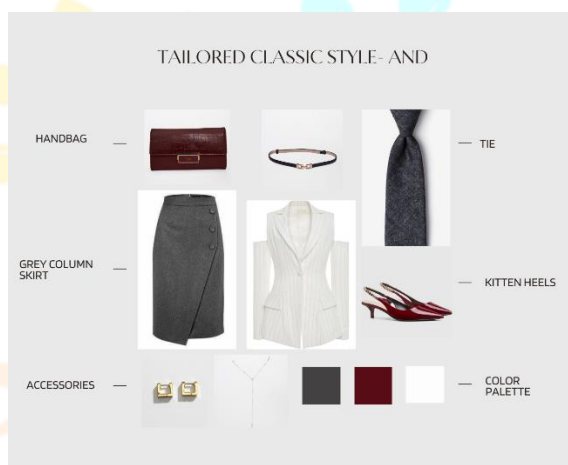


Figure 4- AND Tailored Classic Style

In the figure 9, suggested styling board, the pin striped single button shirt blazer shows sophistication and the tailored classic pencil skirt with wrap style and buttons is appropriate for tailored classics style. Other elements like the classic tie, belt and pumps are paired with the look to make it one of the tailored classic styles with a twist of modernism.



Figure 5- Ralph Lauren Tailored Classic style

This styling suggestion for Ralph Lauren in figure 10, features a crisp white button down with a beige single-breasted blazer and pleated tailored straight fit pants with a skirt over top. Clean and structured handbags paired with classic accessories like belt and pumps are used. Along with gold accessories to compliment the outfit.



Figure 6- Ritu Kumar Minimalistic Luxury Style

This Ritu Kumar outfit in figure 11, has a clean maxi dress with minimal buttons and tiering. It is paired with a wide belt at the waist to create a clean silhouette. Scarf with minimal design is used to tie around the neck to give it that luxurious touch. Gold accessories like earrings and watch is also paired to amplify the luxuriousness. The color palette is minimal and uses all neutral colors.



Figure 7- The Row Minimalistic Luxury Style

A black evening dress is the definition of luxury. In the figure 12, the dress is paired with a tan blazer and black gloves to amplify the luxuriousness. Paired with some black heels and a tan handbag to tie the outfit together.



Figure 8- Global Desi Beach to Business Style

The style in figure 13, seamlessly transitions from casual beachwear to professional attire. This combines a top featuring desi prints with wide-leg jute pants, a key trend for the season. The versatile wide-leg pants are suitable for both beach outings and office settings. Accessorized with a bandana for a beachy flair and a tote bag for office functionality, this look is elevated with oxidized jewelry for a desi vibe.

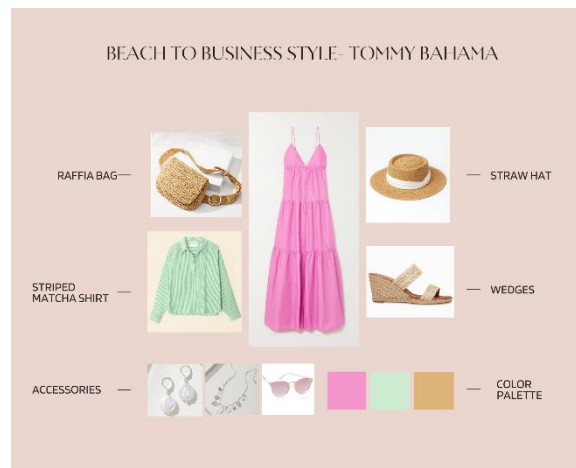


Figure 9-Tommy Bahama Beach to Business Style

Pink tiered dress for beach and striped pastel green shirt for business look. In figure 14, the pink dress is paired with a straw hat and wedges for comfort as well as a raffia bag. The jewelry has pearls and silver which can be used at both beach and business.

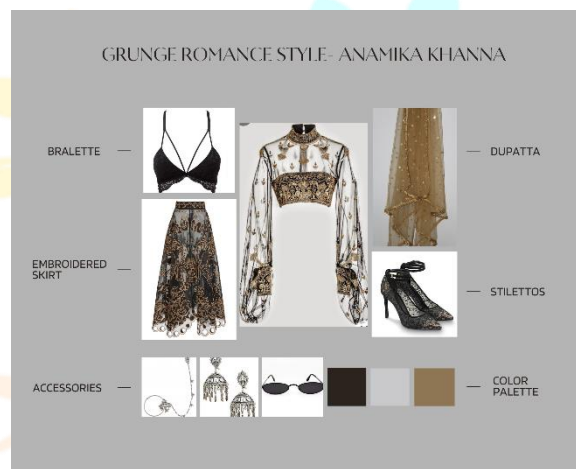


Figure 10- Anamika Khanna Grunge Romance Style

In the figure 15, the ensemble exudes a grunge-meets-desi vibe with a black bralette paired with a sheer embroidered blouse, a key trend for the season. Completing the look is a matching embroidered skirt and a gold dupatta, versatile enough to be worn around the waist. Accessorized with black stilettos, desi jhumki's, and nose rings, this outfit achieves a new level of desi grunge romanticism.



Figure 11- Alexander McQueen Grunge Romance Style

In the figure 16, a red see through lace dress is the main element. Purple shorts and bralette are worn underneath for coverage and a red corset which is an important element for grunge aesthetic. A red clutch and Mary janes to tie the look all together. Paired with a heavy choker, red gloves and drop earrings to amplify the look.



Figure12- Zivame Sensual Style

This look in figure 17, has a satin robe with fur cuffs and a lace bralette, shorts as a co-ord. Lace is one the major material used on the runway for the season. It associates with sensual style. Curdling rod, heels and accessories are paired according to the look.



Figure 13- Victoria's Secret Sensual Style

In figure 18, a classic slip dress is the most sensual piece in anyone’s wardrobe. Slip dress paired with a padded ruffle sleeved top which brings out a playful vibe, paired with white stockings. Colorful stockings have become a trend in the recent season. Silver accessories and strap heels are added to tie the outfit together.



Figure 14- Gaurav Gupta Hypertexture Style

In this figure 19, hypertextured dress from Gaurav Gupta with a metallic sheen which sculpts the wearer is the main element for this outfit. Paired with a body chain to accentuate the curves and gloves for added luxury. A sculpted bag which matches the vibe of the dress paired with gold stilettos with earrings, headpiece and a bracelet in gold are paired.

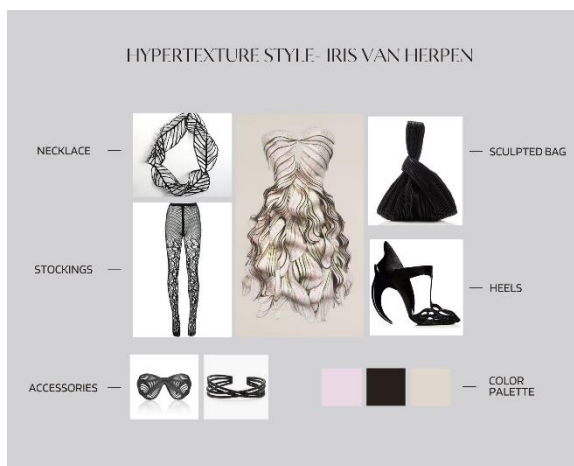


Figure 15- Iris Van Herpen Hypertexture Style

This outfit in figure 20, is a textured ruffled dress which is Avant Garde just like the brand. Paired with distressed stockings and a structured leaf like neckpiece. Iris Van Herpen is known for their out of the box accessories just like their designs. Accessories used here for styling are also as such.



Figure 16- Allen Solly New Prep Style

Plaids and preppy stripes are one of the key prints for the season. So, in the figure 21, a plaid skirt is paired with a V-neck cardigan with a white sleeveless shirt underneath. Knee high socks and gingham printed backpack are used as accessories to tie in the look. Other preppy accessories include beaded chain and colour blocked loafer and rings.



Figure 17- Tommy Hilfiger New Prep Style

In figure 22, as stripes are a key print for the season, a green striped shirt is paired with a V-neck knitted sweater and a double-breasted blazer. Pleated white shorts with white sneakers and a belt as accessories.



Figure 18- Lovebirds Dark 90s Style

In the following outfit in figure 23, denim is the key piece. 90s is known as the denim era, so the outfit has a denim dress underneath there is a deconstructed shirt. The dress is paired with denim boots to match the vibe of the dress and a denim bag along with a chain belt which is worn around the waist for that dark look. The accessories are metal which go with the theme 'Dark 90s'.

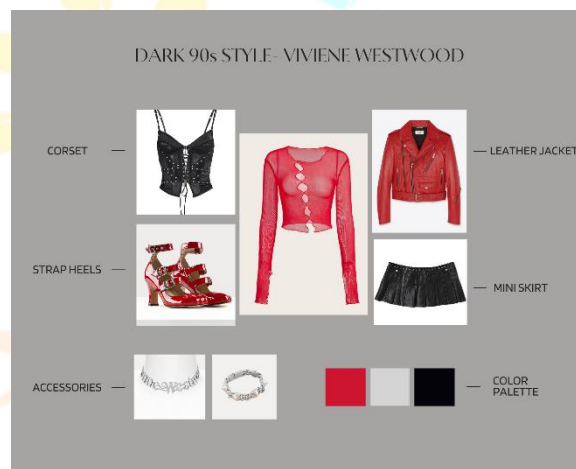


Figure 19- Vivienne Westwood Dark 90s Style

In the figure 24, the black corset is paired with the red distressed sheer top over it. The red leather jacket which gives out the dark 90s aesthetic is worn on top. Miniskirt which is popularized in the 90s is paired with this outfit with some strap heels and a choker, bracelet.

VI. RESULTS AND DISCUSSION

In conclusion, this paper has explored the realm of forecasting fashion trends for women's apparel in 2024, with a focus on catering to potential clients and fashion brands, both in India and internationally. By employing a thorough methodology involving data collection, research, and market analysis, we've endeavored to provide valuable insights into the future of fashion. Through this process, we've identified emerging patterns, preferences, and themes that are anticipated to shape the fashion landscape in the coming year.

One of the key highlights of this research has been the creation of styling suggestions tailored to the needs of Indian and international brands. These suggestions aim to offer practical guidance on how to incorporate forecasted trends into wearable and marketable designs, thereby catering to the diverse tastes and preferences of consumers. Additionally, our findings have underscored the importance of adopting a data-driven approach to trend forecasting, particularly in an industry as dynamic and competitive as fashion.

Looking ahead, it's evident that the ability to anticipate, adapt, and innovate will be crucial for fashion brands and industry stakeholders seeking to stay ahead of the curve. By embracing a holistic approach to trend forecasting, informed by both empirical research and creative intuition, brands can position themselves for success in an ever-evolving market environment. Ultimately, this paper serves as a valuable resource for those navigating the complexities of the fashion industry, offering actionable insights and strategic recommendations to guide decision-making and drive growth in the years to come.

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