

# Forecasting Fashion Futures: Analyzing 2024 Women's Apparel Trends Through Data, Visual Mood Boards, and Market Insights

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**Abstract**— *This paper explores the process of forecasting upcoming fashion trends for 2024 in women's apparel, with a focus on providing valuable insights for potential clients and fashion brands. Through a combination of data collection, creation of visual mood boards, and thorough market analysis, this research aims to offer a comprehensive understanding of the anticipated fashion landscape. Drawing upon observed research, consumer surveys, social media trends, and industry publications, this study identifies emerging patterns, preferences, and thematic shifts within the fashion industry. Visual mood boards serve as creative representations of the forecasted trends, encapsulating the aesthetic, color palette, and key design elements expected to shape women's apparel in the coming year. By integrating market analysis, this research contextualizes the forecasted trends within broader socio-economic, cultural, and environmental factors influencing consumer behavior and industry dynamics. Ultimately, this paper aims to empower stakeholders within the fashion industry to make informed decisions regarding product development, marketing strategies, and brand positioning in anticipation of the evolving fashion landscape in 2024.*

**Index Terms**—*Fashion Forecasting, Market Analysis, Visual Mood Boards, Women's Apparel.*

## I. INTRODUCTION

In the ever-evolving world of fashion, staying ahead of the curve is important for both potential clients and fashion brands. Anticipating upcoming trends not only enables brands to meet consumer demands but also fosters innovation and competitiveness within the industry. The quest to forecast the next wave of trends in women's apparel has intensified for 2024. This paper begins on a journey to explore the intricacies of trend forecasting for 2024, utilizing a comprehensive

approach that integrates data collection, visual mood board creation, and rigorous market analysis.

The process of forecasting fashion trends is a multifaceted aim that requires a synthesis of observed research, creative intuition, and strategic analysis. By harnessing data-driven methodologies, researchers can unearth valuable insights into consumer preferences, emerging styles, and socio-cultural influences shaping the fashion landscape. Through careful data collection from diverse sources such as consumer surveys, social media trends, and industry reports, this study aims to decipher the underlying patterns and thematic shifts that will define women's apparel trends in 2024.

In addition to data collection, the creation of visual mood boards serves as a creative channel for translating research findings into tangible representations of forecasted trends. Visual mood boards capture the aesthetic, color palette, and key design elements that are anticipated to resonate with consumers in 2024. These visual representations not only provide a idea of the forecasted trends but also inspire creativity and facilitate communication between stakeholders within the fashion industry.

Furthermore, market analysis plays a pivotal role in contextualizing trend forecasts within the broader socio-economic and cultural landscape. By examining macroeconomic trends, consumer behavior patterns, and industry dynamics, researchers can gain a deeper understanding of the external forces shaping the evolution of fashion. This holistic approach to trend forecasting not only enhances the accuracy and

relevance of forecasts but also informs strategic decision-making processes for fashion brands and potential clients alike.

By embracing a multidisciplinary approach that combines data-driven insights with creative expression and market intelligence, this paper aims to provide a comprehensive roadmap for navigating the complexities of trend forecasting and driving innovation within the fashion industry. Through collaborative efforts and a shared commitment to excellence, this paper aims to shape the future of fashion industry.

## II. FASHION TRENDS AND FASHION FORECASTING

Fashion trends are influenced by a multitude of factors, including: Cultural Movements: Societal shifts, cultural events, and global movements shape fashion trends, reflecting changing values and ideologies. Economic Conditions: Economic factors such as income levels, consumer spending, and market demand influence fashion trends, with luxury and affordability playing key roles.

Fashion forecasting has been a timeless practice. Traditional forms of fashion forecasting have relied on a blend of intuition, industry experience, and careful analysis of historical data to anticipate future trends. Trend analysis involves scrutinizing past and current trends in fashion, observing patterns, and identifying emerging themes. Historical research is done by studying past fashion movements, iconic designers, and cultural shifts, forecasters can draw parallels and identify cyclical patterns that may resurface in contemporary fashion. This historical context provides valuable insights into the evolution of styles and consumer preferences. Another method for forecasting is to analyze market trends and sales data provides empirical evidence of consumer behavior and purchasing patterns.

## III. MARKET ANALYSIS

In this paper, market analysis will be integrated seamlessly with data collection and visual mood board creation 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.

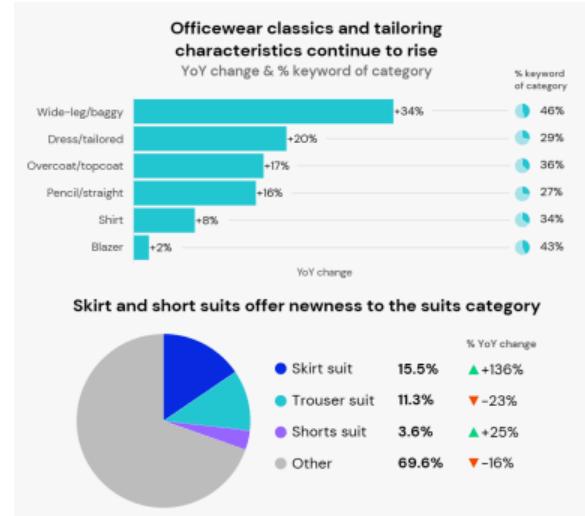


Figure 1- Data Analysis 1

In the figure 1, wide leg pants have increased by 34% over the previous year and consists 46% of the entire office wear category. Tailored dresses have increased by 20%. Skirt suits have increased by 136% over the previous year. Trouser suits consist of 11.3% of the entire suits category.

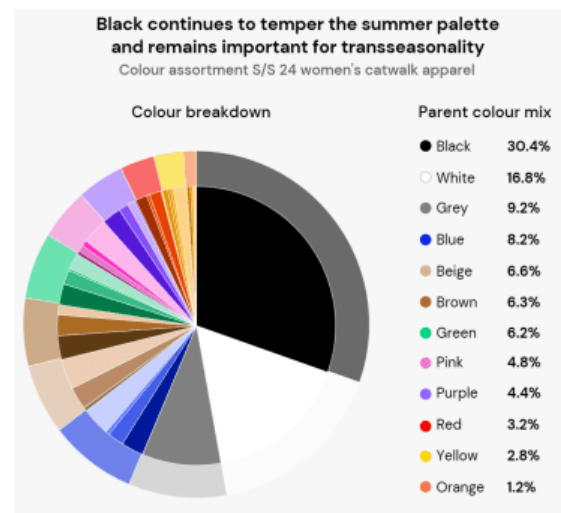


Figure 2- Data Analysis 2

In figure 2, black taking up 30.4% of the colour mix is leading for the season. White coming up second with 16.8% of the colour mix. Grey contributing to 9.2% of the colour mix. Neutrals are taking the majority of share for the season. This can be a result of minimalistic luxury trend going viral.

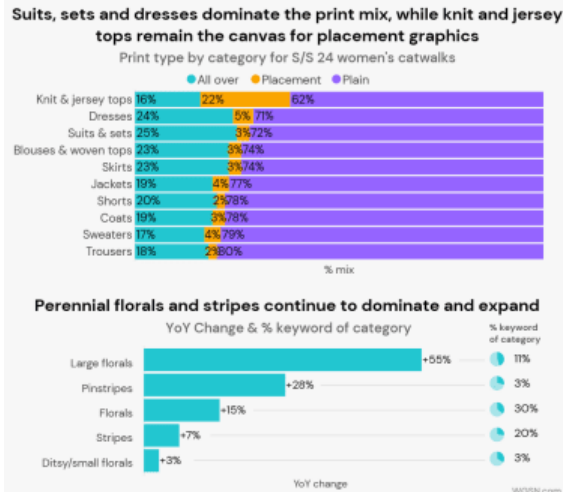


Figure 3-Data Analysis 3

As it can be observed in figure 3, majority of the apparel is plain with no prints. This can be because minimalistic luxury is taking over for the season. 25% of the suits and sets have prints all over the garment followed by dresses. Large floral motifs have increased by 55% over the previous year. Florals contribute 30% of the entire category. Pinstripes have increased by 28%.

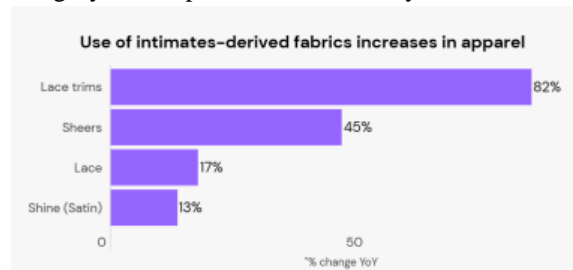


Figure 4- Data Analysis 4

In figure 4, lace trims have increased by 82% over the previous year. Sheers increased by 45%, lace by 17% and satin by 13%. Which gave rise to the sensual style.

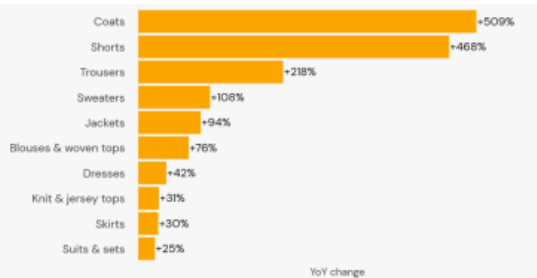


Figure 5- Data Analysis 5

In figure 5, coats and shorts have seen a major rise in the percentage compared to the previous year.

Trousers and sweaters with 218% and 108% increase in their percentage respectively. This shows the minimalistic luxury trend is rising and its peak for the season.

The figure 6, is a detailed information of what apparel, colors, trims and textiles are trending for women in the year 2024.

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

Figure 6- Trending Apparel

#### IV. MOODBOARDS

Mood boards serve are a very essential tool in the realm of fashion design and trend forecasting, providing a visual representation of the thematic direction and aesthetic essence encapsulated within a collection or season. The following are the mood boards made to highlight the essential trends for 2024 women's apparel.



Figure 7- Romantic Style Mood board

Figure 7, includes floral prints, silky, sheer fabrics and soft pastel colors. It embraces femininity through textures and shapes. Flowy silhouettes and flower inspired prints and textures are what romantic style is all about.



Figure 8- Tailored Classics Mood board

In figure 8, the style is characterized by well-fitted garments crafted from high-quality materials. Drawing inspiration from traditional menswear tailoring while incorporating feminine silhouettes and details. Key elements of tailored classic style include tailored blazers, crisp button-down shirts, tailored trousers, pencil skirts, and structured dresses in neutral hues such as black, navy, and grey.

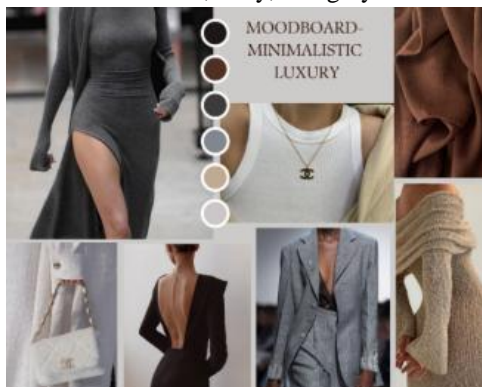


Figure 9- Minimalistic Luxury Mood Board

Figure 9, aesthetic is rooted in the ethos of less is more. This aesthetic celebrates understated elegance and timeless appeal. Characterized by subdued color palettes, luxurious fabrics, and impeccable tailoring, minimalistic luxury exudes a sense of effortless chic.



Figure 10- Beach to Business Mood Board

This style in figure 10, encapsulates the seamless transition from casual beachwear to professional attire. Key components include breezy crochet or linen separates for beach outings, effortlessly layered with tailored blazers or button-up shirts for business meetings. It is the definition of sophistication to the ensemble while maintaining a sense of laid-back elegance.



Figure 11- Grunge Romance Mood board

In figure 11, a unique fusion of gritty grunge elements and delicate romantic aesthetics, embodies a captivating juxtaposition of ruggedness and softness. Characterized by its mix of distressed denim, vintage floral prints, lace accents, and oversized silhouettes, Grunge Romance offers a rebellious yet whimsical vibe.



Figure 12- Sensual Style Mood board

This style in figure 12, draws inspiration from boudoir dressing and lingerie, embodying an aesthetic that celebrates femininity, allure, and intimacy. It includes sheer fabrics, intricate embroidery, while silhouettes range from figure-hugging slip dresses to flowing robes and camisole tops. Sensual fashion embraces soft, romantic hues like blush pink, pastels and red hues enhancing its alluring appeal.



Figure 13- Hypertexture Style Mood Board

This avant-garde style in figure 13, intertwines diverse textures, materials, and techniques to create multidimensional garments that stimulate both visual and tactile senses. By juxtaposing smooth fabrics with rough surfaces, sleek finishes with intricate embellishments, and soft drapes with structured elements.



Figure 14- New Prep Mood Board

This style in figure 14, signals a departure from traditional preppy aesthetics, infusing vibrant and bold colors to create a fresh and contemporary look. Bright hues such as neon pink, and sunshine yellow take center stage, replacing the subdued palette typically associated with prep attire. This style incorporates updated takes on classic preppy staples such as button-down shirts, tailored blazers, pleated skirts, and loafers, while incorporating unexpected twists such as statement accessories, mixed textures, and bold patterns.



Figure 15- Dark 90s Mood Boards

Key components of the dark 90s fashion included oversized and distressed clothing, such as flannel shirts, ripped jeans, and leather jackets, often adorned with band patches and studs. In figure 15, the color palette leaned towards darker hues, with black being a predominant choice, while accessories like chokers,

combat boots, and chunky silver jewelry added to the overall grungy vibe.

## V. CONCLUSION

This paper delves into the process of forecasting upcoming fashion trends for 2024 in women's apparel, focusing on providing valuable insights for potential clients or fashion brands. The methodology involves a combination of data collection, creation of visual mood boards, and market analysis based on supporting research. By employing these approaches, the aim is to offer a comprehensive overview of the anticipated fashion landscape for the specified timeframe. The paper underscores the significance of staying informed about emerging trends, consumer preferences, and market dynamics within the fashion industry to facilitate strategic decision-making and product development processes.

In conclusion, the forecast of upcoming fashion trends for 2024 in women's apparel, facilitated by data collection, creation of visual mood boards, and market analysis, holds significant value for potential clients and fashion brands. Through a meticulous examination of data and trends, supported by empirical research and market intelligence, this study aims to provide actionable insights that can inform strategic decision-making within the fashion industry. By embracing a data-driven and consumer-centric approach, stakeholders can anticipate, adapt, and innovate in response to evolving market dynamics and consumer preferences, thereby enhancing competitiveness and staying relevant in an ever-changing landscape. This paper serves as a roadmap for navigating the complexities of the fashion industry, empowering stakeholders to leverage trend forecasting as a strategic tool for driving growth and achieving success in the marketplace.

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