

2023 IN NUMBERS



* LOUIS VUITTON WOMENSWEAR SPRING/SUMMER 2024



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INTRODUCTION

The easiest way to summarize a whole fashion year is with numbers and at Tagwalk, numbers are our speciality.

We like to make numbers easy to understand, in order for all of you to end the 2023 year and start the 2024 new year with fresh ideas and information.

Enjoy !

1 014

SHOWS

40 484

LOOKS

1 573

UNIQUE TAGS

1 353 419

VISITS

591 080

UNIQUE VISITORS





2023

TOP BRANDS

* MIU MIU WOMENSWEAR SPRING/SUMMER 2024



2023 MOST VIEWED BRANDS FOR THE WHOLE YEAR

Most viewed brands on Tagwalk for 2023, are the brands that generated the highest traffic on our website throughout the whole year.

This encompasses activity (views and searches) related to all collections: Fall/Winter 23, Couture 23, Resort 24, Spring/Summer 24, Pre-Fall 24.

1

MIU MIU

1.9% TRAFFIC



2
BOTTEGA
VENETA
 1.44 % TRAFFIC

3
CHANEL
 1.36 % TRAFFIC



4
CELINE
 1.30 % TRAFFIC

5
DIOR
 1.19 % TRAFFIC



* SHARE OF TRAFFIC WOMENSWEAR BRANDS

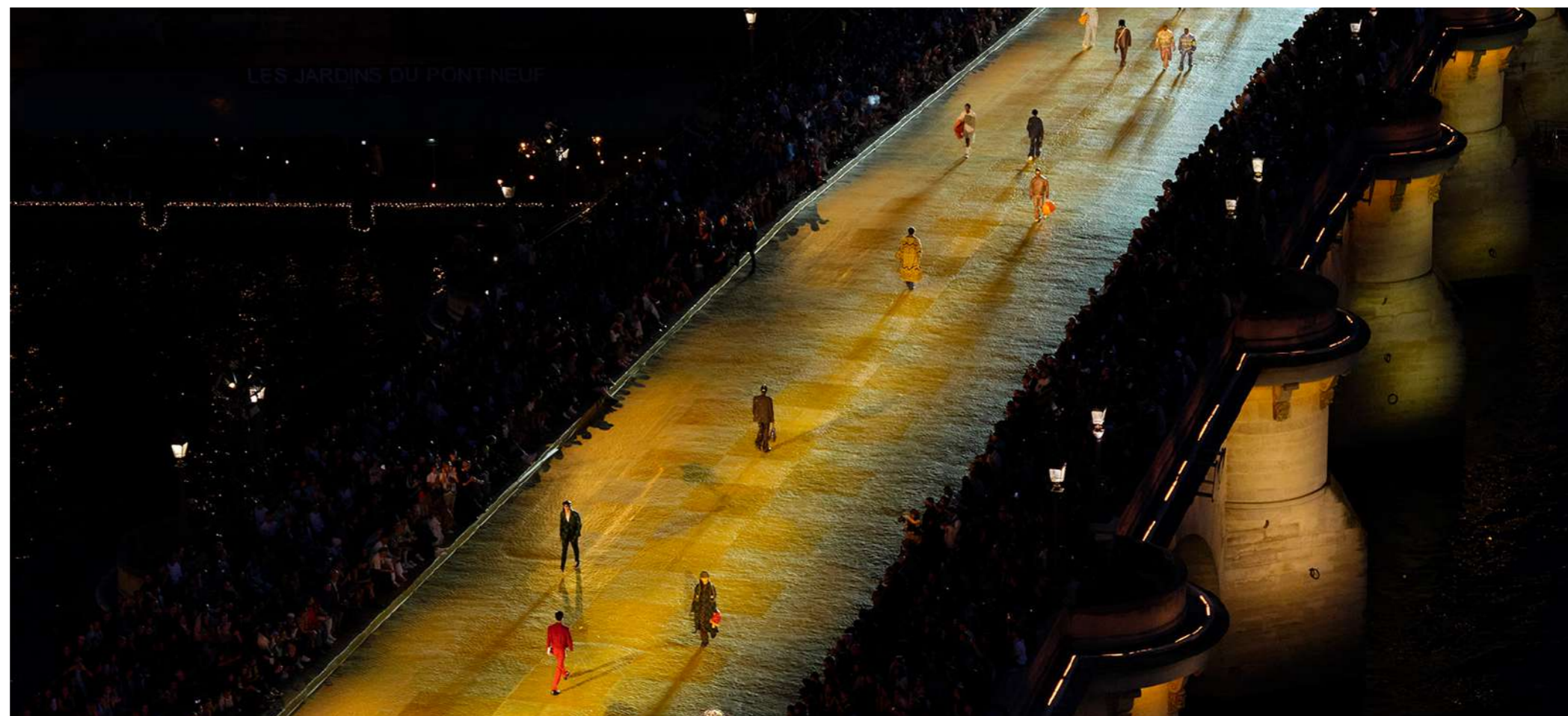


**THE MOST SEEN SHOW
THIS WHOLE YEAR
WOMENSWEAR**

**MIU MIU
SS24
1,11%
SHARE OF VIEWS**

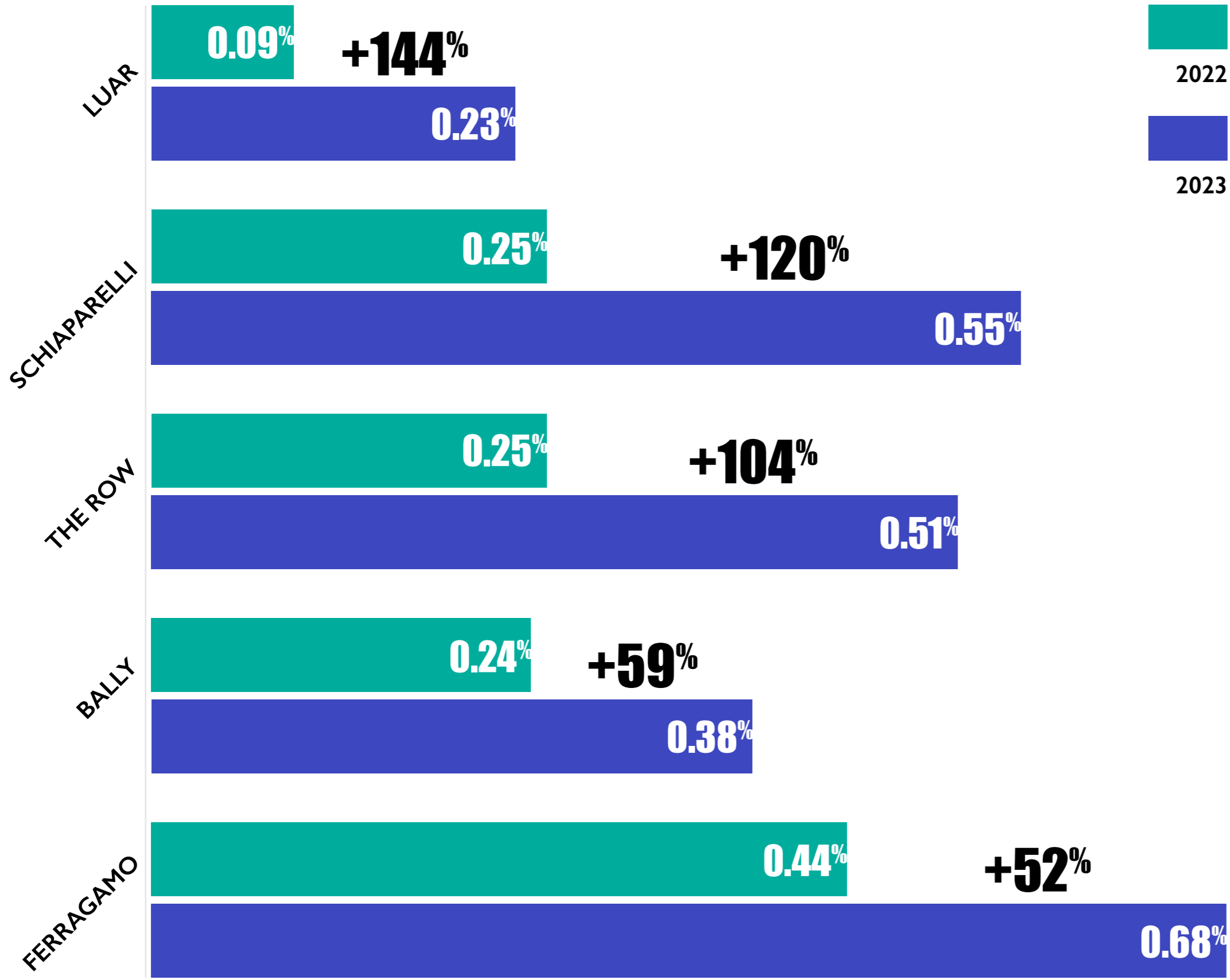
**THE MOST SEEN SHOW
THIS WHOLE YEAR
MENSWEAR**

**LOUIS VUITTON
SS24
2,34%
SHARE OF VIEWS**



THE FASTEST GROWING BRANDS

BRANDS THAT HAVE THE BIGGEST INCREASE OF TRAFFIC FROM 2022 TO 2023



2022
2023

Among the fastest-growing brands of the year, **Luar** stands out as the smallest in terms of traffic but boasts the most significant increase. Its designer, Raul Lopez, was a finalist for this year's LVMH Prize, bringing heightened attention to the brand.

Schiaparelli takes the second spot with an impressive +120% increase. The brand marked its ready-to-wear debut in FW23 after an exclusive history in couture.

The Row comes next. Launched by the Olsen sisters, the brand epitomizes quiet luxury - a trend gaining great traction with its emphasis on minimalist designs.

Bally also experienced a substantial increase in traffic this year, thanks in part to welcoming new designer Simone Bellotti, who showcased for the first time in SS24.

Finally, **Ferragamo** witnessed a notable surge in traffic. Since Maximilian Davis's debut in SS23 last year, the brand has garnered increasing interest and attention.

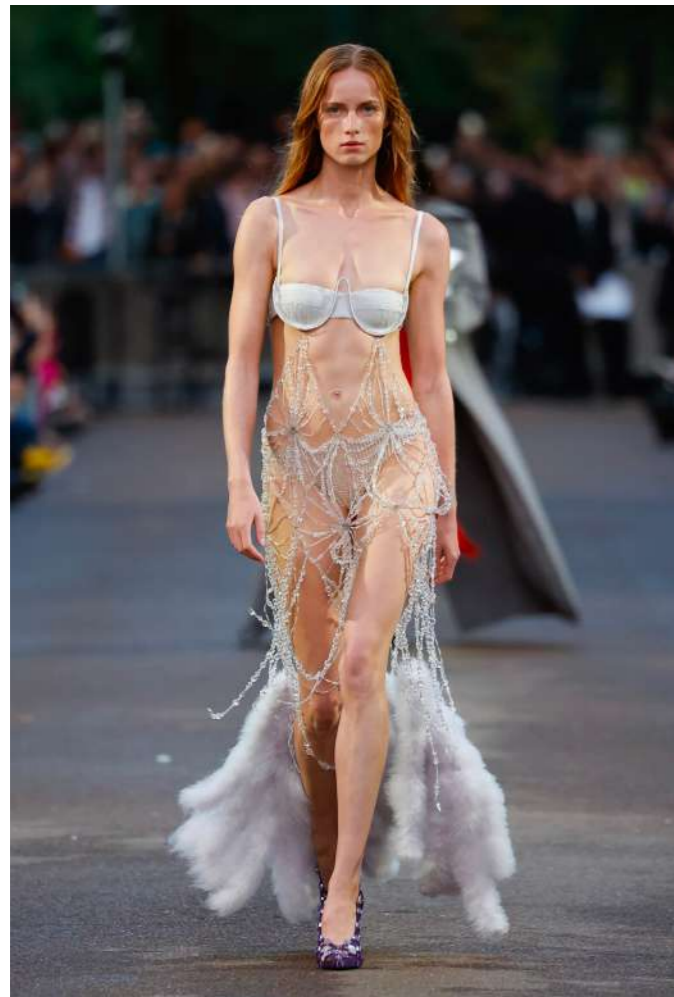
THE TOP DESIGNER DEBUTS

DESIGNERS THAT SHOWED FOR THE FIRST TIME IN 2023 AND ARE TOP PERFORMERS IN TERMS OF TRAFFIC

0,27%

THE ATTICO

Debut in Spring/Summer 2024



0,25%

DI PETA

Debut in Fall/Winter 2023

0,15%

TORISHÉJU

Debut in Spring/Summer 2024



0,12%

ZOMER

Debut in Spring/Summer 2024

THE TOP EMERGING BRANDS

BRANDS THAT HAVE RECENTLY GAINED SIGNIFICANT TRACTION AND VISIBILITY IN THE MARKET.



0,32%
VAILLANT



0,19%
MARIE ADAM-LEENAERDT



0,18%
NENSI DOJAKA



0,10%
SUPRIYA LELE



0,14%
WALES BONNER

0,11%
KAROLINE VITTO



* TRAFFIC SHARE

THE MOST VIEWED LOOKS FOR WOMENSWEAR



LOOK 26

GUCCI SPRING/SUMMER 2024



LOOK 22

MIU MIU SPRING/SUMMER 2024

THE MOST VIEWED LOOKS FOR MENSWEAR



LOOK 14

LOEWE SPRING/SUMMER 2024



LOOK 21

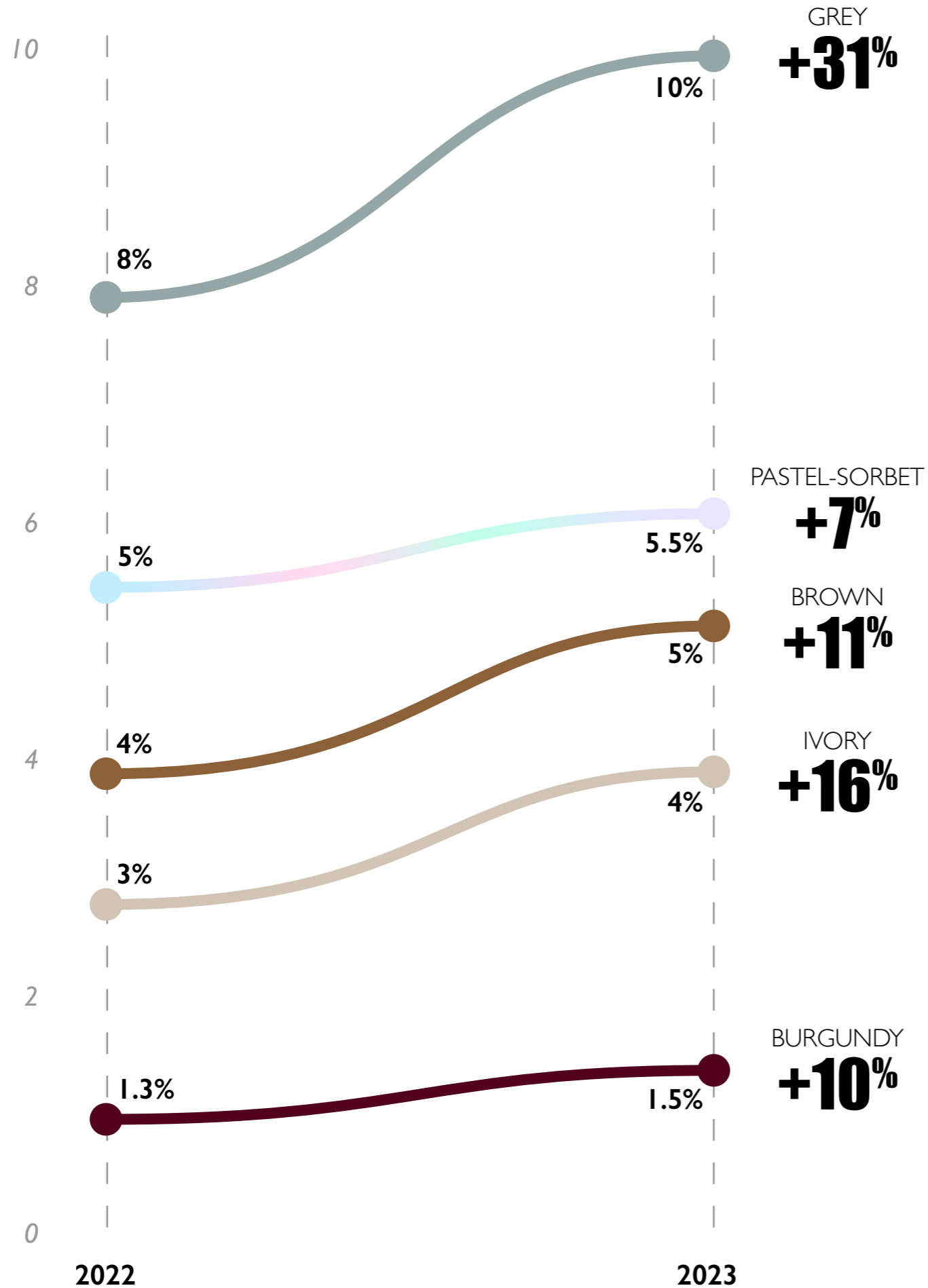
ETRO FALL/WINTER 2023



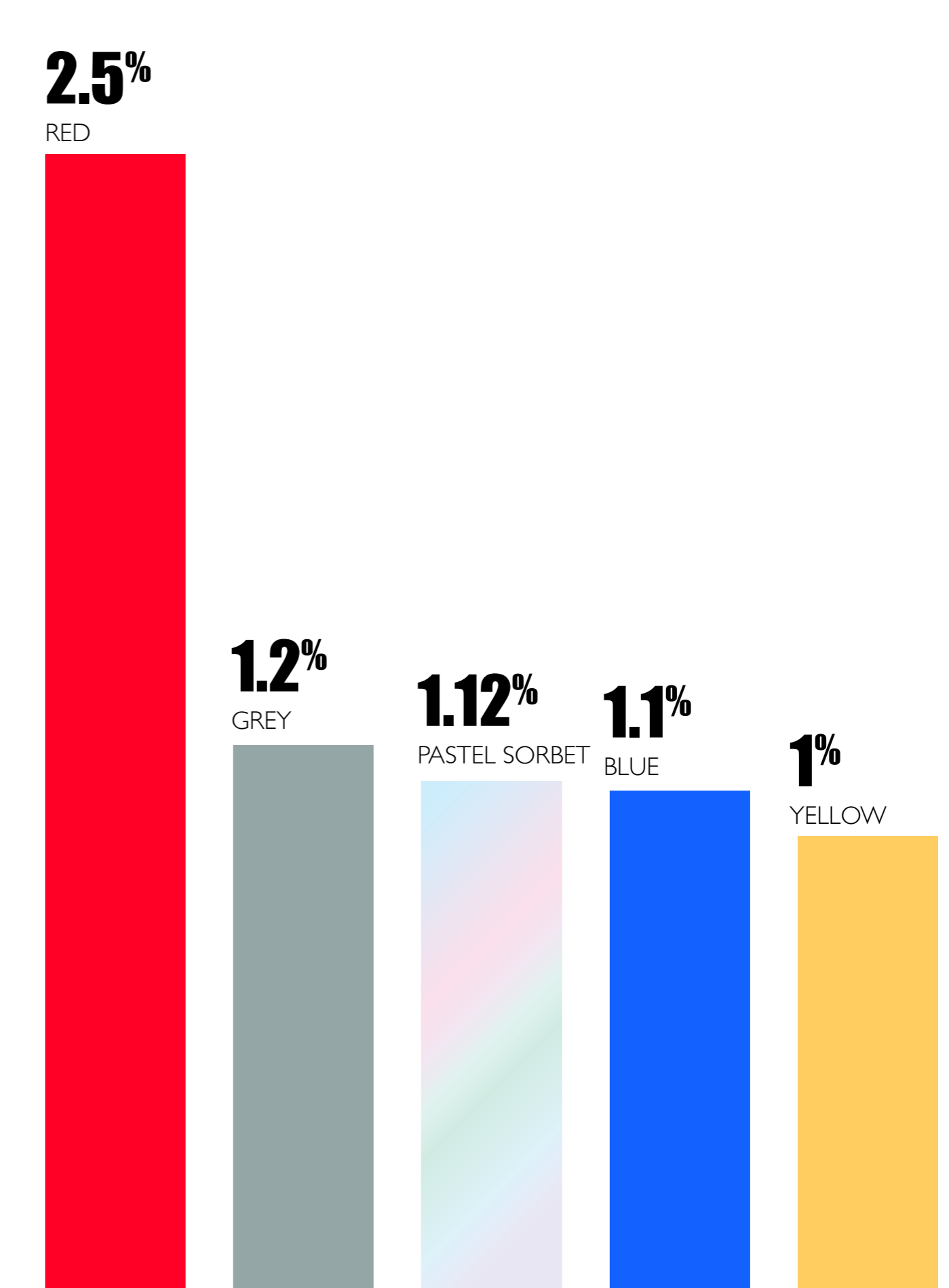
2023

TOP TRENDS

MOST INCREASING COLOURS



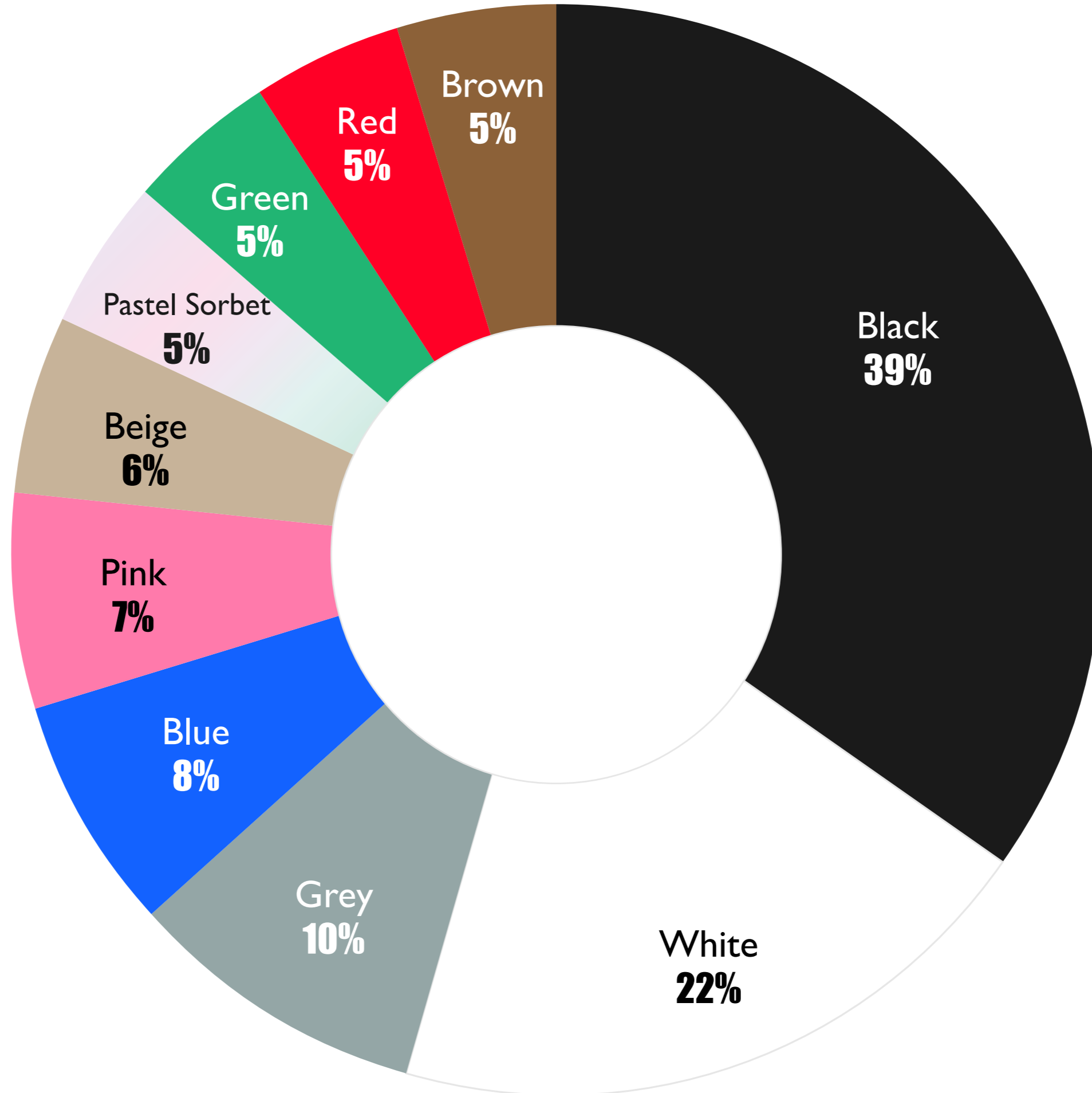
2023 MOST SEARCHED COLOURS



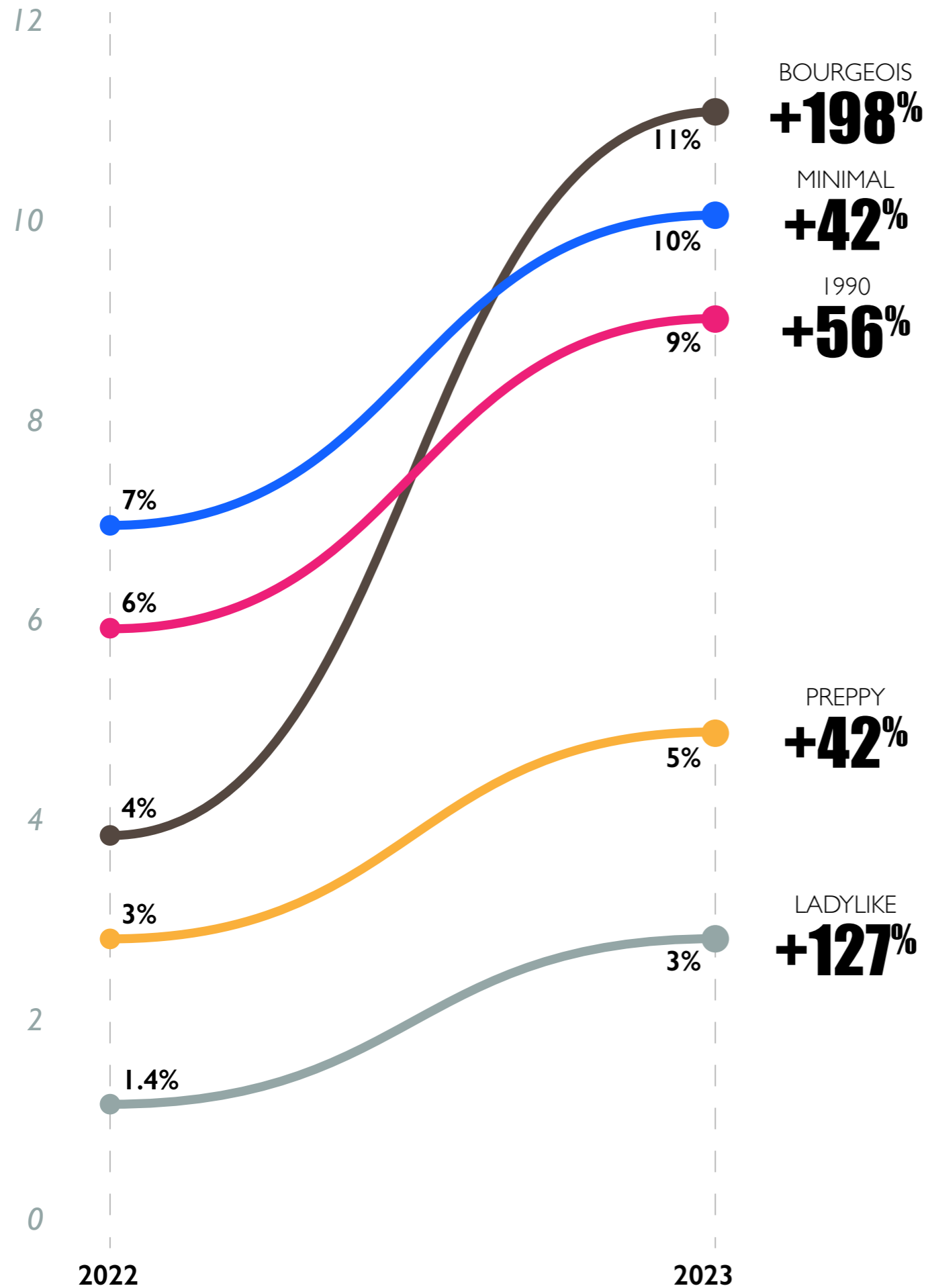
* SHARE OF LOOKS

* SHARE OF SEARCHES

2023 KEY COLOURS

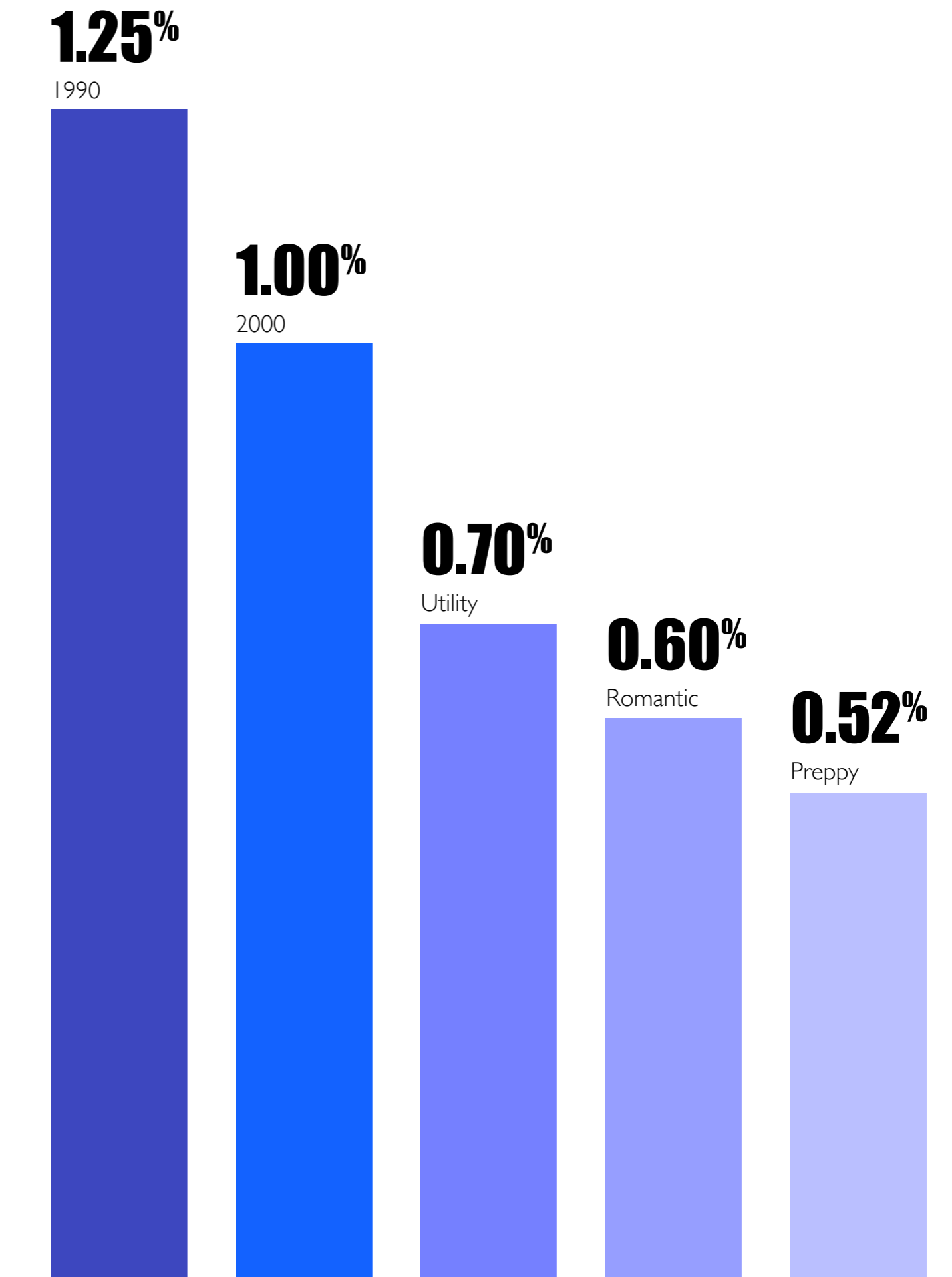


MOST INCREASING THEMES



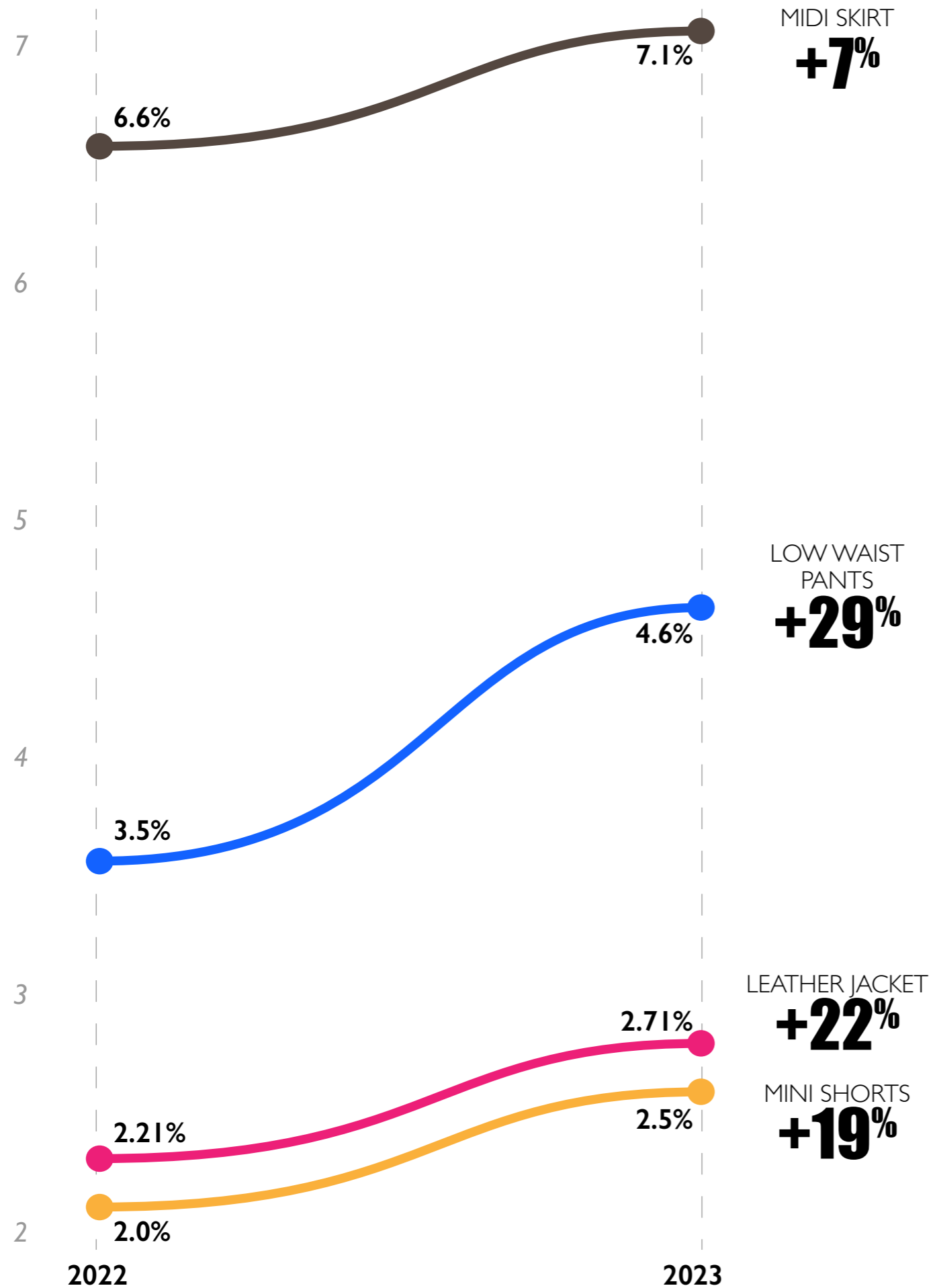
* SHARE OF LOOKS

MOST SEARCHED THEMES



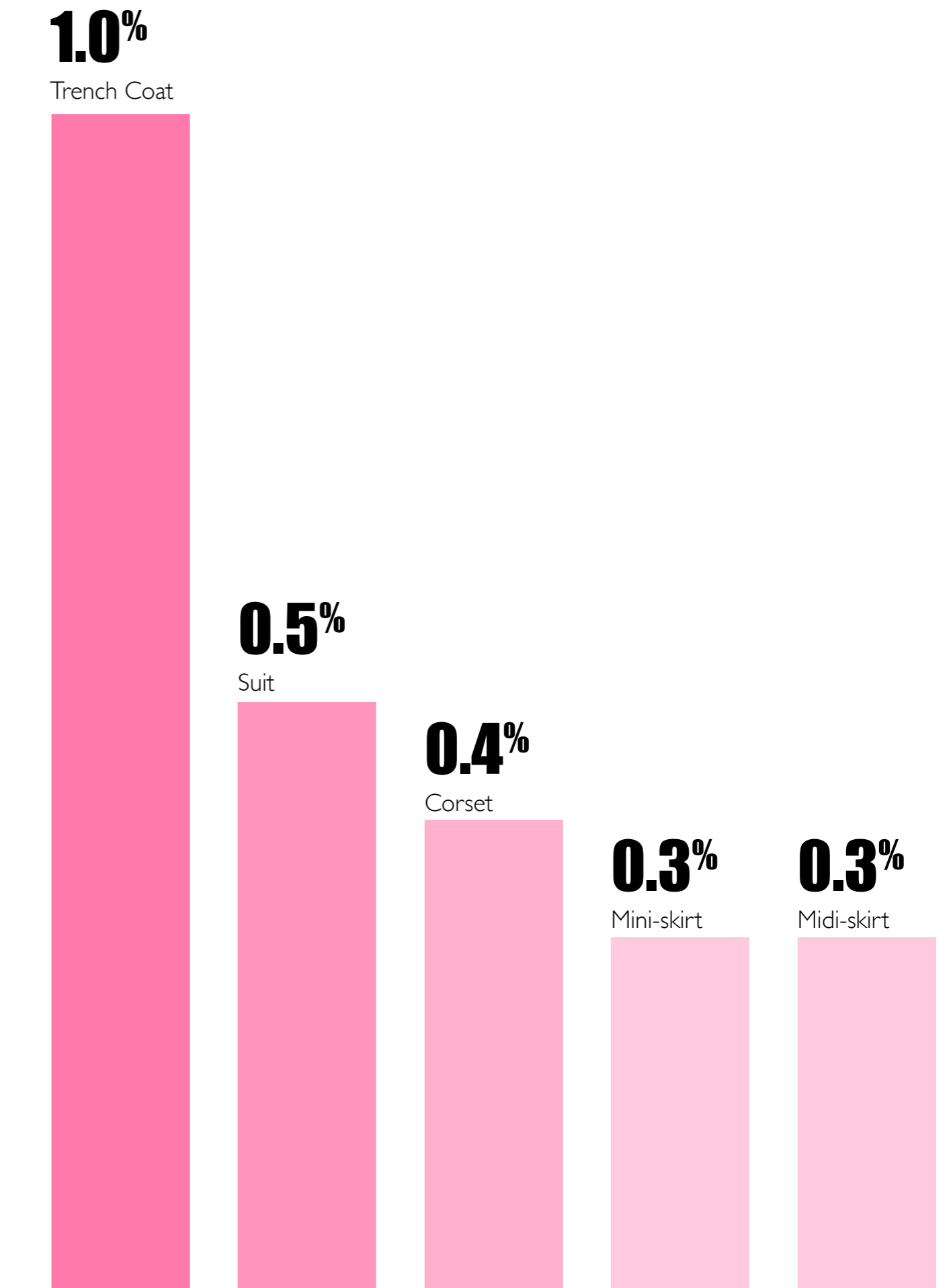
* SHARE OF SEARCHES

MOST INCREASING STYLES



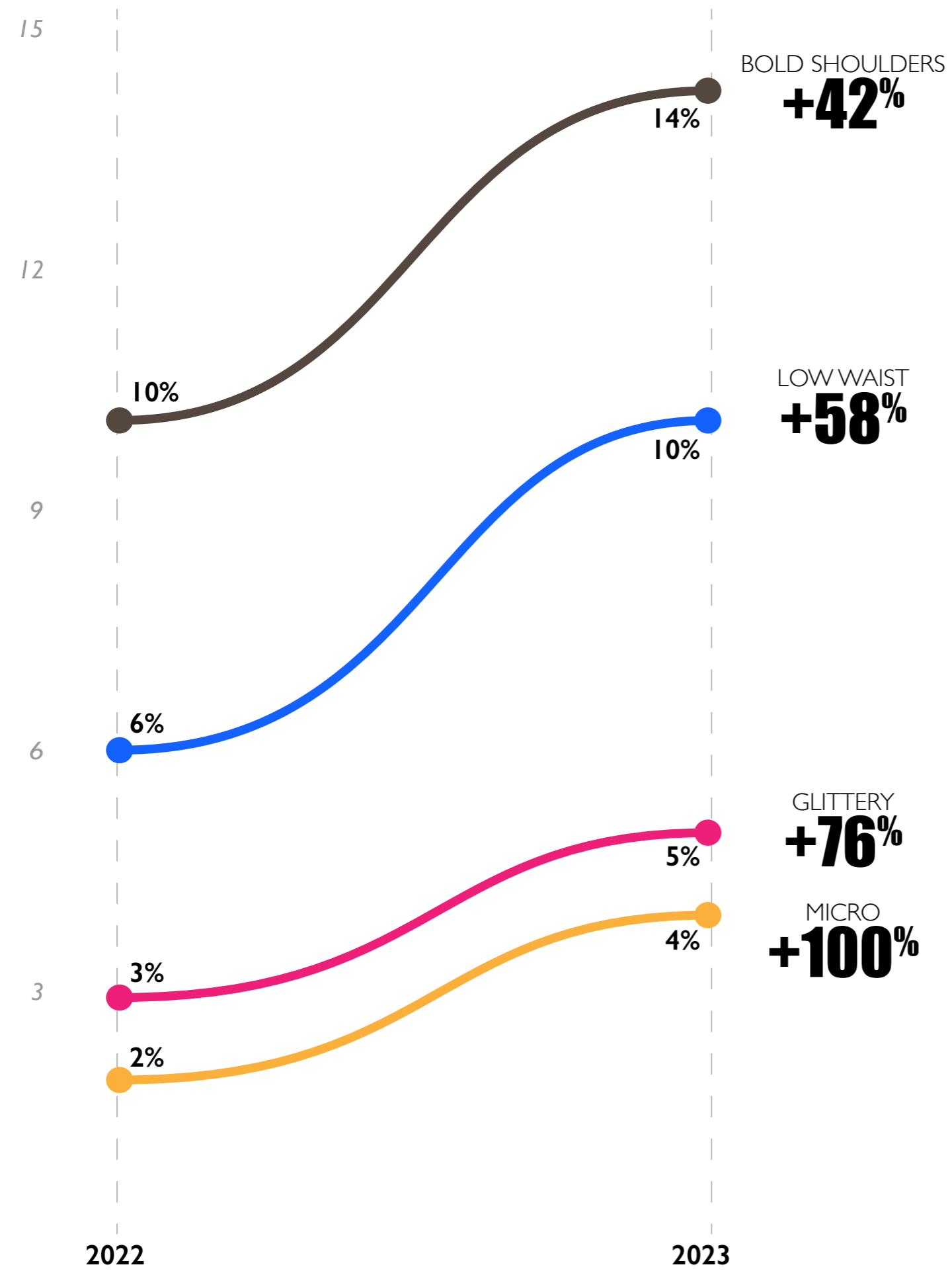
* SHARE OF LOOKS

MOST SEARCHED STYLES



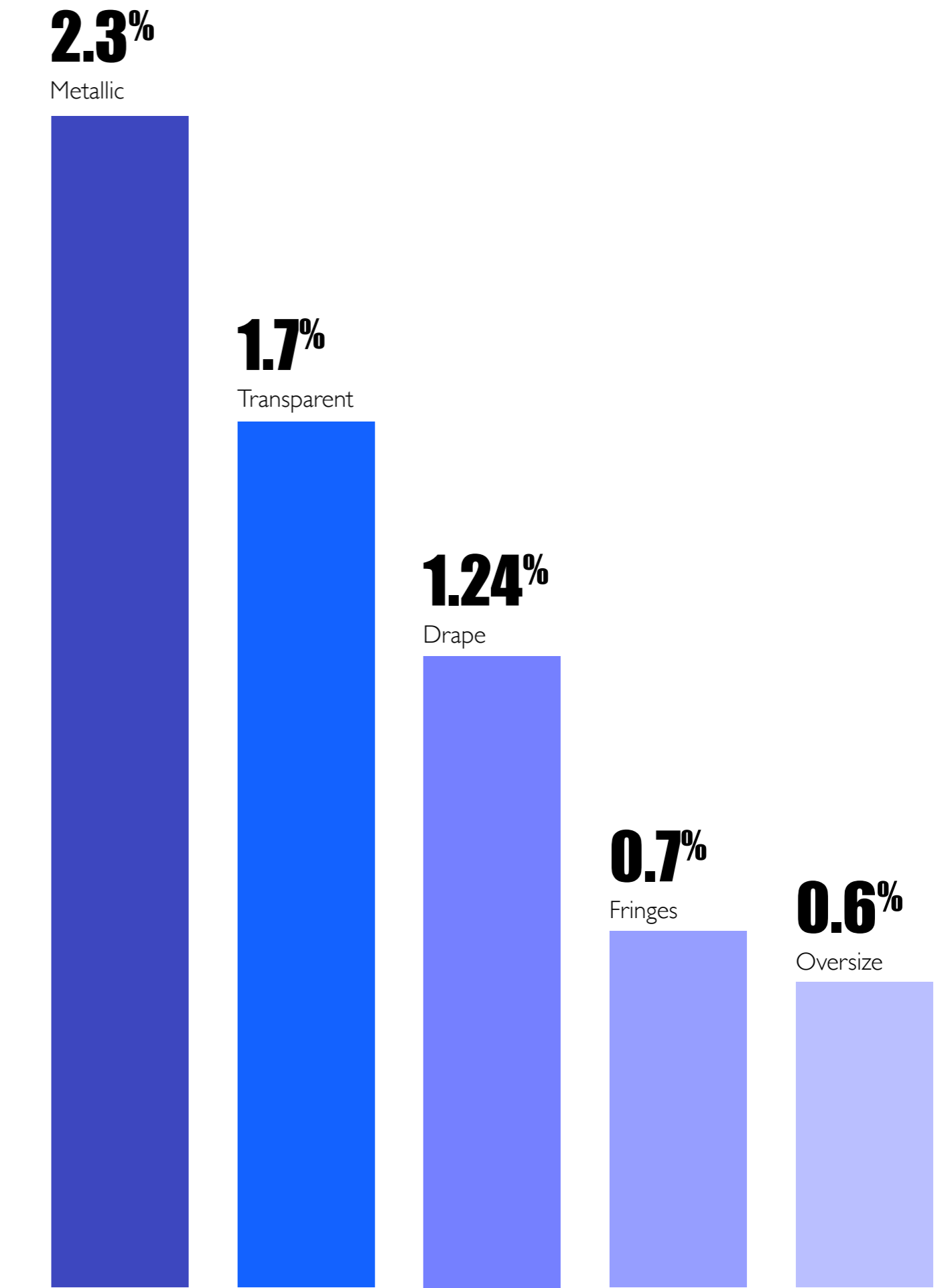
* SHARE OF SEARCHES

MOST INCREASING DETAILS



* SHARE OF LOOKS

MOST SEARCHED DETAILS

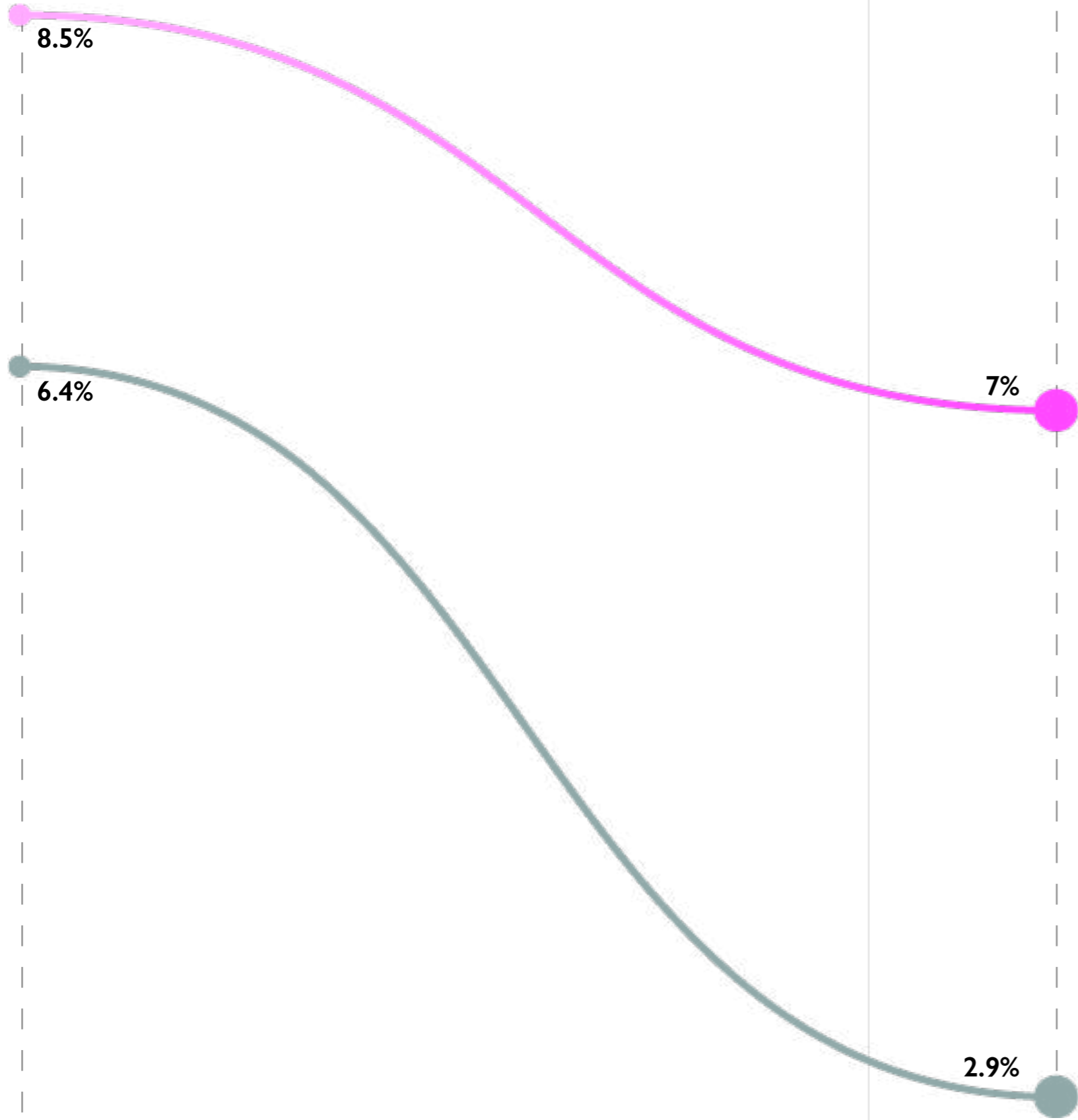


* SHARE OF SEARCHES

THE BIGGEST DECREASES

2022

2023



**-20%
PINK**

**-54%
LOGO**



* Celine Menswear Fall/Winter 2023



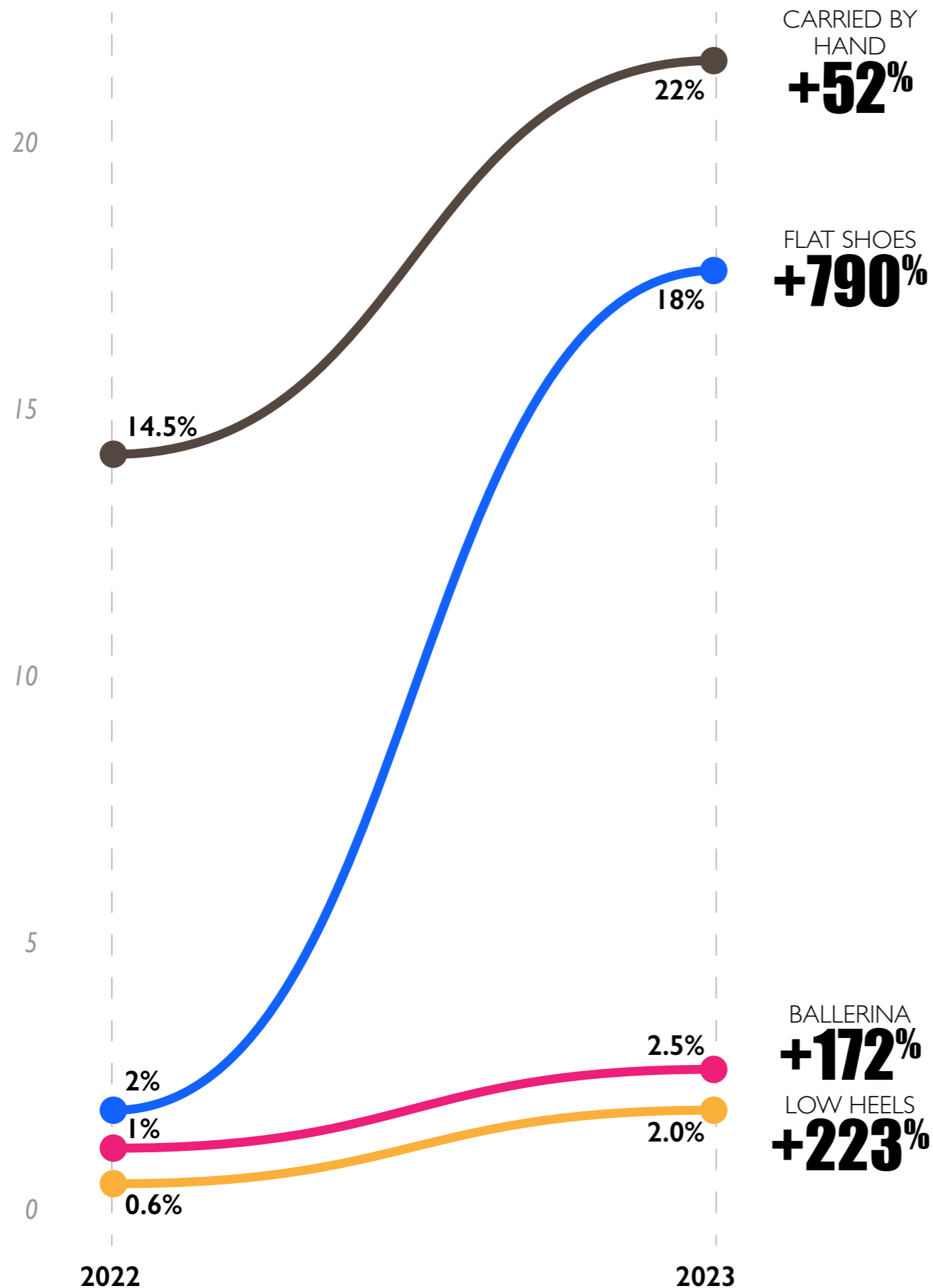
* Gucci Womenswear Spring/Summer 2024

A fashion show runway set against a classical building facade with statues. Models are wearing various styles of dresses and accessories. The text '2023' is overlaid on the left side of the image.

2023

ACCESSORIES

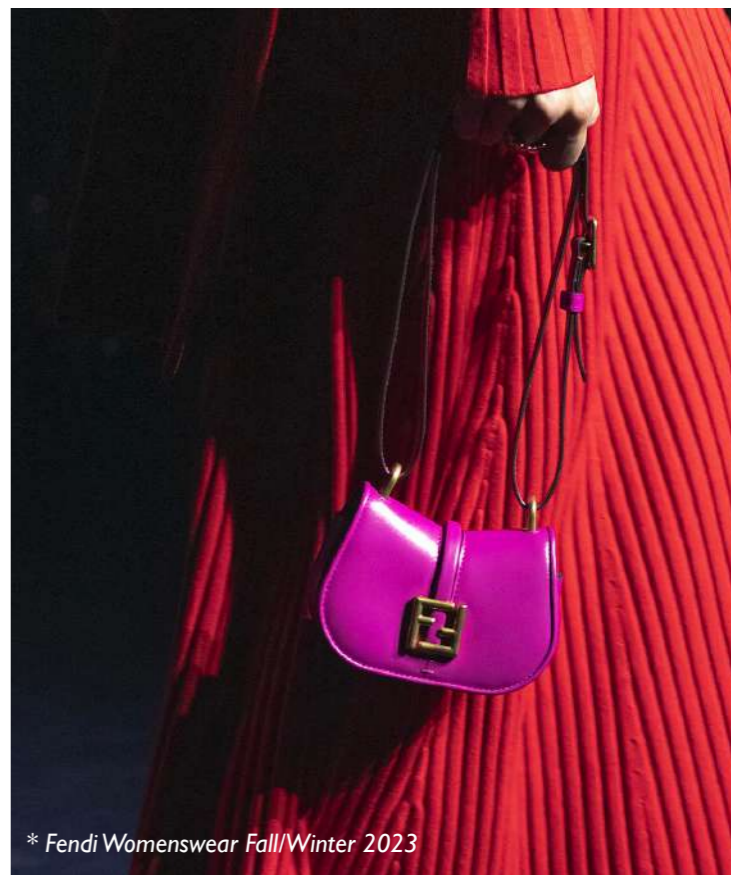
MOST INCREASING ACCESSORIES



* SHARE OF LOOKS

MOST DECREASING ACCESSORIES

-53%
MINI BAG

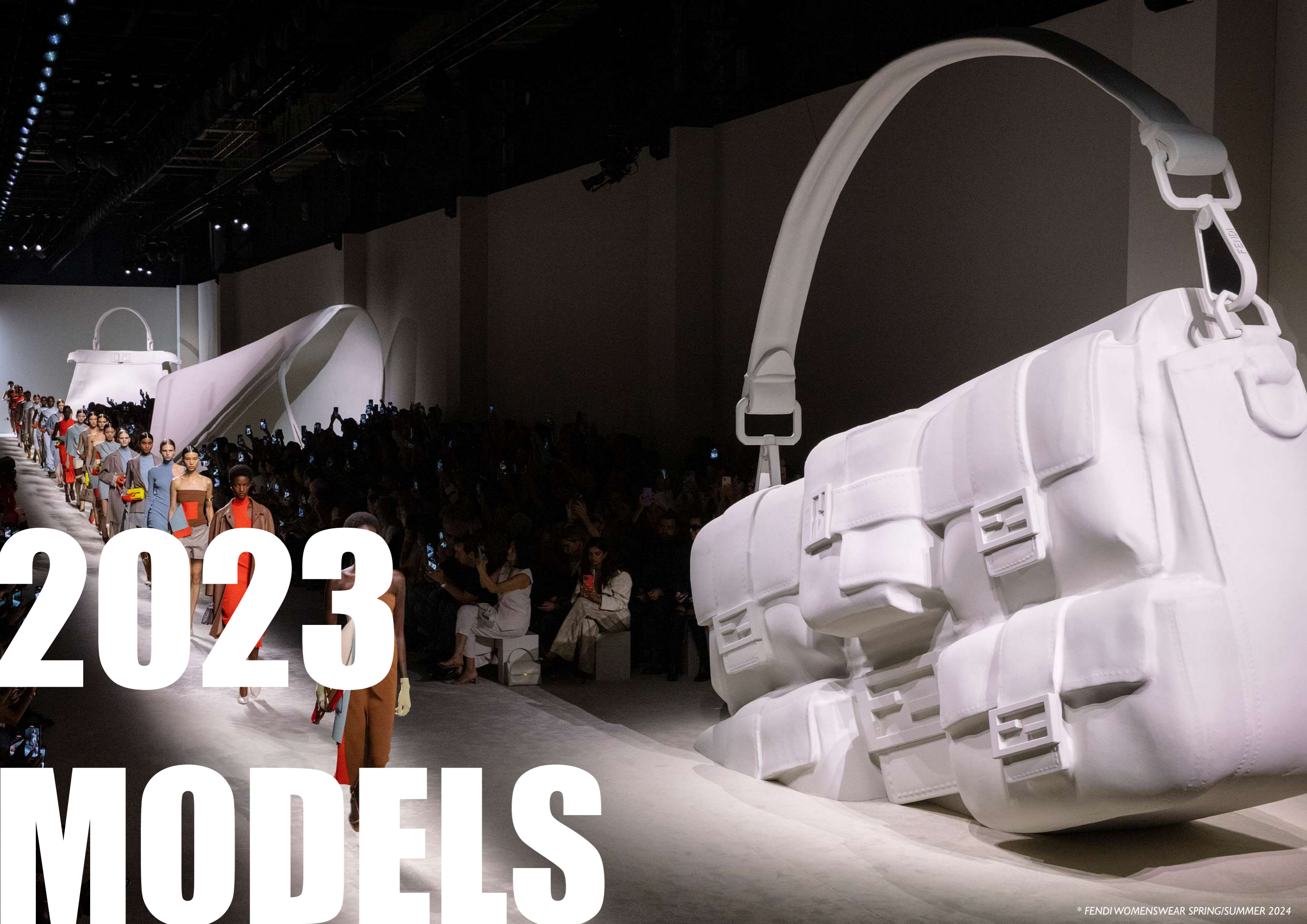


-36%
SNEAKERS



* SHARE OF LOOKS

2023 MODELS





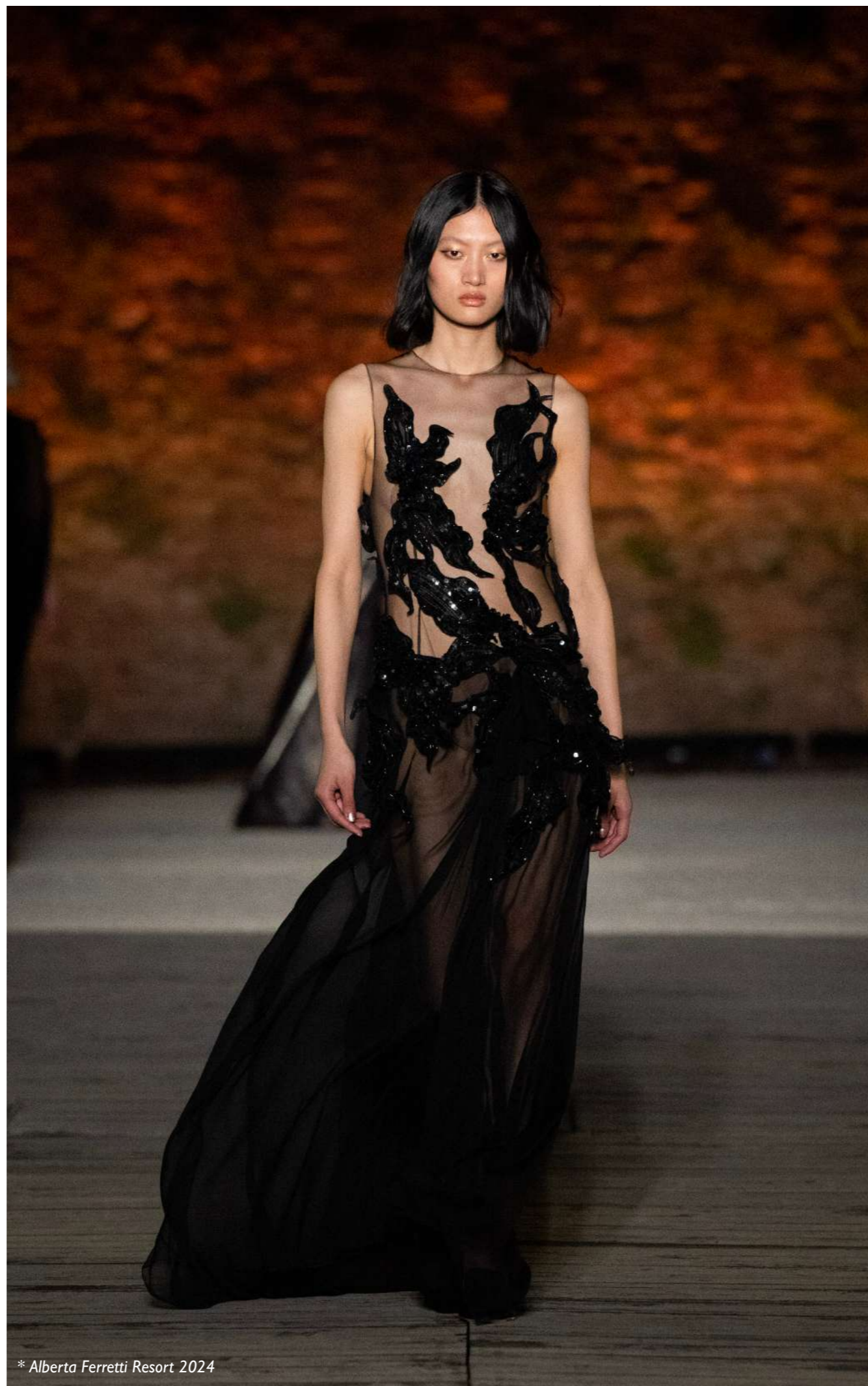
* Fendi Couture Fall/Winter 2023



* Carven Womenswear SS 2024



* Chanel Métiers d'Art Pre-Fall 2024



* Alberta Ferretti Resort 2024

THE MODEL WHO WALKED THE MOST

YILAN HUA
89 SHOWS



* Jacquemus Womenswear FW 2023



* Fendi Menswear FW 2023



* Bottega Veneta Womenswear SS 2024



* Amiri Menswear Spring/Summer 2024

THE MODEL WHO WALKED THE MOST

MAMUOR MAJENG

59 SHOWS

THE 2023 TOP NEW FACE

ANGELINA KENDALL

56 SHOWS



* Valentino Womenswear Spring/Summer 2024



* Givenchy Womenswear SS 2024



* Coperni Womenswear FW 2023



* Max Mara Womenswear FW 2023

THE 2023 TOP NEW FACE

AWWAL ADEOTI

24 SHOWS



* Loewe Menswear Fall/Winter 2023



* Dior Menswear FW2023



* Prada Menswear SS 2024



* Hermes Menswear SS 2024

LATEST DATA REPORTS



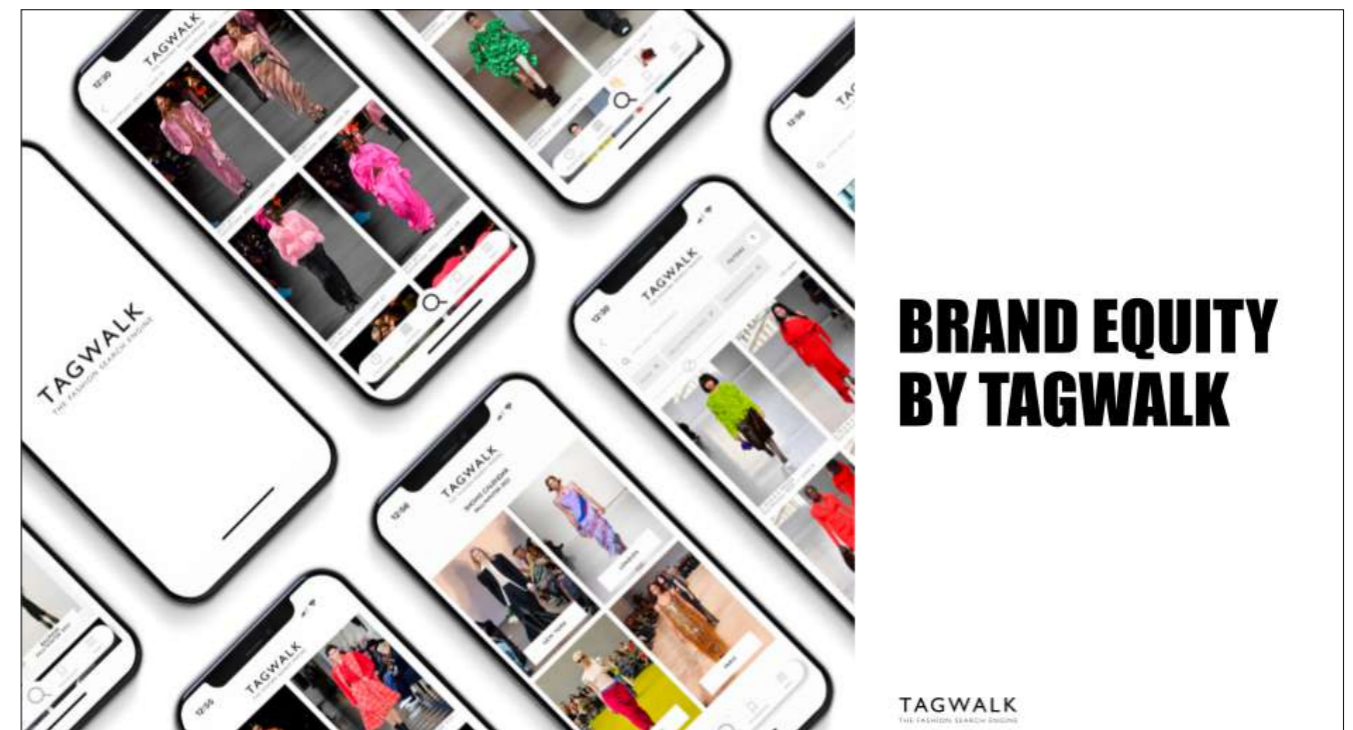
Overarching trends, emerging and fading silhouettes, colors, prints, styling & themes
Collection structure of the 20 top performing brands
Models performance (data on inclusivity, emerging talent, the top walkers)



Key accessories trends on and off the runway
Major consumers' inspirations and needs



Key beauty (makeup and hair) trends on and off the runway
Major consumers' inspirations and needs
In-depth insights on casting trends



A data-driven analysis on brand's key values, positioning, key strengths and opportunities
Based on KOL & Tagwalk panel interviews and the identified insights
A strategic action plan tailored to your needs

* For any inquiries or information needs, please reach out to info@tag-walk.com

A fashion show runway scene. Three models are walking away from the camera on a red runway. The model on the left is wearing a shimmering, light purple, backless dress. The model in the middle is wearing a black and white vertically striped suit. The model on the right is wearing a black and white floral patterned jacket over a white skirt and white tights. The audience is seated on the right side of the runway, many holding up their phones to take pictures. The background is a large, draped orange fabric. Stage lights are visible in the upper left corner.

THANK YOU

TAGWALK
THE FASHION SEARCH ENGINE

* LOUIS VUITTON WOMENSWEAR SPRING/SUMMER 2024