

WGSN for MIDO

SS24 Trends

Presenter:
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Head of Trend Curation

WGSN[^]
BY ASCENTIAL



@andywolf_offical

WGSN is the global authority on consumer trend forecasting.

Our in-house trend experts, data scientists and advisory consultants have helped many of the world's leading brands navigate the ever-changing consumer landscape over the last 20 years.



Agenda

- 3 x Forecast Themes
- Hardware & Details
- Solid Materials
- Key eyewear shapes



Protect & Connect

Protect & Connect is driven by a realignment of values, as consumers prioritise products and experiences that are nourishing and supportive, rather than extractive and exhausting.



SS24 – Protect & Connect – Colours



SS24 - Protect & Connect
Future
classics



SS24 – Protect & Connect
Positive
luxury



SS24 – Protect & Connect
Minimalist
resort



SS24 - Protect & Connect
Joyful
nautical



SS24 - Protect & Connect Prepare- wear



SS24 – Protect & Connect
Déjà new



Action Points

01

Future-proof the classics

02

Evolve function led design

03

Enhance core qualities

04

Put a fresh take on old favourites to diversify your range

SS24 Accessory Trends

SenseScapes

SenseScapes continues our exploration of how natural and artificial influences are being combined to create bold and surprising design solutions.

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@peetdullaert

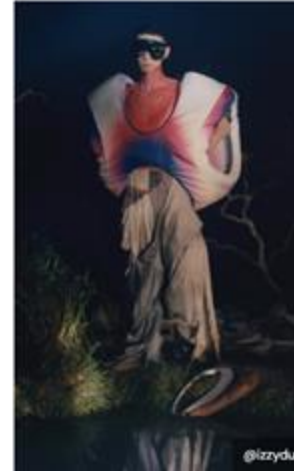
SS24 – SenseScapes – Colours



SS24 - SenseScapes
Bohemian
alchemist



SS24 - SenseScapes
Ocean
wonders



SS24 - SenseScapes
Solarpunk



SS24 - SenseScapes
Otherworldly
glamour



SS24 - SenseScapes
Tropadelic



SS24 - SenseScapes
Digital
dune



SS24 Accessory Trends

Creative confidence

Creative confidence embraces the joy and ingenuity that come from lateral thinking and questioning the status quo.

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Ignasi_Monreal x Etnia_Barcelona

SS24 – Creative confidence – Colours



SS24 Creative confidence
Statement
simplicity



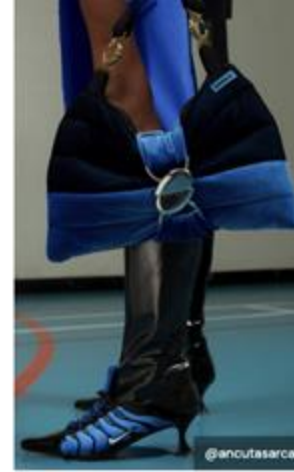
SS24 Creative confidence
Cocktail
hour



SS24 Creative confidence Indie glow



SS24 Creative confidence
Sartorial
sports



SS24 Creative confidence
Surrealist
illusion



SS24 Creative confidence
Sartori-all



Colour

This season's colours reflect a period of realignment, when consumers will be adjusting to rapid shifts in society and technology. Uncertainty will remain a dominant force but consumers will be seeking ways to balance their uneasiness with optimism.



Capture the seasonless appeal of warm neutrals

Coloro:

A: 022-60-08, B: 030-69-10, C: 031-63-17, D: 034-84-05, E: 10126 C

Pantone:

A: 16-1318 TCX, B: 14-1208 TCX, C: 16-0928 TCX, D: 12-0304 TCX, E: 10126 C



Introduce Glacial Blue as a contemporary highlight

Coloro:

A: 024-37-20, B: 112-75-11, C: 030-69-10, D: 000-64-00, E: 153-19-00

Pantone:

A: 18-1140 TCX, B: 14-4123 TCX, C: 14-1208 TCX, D: 17-5104 TCX, E: 19-4203 TCX



Create uplifting effects with mood-boosting yellow

Coloro:

A: 033-75-33, B: 024-37-20, C: 035-81-23

Pantone:

A: 13-0947 TCX, B: 18-1140 TCX, C: 13-0941 TCX



Drive phygital appeal with inclusive reds

Coloro:

A: 011-50-32, B: 010-38-36, C: 008-26-26, D: 010-42-20

Pantone:

A: 18-1651 TCX, B: 18-1657 TCX, C: 19-1934 TCX, D: 17-1537 TCX



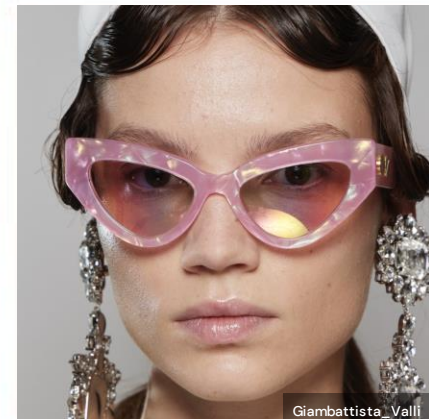
Think pink and invest in a wide range of hues

Coloro:

A: 158-44-32, B: 156-56-30, C: 147-70-20, D: 147-82-14

Pantone:

A: 18-2043 TCX, B: 17-1937 TCX, C: 14-3209 TCX, D: 14-3205 TCX



Rework classic shapes with versatile blues

Coloro:

A: 117-47-13, B: 112-75-11, C: 120-22-18, D: 031-77-03, E: 037-93-00

Pantone:

A: 18-3922 TCX, B: 14-4123 TCX, C: 19-3932 TCX, D: 14-4501 TCX, E: 11-4800 TCX



Encourage a feel-good summer with a sun-kissed palette full of positive energy

Coloro:

A: 158-44-32, B: 023-61-36, C: 058-55-18, D: 010-64-27, E: 024-65-27, F: 062-71-14, G: 112-75-11

Pantone:

A: 18-2043 TCX, B: 16-1356 TCX, C: 17-0235 TCX, D: 16-1632 TCX, E: 15-1247 TCX, F: 15-6317 TCX, G: 14-4123 TCX

A: Pink Flash	D: Ocean Coral
B: Sweet Mandarin	E: Apricot Crush
C: Nephrite	F: Green Fig
	G: Glacial Blue



Chromatic greens reflecting nature and technology

Coloro:

A: 051-76-36, B: 064-59-32, C: 050-40-14, D: 058-55-18, E: 078-33-24

Pantone:

A: 13-0651 TCX, B: 16-6340 TCX, C: 18-0529 TCX, D: 17-0235 TCX, E: 19-5421 TCX



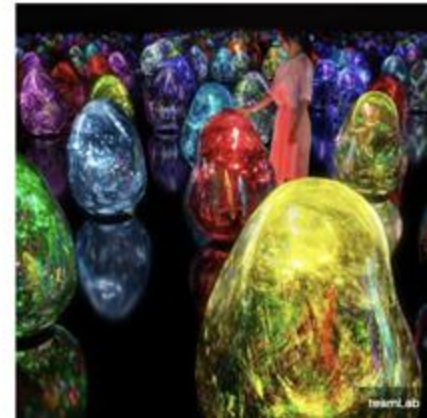
Create physical & digital glow with transformative brights

Coloro:

A: 158-44-32, B: 138-44-29, C: 120-28-32, D: 064-59-32, E: 051-76-36, F: 011-50-32, G: 153-19-00

Pantone:

A: 18-2043 TCX, B: 18-3533 TCX, C: 19-3952 TCX, D: 16-6340 TCX, E: 13-0651 TCX, F: 18-1651 TCX, G: 19-4203 TCX



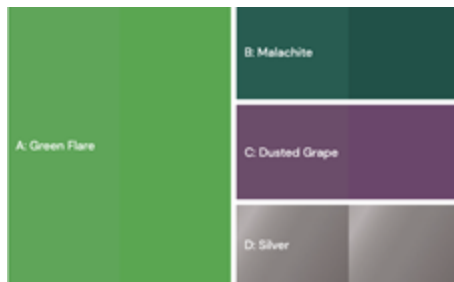
Evolve futuristic designs with glowing green

Coloro:

A: 064-59-32, B: 078-33-24, C: 143-36-17, D: 8040 C

Pantone:

A: 16-6340 TCX, B: 19-5421 TCX, C: 19-3424 TCX, D: 8040 C



SS24 Footwear Trends

Hardware & Details

Hardware and details evolve with a sense of rebellious optimism for S/S 24, driven by a desire to stand out, while outdoor and planetary themes tap into the continuing appeal of nature and escapism.

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La Manso

SS24 Hardware & Details

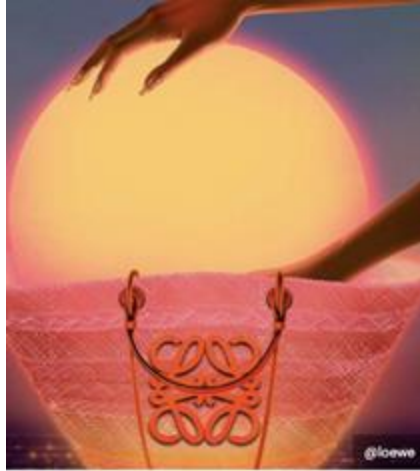
Colour blocking



SS24 Hardware & Details
Eccentric
outdoors



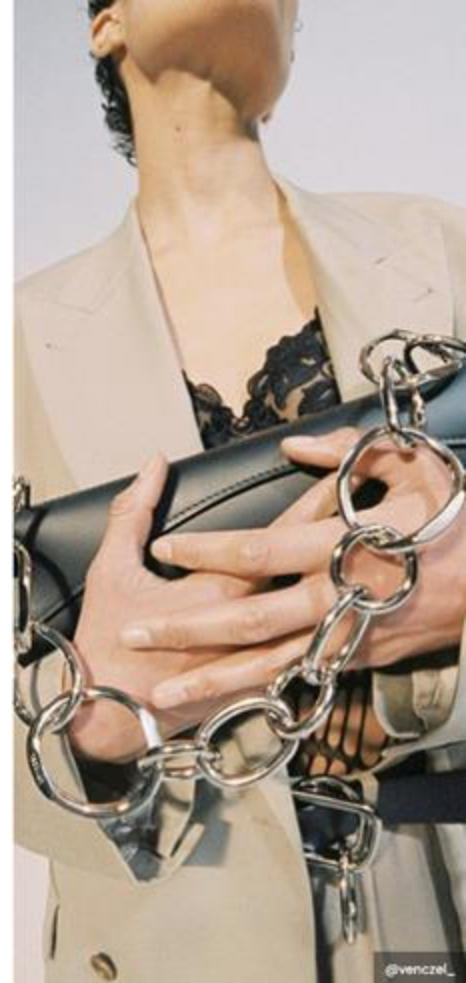
SS24 Hardware & Details Ombré



SS24 Hardware & Details Piercings



SS24 Hardware & Details
Novelty
chains



SS24 Hardware & Details

Nautical motifs



SS24 Hardware & Details
Planetary
alignment



SS24 Trends

Solid Materials

Mesmerising metaverse-inspired forms and textures drive new season solid materials. See why glowing surfaces, surrealist shapes and inflated, blown-up proportions reign supreme

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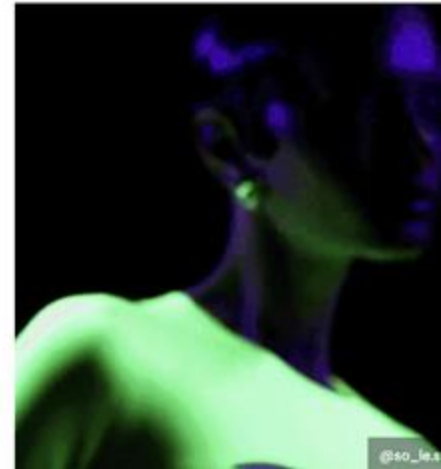


MonSecret, Momomnary, Formless

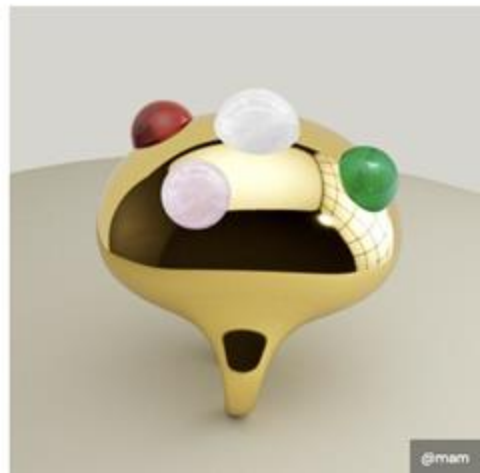
SS24 Solid Materials Bead craft



SS24 Solid Materials
Bio-
luminescent
glow



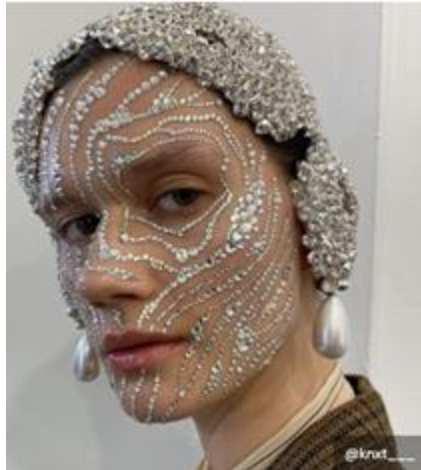
SS24 Solid Materials Blow up



SS24 Solid Materials Bubbles



SS24 Solid Materials Encrusted surfaces



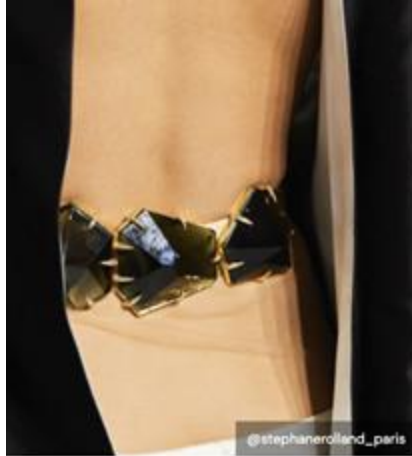
SS24 Solid Materials Metaverse metals



SS24 Solid Materials
Pink
Diamonds



SS24 Solid Materials Raw Nature



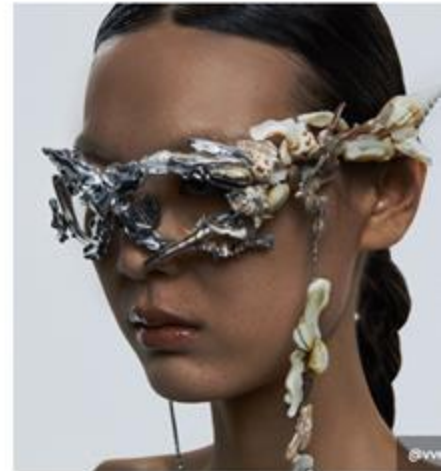
SS24 Solid Materials
Scavenged
beauty



SS24 Solid Materials Vocanic



SS24 Solid Materials Warped



SS24 Trends

Key Shapes

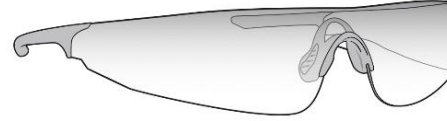
Update functional styles with an elevated aesthetic, and rework core silhouettes with statement fashion details to enhance seasonal styling possibilities and value

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Cubitts

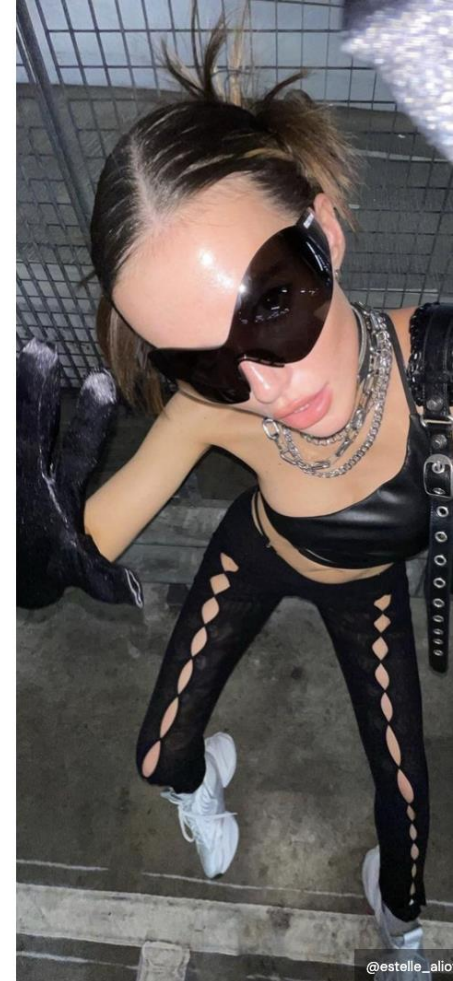
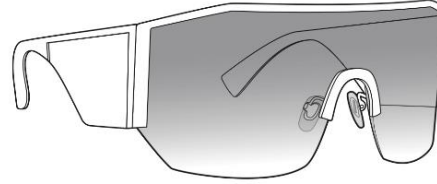
SS24 Key Shapes Slim racer



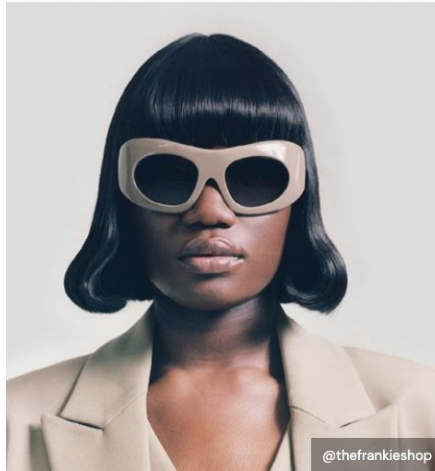
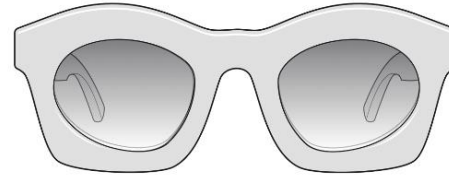
WGSN Original CADs/Flats



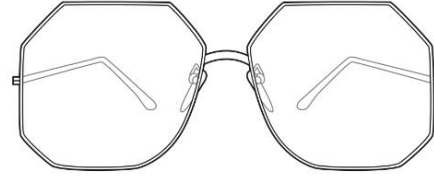
SS24 Key Shapes Fashion shield



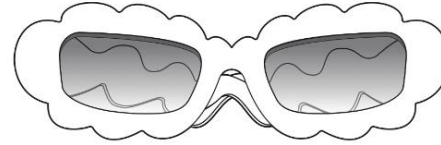
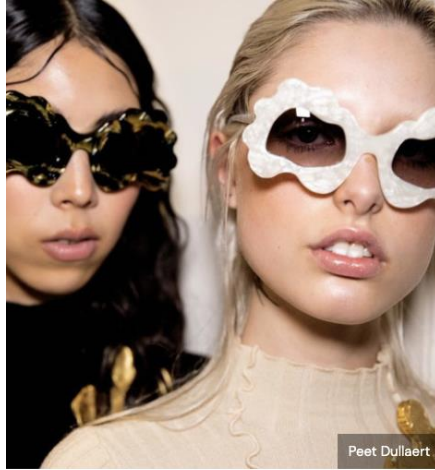
SS24 Key Shapes Future- classics



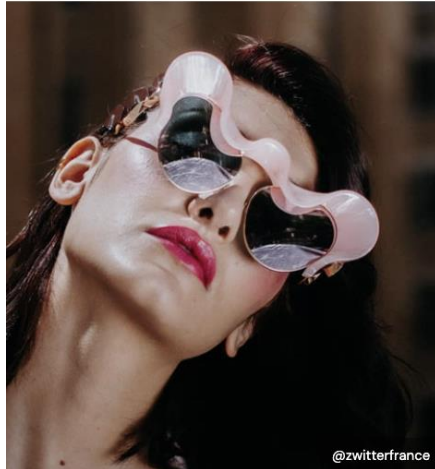
SS24 Key Shapes Geometric frame



SS24 Key Shapes Surrealist frame

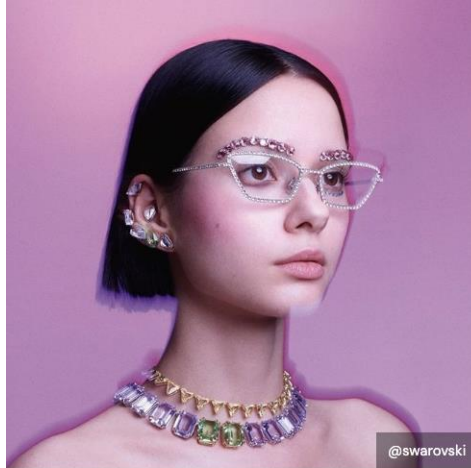


WGSN Original CADs/Flats

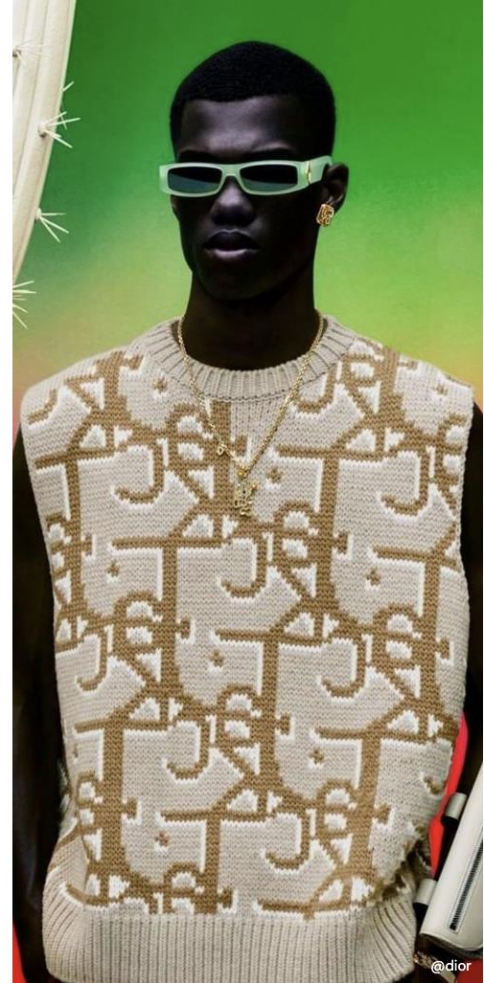
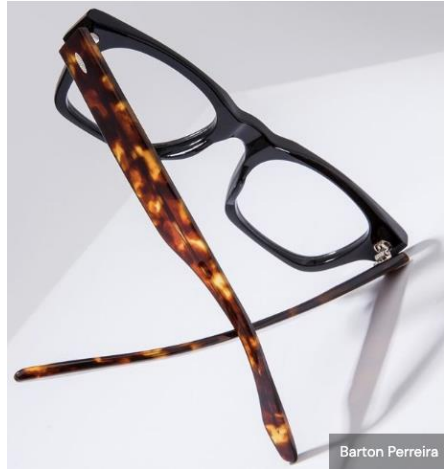


Cubitt

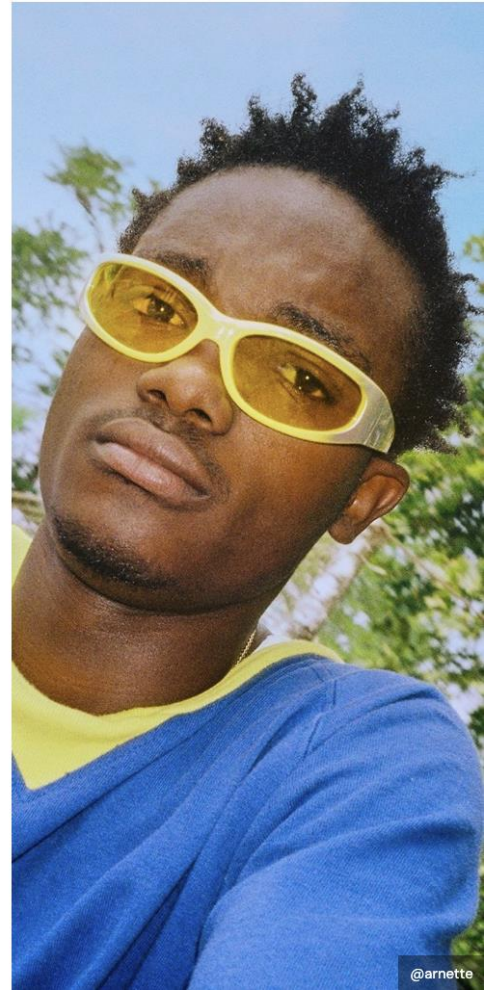
SS24 Key Shapes Cat's-eye



SS24 Key Shapes
Rectangular
frame



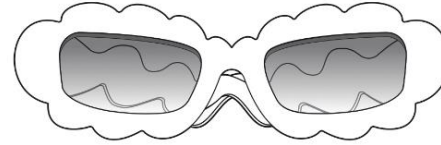
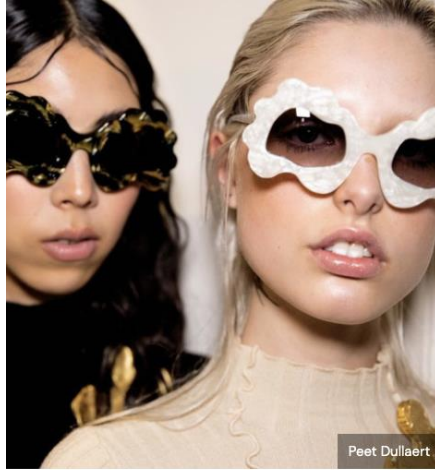
SS24 Key Shapes
Wrap-around
frame



SS24 Key Shapes The Wayfarer



SS24 Key Shapes The Aviator



WGSN Original CADs/Flats



Thank you

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