

A woman with long brown hair is shown in profile, facing right. She has bright yellow face paint on her forehead and cheek. She is wearing a gold chain necklace and a large, ornate gold earring. She is holding a bouquet of sunflowers. The background is a solid yellow color with some subtle diagonal lines.

TIFFANYHILLSTUDIO

FASHION • TREND

with

Source
FASHION

W O M E N

KEY TRENDS

SS 2024



S S 2 0 2 4

TRENDS | WOMEN

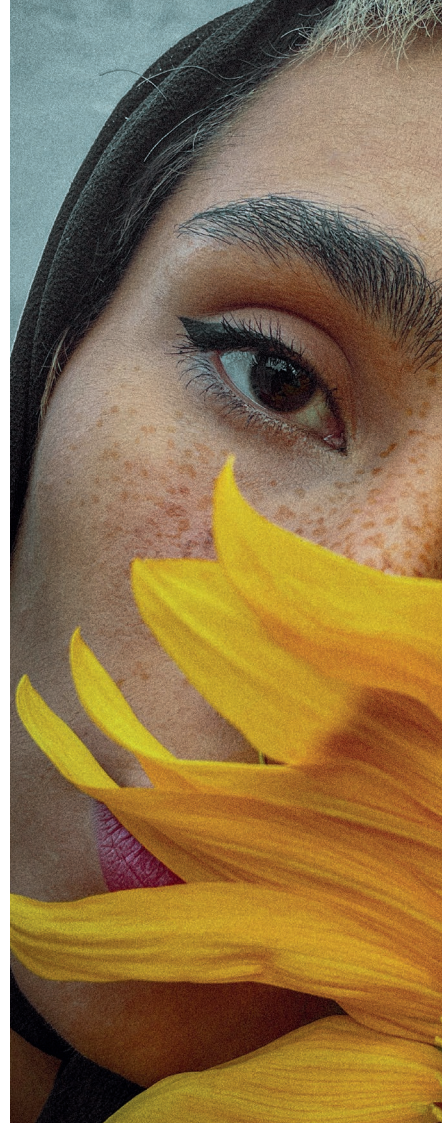
The three key seasonal directions that
will push womenswear design forward
for Spring Summer 2024

TIFFANYHILLSTUDIO

FASHION • TREND

with

Source
FASHION



We help brands grow

You are a creative professional - a fashion brand owner, independent designer or product developer, which makes you smart, successful and passionate about what you do!

We also know that you are incredibly busy, but still need to innovate. It can be a constant battle to stay relevant in an ever-changing marketplace.

Fashion moves fast and it can be hard to keep up.

We aim to reignite your creativity and imagination with creative opportunities that ensure your audience stops and takes notice.

**Enjoy this mini trend guide and explore more at
www.tiffanyhill.co.uk**



Editor's Note

A SEASONAL WELCOME

This mini forecast highlights the three key creative trend opportunities for SS24, and how your brand can tap into these changing consumer habits.

We know that design innovation is at the heart of every brand, but also understand that core ranges need seasonal refreshes in order to stay relevant and excite your audience.

We simplify your design process with guides that spark your creativity, delight and inspire!



CONTENTS

Editor's Note	04	Summer Escape	16
Contents	05	Print	17
Opportunities for success	06	Discord Checks	18
MACRO TREND 01		MACRO TREND 03	
CREATIVE FREEDOM	07	VIRTUAL NATURE	19
Trend Overview	08	Trend Overview	20
Colour	09	Colour	21
Fresh Fusion	10	Cyber Species	22
Print	11	Print	23
Expressive Collage	12	Electrified Garden	24
MACRO TREND 02		Tiffany Hilll	25
CONNECTION	13	Contact	26
Trend Overview	14		
Colour	15		

Opportunities for success



Creative Freedom

Creative Freedom

OVERVIEW

Creative Freedom celebrates extreme self-expression and the confidence to think outside the box.

Hyper textures, upcycling and ingenious crafting are explored with renewed enthusiasm.

Feel good design, colour and textiles bring welcome personal re-invention.



Creative Freedom

COLOUR



Colours with luminous sheen tantalise the senses and refresh design for enhanced individualism and an expressive palette that is full of character.

14-1911	Candy Pink
14-4005	Nantucket Breeze
18-3949	Dazzling Blue
18-2045	Pink Peacock
15-1062	Gold Fusion
1200740	Limelight
16-3923	Baby Lavender
18-1657	Salsa
13-5714	Cabbage
16-5127	Ceramic
15-0545	Jasmine Green
15-1247	Tangerine

Fresh Fusion

CREATIVE FREEDOM

A refreshing blend of fantasy and nature with serene blue tones and livelier golden yellows that bring an up to date, contemporary luxury feel to womenswear design.

Palette - Limelight, Gold Fusion, Nantucket Breeze and Dazzling Blue.

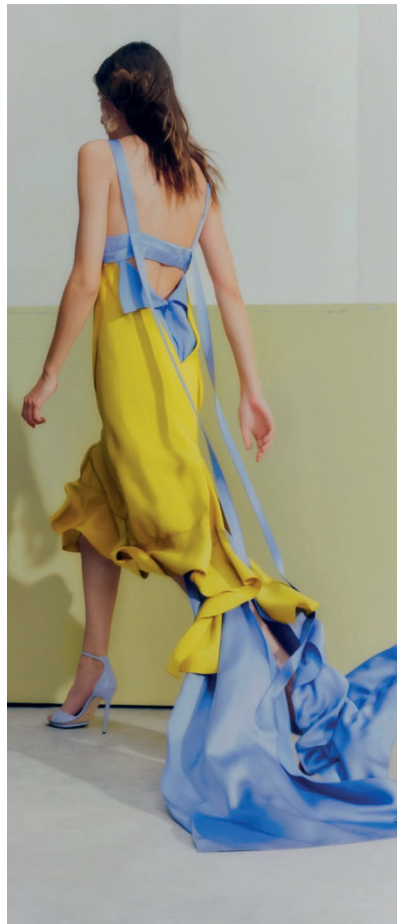


RAG



SHUTING QIU

VICTORIA BECKHAM



PINTEREST



LOEWE

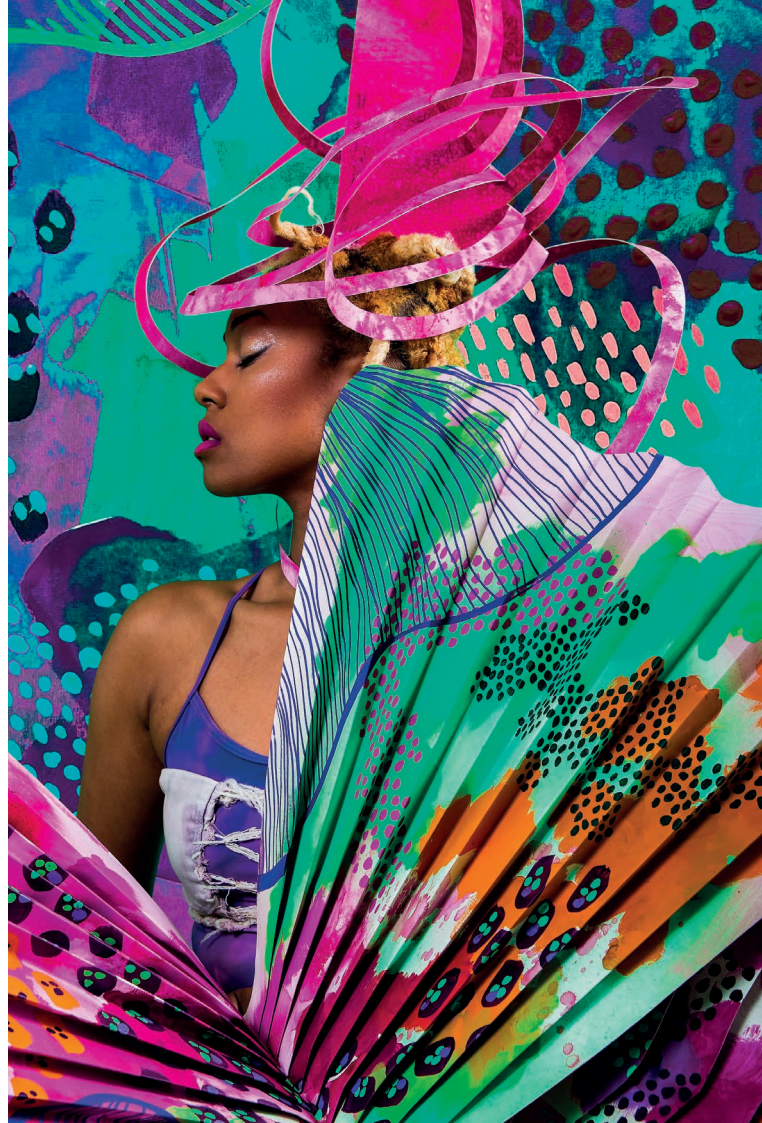


Creative Freedom

PRINT

Creative Freedom celebrates expression and the confidence to think outside the box.

Surrealism, acceptance and ingenious crafting are explored with renewed enthusiasm.



Expressive Collage

CREATIVE FREEDOM

Creative sustainability is in focus, and upcycled waste materials and leftovers are repaired and pieced together for irregular collages with vibrant pattern.

Styling - Collaged prints, mixed scales, vibrant colour, geometric shapes and asymmetric placements.



GUCCI VAULT



ISSEY MYAKE



MATTY BOVAN

JOHANNA HEHEMANN



MIRANDA MAKAROFF



Connection

A person is shown from the waist down, wearing light-colored, wide-leg pants and white roller skates with teal laces. They are skating on a reddish-brown track. The image is framed by a white border.

SS 2024 TRENDS

Connection

OVERVIEW

The importance of tradition, community spirit and the connection to our pasts inspires a story that delivers nostalgic security and familiarity.

Classic are elevated, traditions are refreshed and historical influences are pulled forward to deliver an injection of comforting nostalgia.

Gender inclusive silhouettes and multi purpose design is in focus.



Connection

COLOUR

—

Warming brights and calming naturals come together to bring nostalgic moments and reassuring feelings that elevate classics and refresh tradition.

16-1255	Russet Orange
14-1210	Shifting Sand
12-0643	Blazing Yellow
15-0146	Green Flash
17-1562	Mandarin Red
19-3943	Bellwether Blue
16-4526	Swim Cap
15-0343	Pastel Lavender
15-6317	Quiet Green
17-1134	Mocha Bisque
18-0529	Sphagnum
16-1632	Shell Pink

Summer Escape

CONNECTION

The invigorating aspects of green inspires soothing thoughts of comforting escapes and are lifted with nostalgic summertime pink.

Palette - Quiet Green, Spagnum, Shifting Sand and Pastel Lavender.



GILD

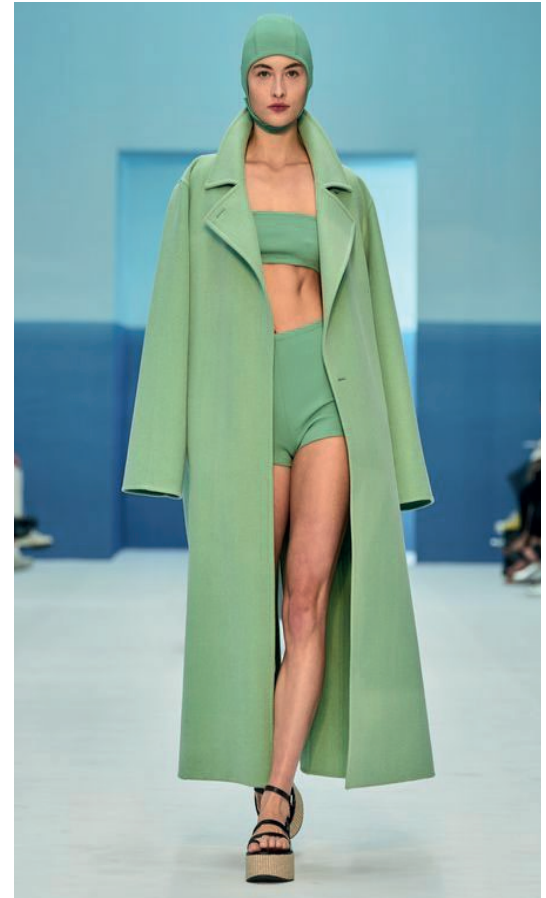


GUCCI



PINTEREST

VOGUE



MAX MARA

Connection

PRINT

The importance of tradition, community spirit and the connection to our pasts inspires print stories that nourish and support.

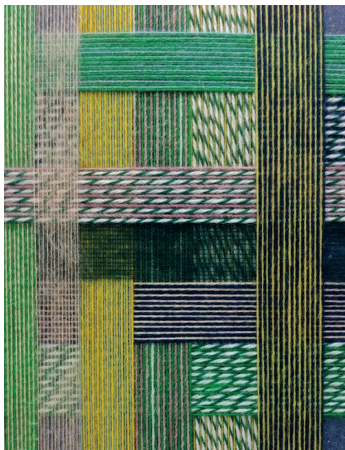


Discord Checks

CONNECTION

Checks and plaids are refreshed with supercharged colour and are worked into mismatched layouts for new interest and modern combinations for contemporary looks.

Styling - Brightened plaids, distorted checks, misplaced layouts, colourful weaves and patchworked patterns.



ASTRID SKIBSTED



DESIGUAL



MOZH MOZH

VOGUE



FABIEN CAPPELO



Virtual Nature

A close-up portrait of a woman's face, tilted slightly to the right. She has dramatic red eye makeup and white, tear-like streaks running down her cheeks. Her face is framed by a dense arrangement of flowers, including large yellow daisies, pink peonies, and smaller purple and orange blossoms. The lighting is soft and natural, highlighting the textures of the flowers and the woman's features.

Virtual Nature

OVERVIEW

Technology, nature and space exploration collide in a story with an obvious enhanced digital look that showcases innovation and future development.

Our natural surroundings and a fantastical view of them, bring blurred and virtual design developments that ignite and excite the senses.

An otherworldly aesthetic that blurs realities and brings futuristic fantasies.



Virtual Nature

COLOUR



Technology, nature and space exploration collide for a colour story with obvious enhanced digital influences that showcase innovation and newness.

14-3205	Pirouette
18-2043	Raspberry Sorbet
19-3533	Dewberry
17-4440	Blue Danube
18-1651	Cayenne
19-4048	Baleine Blue
16-1331	Toast
13-0614	Garden Glade
18-0540	Lima Bean Green
19-4324	Legion Blue
18-5611	Dark Forest
14-1219	Peach Parfait

Cyber Species

VIRTUAL NATURE

Punchy greens bring energy and spirit when paired with vibrant pink shades for a colour story that blends organic forms with a premium synthetic aesthetic.

Palette - Garden Glade, Lima Bean Green, Pirouette and Raspberry Sorbet.



1 0 0 0 W I S H E S



ELLE



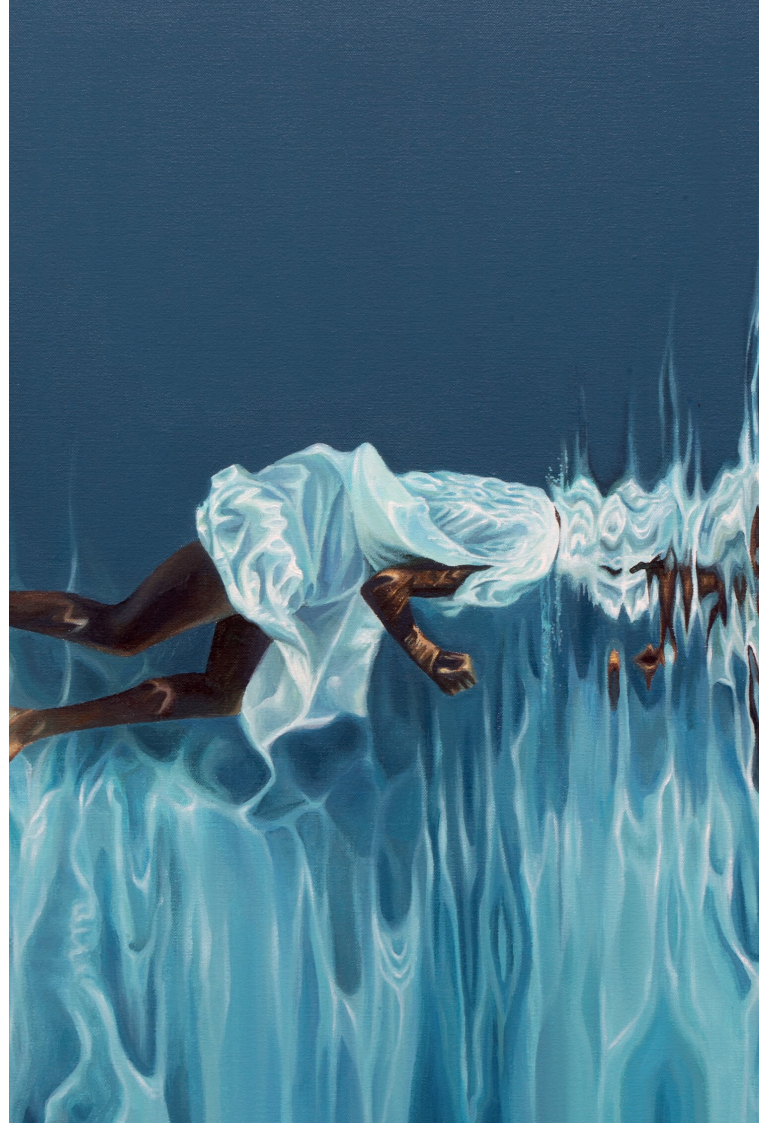
DEL CORE

Virtual Nature

P R I N T



Technology, nature and space exploration collide in a print story that brings mesmerising pattern in digital inspired colour palettes.



Electrified Garden

VIRTUAL NATURE

This trend celebrates the connection between technology and nature with electrified florals and glowing prints for digitally enhanced pattern with luminescent shine.

Styling - Luminous florals, electrified blooms, digital enhancements, glowing insects and radiant foliage.



SABRINA RATTE

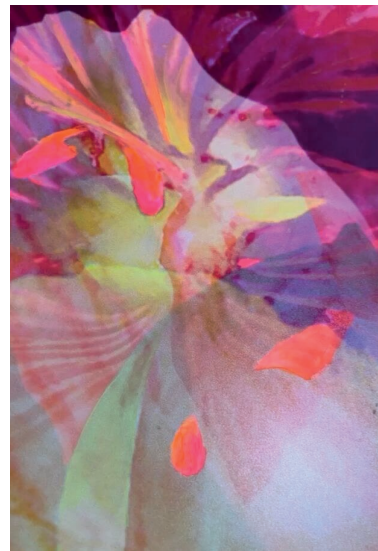


DACE SUNA



ADIDAS X IVY PARK

NATALIE HEMKES



TEAM LAB



Who is Tiffany Hill?

Tiffany Hill is a fashion trend forecaster, providing established brands, studios and designers with seasonal fashion trend insights.

After enjoying over two decades of success as a fashion designer for major UK retailers, she now delivers trend information in an easy to understand, actionable and accessible format.

With her craft and eye for detail as a designer, and her curiosity and vision as a fashion forecaster, she sells digital trend books to over 2000 clients across 40 countries in every corner of the globe.

Tiffany's specialist blend of design, vision and creative thinking helps fashion brands become the authority within a competitive industry. She has over 65,000 followers across social media and her insights have been featured in British Heritage and Yorkshire Living magazines as well as on Euronews and other reporting platforms.

Tiffany understands that fashion moves fast and enables fashion professionals to stay relevant in an ever-changing marketplace.

Tiffany lives in West Yorkshire, UK with her husband and beloved pug "Queenie". She has grown-up twins – a daughter and a son, who are also successful in their chosen fields.



Accelerate your brand today

Browse and shop out growing library of instant download, digital fashion trend books that ensure you stay ahead of the curve.

[SHOP TREND BOOKS](#)





T

SUBSCRIBE TO OUR NEWSLETTER

INSTAGRAM

PINTEREST

JOIN OUR FACEBOOK GROUP

[www. tiffanyhill.co.uk](http://www.tiffanyhill.co.uk)

This digital Trend Book is intended for single user use only and **must not** be copied, sold or distributed.
Tiffany Hill Studio © 2023

Images are curated from multiple sources
for inspirational and illustrative purposes only.