



OVERVIEW

LIVETREND INTRO

MACROTRENDS

SUSTAINABLE HERITAGE

ECO - INNOVATION

SMART SOLUTIONS

SUSTAINABILITY RADAR BY LIVETREND



MARKET

YEAR ON YEAR TREND GROWTH ON E-COMMERCE



SOCIAL MEDIA

YEAR ON YEAR TREND GROWTH ON INSTAGRAM



CONSUMER INTEREST

YEAR ON YEAR GROWTH OF ONLINE SEARCH VOLUMES



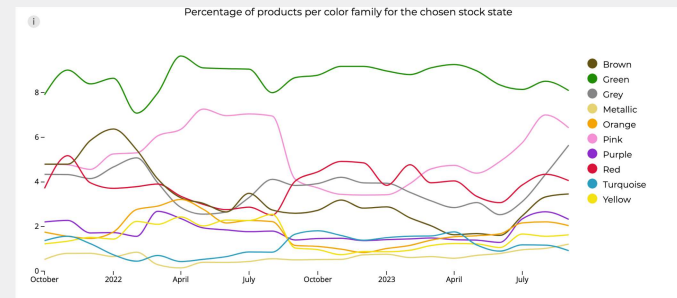
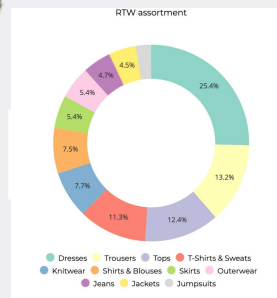
FASHION SHOWS

YEAR ON YEAR TREND GROWTH ON FASHION SHOWS



We have scanned our data sources targeting the Neatherland market for this analysis. Find the related icons on the left to understand the data origin.

DATA DRIVEN TREND ANALYSIS



SUSTAINABLE TRENDS : introduction

How to combine
technicity & durability ?

P r i o r i t i s e

Transformation takes time, strategy needs to be clearly built up to take action. Define the level of real technicity you need to have in your collections, and take decisions in regard to that, whether it is recycling with new technologies, or changing finite resources to renewable ones.



© Cyclus Unisex Parka by Halti

SUSTAINABLE TRENDS : NATURALITY



“
**GREEN CHIMISTRY
IS GAINING GROUND**
”

Bio-sourced coatings and treatments are going beyond pilot projects, and diversifying : Impregnations and wax treatments derived from bio-based waxes and vegetable oils for water-proof fabrics.

ECO INNOVATION vegetal foams

NATURAL RUBBER
INCREASED BY **+150%**
IN SEARCHES YOY

Viking Footwear



LACTA HEVEA®

NATURAL RUBBER

HARVESTING HEVEA MILK HAS A POSITIVE EFFECT ON THE TREE.

THE POCKETS OF AIR IN THE RUBBER'S MICRO STRUCTURE PROVIDE COMFORT AND SHOCK ABSORBANCE. IT IS PVC FREE.

Kane Shoes



SUGARCANE FOAM

SUGARCANE IS A FAST GROWING, CARBON NEUTRAL CROP.

SUGARCANE'S BIOMASS IS EXTRACTED TO POWER THE MILL AND FERTILIZE THE NEXT YEAR'S CROP.

Native Shoes



ALGAE FOAM

ALGAE IS THE FASTEST GROWING, MOST ABUNDANT PLANT.

HARVESTING HARMFUL ALGAE FROM WATERWAYS HELPS TO KEEP MARINE ECOSYSTEMS IN BALANCE.

SUSTAINABLE MATERIALS
INCREASED BY **+50%**
IN SEARCHES YOY

SEE YOU ONLINE !

T U E S D A Y 7 T H N O V E M B E R

Make sure to have the right data driven information to make the most sustainable decisions.

THIS REPORT IS POWERED BY LIVETREND

SPEAKER



BARBARA MAIOCCHI
Co-Founder / Creative Director
barbara@livetrend.co

