CASE STUDY

How did Heuritech help a client grow skirt sales by 9% during the Spring 2025 season?

heuritech

Context

Our client had planned to integrate skirts prints in his collection, but he wanted to know a few things before making the decision.

Our client's questions:

- What will be the top skirt trends during the Spring 2025 season?
- How can we market them appropriately to our target audience?

Our client's positioning:

- Target: edgy women, 18 to 35 years old
- Price range: between 20€ and 60€
- Time-to-market: 6 months
- Geography: 2 zones (US & Europe)

The challenge

- Avoiding overstock by anticipating the behaviour of a trend for the next collection

Heuritech AI Trend Forecast: How it works

From Real Consumer Images to Actionable Insights

We Crawl & Detect

Analyzing millions of social media images, our computer vision recognizes over 20,000 trends across key features: colors, prints, shapes, fabrics and details.
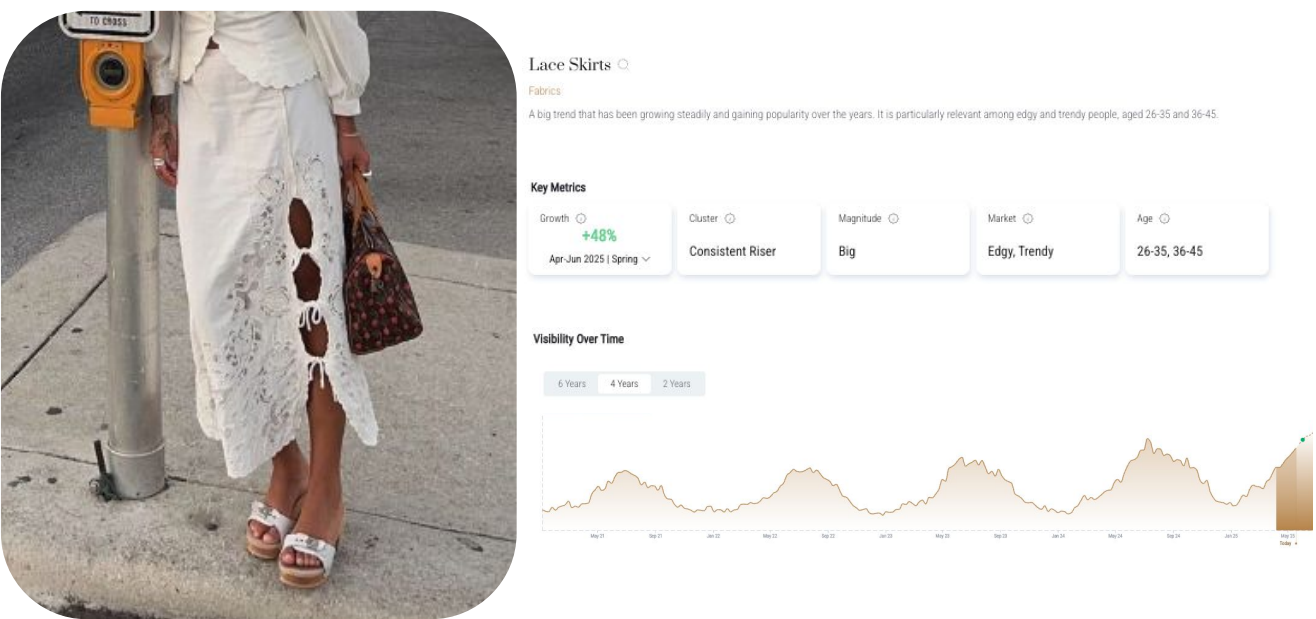

We Segment

We built representative panels across 15 regions, 4 age segments (16-25, 26-35, 36-45, 45+) and 3 audience panels (edgy, trendy, and mainstream).

EDGY

TRENDY

MAINSTREAM
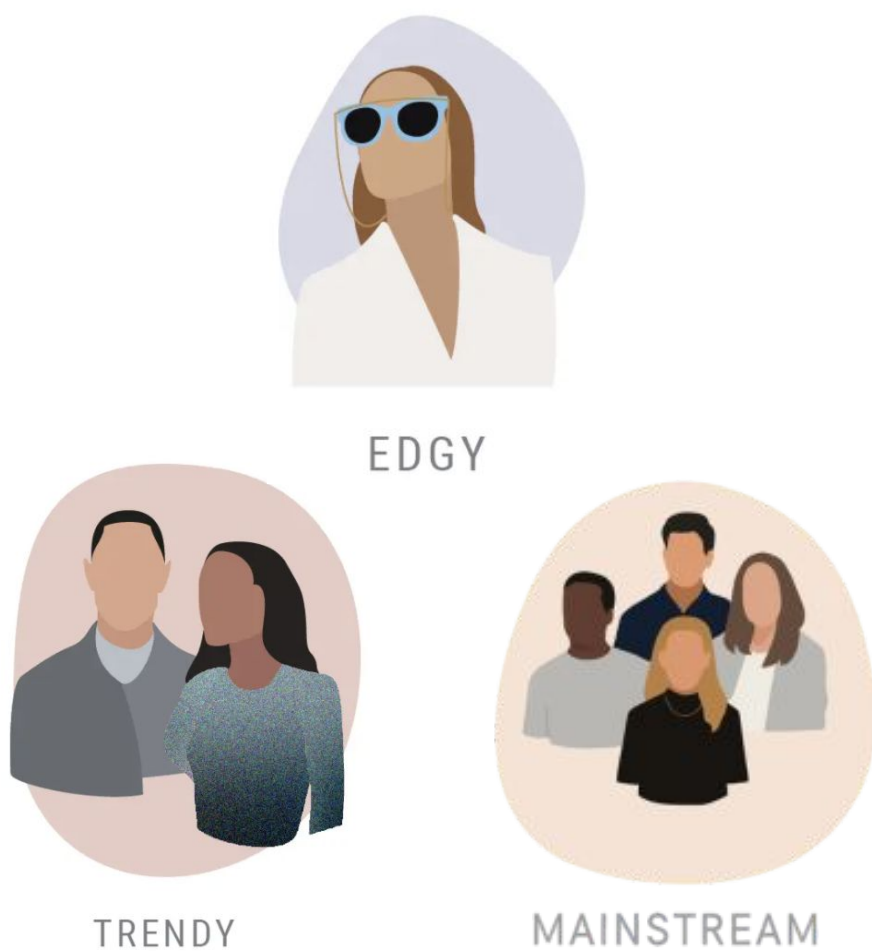
We Predict

Our proprietary AI engine quantifies & predicts demand 24 months in advance with over 90% accuracy, providing brands with actionable insights to stay ahead of market shifts.

Example of 3 big trends

Our client was looking for insight on the skirts category in the US.

Brown Skirts: Spring 2025

+12% visibility in the US

Lace Skirts: Spring 2025

+41% visibility in the US

Dotted Skirts: Spring 2025

+27% visibility in the US

Dotted Skirts
Prints

This medium trend has faded for a moment, but it's regaining visibility. It is particularly relevant among edgy people, aged 16-25 and 45+.

Key Metrics

Growth	Cluster	Magnitude	Market	Age
+27% Apr-Jun 2025 | Spring	Come Back	Medium	Edgy	16-25, 45+

See detailed evolution metrics

Visibility Over Time

6 Years | 4 Years | 2 Years

Lace Skirts
Fabrics

A big trend that has been growing over the years and experienced a strong burst in visibility recently. It is particularly relevant among edgy and trendy people, aged 16-25 and 26-35.

Key Metrics

Growth	Cluster	Magnitude	Market	Age
+41% Apr-Jun 2025 | Spring	Rising Star	Big	Edgy, Trendy	16-25, 26-35

See detailed evolution metrics

Visibility Over Time

6 Years | 4 Years | 2 Years

Forecast complete

High growth forecasted

The demand for each of trend will be increasing fast.

Trend size: High magnitude

Trends were popular enough to have commercial potential.

Consumer type: Edgy and Trendy

The trends are worn by edgy and trendy people.

Results

First collection: +5% in sales +3 points in sell-through

For its first collection using Heuritech,
our client included all best-selling trends
in its assortment.

Second collection: +9% in sales +2 points in sell-through

For their second skirt collection, our client was able to
refine demand planning and decrease overstock at the
end of the season.
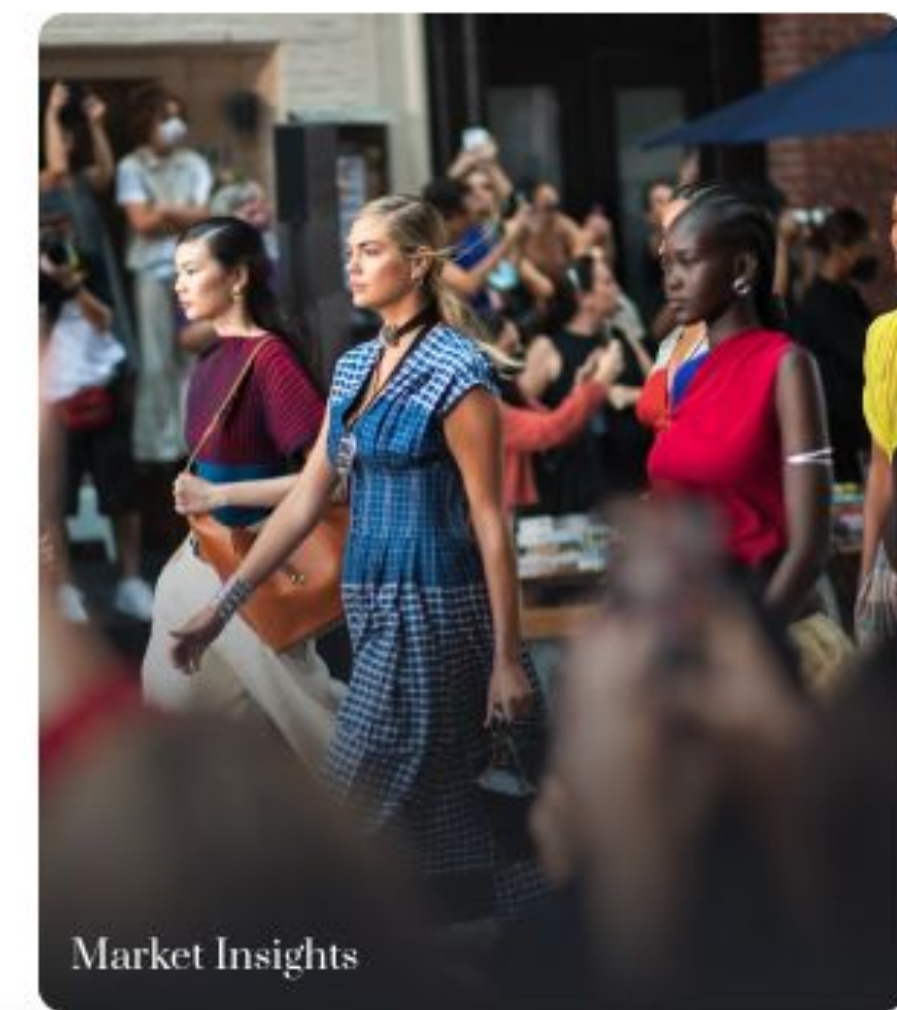
Want to learn more?

Request a demo

heuritech.com