CASE STUDY

How did we predict the behavior of an increasing trend for Summer 2024 to increase our customer's sell-through?

heuritech

Context

Our client had planned to integrate even more leopard prints in his collection than last year following the trend's optimal performance.

Our client's questions:

- Had leopard already saturated the market?
- Would the trend decline before the release of his Summer collection?

Our client's positioning:

- Target: 18 to 35 year old European women
- Price range: between 30€ and 80€
- Time-to-market: 6 months

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.
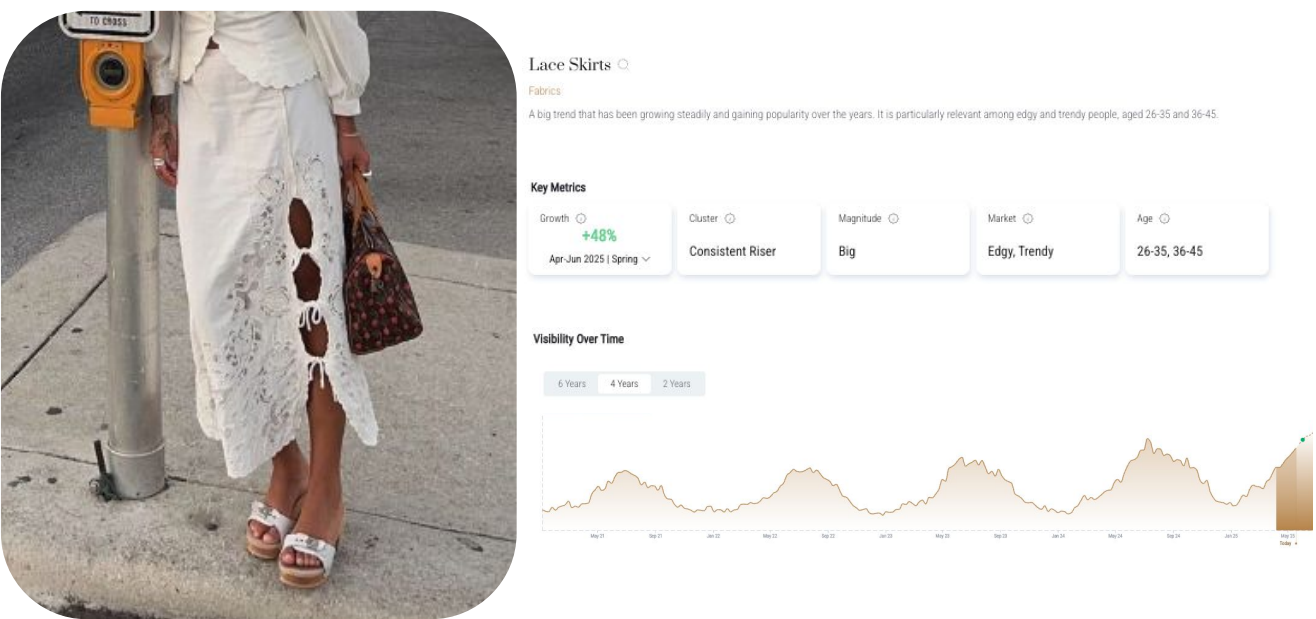

We Segment

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.

Leopard growth

Our client was looking for insight on the leopard pattern in Europe.

Specifically, on skirts and pants for the next summer collection, as they believed they were the categories with the highest commercial potential.
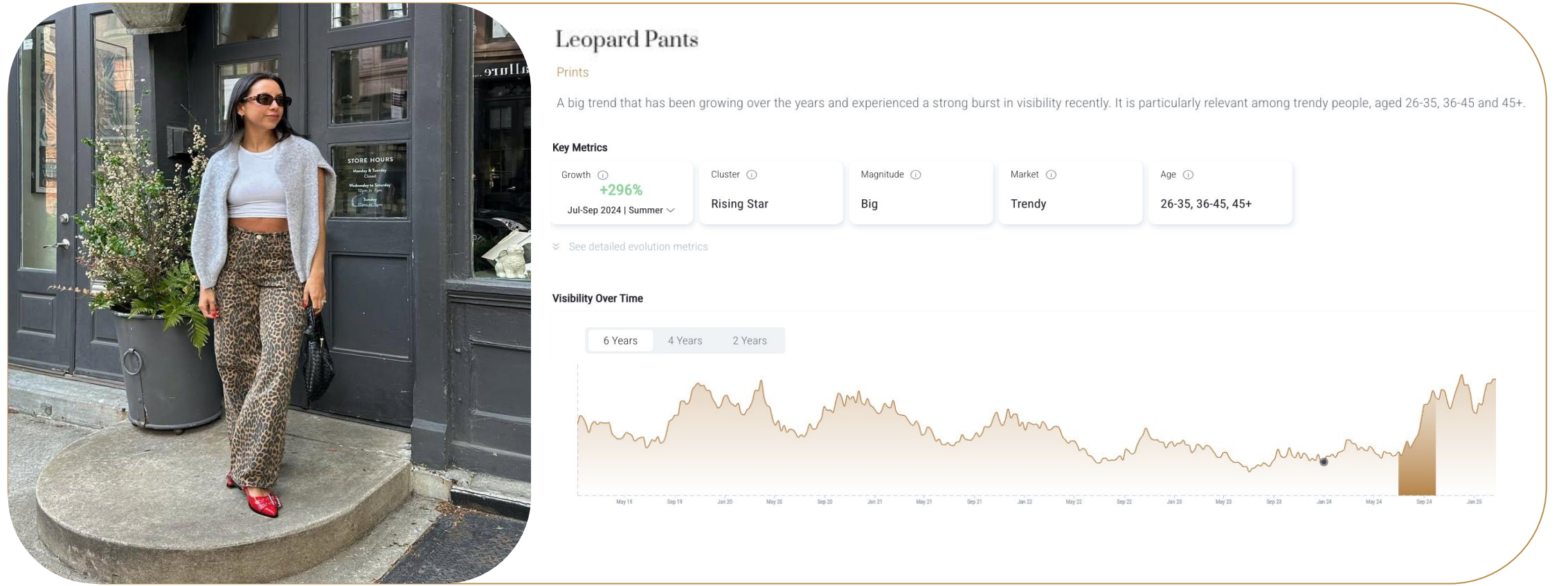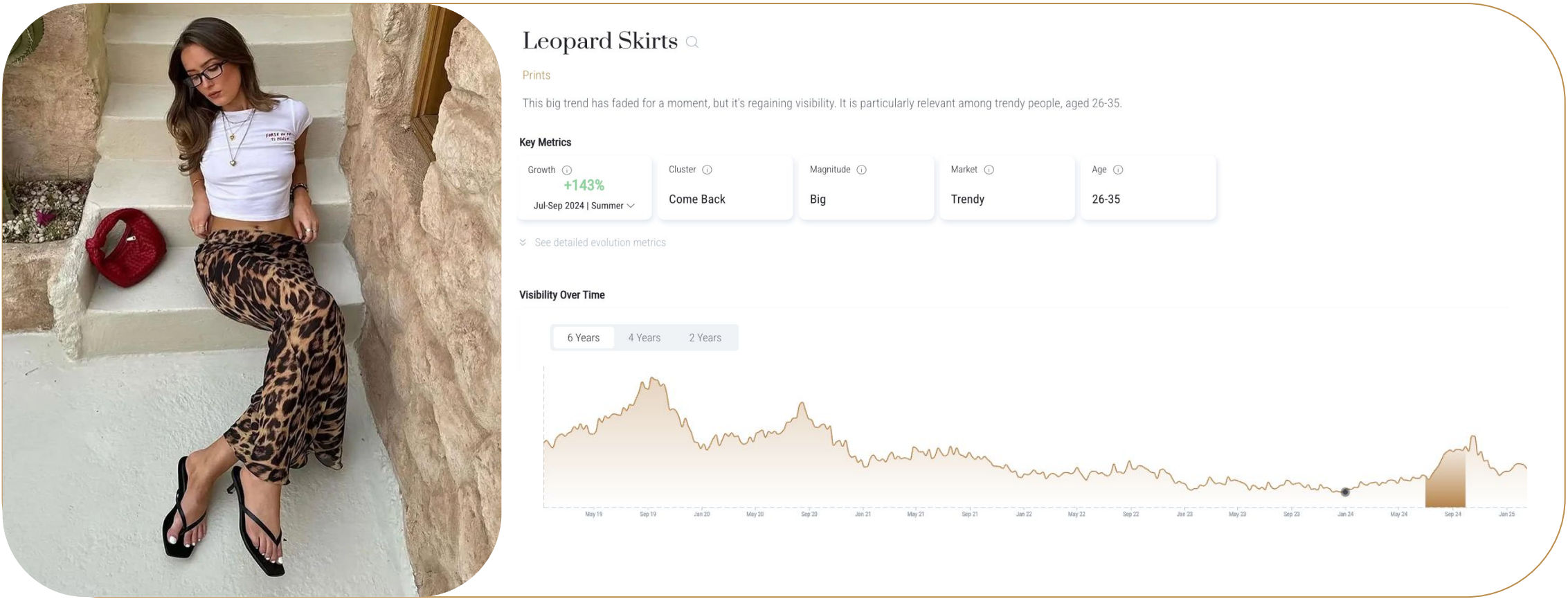
Leopard Print: Summer 2024

+129% visibility in Europe

Leopard skirts: Summer 2024

+143% visibility in Europe

Leopard Pants: Summer 2024

+296% visibility in Europe

Leopard Skirts
Prints
This big trend has faded for a moment, but it's regaining visibility. It is particularly relevant among trendy people, aged 26-35.

Key Metrics

Growth	Cluster	Magnitude	Market	Age
+143% Jul-Sep 2024 | Summer	Come Back	Big	Trendy	26-35

See detailed evolution metrics

Visibility Over Time

6 Years · 4 Years · 2 Years

Leopard Pants
Prints
A big trend that has been growing over the years and experienced a strong burst in visibility recently. It is particularly relevant among trendy people, aged 26-35, 36-45 and 45+.

Key Metrics

Growth	Cluster	Magnitude	Market	Age
+296% Jul-Sep 2024 | Summer	Rising Star	Big	Trendy	26-35, 36-45, 45+

See detailed evolution metrics

Visibility Over Time

6 Years · 4 Years · 2 Years

Forecast complete

Trend size: Medium Magnitude

The magnitude represents the volume of the trend within its category.

Consumer type: Trendy

More inclined to wear leopard print than mainstream consumers.

Shape type: Skirts and Pants

Particularly Midi Skirts, Short Skirts, Shorts and Basic Pants.

Results

Strong commercial potential

Given the high magnitudes of leopard prints in Summer
2024

Increased buying quantities

Given the forecasted growing demand for leopard
prints

Increased sell-through rates

They increased their sell-through by 15% using
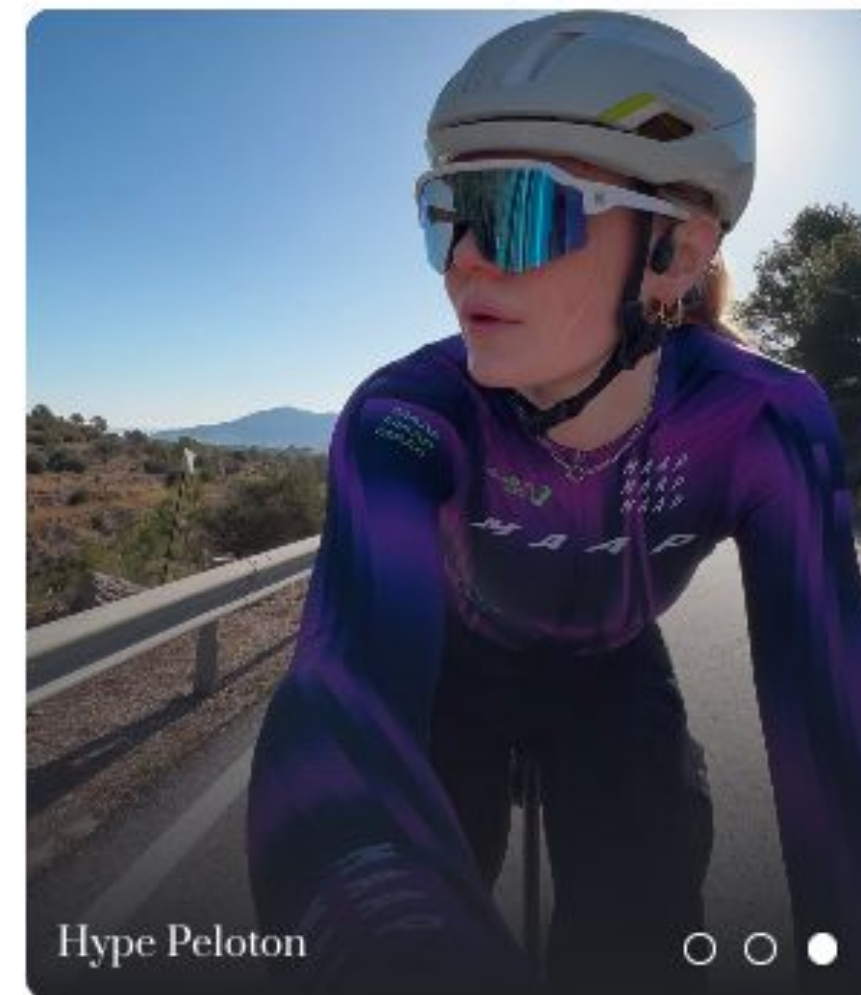forecasting of market demand and successful
leopard styles
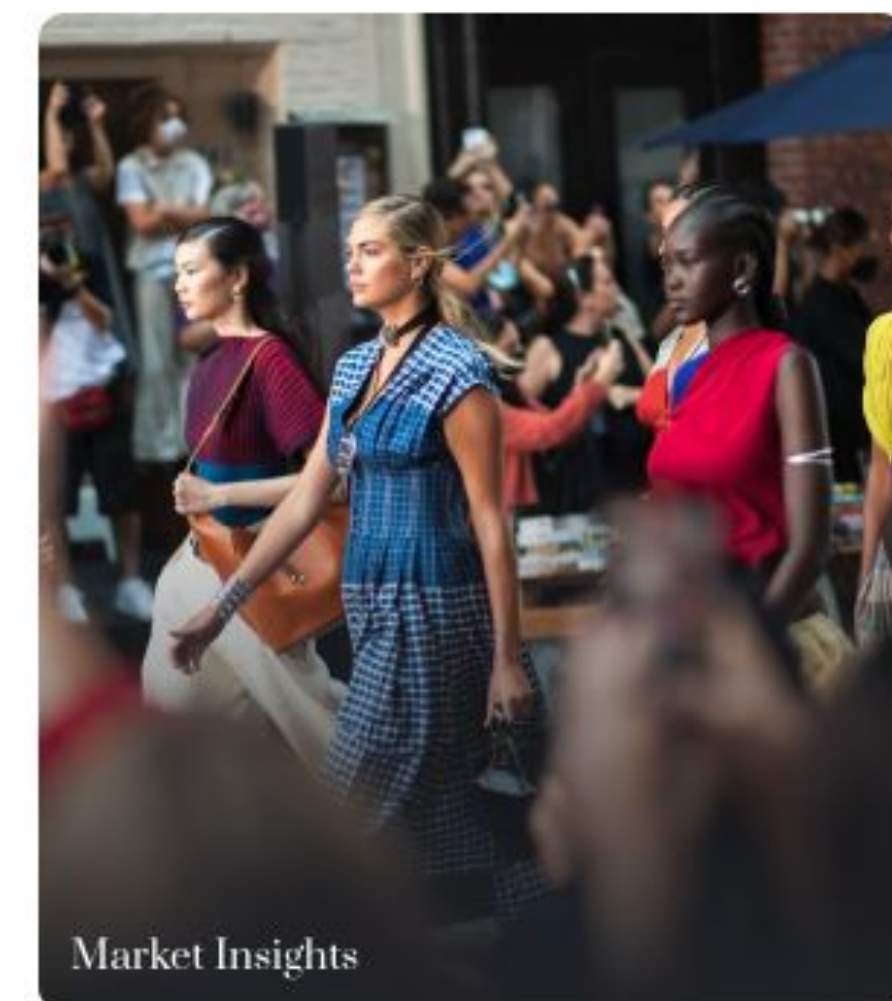
Want to learn more?

Request a demo

heuritech.com