

CASE STUDY

How did our client launch a hit sneaker with the help of our trend analysis?



*For confidentiality reasons, the name of the brand has been omitted.



The challenge:
Designing a product aligned with the brand's DNA and customer expectations

CONTEXT

Our client's objectives:

- Develop a sneaker style that would become a fashion hit by:
 - Having an overview of the sneaker market's future bestsellers
 - Deciding which shoe models to include and avoid for the next collection

Result:

- We determined that the sneaker had become a "must-have" that had been widely adopted by micro-influencers.

Our client's positioning:

- **Target:** 20 to 50 year-old fashion-forward women
- **Price range:** Between 350€ and 800€
- **Time-to-market:** 6 months

IN-HOUSE METHODOLOGY

We apply our visual recognition technology to social media images



REPRESENTATIVE PANELS OF CONSUMERS

We have defined 3 tailored audience panels: edgy, trendy and mainstream accounts.

3 MILLION IMAGES ANALYZED DAILY



IMAGE RECOGNITION TECHNOLOGY

We can recognize fashion trends by product type as well as features: colors, patterns, textures, shapes, details etc.

2000 PRODUCT DETAILS DETECTED



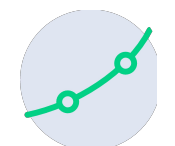
TREND FORECASTING TECHNOLOGY

We can forecast how trends will evolve over time and understand their adoption from edgy influencers to the mass market.

HEURITECH PROPRIETARY METHODOLOGY

Our client found that two styles in particular were a good match for its brand DNA & product positioning, yet the two styles were at different adoption stages with different customer targets.

The trek sneaker is a good bet



RISING STAR

The trend is fast-growing on the market



TRENDY

Popular among influencers and edgy consumers



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The sock sneaker is a last call

The sock sneaker appeared to be a popular trend that had already been adopted by the crowd. While Balenciaga had been the precursor, several fast fashion brands such as Zara were already proposing similar models.



FALLING STAR

Demand will quickly decline in the next 6 months



MAINSTREAM

Already adopted by the mass market, even fast fashion brands

CONCLUSION

The sock sneaker's momentum had passed and thus presented a risk for a luxury brand to launch this sneaker model.

Using our trend analysis, our client ultimately created a Trek sneaker product which was a commercial success and allowed the brand to reinforce its position as a tastemaker.



About



heuritech

Heuritech is a cutting-edge technology company that provides fashion brands with the vision they need to stay ahead of today's dynamic market and trends. Using advanced artificial intelligence (AI) to translate real-world images shared on social media into meaningful insights, Heuritech empowers brands to forecast demand and trends more accurately, produce more sustainably, and achieve unprecedented competitive advantage.

www.heuritech.com

Get in touch
shana.aiach@heuritech.com



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