



AW 23/24

TREND REPORT

IN ASSOCIATION WITH



BFA AW23/24 TREND REPORT

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COVER IMAGES

Clockwise from top left to right: Instagram @schuh; Instagram @RainbowClubUK; Moza boots model imagery by Ravel; Clarks Originals x Salehe Bembury, courtesy of TOUCH LDN; Jil Sander Pre-Fall 2023 model imagery, courtesy of TOUCH LDN; 'Brown Tones' model image by Marks & Spencer.



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Your footwear forecast...



As you may have already spotted, this BFA Trend Report for the AW23/24 season is a little different from the previous reports we have created. When we welcomed TOUCH LDN as a BFA Member in the latter months of 2022, we knew that Louise and Andrew's knowledge, ideas and influence would help to bring our next Trend Report to life. I am pleased to say that this season's overview of the biggest and most influential factors shaping footwear has been produced with their invaluable guidance and support.

That being said, we have kept the channels of communication with our Members open. Here, you will find mood boards, insights and ideas from Marks & Spencer, T&A Footwear, Eleanor Ferry, Flora Harrison, Hide and Lowe Design, Jacobson Group and many more. It is great to see the level of research and detail that goes into your trend forecasting and range planning. Of course, I'd also like to thank you for being so open with your fellow BFA Members and sharing your images with us. This is the kind of community-driven project that the BFA is all about.

Before I leave you to enjoy this report, I'd like to share some of my own insights into footwear right now. According to data seen by the BFA, in the year to September 2022, the footwear market was valued at £6.3 billion at the retail level, with 35 million buyers (49.1% women, 34.2% men and 16.8% kids market share).

However, although the market has improved, we are still behind 2019 in terms of value... some £200 million behind.

I understand that that figure may seem overwhelming, but there are reasons to be optimistic. The evidence we've seen suggests that consumers are willing to pay higher prices for brands they trust, even during the cost-of-living crisis. Building an authentic and trusting relationship with your clients through impeccable customer service is still a route to success. And, remember, trends are a useful tool, but they're wrapped up in consumer sentiment and values. Think about how you communicate your trend decisions with customers; why have you created what you've created? How will it enrich their lives and solve their problems?

I hope you will find plenty of food for thought over the following pages, which are a testament to the strength and generosity of the BFA Community.

Building Our Future, Together.

Lucy Reece-Raybould, CEO



Introducing Your Guest Editors...

“Hello and welcome to the BFA’s third trend report. This is Andrew and Lou from TOUCH LDN.”

Having recently joined the BFA we have had the pleasure of being asked to contribute as this edition’s guest editor. We hope you enjoy our insights, and a huge thank you to all Members that contributed. It feels very positive to be part of a community that shares and supports each other. The BFA feels very special to be part of.

TOUCH is a creative agency specialising in footwear and accessories design, development and trend forecasting, but we do things differently. We believe in **Creativity + Community First**.

Believing that all businesses should have access to creative support, no matter how big or small. We connect brands, designers, and retailers to consumers and their products in a deeper, more meaningful way.

We have over 20 years of experience within the industry and our goal is to educate and change outdated views on trends and design. We believe that product design should have a purpose and meaning as well as follow a holistic approach rather than fleeting ‘fashion’ trends.



We track the market across all sectors, economic, social, environmental and, of course, fashion, reporting on shifts and insights that have opportunities and longevity. Partnering with businesses and creators to advise, support and bring ideas to life – providing insights to our community along the way.

So, why trends? Now more than ever, items must appeal to multi-levels of functionality, versatility and aesthetics. Consumer mindsets are shifting, they are demanding more from products, and expect to be taken on the journey from concept to reality, speaking up along the way if it resonates with them. Consumers are becoming communities, and brands are having to adapt to this and align with their ethics and morals. Footwear and accessories are unique to other product areas requiring specific skills, knowledge and understanding. We harness this to create inspiring, informative, and thought-

provoking reports and overviews.

2023 sees the continued connection to nature and the outdoors. People are seeking solace while honouring the planet through the items we use within it. Aligning with these needs comes the prioritisation of ourselves, our loved ones and the communities around us. Creativity is at an all-time high, with the emergence of digital, up-cycling, and reinventing traditional ways into modern solutions.

The acceptance that we need less, but we can still do more sees a new wave of inspiring concepts and aesthetics.

Science is becoming our partner to solve critical climate problems. Craftsmanship is readdressed and digital artisans are emerging. Genders are blurring and inclusivity thrives as consumers demand new ideas to size, fit, and adaptable solutions. Women are finally being put first in the athletics arena and biomechanics

are used to embrace the differences in feet along with supporting foot health and its overall benefits. The importance of shape continues to cross boundaries of art, fashion, and comfort.

Colours are re-used with a more mindful approach, as are old archives of heritage styles and traditional ways of making, of course with a modern twist.

*If there is any strong message to take from the season ahead it is to **Be Kind, Be Authentic, and Be Unique.***

Andy & Louise

Louise Ryan and Andrew Lam,
Co-Founders, TOUCH LDN

“Be Kind, Be Authentic, and Be Unique”

TOUCH

For further information on how we can work with you across our services please get in touch via: www.touchldn.com @touchldn.





THE PURIST

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Never Ending Design

As the world continues to move on post-pandemic, people remain focused on a simpler purist lifestyle. Priorities have seen a huge shift towards caring for ourselves, the planet and the people around us. Time is treasured as a new luxury, transforming traditional ideals in this space.

The cost of living rises, and with that people are seeking unique investment-worthy pieces. Consumers are looking for eco-conscious options that boast beautiful design credentials, longevity, and timeless quality. They are wanting a holistic service that includes repairable services, take-back schemes or resale options. Making it easier for them to be planet-kind.

Rethinking the design process to be a future classic or the next generation of vintage is key to the process. Reworking everyday styles such as the Chelsea boot, the hybrid fisherman and the classic moccasin with new techniques, upon modern shapes and kinder materials. Materials focus on calming qualities through softened classic skins, subtle textures, healing hues and natural tones.



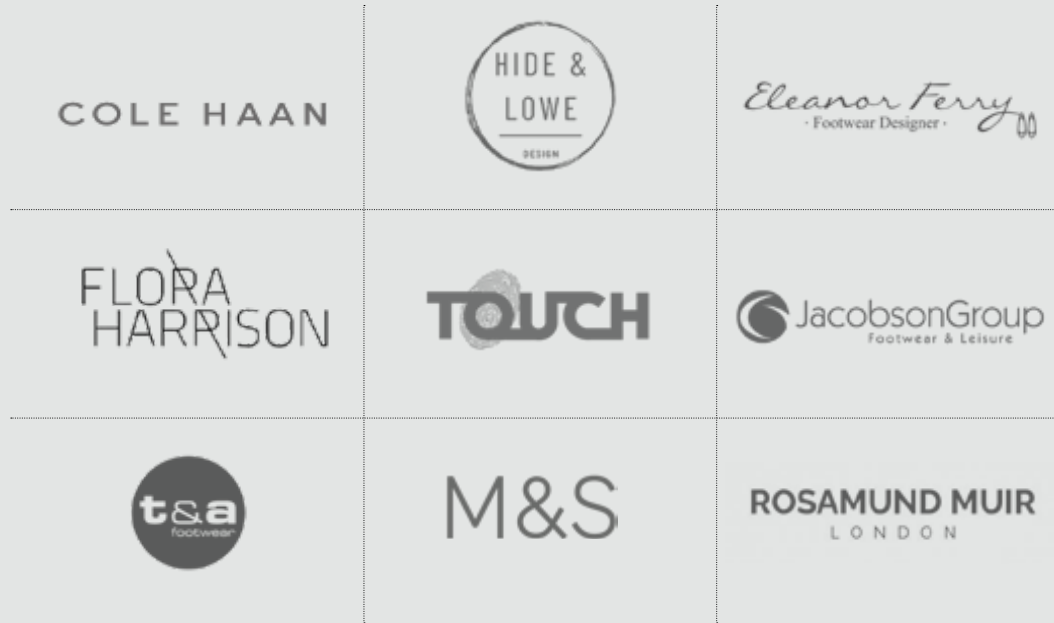
the new everyday

Clockwise from top left to right: Brown bag by Acne Studios, black cross-body bag, courtesy of TOUCH LDN; Instagram @vagabondshoemakers; black boots with blue denim, burgundy patent boots, both by Marks & Spencer; brown pointed shoes by Hereu, model for Loewe SS22, courtesy of TOUCH LDN.



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Image: boots courtesy of Rosamund Muir