

 Spotlight

Trends Report

Spring/Summer

2024

LAUNCHMETRICS



Rick Owens 

# INTRO

Launchmetrics Spotlight is the epitome of visual storytelling with a collective experience of 20+ years among our seasoned photographers. For SS24, our photographers captured the essence of 85% of all on-schedule shows in fashion's biggest capitals, from runway to backstage, and the intricate world of hair and makeup.

The visuals made a global impact, garnering views from media and creators, across 67 countries. In this report, we explore the capabilities of Spotlight and delve into the insightful download data, aiming to share valuable insights that shed light on the evolution of fashion week today.

HIGHLIGHTS

**+63%**  
downloads per image vs. LY

**+18%**  
downloads per user vs. LY

**188** Avg. User  
Downloads for Runway Images



## SS24 Launchmetrics Spotlight by Numbers



**64K Contents  
Uploaded**



**+500 Shows  
Covered**



**110+ Branded  
Production  
Services**



**Real Time  
Content Upload**



**+4M Views**



**342K Downloads**



**+250K  
Product & Trend  
Tags Applied**



**+3.5K  
Medias**

## Production Capabilities

### A focus on content production

During SS24, our production capabilities shined, demonstrating a significant boost in runway show coverage by **capturing nearly 85% of the events listed on the official calendars in the four fashion capitals**. Notably we saw an increase in images and videos across key categories included "Runway Full Length," "Backstage," and "Runway Details."



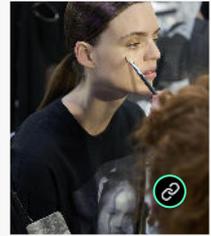
**+5.5%**  
Runway Show  
Coverage



**+43.5%**  
Street Style  
Content



**+7100%**  
Celebrity  
Content



### SS24

+24K Runway Images

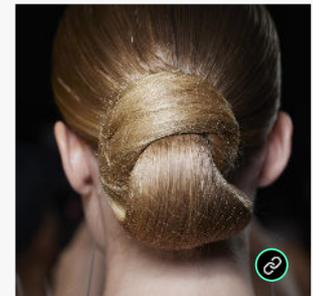
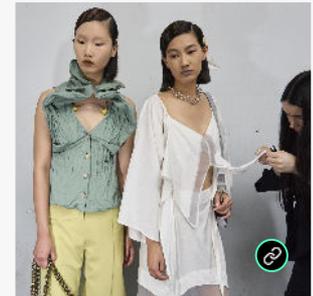
+5K Presentation Images

+14K Runway Details Images

+16K Backstage Images

2.4k Celebrity Images

12k Street Style Images



# Key Performance Evolution

## A focus on content engagement

In a continuation from the previous year, the **majority of downloads took place within 48 hours post-show**. Analyzing downloads across the main fashion cities, **Paris led the charge**, followed by Milan in second place and New York securing the third spot. The **category with the most downloads was full-length runway**.



**+61%**

Photo and Video  
Downloads



**Paris**

Top FW by  
Downloads



**Dior**

Most Downloaded  
Designer

## SS24

+340K Downloads

+142K Paris FW Downloads

64K New York FW Downloads

+96K Milan FW Downloads

+39K London FW Downloads



# SS24 Trends Summary

## Most Downloaded Looks



Gucci S24 001



Saint Laurent S24 001



Gucci S24 021

## Most Downloaded Styles

Casual chic



Saint Laurent S24 001

Academia



Miu Miu S24 004

Just Elegant



Chanel S24 055



# Spotlight

[www.launchmetrics.com/spotlight](http://www.launchmetrics.com/spotlight)

