**WHAT SHOES & ACCESSORIES WILL APPEAL TO CONSUMERS IN 2025?**

We are currently navigating a complex market where **purchasing strategies are being shaped by caution**. Buyers are especially focused on maximising sales and thus minimising stock. Orders, often carefully measured in terms of volume, are expected to hit the mark without fail. While this might be standard practice – it’s a buyer's job to get it right – today, it's not so much a goal as it is an essential requirement.

It follows, then, that the reconfirmation of the **Highlights Area** at Expo Riva Schuh & Gardabags dedicated to **consumer trends** **for the upcoming seasons** takes on even greater importance.

In collaboration with **ARSUTORIA**, trends in footwear (men’s, women’s and sneakers), bags and accessories (for both men and women) will be presented, helping buyers choose the right collections at the fair.

**What types of products will appeal to consumers in 2025?** Consumers have been in a period of transition for several seasons now. Their tastes and habits are changing. But in which direction? Below, we provide **a few insights**.

All of which will be further **developed and explored** in the **Highlights Area at the fair** in Riva del Garda, from **11 to 14 January 2025**.

**SOPHISTICATED HARMONY**

**Elegance in harmony**

This trend is rooted in refined elegance, a perfect balance of technique and creativity. **The search for simplicity** is key, combined with **creative tailoring** that merges “made-to-measure” precision with an innovative approach. Forms extend beyond mere functionality to embody artistic quality. We are speaking of **elegance that evokes emotion** through meticulous attention to detail and proportion.

The focus is on **men and women with refined tastes and heightened aesthetic sensibility**. People looking for products that express their individuality. Quality materials and craftsmanship are what matter, with high value afforded to simplicity. There is a shift away from excesses, opting instead for carefully crafted and exclusively designed products.

Women’s bags feature **soft materials and constructions that enhance a sense of enveloping comfort**. **Metallic details** are **discreet and well-balanced**. Structured models are defined by sharp silhouettes. Shoppers are spacious and versatile.

For her, **loafers and classic ankle boots** with leather or rubber soles. Court shoes and mules for a modern twist. Boots and ankle boots with various heel and toe shapes, all with impeccable craftsmanship.

Men’s bags are either handheld or crossbody, with **defined lines and sophisticated volumes**. Structured shoppers and briefcases. Bags ideal for short trips.

**Elegant and refined shoes and chukka boots**, perfect for both formal and casual occasions. **With rubber and even layered soles**. This is what men’s footwear looks like.

**Sneakers featuring embroidery or hand-stitched**, tone-on-tone detailing. Elegant and comfortable, perfect for classic attire.

**GLAM EXPRESSION**

**Glamour expression**

A glamorous look that combines originality and style, allowing wearers to express their personality. In this explosion of style, **theatrical flair meets glamour** to create bold, energetic products full of character. A dynamic fusion of taste and extravagance, with **accessories that communicate movement** and vitality. Vibrant colours and **daring tones** adda carefree approach to creativity.

The perfect trend for those who love emotive, statement-making style. Collections designed and inspired by **decorative art, exuding charismatic and sophisticated opulence**. The aim is not to show off but to embody beauty, creating a sense of uniqueness and exclusivity.

Bags with **pendants** and decorative elements. Bags with **tassels** for a striking look. **Patchwork** designs using upcycled materials. Ultra-soft materials that emphasise a luxurious feel.

**Red shoes** evoke royalty and seduction. Closed footwear with lace-up details revealing a hint of skin. Countless **metallic details** adding edgy appeal. **Striking and original boots**.

For men, options include studded bags or black-and-white printed fabrics. Cloudy or brushed effects. **A wealth of colours and patterns**.

In footwear, eccentricity is centred on **particularly high rubber soles**, with models enriched by chains, studs and bold metallic accents. **Cowboy boots** showcase materials, unique craftsmanship and eye-catching metals.

Patchworkalso makes an appearance in **sneakers, enhanced with gold details** for a touch of luxury and exclusivity.

**PURELY CRAFTED**

**The art of pure craftsmanship**

This trend celebrates handmade quality and a **return to nature** through pure materials and authentic, traditional methods. It’s all about merging **sustainability with craftsmanship**. A vintage feel and natural materials go hand in hand.

Those drawn to this style feel a strong connection to hand-crafting traditions. They are in tune with nature, recognising the quality of the materialsby which they are inspired. They seek a balance between comfort and style, inspired by a time when **items were made to last**. They choose accessories that portray a **retro feel** while nonetheless looking towards the future. City dwellers with a love for open spaces, they want fashion that reflects this need for balance.

The women’s collection focuses on **leather bags with raw-edge detailing**. Bags in soft leather and **suede** styles.

Shoes are comfortable, with leather or rubber soles. **Cowboy-style** boots and ankle boots. Leather footwear with an aged effect.

Men, too, opt for soft leather and suede, featuring **clean lines and essential details**. Belt bags, bucket bags, crossbody bags, backpacks and shoppers feature a vintage finish.

Loafers and chukka boos reappear, this time in neutral tones. Ankle boots for free time. The **aged effect** is naturally essential.

This extends to sneakers made with sustainable materials and retro styling. The colour palette is always neutral, inspired by the **military** world.

**ACTIVE FUSION**

**Dynamic fusion**

The **encounter between a sporty style and tailoring**, emphasising a **blend of diverse styles and innovative materials**.

The catchword: **technological movement**. The message: dynamism and innovation through technology. The focus is on balancing the fluidity of comfortable shapes with bold, innovative details. It’s about **dynamic design** and the search for something new and cutting-edge, but at the same time **always practical**.

It appeals to dynamic, forward-thinking men and women. They live in a world where technology is integral to everyday life and look for products that reflect the **harmony of functionality and style**. They appreciate the **blend of innovative materials and classic shapes**, enjoying experimentation with textures, colours and unconventional details.

Women choose bags with **modern, essential lines**. Bas with **padding** for added depth and tactility. Bags that **explore new forms**, applications, materials and techniques.

In footwear, they’re drawnto **XL soles**. Boots come with straps and details reflecting technological innovation. **Wide shapes, unusual heights** and incorporated leather accessories.

For men, modern, practical **nylon bags** featuring **numerous pockets** catch the eye. And futuristic look it is.

Shoes with prominent volumes, featuring thick, layered soles. Footwear styles are **surreal and sculptural**, conveying a strong design and a clear nod to practicality.

Sneakers, too, are high-tops, inspired by **boxing shoes** and glacier-ready designs, waterproof and versatile. A **perfect hybrid between sporty models and stylish details**.