



MICAM

M I L A N O

SPRING/SUMMER 2027 FOOTWEAR TRENDS PRESS KIT

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LIVETREND

INTRO MICAM BUYER'S GUIDE

WHAT

MICAM is presenting the first AI-driven FOOTWEAR TREND AREA and BUYERS GUIDE for an International trade fair. As an exclusive service offered by MICAM, this data-driven project is born out of a desire to enhance the visitors' experience by giving them the most reliable seasonal trend directions in order to optimize their buying process.

WHY

The DATA-DRIVEN & AI GENERATED TREND GUIDE translates the desire for innovation into a response to the needs of an ever-evolving industry. MICAM intends to provide the most precise forecasting so as to help visitors buy more best-selling products while avoiding overstocks, reducing their unsold goods, on top of optimizing business and ecological impact.

WHO

MICAM is partnering with Livetrend, a pioneering start-up in trend intelligence and data analytics. Its innovative digital solution analyzes millions of images and information from the most influential web sources to detect and track the trends. For this collaboration, Livetrend brings its technological expertise to footwear with specifically dedicated algorithms.

HOW

This DATA-DRIVEN & AI GENERATED PRESS KIT includes 4 seasonal key macrotrends for SS27. Introducing an overview of the concepts, colors and the must-haves products for women, men and kids. This report highlights the data analyzed from Instagram, E-commerce, Fashion Shows and Consumers Interest, used to support trend forecasting with concrete information.

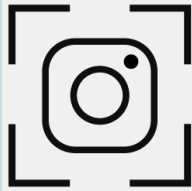
INTRO DATA & AI-DRIVEN TRENDS

DATA SOURCES



MARKET

YEAR-ON-YEAR TREND
GROWTH ON E-COMMERCE



INSTAGRAM

YEAR-ON-YEAR GROWTH
IN TREND VISIBILITY ON INSTAGRAM



FASHION SHOWS

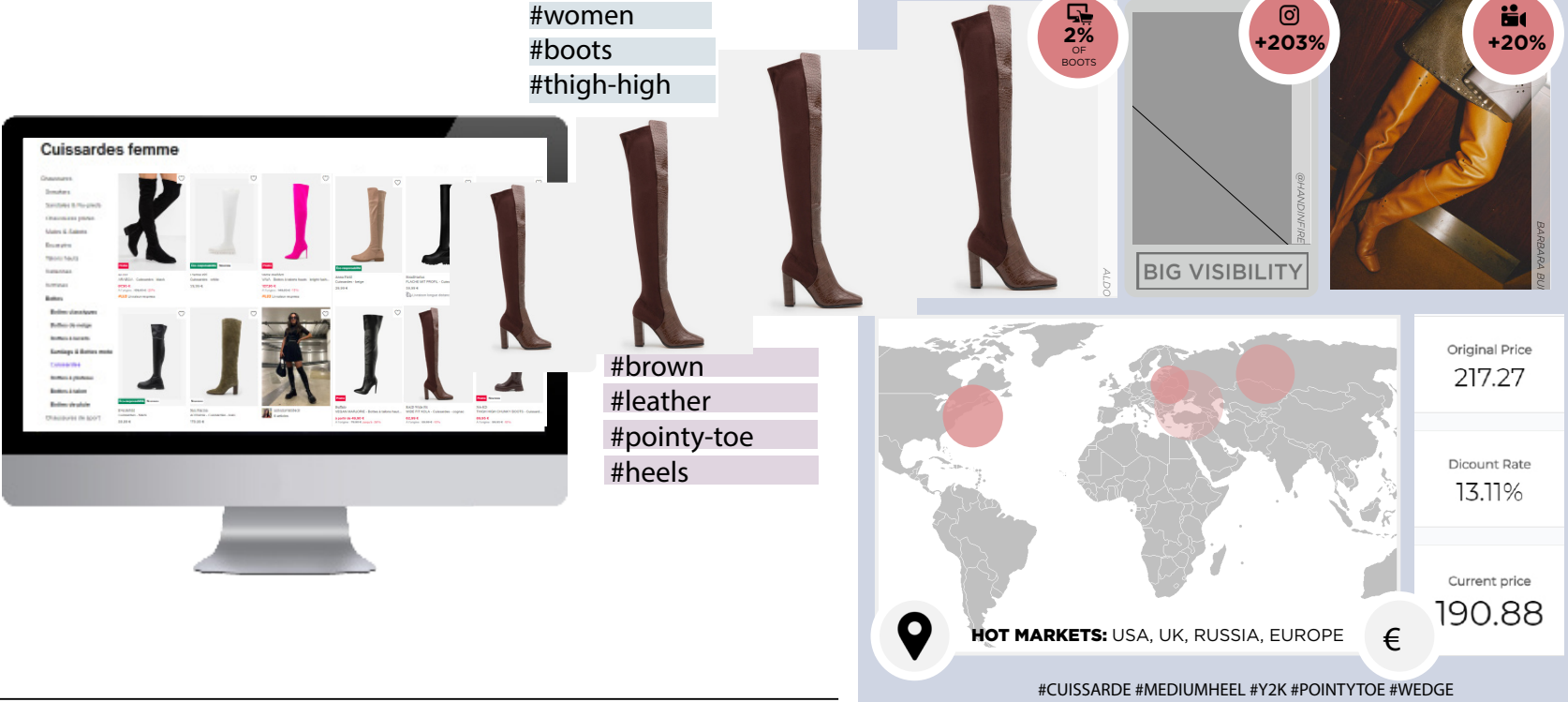
YEAR ON YEAR VISIBILITY GROWTH
OF THE TREND DURING FASHION SHOWS



CONSUMER INTEREST

CONSUMER SEARCH RATE
GROWTH YEAR-ON-YEAR

TREND DETECTION WITH AI



VISUALIZING THE FUTURE WITH GEN AI



SS27 ANTIDOTE TO SUFFERING



SS27 marks a decisive emotional pivot. After seasons shaped by restraint, protection and introspection, the mood expands outward into joy, expression and sensory intensity. The pressure has not disappeared, but the response has changed. Instead of retreating, consumers are choosing to feel more, not less. This season reframes the antidote to suffering as active pleasure.

Joy becomes a strategy, not superficial escapism, but a conscious amplification of colour, tactility and presence. Footwear reflects this shift through a heightened design language. Silhouettes become more expressive, details more intentional and materials more indulgent. There is a renewed appetite for decoration, contrast and pieces that carry emotional charge.

Maximalism returns with purpose. It is not chaotic excess, but curated intensity. Every element, from exaggerated proportions to playful embellishments, serves to reawaken the senses and restore emotional vitality. Footwear becomes a catalyst for mood, inviting movement, attention and interaction.

At the same time, this expressive energy remains grounded in physicality. Comfort and wearability are still essential, but they are integrated into bold, extroverted forms. The result is a new kind of luxury that merges feeling good with looking alive.

SS27 does not escape reality. It transforms the way we move through it. Through boldness, tactility and emotional amplification, footwear becomes a vehicle for optimism, offering a more vibrant, embodied and joyful response to the moment.

OVERVIEW

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MARE NOIR



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URBAN BEACH



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TRIBAL RELICS



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SUMMER RESIDENCE



THE IMAGES OF THE PRESS KIT ARE ALL GENERATED WITH GENERATIVE AI

MARE NOIR



 +100% SAILOR STYLE

 +600% MODEST ELEGANCE

 +30% MARITIME



Mare Noir reframes restraint as emotional intensity. In a season driven by expansion, it offers a darker, deeper antidote to suffering through depth, discipline and nostalgic storytelling. Minimalism is no longer neutral; it becomes charged with meaning, tension and quiet power.

Footwear is defined by a contrast between sharp precision and soft intimacy. Lace-up constructions, corset tensions and rustic textures meet elongated silhouettes, naval references and ceremonial restraint. The mood balances strictness with sensuality, where control heightens allure rather than suppress it.

The palette is ink-deep: black, chalk white and oxidized metals are grounded in matte leathers, muted neutrals and subtle shine. Emotion feels contained rather than erased. It transforms overwhelm into focus, offering elegance and a sense of self-possession.



Balsam Green
18-5606 TCX
#576664 HEX

Black Robe
19-4206 TCX
#2D2E30 HEX

Obsidian
19-3902 TCX
#3B363C HEX

Dijon
17-1125 TCX
#97754C HEX

Mocha Meringue
16-1211 TCX
#9F8D81 HEX

Sassafras
19-1624 TCX
#54353B HEX

Organic Gray
18-0407 TCX
#6D6563 HEX



Mare Noir transforms restraint into quiet power and intensity, with precise silhouettes, controlled sensuality and maritime codes that feel disciplined, elegant and emotionally composed.

KEY ITEMS WOMEN

THE STRAPPY STILETTO



+7%

YOY



A sharp strappy stiletto that brings ceremonial tension to evening footwear. Fine straps wrap the foot with controlled sensuality, while the slim heel and dark graphic lines create a strict yet seductive silhouette. It channels a new intimate minimalism and disciplined elegance through precision, exposure and quiet drama.



THE CAGED FLAT



+600%

YOY



A delicate caged flat that turns restraint into decoration. Fine straps structure the foot like a soft armour, creating a lace-like effect that feels both protective and sensual. The low shape keeps it wearable, while the graphic construction adds a refined, nautical elegance.

THE GATHERED BALLE FLAT



+400%

YOY



A softly gathered ballet flat with a ruched upper and rounded, gentle volume. The style brings comfort into a more emotional, crafted space, balancing ease with quiet sophistication. Its soft folds add movement and tactility, making it feel intimate, modest and subtly precious.

KEY ITEMS MEN

THE RUSTIC BOAT SHOE

+20%

YOY

A softened boat shoe with a rustic, lived in finish that gives nautical codes a more emotional edge. The moc construction and rope inspired lacing keep the maritime reference clear, while the pale suede texture adds quiet ease, heritage and everyday wearability.

THE BUCKLED THONG SANDAL

+200%

YOY

A minimal thong sandal updated with strong buckle hardware and a heavier sole. The style keeps summer dressing open and functional, while the dark leather and metal detail add controlled attitude. It feels direct, practical and sharply aligned with Mare Noir's restrained mood.

THE MINIMAL SLIP-ON

+38%

YOY

A sleek slip on shoe built around clean lines, smooth leather and a pared back silhouette. Its minimal construction makes it versatile and polished, while the dark finish keeps the look grounded. It offers quiet refinement without decoration, relying on proportion and material.

KEY ITEMS KIDS

THE CANVAS MARY-JANE

+700%

YOY

A soft canvas Mary Jane that brings a tender, school inspired mood to kidswear. The rounded toe, secure strap and light platform sole create comfort and stability, while the textile upper adds freshness. It feels simple, nostalgic and easy for everyday summer

THE FISHERMAN SANDAL

+80%

YOY

A children's fisherman sandal with a closed front, open sides and a sturdy sole. Its protective structure supports active movement while keeping the look summery and breathable. The style balances practicality with heritage charm, making it ideal for school days, holidays and casual outings.

THE DECK SHOE

+115%

YOY

A classic kids' deck shoe with moc stitching, simple lacing and a flexible low sole. The style brings nautical heritage into a practical everyday format, offering comfort, durability and easy polish. It works naturally for school, weekends and relaxed summer dressing.

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URBAN BEACH



-  +450% RETRO SPORT
-  +140% ACTIVEWEAR
-  +2000% 2000S LOOK



Urban Beach channels the antidote to suffering through energy, freedom and playful motion. In contrast to emotional heaviness, it offers release: a shift toward lightness, spontaneity and lived joy. Here, maximalism becomes kinetic, expressed through colour, contrast and versatility.



Footwear reflects a hybrid, performance-driven aesthetic. Retro sneakers, sporty sandals, cushioned slides and streamlined hybrids merge function with bold visual impact. Colour-blocking, glossy synthetics, mesh and technical finishes create a dynamic interplay between utility and expression. Silhouettes are agile and adaptable, designed for constant movement between city, leisure and beach environments.

The palette is vibrant and optimistic. Electric blues, citrus tones, saturated reds and sun-faded pastels inject energy and immediacy. As an antidote, Urban Beach restores momentum. It invites the wearer to move, explore and engage, turning everyday life into an active experience. Joy is not observed; it is lived.

Spring Break 17-4563 TCX #008DCC HEX	Fuchsia Fedora 18-2330 TCX #CA4286 HEX	Pink Lady 13-2806 TCX #EFCID6 HEX	Rhodonite 19-3838 TCX #302C4D HEX	Deep Mint 17-5937 TCX #009E6D HEX	Apricot 15-1153 TCX #F19035 HEX	Anise Flower 12-0717 TCX #F4E3B5 HEX	Yellow Plum 13-0643 TCX #d5d56c HEX	Poppy Red 17-1664 TCX #DC343B HEX
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Urban Beach channels movement, colour and playful release, turning sporty summer footwear into expressive pieces built for freedom, optimism and everyday momentum.

KEY ITEMS WOMEN

THE SQUARE TOE FLIP-FLOP



+120%
YOY



A square toe flip-flop that turns a beach basic into a sharper fashion item. Slim straps and a clean geometric front create a more intentional silhouette, while bright colour gives it playful impact. It feels minimal, graphic and ready for city summer styling.



THE NYLON RETRO RUNNER



+450%
YOY



A nylon retro runner with soft colour blocking and a lightweight, sporty profile. The suede panels, bright laces and low sole revive early athletic codes with a playful SS27 twist. It brings sunlit sport energy into everyday styling, balancing comfort, nostalgia and casual movement.

THE THONG HEEL



+400%
YOY



A playful thong heel that turns a beach basic into a sharp summer statement. The sculpted strap, slim heel and saturated colour give the silhouette a light, cheeky elegance. It blends poolside ease with dressed-up attitude, making casual codes feel bold, feminine and intentionally fun and brings Urban Beach energy into everyday styling.

KEY ITEMS MEN

THE BUCKLED BASIC

+21%

YOY

A bold buckled slide with a moulded sole and wide, functional straps. The saturated colour turns a simple comfort shape into a graphic summer statement. It brings poolside ease into city dressing, balancing practical wearability with a confident, playful sense of colour.

THE LOW CANVAS SNEAKER

+250%

YOY

A low canvas sneaker with a clean lace up shape and lightweight summer construction. Its saturated colour gives the classic silhouette a fresh, youthful punch, while the simple form keeps it easy to style. It feels casual, energetic and effortlessly commercial.

THE CLEAN FLIP-FLOP

+42%

YOY

A clean flip-flop reduced to essential lines and easy function. The smooth strap and flat sole make it a warm weather staple, while the refined colour treatment adds a more considered finish. It is simple, versatile and built for relaxed everyday movement.

KEY ITEMS KIDS

THE POOL SLIDE

+8%

YOY

A soft pool slide with a broad strap and easy slip on comfort. The pastel tone and graphic surface bring playful holiday energy, while the simple sole keeps it practical. It is a bright everyday item for beach days, poolside dressing and relaxed kidswear.

THE CANVAS SNEAKERA

+32%

YOY

A kids' canvas sneaker updated with playful charm details and a clean low top shape. It keeps the comfort and practicality of a daily sneaker, while decorative accents add fun, personality and collectable appeal. The result feels easy, expressive and child friendly.

THE CREATIVE FLIP-FLOP

+250%

YOY

A creative flip-flop with a bold textured strap and colourful sole. The playful construction turns a simple summer basic into a statement piece, while the lightweight shape keeps it practical for holidays and pool days. It feels joyful, easy and full of movement.

TRIBAL RELICS



- www

+70% ETHNIC NOMAD
- www

+400% EARTH WANDERER
- www

+30% TALISMAN



Tribal Relics is an antidote to suffering through reconnection with instinct, ritual and the physical world. In contrast to digital overload, it offers a grounded form of joy: tactile, soulful and deeply human. This is not escapism, but a return to what feels raw, real and embodied.

Footwear reflects a talismanic, handcrafted language. Strapped sandals, carved platforms and artisanal constructions feel unearthed rather than designed. Materials appear sun-worn and time-softened, from raw leathers and woven textures to irregular finishes and burnished surfaces. Shells, beads, knots and metal accents act as symbolic details, adding emotional weight and crafted character.

The palette draws from earth and memory. Clay, ochre, sand, moss and burnt tones root the aesthetic in nature. As an antidote, Tribal Relics restores grounding. It reconnects the wearer to body, material and instinct, transforming rawness into strength and imperfection into a sensual form of authenticity.



Sassafras 19-1624 TCX #54353B HEX	Antique Moss 16-0840 TCX #B9A023 HEX	Mango Mojito 15-0960 TCX #D69D30 HEX	Dijon 17-1125 TCX #97754C HEX	Mocha Meringue 16-1211 TCX #9F8D81 HEX	Obsidian 19-3902 TCX #3B363C HEX	Bossa Nova 18-1547 TCX #973B36 HEX	Sugar Almond 18-1155 TCX #94562A HEX	Wistful Mauve 17-1511 TCX #946C74 HEX
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Tribal Relics reconnects footwear to earth, ritual and instinct, with crafted surfaces, raw textures and talismanic details that feel grounded and soulful.

KEY ITEMS WOMEN

THE FANCY GLADIATOR



+265%

YOY



A wrapped gladiator sandal with raw straps, strong lacing and a crafted, talismanic feel. The silhouette climbs the foot with protective energy, connecting summer footwear to ritual, movement and earth. It feels sensual, grounded and intentionally imperfect rather than polished.

THE STACKED PLATFORM



+20%

YOY



A stacked platform sandal that brings height, weight and primitive strength to summer dressing. The carved heel and earthy texture create a grounded, handmade effect, while the open upper keeps it sensual. It balances drama with rawness, making volume feel instinctive.

THE BOHO MOCCASIN



+45%

YOY



A boho moccasin shaped by suede texture, fringe movement and artisanal detail. Its relaxed construction feels soft, tactile and worn in, while the decorative front adds a nomadic spirit. It turns casual comfort into something emotional, crafted and quietly expressive.

KEY ITEMS MEN

THE CASUAL ESPADRILLE



+22%

YOY



A casual espadrille that grounds summer menswear through a woven sole and softened upper. The slip on shape keeps it relaxed and easy, while the muted colour adds earthy refinement. It feels natural, understated and ideal for warm weather dressing.



THE GATHERED MOCCASIN



+5%

YOY



A gathered moccasin with soft folds, supple material and a low, comfortable base. The style brings hand worked texture into men's casual footwear, creating a tactile alternative to cleaner loafers. It feels relaxed, intimate and connected to a slower wardrobe rhythm.

THE SOFT SUEDE SNEAKER



+30%

YOY



A soft suede sneaker with muted colour and a simple, grounded profile. Its natural texture softens sporty construction, while the pared back shape keeps it versatile. The style bridges outdoor ease and everyday polish, offering a more organic take on casual footwear.

KEY ITEMS KIDS

THE CRAFTED ESPADRILLE



+108%

YOY



A boho crafted espadrille with a woven sole, embroidered upper and secure ankle strap. The style brings artisanal detail into kids' summer footwear, adding colour and charm without losing practicality. It feels holiday ready, playful and rooted in handmade decoration.



THE TRIBAL CLOG



+50%

YOY



A tribal clog with a rounded shape, sturdy sole and soft natural texture. Its easy entry makes it practical for kids, while the lace detail gives it a crafted, nomadic character. It feels grounded, comfortable and suited to relaxed outdoor dressing.

THE BOHO BUCKLE SANDAL



+20%

YOY



A boho buckle sandal with wide straps, visible hardware and a tactile surface. The adjustable construction keeps it secure for active wear, while the earthy finish adds a handcrafted mood. It brings comfort, function and artisanal character into one summer kidswear item.

SUMMER RESIDENCE



- www

+550% SOFT NOSTALGIA
- www

+28% GARDEN PARTY
- www

+70% VINTAGE KITSCH



Summer Residence channels the antidote to suffering through pleasure, softness and playful escapism. In a world seeking relief, it offers joy through charm, exaggeration and decorative ease. Leisure becomes a conscious, almost theatrical act: romantic, polished and slightly ironic.

Footwear reflects a refined yet self-aware elegance. Slipper silhouettes, delicate mules, ballerinas and polished flats are elevated through glossy finishes, pastel tones and ornamental details. Bows, embroidery, soft quilting and subtle embellishments add curated nostalgia, while supple materials keep the mood comfortable and tactile.

The palette is light and indulgent. Powder pinks, garden greens, faded florals, creamy neutrals and soft blues evoke sunlit interiors and afternoon tea. As an antidote to suffering, it transforms escapism into empowerment. It invites to indulge in beauty, humour and self-expression, turning nostalgia into something playful, alive and knowingly over-styled.

Dijon 17-1125 TCX #97754C HEX	Desert Mist 14-1127 TCX #E0B585 HEX	Strawberry Ice 16-1720 TCX #E78B90 HEX	Pink Lady 13-2806 TCX #EFC1D6 HEX	Smoky Grape 16-3110 TCX #B88AAC HEX	Eggshell Blue 14-4809 TCX #A3CCC9 HEX	Pesto 18-0228 TCX #595F34 HEX	Mellow Green 12-0426 TCX #D5D593 HEX	Open Air 15-3922 TCX #94B2DF HEX
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Summer Residence turns softness into pleasure, blending nostalgic elegance, pastel charm and decorative details into footwear that feels romantic, playful and indulgent.

KEY ITEMS WOMEN

THE POINTY LADY MULE

+33%

YOY

A pointy lady mule with a sleek front, slim heel and open back. The silhouette feels polished but light, bringing feminine elegance into an easy summer format. Its soft colour adds romantic charm, while the sharp toe keeps the look refined and directional.



THE LACE-UP SNEAKERINA

+31%

YOY

A lace up sneakerina that mixes ballet codes with casual sneaker comfort. The soft body, ribbon lacing and cushioned base create a playful hybrid between sweetness and ease. It feels nostalgic, decorative and slightly theatrical, perfect for Summer Residence's dressed up leisure mood.

+50%

YOY

A dainty peep toe sandal with a slim heel, open front and delicate straps. The style brings garden party femininity into a more polished occasion shape, while the pastel tone keeps it soft and charming. It feels romantic, light and knowingly pretty.

KEY ITEMS MEN

THE PENNY LOAFER



+2%

YOY



A penny loafer softened through pale leather and relaxed summer styling. The classic strap keeps its preppy identity intact, while the lighter finish makes it feel fresher and more leisurely. It brings quiet polish to resort dressing, tailoring and everyday warm weather looks.



THE LUXE HOUSE SLIPPER



+44%

YOY



A luxe house slipper that turns indoor comfort into polished outdoor ease. The open back, smooth upper and refined sole create a relaxed expression of elegance. It feels indulgent without being formal, bringing resort softness and understated luxury into men's summer footwear.

THE MONK STRAP STYLE



+33%

YOY



A monk strap shoe characterized by rounded volumes, buckle closures, and soft leathers. It retains the elegance of traditional formal footwear, but through more relaxed and contemporary constructions, such as openings and perforations. It reinterprets heritage codes with lightness and modernity.

KEY ITEMS KIDS

THE BOW SANDAL



+100%

YOY



A bow sandal that turns a practical kids' summer shape into something charming and decorative. Adjustable straps keep the fit secure, while oversized bow details add sweetness and occasion appeal. It feels playful, pretty and perfect for holidays, parties and garden dressing.



THE BALLET MULE



+32%

YOY



An upgraded Mary Jane with a rounded toe, secure strap and decorative surface. The familiar silhouette feels comfortable and dependable, while the fresh colour and pattern give it more personality. It brings nostalgic charm into kidswear with a brighter, more expressive finish.

THE EASY MOCCASIN



+23%

YOY



A kids' moccasin with a soft slip on shape, rounded toe and flexible sole. Its muted colour keeps it easy to style, while the crafted upper adds a gentle heritage feeling. It is comfortable, simple and quietly nostalgic for everyday dressing.

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THANK YOU!

Livetrend is the first trend and market analytics solution for fashion, leveraging Artificial Intelligence, to help capitalize on the right trends to create, buy and sell best-seller collections, reducing overstocks in order to maximize the business and reduce the ecological impact. As a pioneering fashion tech startup, we are using generative AI to help you visualize the future:

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