

Trends
& Products

Buying Guide

SUMMER 2026

FASHION
DIRECTIONS
FOOTWEAR TRENDS

BFSHOW
A FEIRA DO CALÇADO BRASILEIRO

BFSHOW & FASHION DIRECTIONS

BFSHOW, in partnership with the Fashion Directions platform, presents the **Summer 25/26 Trend Buying Guide**: a tool designed to help retailers boost their business during the trade show. Throughout the 4th edition of BFSHOW, Fashion Directions will provide special coverage of the event, highlighting styles from all segments and the top picks for the upcoming season. Stay tuned!





Boho & Natural

ZIMMERMANN

BERSHKA



Delicate Femme

ISABEL MARANT

FENDI



Modern & Sporty

ZARA

TODS

KEY ITEMS. TO INVEST

TOE SANDALS



+45%

PHILOSOPHY



ALAIA



THE ATTICO



ZARA

SNEAKERS



CHLOE



MIU MIU



LOUIS VUITTON

FLAT SNEAKERS



MIU MIU

+60%



KEY ITEMS. TO TEST



Boho Boots

BERSHKA



Modern Shapes

LOEWE

JOHANNA ORTIZ

PIERRE HARDI

MASIMO DUTTI



Peep toe



ZARA

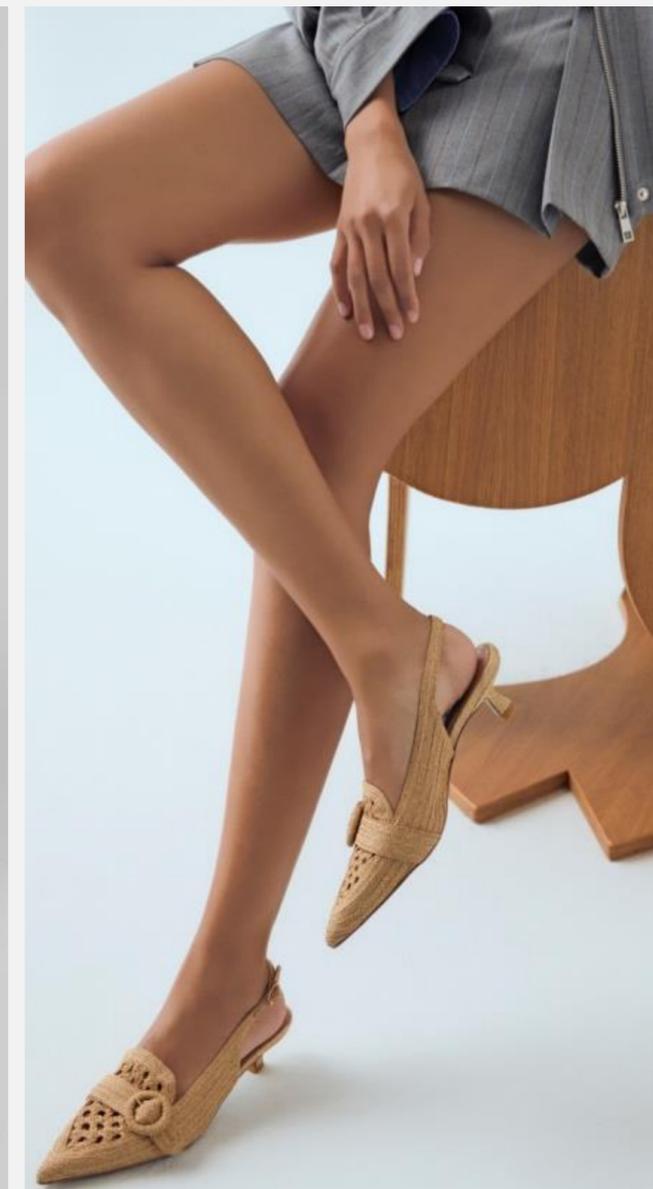
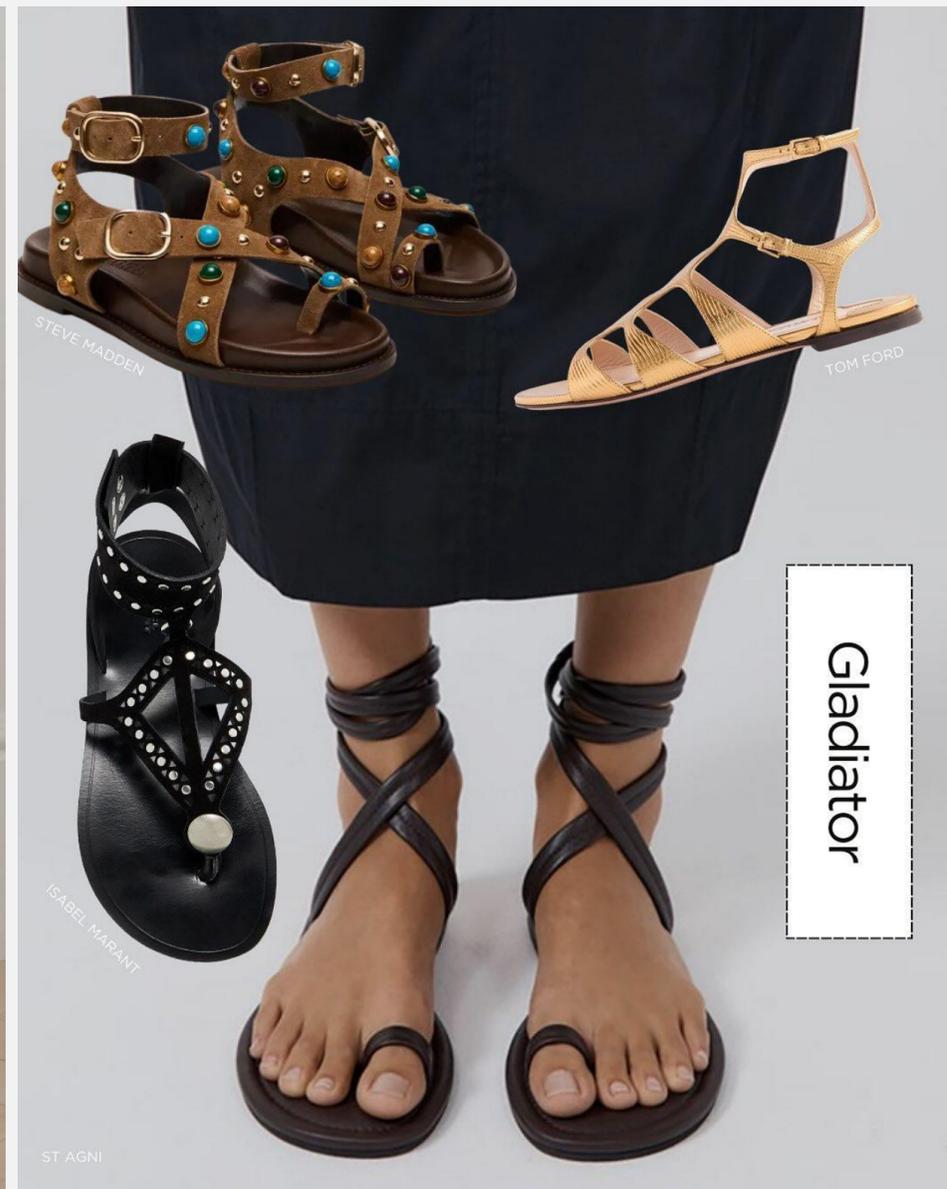
Clogs & Wood



VALENTINO



KEY ITEMS. TO INVEST



SHAPES.MUST HAVES



CHANEL SS25



PROENZA SHOULER



SIMKHAI



THE ROW



GIANVITO ROSSI



VALENTINO



CHLOÉ



SAINT LAURENT



ZARA



PIERRE HARDY



DRIES VAN NOTTEN

1. Wedges all styles
2. Platforms
3. Low heels – kitten & block
4. Feature heels

1. CUREVED HEELS



STELLA MCCARTNEY



THE ATTICO



INVEST

+40%
 In SS25 VS SS24

PLATAFORMS

CONSOLIDATE



SS 24

FW 24

SS 25

ANDREADAMO



CONSOLIDATE

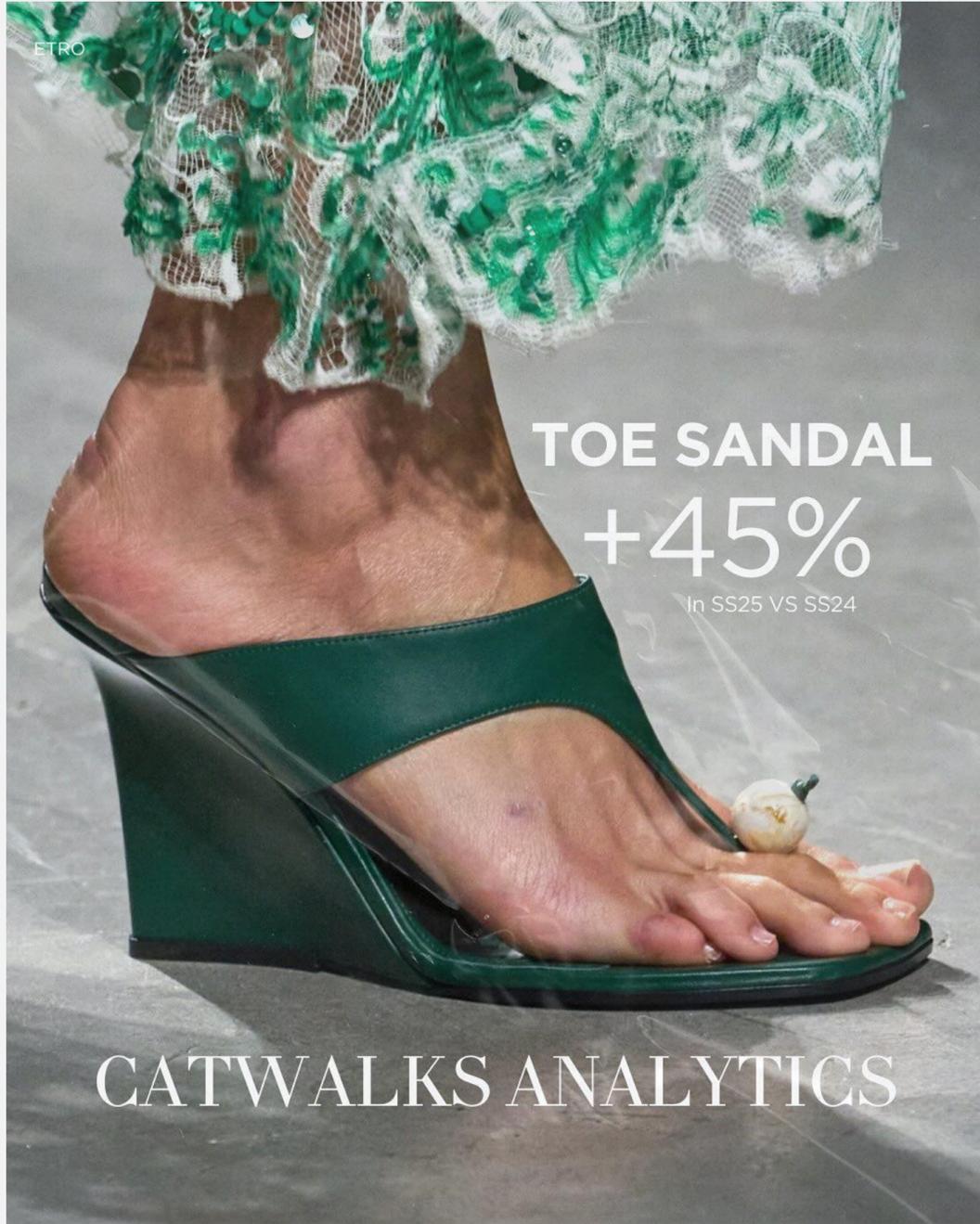
2.

LOW HEELS



PRADA

SANDALS



At our analytics catwalk report we analyze all styles by category . Toes sandals were the most seen style of the season!

SANDALS



CHLOE

1. Toe Sandals
2. Mules
3. Fine straps
4. Peep toe
5. Wedges
6. Low Heels



ZANOTTI



ZARA



CASADEI



TOTEME



STUDIO AMELIA

FLAT SANDALS



TOD'S



PRADA



TOD'S



PARIS TEXAS



ASH



STEVE MADDEN



MANGO



SAINT LAURENT



LOUIS VUITTON

1. Toe sandals
2. Anatomic soles
3. Gladiators
4. Slides
5. Metal embellished



ELLE FRANCE APRIL 25

FLATS



MIU MIU



PRADA



ZARA



PRADA



ALAIA



DOROTHEE SCHUMACHER



TORY BURCH



MANGO



ZARA

1. Suede loafers
2. Driver
3. Boat shoes
4. Summer ballerinas
5. Sabot

P U M P S



P U M P S



ALAIA



FENDI



LOEWE



PRADA



MANGO



MIU MIU

- 1. Mid & low heels
- 2. Sling back
- 3. Mules
- 4. Round toes



SIMONE ROCHA

SNEAKERS



PRADA



ZARA



MIU MIU



ASH



CHLOE



ON

1. Flat sole & Sneakerina
2. Nylon Casual
3. Retro look
4. Sporty
5. Hightop

SNEAKERINA



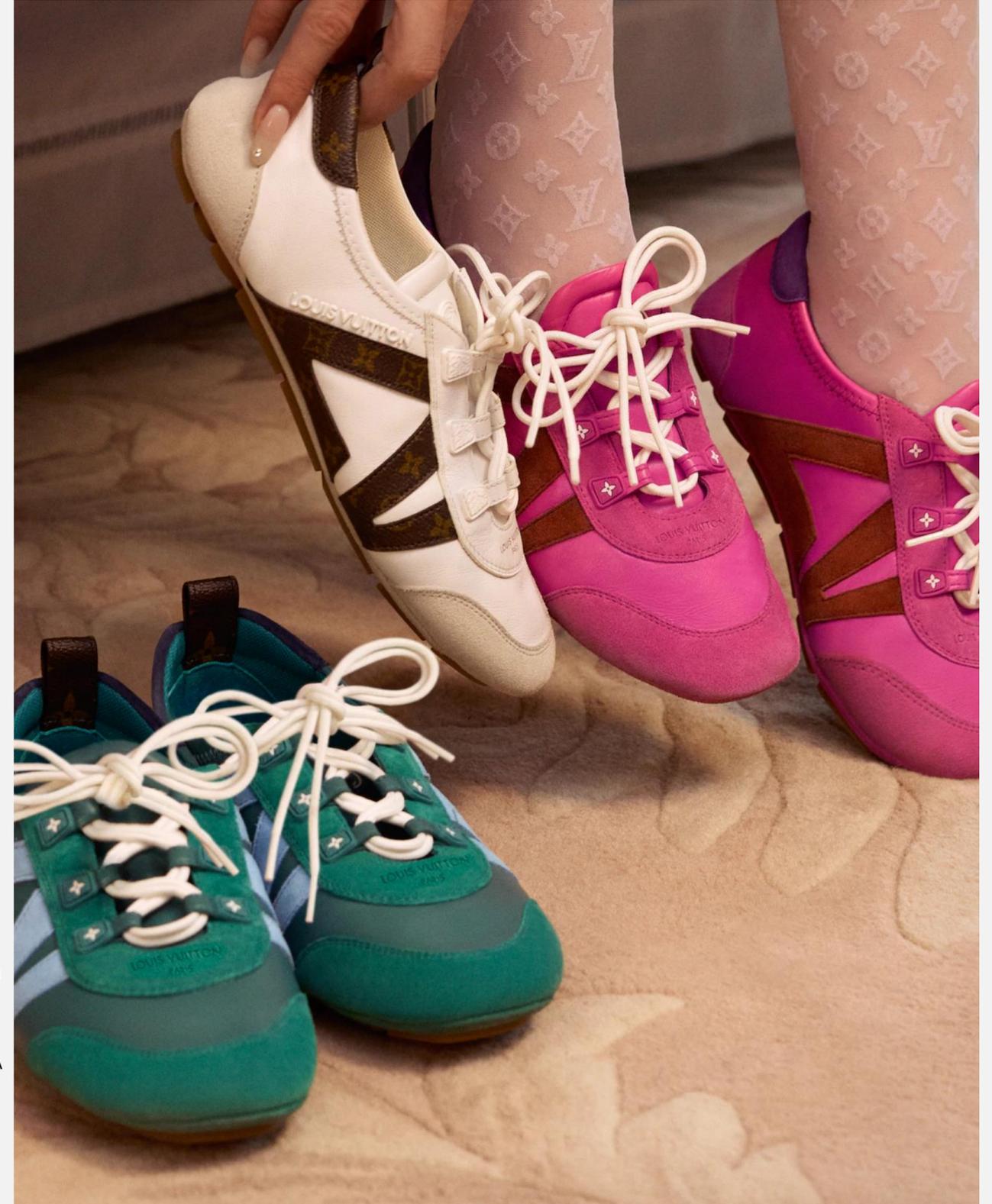
LUISA VIA ROMA



PUMA



ZARA



LOUIS VUITTON

LOW SOLES



PRADA



RAG&BONE



BERSHKA

RETRO SNEAKERS



TOTEME



LOEWE



AUTRY

SPORTY



LOUIS VUITTON



MIU MIU



GOLDEN GOOSE



MIU MIU



CATWALK COLORS SS25



+40%

BLACK

In SS25 VS SS24

+30%

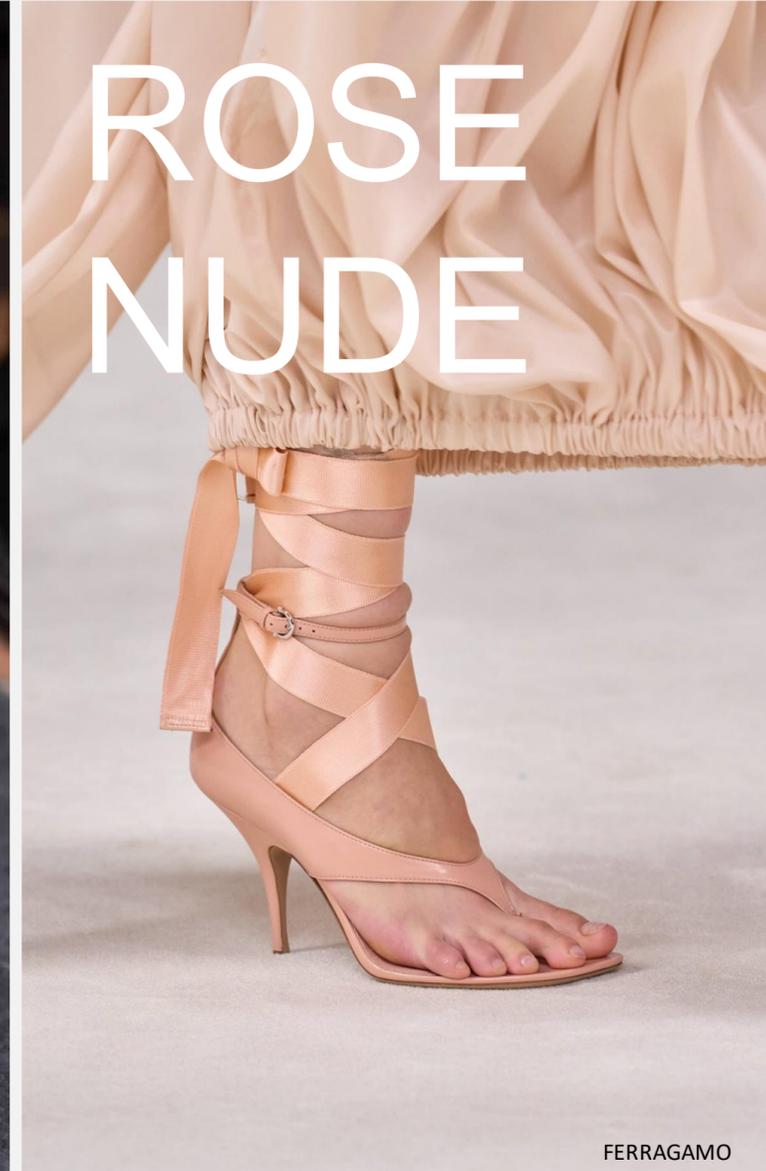
EARTH TONES

In SS25 VS SS24

+30%

PASTELS

In SS25 VS SS24





Summer Campus



The Perfect Scape



Sporty Fever



GUCCI



SANTONI



HERMES



LOUIS VUITTON

SNEAKERS

SANDALS

LOAFERS & BOAT SHOE

SABOT

SUMMER SPORTY



AUTRY



LOUIS VUITTON



SAINT LAURENT



GUCCI



HERMES



MONCLER



PRADA



ZARA



GUCCI



SAINT LAURENT



GIORGIO ARMANI



CLARKS



PRADA



TODS



MERRELL



SALOMON



HOKA



BIRKENSTOCK



Natural Summer



ZARA



BERSHKA



PEPE



H&M



DOLCE & GABBANA



BOBO CHOSÉS



ZARA



Sporty Soul

ZARA

MANGO



Pop Summer



STELLA MCCARTNEY



VALENTINO



AUTRY



SACAI



BALLERINA



ZARA



GUCCI



ZARA

LOAFERS



ZARA

SANDALS



ZARA

SLIDES



HM

NATURALS



ZARA



ZARA



GIOSEPPO

Easy & CLEAR DATA

CATWALKS ANALYTICS



+40%
GLADIATOR

+60%
THONG SANDAL



SS25

Based in Italy and acting globally we analyse trends and follow the market in a 360-degree cycle. Covering from raw material and product trade fairs to in depth catwalk analysis and daily retail updates, our curated reports are the hands-on tool to inspire designers and help buyers to be on track with all trends.

“ Idealized by designers and experts in product development with 15 years plus experience in the segment, Fashion Directions is the only platform on the market specializing in footwear, bags and accessories. ”

TREND
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CONTENT

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RESEARCHES &
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