



# VOGUE KNITTING LIVE 2024 TREND HIGHLIGHTS

The marketplace was bustling with excited crafters ready to indulge. Energy was positive and enthusiastic among shoppers and vendors. Booths felt **fresh and intriguing**. Aesthetically, two prominent trends were at the forefront: the **lively and playful Gen Z** style, alongside a **soft and charming heritage** look. Color was abundant. Bold and **vibrant brights** took the spotlight, while **cotton candy hues** brought newness. **Fuzzy textures** claimed attention but the **interplay of textures** brought the most intrigue. Key items included **vests** and **statement scarves** with exaggerated lengths. **Fair Isle** maintained its timeless appeal, while **nature and animal motifs** offered novelty. Notable updates in colorwork were seen through **abstract intarsia**, while **stripes** and **color blocking** maintained their relevance, contributing to the marketplace's dynamic and evolving atmosphere.

