



MENSWEAR
FW2024
UPDATE
SOFT
ACCESSORIES
& BAGS



LIVETREND

INTRODUCTION ACCESSORIES FALL 24



New York Streetstyle - 45.jpg



@isaachudson3_1.png



@attiresaint-15.png



milano-str-s24-2188.jpg



UPDATE

Urban Heritage. Dive into the mix of Fall Menswear Accessories, where new masculinity converges with the opulence of old money and a nod to 2000s streetwear. Graphic hats, beanies, and berets redefine headwear, showcasing a dynamic interplay of contemporary flair and classic charm. Corporate ties and fancy foulards become the epitome of refined sophistication, offering transitional pieces that effortlessly bridge various styles. The introduction of snood scarves adds a touch of modernity and versatility to the accessory lineup. Bags take center stage with practicality and heritage-inspired designs. From messenger bags to soft moon sling-bags, each piece embodies functionality and style. Exploring elegance, men are opting for heritage saddle bags or for the chic allure of mini cross-body looks, completing Menswear Accessories items with a perfect balance of tradition and modernity.

This report is based on Livetrend data extracted from Instagram from September to November 2023, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

KEY ITEMS SOFT ACCESSORIES FALL 24

SAFE TREND



@90sanxiety.jpg



@andreafaccio-8.png



London Streetstyle - 148.jpg



@attiresaint-1.png



@isaachudson-5.png

THE GRAPHIC CAP


+72%
YEAR ON YEAR

STABLE



@andreafaccio2.png



New York Streetstyle - 192.jpg



London Streetstyle - 74.jpg



Paris Streetstyle - 463.jpg



milano-str-s24-2210.jpg

THE BERET


+23%
YEAR ON YEAR

KEY ITEMS SOFT ACCESSORIES FALL 24

STABLE



@isaachudson3.png



Paris Streetstyle - 160.jpg



@attiresaint.jpg



Milano Streetstyle-136.jpg



@nathaneazariah-6.png

THE ESSENTIAL BEANIE


-27%
YEAR ON YEAR

STABLE



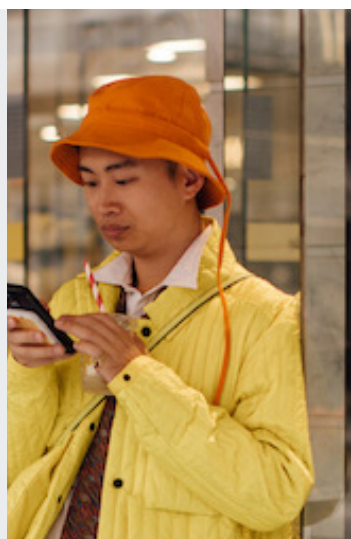
Milan Mens SS24.webp



@attiresaint-5.png



@kingsonflacko-1.png



London Streetstyle - 38.jpg



paris streetstyle.jpeg

THE FISHERMAN


-2%
YEAR ON YEAR

KEY ITEMS SOFT ACCESSORIES FALL 24

EDGY TREND



London Streetstyle - 259.jpg



@maximgraca.jpg



@dominkmessenger.webp



@attiresaint-18.png



@oliverplnzz.webp


+4%
YEAR ON YEAR

THE FUZZY CHAPKA

EDGY TREND



@highsnobiety.png



London Streetstyle - 303.jpg



@ihatetomaustin.png



@perryfrempong.jpg



@jiminohoto.png


-11%
YEAR ON YEAR

THE MAIN CHARACTER

KEY ITEMS SOFT ACCESSORIES FALL 24

STABLE



Milan Mens SS24.webp



Hypebeast Idn street style.avif



@streetpie-0.png



london.jpg



@nachoferrero.png

THE WHITE SOCK


-13%
YEAR ON YEAR

STABLE



@jellyallan.png



london-str-s24-1675.jpg



@josefmiichael3.png



@danielmillar.png



@neezyrevenge.jpg

THE SNOOD SCARF


+4%
YEAR ON YEAR

KEY ITEMS SOFT ACCESSORIES FALL 24

EARLY SIGN



@reganwalker.jpg



@seungjuuuuuuu.jpg



@danielmillar.jpg



@josefmiichael2.png



@moritztaylor2.jpg

THE SILK TIE


+78%
YEAR ON YEAR

EARLY SIGN



@mr.bthompson1.png



Milan Street Style.jpg



@thenrix.jpg



@samsalter.jpg



@mrfoures.jpg

THE DAINTY FOULARD


+33%
YEAR ON YEAR

KEY ITEMS BAGS FALL 24

SAFE TREND



milano-str-s24-2188.jpg



london.avif



Paris Streetstyle - 206.jpg



London Streetstyle - 74.jpg



@shooting.people-23.png

THE TEXTILE TOTE


+24%
YEAR ON YEAR

STABLE



@y00sef.png



@netoszn.png



@kingstonflacko.jpg



@youngmanpowell.jpg



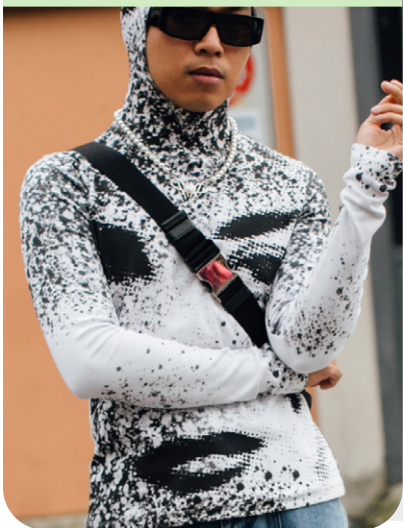
Adam Katz Sindev_1.jpg

THE MOON SLING BAG


-5%
YEAR ON YEAR

KEY ITEMS BAGS FALL 24

EDGY TREND



milano-str-s24-1192.jpg



New York Streetstyle - 45.jpg



Milan Mens SS24.webp



Paris Streetstyle - 248.jpg



New York Streetstyle - 53.jpg


+30%
YEAR ON YEAR

THE CHIC CROSSBODY

STABLE



paris.jpg



@nathaneazariah.jpg



london street.jpg



@lacrimadilucifero.jpg



milan-fashion-week-4.jpg


-11%
YEAR ON YEAR

THE GRUNGY MESSENGER

KEY ITEMS BAGS FALL 24

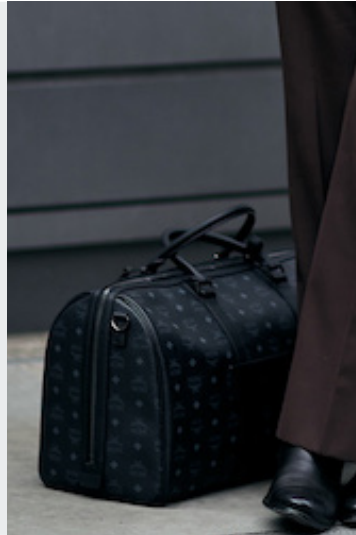
STABLE



London Streetstyle - 325.jpg



@samueleolivieri.webp



London Streetstyle - 289.jpg



@iamadamcrocker-1.png



Milano Streetstyle-62.jpg


+0%
YEAR ON YEAR

THE LEATHER CARRY-ALL

EDGY TREND



paris-.jpg



New York Streetstyle - 1.jpg



Milano Streetstyle-157.jpg



paris-_1.jpg



@danielmillar.jpg


+111%
YEAR ON YEAR

THE HERITAGE SADDLE BAG

DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND GROWTH ON E-COMMERCE



SOCIAL MEDIA

YEAR ON YEAR TREND GROWTH ON INSTAGRAM



CONSUMER INTEREST

YEAR ON YEAR GROWTH OF ONLINE SEARCH VOLUMES



FASHION SHOWS

YEAR ON YEAR TREND GROWTH ON FASHION SHOWS

TREND BEHAVIOR

EDGY TREND

weak signal of a potential micro trend with very high risk

EARLY SIGN

emerging trend with growing perspective but higher risk

SAFE TREND

announced trend with growing perspective and safe risk

BIG TREND

trend with a big magnitude due to high commercial potential and quick adaption

STABLE TREND

trend that is already present in the market with flat growth

LAST CALL

trend with decreasing perspective but still having business potential

TREND MAGNITUDE



MANIFEST

AN ICONIC PRODUCT THAT IS A STABLE TREND OF LARGE MAGNITUDE WITH CONFIRMED COMMERCIAL SUCCESS



INVEST

A CORE PRODUCT REPRESENTING A STEADILY GROWING TREND OF MODERATE MAGNITUDE WITH COMMERCIAL POTENTIAL



TEST

A STATEMENT PRODUCT WITH GROWING PERSPECTIVE BUT SMALLER MAGNITUDE AND HIGHER RISK



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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