



**MENSWEAR**  
FALL 2024  
INSTAGRAM  
UPDATE  
**TOPWEAR**  
&  
**KNITWEAR**



LIVETREND

# INTRODUCTION KNIT & JERSEY FALL 24



@attiresaint-6.png

@isaachudson-4.png

Milano Streetstyle-183.jpg

@attiresaint-3.png



**UPDATE**

## Top-Notch Essentials.

For the transitional fall season, men's knit and jersey styles are going all basic. As a consequence refined details are moving in focus. The new leading knitwear elements include the half-open neckline, in button or zip up interpretations. These new button-ups manifest a new take on American sportswear that embraces a preppy yet casual character. And for the edgy client, outlines of knit and jersey are slimming down and generate an almost shrunken look. Qualities focus on fine stitches or subtle ribs for transitional knitwear to enhance the basic appeal of new wardrobe staples. Beside the leading set of basics, crafty and artsy elements remain crucial across cardigans and sweatshirts to reflect individuality and character. And for jersey tops, the layered grunge look remains a niche but relevant style.

*This report is based on Livetrend data extracted from Instagram during September and October 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 JERSEY TOPS FALL 24

## STABLE TREND



Paris Streetstyle - 441.jpg



@marcforne-5.png



@niklinnio--2.png



@leptitarnd-4.png



New York Streetstyle - 26.jpg

## THE BASIC TANK

  
**+11%**  
YEAR ON YEAR

## SAFE TREND



@iamdanielsimmons.png



@leptitarnd-5.png



@josefmiichael.png



@isaachudson-3.png



London Streetstyle - 147.jpg

## THE CREW-NECK TEE

  
**+25%**  
YEAR ON YEAR

# KEY ITEMS FINE GAUGE STYLES FALL 24

## BIG TREND



Milano Streetstyle-18.jpg



@jackthelad-1.png



@matchesfashion.jpg



@attiresaint-4.png



Milano Streetstyle-183.jpg

## THE TEXTURED POLO

  
**+235%**  
YEAR ON YEAR

## STABLE TREND



@octobreeditions.avif



@mauro.littera.png



Paris Streetstyle - 266.jpg



@mythersamen\_6.png



@attiresaint-2\_1.png

## THE LONG SLEEVE POLO

  
**-1%**  
YEAR ON YEAR

# KEY ITEMS KNITWEAR STYLES FALL 24

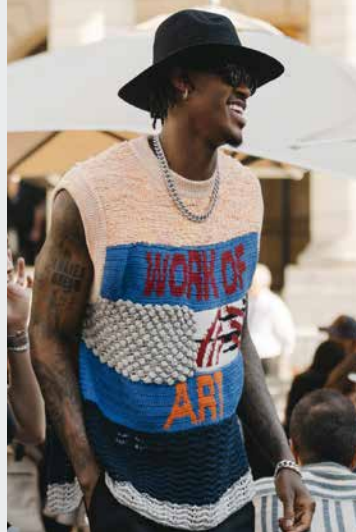
## STABLE TREND



@milanostrestyle.jpg



@thomasrazzano.jpg



@parisfashionweek.jpg



@milano\_streetstyle.jpg



@richardbiedul\_.png

## THE FUNKY VEST

  
**-20%**  
YEAR ON YEAR

## STABLE TREND



@impression.jpg



@hypebeast.jpg



@toni\_bofficial.png



@parismenstreetstyle.jpg



@paris-street.jpg

## THE OPENWORK KNIT

  
**+12%**  
YEAR ON YEAR

# KEY ITEMS SWEATER STYLES FALL 24

## BIG TREND



9M9A5732-scaled.jpg



@attiresaint-1.png



@attiresaint-2.png



@andrefaccio-8.png



@imdanielsimmons1.png

  
**+17%**  
YEAR ON YEAR

## THE BASIC CREWNECK

## SAFE TREND



@shooting.people-20.png



@lepetitarnd-8.png



@attiresaint-6.png



@niklinnio--3.png



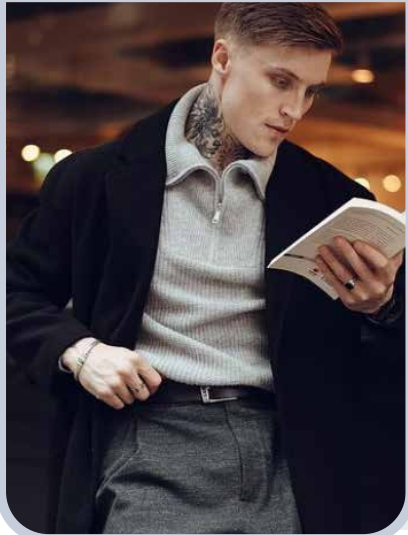
9M9A5127-scaled.jpg

  
**+16%**  
YEAR ON YEAR

## THE PREPPY HALF-OPEN

# KEY ITEMS SWEATER STYLES FALL 24

## SAFE TREND



@alex\_gilka.png



@octobre\_editions.avif



@paulbinam.jpg



@officinegenerale.webp



@zaraman.png

## THE TRUCKER COLLAR

  
**+50%**  
YEAR ON YEAR

## BIG TREND



@andreafaccia\_.png



@jacobrott-5.png



Paris Streetstyle - 258.jpg



@jnsjawns.png



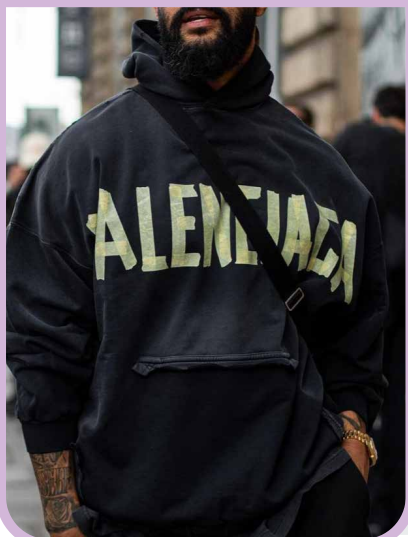
@chrissthekid.png

## THE FLUFFY MOHAIR

  
**+162%**  
YEAR ON YEAR

# KEY ITEMS FASHION STYLES FALL 24

## EARLY SIGN



shootingpeople2.png



@nilskue2.png



@attiresaint-3.png



Milano Streetstyle-43.jpg



@kingsonflacko-4.png

  
**+138%**  
YEAR ON YEAR

## THE GRUNGY LAYERED

## EARLY SIGN



@jxrda-.png



@yeezy.jpg




@thomasrazzano\_.jpg



@Rick-Owens-backstage.jpg



@Thomas-Rozzano-ph.jpg

  
**+540%**  
YEAR ON YEAR

## THE DISTRESS KNIT



# KEY ITEMS CARDIGANS FALL 24

## STABLE TREND



@lepetitarnd-6.png



@lepetitarnd-1.png



@attiresaint-6\_1.png




@mr.bthompson4.png



@isaachudson-1.png

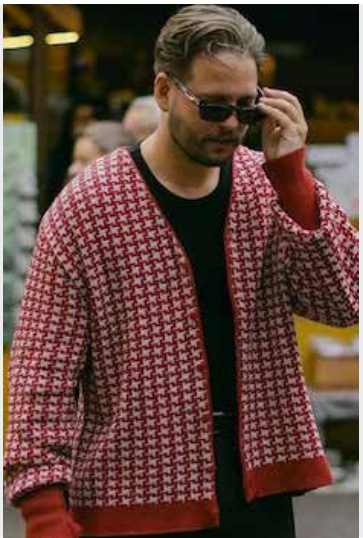
## THE ESSENTIAL CARDI

  
**+0%**  
YEAR ON YEAR

## LAST CALL



ny streetstyle-30.jpg



@attiresaint-11.png



New York Streetstyle - 294.jpg



@attiresaint-3\_1.png



Paris Streetstyle - 150.jpg

## THE CRAFTY CARDI

  
**-46%**  
YEAR ON YEAR

# KEY ITEMS SHIRTS FALL 24

## BIG TREND



@katzsinding.jpg



@Alex-Tres-Cool-Dobe.jpg



@theimpression.jpg



@rowanrow.png



@warenl7.PNG

  
**+35%**  
YEAR ON YEAR

## THE WHITE SHIRT

## SAFE TREND



@katzsinding.jpg



@Marcus-Paul.jpg



@ph.Adam-Katz-Sinding.jpg



@Paris-Mens-Fashion-Week.jpg



@AdamKatzSinding.jpg

  
**+64%**  
YEAR ON YEAR

## THE STRIPED SHIRT

# 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

CREATIVITY

STRATEGY

SUSTAINABILITY



LIVETREND

# THANK YOU!

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