



**MENSWEAR**  
FW2024  
UPDATE  
**PANTS &**  
**DENIMS**



LIVETREND

# INTRODUCTION PANTS FW24



@lepetitarnd-5.png

London Streetstyle - 93\_1.jpg

london-.jpg

@youngmanpowell.png



**UPDATE**

## Corporate meets Crafty.

Step into Menswear Pants, where the baggy silhouette takes the lead, redefining casual elegance and more urban baggy jeans. Tailoring meets denim in a seamless fusion this season, creating collections that effortlessly blend sophistication with laid-back comfort. Tailored essentials receive a contemporary update, offering a newfound comfort ideal for daywear.

Artistic expressions emerge with softer florals and patchwork details, injecting an artsy vibe into the lineup. Embracing enhanced utility, the inclusion of bulky cargo and technical pants provides both functionality and a modern edge. Fall Menswear Pants redefine versatility, offering a range that caters to the discerning man seeking a perfect balance between style, comfort, and artistic expression.

*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 JEANS FALL 24

## THE URBAN BAGGY



@shion02280aoki-4.png



@kingsoflacko3.png



@kevincostinha-2.png



london street.jpg



@andreafficio-1.png

  
**+194%**  
YEAR ON YEAR



New York Streetstyle - 72.jpg



Paris Streetstyle - 240.jpg



@an7isocial1998-2.png



Japan-Street-Style.jpg



@jimy\_09\_4.png

  
**+52%**  
YEAR ON YEAR



# KEY ITEMS CLASSIC PANTS FALL 24

## THE CASUAL TAILORED



@jackthelad-5.png



@lepetitarnd-5\_1.png



@attiresaint-12.png



Paris Streetstyle - 382.jpg



@tanjukosee.png

  
**+27%**  
YEAR ON YEAR



@marcforne-8.png



milan.jpg



@mrporter.png



@lepetitarnd-2.png



@marcforne.png

  
**+23%**  
YEAR ON YEAR



# KEY ITEMS CLASSIC PANTS FALL 24

## THE TAILORED BERMUDA



New York Streetstyle - 65.jpg



London Streetstyle - 65.jpg



Milano Streetstyle-118.jpg



paris-str-s24-2333.jpg



@jaimetouscheztoi.png

  
**+257%**  
YEAR ON YEAR



@richardbiedul\_1.png



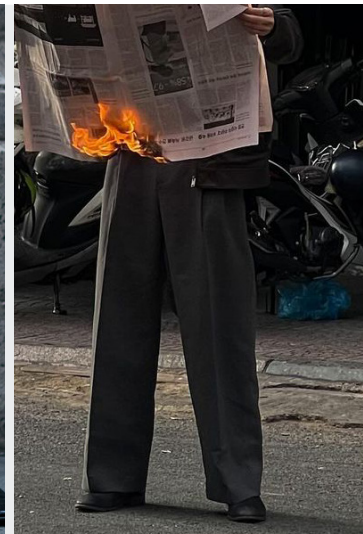
@mrfoures.png



@mytheresamen.png



New York Streetstyle - 11.jpg



@thvxxs.jpg

  
**+104%**  
YEAR ON YEAR

## THE WIDE-LEG



# KEY ITEMS OUTDOOR PANTS FALL 24

## THE OFF-GRID CARGO



@marcforne-6.png



London Streetstyle - 93.jpg



@mythersamen\_1.png



Milano Streetstyle-241.jpg



@daniigarcia01.webp

  
**+78%**  
YEAR ON YEAR

## THE TECHNICAL PARACHUTE



@simonwauman.webp



@ryanaprnsyah.png



@jiiraexe.png



Paris Streetstyle - 231.jpg



@felixruess.png

  
**+40%**  
YEAR ON YEAR

# 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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