



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



@andreafacciaio-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



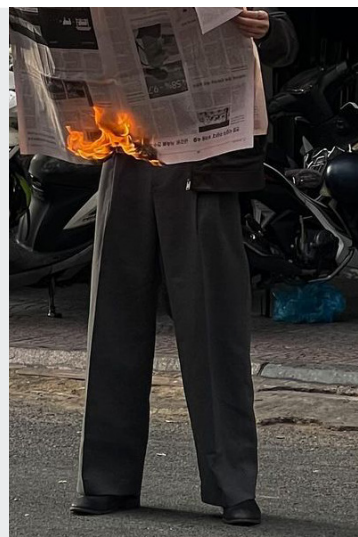
@mrfoures.png



@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

CREATIVITY

STRATEGY

SUSTAINABILITY



LIVETREND

THANK YOU!

You may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit any such content, nor may you distribute any part of this content over any network, sell or offer it for sale, or use such content to construct any kind of database. You may not alter or remove any copyright or other notice from copies of the content on any Livetrend report.

If you have further needs, please contact us via chat or at barbara@livetrend.co