



MENSWEAR
RETAIL RADAR
KNITWEAR
UPDATE



LIVETREND

KNITWEAR UPDATE INTRODUCTION



mm6



stussy



Our Legacy (2).jpg



UPDATE

New Waves. In the ever-evolving world of menswear, the intersection of minimalism, new grunge, and rustic core aesthetics is redefining the narrative of knitwear collections. These diverse yet complementary design elements come together to create a harmonious fusion of sleek simplicity, rebellious energy, and raw authenticity. Knitwear, traditionally associated with warmth and comfort, now serves as a canvas for innovative expressions of style. Minimalist designs emphasize clean lines and refined silhouettes, providing a timeless foundation for contemporary fashion. Simultaneously, the infusion of new grunge introduces an edgy, rebellious spirit, adding an element of street-inspired dynamism. The rustic core aesthetic embraces the untamed beauty of nature, incorporating tactile textures and earthy tones that evoke a primal connection.

This report is based on Livetrend data extracted from e-commerce on the European market from 1/9/23 to 15/11/23, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

FALL COLLECTIONS DATA INSIGHTS

ROUND NECK JUMPER



octobre.avif



+9%

YEAR ON YEAR

THE KNIT VEST



emporio armani.webp



+27%

YEAR ON YEAR

THE CASHMERE KNIT



PANGAIA.webp



+18%

YEAR ON YEAR

THE ZIPPED KNIT



falconieri.webp



+204%

YEAR ON YEAR

THE TRUCKER COLLAR



maison labiche.webp



+165%

YEAR ON YEAR

Recent data confirms a shift in fashion trends, particularly marked by a resurgence of 90s styles, and a gravitation towards sustainability. An embracing of comfort and minimalism is clear with a significant rise in basic and gender-neutral clothing, Livetrend data provides valuable insights about the evolving market trends within the knitwear category, key for future strategic decision-making in design and merchandising. In terms of fall winter knitwear trends, noteworthy data points emerge in relation to vests and cardigans. Firstly, there has been a rather substantial growth in vests, with a rise of 27%. This suggests a growing consumer interest in this style, possibly driven by seasonal changes that also match fashion trends. Conversely, knitwear cardigans have experienced a reduction of 5% in the market, indicating that this trend has become stable. A noteworthy trend this season involves the evident shift in jumper preferences. A modest upward trend was observed for Round Neck Jumpers with a 9% increase, indicating a warmer reception for this style. Conversely, High Neck Jumpers and V-Neck Jumpers experienced a decline, dropping by 7% and a striking 40% respectively. Cashmere, modal and mohair are the most rising compositions for knitwear, showing acrylic in decline and so more attention to sustainability.

COLLECTIONS THEMES **SLEEK MINIMALISM**



Neo Normal. FW23 menswear knitwear collections have embraced the timeless allure of sleek minimalism. This season, designers are navigating the realms of sophistication and simplicity, crafting pieces that redefine the concept of new basics through meticulous attention to detail, refined layering techniques, and the embrace of simple, slim lines. Designers are focusing on creating versatile knitwear pieces that effortlessly transition from day to night, offering a refined aesthetic that exudes both comfort and style. As the fashion landscape continues to evolve, these collections serve as a testament to the enduring allure of a well-crafted, minimalist wardrobe that effortlessly adapts to the needs of the modern man.

SLEEK MINIMALISM MATERIALS & DETAILS

SOFT CASHMERE



Cos (4).jpg

Zara (3).jpg

 **+19%**
YEAR ON YEAR

RIBBED



Cos (3).jpg

Thom Browne.jpg

 **+17%**
YEAR ON YEAR

ECO-FRIENDLY OPTONS



PANGAIA.webp

octobre.avif

 **+32%**
YEAR ON YEAR

MONOCHROME SETS



Fred Perry.webp

Mango.webp

**EMERGING
TREND**

SLEEK MINIMALISM **MUST-HAVES**

BIG TREND



Theory.avif



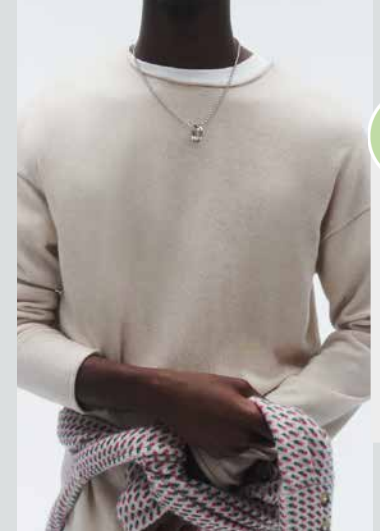
Massimo Dutti.jpg



Amiri.webp



Mango (5).webp



Guest In Residence (2).webp



MANIFEST

THE **BASIC CREW NECK**

SAFE TREND



Loro Piana.jpg



Zara (2).jpg



Mango (6).webp



Cos (4).jpg



Massimo Dutti_1.jpg



INVEST

THE **EASY LONG SLEEVE POLO**

UPDATE

KNITWEAR

MENSWEAR

RADAR

RETAIL

SLEEK MINIMALISM **MUST-HAVES**

STABLE TREND

THE FINE GAUGE CARDI



Commes des garcons.jpg



Mango (7).webp



Benetton.webp



Comme des Garcons.webp



Prada.avif



MANIFEST

EARLY SIGN

THE CONTRAST CARDIGAN



Thom Browne.jpg



Burberry.jpg



Ernest W Baker.webp



Urban Classic.webp



AS&S.COM/WEBP/CL/0238024.jpg



TEST

UPDATE

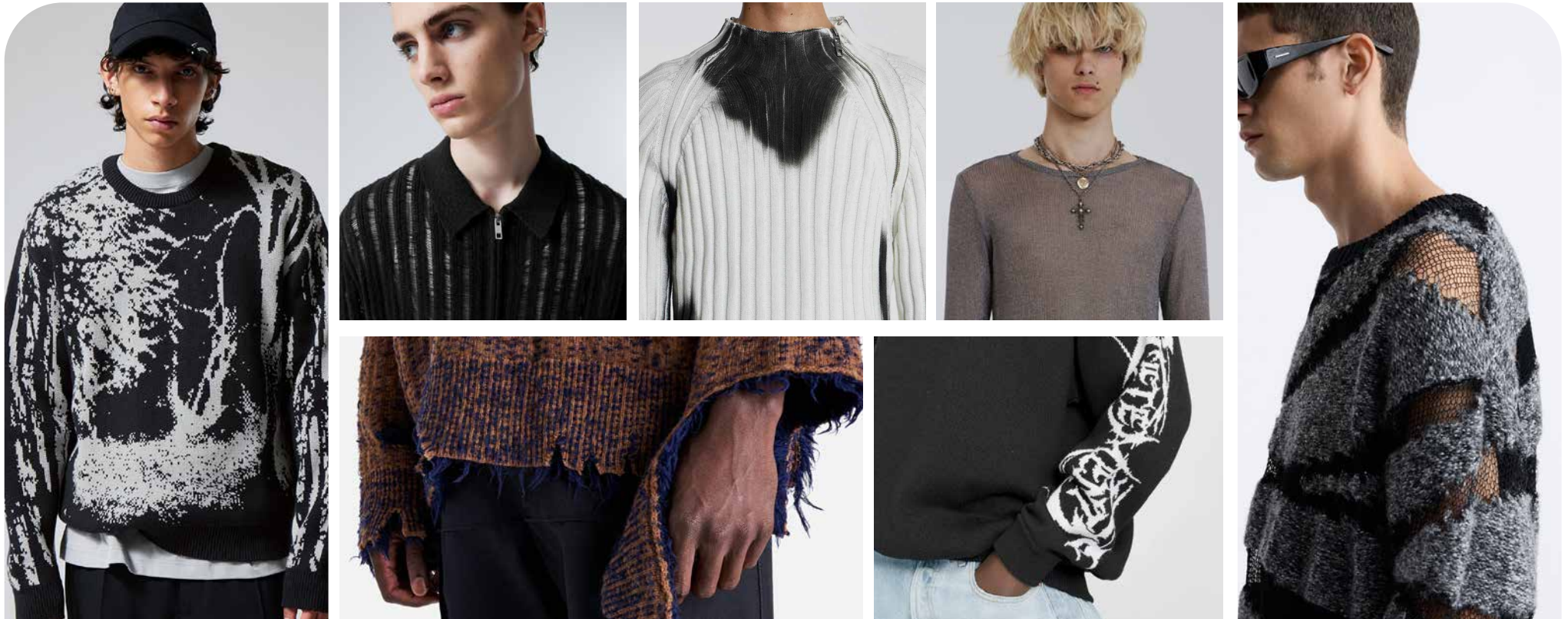
KNITWEAR

MENSWEAR

RADAR

RETAIL

COLLECTIONS THEMES **CYBER RACER**



Unleashing Rebellion. At the heart of the Cyber Racer aesthetic is a fearless embrace of unconventional design, where knitwear becomes a canvas for rebellion. E-commerce platforms have become the battleground for these daring pieces, as they seamlessly integrate distressed features that challenge traditional notions of knitwear. Sweaters adorned with strategically placed distressed details, rebellious cutouts, and unconventional stitching techniques redefine the boundaries of conventional knitwear, giving rise to a new wave of edgy, street-inspired fashion.

CYBER RACER MATERIALS & DETAILS

SEDUCTIVE SHEER



Anderson Bell.jpg

Jaded Men_1.webp



+43%

YEAR ON YEAR

GRUNGY SEE-THROUGH



Weekday.webp

Dries Van Noten.webp



+415%

YEAR ON YEAR

CONTRAST RIBS



Zara.jpg

Jaded Men.webp

**EMERGING
TREND**

CRYPTO INTARSIO



Vetements.webp

Weekday (2)_1.webp

**EMERGING
TREND**

CYBER RACER **MUST-HAVES**

SAFE TREND



Yves Saint Laurent.webp



Courreges.jpg



Luis Gabriel Nouchi.webp



Bottega Veneta.avif



Ann Demeulemester.webp



MANIFEST

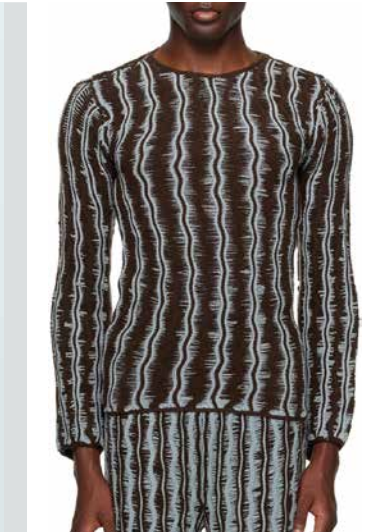
EARLY SIGN



Zara_1.jpg



diesel.jpg



isa boulder.webp



Jaded Men.jpg



stanley raffington.webp



TEST

THE **SECOND SKIN KNIT**

THE **ANATOMICAL RIB**

UPDATE

KNITWEAR

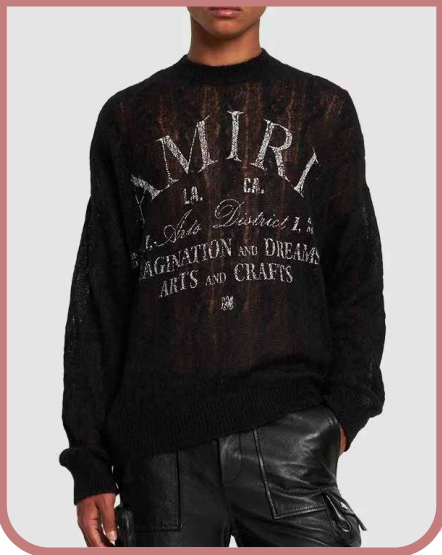
MENSWEAR

RADAR

RETAIL

CYBER RACER **MUST-HAVES**

BIG TREND



Amiri.avif



Doublet.jpg



Jaded Men_2.webp



Tom Ford.webp



stussy.jpg



TEST

THE FEATHERWEIGHT

EARLY SIGN



Doublet.webp



Marni.avif



Maison Mihara Yashuiro.webp



Acne Studio.webp



R13.webp



TEST

THE UNFINISHED SWEATER

UPDATE

KNITWEAR

MENSWEAR

RADAR

RETAIL

CYBER RACER **MUST-HAVES**

BIG TREND



Zara_2.jpg



Diesel (2).jpg



Bershka.jpg



Jaded Men_3.webp



WEEKDAY (2).webp



MANIFEST

EARLY SIGN



Another Date.webp



ZARA_3.jpg



Maison Margiela.webp



R13.jpg



off white.jpg



TEST

THE CASUAL ZIP-UP

THE GRUNGY CARDI

UPDATE

KNITWEAR

MENSWEAR

RADAR

RETAIL

CYBER RACER **MUST-HAVES**

EDGY TREND



Simone Rocha.webp



bonsai.avif



marquesalmeida.webp



Namacheiko.webp



TEST

THE MONSTER SKIN

EARLY SIGN



Weekday_2.webp



yproject.jpg



feng chen wang.webp



acne_studio.jpg



ERL_.avif



TEST

THE TEXTURES

UPDATE

KNITWEAR

MENSWEAR

RADAR

RETAIL

COLLECTIONS THEMES **RUSTIC WARMTH**



Rural Roots. As fall approaches with its crisp air and earthy tones, menswear knitwear collections are ushering in a captivating trend rooted in rustic warmth. Designers are deliberately infusing tactile elements, chunky knits, blended yarns, and a rustic primal effect into their creations, evoking a sense of coziness and connection with nature. Tactility takes center stage in this trend, as designers prioritize the touch and feel of the knitwear. From sumptuous wool blends to plush alpaca yarns, the emphasis is on worn-looking materials with the imprint of time that not only provide warmth but also invite wearers to be influenced by the beauty of second-hand aesthetic and its imperfections. The result is a collection that beckons to be touched, encouraging a sensory engagement with the garments.

RUSTIC WARMTH MATERIALS & DETAILS

FUZZY OMBRÉ



Erl (2).webp

Future Present (2).webp



+280%
YEAR ON YEAR

PILLING EFFECT



Our Legacy (2).jpg

Mihara Yashuiro.webp

**EMERGING
TREND**

RUSTIC MERGE



Bottega Veneta.webp

Thom Krom.webp

**EMERGING
TREND**

MÉLANGE



sandro_homme.webp

Dries Van Noten_1.webp



+47%
YEAR ON YEAR

RUSTIC WARMTH MATERIALS & DETAILS

REVERSED FINISHING



Weekday_1.webp

Ziggy Chen.webp

**EMERGING
TREND**

PRIMAL PATCHES

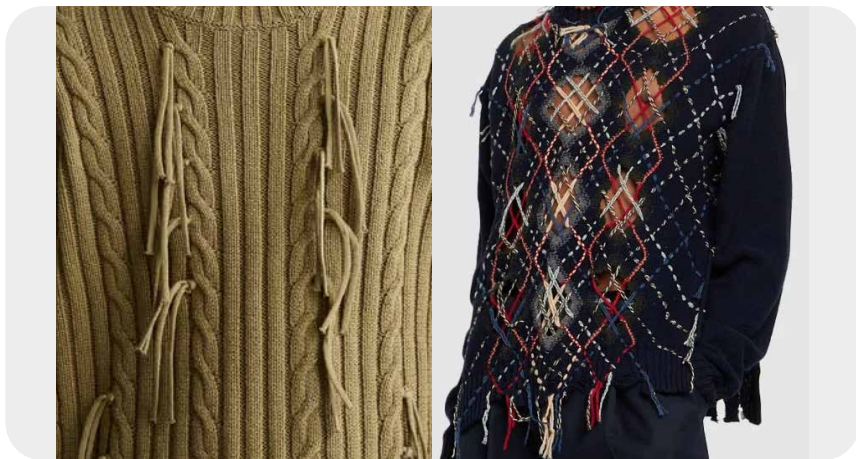


Future Present.jpg

There was one.jpg

 **+6%**
YEAR ON YEAR

LOOSE FRINGES



Zara_4.jpg

Maison Margiela.avif

 **+10%**
YEAR ON YEAR

HAND-TIED



Boris Bidjan.webp

Future Present (3).webp

**EMERGING
TREND**

RUSTIC WARMTH **MUST-HAVES**

THE RUSTIC BLENDED SWEATER

BIG TREND



Bottega Veneta.jpg



Our Legacy_1.jpg



Weekday (2)_2.webp



Karmuel Young.webp



Raf Simons.jpg



MANIFEST

EARLY SIGN



Doublet_1.webp



Our Legacy.jpg



engineered-garments.jpg



Gcds.jpg



whodecideswar.webp



TEST

THE HOODIE

UPDATE

KNITWEAR

MENSWEAR

RADAR

RETAIL

RUSTIC WARMTH **MUST-HAVES**

STABLE TREND



isaboudler



neverforget.webp



rri



snowpeak.jpg



Ourlegacy.webp



TEST

EARLY SIGN



scottswearers.jpg



topman.webp



AXEL ARIGATO.webp



raey.webp



extreme mohair.jpg



TEST

THE GRANDPA CARDI

THE FLUFFY

UPDATE

KNITWEAR

MENSWEAR

RADAR

RETAIL

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

UPDATE
KNITWEAR
MENSWEAR
RADAR
RETAIL



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 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.