



MENSWEAR
FW2024
UPDATE
OUTERWEAR



LIVETREND

INTRODUCTION OUTERWEAR FALL 24



@mythersamen_1.png

@shooting.people-12.png

@niklinio3.png

@jxrda2.png



UPDATE

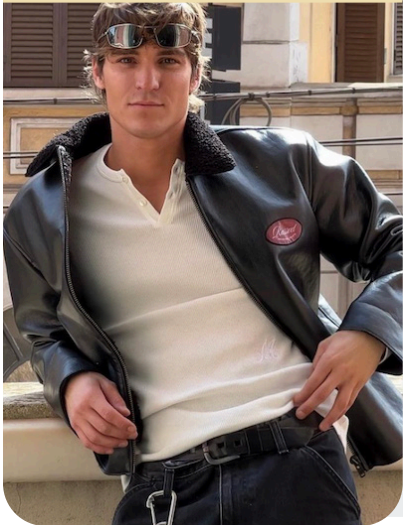
A Crisp Casual Aesthetic.

For the fall winter season, men's outerwear is focusing on cleaner outlines and a timeless, rather elevated casual look. Most dominant are crisp zip-up styles in leather, nylon or gabardine, that can merge from formal chic occasions to casual street-style looks and maintain a clean character. Here a stylized outline is key. Other staples are proposed by iconic wardrobe classics like the leather styles, hunting jackets and chic trench coats. A more refined formal notion is marking further investment-worthy products: from blazers to tailored wooly coats, fall is manifesting a taste for classic menswear items that have proven to withstand time. And for a more warming feel, shearling and casual fleece styles are remaining the options of choice this seasons, similarly aiming to propose new casual wardrobe staples.

This report is based on Livetrend data extracted from Instagram from September to 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 LEATHER JACKETS FALL 24

STABLE



@andreafaccia-5.png



@niklinio1.png



@attiresaint-13.png



Paris Streetstyle - 234.jpg



@dennishbla1.png

THE MINIMAL ZIP-UP


+1%
YEAR ON YEAR

EDGY TREND



lukas sabbat.png



Paris Streetstyle - 236.jpg



Milano Streetstyle-27.jpg



Paris Streetstyle - 230.jpg



London Streetstyle - 316.jpg

THE RACING GEAR


+49%
YEAR ON YEAR

KEY ITEMS URBAN JACKETS FALL 24

STABLE



@marcforne-10.png



London Streetstyle - 281.jpg



London Streetstyle - 117.jpg



New York Streetstyle - 192.jpg



Milano Streetstyle-67.jpg


+6%
YEAR ON YEAR

THE CASUAL TRUCKER (SET)

SAFE TREND



@iamadamcrocker-6.png



Paris Streetstyle - 445.jpg



@aldcommunity-1.png



@shooting.people-3.png



@imdanielsimmons3.png


+64%
YEAR ON YEAR

THE PATCHED COLLEGE

KEY ITEMS OUTDOOR JACKETS FALL 24

BIG TREND



@nathaneazariah-6.png



@thesimons-3.png



Milano Streetstyle-63.jpg



New York Streetstyle - 254.jpg



New YorkStreetstyle-109.jpg


+311%
YEAR ON YEAR

THE CLEAN WINDBREAKER

SAFE TREND



Paris Streetstyle - 283.jpg



@shooting.people-17.png



Paris Streetstyle - 227.jpg



@attiresaint-5.png



@mythersamen_4.png


+47%
YEAR ON YEAR

THE HIGHLAND STYLE

KEY ITEMS FUZZY JACKETS FALL 24

EARLY SIGN



@jimmy_09_2.png



@allsaints.png



@amandofeola2.png



andreafaccia.png



@hypebeaststyle5.png


+89%
YEAR ON YEAR

THE SHEARLING NOMAD

SAFE TREND



Milano Streetstyle-77.jpg



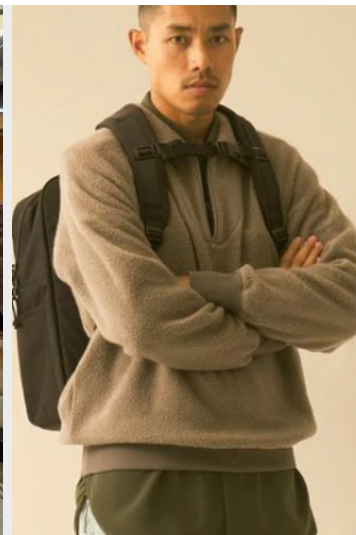
@attiresaint_1.png



@attiresaint-15.png



468077



@03j90.png


+47%
YEAR ON YEAR

THE CASUAL POLAR FLEECE

KEY ITEMS VOLUME JACKETS FALL 24

EDGY TREND



@Jxrdan



@blumarbleparis.png



@andreafaccia.png



jaded london.webp



asos.webp


+32%
YEAR ON YEAR

THE FURRY STYLES

STABLE



@say_philipp



@arturkramer



@karlbeadle888



@pufferjacketworld



@_richard_peterson


+15%
YEAR ON YEAR

THE BLACK PUFFER

KEY ITEMS JACKETS FALL 24

SAFE TREND



Milano Streetstyle-157.jpg



London Streetstyle - 200.jpg



London Streetstyle - 78.jpg



@shooting.people-7.png



@marcforne-3.png


+22%
YEAR ON YEAR

THE LARGE BLAZER

SAFE TREND



London Streetstyle - 268.jpg



@mythersamen_5.png



Milano Streetstyle-203.jpg



@attiresaint-6.png



Milano Streetstyle-245.jpg


+25%
YEAR ON YEAR

THE CRISP ZIP-UP

OUTERWEAR

MENSWEAR

UPDATE

FALL 2024

KEY ITEMS COATS FALL 24

STABLE



London Streetstyle - 282.jpg



@attiresaint_2.png



Milano Streetstyle-257.jpg



@niklinio4.png



Milano Streetstyle-162.jpg


+11%
YEAR ON YEAR

THE TIMELESS TRENCH

STABLE



Paris Streetstyle - 74.jpg



@iamadamcrocker-1.png



@niklinio2.png



@marcforne-7.png



Milano Streetstyle-136.jpg


+10%
YEAR ON YEAR

THE TAILORED COAT

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