



**MENSWEAR**  
**SPRING 2024**  
**UPDATE**  
**PRINTS**  
**& GRAPHICS**



LIVETREND

# PRINTS & GRAPHICS INTRODUCTION



Off White.jpg



carne bollente.jpg



endless-joy.jpg



Burberry



**UPDATE**

**The Bold Type.** For the Spring/Summer 2024 season, menswear takes a bold leap into reinvented classics and artsy prints, merging timeless styles with more symbolic and esoteric graphisms. Designers are exploring a rich tapestry of visual storytelling, infusing traditional menswear with a contemporary edge. The prints and graphics featured in SS24 collections underscore a deliberate departure from the ordinary, inviting wearers to embark on a sartorial journey that transcends conventional boundaries. Expect to see a fusion of familiar motifs with intricately designed patterns that convey hidden meanings and evoke a sense of mystery.

*This report is based on Livetrend data crossreferencing several sources and analysing the visibility and growth of the trends year on year. The percentages show the visibility evolution year on year. Find the related data sources and icons on the last slides.*

# SS24 UPDATE PRINTS & GRAPHICS

## SAFE TREND



Dime (2).avif



Amiri.webp



Burberry.jpg



Jacquemus.avif



zegna-x-the-elder-statesman.avif



MANIFEST

## STABLE TREND



APC.jpg



73-london-red.avif



Mfpen.avif



ganni-.avif



Etro.jpg



MANIFEST

## THE OPTICAL CHECKS

## THE MIXED STRIPES

# SS24 UPDATE PRINTS & GRAPHICS

## EARLY SIGN



burberry.avif



erl.avif



comme des garcons.avif



Amiri\_1.webp



Needles.webp



INVEST

## STABLE TREND



lukhanyo-mdingi.avif



marni.avif



endless-joy-tan-tora-shirt.avif



nanushka.avif



endless-joy.avif



TEST

## THE BOLD DOTS

## THE ARTSY SKIN

# SS24 UPDATE PRINTS & GRAPHICS

## STABLE TREND



Vilebrequin.avif



Prada.avif



4sdesign.avif



wynn-hamlyn.avif



our-legacy.avif



INVEST

## THE NAIVE FLORALS

## SAFE TREND



isabel-marant.avif



rag-and-bone.avif



msgm.avif



Marni-Resort-PO-S24-006.jpg



steven passaro-1.jpg



INVEST

## THE AI FLORALS



# SS24 UPDATE PRINTS & GRAPHICS

## STABLE TREND



Bape.avif



Norse Project.avif



casey-casey.avif



officine-generale-navy-eren-shirt.avif



etudes.avif



MANIFEST

## EARLY SIGN



44labelgroup.webp



paul smith.avif



deva states.avif



isabel-marant.avif



lemaire.avif



TEST

## THE ABSTRACT CAMO

## THE INFORMAL ART

# SS24 UPDATE PRINTS & GRAPHICS

## STABLE TREND



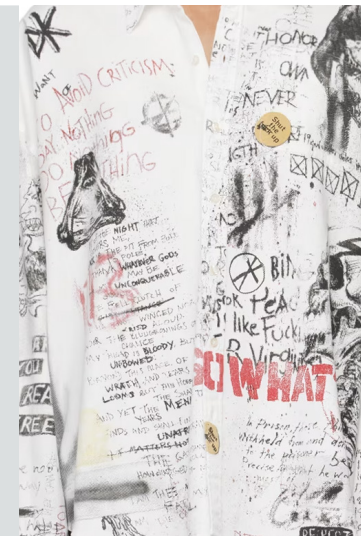
undercover.jpg



wacko-maria.avif



rassvet.avif



r13.avif



carne bollente (2).jpg



TEST

## THE DOODLES

## EARLY SIGN



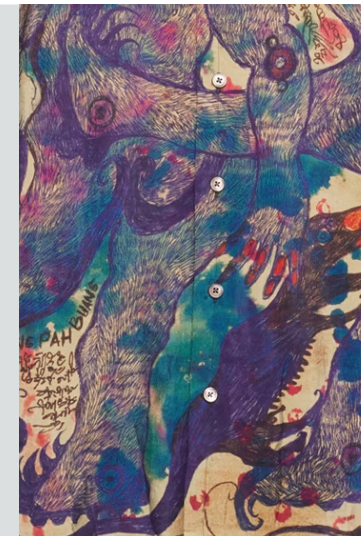
comme des garcons.webp



Martin Rose.webp



wacko maria.avif



lemaire-multicolor-printed-shirt.avif



Milano-m-street style\_1.jpg



TEST

## THE ESOTERIC

# SS24 UPDATE PRINTS & GRAPHICS

## BIG TREND



louis-vuitton-prefall24-.webp



Palm Angels.webp



Casablanca.avif



Endless Joy.jpg



dolce-and-gabbana.avif



INVEST

## STABLE TREND



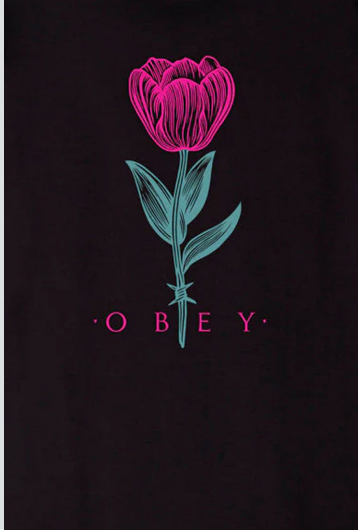
undercover\_1.jpg



ksubi-black-rose-garden-shirt.avif



Burberry (2).jpg



obey.jpg



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## THE PSYCHO TROPICS

## THE GLOOMY ROSE

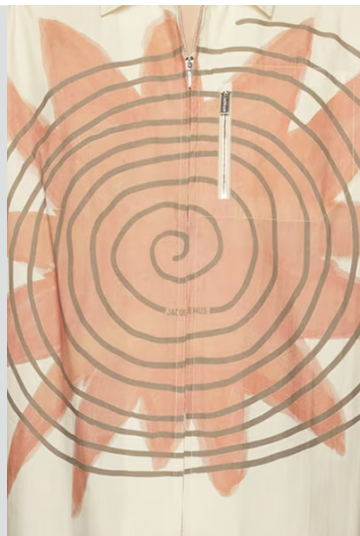


# SS24 UPDATE PRINTS & GRAPHICS

## SAFE TREND



Nanushka.webp



jacquemus-.avif



Comma.webp



brain-deadt.avif



OAS.webp

## THE PRIMAL SYMBOLISM



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## EDGY TREND



Endlessjoy.jpg



44LABEL.webp



Commas.webp



Undercover.webp



Milano-m-street style.jpg

## THE BEAST



TEST

# SS24 UPDATE PRINTS & GRAPHICS

## EARLY SIGN



carne bollente.jpg



y-project.avif



misbhv



msgm-m-clp-s24-037.jpg



noah.avif

## THE SURREALIST



INVEST

## SAFE TREND



louis vuitton-.jpg



vuitton-Ss24.jpg



misbhv



vuitton-.jpg



MARANT.jpg

## THE PIXELATED



INVEST

# SS24 UPDATE PRINTS & GRAPHICS

## STABLE TREND



label-group-.jpg



juun-j-SS24.jpg.jpg



children-of-the-discordance-SS24.webp



ulkin.jpg

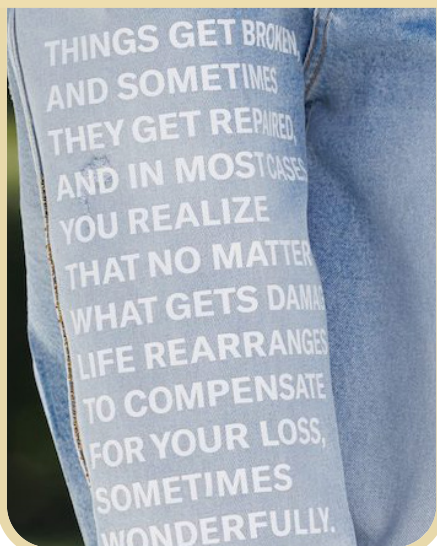


namesake-m-clp-s24-013.jpg



MANIFEST

## STABLE TREND



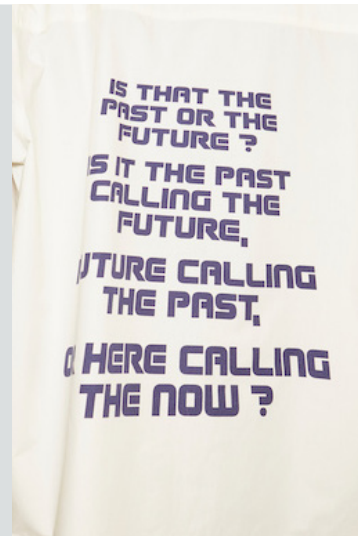
Valentino-MENSS24.jpg



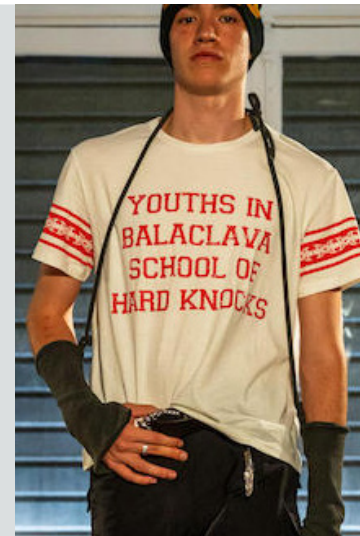
Jeanne Friot -0.png



LOUIS-VUITTON.jpg



dhruv-kapoor.jpg



youths-in-balacalava-s24.jpg



MANIFEST

## THE GRUNGY

## THE FONTS GAME

# SS24 UPDATE PRINTS & GRAPHICS

## STABLE TREND



Ganni.avif



misbhv-black-2001-t-shirt.avif



We1ldone (2).avif



givenchy-white-graphic-t-shirt.avif



prada.jpg

## THE SPACE RAVER



INVEST

## STABLE TREND



vetements.avif



Acne Studios.jpg



video-store-apparel.avif



Vtmnts.webp



Erl.webp

## THE PROVOCATIVE WHIM



MANIFEST

# 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

week 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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