



MENSWEAR
SS 2025
FORECASTING
OUTERWEAR
KEY ITEMS



LIVETREND

OUTERWEAR SS25 INTRODUCTION



givenchy.jpg



doublet Kopie.jpg



meanswhile-1.png



etudes2.jpg



FORECAST

Modernity and Tradition. Embark on the journey of SS25 Menswear Outerwear, where innovation meets tradition in a fusion of new materials and classic shapes. Explore the juxtaposition of masculine off-grid finishes with a touch of femininity through the introduction of tweed, satin, and subtle sheer effects. Sleek tech-wear and old-money allure converge, creating investment-worthy, no-fuzz pieces that take center stage. The collection introduces new highlights, including barn jackets, boxy essentials and leather styles and car coats, providing a contemporary twist to timeless icons. Country club bombers and bar jackets cater to the fashionably elevated clientele, offering a sophisticated yet bold statement. For those with a rebellious allure, rougher boxy trucker jackets and vintage perfecto leather styles complete the lineup, embodying a rugged charm with contemporary edge. SS25 Menswear Outerwear is a celebration of diverse styles on a spectrum of investment-worthiness, where modernity and tradition redefine outerwear for the discerning individual.

This forecasting report is realized crossreferencing LIVETREND data from several sources to empower the expertise of our Trend Analysts to forecast the trends with concrete and quantitative information. Find the related data sources and icons on the last slides.

[ACCESS ALL REPORT IMAGES
CLICKING HERE](#)

KEY MATERIALS OUTERWEAR SS25



INVEST



00005cbmensspring2024mensweardeckgourvaywebp

THE PREPPY TWEED



amiri.webp

BIG TREND



TEST



@artskoreamen_1.png

THE OFF GRID FINISH



federico-cina.jpg

STABLE TREND



INVEST



etudes.2.jpg

THE TAFFETAS & SATIN



mr-saturday--.jpg

SAFE TREND



TEST



emporio-armani_1.jpg

THE ENGINEERED SHEER



doublet.jpg

SAFE TREND

OUTERWEAR SS25 **SPOTLIGHT**



MANIFEST



INVEST



TEST

BARN JACKET



zara-50.jpg

60S CAR COAT



versace.jpg

LIGHT POP-OVER



emporio-armani-_1.jpg

OLD MONEY STYLE



rhude_.jpg

OFFGRID TRUCKER



alyx8.jpg

BAND JACKET



vuitton-.jpg

This Trend Spotlight proposes the must-have products of the season to build the right assortment.

This selection is made to ensure that you have the right collection staples, invest in the right core pieces and test the right trendy items within your product range.

Find the full list of seasonal core items on the next slides.

KEY ITEMS CASUAL JACKETS SS25



MANIFEST



zegna.jpg



London Streetstyle - 268.jpg



officine-generale-.jpg



Valentino.jpg



zara-36.jpg

THE MINIMAL BOXY

BIG TREND



TEST



doublet Kopie.jpg



alyx8.jpg



@artskoreamen_1.png



ifm-.jpg



zara-12.jpg

THE OFF-GRID TRUCKER

SAFE TREND

KEY ITEMS LEATHER JACKETS SS25



INVEST



eytys.webp



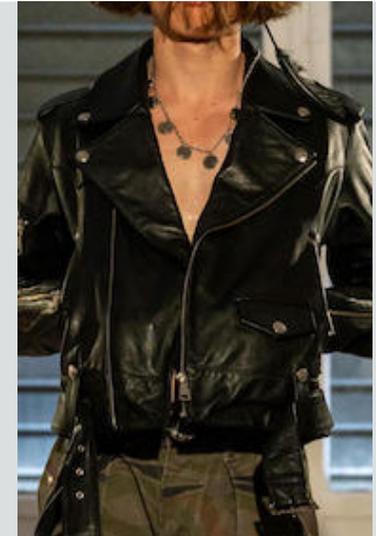
children-of-the-discordance.webp



System-5.png



emporio armani2.jpg



youths-in-balaclava.jpg

THE PERFECTO REVIVAL

SAFE TREND



MANIFEST



officine-generale.jpg



Milano Streetstyle-245.jpg



wales-bonner.jpg



@kingsonflacko-2.png



fendi.webp

THE CASUAL CHIC ZIP-UP

BIG TREND

KEY ITEMS BOMBERS SS25



INVEST



givenchy.jpg



rhude-.jpg



dsquared2.jpg



rhude_.jpg



@aldcommunity-1.png

STABLE TREND

THE OLD MONEY LOOK



MANIFEST



sacai.jpg



children-of-the-discordance-webp



van-noten-m-bks-s24-160.jpg



jordanluca.jpg



jaded-3.jpg.webp

STABLE TREND

THE OUTDOOR HYBRID

KEY ITEMS UTILITY JACKETS SS25



MANIFEST



meanswhile.jpg



zara-68.jpg



dries.jpeg



Paris Streetstyle - 283.jpg



New York Streetstyle - 125.jpg

BIG TREND

THE LIGHTWEIGHT BARN STYLE



INVEST



Prada.jpg



zara-48.jpg



givenchy 2.jpg



danzilpatrick -4.jpg



zara-51.jpg

SAFE TREND

THE BLEISURE PARKA

KEY ITEMS NYLON JACKETS SS25



TEST

THE LONG RAIN COAT



Koche-5.jpg



emporio-armani-.jpg



van noten -3.jpg



kiton.jpg



k-way -3.png

EARLY SIGN



INVEST

THE EXTRA LIGHT POP-OVER



Ami-1.jpg



mains_2.jpg



Solid Homme -0.png



armani-3.jpg



auralee-.webp

STABLE TREND

KEY ITEMS FASHION JACKETS SS25



INVEST



zara-41.jpg



WhiteMountaineering -1.jpg



drole de monsieur-1.jpg



etro.jpg



Craig Green Spring 2024.jpeg

EARLY SIGN

THE HERITAGE UPGRADE



TEST



No21- 0.jpg



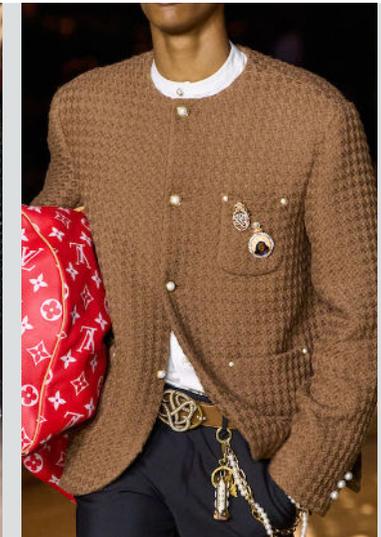
vuitton-.jpg



bed-jw-ford.jpg



dsquared2_1.jpg



vuitton.jpg

EDGY TREND

THE BAND STYLE

KEY ITEMS LONG COATS SS25



MANIFEST



dior-.jpg



neilbarrett.jpg



prada_1.jpg



versace.jpg



msgm-.jpg

THE ELEVATED 60S CAR COAT

BIG TREND



MANIFEST



Milano Streetstyle-162.jpg



enfants3.jpg



London Streetstyle - 282.jpg



van-noten_1.jpg



Milano Streetstyle-257.jpg

THE DETECTIVE TRENCH

STABLE TREND

KEY ITEMS TAILORING SS25

THE SLEEK CASUAL BLAZER



MANIFEST



RTA.png



jaded-5.jpg.webp



versace_12.jpg



@aimeleondore_11.png



valaado_24ss_005.jpg

BIG TREND



INVEST

THE DOUBLE BREASTED YUPPIE COAT



neil-barrett.jpg



prada.webp



givenchy_1.jpg



van-noten-.jpg



dolce-gabbana.jpg

SAFE TREND

KEY ITEMS VESTS SS25

THE FISHERMAN



INVEST



etudes16.jpg



hed-mayner-.jpg



prada7.jpg



meanwhile-2.jpg



givenchy_2.jpg

SAFE TREND



TEST

THE CASUAL TAILORED VEST



Paris Streetstyle - 248.jpg



@etro_9.png



zara-63.jpg



XIMONLEE.jpg



ny streetstyle_6.jpg

STABLE TREND

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

OUTERWEAR

MENSWEAR

FORECASTING

SPRING/SUMMER 2025



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

THANK YOU!

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