



**MENSWEAR**  
SS 2025  
FORECASTING  
**KNIT & JERSEY**  
**KEY ITEMS**



LIVETREND

# OUTERWEAR SS25 INTRODUCTION



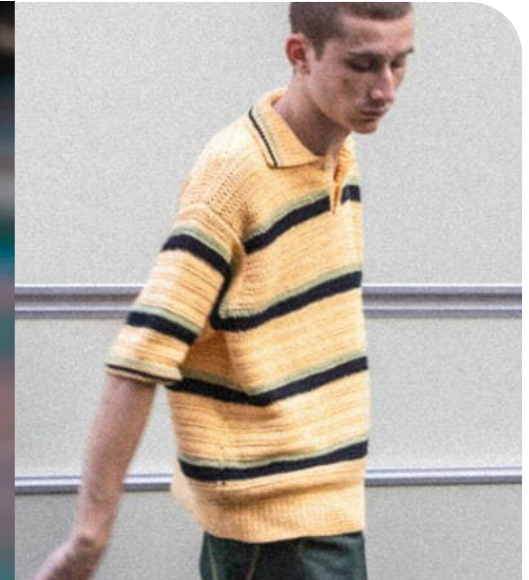
ddm.jpeg



song-for-the-mute.webp



etro\_1.webp



RICENINETEN\_jpg




## FORECAST


**A softer focus.** SS25 knit and jersey menswear trends show a distinctly softer evolution. The tank remains a staple, but an almost sleeveless crewneck look and more feminine tank straps replace the conventional top for a new take on the casual basics. The polo collar takes center stage, introducing rejuvenated wardrobe essentials that effortlessly blend sporty and chic elements. Embracing a softer skate aesthetic, baggy longsleeves and t-shirts infuse a laid-back vibe into the mix, capturing the essence of Y2K fashion with a touch of nonchalant coolness. The transparency trend undergoes a transformation through the use of openworks and sheer gauze materials, adding texture and allure to male knitwear garments. A 90s metrosexual slinkiness emerges, dropping necklines and creating shrunken effects for shirts, tops and cardigans, adding a modern masculine twist. This amalgamation of trends caters to diverse fashion cohorts, ensuring a sophisticated yet dynamic wardrobe for SS25.

*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.*

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[CLICKING HERE](#)


# KEY LOOKS KNIT&JERSEY SS25

 **MANIFEST**



jw anderson.jpg

**THE POLO COLLAR**



**BIG TREND**

ald.jpeg

 **TEST**



PEIEN\_2024ss\_02.jpg

**THE SHEER EFFECT**



**EDGY TREND**

sandro\_1.webp

 **INVEST**




zara3.jpg


**THE USED FINISH**



**STABLE TREND**


shootingpeople1.png

 **TEST**



van-noten.jpg

**THE OPENWORK**



**SAFE TREND**

song-for-the-mute.webp

# KNIT & JERSEY SS25 SPOTLIGHT



MANIFEST



INVEST



TEST

SLEEVELESS CREW



Paris Streetstyle - 441.jpg

PREPPY POLO



Amiri -18.jpg

RUSTIC KNITS



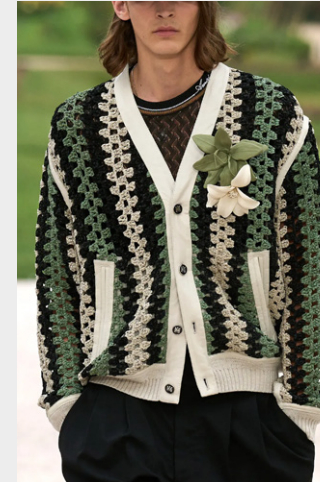
toddsnyder.jpeg

OPENWORK



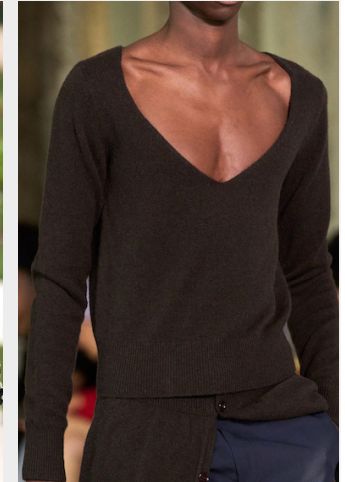
beyond-closet.jpg

SLOUCHY CARDI



\_amiri\_webp

TIGHT & SLINKY



van-noten\_1.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 TANKS SS25

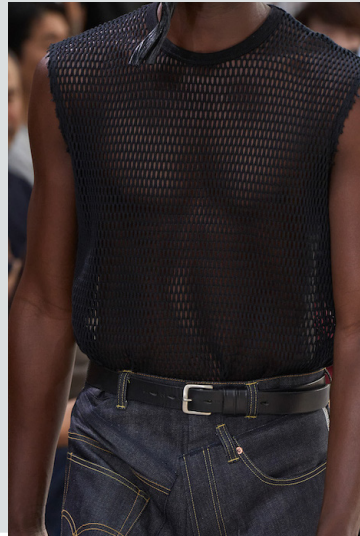
## THE SLEEVELESS CREWNECK



MANIFEST



\_rottweiler.jpg



watanabe-.jpg



jaded-8.jpg.webp



Fendi\_1.jpg



@givenchy\_3.png

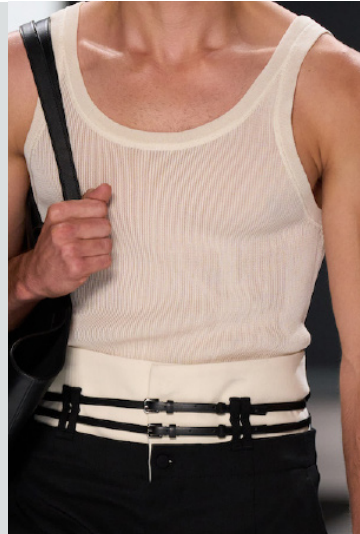
BIG TREND



TEST



@theleoisallinthemind-12.jpg



dolce&gabbana.jpg



etro.webp



louisgabrielnouchi.jpg



New York Streetstyle - 26.jpg

STABLE TREND

# KEY ITEMS T-SHIRTS SS25



INVEST

## THE SLIM RETRO



Fuckin Young Magazine -24.jpg



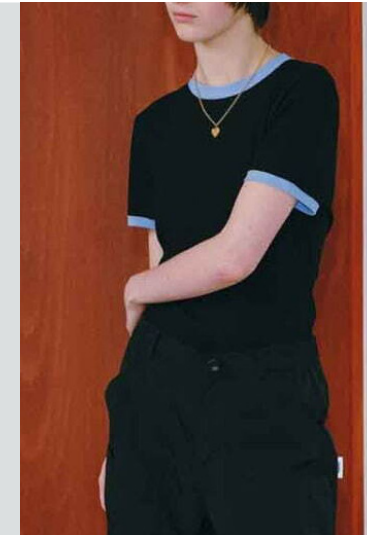
jaded-4.jpg.webp



paloma-wool.jpg



\_courreges.jpg.webp



BASICKS.jpg

STABLE TREND



INVEST

## THE XL SKATER



givenchy-3.jpg



zara-42.jpg



bluemarble.webp



\_valentino.webp



etudes.webp

EARLY SIGN

# KEY ITEMS POLOS SS25



## MANIFEST



ambush\_.jpg



givenchy-.jpg



Kiton-.jpg



miu-miu-.webp



st-nian-.jpg

**BIG TREND**



## INVEST



dolce-gabbana.jpg



lazoschmidl.jpg



toddsnyder.jpeg



bode2.jpeg



zegna-.jpg

**SAFE TREND**

## THE PREPPY RETRO

## THE RUSTIC BEACH LOOK

# KEY ITEMS URBAN JERSEYS SS25



TEST



nahmias.avif



etro.jpg



dsquared2.webp



vuitton-.jpg



032C4.png

## THE CYCLING & RACING

LAST CALL



TEST



zara-40.jpg



ANCELLM\_.jpg



jaded-1.jpg.webp



Milano Streetstyle-43.jpg



44labelgroup.webp

## THE DOUBLE LAYER

EDGY TREND



# KEY ITEMS LONGSLEEVES SS25

## THE CASUAL RETRO SPORT



MANIFEST



jw-anderson.jpg



RICENINETEN.jpg



zara2.jpeg



adcommunity.jpeg



rhude.jpeg

BIG TREND



INVEST



\_littlebig\_.jpg



closed.jpg.webp



bieljuste1.png



London Streetstyle - 325.jpg



@nathaneazariah-3.png

SAFE TREND

# KEY ITEMS LONGSLEEVES SS25



TEST



etro-m-.jpg



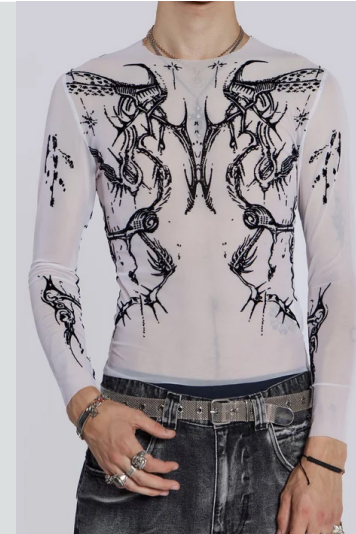
Sagaboi.jpg



Arturo Oberergo3.png



Bluemarble.jpg



JADED\_9.jpg.webp

EDGY TREND



TEST



van noten -0.jpg



@marcforne-9.png



dsquared2 aw24.webp



No21.jpg



dsquared2g.jpg

EARLY SIGN

## THE TIGHT LONGSLEEVE

## THE SLINKY LOOK

# KEY ITEMS HOODIES SS25



## MANIFEST



032C2.png



anderssonbell.webp



44labelgroup\_1.webp



Maison mihara Yasuhiro -5.jpg



john-elliott-.jpg

STABLE TREND



## TEST



moschino.jpg.webp



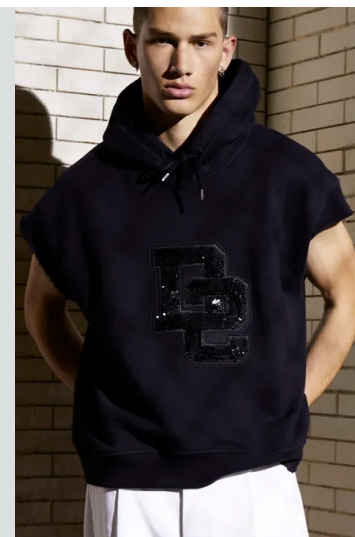
dhruvkapooraa.jpg.webp



junyawatanabe.webp



facetasm.webp



dsquared.jpg.webp

EARLY SIGN

## THE GREY GRUNGY

## THE SHORT SLEEVES STYLE

# KEY ITEMS SWEATERS SS25



TEST



@etro\_15.png



jaded-6.jpg.webp



jwandersonAW24.webp



Milano Streetstyle-200.jpg



mains\_3.jpg

SAFE TREND



INVEST



jaded-7.jpg.webp



@attiresaint-1.png



highsnobiety.jpeg



auralee.jpeg



songforthemute.png

EDGY TREND

## THE IMMERSIVE REALITY

## THE GAUZE LAYER

# KEY ITEMS SWEATERS SS25



TEST



Amiri -13.jpg



No21- 9.jpg



sandro.webp



emporio-armani.jpg



song-for-the-mute.webp

SAFE TREND



INVEST



gymcontext\_.jpg



\_alanui.jpg



Gucci.jpg



Magliano-.jpg



dhruv kapoor.webp

STABLE TREND

## THE ARTFUL OPENWORK

## THE RETRO CRAFTY

# KEY ITEMS SWEATERS SS25



INVEST

## THE REGULAR GEOMETRY



Dior Men.webp



hermes.webp



giorgio armani.webp



amiriss24.webp



dior men spring24.webp

SAFE TREND



TEST

## THE GLITZY STYLE



-dior-men-.webp



msgm man.webp



amini SS24.webp



AMI.webp



msgm.webp

EDGY TREND

# KEY ITEMS OPEN FRONT SS25

## THE CROCHET BUTTON-UP



INVEST



alanui\_.jpg



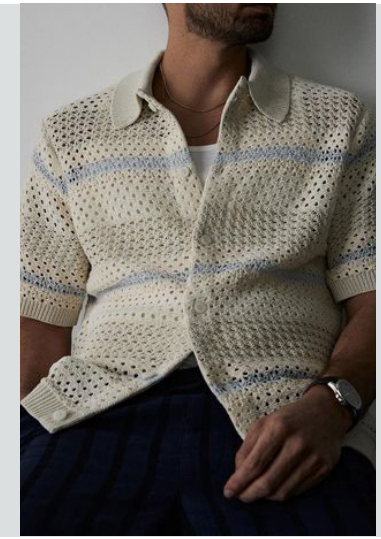
\_SYUMAN.jpg



lewishamilton.jpeg



ameleondore.jpg



kith2.jpeg

STABLE TREND



INVEST



jwanderson.webp



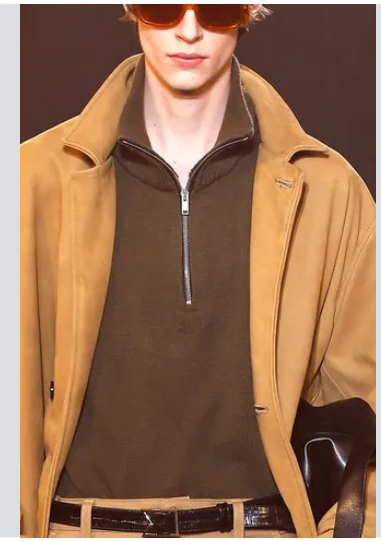
diorhomme.webp



dhruv Kapoor.webp



loewe SS24.webp



rhude aw24.webp

SAFE TREND

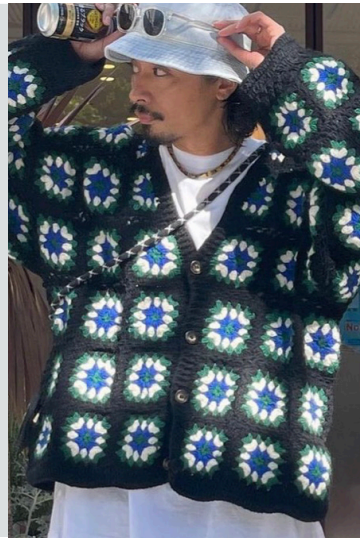
# KEY ITEMS CARDIGANS SS25



MANIFEST



ny streetstyle-30.jpg



@attiresaint-3.png



Fendi.jpg



\_amiri\_.webp



maisonkitsunes.webp

## THE SLOUCHY V-NECK

BIG TREND



MANIFEST



valaado.jpg



paulpol.jpeg



versace\_10.jpg



officinegenerale1.jpg



No21- 7.jpg

## THE PRIM MINI

SAFE 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



## DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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