



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.

[ACCESS ALL REPORT IMAGES
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



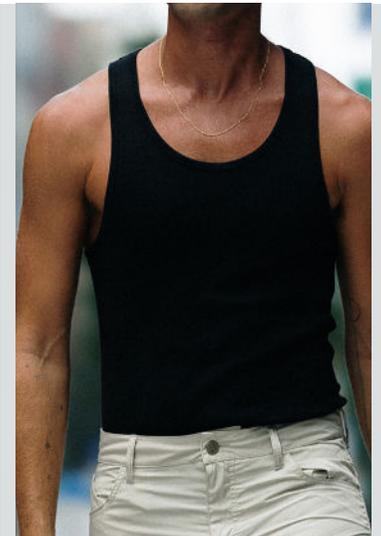
dolce&gabbana.jpg



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



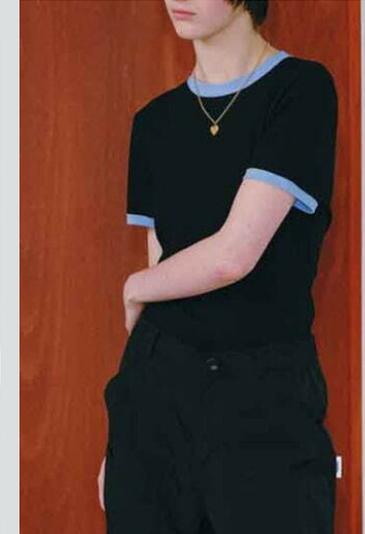
jaded-4.jpg.webp



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



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bieljuste1.png



London Streetstyle - 325.jpg



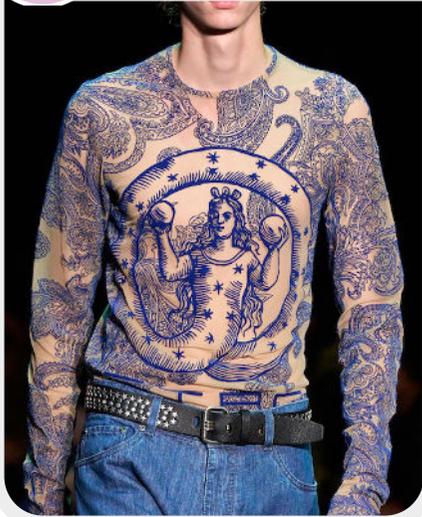
@nathaneazariah-3.png

SAFE TREND

KEY ITEMS LONGSLEEVES SS25



TEST



etro-m-.jpg



Sagaboi.jpg



Arturo Oberergo3.png



Bluemarble.jpg



JADED_9.jpg.webp

THE TIGHT LONGSLEEVE

EDGY TREND



TEST



van noten -0.jpg



@marcforne-9.png



dsquared2 aw24.webp



No21.jpg



dsquared2g.jpg

THE SLINKY LOOK

EARLY SIGN

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



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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



Dior Men.webp



hermes.webp



giorgio armani.webp



amiriss24.webp



dior men spring24.webp

SAFE TREND



TEST



-dior-men-.webp



msgm man.webp



amini SS24.webp



AMI.webp



msgm.webp

EDGY TREND

THE REGULAR GEOMETRY

THE GLITZY STYLE

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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