



**MENSWEAR**  
**SS 2025**  
**FORECASTING**  
**PANTS**  
**KEY ITEMS**



LIVETREND

# PANTS SS25 INTRODUCTION



Kenzo.jpg

ludovic.jpg

octobre.jpeg

eytys.webp



## FORECAST

**Softer notes.** In the SS25 menswear pants assortment, a diverse array of styles caters to create a diverse men's wardrobe. Baggy denim continues to take the lead among the younger demographic, while more subtle slouchy retro looks dominate the general market, offering a relaxed and comfortable option. The wide Bermuda shorts of the past season make way for a variety of shorter options and longer skate-inspired styles. For these shorts, a softer note emerges with cotton boxer shorts in tender stripes and bucolic striped or embroidered linen looks. Such linen and silky textiles enrich these looser silhouettes with a tender feel despite the voluminous shape. A resurgence of the 90s slimline silhouette is notable, and talking tighter fits, the cycling capri leggings make a fashionable return for the most daring trendsetters. Embracing a new sense of masculinity, some daring men venture into skirt styles, adding an avant-garde element to the SS25 menswear pants landscape. Further, sparkles and leathers introduce an edgy touch for bolder statement items.

*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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# MATERIAL HIGHLIGHTS PANTS SS25



TEST



egonlab\_1.jpg

THE OFF-GRID FADE



msgm-.jpg

STABLE TREND



MANIFEST



Zara\_10.jpg

THE COMFY LINEN



ALD\_3.png

STABLE TREND



TEST



hed-mayner.jpg

THE AUTHENTIC LEATHER



Kenzo-.jpg

SAFE TREND



INVEST



0005cbmenspring2024menswearadsgourwaywebp

THE TWEED STYLE



amiri.webp

EARLY SIGN

# PANTS SS25 SPOTLIGHT



MANIFEST



INVEST



TEST

BAGGY WIDE

SLIM STRAIGHT

LINEN JOGGER

TAILORED SHORT

TAILORED SHORT

COOL SKATER

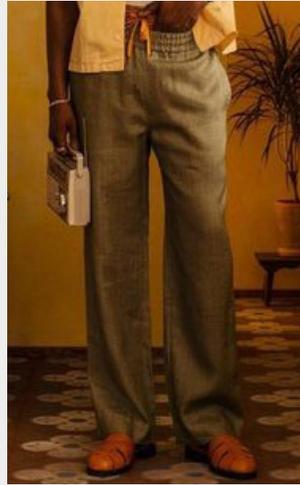
CROPPED WIDE



Valentino\_.jpg



paul-smith.jpg



@aimeleondore.jpeg



Amiri -4.jpg



prada.jpg



doublet.jpg



Dior Men-2.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 JEANS SS25



MANIFEST



givenchy-.jpg



Kenzo\_1.jpg



versace\_1.webp



Valentino\_.jpg



london street.jpg

## THE URBAN BAGGY

BIG TREND



MANIFEST



DroleDeMonsieur\_9.jpg



Japan-Street-Style.jpg



versace.webp



3paradis.webp



zara2.jpg

## THE SLOUCHY STRAIGHT

STABLE TREND

# KEY ITEMS JEANS SS25



MANIFEST

## THE RETRO SLIM



armedangels.avif



arket.jpeg



paul-smith.jpg



gucci.webp



rhude-.jpg

STABLE TREND



INVEST

## THE WIDE SKATER



nahmias.avif



bieljuste2.png



Zara\_8.jpg



@nachoferrero.png



sankuanz-.jpg

EARLY SIGN

# KEY ITEMS TAILORED PANTS SS25



MANIFEST



givenchy-\_1.jpg



etro.jpg



Amiri -4.jpg



zegna.jpg



@attiresaint-12.png

BIG TREND



MANIFEST



Louis Vuitton8.jpg



egonlab.jpg



paul smith.jpeg



jordanluca-2.jpg



versace\_2.webp

SAFE TREND

## THE LOOSE TAILORED

## THE SLIMLINE

# KEY ITEMS PANTS SS25

## THE CROPPED WIDE



TEST



Zara\_18.jpg



hermes\_1.jpg



@ald.jpeg



Dior Men-2.jpg



namesake.jpg

EARLY SIGN



MANIFEST

## THE CARPENTER



banana republic.webp



lee.webp



@attiresaint-19.png



DroleDeMonsieur\_5.jpg



@romainp.png

STABLE TREND

# KEY ITEMS CASUAL PANTS SS25



## MANIFEST



ludovic de saint sernin-0.jpg



Zara\_17.jpg



satur 4.jpeg



federico-cina.jpg



@aimeleondore.jpeg

## THE LINEN TIE-UP

SAFE TREND



## TEST



ALD\_2.png



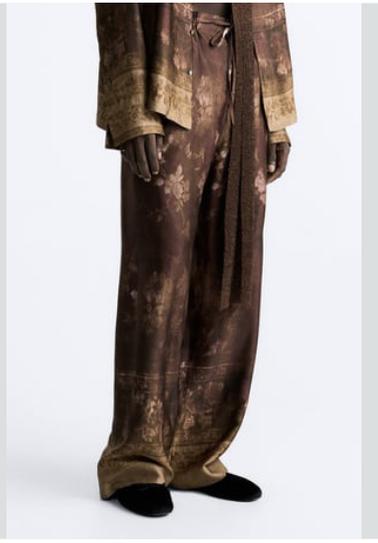
song-for-the-mute.webp



aries.jpeg



Louis Vuitton1.jpg



Zara\_13.jpg

## THE SILKEN PJ

EDGY TREND

# KEY ITEMS CASUAL PANTS SS25

## THE SPORTING JOGGER



INVEST



lesdeuc.jpeg



doublet-.jpg



youths-in-balaclava.jpg



rhude.jpeg



Louis Vuitton.jpg

STABLE TREND



INVEST



@simonwauman.webp



Paris Streetstyle - 231.jpg



van-noten-\_1.jpg



andersson-.jpg



Jeanne Friot -3.png

STABLE TREND

# KEY ITEMS BERMUDAS SS25



## MANIFEST



oliverspencer.jpeg



octobre editions.jpeg



Zara\_16.jpg



octobre.jpeg



Zara\_21.jpg

SAFE TREND

## THE LINEN TIE-UP



## TEST



System-6.png



doublet.jpg



Kenzo.jpg



jADED-6.jpg.webp



New York Streetstyle - 65.jpg

SAFE TREND

## THE COOL SKATER

# KEY ITEMS SHORTS SS25

## THE SLEEK TAILORED



MANIFEST



zegna-.jpg



prada-.jpg



Louis Gabriel Nouchi.jpg



prada.jpg



Zara\_1.jpg

BIG TREND



INVEST



octobre-editions.jpeg



satur.jpeg



urbanoutfitters.jpeg



harago2.jpeg



tombolocompany.jpeg

SAFE TREND

## THE HEIRLOOM SHORT

# KEY ITEMS SHORTS SS25



INVEST

## THE COTTON BOXER



ludovic-.jpg



bed-jw-ford.jpg



Zara\_2.jpg



paul-smith\_1.jpg



domino tan.jpeg

EARLY SIGN



TEST

## THE RETRO SPORTING



dsquared2.jpg



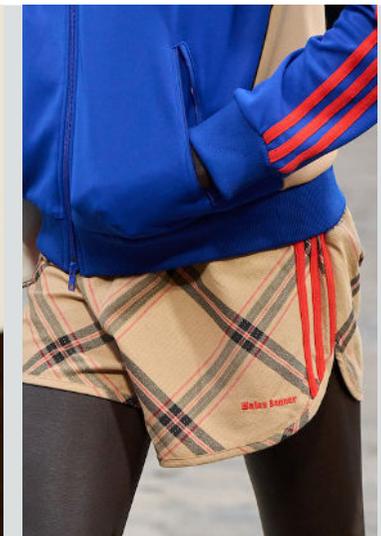
System-14.png



john-elliott-.jpg



lazoschmidl-.jpg



wales-bonner.jpg

EARLY SIGN

# KEY ITEMS OTHER PANTS SS25



TEST



wooyoungmi4.jpg



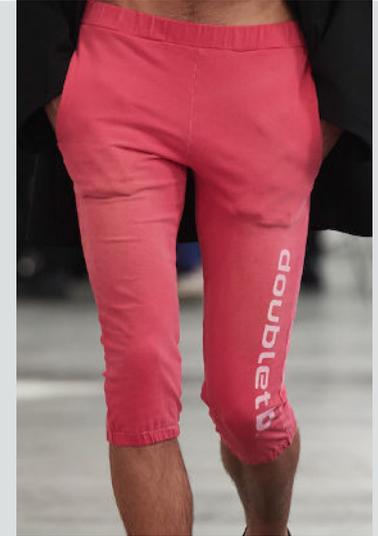
Prototypes1.png



avav.jpg



lgn-.jpg



doublet-\_1.jpg

EDGY TREND



TEST



sacai4.jpg



emporio armani0.jpg



Magliano.jpg



zegna\_1.jpg



hermes.jpg

EDGY TREND

## THE LEGGING

## THE NEW WORLD OVERALL

# KEY ITEMS OTHERS PANTS SS25

## THE MEN'S SKIRT



TEST



Louis Vuitton5.jpg



Songzio-1.jpg



van-noten-\_2.jpg



1989.webp



Valentino.jpg

EDGY 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

# THANK YOU!

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