



MENSWEAR
SS 2025
FORECASTING
**SHIRTS &
TOPWEAR**
KEY ITEMS



LIVETREND

SHIRTS & TOPS SS25 INTRODUCTION



etro-3.jpg



auralee-.jpg



araw.jpeg



lv.jpg.webp



FORECAST

Natural meets Elegance. For SS25 menswear shirt trends, the classic corporate aesthetic undergoes a contemporary makeover, embracing a more relaxed and often striped yuppie vibe. Silky holiday shirts take center stage, featuring all-over or immersive prints that inject a sense of luxury and playfulness. The addition of bohemian embroidery details contributes to a timeless allure, creating a harmonious mix of sophistication and cultural richness. Openwork and knit button-ups and linen looks introduce a bucolic and natural vibe, enhancing the overall aesthetic with their textured appeal. Sheer shirts and sleeveless styles emerge as fashion highlights, bringing a modern edge to the collection. Even the sparkling style makes a bold appearance for men, adding a touch of glamour to SS25 menswear shirts and expanding the sartorial boundaries with a diverse and eclectic range of choices.

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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KEY LOOKS TOPWEAR SS25

 **MANIFEST**




msgm.jpg


THE FLUID SILKY



SAFE TREND

lv.jpg.webp

 **TEST**



wooyoungmi3.jpg

THE SHEER EFFECT



EDGY TREND

araw.jpeg

 **INVEST**




Todd-Snyder_1.jpg


THE RUSTIC FIBER



BIG TREND

aime-leon-dore.avif

 **MANIFEST**



officine-generale-.jpg

THE COTTON POPLIN



BIG TREND

alyx.jpg

TOPWEAR SS25 SPOTLIGHT



MANIFEST



INVEST



TEST

YUPPIE SHIRT



hed mayner-.jpg

CUBAN SHIRT



@voguastreetstyle.jpeg

LINEN RUSTIC



ottway.com.jpeg

OPENWORK



todd snyder.jpeg

SLEEVELESS



amiri.webp

SHEER LAYER



van-noten.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 MINIMAL SHIRTS SS25



MANIFEST

THE YUPPIE STRIPE



A.P.C._.jpg



ralphlauren.jpeg



hed-mayner.jpg



dsquared.webp



zara-64.jpg

BIG TREND



INVEST

THE TECHNICAL BOXY



studio nicholson.webp



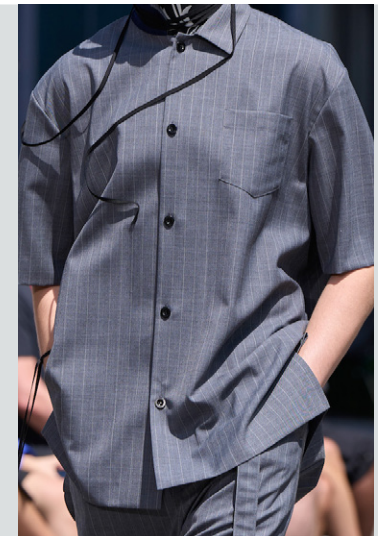
neil-barrett-.jpg



ald2.jpeg



zegna_1.jpg



sacai-.jpg

SAFE TREND

KEY ITEMS BOHO SHIRTS SS25



TEST



droledemonsieur.jpeg



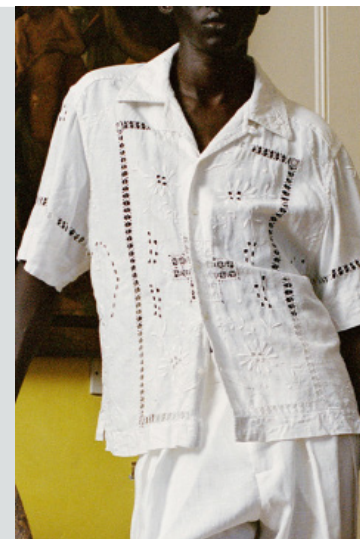
debonnefacture.webp



Todd-Snyder.jpg



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ss-daley.webp

STABLE TREND



INVEST



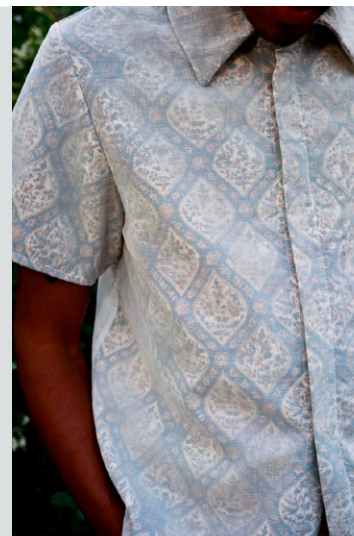
awakeny.jpeg



mrporter2.jpeg



drole de monsieur-2.jpg



@pariafarzaneh.png



ald.jpg

STABLE TREND

THE HOMECRAFT LOOK

THE FANCY CAMP SHIRT

KEY ITEMS NATURAL SHIRTS SS25



MANIFEST



Ottway.jpeg



mytheresa.jpeg



stoffa.jpeg



@ottwaythelabel.jpeg



MANGO.jpeg

THE LINEN RESORT

STABLE TREND



INVEST



rohe.jpeg



oliver-spencer.jpeg



Todd-Snyder_1.jpg



@localpatterns.png



emporio-armani_1.jpg

THE STRIPED LINEN STYLE

SAFE TREND

KEY ITEMS PRINTED SHIRTS SS25



INVEST

THE IMMERSIVE



msgm.jpg



_simkhai.jpg.webp



wu1.jpg



meanswhile_2024ss_001.jpg



dhruvkapoor.webp

SAFE TREND



MANIFEST

THE SILKY HOLIDAY LOOK



louis vuitton.webp



gucci.webp



etro.jpg



Bluemarble_.jpg



dries van noten.jpeg

BIG TREND

KEY ITEMS SLEEVELESS SS25



TEST

THE VEST



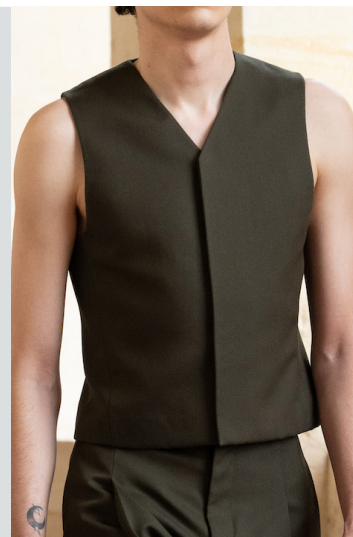
Amiri -16.jpg



juun-j.jpg



paul-smith.jpg



givenchy.jpg



Paris Streetstyle - 248.jpg

EDGY TREND



TEST

THE SLEEVELESS



amiri.webp



Fendi_1.jpg



ami-4.jpg



mcqueen.jpg.webp



lanvin-.jpg

EARLY SIGN

KEY ITEMS CAFTAN SHIRTS SS25



INVEST

THE SHORTSLEEVED CAFTAN



Undercover-.jpg



st-nian-.jpg



Dior Men-1.jpg



Magliano4.jpg



zegna-.jpg

SAFE TREND



TEST

THE LONG SHIRT



8on8_4.jpg



commas 3.jpeg



Fendi.jpg



wales-bonner.jpg



Undercover_1.jpg

EARLY SIGN

KEY ITEMS FASHION SHIRTS SS25



TEST



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araw.jpeg



AMC -0.png



van-noten.jpg



hermes-.jpg

THE SHEER LAYER

EARLY SIGN



INVEST



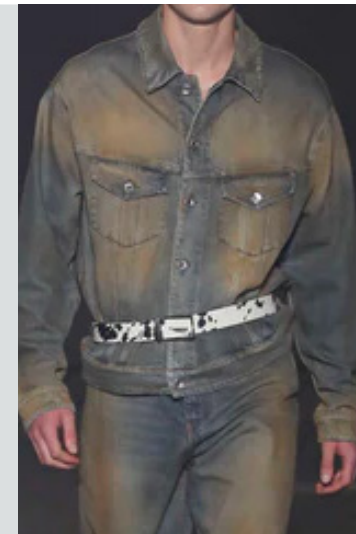
dg.jpeg



dries11.jpg



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MSGM_.webp



zara-63.jpg

THE FADED UTILITY

SAFE TREND

KEY ITEMS FANCY SHIRTS SS25



TEST

THE DISCO DRAMA



lv_.webp



dhruvkapoor_1.webp



etro.webp



dries10.jpg



ami-5.jpg

EDGY TREND



TEST

THE 3D ADD-ON



taakk-.jpg



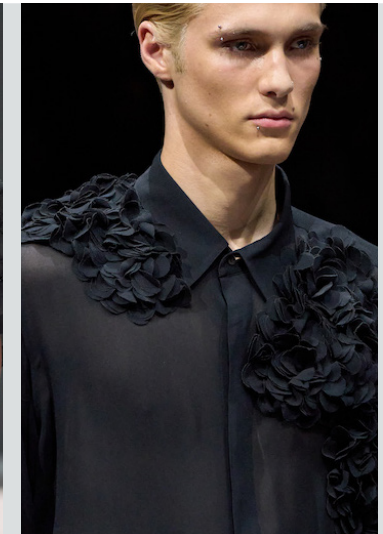
dolce gabbana.jpg



lv.webp



dolce-gabbana.jpg



emporio-armani.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

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