



MENSWEAR
RETAIL RADAR
FW24
HOLIDAY
COLLECTIONS



LIVETREND

HOLIDAY 24 COLLECTIONS **INTRODUCTION**



Hugo Boss.jpg



Ted Backer.webp



Zara (2)_1.jpg



H_M_2.jpg



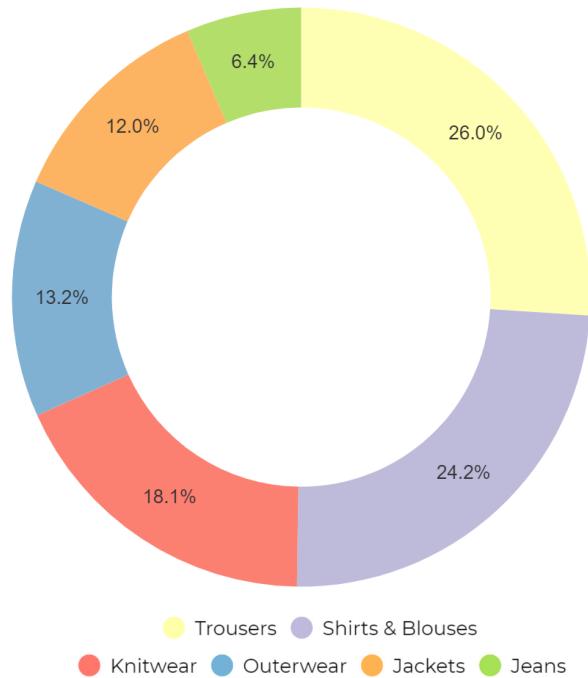
UPDATE

Festive Zest. This holiday season, men's fashion takes a sophisticated turn with a nod to classic tailoring in the latest collections. The double-breasted blazer makes a triumphant comeback, exuding timeless elegance and a sense of refined masculinity. The emphasis on structured shoulders adds a touch of boldness, creating a silhouette that commands attention. Dandy shirts, with their intricate patterns and luxurious fabrics, further elevate the festive wardrobe, adding a playful yet sophisticated flair. This menswear holiday collection effortlessly combines traditional craftsmanship with contemporary style, offering a range of pieces that celebrate the art of dressing well, making a statement at every holiday gathering

This report is based on Livetrend data extracted from e-commerce on the European market from 1/12/23 to 31/12/23, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

HOLIDAY 24 COLLECTIONS **ASSORTMENT**

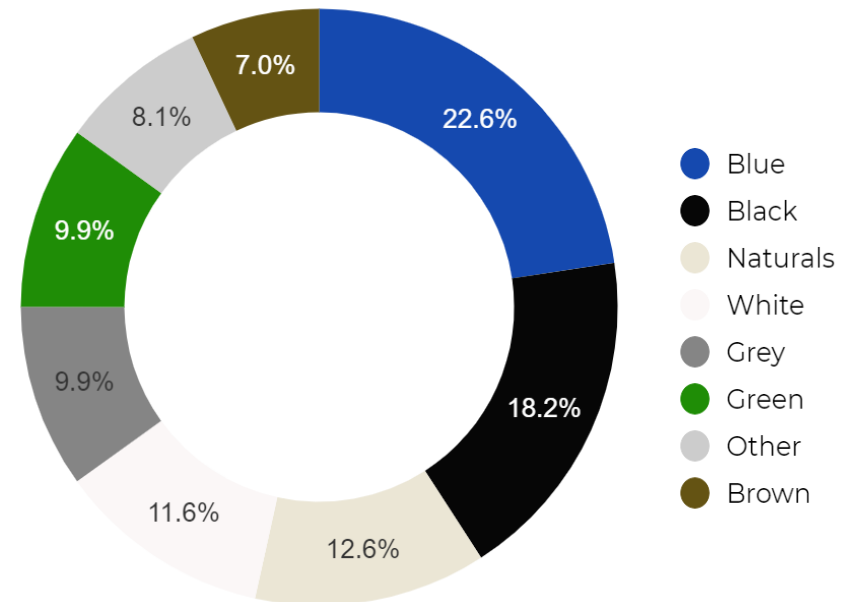
PRODUCT ASSORTMENT



Refined Versatility.

Holiday season unveils a meticulously curated assortment that places a spotlight on refined versatility. The collections showcase a predominance of impeccably tailored trousers, ranging from classic cuts to contemporary styles, providing a foundation for sophisticated and festive looks. Complementing the look, a diverse array of shirts and blouses take center stage, featuring elegant or festive details. The product range should ensure an effortless elegance into holiday wardrobes with a perfect blend of polished trousers and statement shirts, offering a range of choices to suit every personality and occasion.

COLOR ASSORTMENT



Classic Elegance.

In the realm of men's holiday fashion, a classic palette takes center stage, with blue emerging as the prevailing hue, infusing a sense of sophistication and versatility into festive wardrobes. Whether in deep navy or vibrant cobalt, blue dominates the collections, setting a refined and stylish tone. Following closely, black adds a touch of timeless elegance, offering a classic foundation for formal occasions. Neutral tones, from subtle grays to warm taupe, complement the palette, providing a harmonious balance and ensuring a diverse range of color options for every holiday occasion.

HOLIDAY 24 COLLECTIONS **TOP FABRICS**

JACQUARD



Zegna_2.avif



+65%
YEAR ON YEAR

SHINY



Bohoo.webp



+33%
YEAR ON YEAR

SPARKLING



Dries Van Noten.webp



+63%
YEAR ON YEAR

VEILED

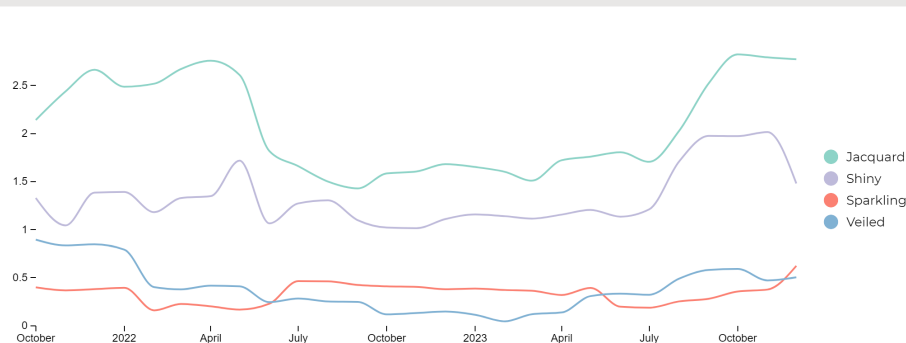


Saint Laurent_2.webp



+233%
YEAR ON YEAR

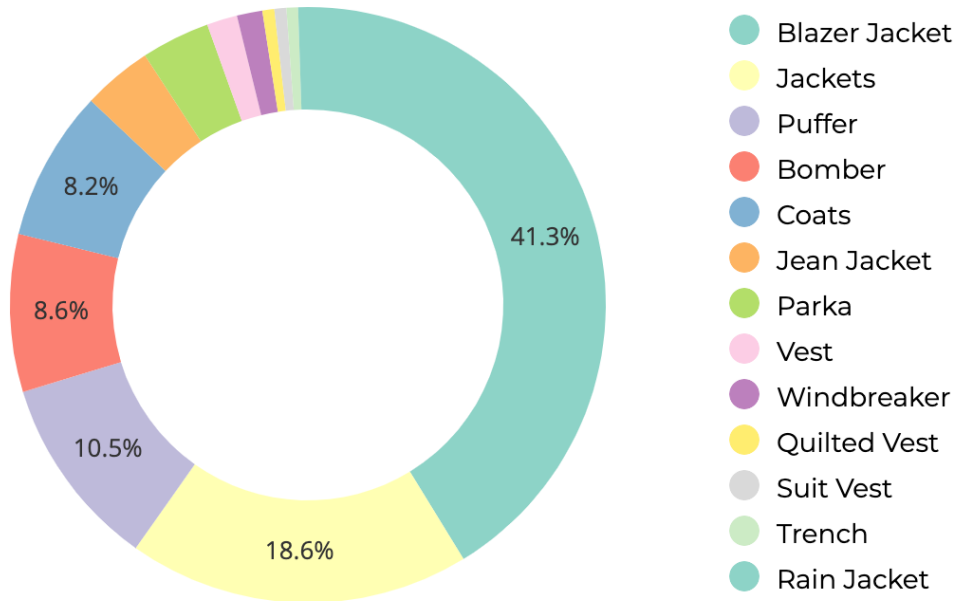
TOPS FABRIC EVOLUTION



Jacquard fabrics take center stage, weaving intricate patterns that exude opulence and sophistication. Satin, with its smooth and lustrous finish, adds a touch of refined elegance to eveningwear, offering a sleek and polished look. Sparkles make a bold appearance, as metallic threads and embellishments inject festive flair into suits and accessories. Leather is stable gaining 9% to last year while veiled fabrics are an early edgy sign rising by 233%.

HOLIDAY 24 **OUTERWEAR ASSORTMENT**

MEN OUTERWEAR RANGE



HOLIDAY 24 **KEY ITEMS** MEN JACKETS

CLASSIC BLAZER

STABLE TREND



Sandro

VELVET

SAFE TREND



Zegna

DOUBLE-BREASTED

EARLY SIGN



Prada

LEATHER BLAZER

EDGY TREND



Cos

GLITZY BOMBER

EDGY TREND



Pull&Bear



+6%

YEAR ON YEAR



+20%

YEAR ON YEAR



+152%

YEAR ON YEAR



+0%

YEAR ON YEAR



-5%

YEAR ON YEAR



STAR PRODUCT : BLAZER

HOLIDAY 24 COLLECTIONS **OUTERWEAR**

THE TAILORED COAT

 **+142%**
YEAR ON YEAR



Bottega Veneta (2).jpg



Jil Sander.jpg



Mango.avif



Tom Ford.avif



prada (3).avif

SAFE TREND

THE GLITZY BOMBER

 **-5%**
YEAR ON YEAR



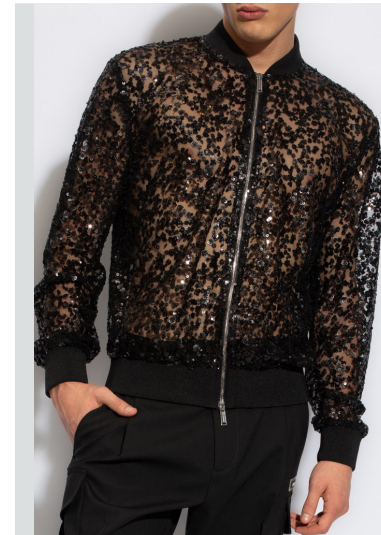
Zara (3).jpg



prada_1.avif



h_m.jpg



Dsquared2.jpg



River Island.avif

EDGY TREND

HOLIDAY 24 COLLECTIONS **JACKETS**

THE **CLASSIC BLAZER**

 **+6%**
YEAR ON YEAR



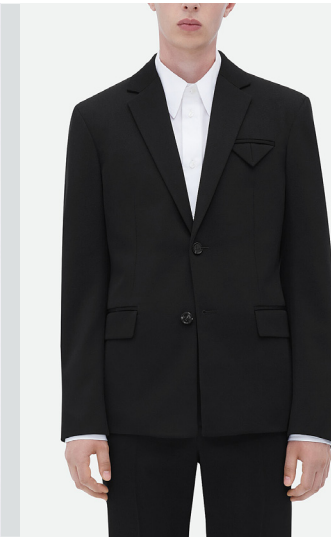
COS.jpg



Our Legacy.avif



Acne Studio_1.jpg



Bottega Veneta.jpg



Zara (2)_1.jpg

STABLE TREND

THE **OLD MONEY LOOK**

 **+20%**
YEAR ON YEAR



Zara_2.jpg



Gant.jpg



Ted Backer.webp



Benetton.jpg



Zegna.jpg

SAFE TREND

HOLIDAY 24 COLLECTIONS **JACKETS**

THE **DOUBLE-BREASTED BLAZER**

 **+152%**
YEAR ON YEAR



Weekday.webp



Valentino.jpg



prada.avif



Mango_1.avif



golden goose.avif

EARLY SIGN

THE **LEATHER BLAZER**

 **+0%**
YEAR ON YEAR



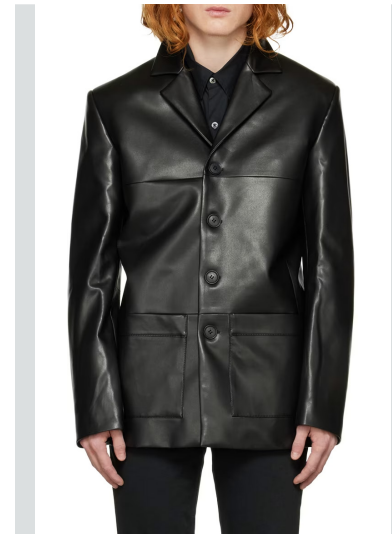
COS2.jpg



prada (6).avif



courreges.avif



misbhv.avif



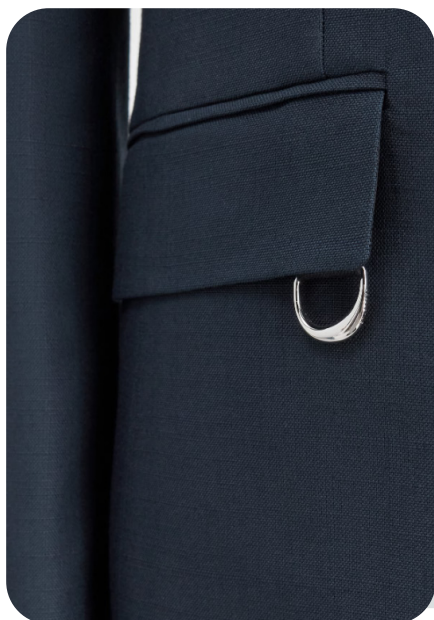
song for the mute.avif

EDGY TREND

HOLIDAY 24 COLLECTIONS **JACKETS DETAILS**

THE METAL TRIM

 **+50%**
YEAR ON YEAR



Jacquemus.png



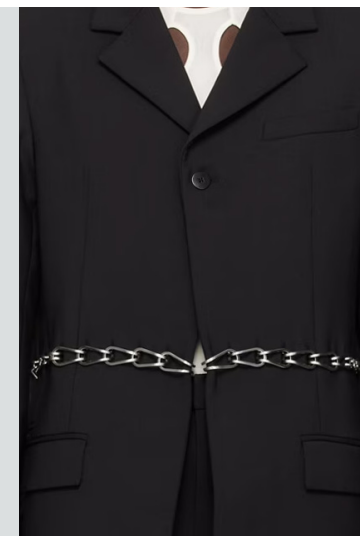
1017 Alyx.avif



Givenchy.avif



Heliot Emil.avif



Dion Lee.avif

SAFE TREND

COLLARLESS



acne-studios.avif



we11done_1.avif

EARLY SIGN

BOLD SHOULDER



Saint laurent.avif

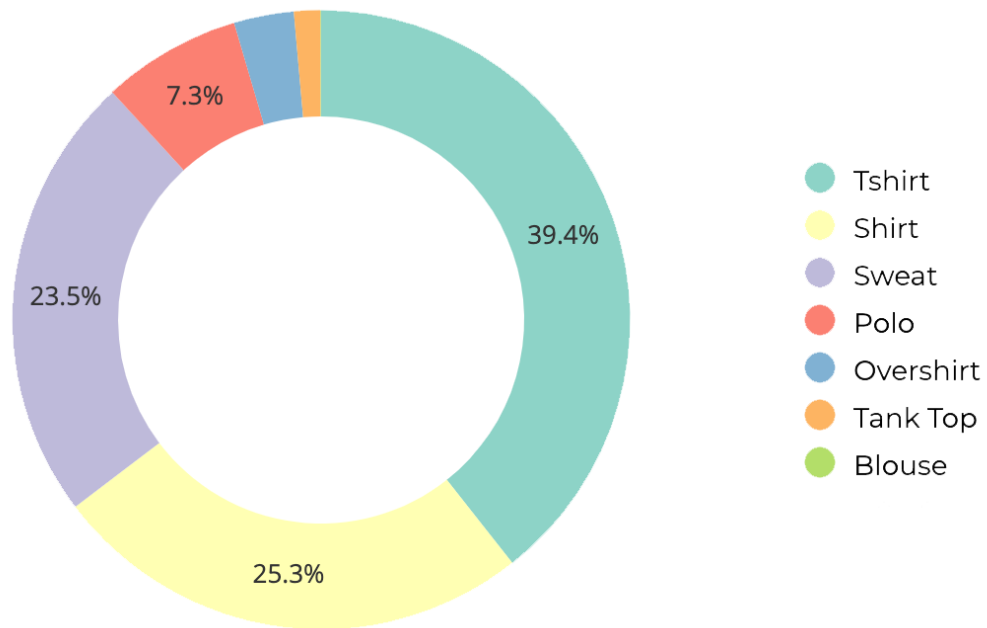


Alexander Wang.jpg

EARLY SIGN

HOLIDAY 24 **TOPWEAR ASSORTMENT**

MAN



HOLIDAY 24 **KEY ITEMS** TOPWEAR

CLASSIC SHIRT

STABLE TREND



The Reformation

DANDY BLOUSE

EARLY SIGN



Maje

SILKY SHIRT

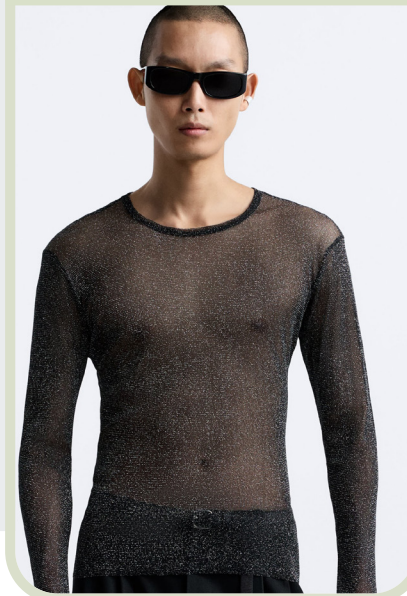
STABLE TREND



The Reformation

VEILED TOP

EDGY SIGN



Mango

SANTA SWEATER

STABLE TREND



Pull&Bear



+4%

YEAR ON YEAR



+400%

YEAR ON YEAR



+5%

YEAR ON YEAR



+51%

YEAR ON YEAR



+9%

YEAR ON YEAR



STAR PRODUCT : SHIRT

HOLIDAY 24 COLLECTIONS **TOPWEAR**

THE CLASSIC SHIRT

 **+4%**
YEAR ON YEAR



Weekday (4).webp



Versace.webp



Zadig&Voltaire.jpg



Balenciaga_3.webp



Alexander Mc Queen.webp

STABLE TREND

THE DANDY SHIRT

 **+400%**
YEAR ON YEAR



Gucci_1.avif



Cos (3).jpg



Yves Saint Laurent.webp



Valentino.webp



prada (4).avif

EARLY SIGN

HOLIDAY 24 COLLECTIONS **TOPWEAR**

THE **SILKY SHIRT**



+5%
YEAR ON YEAR



Weekday_1.webp



Saint Laurent_1.webp



Zara_7.jpg



Commes des Garcons.webp



Versace_1.webp

STABLE TREND

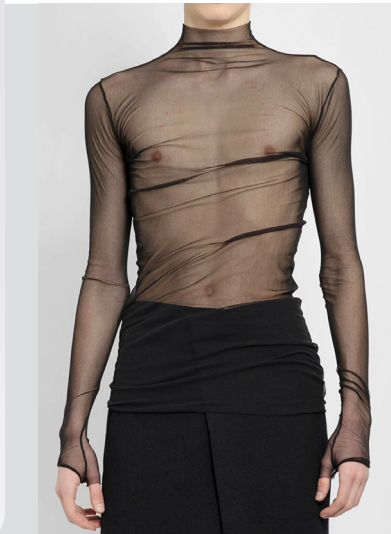
THE **VEILED TOP**



+51%
YEAR ON YEAR



<Sans lien d'intersection>



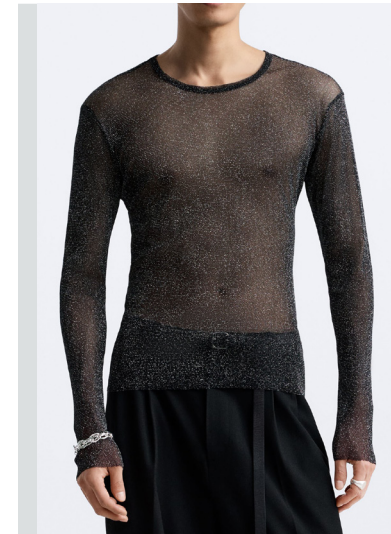
Ann Demelemeuster.webp



Weekday (5).webp



arturo-obegero.avif



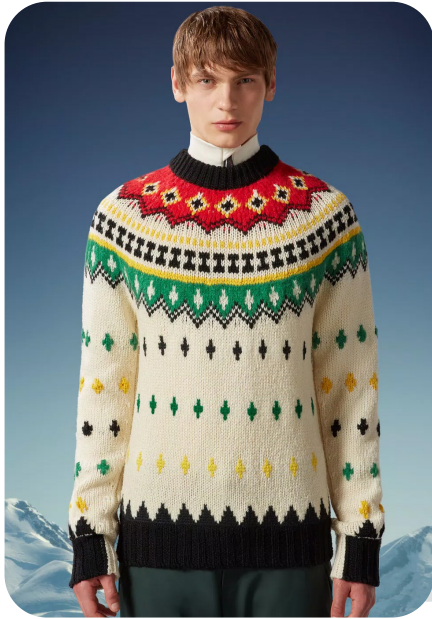
Zara_1.jpg

EDGY TREND

HOLIDAY 24 COLLECTIONS **TOPWEAR**

THE **UGLY CHRISTMAS SWEATER**

 **+9%**
YEAR ON YEAR



Moncler.webp



MC2 Saint Barth.webp



Mango.webp



Pull&Bear.webp



Jack&Jones.webp

STABLE TREND

THE **BASIC CREW NECK**

 **+10%**
YEAR ON YEAR



Jacquemus_1.png



prada.webp



Gucci_1.webp



Zara (3)_1.jpg

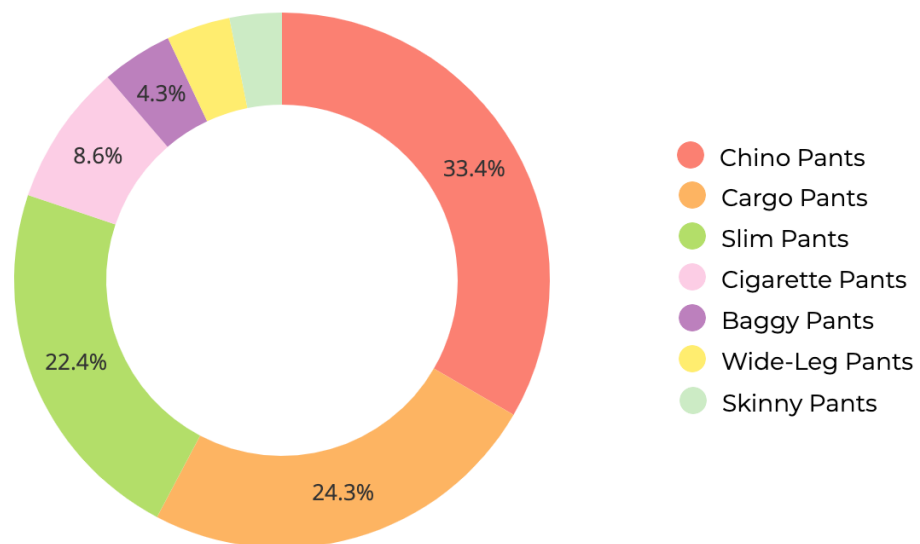


Palm Angels.webp

STABLE TREND

HOLIDAY 24 **BOTTOM ASSORTMENTS**

MAN TROUSER RANGE



HOLIDAY 24 **KEY ITEMS** BOTTOMS

CARGO

SAFE TREND



Mango

TAPERED

STABLE TREND



Acne Studio

WIGE-LEG

SAFE TREND



The Frankie Shop

LEATHER

STABLE TREND



IKKS

FLARED

EARLY SIGN



Gucci



+98%
YEAR ON YEAR



+21%
YEAR ON YEAR



+98%
YEAR ON YEAR



+83%
YEAR ON YEAR



+260%
YEAR ON YEAR



STAR PRODUCT : CARGO



STAR PRODUCT : CHINO

HOLIDAY 24 COLLECTIONS **BOTTOMS**

THE **WIDE-LEG TAILORED**

 **+98%**
YEAR ON YEAR



The Frankie Shop.jpg



Gucci.webp



Zara.jpg



Zegna.webp



Louis Gabriel Nouchi.webp

SAFE TREND

THE **TAPERED**

 **+21%**
YEAR ON YEAR



Acne Studio



Zegna_1.avif



Loro Piana.avif



Cos_1.jpg



Zara_3.jpg

STABLE TREND

HOLIDAY 24 COLLECTIONS **BOTTOMS**

THE **LEATHER PANTS**

 **+85%**
YEAR ON YEAR

STABLE TREND



Courreges.webp



Bershka.jpg



IKKS.jpg



H&M_1.jpg



Mango_3.avif

THE **FLARES**

 **+260%**
YEAR ON YEAR

EARLY SIGN



Gucci.avif



Our Legacy.avif



Ralph Lauren.avif



Celine Homme.avif



Alexander Mc Queen_1.webp

HOLIDAY 24 **KEY ITEMS** MEN SHOES



LUGSOLE LOAFER

BIG TREND



The Frankie Shop



+256%
YEAR ON YEAR

SLIP ON DERBY

SAFE TREND



Acne Studio



+52%
YEAR ON YEAR

MOCASSIN

STABLE TREND



IKKS



+14%
YEAR ON YEAR

WESTERN

EARLY SIGN



Gucci



+120%
YEAR ON YEAR

HOLIDAY 24 COLLECTIONS **SHOES**

THE **LUGSOLE LOAFER**

 **+256%**
YEAR ON YEAR



Bershka_1.jpg



Bottega Veneta.webp



Zara_4.jpg



Sandro_1.webp



Tommy.webp

BIG TREND

THE **ATTIC MOCASSIN**

 **+14%**
YEAR ON YEAR



OVS.jpg



Manebi.webp



Ugg.webp



Dries Van Noten_1.avif



Next.webp

STABLE TREND

HOLIDAY 24 COLLECTIONS **SHOES**

THE POINTY ANKLE BOOT

 **+120%**
YEAR ON YEAR



Prada_2.avif



Balenciaga_1.webp



Zara_6.jpg



COS_2.jpg



Alexander Mc Queen_2.webp

EARLY SIGN

THE MINIMAL SLIP-ON

 **+52%**
YEAR ON YEAR



Marsell.webp



Lemaire.webp



Zara_5.jpg



Balenciaga.webp



Uma Wang.webp

SAFE TREND

HOLIDAY 24 COLLECTIONS **ACCESSORIES**

CLASSIC TIE

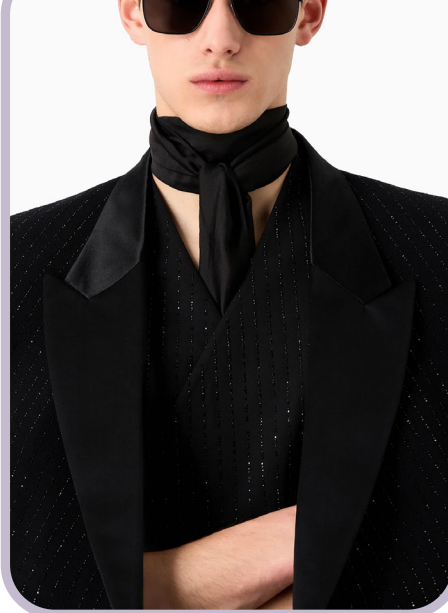
STABLE TREND



Mango.jpg

NECK SCARF

EARLY SIGN



Emporio Armani.webp

SILK SQUARE

STABLE TREND



Hugo Boss.jpg

TIE CLIP

STABLE TREND



Mango (3).avif

Elevating classic menswear holiday ensembles to new heights are the meticulously curated accessories that add a dash of refinement and personality. Ties become the focal point, pulling together polished looks with a touch of sophistication. The resurgence of the neckchief adds a debonair flair, offering a versatile alternative for those seeking a hint of vintage charm. Silk squares make a dashing appearance, whether neatly folded in the pocket or creatively arranged, injecting a dose of heritage luxe. Tie clips, both functional and stylish, complete the ensemble by adding a subtle yet impactful detail, ensuring that every accessory contributes to the overall elegance of the festive outfit.

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 COM-
MERCIAL POTENTIAL



TEST

A STATEMENT PRODUCT WITH
GROWING PERSPECTIVE BUT
SMALLER MAGNITUDE AND
HIGHER RISK



LIVETREND

THANK YOU!

You may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit any such content, nor may you distribute any part of this content over any network, sell or offer it for sale, or use such content to construct any kind of database. You may not alter or remove any copyright or other notice from copies of the content on any Livetrend report.

**If you have further needs, please
contact us via chat.**