



**MENSWEAR**  
**FW25**  
**UPDATE**  
**KNITWEAR**



**LIVETREND**

# FW25 KNITWEAR UPDATE INTRODUCTION



franciscofaria



thesartorialist (1).jpeg



\_duarte2 1



nathaneazariah (4)



**UPDATE**

## **Eclectic Nostalgia meets Sleek Essentials.**

Menswear knitwear trends on social media are a blend of nostalgic charm, modern refinement, and creative textures. Eclectic „grandpa“ aesthetics continue to dominate, featuring V-neck cardigans, fair isle patterns, and retro-inspired vests that exude a vintage, preppy appeal. Alongside these, a shift toward refined essentials is evident in streamlined crewneck vests, versatile half-zips, and sleek high-neck zip jackets, offering a polished yet practical take on cold-weather staples. A softer, more relaxed vibe is also gaining traction, characterized by fuzzy textures and slim, feminine-inspired crewneck cardigans. Button-up knitwear styles add a subtle sophistication, while cozy, mousy hues create a warm, understated palette. Creative cable knits bring depth and tactile interest to garments, while geometric patterns lend a bold, modernist edge to classic silhouettes. Together, these trends celebrate a harmonious balance of tradition and innovation, offering versatility for both casual and dressed-up occasion.

*This report is based on Livetrend data extracted from Instagram & streetstyle images, from September to December 2024, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.*

**ACCESS ALL IMAGES  
CLICKING HERE**

BIG TREND

# GRANDPA CARDIGAN

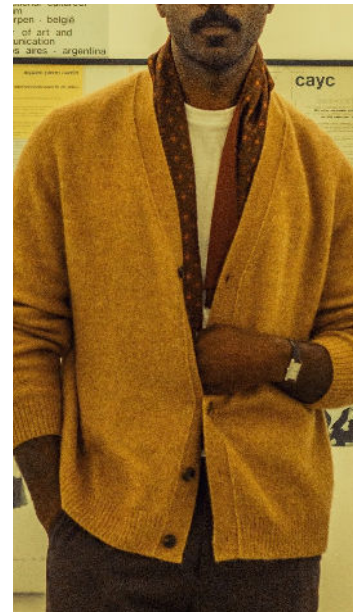
WWW  
+1100%  
YOY



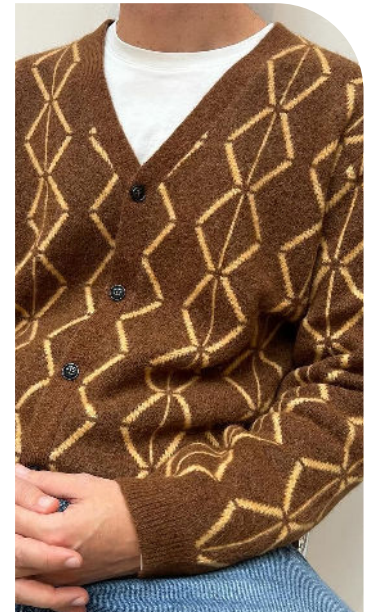
attiresaint



sparis-m-str-s25-0722.jpg



paulbinam (2)\_1.jpeg



emmanuel.uddenberg



\_duarte2.jpeg



imdanielsimmons



franciscofaria (2).jpeg

SAFE TREND

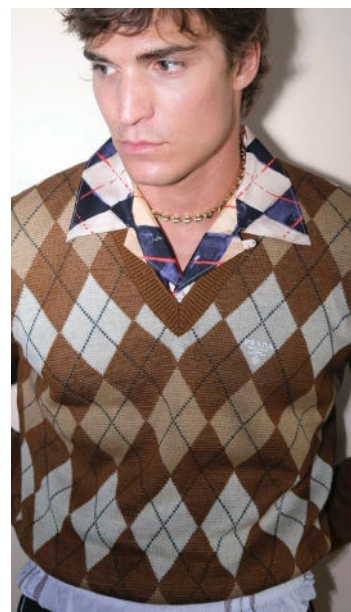
# LIGHT SARTORIAL PULLOVERS



leeyjohn\_.jpeg



streetstyle paris



andreafaccia (1).jpeg



andreafaccia (1)



franciscofaria\_4.jpeg




niklinio (6)



streetstyle paris (2)\_2.jpg

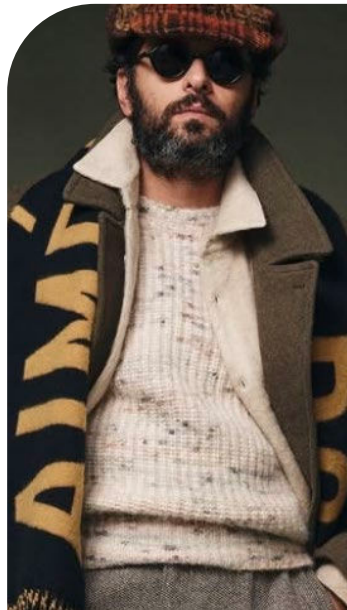
BIG TREND

# MOULINÉ SWEATER

  
**+150%**  
YOY



attiresaint (28).jpeg



@aimeleondore4.png



droledemonsieur.jpeg



backswimmer



leeyjohn\_\_2.jpeg




attiresaint (17)



alexsezdemora.jpeg

BIG TREND

# SOFT BUTTON-UP POLO

  
**+108%**  
YOY



jimy\_09 (7).jpeg



attiresaint (27).jpeg



manunoraced.jpeg



backswimmor



toddsnyderny.jpeg



attiresaint (17)



@attiresaint3.png

BIG TREND

# SLEEVELESS VEST

## SLEEK CREWNECK



+61%  
YOY



biondo



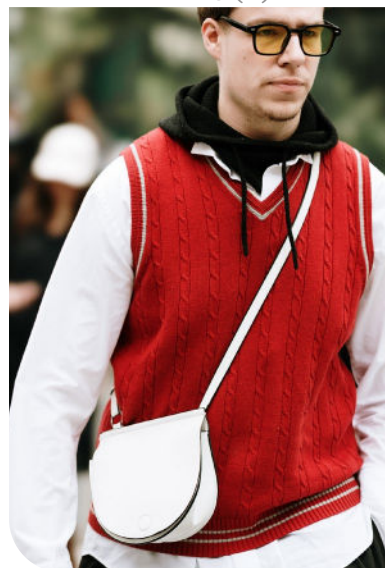
andreafaccia (2)



biondo



niklinio (4)



streetstyle paris

## ECCLECTIC GRANDPA



jimy\_09 (1)

BIG TREND

# HIGH-NECK ZIP-UP CARDIGAN

WWW  
+250%  
YOY



attiresaint (48).jpeg



attiresaint (24).jpeg



nathaneazariah (3).jpeg



streetstyle paris



attiresaint (36).jpeg



franciscofaria (2)



streetstyle paris (2)\_1.jpg

MENSWEAR

KNITWEAR

FW25 UPDATE



STABLE TREND

# HEAVY TURTLENECK

WWW  
**+60%**  
YOY



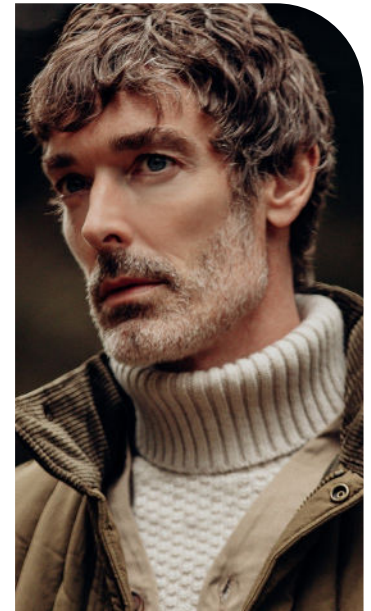
aimeleondore.jpeg



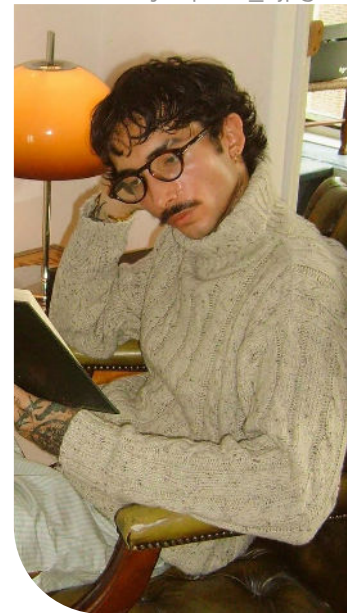
streetstyle paris\_1.jpg



Pitti Uomo.jpg



richardbiedul



stuccigus\_2.jpeg



streetstyle paris (2)



alexsezdemora\_1.jpeg

STABLE TREND

# SLIM-FIT CREW-NECK CARDIGAN

WWW  
+70%  
YOY



alexsezdemora\_2.jpeg



stuccigus (2).jpeg



streetstyle milano.jpg



attiresaint (25)



@attiresaint11.png



@aitorlaspiur4




David Koma.png

STABLE TREND

# VIBRANT GRAPHICS

## BLOCK STRIPE

## GRAPHIC COLOR-BLOCK

  
**+53%**  
YOY



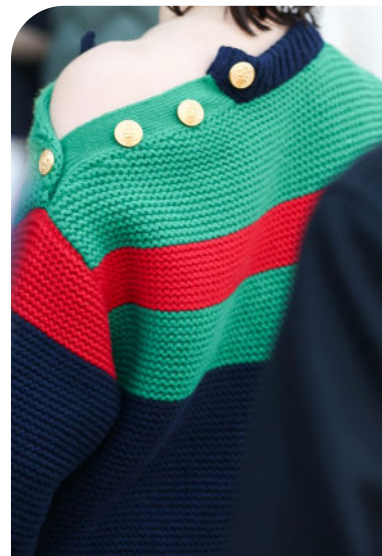
backswimmor



attiresaint



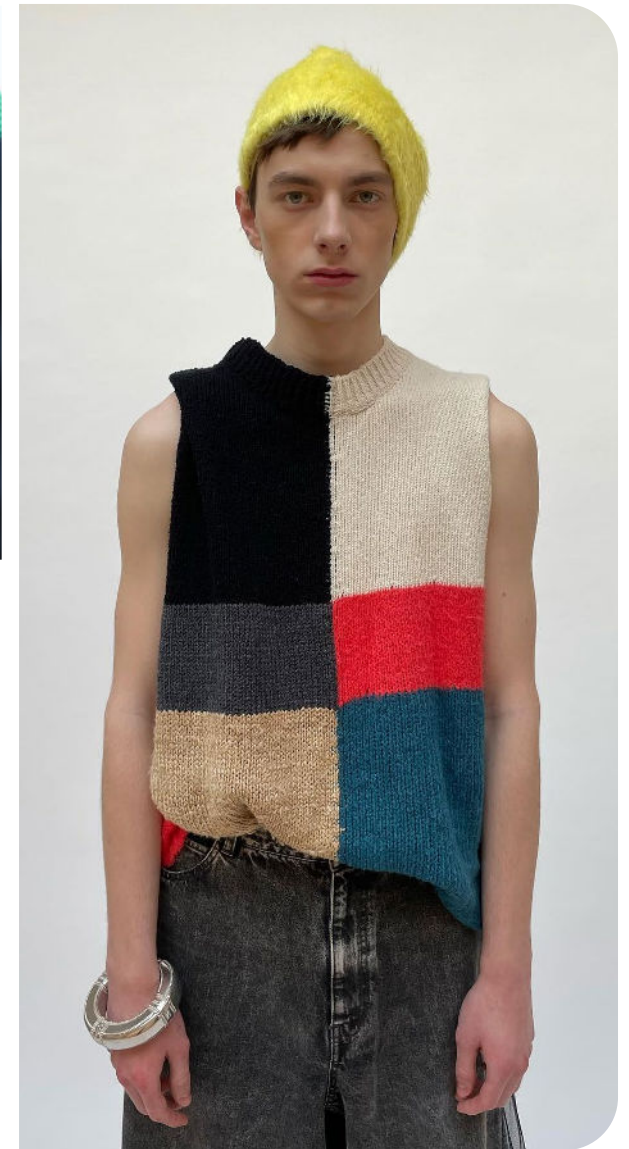
juliusgod (1)



streetstyle paris



streetstyle paris (3)



simonrutigliano (2)

SAFE TREND

# HALF ZIP HIGH COLLAR SWEATER

WWW  
+700%  
YOY



alexrudolpho\_1.jpeg



marcforne.jpeg



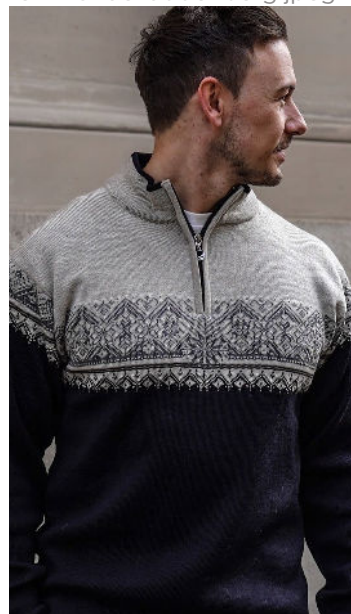
emmanuel.uddenberg.jpeg



streetstyle paris



imdanielsimmons\_2.jpeg



manu.go



albertoortizrey (6).jpeg

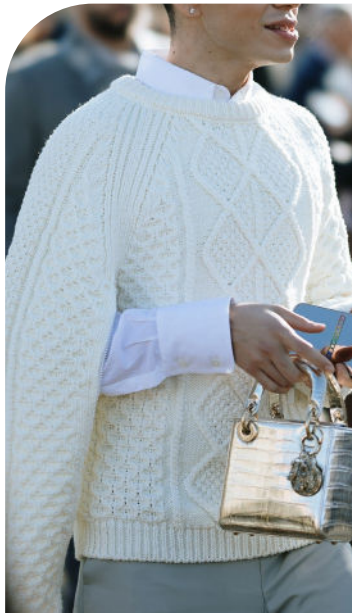
SAFE TREND

# CREATIVE CABLE KNITS

WWW  
**+90%**  
YOY



streetstyle paris (2)\_3.jpg



theimpression (2).jpg



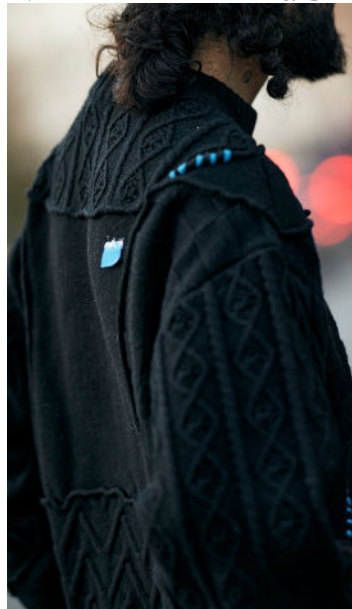
paris-m-str-f24-0452.jpg



streetstyle paris



@aimeleondore3.png



theimpression




streetstyle paris\_2.jpg



SAFE TREND

# QUIRKY FAIR-ISLES

  
**+56%**  
YOY



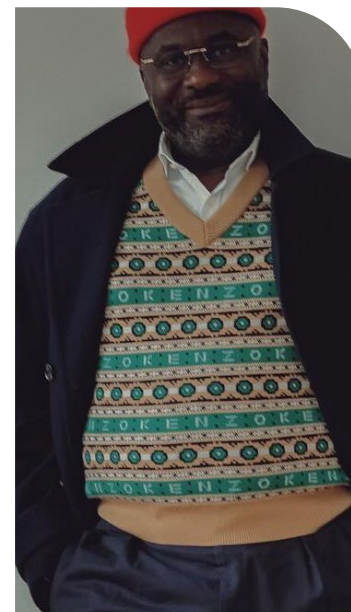
backswimmor\_4.jpeg



loewe.jpeg



attiresaint (14).jpeg



paulbinam



Pitti-m-str-F24-0234.jpg



attiresaint (42)



thesartorialist (1).jpeg

EARLY SIGN

# FUZZY TEXTURES

WWW  
+120%  
YOY



attiresaint (16).jpeg



streetstyle paris.jpg



streetstyle paris (6).jpg



attiresaint (39)



streetstyle paris (3).jpg



by.sonny



backswimmor.jpeg

# 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

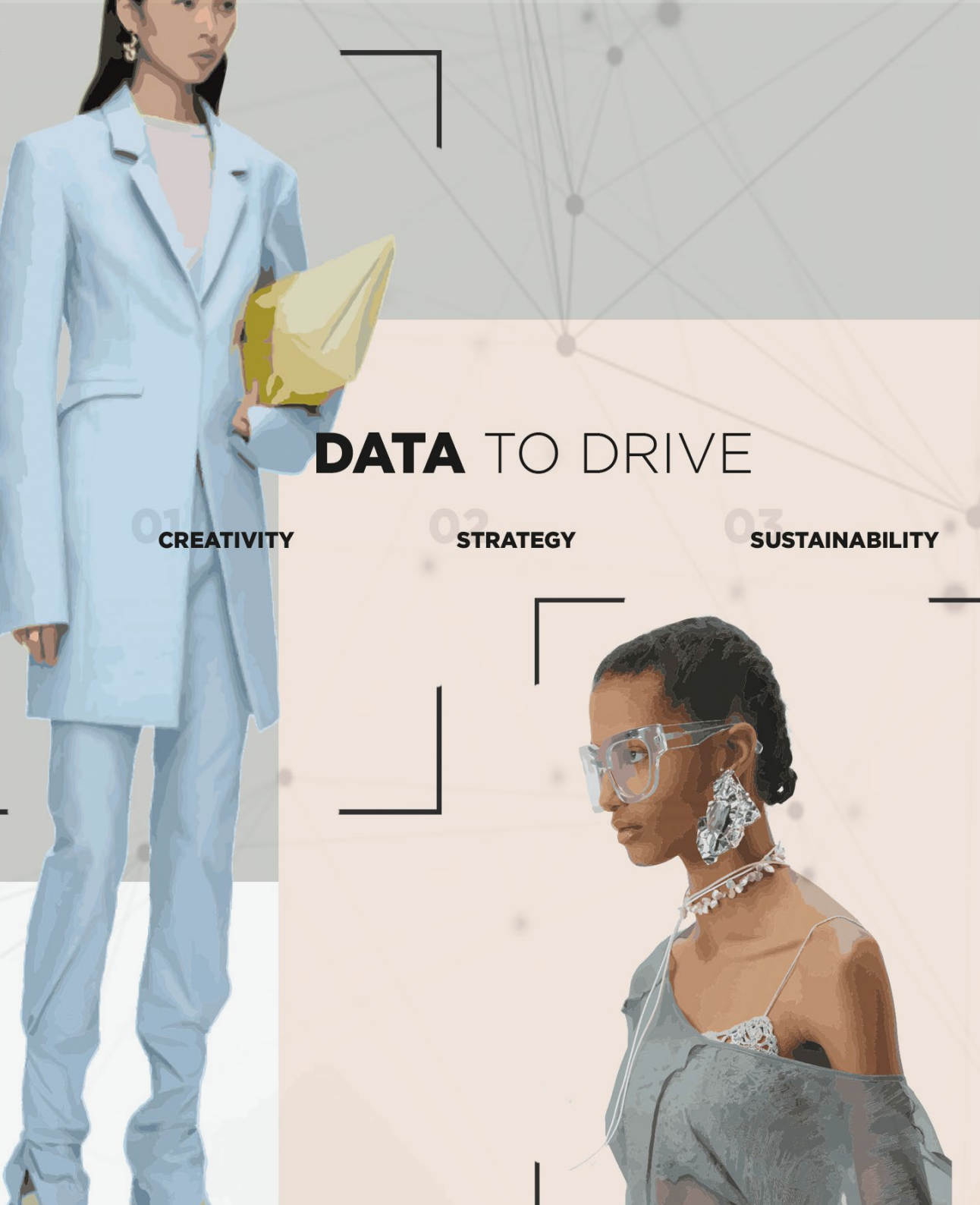
A STATEMENT PRODUCT WITH GROWING PERSPECTIVE BUT SMALLER MAGNITUDE AND HIGHER RISK

WOMENSWEAR

DRESSES

SS25 UPDATE





## DATA TO DRIVE

01 **CREATIVITY**

02 **STRATEGY**

03 **SUSTAINABILITY**



LIVETREND

# THANK YOU!

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