



MENSWEAR
FW 2025
FORECASTING
KNITWEAR
YARNS
& STITCHES



LIVETREND

KNITS FW25 INTRODUCTION



prada



Bottega Veneta.jpg



loewe



maisie wilen



FORECAST

Contemporary heritage & a focus on textures. For FW 25/26, knits emphasize the use of luxurious and innovative yarns such as mohair, mouliné, slub cottons and fantasy yarns that are creating visually rich and textured fabrics. Talking about texture, technical micro textures in linear designs add a sleek, modern touch. In terms of motifs and dyes, cyber gradients contrast with naive jacquards with a delicate vintage feel. Less nostalgic, but vintage inspired, we can see reworked heritage patterns like cables, argyle, and fair isle in novel interpretations to bring a fresh twist to classic styles. This blend of fancy yarns and traditional motifs and immersive motifs on brushed yarns results in knitwear that is both sophisticated and contemporary, perfect for a stylish and dynamic wardrobe.

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 IMAGES
CLICKING HERE](#)

SAFE TREND



Bottega Veneta

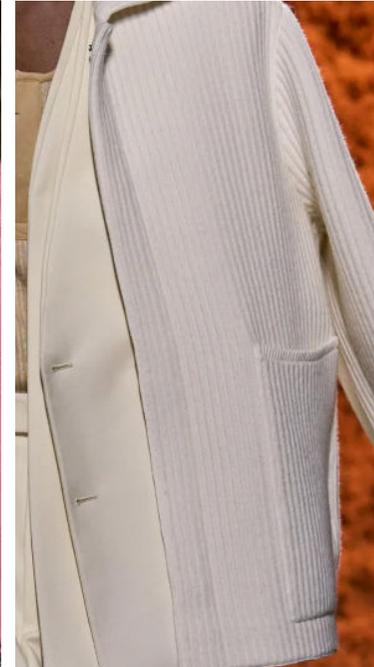
TIGHT TENSION - THICK GAUGE (3-5-7) - RIBS

This compact knit stitch is characterized by its tight tension and thick gauge, often featuring visible ribs. Wool blend and cotton blend gives a casual luxury feel. Air spun yarns produce a unique gummy-like effect, offering a distinct texture and robust appearance. The high tension creates a dense and sturdy fabric, ideal for garments and accessories where durability and structure are desired. It provides excellent insulation and lends a polished and refined look, adding a touch of chunky softness.

FW25 THICK RIB KNITS



Drole de Monsieur



Zegna



Emporio Armani



stella mccartney



Gucci



barberrry

SAFE TREND



bottega veneta

TIGHT TENSION - NEW: OVERWASHED LOOK

This compact knit stitch, worked on medium weight yarns, is generated with a tight tension. With its slightly stiff texture, it offers a balance of essentialism and sartorial chic, it ensures comfort showing different finishings. Its density is suitable for sweaters, cardigans, or jackets, ensuring a sophisticated look. New are styles that seem overworn and overwashed adding a subtle textures here.

FW25 COMPACT KNITS



MiuMiu



serino studio.jpeg



goldengray



jil sander



loewe



wconcept 3.jpeg

EARLY SIGN



Fendi

GAUGES 12-16 - LINEAR PATTERNS

Minimal micro-stitch knits, with gauges ranging from 12 to 16, feature precise linear lines that impart a sleek, technical feel. These finely knit fabrics create a streamlined and modern look, perfect for achieving a minimalist aesthetic. The tight stitching and subtle textures lend an air of sophistication and innovation, making them ideal for contemporary, tech-inspired fashion pieces.

FW25 FINE GAUGE



Brioni



fendi-.avif



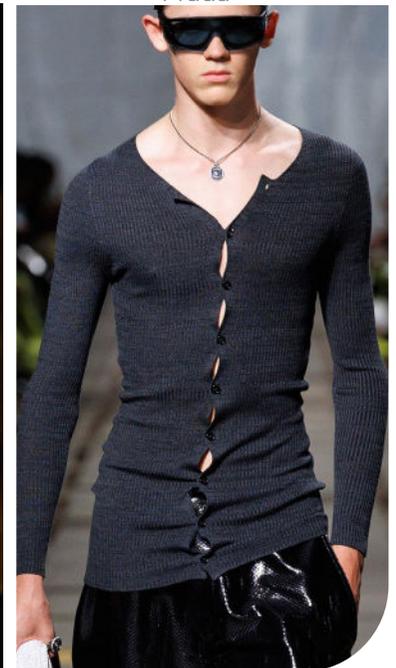
Prada



Fendi



loro piana



Prada

SAFE TREND



corrdr.jpg

REVISITED CLASSIC YARNS VIA COLOR POPS

These knit yarns draw inspiration from classic tailoring tweeds, offering a refined but irregular aesthetic with a touch of vintage charm to fit the #grandpacore aesthetic. For FW2526 these yarns often feature flecks of contrasting colors or yarns, creating colorful pops that add playful visual interest. Tweed knits exude a timeless elegance and versatility, making them a commercial choice for adding micro texture to any collection.

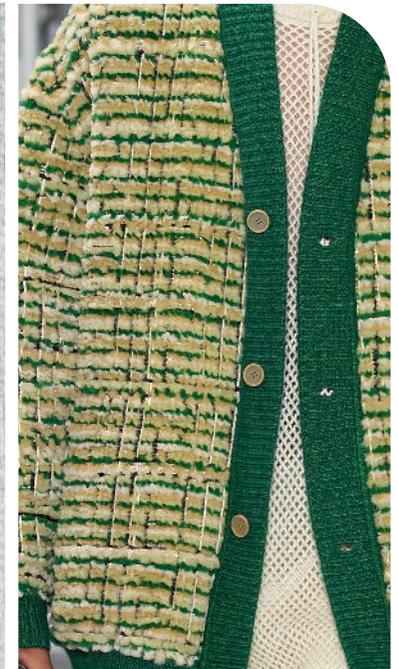
FW25 TWEEDS



dior



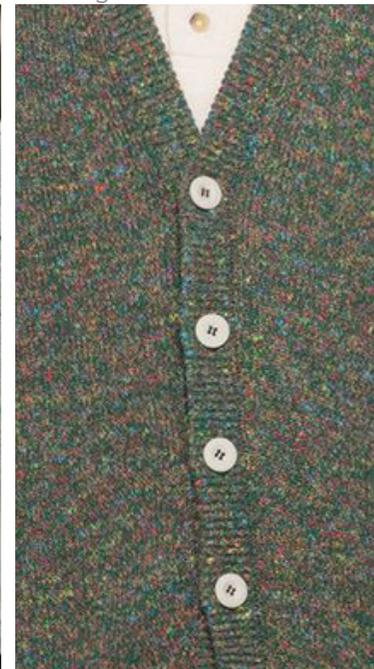
Baglioli Modesto LOOP



fendi



tods



ssense



kenzo.jpeg

SAFE TREND



sean suen

SPACE DYE - COLOR POP - XL YARNS

Mouliné knits offer an artsy and eclectic vibe this season, particularly in embellished or XXL yarn versions, where they create new reworked contrasts. The space dyed yarns involve twisting together different colored yarns to create a marbled or variegated effect, resulting in a visually dynamic knit. Whether used for sweaters, cardigan, vest, scarves, or statement accessories, these classic fancy yarns infuse irregular texture and interesting color blend.

FW25 ARTY MOULINÉ



Jil Sander



fursac



altrea



acne studios



MONTICOLOR - VELOUR



octobre editions

SAFE TREND



A kind of guise

BOUCLÉ / VRILLÉ / SLUB YARNS

Bouclé and vrillé knits feature an interesting micro texture, adding depth and character to knits. The bouclé creates small loops and twists, giving the knit a subtle and intriguing texture. These yarns create a material with a unique and tactile quality, inviting touch and exploration. Whether used for sweaters, cardigans, or dresses, bouclé and vrillé knits offer a sophisticated natural option that adds visual interest to any ensemble.

FW25 SUBTLY IRREGULAR



Zegna



hed mayner



cordera.webp



octobreeditions22.jpeg



lurdesbergada



Bottega Veneta

EDGY TREND



@thefashionography

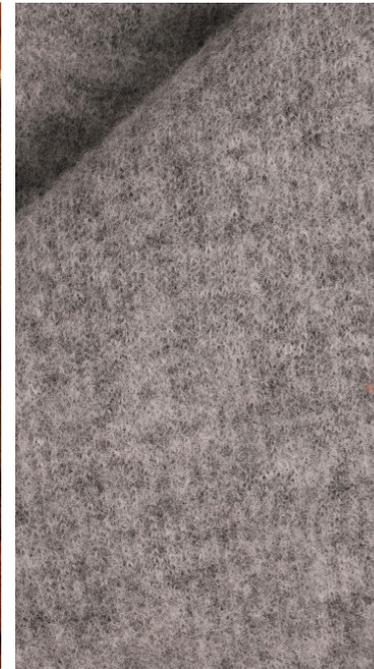
FURRY & FANCY YARNS - BRUSHED EFFECTS

Brushed knits, crafted from premium materials like mohair, alpaca, cashmere, or their blends, offer a luxurious and soft texture. The brushing process enhances the surface, creating a fluffy and fuzzy effect known for its cozy warmth and plushness. This adds depth and dimension, giving a tactile richness and reassuring cocoon feeling. Brushed knits provide an indulgent and stylish option for chilly days, enveloping the in a cloud of softness and luxury.

FW25 FUZZY TEXTURES



zegna



c pauli.jpeg



mame-kurogouchi



Todd Snyder-22.jpg



kb hong1.png



streetstyle

STABLE TREND



Hermes

BRUSHED YARNS - OVERDYE OR DYED YARN

Updated gradient knits, crafted with brushed yarns, offer a texture that take on the gradient trend. These knits feature a subtle transition of colors, blending seamlessly from one hue to another. The brushed yarns add depth and softness and a blurred effect, creating a plush and cozy fabric with a gradient coloration. The result is a stylish garment that retains a sense of fun and sophistication at the same time. Recycled wool and synthetics are perfect compositions for these fashion pieces.

FW25 MARBLED MOHAIR



bellerose



streetstyle



erl



@lowclassicseoul_6.png



Maisie Wilen -6_1.png



casablanca

EDGY TREND



Moredecay

FANCY YARNS/FURRY YARN/CHENILLE

Faux fur knits, crafted with fancy furry yarns, offer a cozy and stylish fur-like aspect. These yarns are perfect for cocooning sweaters, and provide a nomadic and bohemian, cruelty-free option for staying warm and super-soft during colder months. For the most fashionable cohorts, this fuzzy trend will hit the menswear market too, for the mass consumer, chenille will be a good commercial option for teddy bear sweaters.

FW25 FURRY TEXTURES



danny reinke



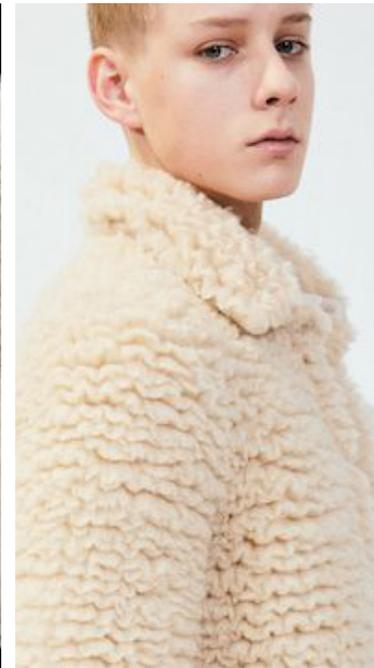
Monticolor - WELOVE



KB Hong



System_20.png



LOEWE_14.jpg



etro

EARLY SIGN



Fendi

FURRY YARN & STITCHES

Thick, furry yarns are used for furry and velvet stitches. From high quality fabrics, to recycled ones, the furry effect is taking on outerwear for men too. Since tactical is a major trend, but fur is neither an ethical nor an easy garment for a man to wear, these knit versions are the perfect fashionable and comfortable solution for a trendy look.

FW25 FUZZY OUTWEAR



Fendi



-fendi_.avif



Loewe



@scottssweaters



fendi



Givenchy

STABLE TREND

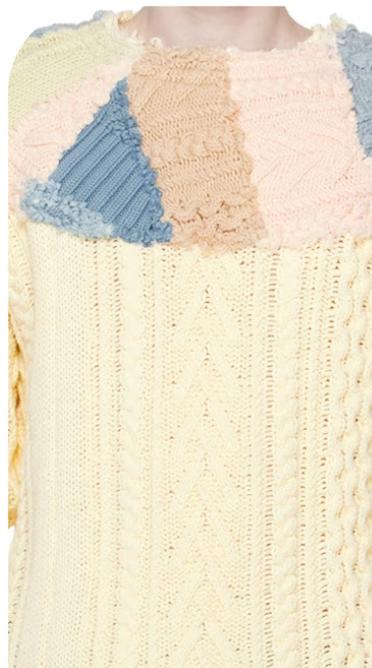


acne_studio11.jpg

INTEGRATED MOTIFS - MIXED - PLAYFUL

Updated cable knits take a playful approach with asymmetric, patched, and mixed aran patterns. These modern interpretations of traditional cable knits infuse a sense of dynamism and creativity into the fabric. By combining different cable designs, introducing contrasting textures or colors, and playing with asymmetry, these knits offer a fresh and contemporary twist on a classic style. The result is a visually engaging and adds character/personality to any outfit.

FW25 ARAN/CABLES



greg lauren



Loewe



coach3.jpeg



marant 2.jpeg



mc queen



tods

STABLE TREND



@collusion.jpeg

VANISÉ KNITS

A new play on stripes is provided by ribbed knitting that involves vanisé yarns or a color change or a print. Dynamic and stretchable color contrast produces sinuous and striking effects, accentuating changing color contrasts. The tight-fitting garments range from basic to sporty, with rather technical yarns and viscose blend. It will be interesting to play with bright contrasts on pastels and neutrals for fashion styles, or with camaieus and light-dark hues for basic pieces. Washing and print are possible finishing for these styles.

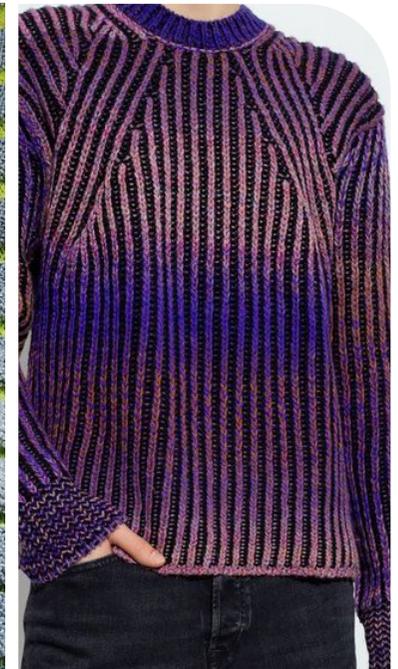
FW25 CONTRASTED RIBS



by marlene birger



ribs.jpeg



diesel0.jpeg



CMMN SWDN.jpeg



balmain



streetstyle

STABLE TREND

FW25 USED LOOK

acne_studios--.jpeg



by marlene birger



weekday33.jpeg



jacamo.jpeg



0002paulthefirst2024menswearadgurwajog



bottega



streetstyle

ACID WASH STYLE

As grunge is a big stable trend for menswear, kniwear takes an interesting casual worn-out look, pairing the denim aspects. Yarns and finishings are playing a major role to obtain the used effect. As second-hand is increasing in consumer interest, these relaxed vintage effects are rising and encountering the client's aesthetic, looking for effortless casual pieces. Vanisé yarn and garment dye or wash are the key element of these styles.

STABLE TREND



wconcept Kopie.jpeg

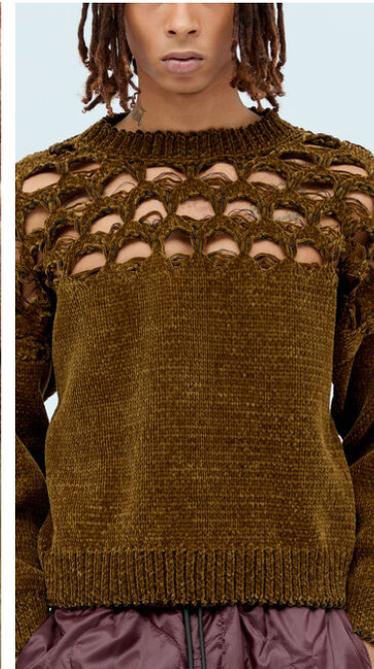
UNFINISHED - DROP NEEDLE - LOOSE YARNS

These unraveled knits are offering a trendy update to classic styles. This dropped needle technique brings back the grunge style with a new twist and an urban edge. These knits feature unfinished hems, intentional fraying, creating a raw and edgy aesthetic. The contrast between the structured knit fabric and the undone hems adds visual interest and a sense of rebellion to the garment.

FW25 UNDONE



acne studio.avif



dries van noten



trove sivan.jpeg



urbanoutfitters men2.webp



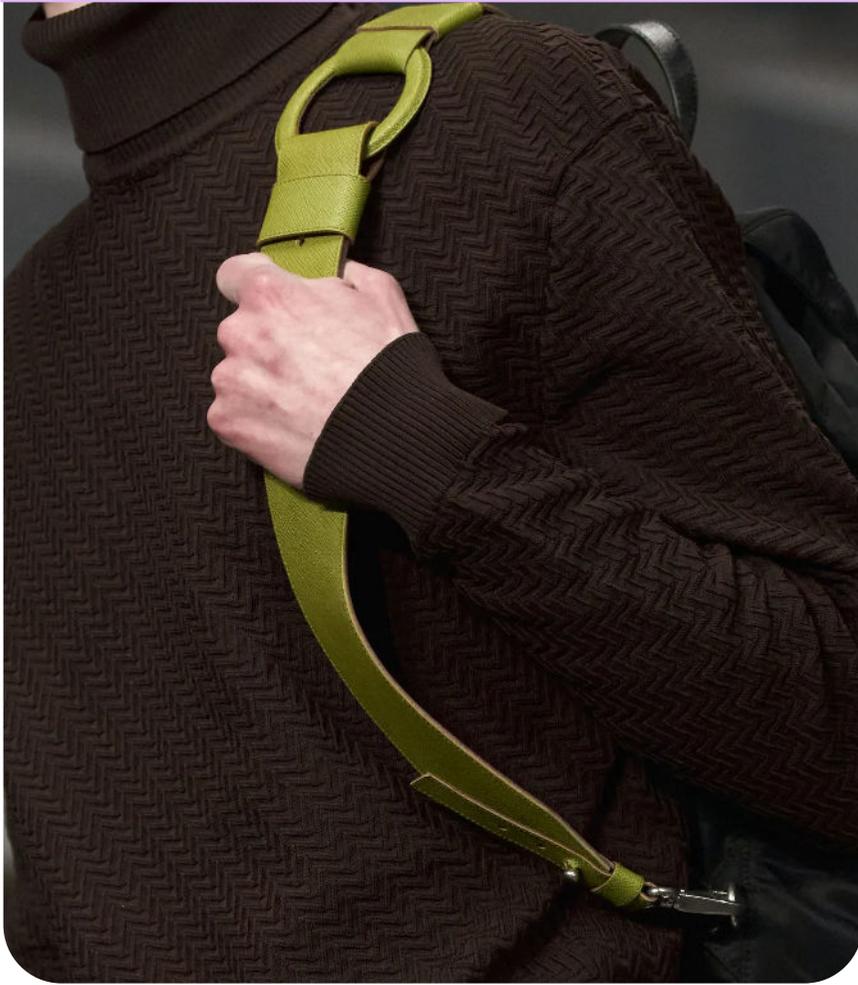
anderson bell



bed jw ford



EARLY SIGN



Prada

ARMURÉ EFFECT - LINEAR PATTERNS

Micro-stitch knits, feature precise linear patterns that impart a sleek and technical feel. These armuré effects create a streamlined and modern look, perfect for achieving a sophisticated minimalist aesthetic. The tight stitching and subtle 3D textures lend an air of sophistication and innovation, making them ideal for contemporary, tech-inspired fashion pieces.

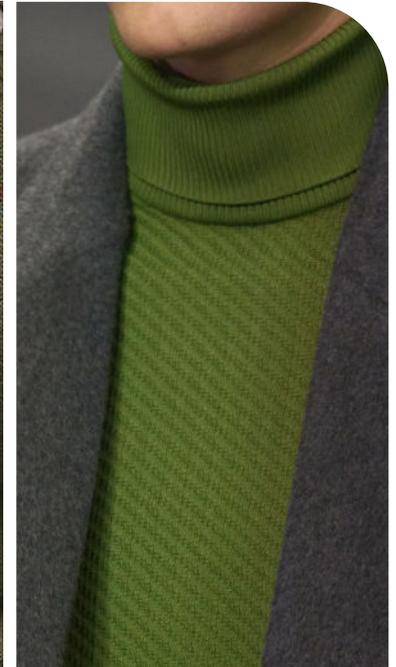
FW25 TECHNICAL MICRO STITCH



Brioni



topman.jpeg



Prada



Fendi



loro piana



Prada

FANCY KNITS

FW25 LARGE-SCALE CONTRASTS

EARLY SIGN



Dior

INTARSIA - JACQUARD - MIX & MATCH



giorgio armani



diesel



ader error



wwd japan.jpeg



tods



loewe.jpeg

FANCY KNITS

FW25 BAUHAUS COLORBLOCK

EARLY SIGN



Zegna

CREATIVE CHECKS & MICRO COLOR-BLOCKS



Doppiaa



@pollack .jpeg



@SOCIAL DECK.jpeg



Carbonmade.jpeg



chloe



armani

FANCY KNITS

FW25 NEW NORDICS

STABLE TREND



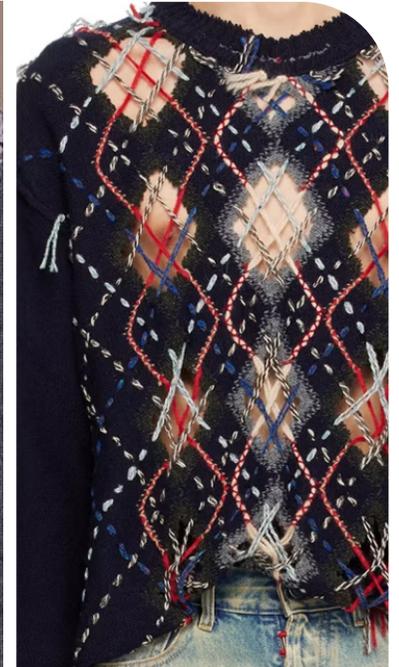
Neil barrett



Ashish



hermes



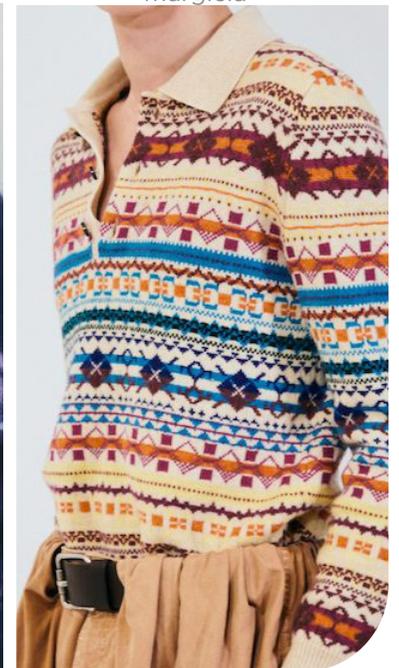
margiela



Sacai



Marant



LOEWE_39.jpg

FAIR ISLE & ARGILE MIX OR FUZZY YARNS

FANCY KNITS

FW25 GRADIENT STRIPES

SAFE TREND



monse

BRUSHED YARNS - MOHAIR LOOK



etro



five cm.jpeg



etro

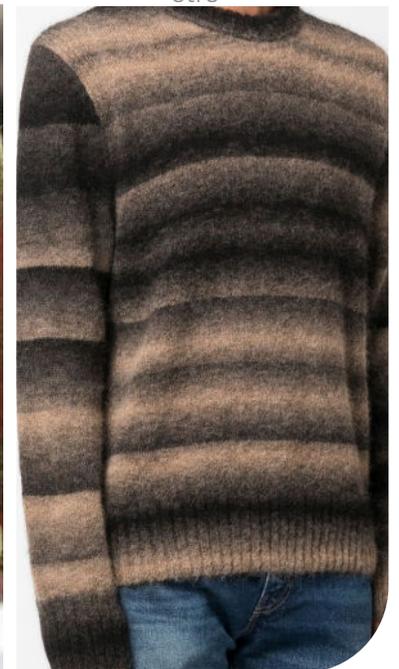


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troye sivan.jpeg

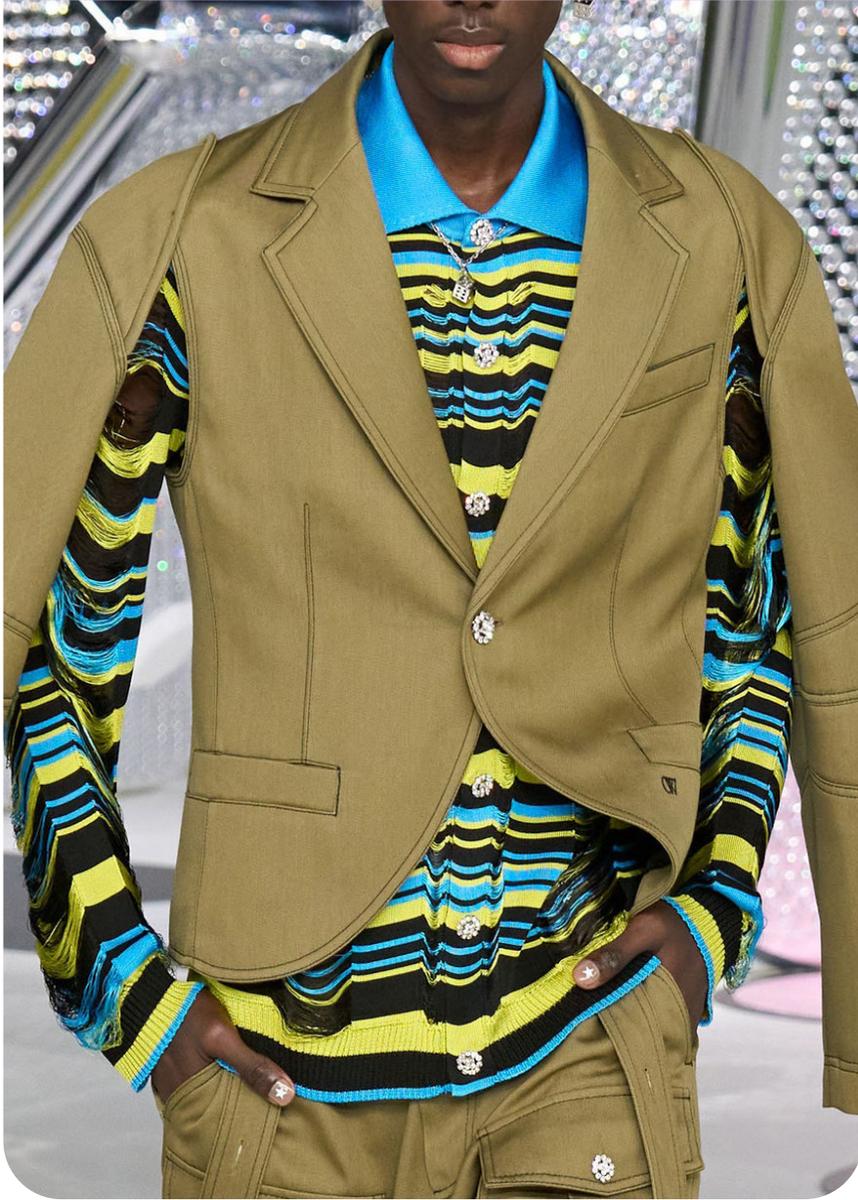


paulsmith.jpeg

FANCY KNITS

FW25 INTERRUPTED STRIPES

EARLY SIGN



off white

FANCY YARNS - BROKEN KNIT - LOOSE YARN



urban outfitters



marni.jpeg



etro



harakujo.jpeg



amiri



anderson bell

FANCY KNITS

FW25 CRAFTY GEOMETRICAL

EARLY SIGN



octobre editions1.jpg

3D EFFECTS - IRREGULAR GAUGE



bottega



corridor



valentino-m-clp-f24-033.jpg



bottega v2.jpg



sophnet



anderson bell

FANCY KNITS

FW25 IMMERSIVE

EDGY SIGN



Woolrich Black Label_15.png

INTARSIA OR PRINTED



Kenzo



80s8



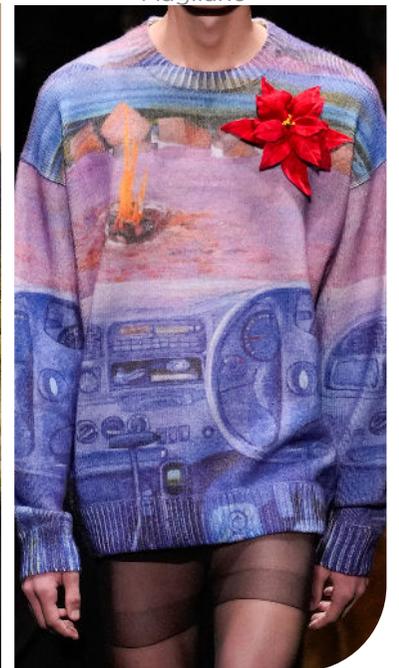
Magliano



S S Daley_8.png



Hermes



JW Anderson_2.jpg



FANCY KNITS

FW25 PET POSITIVE

EARLY SIGN



Magliano

INTARSIA & JACQUARD



-jw-anderson-webp



bode2.jpeg



16arlington.jpg



S S Daley



S S Daley



ParisStreetsyle_42.jpg

FANCY KNITS

FW25 INDULGENT BOUQUETS

EDGY SIGN



monse

INTARSIA & JACQUARD



etro



dior.jpeg



etro



bensherman.jpeg



yamamoto.jpeg

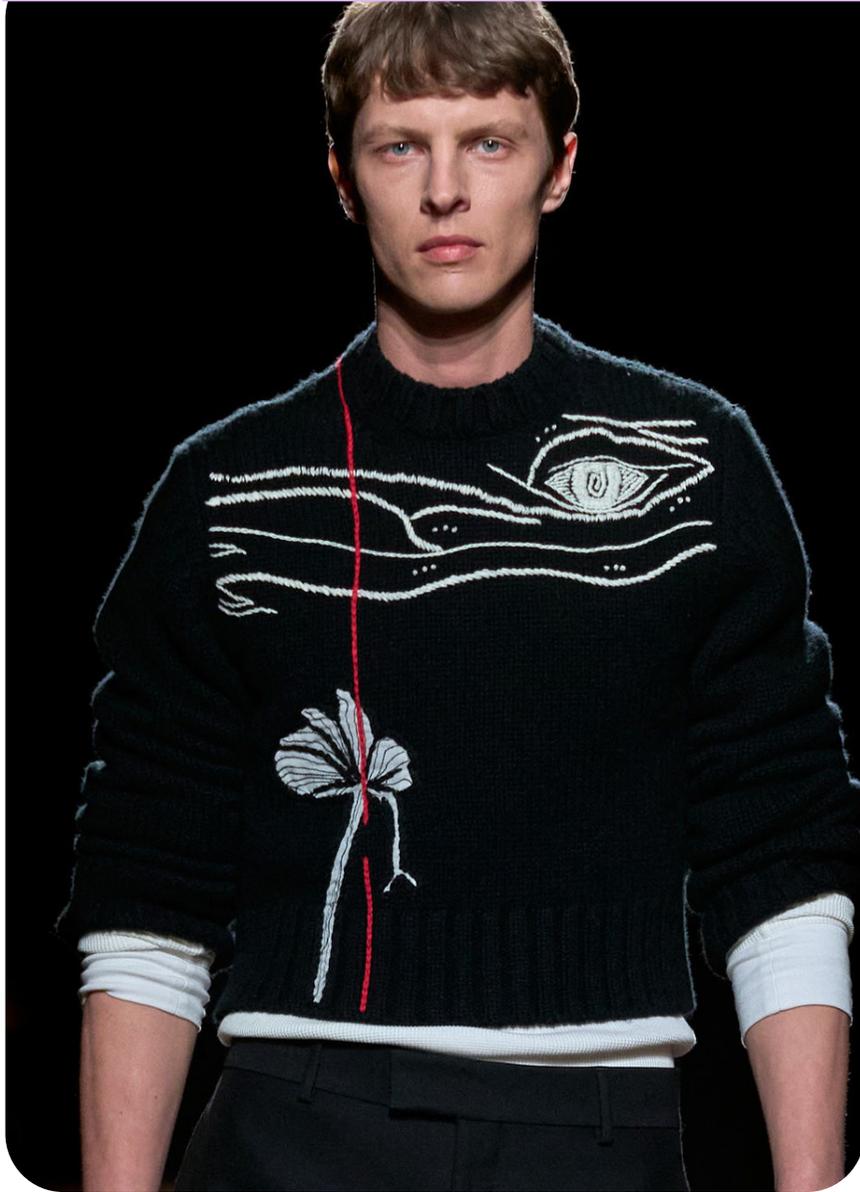


celine.jpeg

FANCY KNITS

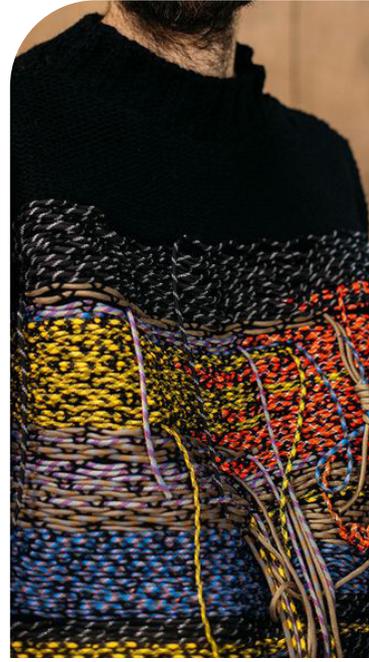
FW25 LINEAR EMBROIDERY

EARLY SIGN



Ferragamo

THICK COTTON YARN EMBROIDERY



Paris SStreetstyle



Zansie



Louis Vuitton



Todd Snyder-7.png



hermes



Drole de Monsieur_16.png

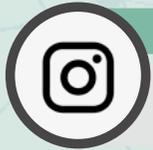
DATA SOURCES & ICONS

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



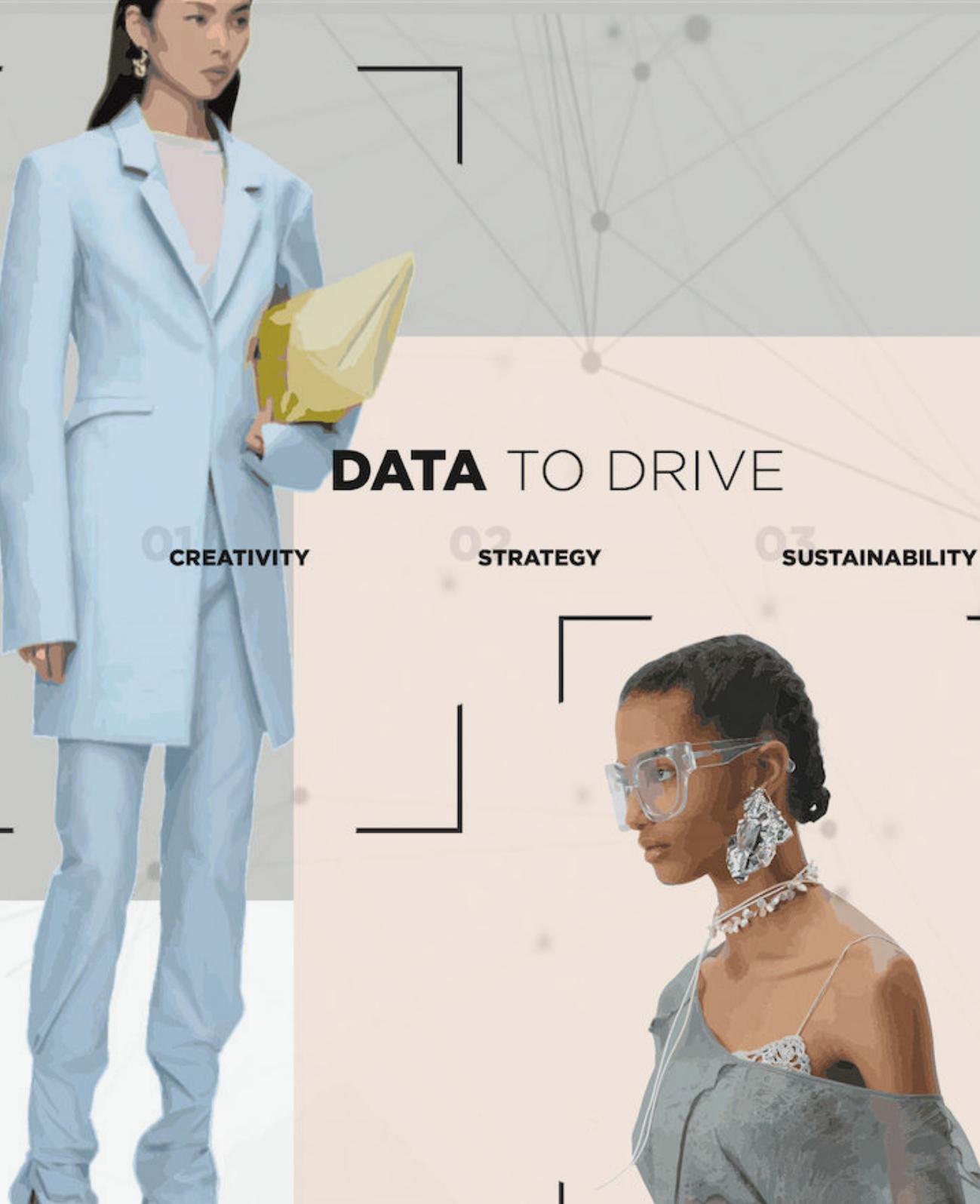
INVEST

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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