



**MENSWEAR**  
**FW25**  
**UPDATE**  
**OUTERWEAR**



**LIVETREND**

# OUTERWEAR UPDATE **INTRODUCTION**



Pitti Uomo



juliusgod (10).jpeg



streetstyle paris



streetstyle paris



**UPDATE**

## **Comfy elegance.**

For the winter season, men's outerwear focuses on different styles from chic to casual. Must-have designs are the long wool coat and the belted trench coat, as timeless essentials. The cozy car coat is also offers a classic yet elegant single-breasted piece. For fashion lovers, textured coats from furry to soft plush, come in short or eccentric long options. Leather remains relevant for winter, in sleek leather tailoring, zip-up styles or more rebellious biker options. Bohemian style influence is forwardly noted in the shearling style that blends current tastes for leather and texture into warm masculine items. The winter season also includes hyper-inflated puffer jackets, in short and bulbous volumes, perfect for midwinter, or in contrast proposes lighter quilted jackets, for transitional or layered looks. This season is focusing on iconic references when it comes to outerwear, focusing on collars that evoke immediate associations. From nomadic fuzziness to contrasted collars, from military accent or racer details, the season's collars are adding an element of storytelling here and are definitely a focus of the season.

*This report is based on Livetrend data extracted from Instagram from September to November 2024, analysing the visibility and growth of the trends. The percentages show the visibility evolution year on year.*

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CLICKING HERE**

# TOP DETAILS OUTERWEAR UPDATE



fendi

## FUZZY COLLARS



8on8

STABLE TREND



amiri

## RACER COLLARS



streetstyle paris (3).jpg

STABLE TREND



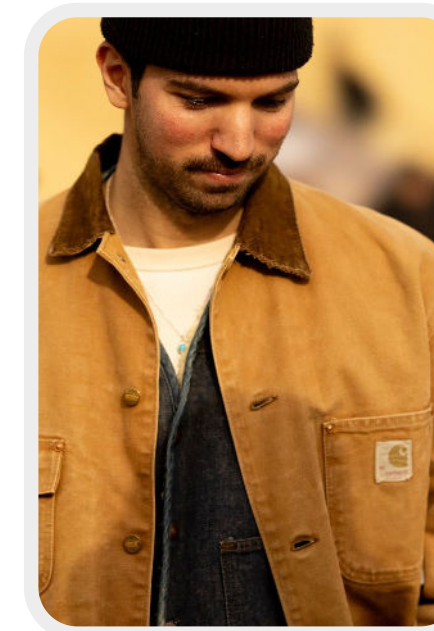
alexanderdroth (2).jpeg

## MILITARY COLLARS



acne

SAFE TREND



Pitti Uomo fw24\_3.jpg

## CONTRASTED COLLARS



sacai

SAFE TREND

BIG TREND

# THE DUSTER

WWW  
**+600%**  
YOY



IG  
**+6%**  
YOY

octobre\_editions (3).jpeg



streetstyle paris



dansiciliano\_1.jpeg



juanimalistic.jpeg



zakmaoui (8).jpeg



@marcforne1.png



alexsezdemora.jpeg

BIG TREND

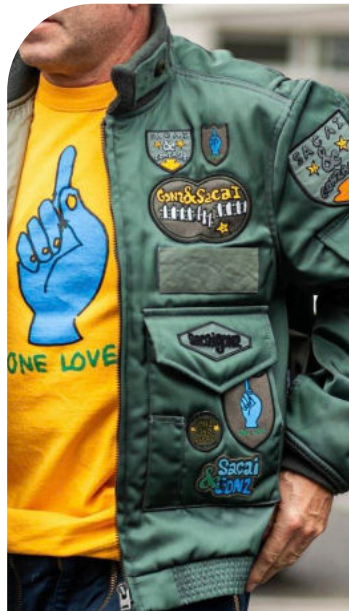
# THE PATCHED VARSITY JACKET

WWW  
+1200%  
YOY



streetstyle paris

IG  
+23%  
YOY



streetstyle paris



phine.jpeg



impression



shootingpeople.png



Pitti Uomo



theimpression\_6.jpg

STABLE TREND

# THE RACER LEATHER JACKET

www  
**+115%**  
YOY



Instagram  
**+8%**  
YOY

streetstyle paris (3).jpg



leeyjohn\_ (1).jpeg



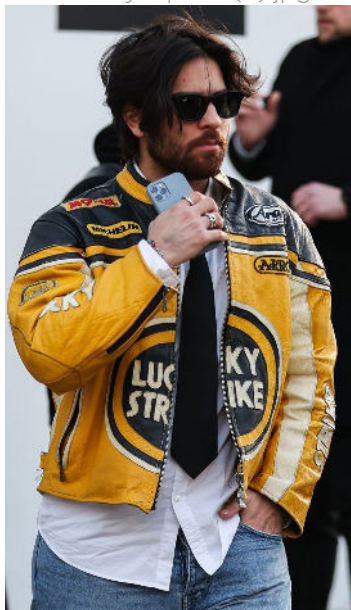
streetstyle paris (2).jpg



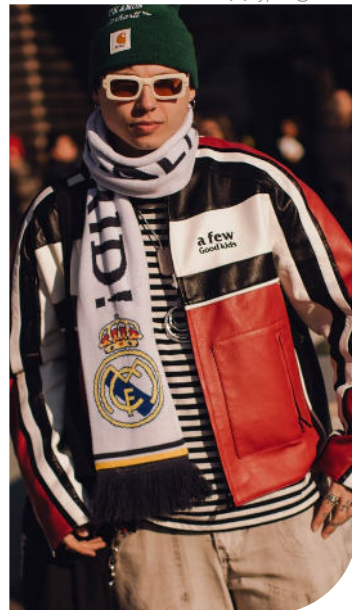
alexanderdroth (1).jpeg



streetstyle paris



streetstyle paris\_3.jpg



streetstyle paris



SAFE TREND

# THE TIMELESS WOOLEN CAR COAT

WWW  
**+120%**  
YOY



IG  
**+30%**  
YOY

streetstyle paris



Pitti-m-str-F24-0019.jpg



streetstyle paris



toddsnyderny (5).jpeg



toddsnyderny (11).jpeg



streetstyle paris



garconjon (4).jpeg

SAFE TREND

# THE COZY MAXI COAT

WWW  
**+140%**  
YOY



lepetitarnd (1).jpeg

IG  
**+49%**  
YOY



marcforne (6).jpeg



francesco\_cristiano\_1.jpeg



richardbiedul (8).jpeg



streetstyle paris



dansiciliano\_2.jpeg



streetstyle paris



STABLE TREND

# THE CLEAN PERFECTO

WWW  
**+80%**  
YOY



IG  
**+9%**  
YOY

streetstyle paris



lepetitarnd (4).jpeg



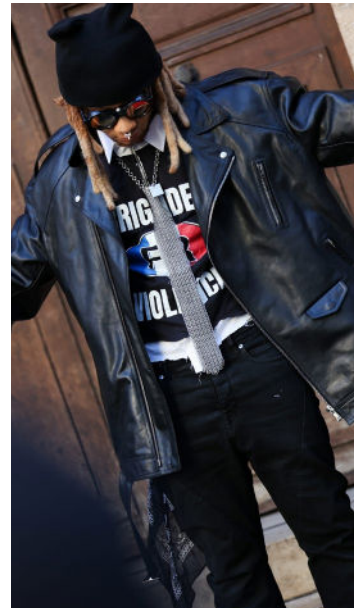
Pitti Uomo



\_richard\_peterson.jpeg



leeyjohn\_



theimpression\_1.jpg



streetstyle paris



BIG TREND

# THE LIGHT WADDLED STYLE

WWW  
**+250%**  
YOY



IG  
**+11%**  
YOY

louisdarcis (1).jpeg



juliusgod (3).jpeg



by.sonny.jpeg



louisdarcis (2).jpeg



louisdarcis



valentinobrunetti.jpeg



streetstyle paris

STABLE TREND

# THE MILITARY BELTED TRENCH-COAT

WWW  
**+200%**  
YOY



streetstyle paris

IG  
**+3%**  
YOY



zakmaoui (7).jpeg



sadiqdes (1)



marcforne (2).jpeg



Pitti Uomo



streetstyle paris



alexanderroth (2).jpeg

SAFE TREND

# THE ZIP-UP LEATHER JACKET

www  
**+70%**  
YOY



Instagram  
**+51%**  
YOY

marcforne (3).jpeg



manu.go



streetstyle paris



alexanderroth (1).jpeg



tetervinas (2).jpeg



francesco\_cristiano\_2.jpeg



ethan\_kieffer.jpeg

BIG TREND

# THE CRISP BLOUSON

WWW  
**+60%**  
YOY



IG  
**+85%**  
YOY

manu (5).jpeg



ethan\_kieffer\_2.jpeg



imdanielsimmons\_1.jpeg



@shootingpeople 10.png



streetstyle paris



toddsnyderny (13).jpeg



Pitti Uomo

BIG TREND

# THE WORKWEAR JACKET

www  
**+400%**  
YOY



streetstyle paris



@shootingpeople 20.png



@shootingpeople 1.png



streetstyle paris



@shootingpeople 7.png



Pitti Uomo



streetstyle milan

Instagram  
**+143%**  
YOY

EARLY SIGN

# THE SLEEK LEATHER COAT

WWW  
**+250%**  
YOY



streetstyle paris

IG  
**+69%**  
YOY



streetstyle paris



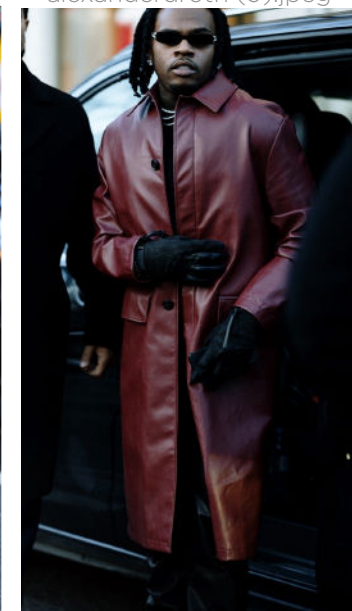
alexanderroth (9).jpeg



francesco\_cristiano.jpeg



theimpression



theimpression\_5.jpg



paulbinam (2).jpeg

EARLY SIGN

# THE SHEARLING STYLE

WWW  
**+40%**  
YOY



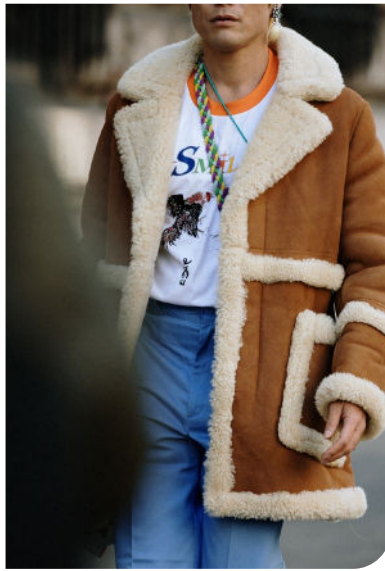
streetstyle paris



Pitti Uomo



streetstyle milan



streetstyle paris



imdanielsimmons



IG  
**+56%**  
YOY

streetstyle paris

## NOMAD JACKET

## AVIATOR



EARLY SIGN

# THE HYPER-INFLATED PUFFER

WWW  
**+40%**  
YOY



IG  
**+70%**  
YOY

thomas-fall-2024-mens-street-style-day-2-the-impression-075-scaled.jpg



streetstyle paris



sadiqdes (3).jpeg



streetstyle paris



streetstyle paris



paris-m-str-f24-1180.jpg



paris-m-str-f24-0413.jpg

EDGY TREND

# THE PLUSHY & FUZZY LOOK

WWW  
**+60%**  
YOY



streetstyle paris fw24 (2)\_3.jpg



streetstyle paris



paris-m-str-f24-1226.jpg



paris-m-str-f24-1122.jpg



streetstyleparisfw24\_10.jpg



phine\_\_1.jpeg



streetstyleparisfw24(3)\_2.jpg

IG  
**+20%**  
YOY

# DATA SOURCES & ICONS

## TREND GROWTH



### MARKET

YEAR ON YEAR TREND



### SOCIAL MEDIA

YEAR ON YEAR TREND



### CONSUMER INTEREST

YEAR ON YEAR GROWTH OF



### FASHION SHOWS

YEAR ON YEAR TREND

## 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



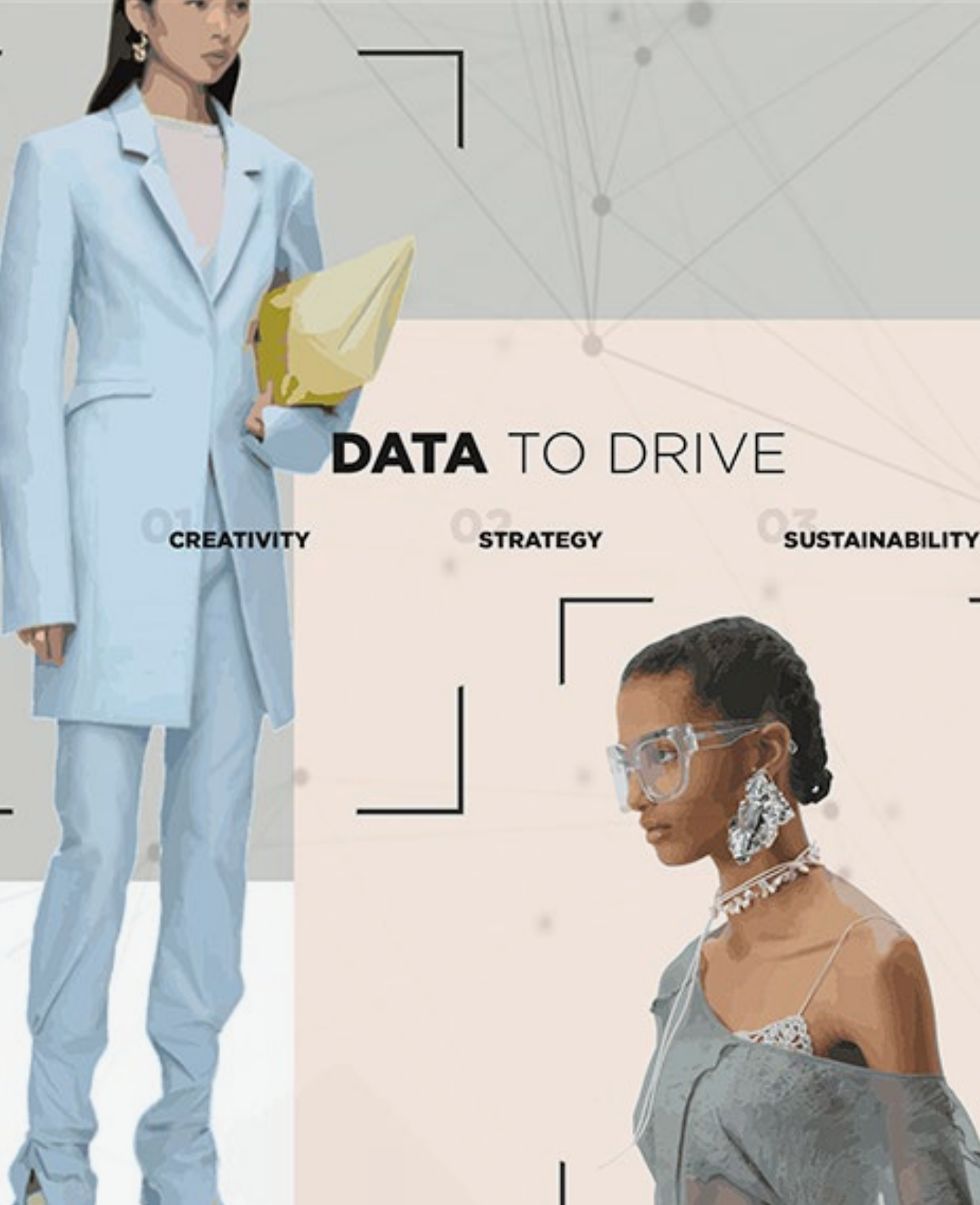
### TEST

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

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