



**MENSWEAR**  
**FW2025**  
**FASHION SHOWS**  
**TOP PRINTS &**  
**PATTERNS**



LIVETREND

# FW25 PRINTS & PATTERNS **INTRODUCTION**



Emporio Armani \_35.jpg



hermes.jpg



Willy Chavarria 14.jpg



## FASHION SHOWS

### **Classics & Individuality.**

For Fall/Winter 2025, prints are in decline by -74%. But taking a closer look, checks take the lead, appearing in heritage tailoring and rustic cabin-inspired looks. Stripes, from sharp pinstripes to preppy Breton designs, add sophistication, while retro patterns like argyle and Fair Isle remain essential for knitwear. Floral prints decline, but leopard maintains its bold presence, continuing as a statement trend. Photographic and face prints emerge in placed designs, often on distressed or worn-in pieces. Meanwhile, scrapbook-inspired graphics and badge motifs offer a nostalgic, personalized touch. This season's prints balance tradition and modernity, blending classic patterns with fresh, experimental designs. Whether through timeless checks, collegiate stripes, or expressive graphic prints, FW25 menswear embraces both elegance and individuality.

*This analysis is based on more than 65 fashion shows and 10 000 looks tracked by Livetrend AI during the men fashion week. The trends in this report are organized by visibility (number of looks presenting the trend attribute) and the percentage shows the trend growth compared to the FW24 fashion shows. Find the relating icons & stamps on the last slide.*

**ACCESS ALL IMAGES  
CLICKING HERE**



# FW25 CHECKS: CABIN PLAIDS

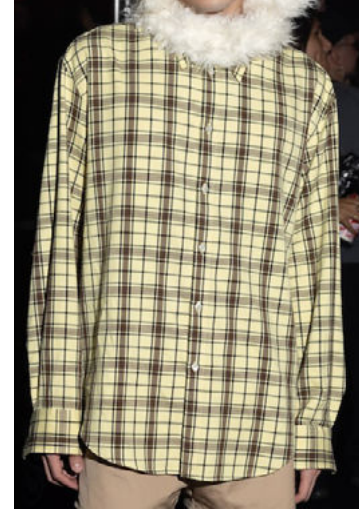
BIG TREND



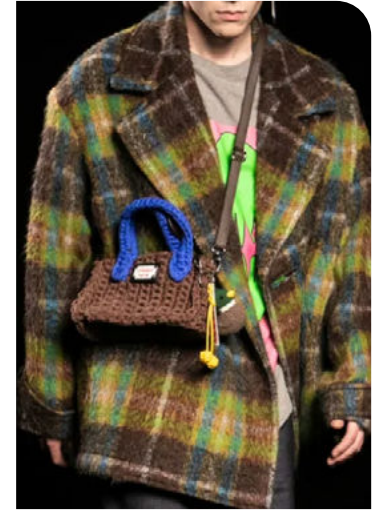
Prada 20.jpg



Wantanabe5.jpg



MSGM 5.jpg



Charles Jeffrey Loverboy 11.png



Bluemarble 26.jpg

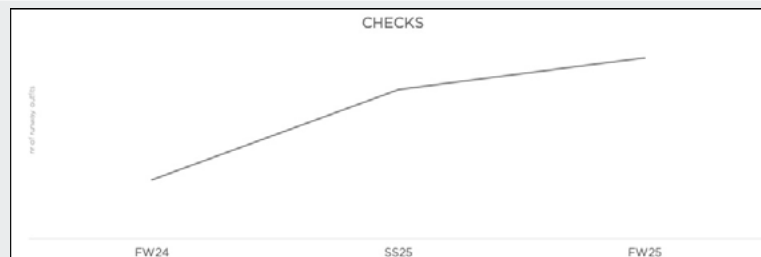


PDF \_11.jpg



prada

**319**  
LOOKS



**+110%**  
YEAR ON YEAR



# FW25 CHECKS: HERITAGE TAILORING

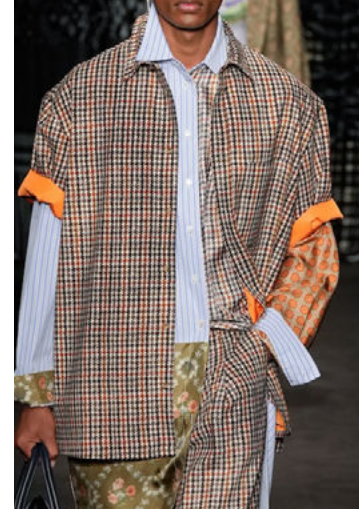
BIG TREND



Zegna 19.jpg



Amiri 20.jpg



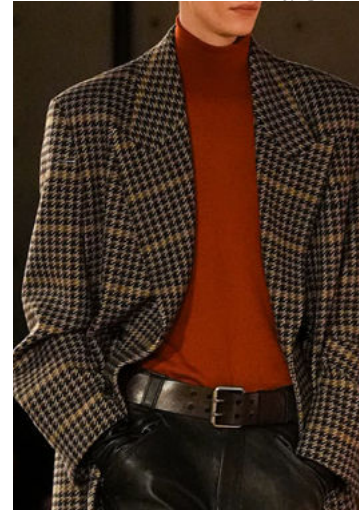
Pierre Louis Masca 3.jpg



Zegna 19.jpg



Dolce Gabbana 21.jpg

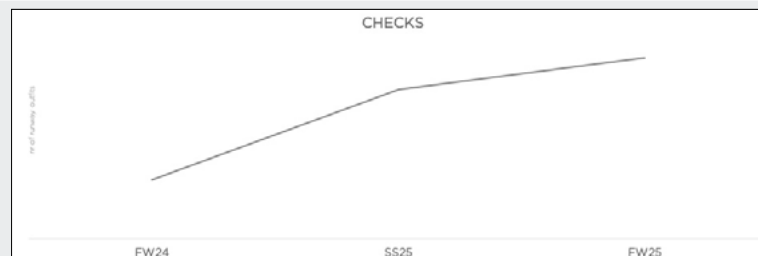


YSL 6.jpg



Massimo Alba 16.png

**319**  
LOOKS



**+110%**  
YEAR ON YEAR



# FW25 FINE LINES

STABLE TREND



Bluemarble 72.jpg



Auralee 16.jpg



Dolce Gabbana 20.jpg



Prada 72.jpg



N 21 \_17.jpg

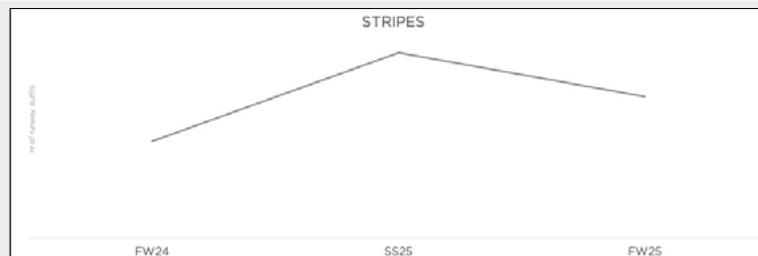


Kenzo 29.jpg



Kenzo 25.jpg

**284**  
LOOKS



**+1%**  
YEAR ON YEAR



FW25 **FLORALS**



zegna



Emporio Armani 59.jpg



Prada 22.jpg



Amiri 66.jpg



undercover 30.png

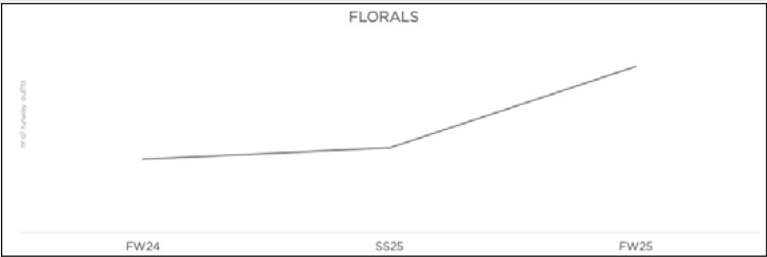


kidsuper 20.jpg



Kartik Research 6.png

**120**  
LOOKS



**-20%**  
YEAR ON YEAR



# FW25 GRANDPA GEOMETRICS

SAFE TREND



Paradis 16.jpg



Auralee 34.jpg



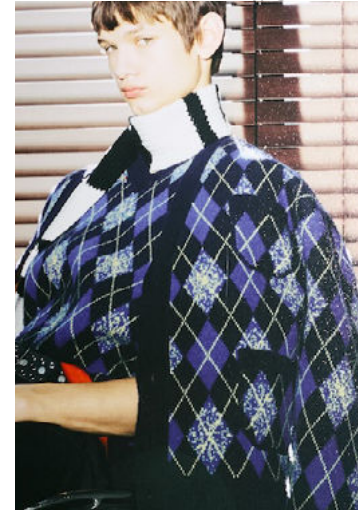
Louis Vuitton 1.jpg



Isaia 11.png



Wales Bonner 23.png

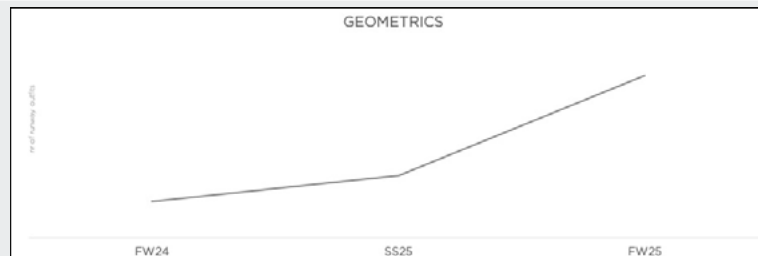


N 21\_16.jpg



Altea 20.png

**57**  
LOOKS



**+204%**  
YEAR ON YEAR



# FW25 CHECKERS

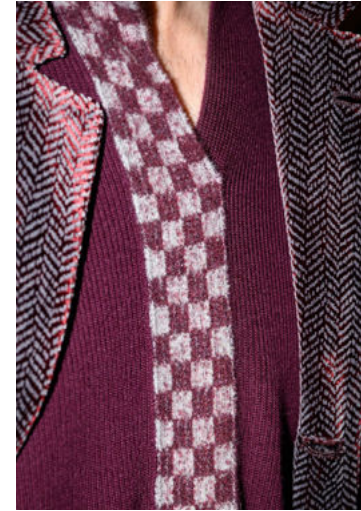
STABLE TREND



Louis Vuitton 81.jpg



Hed Mayner 21.jpg



Giorgio Armani 8.jpg



Hed Mayner 32.jpg



Willy Chavarria 26.jpg

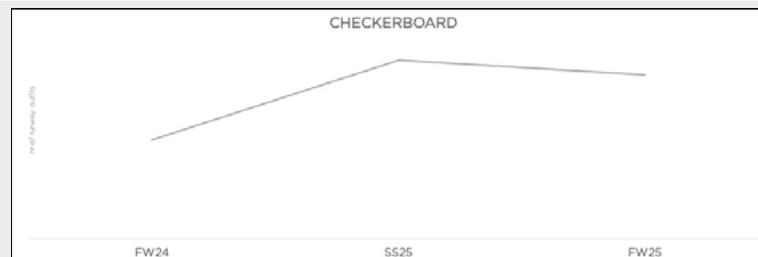


Kiko Kostadinov 14.jpg



Jean Friot 5.jpg

**17**  
LOOKS



**+14%**  
YEAR ON YEAR



# FW25 **LEOPARD LEGACY**

EDGY TREND



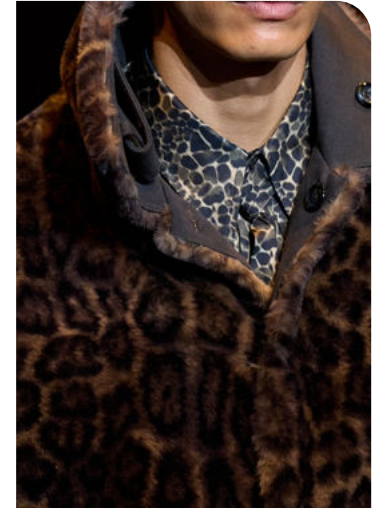
AMC 1.png



424 -16.png



Dolce Gabbana 7.jpg



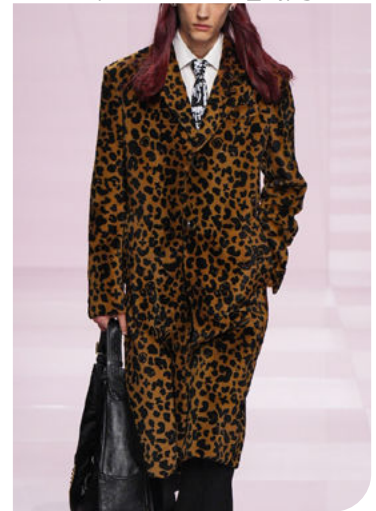
Emporio Armani \_2.jpg



Lanvin 26.jpg

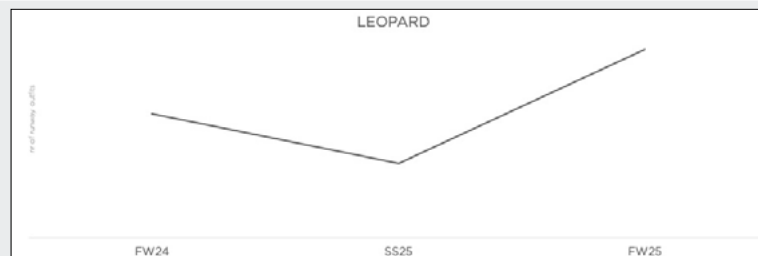


Emporio Armani \_43.jpg



Louis Vuitton 27.jpg

**14**  
LOOKS



**-24%**  
YEAR ON YEAR



# FW25 PRINTS & PATTERNS NICHE TRENDS

## PHOTOPRINTS



Wales Bonner 26.png



Masu 4.png



David Koma 17.jpg



Saul Nash 21.jpg



424 -10.png



Songzio 6.jpg

## BAND-TEE



Willy Chavarria 21.jpg



KIDSUPER



# FW25 PRINTS & PATTERNS NICHE TRENDS

## BADGES



Bluemarble 51.jpg



Paradis 34.jpg



Philip Plein \_1.jpg



fursac9.jpg

## PAINT STAINS



Hed Mayner 22.jpg



Jordanluca 29.jpg



Paradis 53.jpg



Auralee 8.jpg



# FW25 PRINTS & PATTERNS NICHE TRENDS

## CONTEMPORARY CAMO



Louis Vuitton 22.jpg



Paul Smith 8.jpg

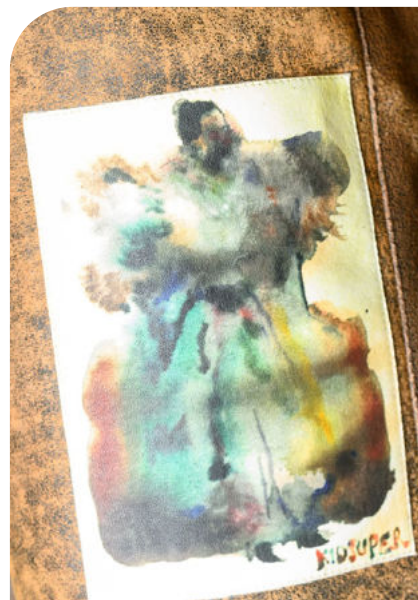


Kozaburo 4.jpg



kidsuper 11.jpg

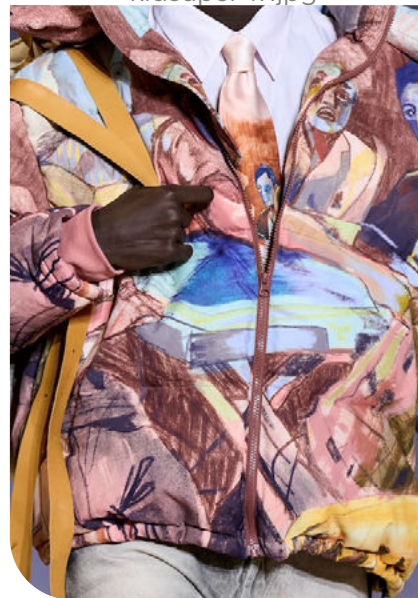
## SCARPBOOK



kidsuper 17.jpg



Dhruv Kapoor 30.jpg



kidsuper 58.jpg



MSGM 17.jpg



# 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

week 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





## DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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