



**MENSWEAR**  
**FW 2024**  
**FASHION SHOWS**  
**TOP COLORS**



LIVETREND

# FW24 COLORS INTRODUCTION



van-noten-.jpg



Gucci\_8.png



miyake-.jpg



dior-2.jpg



## FASHION SHOWS

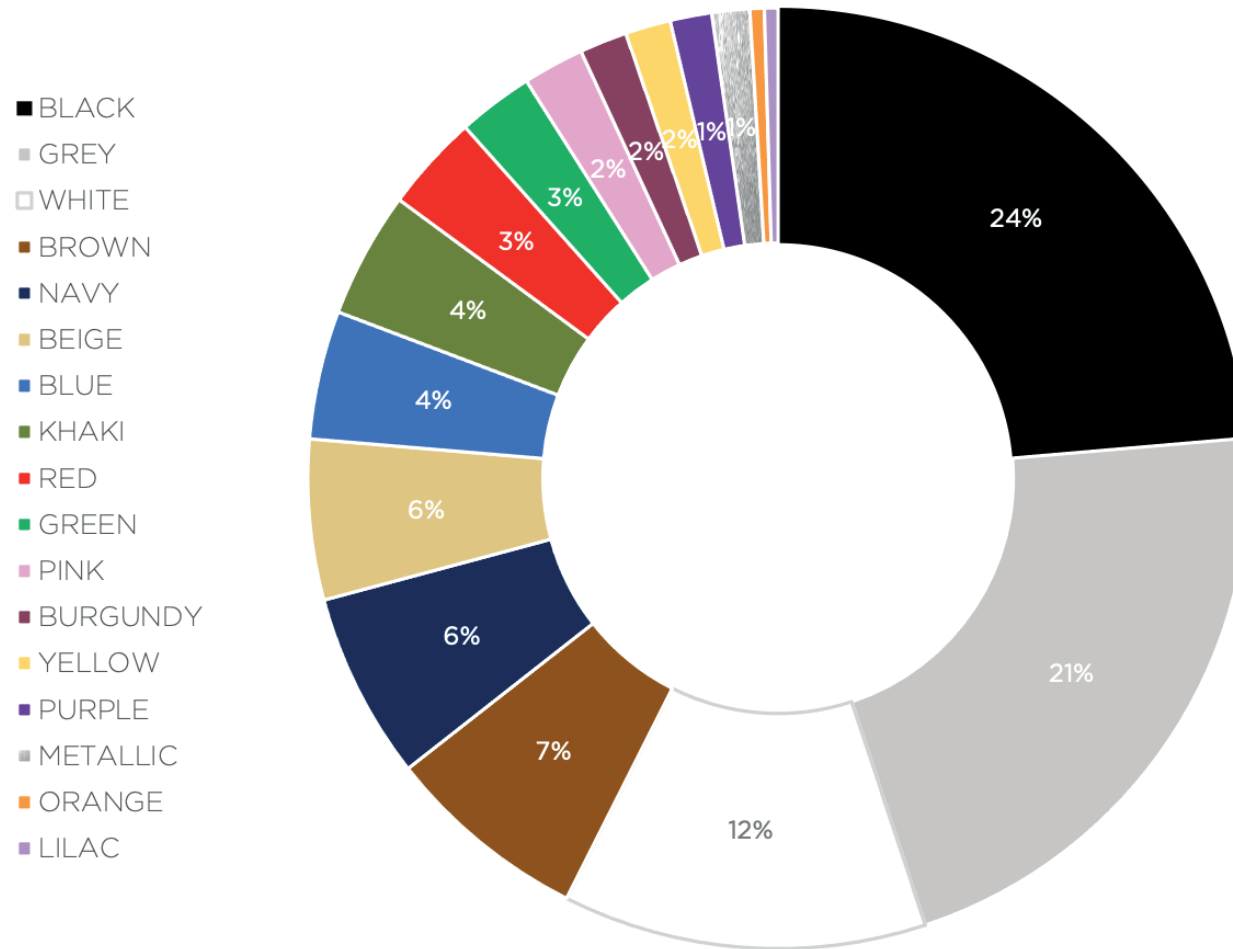
**Sophisticated Retro.** The FW24 Menswear Colors focus on timeless, slightly retro feeling neutrals like navy, deep browns, huntsmen khaki, crisp beige and corporate grey that have proven to withstand time. At the same time, a look at the past reintroduces familiar burgundy hues and primary bold colors. Pastels also take on that notion of sophisticated nostalgia with a frosty and dusted effect and focus especially on rose and minty hues. Bolds return in primary combos for a sophisticated retro vibe, setting on yellow and blue that is sometimes even leaning into tile shades.

*This analysis is based on more than 120 fashion shows and 14 000 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 FW23 fashion shows. Find the relating icons & stamps on the last slide.*

[CLICK HERE: ALL IMAGES](#)

# FW24 COLORS ASSORTMENT

## GLOBAL COLOR ASSORTMENT



## Sophisticated Retro.

FW24 fashion week unveils a captivating array of colors that redefine classic neutrals while introducing vibrant nuances. Leading the range are timeless hues, with black making way for the ascent of grey, now comprising 21% of the assortment, while navy and brown also claim increasing prominence at 6% and 7%, respectively. Beige maintains its stable presence at a share of 6%, providing a versatile backdrop for sophisticated ensembles. Blue and khaki emerge as more fashionable neutrals, offering a blend of commercial appeal and chic style. Burgundy asserts itself as an autumnal staple, representing 2% of the range, while pink takes on a softer, more blush-toned hue, with another 2%. Monochrome looks remain key, yet bolder highlights in color blocking combos make a triumphant return, adding dynamism to outfits. Pastels take on nuanced pigments, evoking an ethereal ambiance leaning towards icy and dust-tinted hues for subtler expressions of color this season.

# FW24 GOING GREY

## BIG TREND



john lawrence sullivan\_4.jpg



loewe.JPG



jordanluca-.jpg



System\_18.png



JW Anderson\_4.jpg

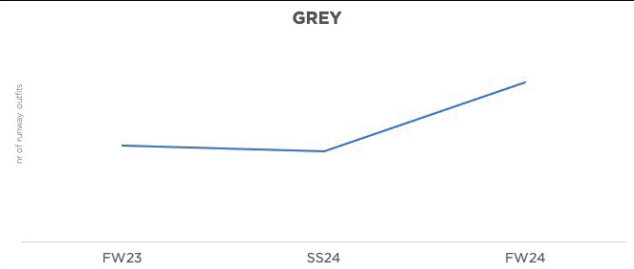


sean-suen.jpg



officine generale\_2.jpg

**906**  
LOOKS



**+66%**  
YEAR ON YEAR



# FW24 MONOCHROMES

## BIG TREND



Auralee\_5.jpg



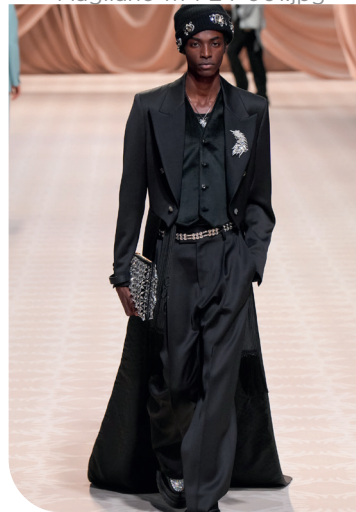
Magliano-m-F24-001.jpg



egonlab.webp



officine generale\_1.jpg



amiri\_13.jpg



driesvannoten\_7.jpg



Fendi\_15.jpg

**422**  
LOOKS



**+1%**  
YEAR ON YEAR

# FW24 BOLD STAND-OUTS

## SAFE TREND



S S Daley\_18.png



balmain.jpg



prada.webp



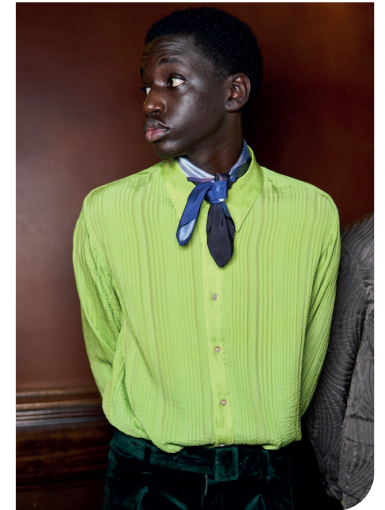
Valentino\_1.jpg



loewe-.JPG

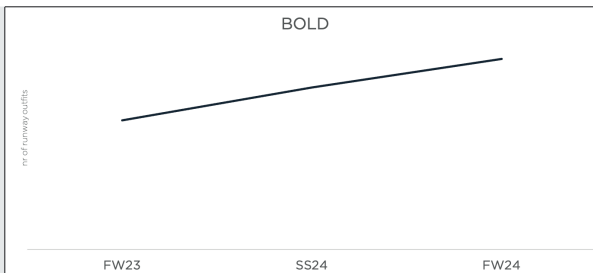


dior-.jpg



taakk.jpg

**338**  
LOOKS



**+25%**  
YEAR ON YEAR

# FW24 NOMAD BROWNS

## SAFE TREND



giorgio-armani-.jpg



Tiger of Sweden\_3.png



givenchy-m-po-f24-028-11212710.jpg



Gucci\_8.png



Lemaire\_11.png

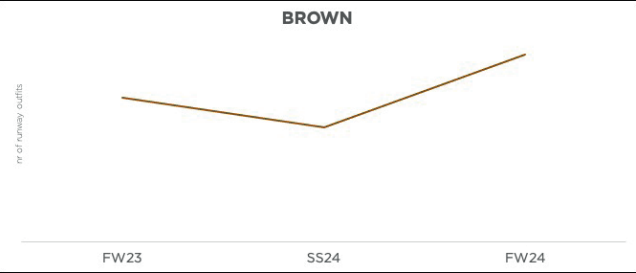


Brioni\_17.png



Dsquared2\_5.jpg

**296**  
LOOKS



**+30%**  
YEAR ON YEAR



# FW24 NAUTICAL NAVY

SAFE TREND



Emporio Armani\_7.jpg



yamamoto\_2.jpg



zegna.jpg



8on8\_3.jpg



loewe-\_1.JPG

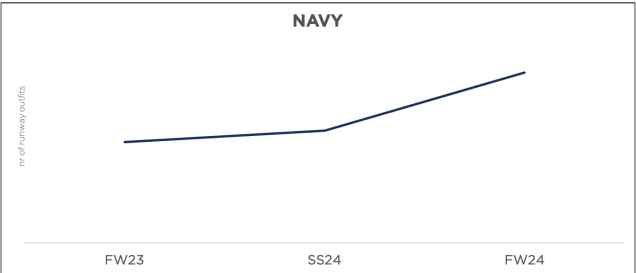


givenchy.jpg



droledemonieur.webp

**272**  
LOOKS



**+96%**  
YEAR ON YEAR





# FW24 BEIGE BLENDS

## STABLE TREND



Fear of God\_1.png



4SDesigns\_5.png



White Mountaineering\_4.png



emporio-armani.jpg



sean-suen\_1.jpg

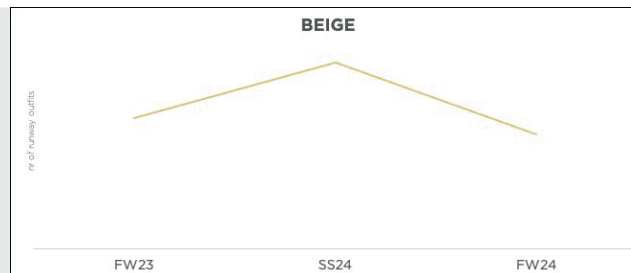


Burberry.jpg



zegna-.jpg

**233**  
LOOKS



**-12%**  
YEAR ON YEAR

# FW24 HUNTSMAN'S KHAKI

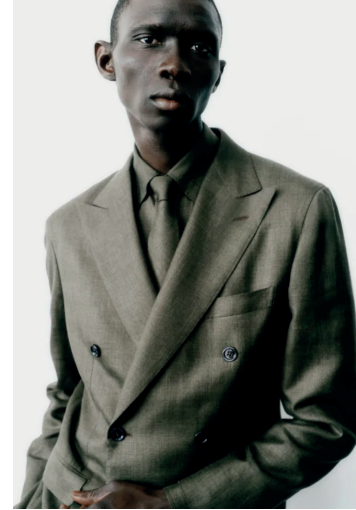
SAFE TREND



driesvannoten\_2.jpg



officine generale 1.jpg



Brioni 7.png



Fendi\_2.jpg



barrett-.jpg

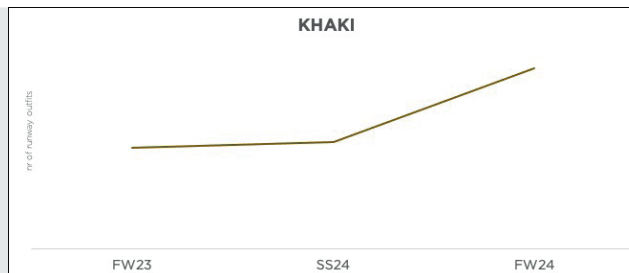


K-WAY2.jpg



Lemaire\_12.png

**184**  
LOOKS



**+79%**  
YEAR ON YEAR

# FW24 STATEMENT REDS

## STABLE TREND



kenzo-.jpg



valentino.jpg



jwanderson.webp



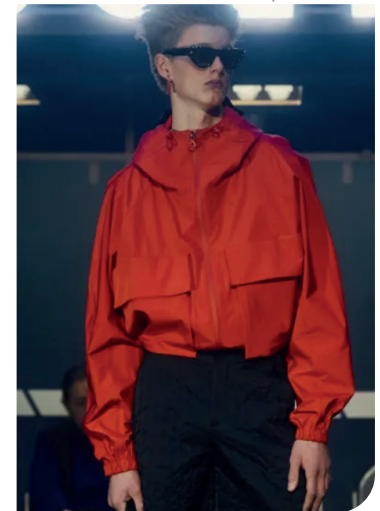
bluemarble.webp



songzio.webp

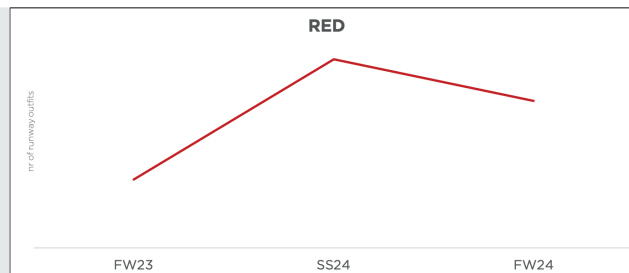


loewe\_1.JPG



Solid Homme\_14.png

**141**  
LOOKS



**+11%**  
YEAR ON YEAR

# FW24 PASTEL TINTS

## SAFE TREND



Federico Cina\_1.jpg



Namesake\_2.jpg



dior.jpg



Setchu\_7.png



sacai\_7.jpg

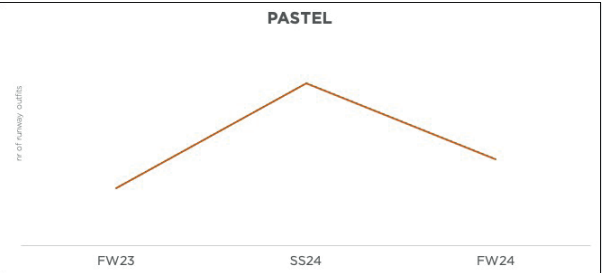


KB Hong\_4.jpg



Auralee\_8.jpg

**95**  
LOOKS



**+28%**  
YEAR ON YEAR



# FW24 MYTHICAL BURGUNDY

STABLE TREND



S S Daley\_24.png



dior\_2.jpg



gucci.jpg



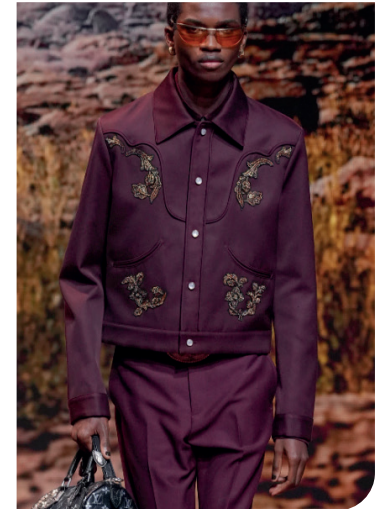
Fendi\_13.jpg



kiko-kostadinov-.jpg



paul-smith.jpg



Vuitton\_7.png

**96**  
LOOKS



**+3%**  
YEAR ON YEAR

# FW24 BLUSHY PINK

## EARLY SIGN



driesvannoten\_7.jpg



amiri\_4.jpg



gucci\_1.jpg



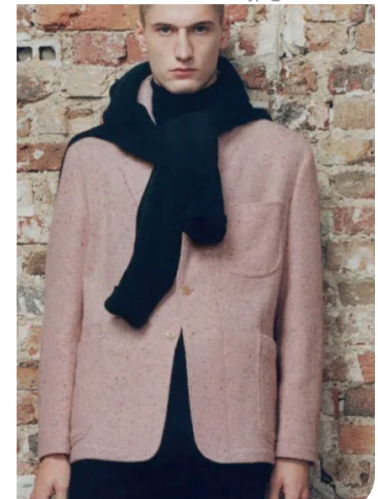
federico-cina.jpg



amiri-.jpg

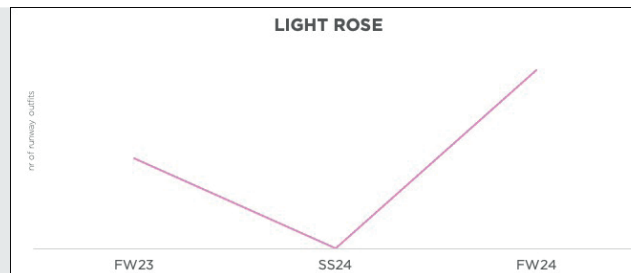


Prada-5.jpg



Fursac\_19.png

**48**  
LOOKS



**+97%**  
YEAR ON YEAR

# 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

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