



**MENSWEAR**  
FW 2024  
FASHION SHOWS  
**TOP MATERIALS**



LIVETREND

# FW24 MATERIALS INTRODUCTION



taakk.jpg



van-noten\_1.jpg



dior-m-bks-f24-152.jpg



## FASHION SHOWS

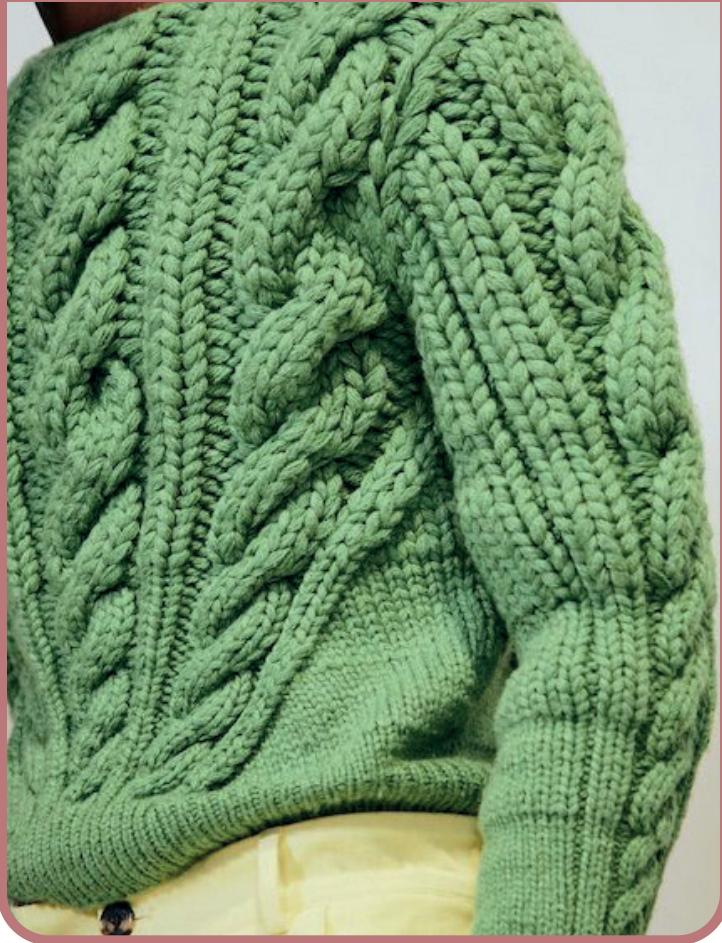
**Natural Modernity.** FW24 menswear fashion weeks sees textiles play a pivotal role in defining the season's sartorial landscape. Knit emerges as a cornerstone, reigning supreme with warming textures and classical ribs, offering both comfort and style. Leather takes on a sturdy yet sophisticated allure, boasting curated crackled and used finishes or in emerging looks of almost unreal gummy-like finishes. Denim undergoes a transformation, embracing both gritty and chic interpretations with new minimal elevations being the most relevant, catering to the taste for minimal luxury and sleek finishes. Natural tactility takes center stage with nomadic shearling and (fake) furs, as well as fuzzy yarns creating rustic knits, imparting a sense of coziness and luxury. Soft masculinity continues to be celebrated through the use of satin, velvet, sparkle, and embroideries, adding depth and richness to ensembles while highlighting the nuanced interplay between tradition and modernity in FW24 menswear fashion.

*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 HERITAGE KNITS

**BIG TREND**



LOEWE\_8.jpg



ChildrenoftheDiscordance\_9.png



Magliano\_12.png



Tiger of Sweden\_4.png



bed-jw-ford\_1.jpg

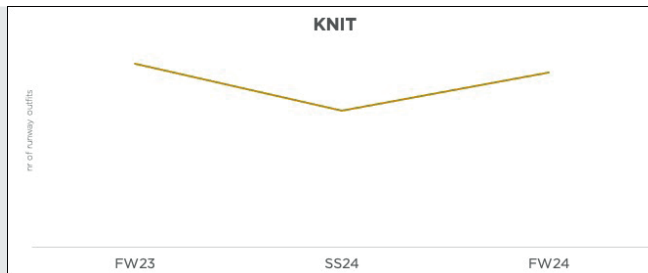


droledemonseur\_1.webp



sean-suen.jpg

**624**  
LOOKS



**-8%**  
YEAR ON YEAR

# FW24 RETRO RIBS

## BIG TREND



van-noten.jpg



Teddy Vonranson\_16.png



givenchy\_10.png



valentino-.jpg



Fillipa K\_6.png

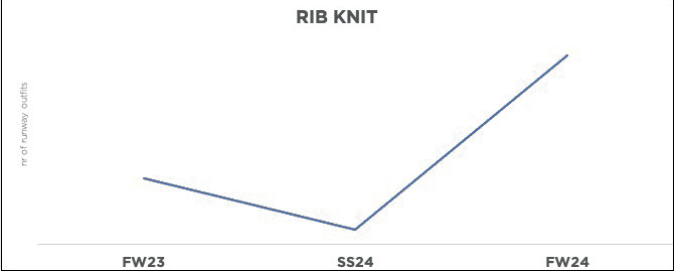


balmain.jpg



zegna-.jpg

**321**  
LOOKS



**+173%**  
YEAR ON YEAR



# FW24 CHIC DENIM

## STABLE TREND



Rag & Bone8.png



ChildrenoftheDiscordance\_13.png



032C\_6.png



John Elliott\_12.png



White Mountaineering\_4.jpg

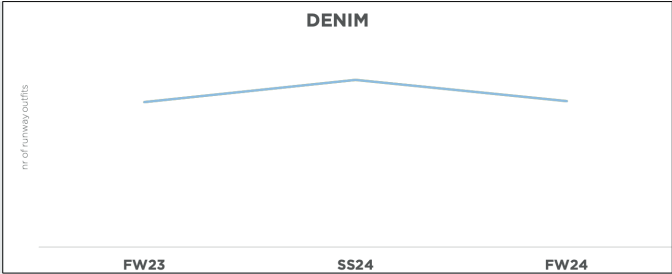


valentino-\_1.jpg



John Elliott\_14.png

**290**  
LOOKS



**-3%**  
YEAR ON YEAR



# FW24 DURABLE LEATHER

## STABLE TREND



emporio-armani-.jpg



amiri-.jpg



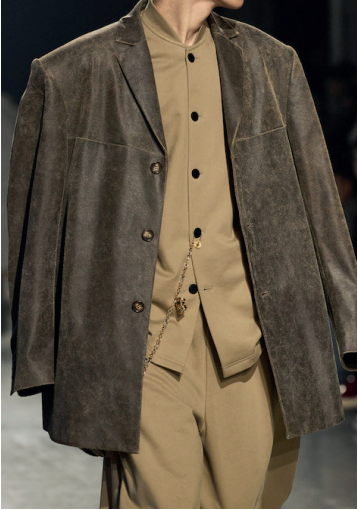
andersson-bell.jpg



barrett.jpg



Neil Barrett-3.png



sean-suen-.jpg



032C\_2.png

**252**  
LOOKS



**-11%**  
YEAR ON YEAR



# FW24 SPARKLES

## STABLE TREND



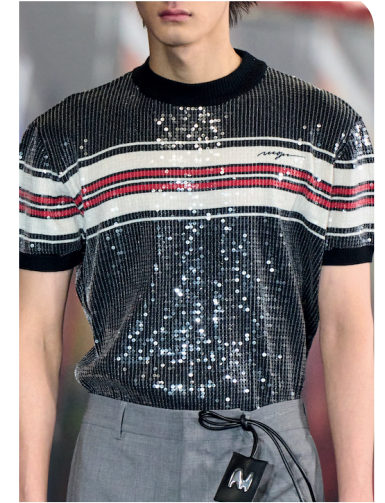
valentino.jpg



gucci-.jpg



Dsquared2\_11.jpg



msgm-.jpg



dior-.jpg

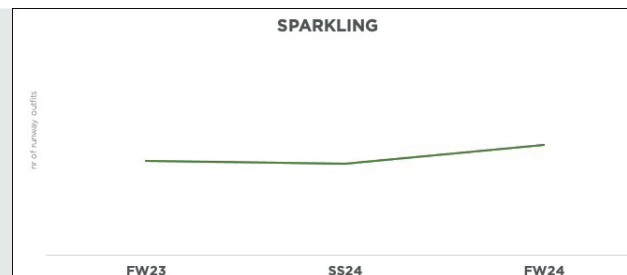


032C\_19.png



Valette Studios\_3.jpg

**187**  
LOOKS



**+12%**  
YEAR ON YEAR

# FW24 COCOONING FUZZ

SAFE TREND



3.Paradis\_4.png



Masu\_6.jpg



gmbh-.jpg



System\_20.png



juun-j-.jpg

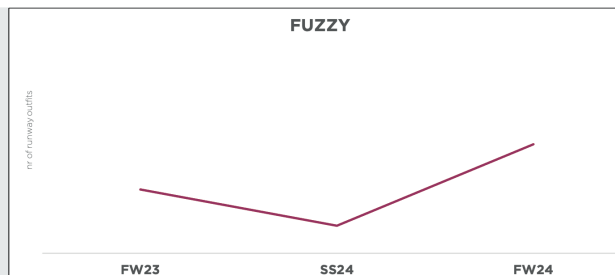


Moredecai\_1.png



Vuitton\_22.png

**186**  
LOOKS



**+64%**  
YEAR ON YEAR



# FW24 CURATED EMBROIDERIES

## STABLE TREND



Brioni\_21.png



amiri- 1.jpg



emporio-armani.jpg



balmain-.jpg



Valette Studios\_6.png

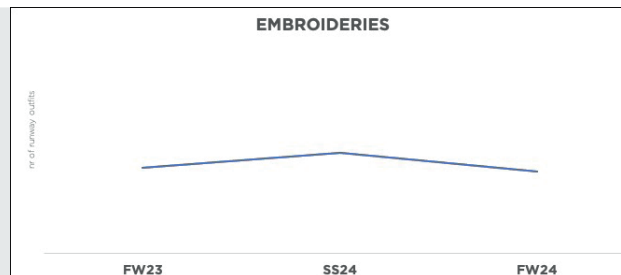


amiri\_2.jpg



dolce-gabbana-.jpg

**139**  
LOOKS



**-9%**  
YEAR ON YEAR

# FW24 NOMADIC SHEARLING

SAFE TREND



LOEWE\_32.jpg



Brioni\_9.png



Lemaire\_2.png



Woolrich Black Label\_9.png



burberry\_9.png

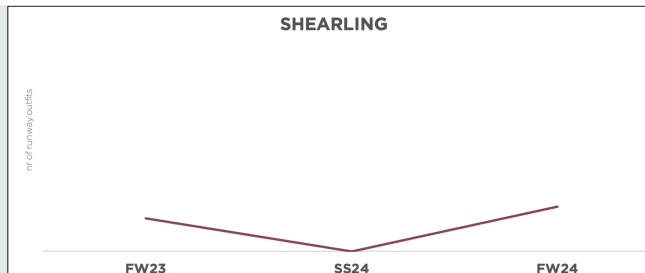


Fursac\_1.png



barrett-.jpg

**76**  
LOOKS



**+29%**  
YEAR ON YEAR

# FW24 SOFT MASCULINE SATIN

SAFE TREND



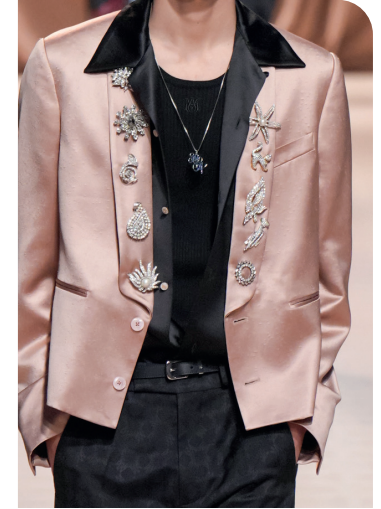
amiri.jpg



paulsmith3.png



bed-jw-ford.jpg



amiri\_12.jpg



juun j.jpg

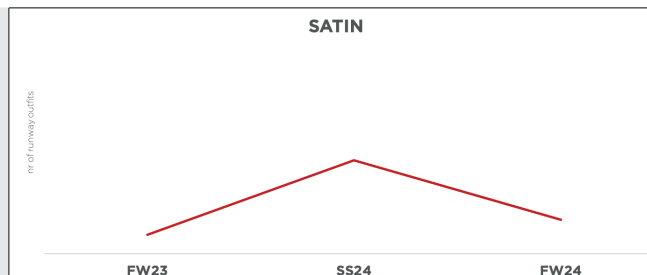


lgn-.jpg



hermes-.jpeg

**67**  
LOOKS



**+72%**  
YEAR ON YEAR

# FW24 LUSH VELVETS

## EARLY SIGN



Kartik Research\_6.png



van-noten-.jpg



Todd Snyder-16.jpg



wooyoungmi-.jpg



juun-j-\_1.jpg

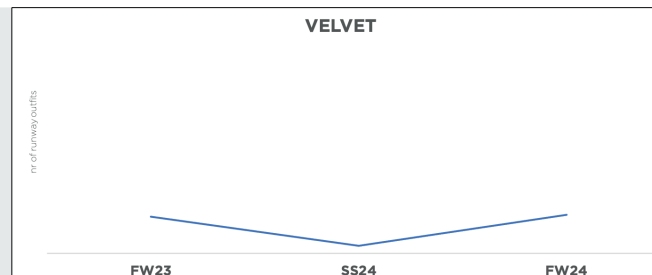


droledemonsieur.webp



ziggy-chen-.jpg

**66**  
LOOKS



**+1%**  
YEAR ON YEAR

# FW24 TIMELESS TWEED

## EARLY SIGN



wooyoungmi.jpg



amiri.webp



sacai-.jpg



prada.webp



prada-.jpg

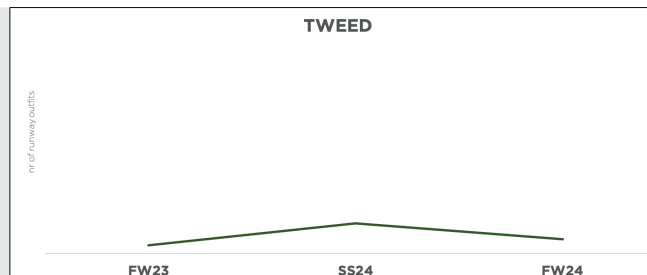


vuitton-.jpg



wooyoungmi-\_1.jpg

24  
LOOKS



**+71%**  
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

# THANK YOU!

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