



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

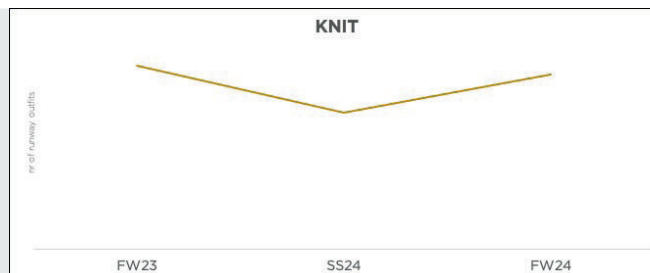


droledemonsieur_1.webp



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

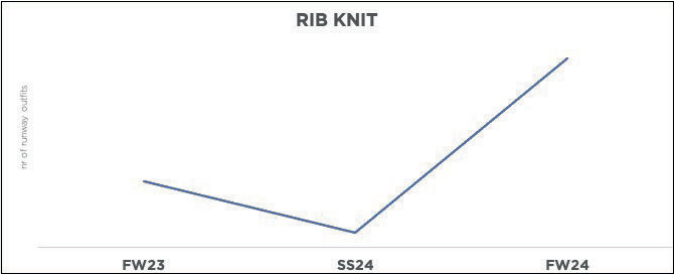


balmain.jpg



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

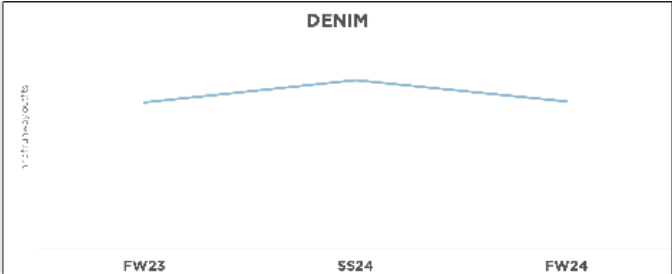


valentino-_1.jpg



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



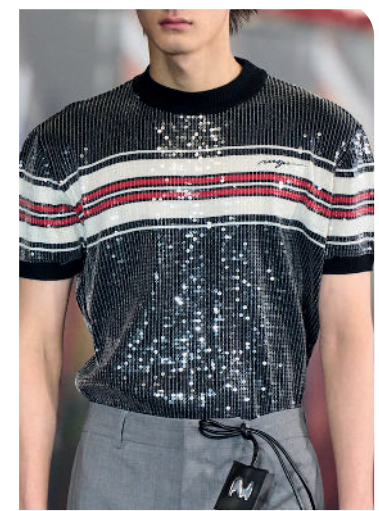
valentino.jpg



gucci-.jpg



Dsquared2_11.jpg



msgm-.jpg



dior-.jpg

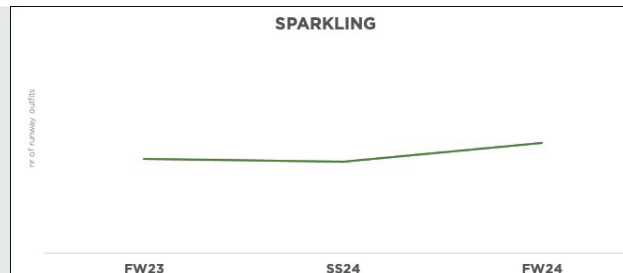


032C_19.png



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

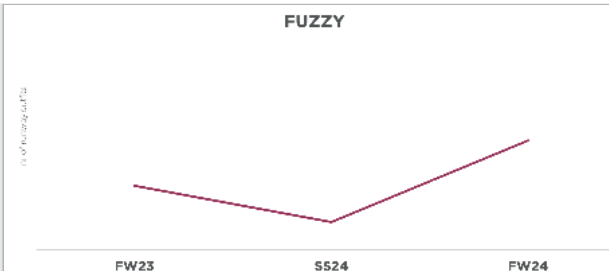


Moredecai_1.png



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



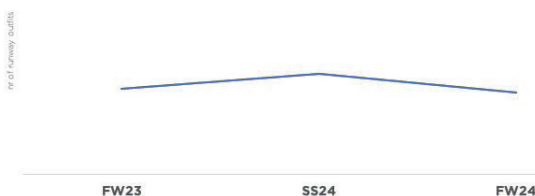
amiri-_2.jpg



dolce-gabbana-.jpg

139
LOOKS

EMBROIDERIES



-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



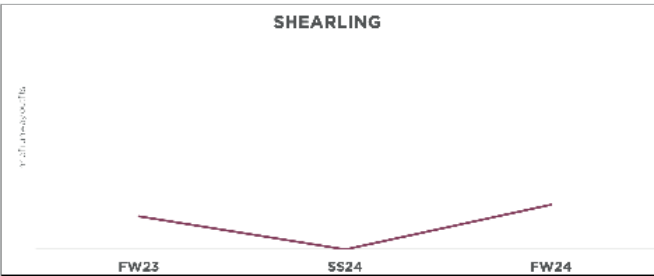
Fursac_1.png



barrett-.jpg

76
LOOKS

SHEARLING



+29%
YEAR ON YEAR

FW24 **SOFT MASCULINE SATIN**

SAFE TREND



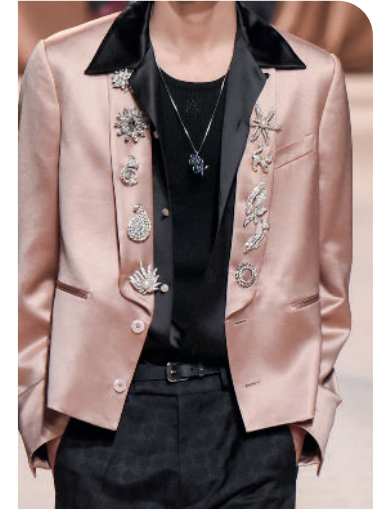
amiri.jpg



paulsmith3.png



bed-jw-ford.jpg



amiri_12.jpg



juun j.jpg

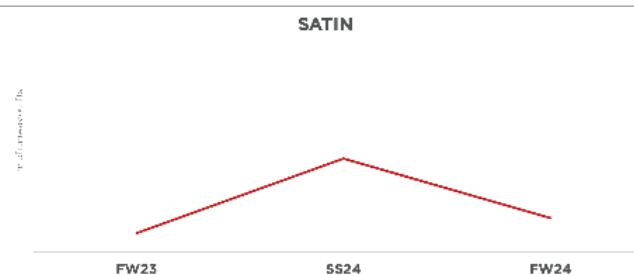


lgn-.jpg



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

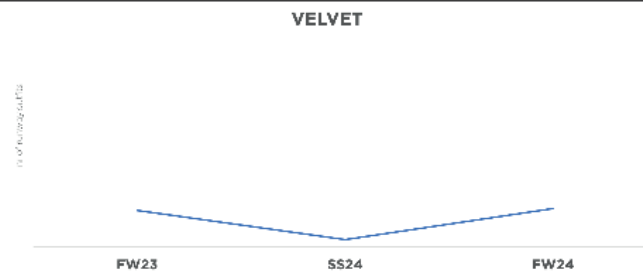


droledemonsieur.webp



ziggy-chen-.jpg

66
LOOKS



+1%
YEAR ON YEAR

FW24 TIMELESS TWEED

EARLY SIGN



wooyoungmi.jpg



amiri.webp



sacai-.jpg



prada.webp



prada-.jpg

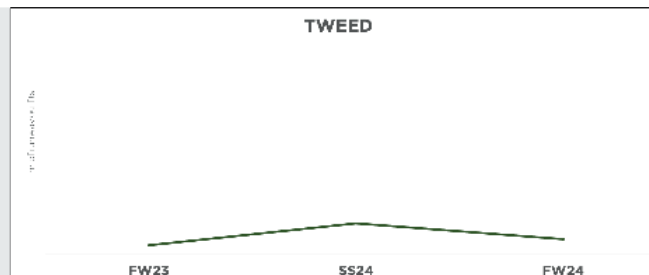


vuitton-.jpg



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 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

THANK YOU!

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