



MENSWEAR
FW 2024
FASHION SHOWS
**TOP PRINTS &
GRAPHICS**



LIVETREND

FW24 PRINTS & GRAPHICS INTRODUCTION



1989_11.png



LOEWE_8.png



Tiger of Sweden_6.png



FASHION SHOWS

Sophisticated Creativity. Across the FW24 men's fashion weeks, prints and graphics took the stage with 494 looks showcasing patterns, marking a notable increase of +20% from the previous season. Crisp classics dominate, with pinstripes and vintage checks reigning supreme, evoking timeless sophistication and refinement. Floral motifs undergo a nostalgic and bucolic revival, infusing collections with a sense of country charm. Logos lead the range and adopt a more club and sports-inspired aesthetic, adding a individual feel to ensembles. Artsy styles emerge as key players, introducing blurry universes that captivate the imagination. While animal depictions remain prevalent, they give way to more human portraits across collections, offering a fresh perspective on pictorial graphics. Speckled paint looks in gradients and new camouflages add texture and depth. Abstract polka dots now evolve into a neo-pointillism, showcasing a fusion of tradition and modernity. Immersive scapes emerge as edgy all-over sceneries, transporting wearers to captivating and dreamlike worlds.

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 LOYALTY LOGOS

BIG TREND



rhude.jpg



Dhruv Kapoor_4.png



Marine Serre_5.png



4SDesigns_2.png



ChildrenoftheDiscordance_7.png



botter-.jpg



rhude-.jpg

204
LOOKS



+2%
YEAR ON YEAR

FW24 ARTY ALL-OVER

BIG TREND



Isabel Marant_13.png



taakk-.jpg



pronounce-.jpg



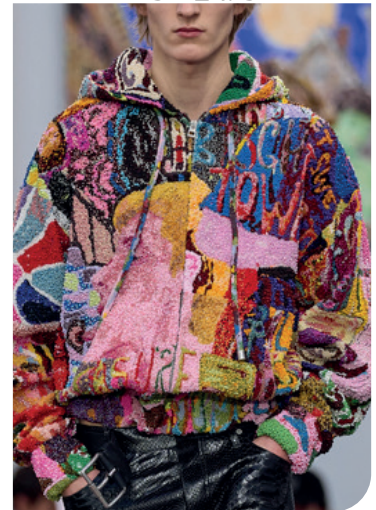
msgm-_1.jpg



balmain-_1.jpg

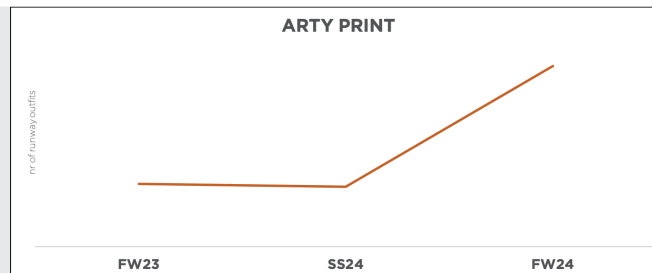


paul-smith-2.jpg



LOEWE_8.png

145
LOOKS



+187%
YEAR ON YEAR

FW24 NOSTALGIC FLORALS

STABLE TREND



John Elliott_4.png



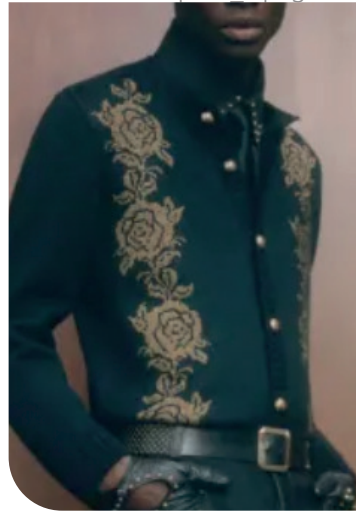
Dhruv Kapoor_3.png



andersson-bell-m-clip-f24-040.jpg



Vuitton_24.png



Ernest W. Baker_8.png

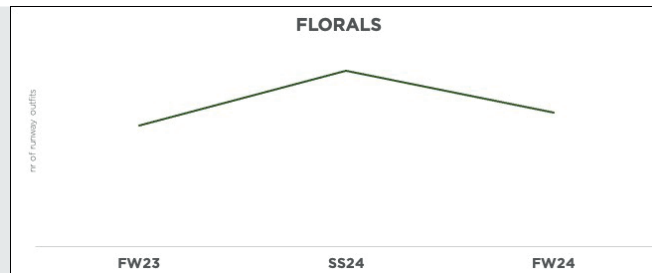


S S Daley_12.png



Woolrich Black Label_11.png

119
LOOKS



+11%
YEAR ON YEAR

FW24 HERITAGE CHECKS

STABLE TREND



undercover-20.png



gmbh 1.jpg



juun-j-.jpg



hermes_9.png



Random identities_9.png



Ernest W. Baker_11.png



Kolor_2.jpg

116
LOOKS



-31%
YEAR ON YEAR

FW24 CORPORATE PINSTRIPES

SAFE TREND



msgm-.jpg



gmbh.jpg



LOEWE_30.jpg



namesake.jpg



Yamamoto_2.png



comme-des-garcons.jpg



ami-.jpg

72
LOOKS



+101%
YEAR ON YEAR

FW24 SUPREME PETS

STABLE TREND



S S Daley_17.png



Magliano_10.png



givenchy_14.png



S S Daley_19.png



acne studios_2.png

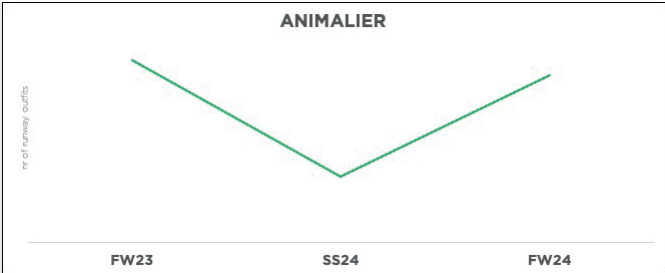


Teddy Vonranson_13.png



jw-anderson_1.jpg

65
LOOKS



-8%
YEAR ON YEAR



FW24 WE ARE THE PEOPLE

SAFE TREND



kidsuper-.jpg



giorgio-armani-.jpg



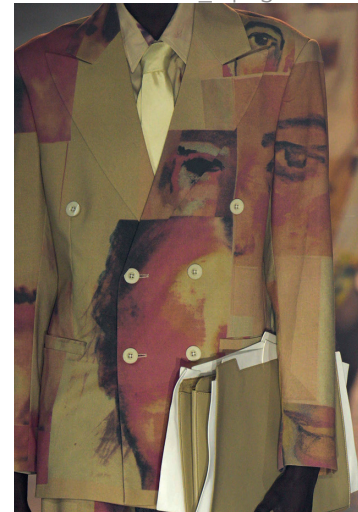
3.Paradis 6.png



doublet_1.png



undercover-10.png

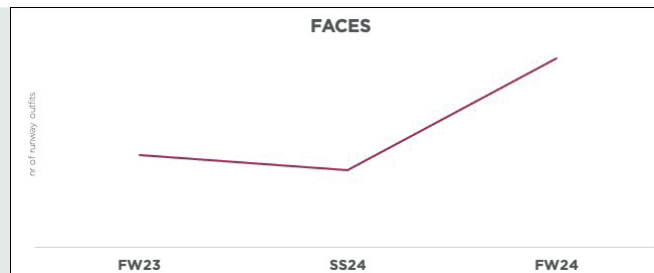


Kidsuper_4.jpg



balmain-.jpg

51
LOOKS



+105%
YEAR ON YEAR

FW24 CRACKLING PAINT

EARLY SIGN



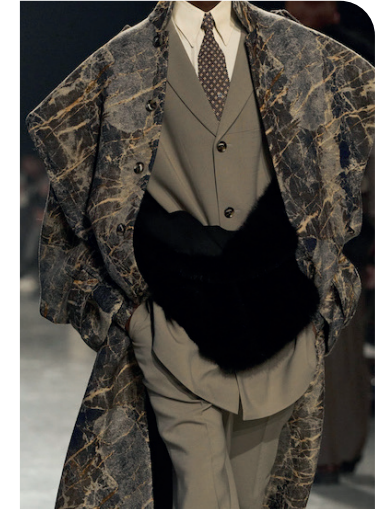
federico-cina-.jpg



Kolor_5.png



LOEWE_31.jpg



sean-suen-.jpg



juun-.jpg

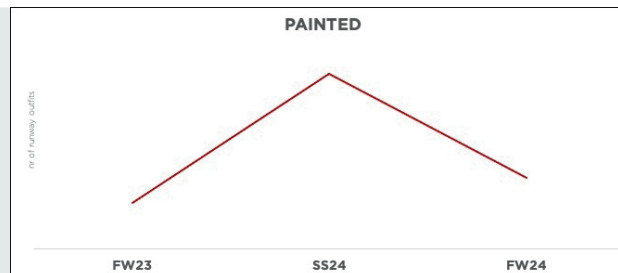


Teddy Vonranson_1.png



Kartik Research_3.png

19
LOOKS



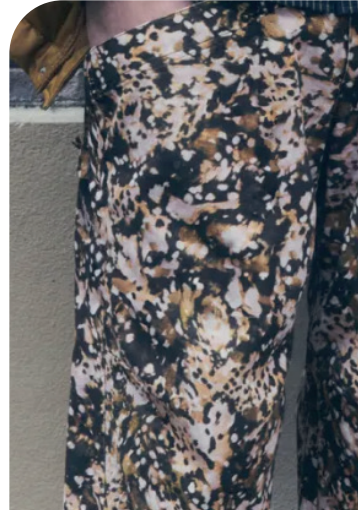
+55%
YEAR ON YEAR

FW24 POINTILISM

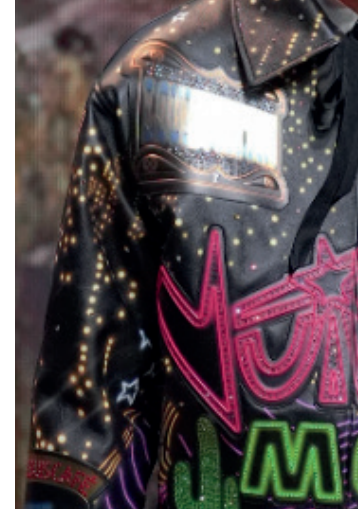
EARLY SIGN



balmain.webp



Isabel Marant_7.png



Vuitton_21.png



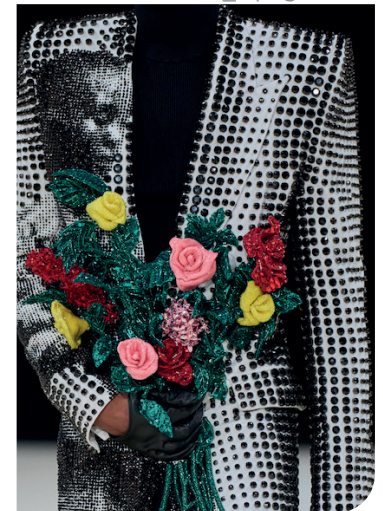
Jeanne Friot_5.png



amiri_8.png

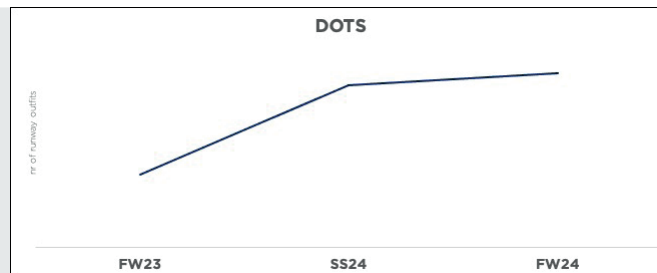


driesvannoten.webp



balmain.jpg

19
LOOKS



+139%
YEAR ON YEAR

FW24 IMMERSIVE SCAPES

EDGY TREND



msgm.jpg



Todd Snyder-5.png



achilles ion gabriel 1.png



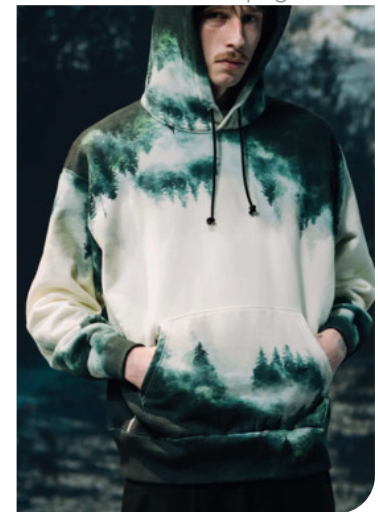
undercover-3.png



jw-anderson.jpg

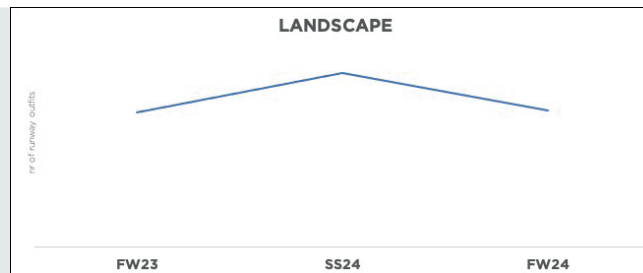


S S Daley_8.png



undercover-4.png

11
LOOKS



+2%
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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