



MENSWEAR
FASHION SHOWS
FALL/WINTER
2024
RECAP
& DIRECTIONS



LIVETREND

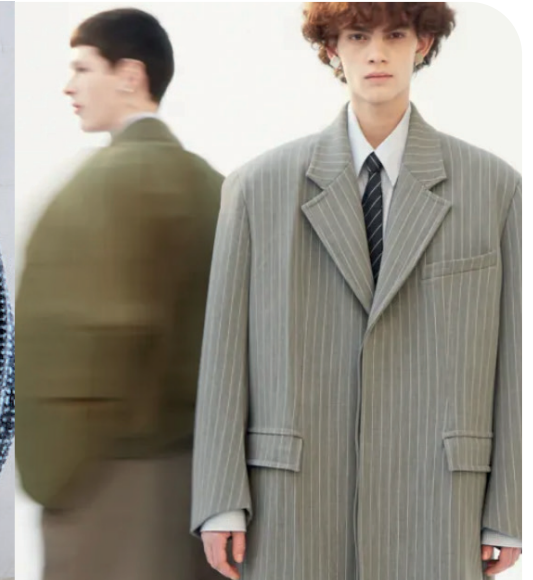
INTRODUCTION MEN FW24



amiri.jpg



van-noten.jpg



Hed Mayner_12.png



FASHION SHOWS

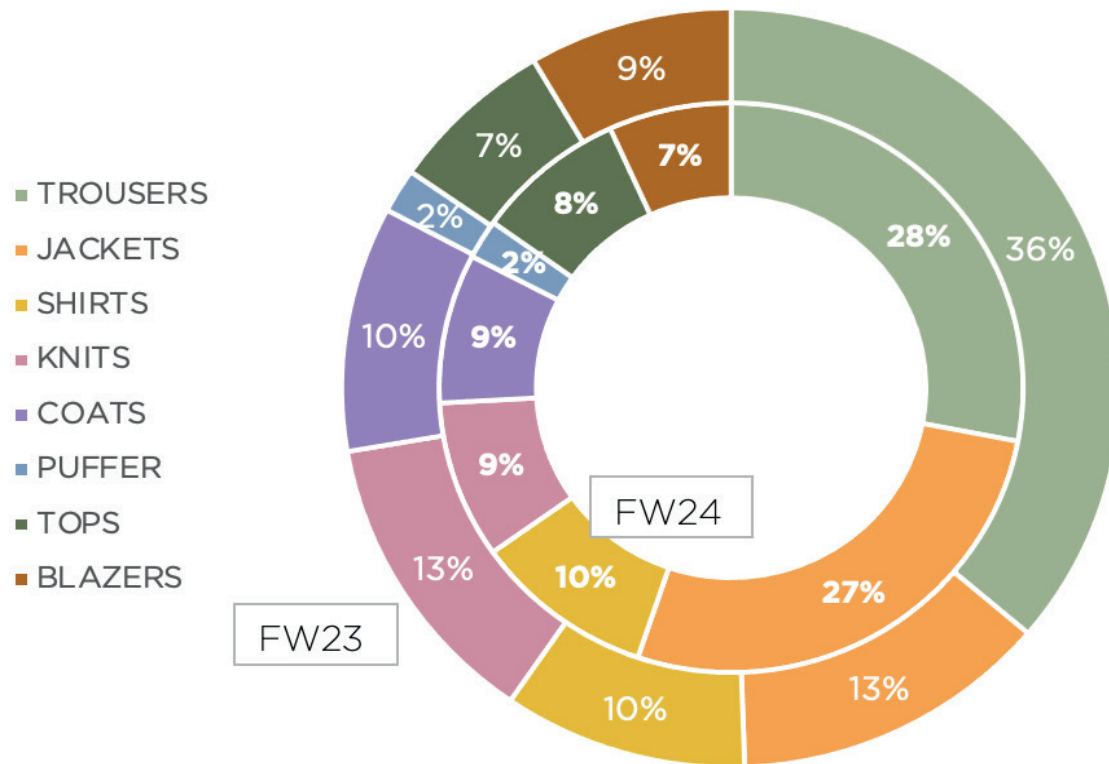
Sartorial Pragmatism. The Fall/Winter 2024 men's fashion weeks showcased collections that radiated a timeless allure, emphasizing garments designed to withstand the test of time and merit substantial investment. Designers adeptly challenged toxic masculine norms by infusing traditional tailoring with softer elements, promoting a more diverse evolution of menswear. The season witnessed a revival of sartorial pragmatism, with designers embracing classic cuts imbued with a luxurious emphasis on both comfort and functionality. Themes such as corporate tailoring, preppy grandpa styles, and sartorial huntsman workwear permeated the runways, reflecting a diverse range of influences and inspirations. Additionally, future utility and sportswear revivals appeared within the collections, offering a contemporary twist on traditional silhouettes. Amidst these themes, a touch of grungy authenticity added an edgy and rebellious undertone, maintaining the season's 2000-2010s undertone.

This report is based on data extracted from the Fall/Winter 2024 of NY, London, Milan, Florence, London and Paris with 120 collections analyzed and 14 000 images scanned by AI. The % shows the trend growth compared to FW23. Find the relating icons & stamps on the last slide.

[ACCESS ALL REPORT IMAGES
CLICKING HERE](#)

FW24 ASSORTMENT

MEN FASHION SHOWS GLOBAL ASSORTMENT



New Layering.

The FW24 menswear fashion week collections reveal a visible evolution from the previous year, with trousers witnessing a notable decline of 8 points while jackets undergo a significant surge in popularity, increasing by 14 points. Despite these shifts, shirts maintain their stable position, highlighting their enduring relevance and versatility in the modern wardrobe. Knits experience a slight decrease of 4 points, suggesting a preference for more structured options in FW24.

Conversely, tops show a modest increase of 1 point, indicating a subtle elevation in design variety or intricacy. Meanwhile, blazers remain prominent but undergo a minor decrease of 2 points, reflecting a shift towards alternative jackets for new layering options. This nuanced interplay between various garment categories displays the dynamic evolution of menswear, emphasizing current innovation, versatility, and sartorial excellence in the FW24 assortment.

FW24 TOP CATEGORIES

JACKETS

1895
LOOKS

+147%
YEAR ON YEAR



8on8-.jpg



fendi-.jpg

COATS

517
LOOKS

-2%
YEAR ON YEAR



van-noten-.jpg



gucci-.jpg

KNITS

677
LOOKS

-15%
YEAR ON YEAR



gucci.jpg



valentino-.jpg

TROUSERS

2427
LOOKS

-7%
YEAR ON YEAR



ami-.jpg



valentino-.jpg

TOPS

1400
LOOKS

+46%
YEAR ON YEAR



Kiko Kostadinov_6.png



namesake-2.jpg

SHIRTS

1123
LOOKS

+19%
YEAR ON YEAR



AMC_3.png



prada-.jpg

FW24 KEY DESIGN DIRECTIONS

 **+8%**
YOY TO FW23

CORPORATE CLEAN

BIG TREND



john lawrence sullivan_3.jpg



Fendi_12.jpg



sean-suen.jpg



zegna_1.jpg



Hed Mayner_6.png



System_6.png



Woolrich Black Label_1.png



officine generale_3.jpg



undercover-1.png



Tiger of Sweden_11.png

FW24 KEY DESIGN DIRECTIONS

 **+55%**
YOY TO FW23

PREPPY GRANDPA



amiri-.jpg



sean suen_2.png



fendi_1.jpg



junyawatanabe.webp



prada.webp

BIG TREND



kidsuper-.jpg



Magliano.jpg



droledemonsieur.jpg



wooyoungmi_6.jpg



wooyoungmi-.jpg

FW24 KEY DESIGN DIRECTIONS



Masu_3.jpg

+84%
YOY TO FW23



ERL_9.png



undercover-19.png



maison mihara 4.jpg



Dsquared2_1.jpg

SAFE TREND

GRUNGE SPIRIT



kidill-.jpg



EgonLab_2.jpg



SUGARHILL_.jpg



Dhruv Kapoor-5.jpg



juunj.jpg

FW24 KEY DESIGN DIRECTIONS

 **+316%**
YOY TO FW23

HUNTSMAN WORKWEAR



S2W8-.jpg



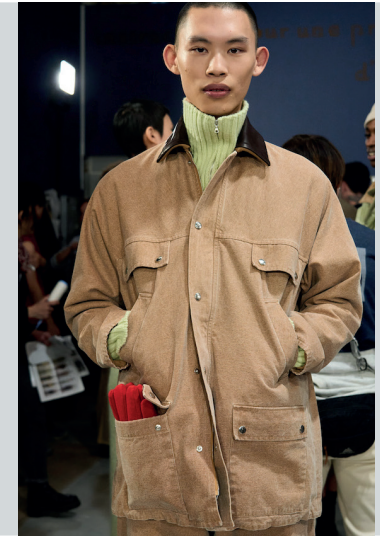
Andersson Bell_2.jpg



Fendi_5.jpg



Magliano-.jpg

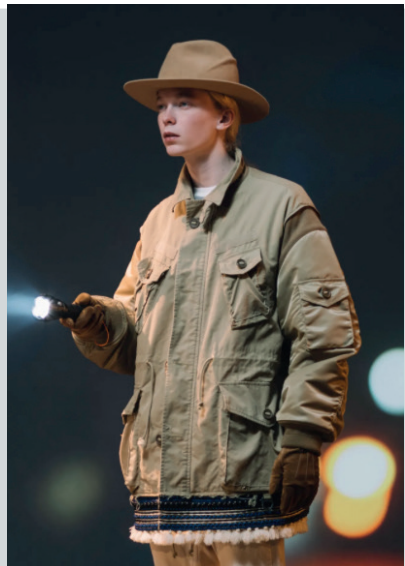


auralee.jpg

SAFE TREND



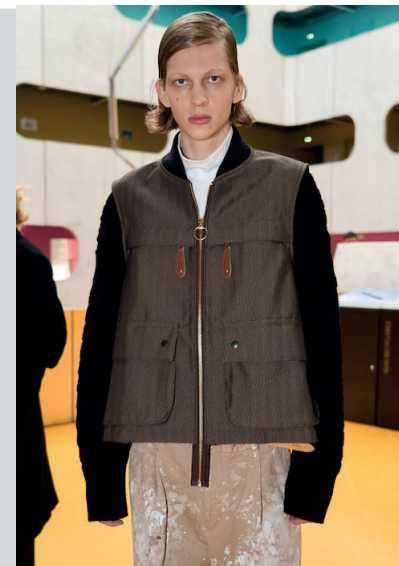
Todd Snyder-11.png



undercover-22.png



4SDesigns_5.png



kolor-.jpg



barrett-.jpg

FW24 KEY DESIGN DIRECTIONS



Woolrich Black Label_8.png

+17%
YOY TO FW23



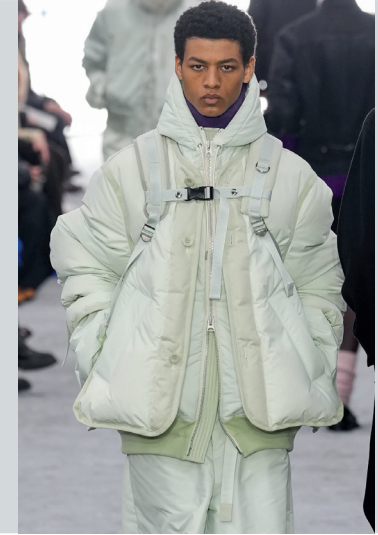
Emporio Armani_3.jpg



Todd Snyder-1.jpg



GmbH_5.jpg



sacai_8.jpg

UTILITY SNOWMAD

STABLE TREND



kidsuper.jpg



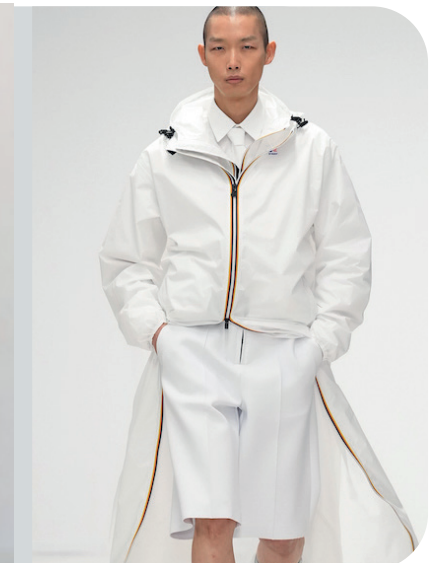
sacai-.jpg



zegna_4.jpg



Burberry-.jpg



K-WAY3.jpg

FW24 KEY DESIGN DIRECTIONS

 **+3%**
YOY TO FW23

SPORTSMEN



loewe-.JPG



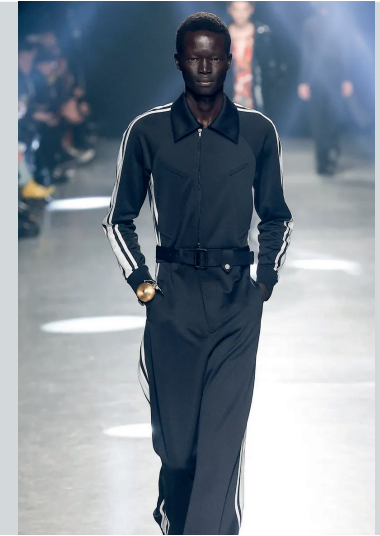
botter-.jpg



Fursac_14.png



namesake-.jpg



egonlab.webp

STABLE TREND



Winnie_9.png



1989_8.png



MSGM_1.jpg



kidsuper-.jpg



Namesake_6.png

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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