



**MENSWEAR**  
FW 2025  
FASHION SHOWS  
**TOP COLORS**



LIVETREND

# FW25 COLORS INTRODUCTION



Prada 8.jpg



Lemaire 5.jpg



Ten C -7.png



White Mountaineering 13.jpg



## FASHION SHOWS

**Rich Indulgence.** The FW25 menswear palette embraced earthy warmth and rich depth, with forest greens, tobacco, chocolate, and espresso browns setting a grounded tone. Jewel tones like burgundy, sapphire, and emerald added luxurious contrast, especially in plush fabrics. Grey and charcoal emerged as sleek alternatives to black, offering modern sophistication. A standout accent, pumpkin orange, carried over from womenswear, injecting bold seasonal vibrancy. Overall, the season balanced nature-inspired hues, opulent shades, and contemporary neutrals for a refined yet wearable aesthetic.

*This analysis is based on more than 65 fashion shows and 10 000 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 FW24 fashion shows. Find the relating icons & stamps on the last slide.*



# FW25 SHOWS **TOP COLORS** **OVERVIEW**

ACCESS ALL IMAGES  
CLICKING HERE

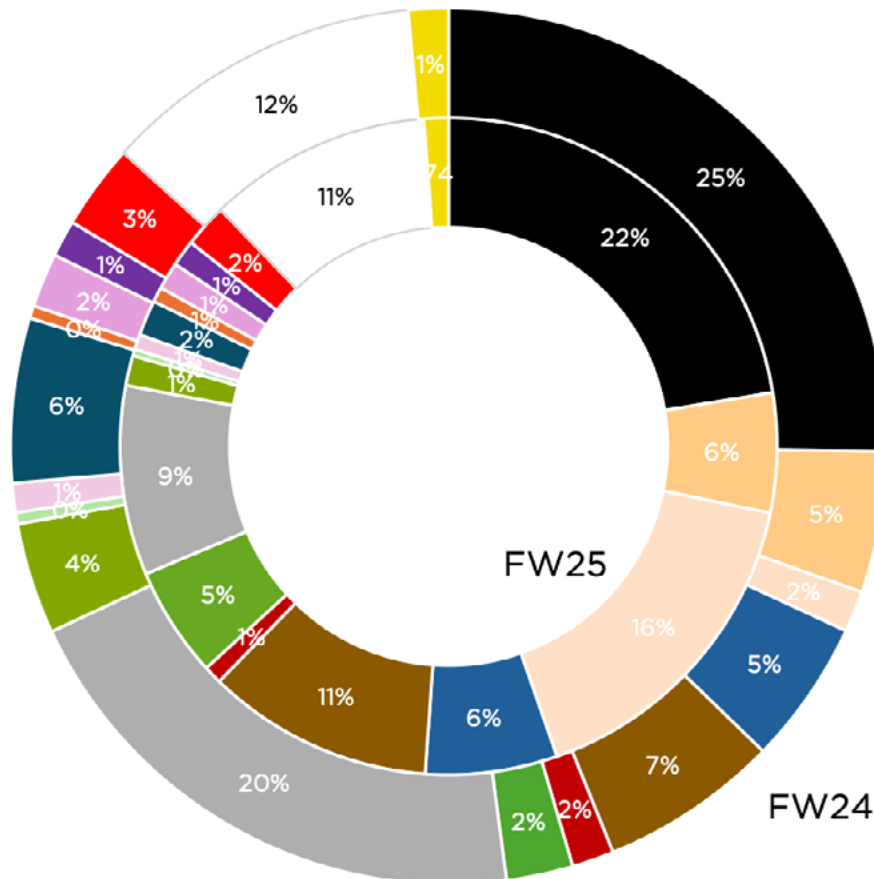


LIVETREND

# FW25 COLORS ASSORTMENT

## GLOBAL COLOR ASSORTMENT

- BLACK
- BEIGE
- NEUTRALS
- BLUE
- BROWN
- BURGUNDY
- GREEN
- GREY
- KHAKI
- LIGHT GREEN
- LIGHT ROSE
- NAVY
- ORANGE
- PINK
- PURPLE
- RED
- WHITE
- YELLOW



### Subtle but significant shifts.

The Menswear Fall/Winter 2025 color palette leans toward timeless neutrals with subtle yet significant shifts. Black, beige, and soft neutrals continue to lead the range, reinforcing a refined, versatile foundation. Grey, however, is losing prominence, dropping by 11 percentage points, while warm, earthy browns gain traction with a 4 percentage point increase. White remains stable, maintaining its presence as a clean and classic contrast.

Green is on the rise, increasing by 3 percentage points, signaling a growing preference for organic, nature-inspired hues. Light greens and minty shades are particularly dominant in the pastel spectrum, adding freshness to the overall palette. Meanwhile, pink and red are experiencing a decline, each decreasing by 1 percentage points, marking a shift away from bold, saturated tones.

This season's color direction emphasizes understated luxury and longevity, favoring muted, wearable shades over trend-driven brights. The increase in browns and greens aligns with the broader menswear movement toward grounded, earthy aesthetics. With a focus on layering and adaptability, FW25's color choices offer a balance of sophistication and subtle vibrancy, reinforcing the season's narrative of modern elegance and refined styling.

# FW25 NEUTRALS



AMI 14.jpg



Issey Miyake15.jpg



Moredecay 1.jpg

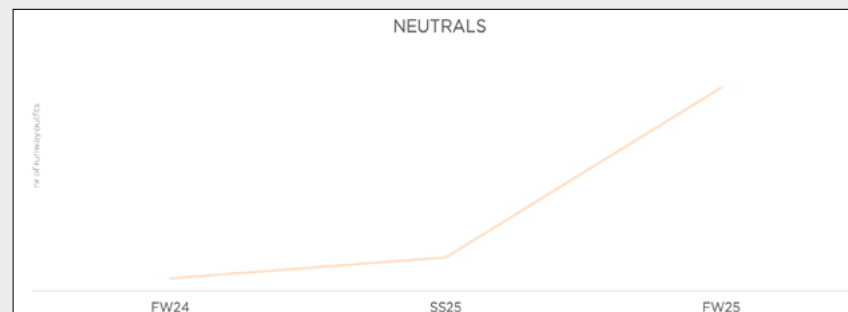


AMI 11.jpg



Fear of God 7.png

**1003**  
LOOKS



**+1023%**  
YEAR ON YEAR

# FW25 DREAMY PASTELS



Issey Miyake17.jpg



Prada 8.jpg



hermes 2.jpg

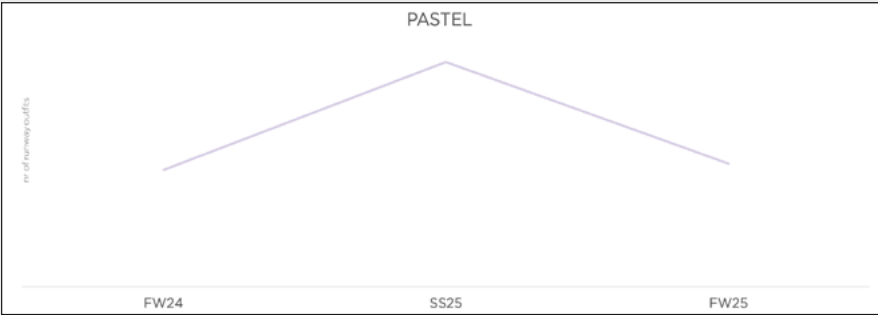


Kiko Kostadinov 2.jpg



dior 16.jpg

100  
LOOKS



-27%  
YEAR ON YEAR

# SS25 INTENSE HIGHLIGHTS



Doublet 5.jpg



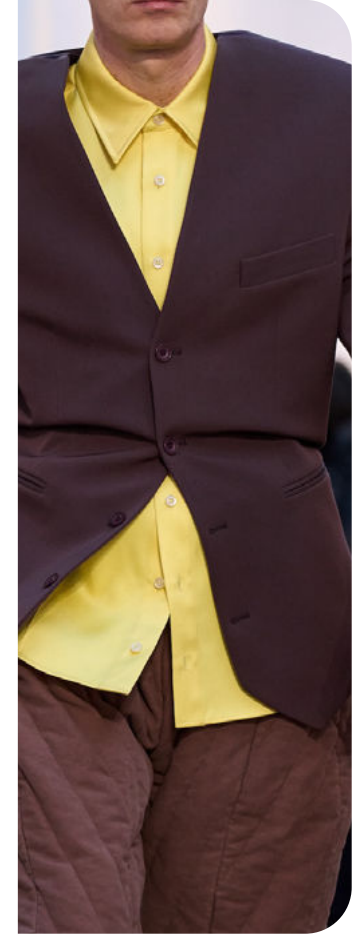
YSL 11.jpg



Wooyoungmi 14.jpg

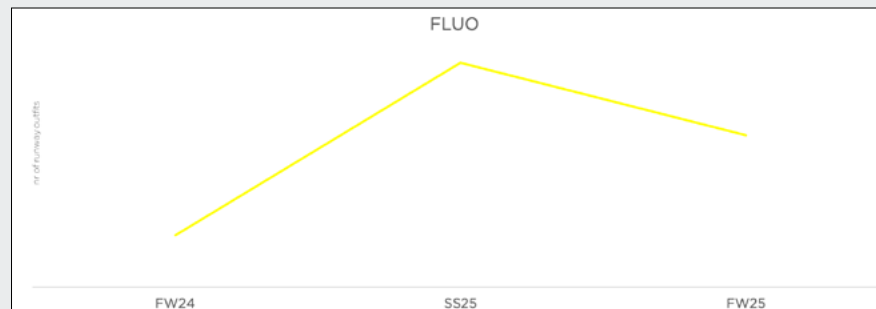


Wantanabe35.jpg



Bluemarble 82.jpg

**9**  
LOOKS



**+104%**  
YEAR ON YEAR



# FW25 SHOWS **TOP 10 COLORS**

The Fall/Winter 2025 menswear fashion weeks showcased a rich, grounded color palette, emphasizing earthy warmth and deep, sophisticated tones. Designers leaned into nature-inspired hues, with loden and forest green emerging as key shades, reinforcing an outdoorsy, heritage-driven aesthetic. Complementing these greens, tobacco, chocolate, and espresso brown dominated the collections, creating a sense of cozy luxury and timeless elegance.

Adding depth to the season, jewel tones played a significant role, infusing opulence into plush textures like cashmere, velvet, and corduroy. Deep burgundy, sapphire blue, and emerald green appeared across tailoring and knitwear, offering a refined contrast to the season's neutral base.

Grey and charcoal emerged as the modern alternative to black, with labels like Zegna, Armani, Issey Miyake, and Le-maire proving its versatility in sleek, tonal dressing.

For a bold yet wearable accent, pumpkin orange—a shade seen prominently in womenswear—made its way into menswear collections at Lanvin, Sacai, and Prada, adding a seasonal pop of warmth. Whether used as an accent in accessories or incorporated into outerwear and knitwear, this shade brought an autumnal vibrancy that balanced the otherwise muted, earthy tones.



LIVETREND

# FW25 **BLACK**



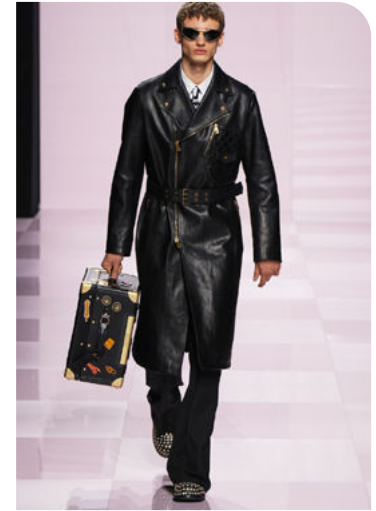
032c \_\_28.jpg



YSL 3.jpg



Isabel Marant 16.jpg



Louis Vuitton 26.jpg



Giorgio Armani 5.jpg

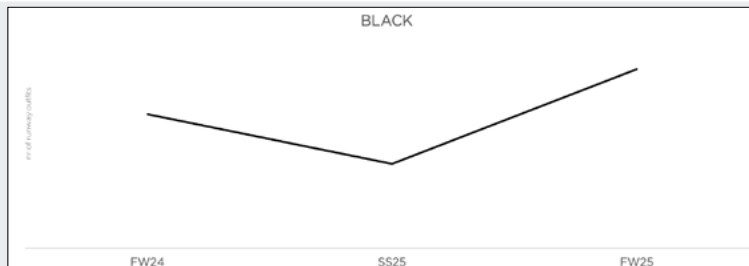


LGN 8.jpg



Fear of God 31.png

**1370**  
LOOKS



**-7%**  
YEAR ON YEAR

# FW25 HOLY BROWNS



Brioni 5.jpg



Emporio Armani 13.jpg



Emporio Armani 12.jpg



Jordanluca 13.jpg



Louis Vuitton 9.jpg

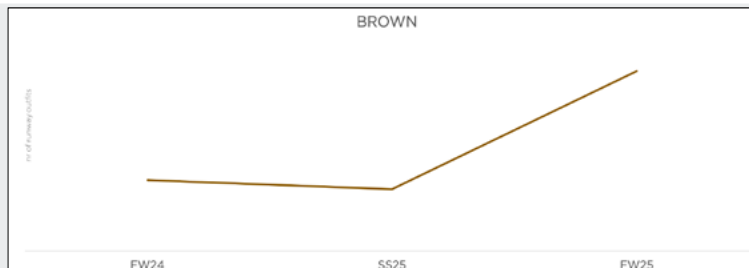


Issey Miyake10.jpg



Zegna 3.jpg

**683**  
LOOKS



**+76%**  
YEAR ON YEAR

FW25 **AIRY WHITE**



kidsuper 16.jpg



Prada 5.jpg



Brioni 4.jpg



KBHong 2.jpg



Isaia 7.png

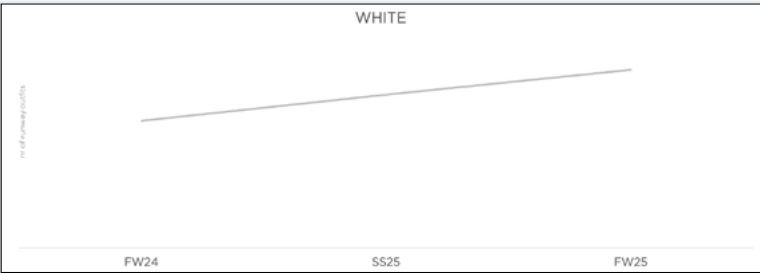


032c \_\_44.jpg



Issey Miyake9.jpg

**673**  
LOOKS



**-3%**  
YEAR ON YEAR

FW25 **RICH BLUE**



AMC 5.png



Louis Vuitton 3.jpg



Dior 41.jpg



dior 6.jpg



Wooyoungmi 58.jpg

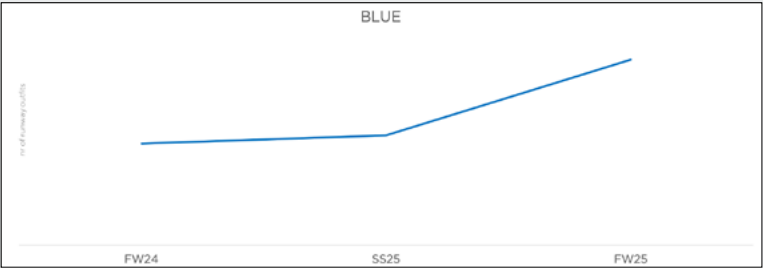


Masu 4.png



Brioni 13.jpg

**397**  
LOOKS



**+27%**  
YEAR ON YEAR

# FW25 STONE BEIGE



Fear of God 9.png



Acne Studios 3.jpg



Canali 6.jpg



ERL 10.png



Bluemarble 31.jpg

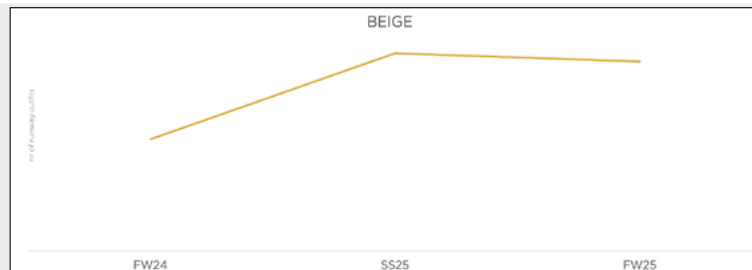


Kartik Research 8.png



KBHong 5.jpg

**360**  
LOOKS



**+18%**  
YEAR ON YEAR

# FW25 JEWEL GREEN



Amiri 28.jpg



Lanvin 18.jpg



Issey Miyake24.jpg



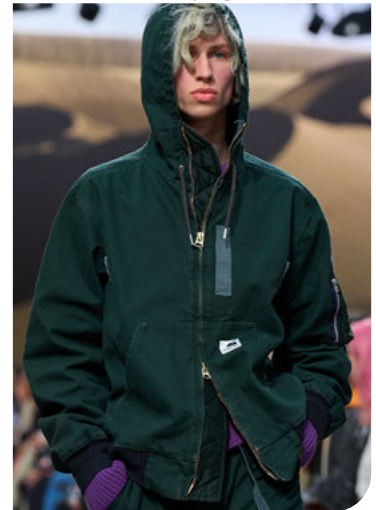
Lii 6.png



Giorgio Armani 4.jpg

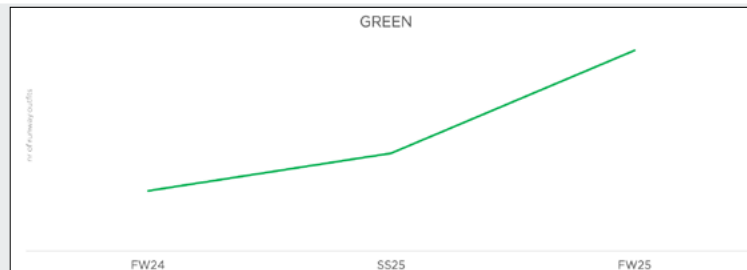


Auralee 50.jpg



Sacai 8.jpg

**333**  
LOOKS



**+131%**  
YEAR ON YEAR

FW25 BERRY REDS



Giorgio Armani 1.jpg



Kartik Research 9.png



Amiri 19.jpg



Berluti 5.png



Willy Chavarria 3.jpg

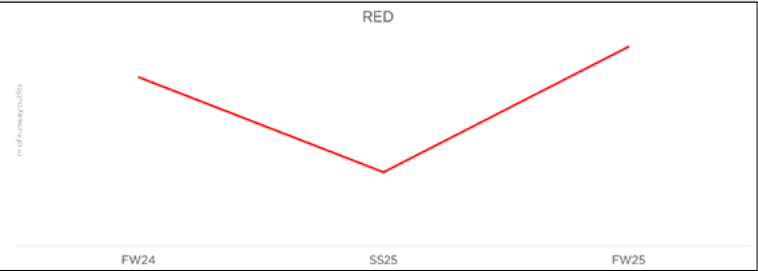


Wooyoungmi 51.jpg



bks-prada-fw25-men-jdp-0011.jpgwebp

131  
LOOKS



-29%  
YEAR ON YEAR

# FW25 **PURPLE PRIME**



Prada 80.jpg



Dhruv Kapoor 23.jpg



MM6 3.jpg



Neil Barrett 8.png



Lemaire 6.jpg

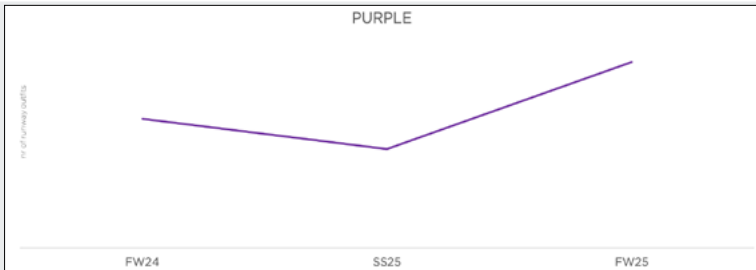


Emporio Armani \_29.jpg



Issey Miyake3.jpg

**79**  
LOOKS



**+0%**  
YEAR ON YEAR

# FW25 PALE YELLOW



Bluemarble 8.jpg



Bluemarble 66.jpg



Amiri 53.jpg



Louis Vuitton 42.jpg



MAISONMIHARAYASUHIRO3.jpg

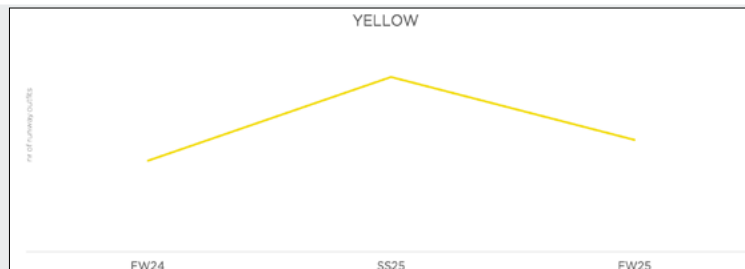


Lii 5.png



Feng Chen Wang 10.png

**74**  
LOOKS



**-15%**  
YEAR ON YEAR

# FW25 PUMPKIN ORANGE



Juun J 9.jpg



Prada 70.jpg



Wantanabe8.jpg



Ten C -7.png



Massimo Alba 17.png

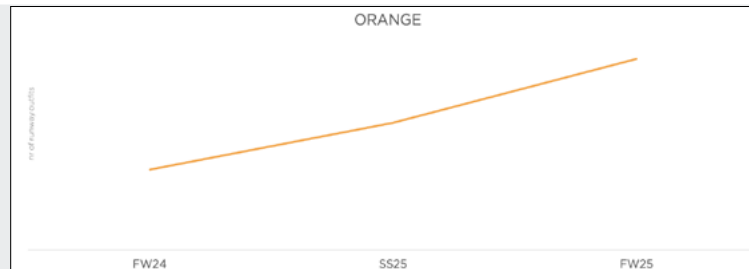


Issey Miyake8.jpg



Sean Suen 2.jpg

**45**  
LOOKS



**+65%**  
YEAR ON YEAR

# FW25 MISTY GREENS



Kiko Kostadinov 6.jpg



Wooyoungmi 43.jpg



Dior 53.jpg



032c \_\_ 42.jpg



zegna

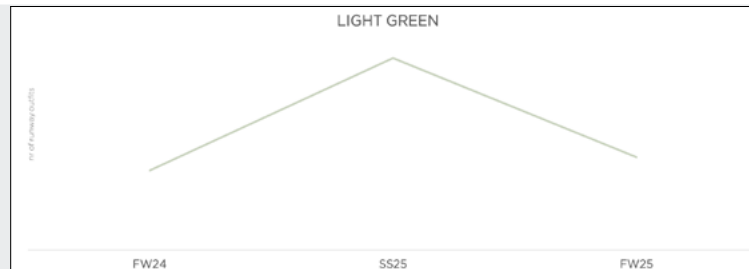


ami



Nehera 7.png

**20**  
LOOKS



**-17%**  
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

CREATIVITY

STRATEGY

SUSTAINABILITY



LIVETREND

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