



MENSWEAR
FW 2024
FASHION SHOWS
MUST-HAVES



LIVETREND

FW24 MUST-HAVES INTRODUCTION



sean-suen-.jpg



LOEWE_37.jpg



auralee-.jpg



FASHION SHOWS

Elevated Casual. The FW24 fashion weeks include must-haves that blend contemporary trends with timeless sophistication. Slouchy pants and officewear continue to dominate, offering versatility and comfort without compromising on style. This season, a fashionable addition comes in characteristic fuzzy styles and printed shirts, injecting a touch of texture and personality into the wardrobe. Sartorial outdoors pieces take center stage with pocket-featuring cabin coats and folded collar knits, marrying functionality with refinement for the modern explorer. Preppy aesthetics maintain their allure through classic cardigans, while emerging trends such as duffle coats, urban cropped wide pants, and long shirts for layering offer fresh interpretations of traditional silhouettes. Stiffened basics like tees and hoodies add a contemporary edge, perfect for transitional essentials. For the fashion-forward, skirts, tights, deep V-necks and blouses invite experimentation and self-expression.

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 MUST-HAVES

BIG TREND



bed-jw-ford-.jpg



amiri-.jpg



Todd Snyder-9.png



zegna.jpg



8on8-.jpg

THE SLOUCHY WIDE LEG

+64%
YEAR ON
YEAR

1463
LOOKS

BIG TREND



loewe.JPG



van-noten-.jpg



winnie-.jpg



prada-.jpg



dior-.jpg

THE SOPHISTICATED BLAZER

+4%
YEAR ON
YEAR

474
LOOKS

FW24 MUST-HAVES

STABLE TREND



Gucci_4.jpg



Fendi_15.jpg



driesvannoten_1.jpg



amiri_13.jpg



Lemaire_7.png

THE MONASTIC LONG COAT

+0%
YEAR ON
YEAR

323
LOOKS

SAFE TREND



Fursac_3.png



Our Legacy_21.png



Prada-2.jpg



Isabel Marant_27.png



wooyoungmi.jpg

THE NEW OFFICEWEAR

+229%
YEAR ON
YEAR

229
LOOKS

FW24 MUST-HAVES

SAFE TREND



taakk-.jpg



undercover-20.png



msgm-.jpg



No 21_9.png



kbhong-.jpg

THE IMMERSIVE TOP

+33%
YEAR ON
YEAR

227
LOOKS

SAFE TREND



juun-j-.jpg



Fendi_7.png



Woolrich Black Label_9.png



Solid Homme_1.png



rhude-.jpg

THE FUZZING NOMAD STYLE

+64%
YEAR ON
YEAR

186
LOOKS

FW24 MUST-HAVES

SAFE TREND



emporio-armani-.jpg



fendi.jpg



Todd Snyder-10.png



rhude-.jpg



ami paris_3.png

+215%
YEAR ON
YEAR

174
LOOKS

STABLE TREND



fendi-.jpg



8on8-.jpg



Auralee _7.jpg



undercover-22.png



mountaineering-.jpg

+7%
YEAR ON
YEAR

157
LOOKS

THE BERMUDA

THE CABIN JACKET

FW24 MUST-HAVES

THE CHUNKY-NECK KNIT

STABLE TREND



federico cina.jpg



Lemaire_6.png



msgm.jpg



Teddy Vonranson_16.png



hermes_10.png

+12%
YEAR ON
YEAR

145
LOOKS

STABLE TREND



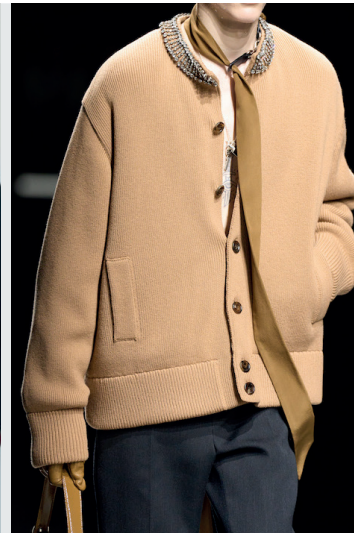
Todd Snyder-15.png



No 21_8.png



canaku12.png



gucci.jpg



givenchy_10.png

+4%
YEAR ON
YEAR

125
LOOKS

THE PRIM CARDIGAN

FW24 EMERGING TRENDS

EARLY SIGN

THE NOMADIC DUFFLE COAT



Canali_11.png



Kolor_10.png



Teddy Vonranson_11.png

THE WIDE CROP PANTS



valentino-.jpg



kenzo_13.png



ami-.jpg

THE LONG SHIRT



ami paris_1.jpg



Kidsuper_3.png



wales bonner_6.png

THE STIFFENED BASIC



van-noten.jpg



masu_.jpg



Valentino_1.png

FW24 EDGY TRENDS

EDGY TREND

THE SLINKY DEEP V



System_9.png



dior-.jpg



Dsquared2_7.png

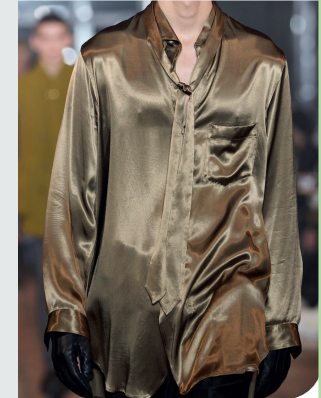
THE BLOUSE



dolce-gabbana-.jpg



Emporio Armani_1.png



bed-jw-ford-.jpg

THE SKIRT STYLE



Kolor_8.png



fendi-.jpg



vuitton-.jpg

THE LEGGING & TIGHTS



bluemarble.jpg



ERL_3.png



LOEWE_3.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

week 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

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