



**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



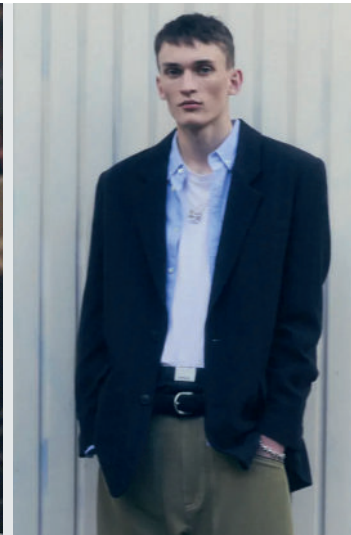
Fursac\_3.png



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



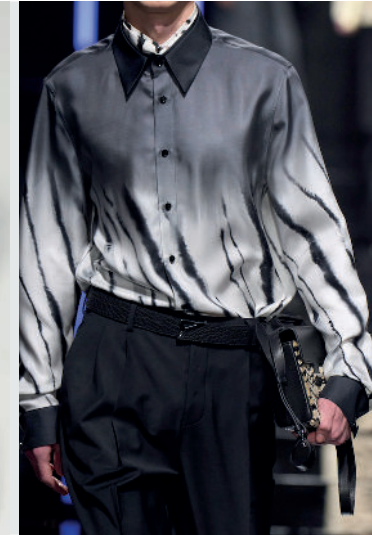
undercover-20.png



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

## THE BERMUDA

## STABLE TREND



fendi-.jpg



8on8-.jpg



Auralee \_7.jpg



undercover-22.png



mountaineering-.jpg

**+7%**  
YEAR ON  
YEAR

**157**  
LOOKS

## 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

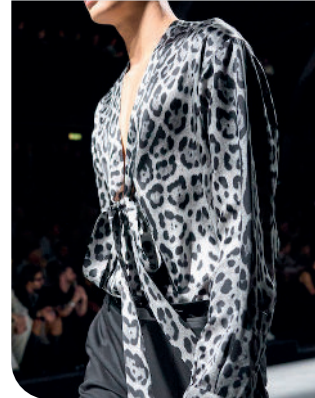


dior.jpg



Dsquared2\_7.png

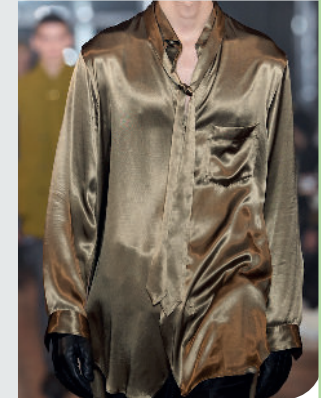
### THE BLOUSE



dolce-gabbana.jpg



Emporio Armani\_1.png



bed-jw-ford.jpg

### THE SKIRT STYLE



Kolor\_8.png



fendi.jpg



vuitton.jpg

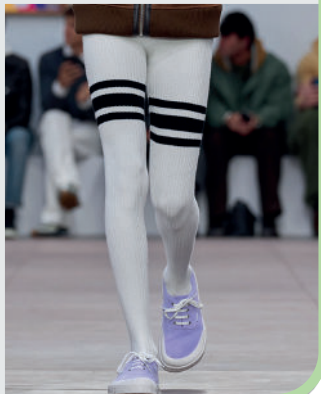
### THE LEGGING & TIGHTS



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**

**THANK YOU!**

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