



MENSWEAR
SPRING 24
RETAIL RADAR
COLLECTION
THEMES



LIVETREND

SPRING24 COLLECTION THEMES **INTRODUCTION**



bottega veneta (2).jpg



fendi 2.png



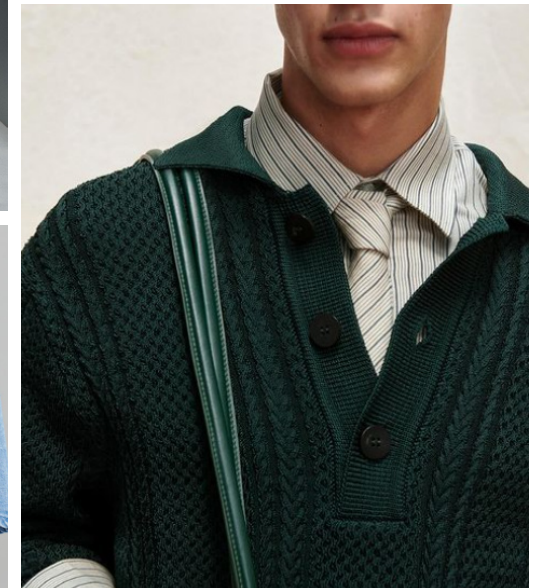
UPDATE

Quiet Renaissance. The menswear landscape for Spring 2024 is a vibrant mosaic of diverse themes, catering to every facet of the modern man's lifestyle and aesthetic preferences. From sophisticated simplicity to urban grunge revival and Riviera serenity, brand's offer has woven together a tapestry of trends to match old and new masculinity. As Spring 2024 unfolds, these trends converge to offer a comprehensive mix of casual choices with a sartorial allure, allowing men to express themselves boldly and authentically. Whether seeking refined elegance, urban edge, or coastal tranquility, there's a trend to suit every taste, inviting men to embrace their individuality with style and confidence.

This report is based on Livetrend data extracted from e-commerce on the European market from 15/01/24 to 30/03/24, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

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SPRING 24 **SMART BUSINESS**



RETRO - LEISURE - SPORTSWEAR - GRAPHIC - ELEVATED BASICS

At the forefront of this season's offerings, this theme dedicated to leisure and officewear is emerging, embodying a refined sense of casual sophistication. Designers have curated collections characterized by smart tailoring and an essential assortment of pieces. Clean lines and timeless silhouettes dominate, with a focus on versatility and functionality. Garments seamlessly transition from the office to after-hours engagements, offering to the modern men the perfect balance between officewear and leisure embracing mimimasim and elegance.

SMART BUSINESS **COLORS & PRINTS**

MED BLUE



Jil Sander.avif

 **+20%**
YEAR ON YEAR

TOMATO RED



ferragamo.jpg

 **+11%**
YEAR ON YEAR

GRASS GREEN



wales-bonner.avif

 **+8%**
YEAR ON YEAR

BLENDED GREY



theory-men.avif

 **+2%**
YEAR ON YEAR

CLASSIC PATTERNS



urban outfitters (2).webp



miu miu.avif



Zara (4).jpg



jacquemus 2.png

SMART BUSINESS TEXTILES & TRIMS

LEATHER & FAKE

+22%
YEAR ON YEAR



Prada.avif



Zara (5).jpg

MEN'S DRAPERIE

+26%
YEAR ON YEAR



Zara (4)_1.jpg



Jacquemus (2).avif

DENIM

+15%
YEAR ON YEAR



Zara (5)_1.jpg



The Frankie Shop.jpg

JERSEY

+1%
YEAR ON YEAR



Zara (7).jpg



ovs.jpg

SMART BUSINESS KEY ITEMS

THE CAR COAT

 **+31%**
YEAR ON YEAR



the frankie shop (4).webp



Theory.avif

BIG TREND

THE WORK SHACKET

 **+71%**
YEAR ON YEAR



Alexander Wang.jpg



Arket.png

BIG TREND

THE WOLLY BOMBER

 **+52%**
YEAR ON YEAR



Zara.jpg



Reiss.jpg

EARLY SIGN

THE POLO



 **+21%**
YEAR ON YEAR



wales bonner.webp



jacquemus.avif

SAFE TREND

SMART BUSINESS KEY ITEMS

THE DENIM SHIRT

 **+48%**
YEAR ON YEAR



Bottega Veneta (4).jpg



Soulland.jpg

SAFE TREND

THE CHECKERED SHIRT

 **-20%**
YEAR ON YEAR



Burberry.jpg



Apc.jpg

LAST CALL

THE SLIM PANT

 **+46%**
YEAR ON YEAR



Zara_1.jpg



Gucci.avif

SAFE TREND

THE LONG BERMUDA

 **+49%**
YEAR ON YEAR



Zara (7).jpg



AMI-PARIS.webp

BIG TREND

SPRING 24 **SWAMPY RAVE**



GRUNGE OUTDOOR - SUBCULTURES - DISRUPTIVE UTILITY - RAW RAVE

For the younger demographic, menswear takes a rebellious turn with a grungier theme that blends utility and rave core aesthetics. This trend caters to those who embrace an effortless cool attitude, incorporating rugged textures, distressed finishes, and bold graphic elements. Utility-inspired pieces are juxtaposed with streetwear staples, resulting in an eclectic mix of styles that exude raw energy and youthful vitality. It's a nod to the subversive spirit of the urban landscape, inspired by the raw nature and soils, a world where individuality reigns supreme.

SWAMPY RAVE COLORS & PRINTS

DARK GREY

SOLAR TONES

KHAKI

SIENA



Jacquemus_1.png



dries van noten (2).jpg



entire studios.jpg



Zara (6).jpg



NEO DYE

CRYPTO GRUNGE



diesel



jaded london.webp



hankjobenhavn.jpg



yamamoto_1.jpg

SWAMPY RAVE **TEXTILES & TRIMS**

WASHED & BLEACHED



aries.jpg

OPEN KNIT



yamamoto.jpg

RAW EFFECT



charlie constantinou.webp

NYLONS



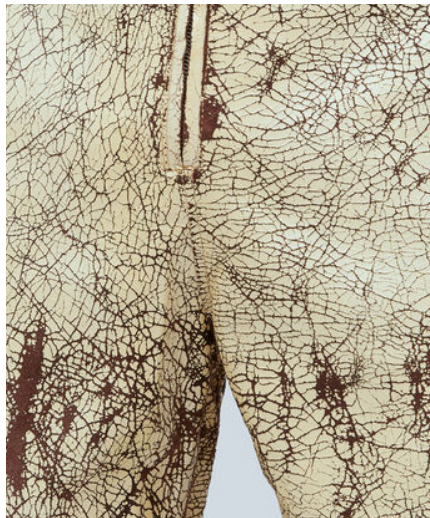
ricick owens (2).jpg

DEVORÉ



diesel (4).jpg

CRACKLED



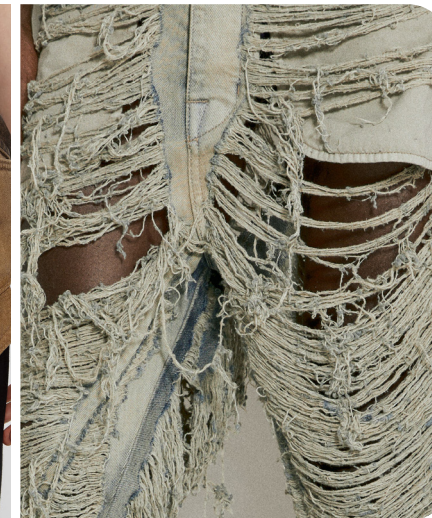
diesel (5).jpg

DECONSTRUCTED



Acne Studio (2).jpg

RIPPED



rick owens.jpg

SWAMPY RAVE KEY ITEMS

THE WINDBREAKER

 **+96%**
YEAR ON YEAR



Acne (2).jpg



rains.webp

STABLE TREND

THE KNIT ZIP-UP

 **+23%**
YEAR ON YEAR



weekday.jpg



Zara (3).jpg

SAFE TREND

THE UTILITY SHIRT

 **+19%**
YEAR ON YEAR



dries van noten.jpg



prada-uomo.avif

SAFE TREND

THE FINE KNITWEAR

 **+63%**
YEAR ON YEAR



yamamoto.jpg



vivienne westwood.jpg

EDGY TREND

SWAMPY RAVE KEY ITEMS

THE KNIT VEST

 **+232%**
YEAR ON YEAR



roa.jpg



Eckhaus Latta.webp

EARLY SIGN

THE WORN SWEAT

 **+58%**
YEAR ON YEAR



gallery dept.webp



STABLE TREND

diesel (3).jpg

THE DESERT CARGO

 **+82%**
YEAR ON YEAR



lanvin.jpg



diesel (2).jpg

BIG TREND

THE BAGGY JEAN

 **+72%**
YEAR ON YEAR



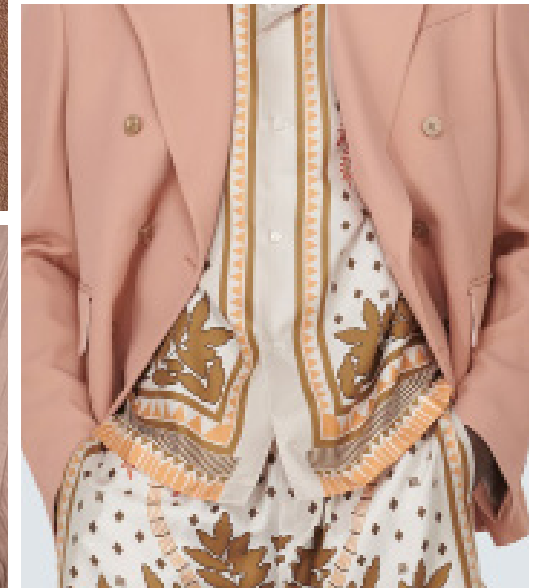
rick owen.jpg



BIG TREND

JADED.webp

SPRING 24 ETHNOCRAFT



SERENE - RAW - ARTISANAL - ORGANIC - VACAY

Transporting us to sun-drenched shores and Mediterranean vistas, the Riviera-inspired theme offers a serene escape from the urban hustle. Soft and tactile surfaces dominate this collection, with a palette of pale colors reminiscent of sun-bleached sands and azure waters. Ethereal fabrics flow gracefully, while subtle ethnic glimpses add a touch of exotic allure. Relaxed silhouettes and breezy separates evoke a sense of leisurely sophistication, perfect for early coastal getaways or leisurely strolls along the promenade.

ETHNOCRAFT COLORS & PRINTS

LIGHT BROWN

+39%
YEAR ON YEAR



Miu Miu_1.avif

NEUTRALS



jacquemus.png

POWDER PINK



Pull&Bear.jpg

MINTH GREEN

+6%
YEAR ON YEAR



kenzo.jpg

FLORALS

+24%
YEAR ON YEAR



Zara (5)_2.jpg

COLOR DIP



dries van noten_1.jpg

ARTSY



Jacquemus (3).avif

ETHNIC



Zara_2.jpg

ETHNOCRAFT TEXTILES & TRIMS



VEILED



Bode_1.avif

 **+392%**
YEAR ON YEAR

TEXTURED



-oas_webp

 **+38%**
YEAR ON YEAR

VEGETAL



zara (2).jpg

 **+2%**
YEAR ON YEAR

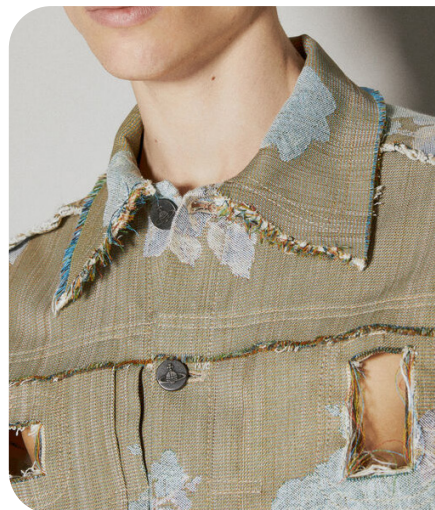
OPENWORK



guess usa (2).jpg

 **+196%**
YEAR ON YEAR

RAW EDGE



westwood.jpg

CRAFT STITCHES



nn_07.avif

UNFINISHED



Zara (6)_1.jpg

EMBROIDERY



bode (2).avif

ETHNOCRAFT KEY ITEMS

THE QUILTED LOOK

 **+16%**
YEAR ON YEAR



arket_1.png



mishvior.jpg

STABLE TREND

THE ARTISANAL SET

 **+8%**
YEAR ON YEAR



apc (2).jpg



bode.webp

EARLY SIGN

THE TEXTURED SHIRT

 **+21%**
YEAR ON YEAR



Our Legacy.webp



Reserved.avif

SAFE TREND

THE RAW WIDE-LEG

 **+22%**
YEAR ON YEAR



dries van noten.webp



zara (4)_2.jpg

SAFE TREND

ETHNOCRAFT KEY ITEMS

THE KNITTED TANK

 **+40%**
YEAR ON YEAR



Sandro_.jpeg



represent.avif

EARLY SIGN

THE SHORTS

 **+10%**
YEAR ON YEAR



prada-uomo.avif



suitsupply.avif

EARLY SIGN

THE CUBA SHIRT

 **+11%**
YEAR ON YEAR



OAS-.webp

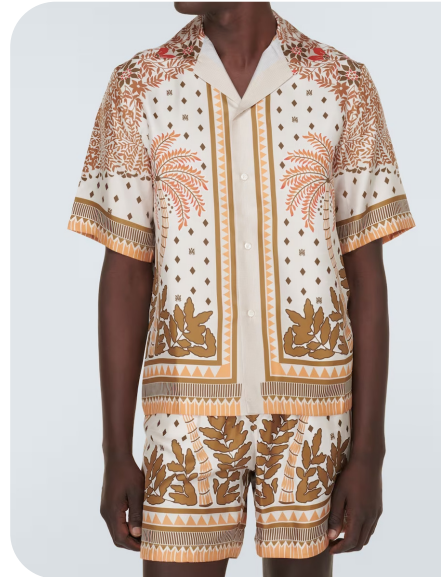


nn07.avif

STABLE TREND

THE HOLIDAY SET

 **+15%**
YEAR ON YEAR



AMIRI.avif



-oas-.webp

STABLE TREND

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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