



**MENSWEAR**  
SPRING 24  
RETAIL RADAR  
**COLLECTION**  
**THEMES**



LIVETREND

# SPRING24 COLLECTION THEMES **INTRODUCTION**



bottega veneta (2).jpg



fendi 2.png



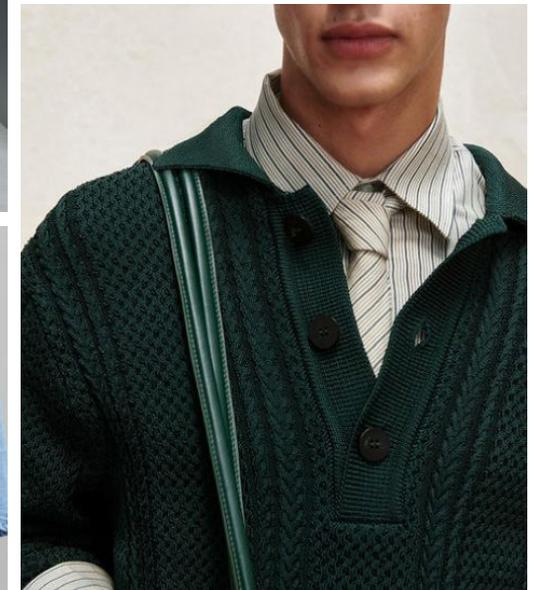
**UPDATE**

**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

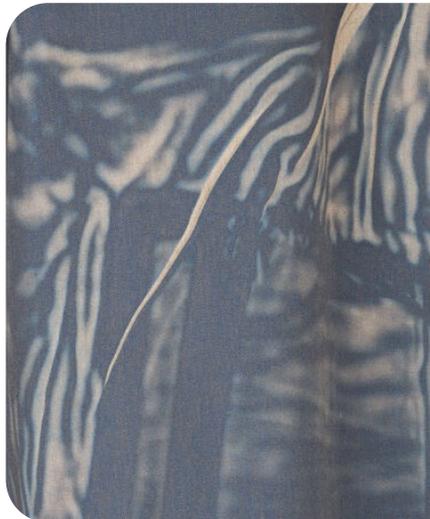


Zara (6).jpg



## 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**



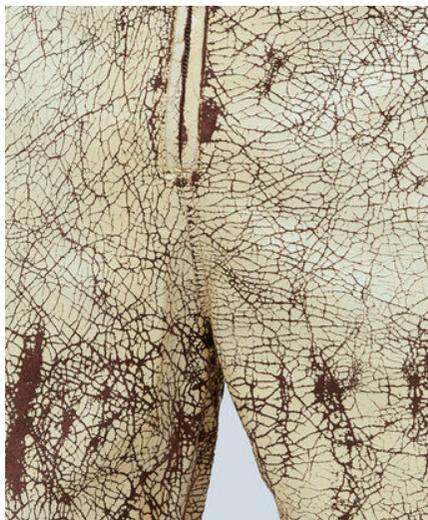
ricick owens (2).jpg

**DEVORÉ**



diesel (4).jpg

**CRACKLED**



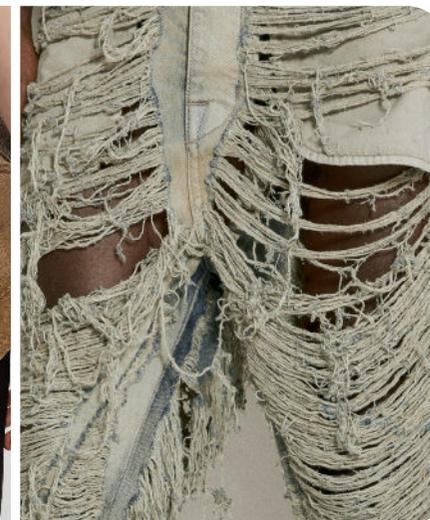
diesel (5).jpg

**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



diesel (3).jpg

STABLE TREND

## THE DESERT CARGO

 **+82%**  
YEAR ON YEAR



lanvin.jpg



diesel (2).jpg

BIG TREND

## THE BAGGY JEAN

 **+72%**  
YEAR ON YEAR



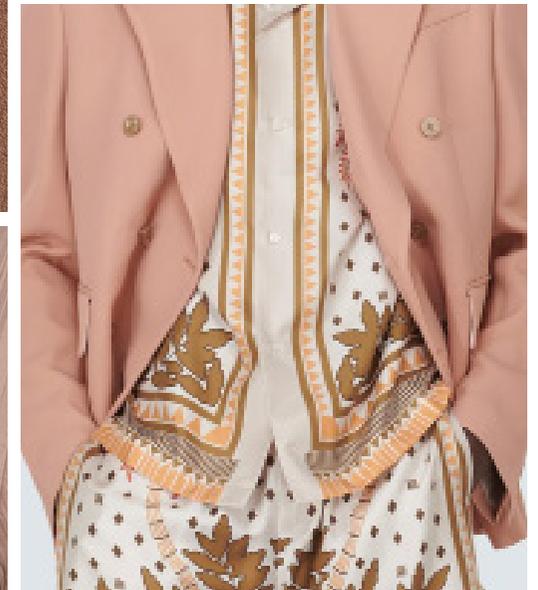
rick owen.jpg



JADED.webp

BIG TREND

# 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

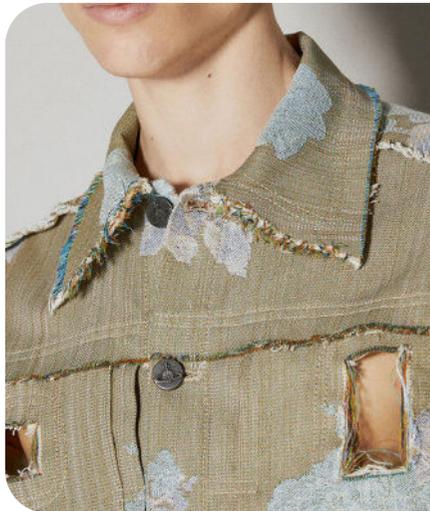
## OPENWORK



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



misbhvior.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

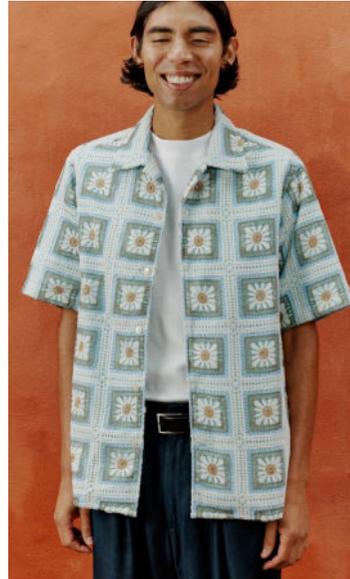
EARLY SIGN

## THE CUBA SHIRT

 **+11%**  
YEAR ON YEAR



OAS-.webp

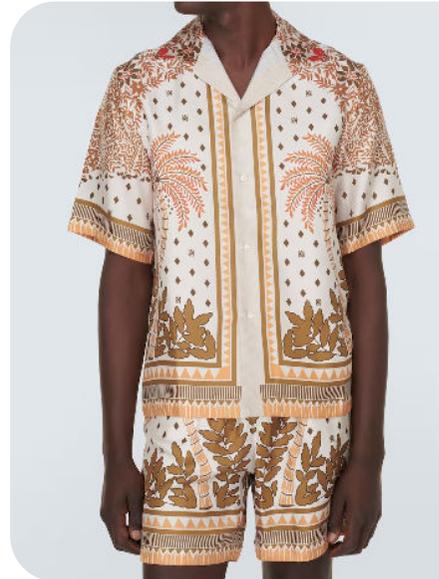


nn07.avif

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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