



MENSWEAR
SPRING 25
DENIM
UPDATE



LIVETREND

SS25 DENIM UPDATE **INTRODUCTION**



paris-m-str-f24-0251.jpg



new-york-str-f24-2023.jpg



paris-m-str-f24-0247.jpg



paris-m-str-f24-1210.jpg



UPDATE

Cotton Kids. In the realm of men's denim for Spring 2025, a steadfast trend emerges as the baggy skater fit maintains its dominance, providing a stable foundation for casual and cool looks. Low-rise pants make a compelling comeback, offering a nod to a nostalgic aesthetic that celebrates the superpower of teen spirits and y2k street style. Drawing inspiration from the millennial era, flares take center stage for fashionistas, injecting a sense of nostalgia and individuality into men's fashion. The result is a harmonious blend of stability, classic appeal, and a touch of retro flair, defining the denim landscape for the modern man. The pilot fit emerges as a sleek alternative, introducing a slim ankle silhouette that pairs seamlessly with boots, crafting a laid-back and slouchy style that effortlessly marries contemporary trends with timeless appeal.

*This report is based on data extracted from several data sources of the international Livetrend database from 1/01/24 to 25/02/24, analysing the visibility and growth of the trends compared to the same period last year.
The percentages show the visibility evolution year on year.*

**ACCESS ALL IMAGES
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DENIM UPDATE **BAGGY STYLES**



THE SK8ER FIT

+58%
YEAR ON YEAR



milano-m-str-f24-1266.jpg



paris-m-str-f24-0839.jpg



@aderarchv.jpg



paris-m-str-f24-1701.jpg



milano-m-str-f24-0535.jpg

STABLE TREND



THE Y2K LOW-LOOSE STYLE

+70%
YEAR ON YEAR



paris-m-str-f24-1584.jpg



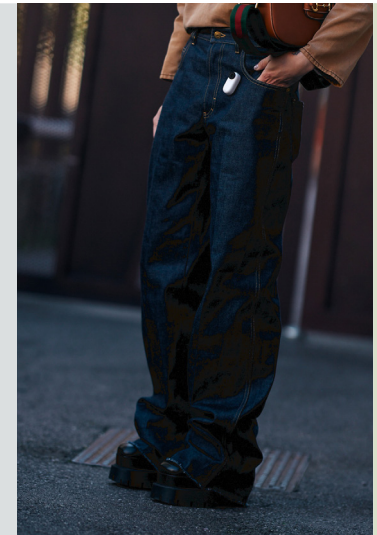
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milano-m-str-f24-0960.jpg



paris-m-str-f24-1233.jpg



milano-m-str-f24-0080.jpg

EDGY TREND

DENIM UPDATE FLARES



THE Y2K FLARE

+28%
YEAR ON YEAR



paris-m-str-f24-1790.jpg



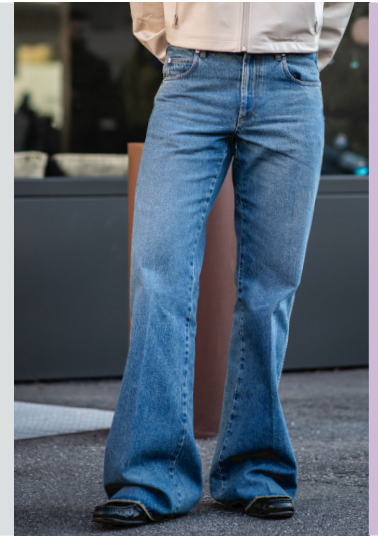
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paris-m-str-f24-1682.jpg



milano-m-str-f24-0418.jpg



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EARLY SIGN



THE BOOTCUT

+36%
YEAR ON YEAR



milano-m-str-f24-0165.jpg



milano-m-str-f24-0371.jpg



milano-m-str-f24-0418.jpg



new-york-str-f24-0012.jpg



paris-m-str-f24-1794.jpg

SAFE TREND

DENIM UPDATE **STRAIGHT-LEGS**



THE RELAXED

+170%
YEAR ON YEAR



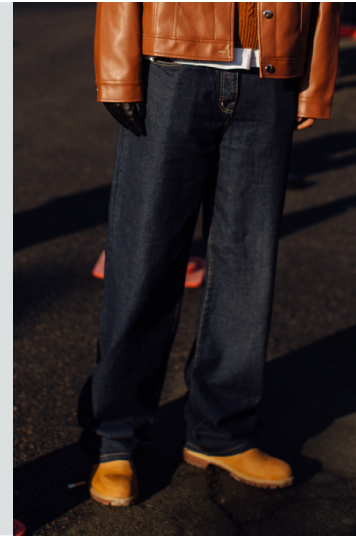
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milano-m-str-f24-0449.jpg



milano-m-str-f24-0152.jpg



paris-m-str-f24-1117.jpg



Milan Street Style.jpg

STABLE TREND



THE REGULAR

+90%
YEAR ON YEAR



@lacrimadilucifero.jpg



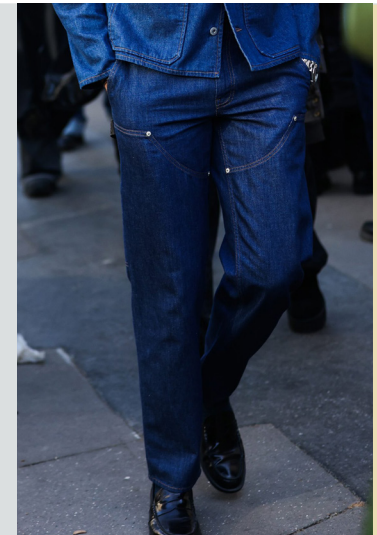
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new-york-street-style-webp



paris-m-str-f24-0437.jpg



paris-street-style-fall-2024-mens.jpg

STABLE TREND

DENIM UPDATE JEANS



THE BERMUDA LAYER

+145%
YEAR ON YEAR



paris-m-str-f24-0422.jpg



Fall-2024-Street-Style (2).jpg



paris-m-str-f24-0446.jpg



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paris-m-str-f24-0120.jpg

EDGY TREND



THE PILOT JEANS

149%
YEAR ON YEAR



new-york-str-f24-0307.jpg



milano-m-str-f24-1311.jpg



new-york-str-f24-0321.jpg



paris-m-str-f24-1393.jpg



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EDGY TREND

DENIM UPDATE JACKETS

THE STIFF TRUCKER  **+88%**
YEAR ON YEAR



milano-m-str-f24-0040.jpg



copenhagen-street-style.jpg

SAFE TREND

THE CROPPED

 **+64%**
YEAR ON YEAR



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new-york-str-f24-1506.jpg

EDGY TREND

THE GRUNGY COAT  **+35%**
YEAR ON YEAR



paris-m-str-f24-1659.jpg



paris-m-str-f24-1662.jpg

EDGY TREND

THE BOXY SHIRT

 **+58%**
YEAR ON YEAR



paris-m-str-f24-1210.jpg



milano-m-str-f24-0227.jpg

SAFE 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

DENIM

MENSWEAR

SS25 UPDATE



DATA TO DRIVE

01 **CREATIVITY**

02 **STRATEGY**

03 **SUSTAINABILITY**



LIVETREND

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