



**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



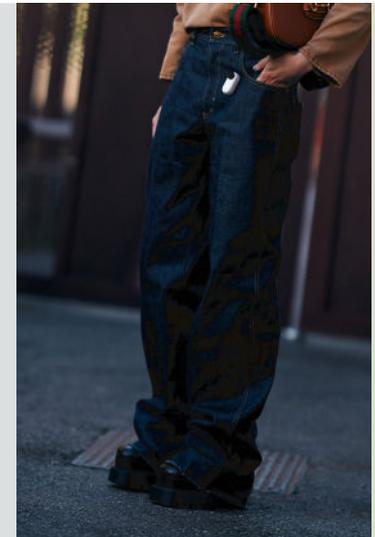
milano-m-str-f24-0605.jpg



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



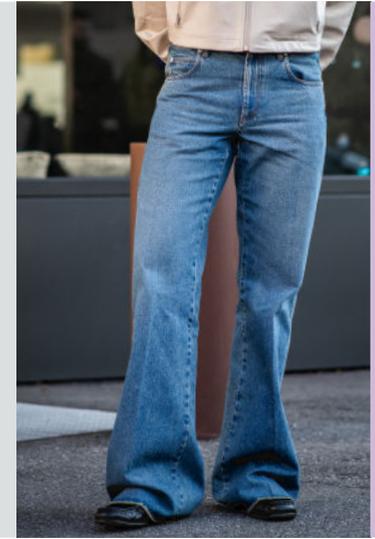
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paris-m-str-f24-1682.jpg



milano-m-str-f24-0418.jpg



milano-m-str-f24-0186.jpg

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



paris-m-str-f24-0856.jpg



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



milano-m-str-f24-0618.jpg



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



@maxxmazurek.webp

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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