



MENSWEAR
SPRING 25
INSTAGRAM
UPDATE
OUTERWEAR



LIVETREND

OUTERWEAR UPDATE INTRODUCTION



milano-str-f24-1304.jpg



new-york-str-f24-2023.jpg



Pitti-m-str-F24-0226.jpg



paris-m-str-f24-0840.jpg



UPDATE

Retro Nostalgia. Introducing the Spring 25 Outerwear Update for men: a harmonious blend of hyper utility and sleek elegance. Departing from the classic army bomber, this season showcases a variety of shapes alongside XL trench coats and long double-breasted styles. Balancing practicality with refined design, these pieces offer a modern twist on timeless classics, perfect for the contemporary man seeking both style and functionality. Consumer interest is demonstrating interest in leather options as suede ones with a increase of 40% to last year. Cropped leather jackets are showing an increase of 70% in consumer searches online and brown is one of the favorite leather color. Trench and Peacoat are men's favorite classic options. Bomber is a stable trend showing +50% on consumer interest toward lightweight bomber jacket. Workwear jacket with contrasted collar as Carhartt detroit jacket or waxed optoin as Barbour are product to keep into your radar. Blazers are bringing more elegance even in casual looks with an increase of 130% in formal styles and 70% on woolen options.

This report is based on data extracted from several data sources of the international Livetrend database from 1/01/24 to 28/03/24, analysing the visibility and growth of the trends compared to the same period last year.

The percentages show the visibility evolution year on year.

**ACCESS ALL IMAGES
CLICKING HERE**

OUTERWEAR UPDATE **BOMBERS**

THE **KHAKI NYLONS**

 **+21%**
YEAR ON YEAR



Pitti-m-str-F24-0286.jpg



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



paris-str-f24-1876.jpg



paris-street-style-fall-2024-mens(2).jpg



Pitti-m-str-F24-0308.jpg

STABLE TREND

THE **SLIM BOMBER**

 **+18%**
YEAR ON YEAR



milano-str-f24-1275.jpg



milano-str-f24-2206.jpg



paris-m-str-f24-0856.jpg



Pitti-m-str-F24-0235.jpg



milano-str-f24-2389.jpg

STABLE TREND

OUTERWEAR UPDATE **LEATHER JACKETS**

THE HEAVY-DUTY AVIATOR

 **+60%**
YEAR ON YEAR



milano-street-style.jpg



paris-m-str-f24-0208.jpg



Pitti-m-str-F24-0272.jpg



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STABLE TREND

THE CLEAN BIKER

 **+22%**
YEAR ON YEAR



milano-str-f24-1901.jpg



paris-m-str-f24-0492.jpg



paris-m-str-f24-0836.jpg



new-york-str-f24-1869.jpg



paris-m-str-f24-0832.jpg

STABLE TREND

OUTERWEAR UPDATE **WORK JACKETS**

THE DENIM TRUCKER

 **+14%**
YEAR ON YEAR



new-york-str-f24-2023.jpg



paris-m-str-f24-0247.jpg



paris-m-str-f24-0251.jpg



Paris Street Style



@andreafaccia.jpg

SAFE TREND



THE CONTRASTED COLLAR

 **+48%**
YEAR ON YEAR



Pitti-m-str-F24-0226.jpg



@attiresaint.jpg



@imsimons.jpg



@proector.jpg



We Vintage.jpg

BIG TREND

OUTERWEAR UPDATE **LIGHTWEIGHT JACKETS**

THE NYLON ZIP UP

 **+2%**
YEAR ON YEAR



@deusmachina.png



@rains



bottegaveneta.avif



@dailypaper



prada.avif

STABLE TREND

THE WAXED STYLE

 **+20%**
YEAR ON YEAR



raw_archive_.png



@jakeedwardgrantham.png



@waxandtartans.png



katsumi__miki.png



the gentlemen netflix.png

EARLY SIGN

OUTERWEAR UPDATE **TAILORED JACKETS**

THE OLD MONEY BLAZER

 **+130%**
YEAR ON YEAR



paris-m-str-f24-0825.jpg



milano-str-f24-2234.jpg



paris-m-str-f24-0908.jpg



paris-m-str-f24-0880.jpg



milano-str-f24-1220.jpg

BIG TREND



THE CROP COAT

 **33%**
YEAR ON YEAR



paris-m-str-f24-1058.jpg



paris-str-f24-1712.jpg



Thomas-Fall-2024-Street-Style.jpg



milan-streetstyle-.jpg



nss-mfw-24.jpg

EARLY SIGN

OUTERWEAR UPDATE **COATS**

THE XL TRENCH

 **+90%**
YEAR ON YEAR



Pitti-m-str-F24-0269.jpg



Pitti-m-str-F24-0245.jpg



Pitti-m-str-F24-0300.jpg



paris-street-style-mens.jpg



@andreafaccia_1.jpg

SAFE TREND

THE DOUBLE-BREASTED COAT

 **+20%**
YEAR ON YEAR



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@Streetmenstyle.jpg



paris-m-str-f24-0969.jpg



Pitti-m-str-F24-0346.jpg



paris-m-str-f24-1059.jpg

EARLY SIGN

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

OUTERWEAR

MENSWEAR

SS25 UPDATE



DATA TO DRIVE

01 **CREATIVITY**

02 **STRATEGY**

03 **SUSTAINABILITY**



LIVETREND

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