



MENSWEAR
SS 2025
UPDATE
**PRINTS &
PATTERNS**



LIVETREND

PRINTS & PATTERNS INTRODUCTION



-zara.jpg



walesbonermss25.webp



mr porter



zara.jpg



UPDATE

Artsy-sanal. For Spring/Summer 2025, menswear prints embrace a dynamic blend of new classical reinterpretations and refined artsy vibes. Traditional motifs such as stripes, animal prints, and camouflage undergo sophisticated reinterpretations, integrating modern aesthetics and luxurious details. Simultaneously, artistic motifs take center stage with elevated interpretations that appeal to a youthful, refined consumer. This juxtaposition offers a range of prints that cater to both timeless elegance and contemporary innovation, defining a season where fashion tradition meets creative exploration in menswear. Blurred patterns and stylized motifs bring a dynamic energy to garments, translating the difficulty of seeing clearly in these difficult and uncertain times and at the same time the need to simplify things, to make choices easy and elementary with sharp and contrasting aesthetics.

This report is based on Livetrend data extracted from Instagram & e-commerce during SS24 season, analysing the visibility and growth of the trends in June compared to the same period last year. The percentages show the visibility evolution year on year.

**ACCESS ALL IMAGES
CLICKING HERE**

BIG TREND

NEO GEOMETRICS RUSTIC PYJAMAS



+21%
YOY



DALEY.jpg



@denimtears.jpg



@bode.jpg

ARTISANAL STRIPES - SOPHISTICATED PALETTE - SOFT CONTRASTS

For Spring/Summer 2025 men's patterns take on rustic pajama inspiration, showcasing stripes of diverse thickness and color combinations. Inspired by vintage pyjama designs, these patterns will blend classic stripe patterns with a contemporary twist, offering a relaxed yet stylish look. Expect earthy tones and muted colors and retro romantic harmonies to dominate, providing a sense of reassurance while adding a touch of laid-back sophistication to the modern man's wardrobe.



-11%
YOY



isabel marant.webp



nn07.avif



_zara-.jpg

TIE-DYE EVOLUTION - BLURRED - SUMMER NOSTALGIA

Blurred style is here to stay. This trend starts years ago with tie&dye and the pattern has evolved in several interpretations from gradient to blurred motives. Inkjet techniques are helping this style remaining popular from luxury to mass market, from cottons to satins, from knits to nylons. This abstract print takes inspiration from blurred florals, landscapes or negative digital effects and gives a typical aquarelle style to the design.



+84%
YOY



-zara.jpg



Ginko Creative Agency.jpg



milano-m-str-s25-0324.jpg

SOFT CAMO - FADED MOLDS - GENTLE MIMICRY

„Neo Molds“ prints introduce futuristic patterns inspired by organic and industrial forms. Expect to see abstract motifs resembling cellular structures, fractals, and other natural geometries, blended with a modern twist. These prints will feature a mix of muted and vibrant colors, creating a dynamic and innovative look. Perfect for the fashion-forward man, these designs add a cutting-edge and avant-garde flair to both casual and formal attire.



+105%
YOY



FPP.jpg



PremièreVIsion FW25.jp2



wai ling.jpeg



vuitton-m-clp-s24-010.jpg

ENHANCING NATURE - ADVANCED MIMICRY - BIOSPHERE TONES

Those prints take inspiration from natural textures. Expect to see patterns that emulate organic structures, rendered in earthy tones and subtle gradients. These prints offer a harmonious blend of nature-inspired designs and modern aesthetics, bringing a sense of texture and depth to menswear. Perfect for adding a touch of natural elegance and sophisticated ruggedness to casual and outdoor-inspired outfits, these designs celebrate the beauty and resilience found in the natural world.



+51%
YOY



kenzo-spring-25-.webp



_mango_avif



kenzo-spring-25-mens-.webp

RETRO RIVIERA - VINTAGE DRAWING - SUMMER NOSTALGIA

In these new camouflage serie, jungle creeps in to create mimetic patterns of leaves, palms and bamboo in green tones that start from a natural base and develop into more acidic touches. Greens and khakis mingle with earth tones but show a digital glitch in these fully synthetic lime shots. The pattern can be more artistic as freehand design or more geometric as flat-toned area breakdowns. The final effect is optical, mimetic and perfect for fitting into the trends of midsummer 2025



00001-bluemarble-spring-25-mens-credit-gorunway.webp



@mrporter.jpg



msgm.webp



Pitti-m-str-S25-0216.jpg

CAMO ILLUSION - MILITARY MODE - UNIFORM RESORT

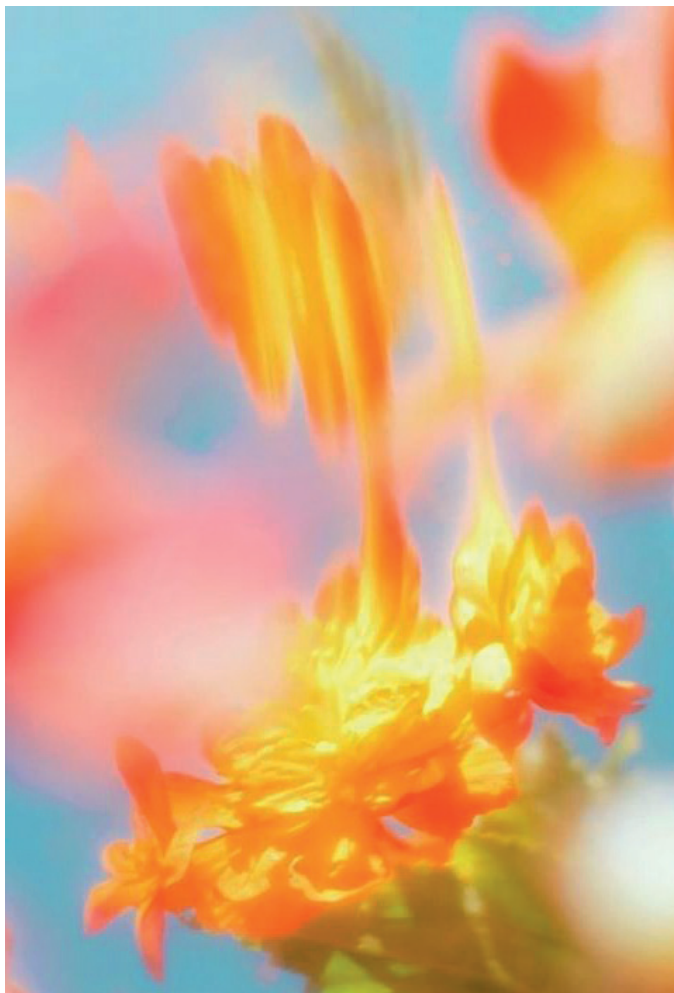
For Spring/Summer 2025 men's fashion, Army Boys prints bring a rugged yet stylish military-inspired aesthetic. Expect to see classic camouflage patterns reimagined with contemporary twists, incorporating urban elements and modern color palettes. These prints will feature earthy tones mixed with unexpected pops of color, offering a fresh take on traditional military motifs. Perfect for adding a bold and adventurous edge to casual and streetwear outfits, these designs combine functionality with a distinctive fashion statement.



-2%
YOY



collina strada.avif



@corridor



@corridor_corridor_1711814378_3335263204157411512_457309086.jpg

DIGIFLORALS - PASTEL NEONS - ROMANTIC DYSTOPIA

For Spring/Summer 2025 men's fashion, „Digital Floral Aura“ prints offer a modern take on botanical motifs with a digital twist. Expect to see intricate floral patterns rendered in vibrant, digital-inspired colors. These prints will feature a blend of realism and artistic abstraction, creating a contemporary and dynamic visual impact. Perfect for adding a fresh and innovative touch to both casual and smart-casual outfits, these designs embody a fusion of nature and technology for the modern man's wardrobe.



-2%
YOY



-mango-.avif



valentino



+zara+.jpg

RETRO RIVIERA - VINTAGE DRAWING - SUMMER NOSTALGIA

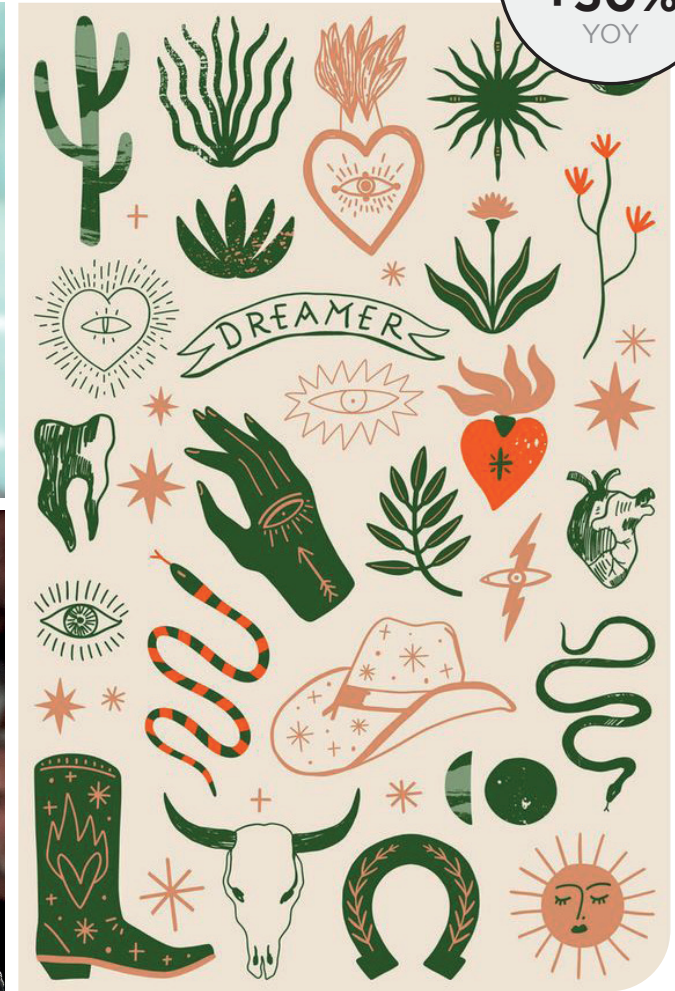
Illustrated Riviera prints capture the essence of coastal luxury with a whimsical touch. Expect to see scenic illustrations of Mediterranean landscapes, featuring charming seaside villages, yachts, and lush palm trees, all rendered with retro sketch effects. These prints will be depicted in soft pastel hues and vibrant colors, evoking the relaxed yet sophisticated atmosphere of the Riviera. Perfect for adding a touch of vacation-inspired elegance, these designs bring a playful and stylish flair to both casual and resort wear



dior-men-spring-2025-.webp



dior homme.webp



Annie Konst.jpg

NAÏFE DRAWINGS - KIDULT - NOSTALGIA

These naive prints remind us of children's drawings, taking us back to our childhood and a certain nostalgia for a happy and carefree time. The stylized motifs lead to a simplification of forms and a more symbolic and somewhat minimalist message. In total contrast to hyperrealist prints, naive prints bring a new, more simplistic look at reality. We probably need it today in an increasingly complex world.



+32%
YOY



PLEASURES.webp



msgm-5.jpg



Untaged.png

PHOTO MANIA - HYPERREALISM - MACRO

Photo Realism prints make a striking impact with their hyper-detailed imagery. Expect to see designs featuring lifelike depictions of natural landscapes, cityscapes, and intricate textures, rendered with astonishing precision. These prints will utilize vibrant colors and high-definition clarity to create an almost three-dimensional effect. Perfect for those who appreciate artful sophistication, these prints bring a bold and visually captivating element to both casual and formal attire.



Marco Rambaldi_.png



milano-m-str-s25-0372.jpg



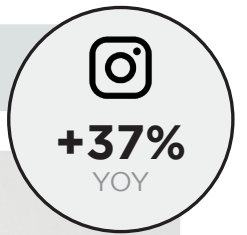
@alenashymchonakart.jpg

RETRO RIVIERA - VINTAGE DRAWING - SUMMER NOSTALGIA

Illustrated Riviera captures the essence of coastal luxury and resort styles. Expect to see scenic illustrations of Mediterranean landscapes, featuring charming seaside villages, yachts, and lush palm trees, all designed with a sketch effects. These prints will be depicted in soft pastel hues and vibrant colors, evoking the relaxed yet sophisticated atmosphere of the Riviera. Perfect for adding a vacation-inspired twist, these designs bring a playful and stylish flair to both casual and resort wear

EARLY SIGN

ARTSY GEOMETRIC ABSTRACTION



TodSnyder.webp



première-vision.jpg



bershka.jpg

NEO GEOMETRICS - ARTISTIC - RETRO VIBE

The new geometrics are imbued with an artistic spirit, designing flat-colored shapes that, from extreme two-color contrasts, can also mix several colors in monochrome or multicolor. Modernist squares, retro circles or elemental shapes, they always bring us back to a certain simplicity and naive spirit that emerges strongly from SS25 print trends.



+2%
YOY



yohji-yamamoto-spring-2025-.webp



IMG_8196.jpg



Ann Demeulemeester.jpg

MINIMALISM - JAPANESE FLAIR - THE SIX OF ANTWERP

The minimalism in 2000 emphasized simplicity, stripping away excess. Black and white prints captured stark contrasts and elegant lines, evoking a sense of timelessness and clarity. These prints focused on essential elements, inspired by avantgarde and rebellion, creates powerful visual statements. This aesthetic celebrated the beauty of essentialism, merging modernity with a Y2K vibe.

EARLY SIGN

ANIMALIER ZEBRA STRIPES



+2%
YOY



Jacquemus.jpg



bluemarble-spring-25-mens.webp



celine homme@mrporter.avif

BLACK & WHITE - OPTICAL - NEW STRIPES

For Spring/Summer 2025, the classic zebra print combines the classic stripe with an optical illusion. Expect to see bold black-and-white patterns reimagined with dynamic, eye-catching distortions from blurred to optical. These prints create a striking visual effect, merging traditional animal motifs with a contemporary, avant-garde flair. Perfect for making a statement, these designs bring a daring and modern edge to both casual and formal menswear to be paired to classic b&w stripes as Jacquemus show.

BIG TREND

ANIMALIER OPULENT CHEETAH



+114%
YOY



BlueMarble_webp



kennry.com.jpg



topman.png

OPULENT SOPHISTICATION - STATEMENT PIECES - LUXURIOUS TWIST

For Spring/Summer 2025 men's fashion, Opulent Cheetah prints infuse classic animal patterns with a luxurious twist. Expect to see the iconic cheetah spots reinterpreted in rich, bold colors and intricate detailing, creating a sense of grandeur and sophistication. These prints will feature a mix of deep hues and metallic accents, adding a touch of opulence to everyday and evening wear. Perfect for the fashion-forward man, these designs exude confidence and elegance, making a powerful style statement for the season.



+20%
YOY



-bershka-.jpg



zadig&voltaire.avif



@chiclara.webp

INCLUSIVITY - CUTE or ROCK- FRIENDSHIP

The trends are increasingly imbued with the animal world from the increased use of leather for ready-to-wear, to fur and fakefurs, even patterns imitate skins or even represent animals themselves. The dog and cat are favored elements because they are a symbol of faithful and inclusive friendship. These animals can play between cute and rock effect depending on the brand DNA.



+32%
YOY



mango.avif



moschino-spring-25-mens.webp



-mango.avif

ODE TO ITALY - PORN FOOD - PLAYFUL

For Spring/Summer 2025 the pleasure of food is back on placed print as an ode to Italy, the favorite destination for summer vacation. Tomato is at the center stage, with „pasta al sugo“ staining the white cotton tank tops of food lovers. Everything that is sun-ripened and makes up the Mediterranean diet seems to interest and delight consumers.



+67%
YOY



Pitti-m-str-S25-0326.jpg



masterpiecelondon.jpeg



@ceramiclovers.jpg

ANTIQUITY - SOFT CONTRASTS - PRIMAL

Symbolism graphics explore antique symbols with a contemporary twist. Expect to see prints featuring ancient symbols rendered in soft contrasts and elemental compositions. These designs evoke a sense of mystery and heritage, adding a sophisticated and meaningful layer to casual and formal attire. Perfect for those who appreciate history and depth in fashion, these graphics offer a subtle yet impactful way to express individuality and cultural intrigue



+22%
YOY



@carnebollente.jpg



JADED_10.jpg.webp



@sickymag.jpg

BOLD EXPRESSION - PROVOCATIVE CLAIMS - WITTY SLOGANS

Erotical Ironic graphics make a bold statement with typographic provocative claims. Expect to see prints featuring witty and controversial slogans or phrases rendered in bold fonts and artistic layouts. These designs challenge societal norms and provoke thought, adding a rebellious and edgy flair to casual and urban-inspired outfits. Perfect for those who embrace bold expression and cultural critique in fashion, these graphics serve as a platform for provocative storytelling and individualistic style.

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

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