



MENSWEAR
SS 2025
FASHION SHOWS
**TOP PRINTS &
PATTERNS**



LIVETREND

SS25 PRINTS & PATTERNS INTRODUCTION



Dior 12.png



Dolce & Gabbana38.jpg



Gucci 46.jpg



FASHION SHOWS

A gentle twist. For SS25, menswear prints held steady compared to the previous summer season, appearing in over 657 looks. Stripes made a notable impact, enhancing maritime and linen aesthetics with their classic appeal. Plaids were adapted for summer, adding a heritage country vibe with lighter fabrics and softer colorways. Though florals saw a decline, they were updated with bold, large blooms in vibrant, unconventional colors, injecting freshness into the trend. Bloke core emerged prominently, characterized by sporty badges and logos that convey a sense of athletic nostalgia. Artistic expression remained pivotal, with hand-drawn or surreal references adding a unique, creative touch to collections. Faces depicted in Polaroid-style prints brought a nostalgic yet modern element, while naive animal motifs injected a sense of joy and playful irony, offering subtle subversion. A new trend emerged with outline prints that create optical illusions, adding depth and intrigue to menswear. This season's prints strike with contemporary twists on classic motifs and a more laid-back, soft feel as compared to the bold and grungy seasons before.

This report is based on data extracted from the Spring/Summer 2025 of NY, London, Milan, London and Paris with 100 collections analyzed and 20000 products scanned by AI. The % shows the trend growth compared to SS24. Find the relating icons & stamps on the last slide

[ACCESS ALL IMAGES
CLICKING HERE](#)

SS25 RESORT STRIPES

BIG TREND



Gucci 37.jpg



Bluemarble 28.jpg



Wales Bonner 27.jpg



Namesake 29.jpg



Gucci 37.jpg

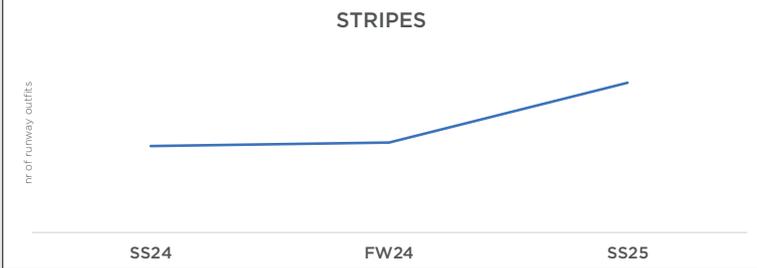


craig-green-spring-webp



MSGM 3.jpg

410
LOOKS



+73%
YEAR ON YEAR



SS25 SUMMER PLAIDS

BIG TREND



MAISON MIHARA YASUHIRO 23.jpg



Wales Bonner 48.jpg



8on8 3.jpg



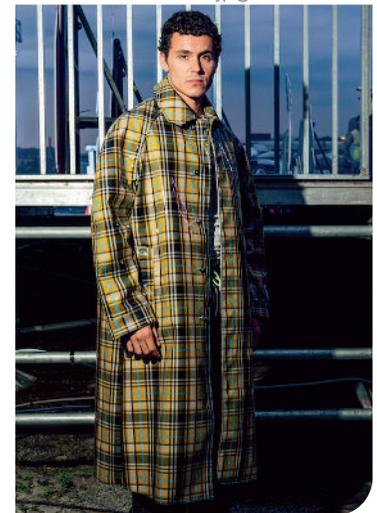
Fendi 8.jpg



AMi Paris12.jpg



Auralee 19.jpg



PDF 1.jpg

290
LOOKS



+174%
YEAR ON YEAR

SS25 BOLD HOLIDAY BLOOM

STABLE TREND



Dries van Noten 31.jpg



Wales Bonner 30.jpg



Dhruv Kapoor 2.jpg



System 13.jpg



Gucci 4.jpg



Etudes14.png



MSGM 44.jpg

121
LOOKS



-29%
YEAR ON YEAR

SS25 HOMAGE TO THE ARTIST

SAFE TREND



oamc.jpg.avif



houseofcenmars.jpg



Magliano 34.jpg



Dhruv Kapoor 25.jpg



Undercover -27.jpg

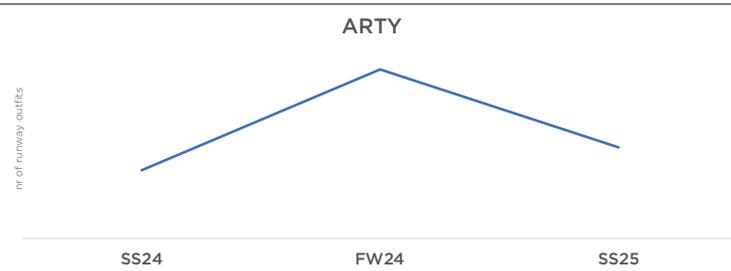


Dior 43.jpg



prada men ss25.webp

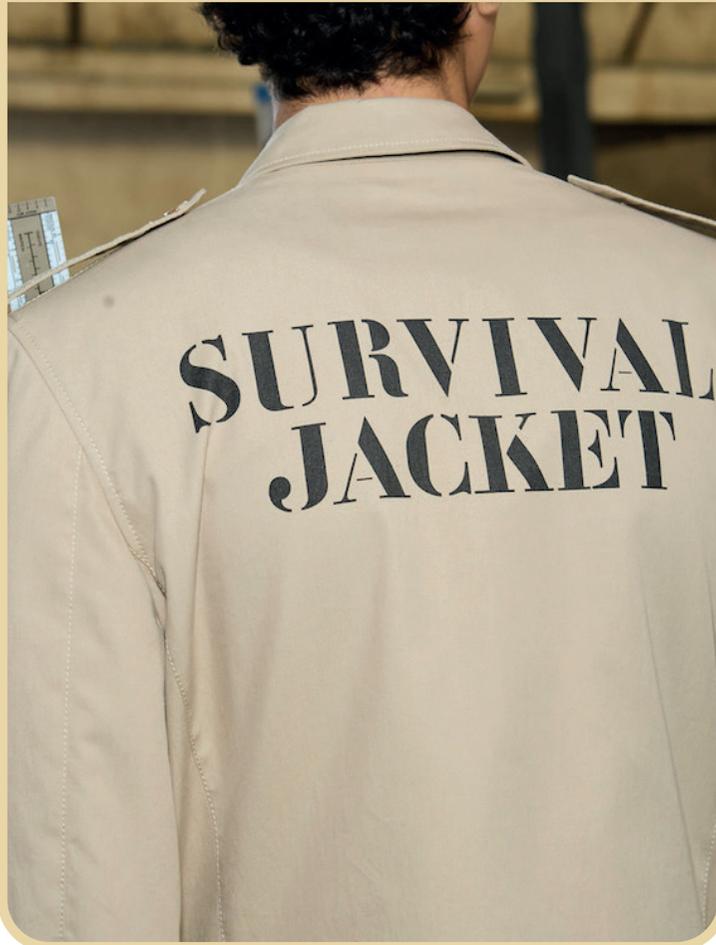
90
LOOKS



+34%
YEAR ON YEAR

SS25 IRONIC STATEMENTS

STABLE TREND



moschino.jpg



iwanderson2.jpg



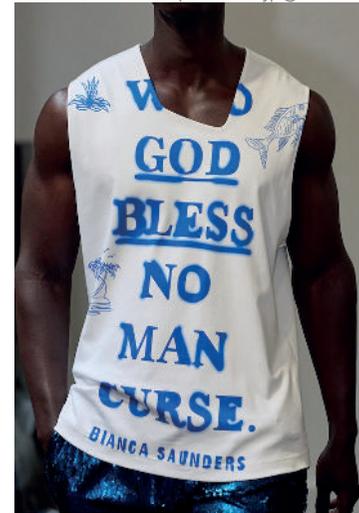
Dhruv Kapoor 31.jpg



msgm.jpg



Bluemarble 6.jpg



bianca saunders



awge.png

66
LOOKS



+16%
YEAR ON YEAR

SS25 NAIVE ANIMALS

SAFE TREND



Dior 19.jpg



David Koma 7.png



Dior 40.jpg



Paradis 20 2.jpg



MSGM 41.jpg

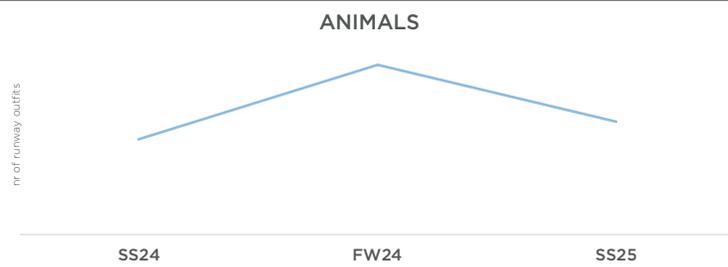


OAMC 2.jpg.avif



MSGM 33.jpg

50
LOOKS



+19%
YEAR ON YEAR

SS25 BLOKECORE

LAST CALL



Fendi 22.jpg



Eytys 12.png



Fendi 49.jpg



Martine Rose 22.jpg



Masu 17.jpg

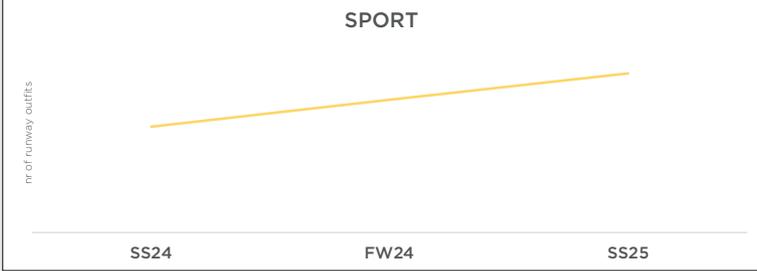


Awge 5.jpg



Vuitton 35.jpg

30
LOOKS



+17%
YEAR ON YEAR



SS25 PORTRAIT MODE

STABLE TREND



Martine Rose 19.jpg



Lazoschmid4.png



Sacai14.jpg



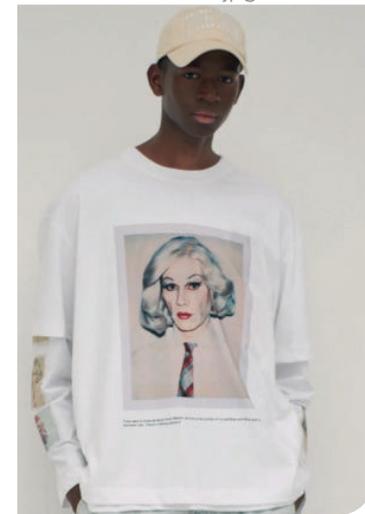
Masu 20.jpg



oamc.jpg (1).avif

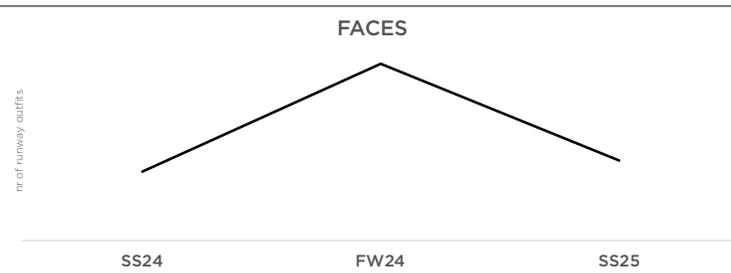


Magliano 50.jpg



Etudes17.png

26
LOOKS



+16%
YEAR ON YEAR

SS25 CAMO COOL

EARLY SIGN



Martine Rose 6.jpg



alyx-spring-25-webp



Undercover -51.jpg



Blumarine 21.jpg



joeone

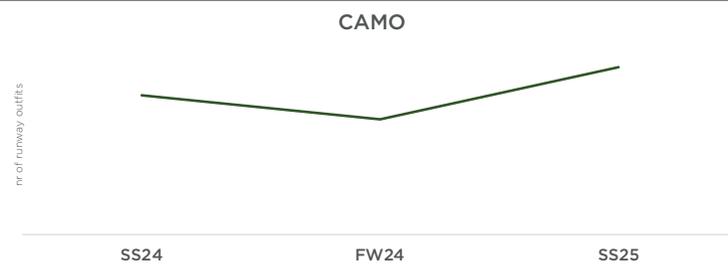


Undercover -46.jpg



Hermes 31.jpg

17
LOOKS



+20%
YEAR ON YEAR

SS25 ANIMALIER

EARLY SIGN



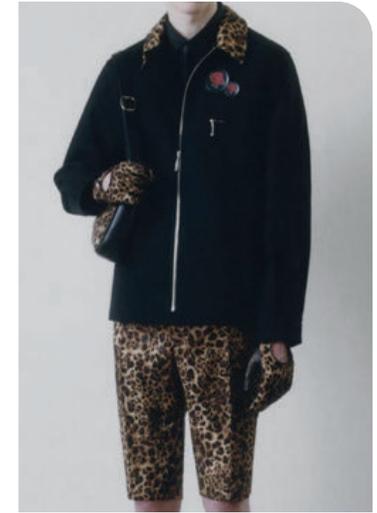
Tom Ford 1.png



Jordan Luca 20.jpg



Dries van Noten 55.jpg



Ernest W Baker 9.png



Wales Bonner 53.jpg

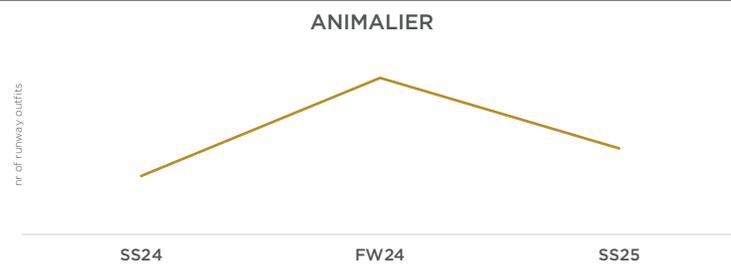


Kidill 2.jpg



Moschino 43.jpg

17
LOOKS



+20%
YEAR ON YEAR

SS25 PRINTS **EARLY SIGNS**

ILLUSIVE OUTLINES



Feng Chen Wang 23.jpg



Axel Arigato 2.png



IFM3.png



Jeanne Friot 6.jpg

OPTICAL



gucci-spring-2025-menswear.webp



gucci.webp



Paradis 21.jpg



Vuitton 77.jpg

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

week 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



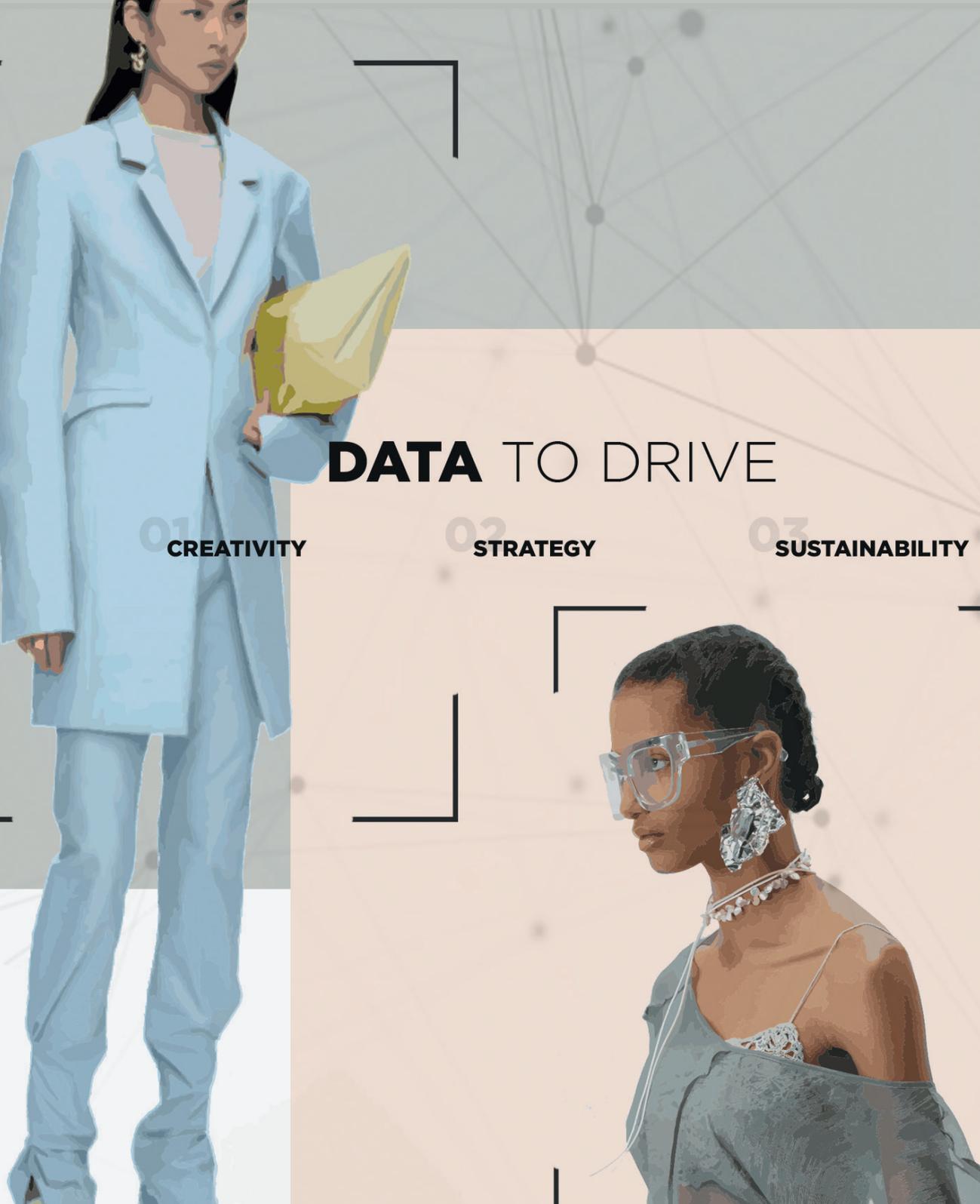
INVEST

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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