



**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

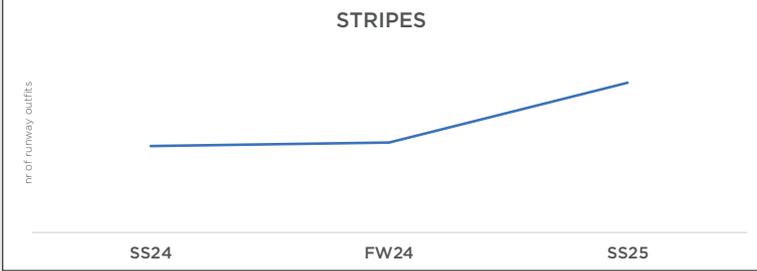


craig-green-spring-webp



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



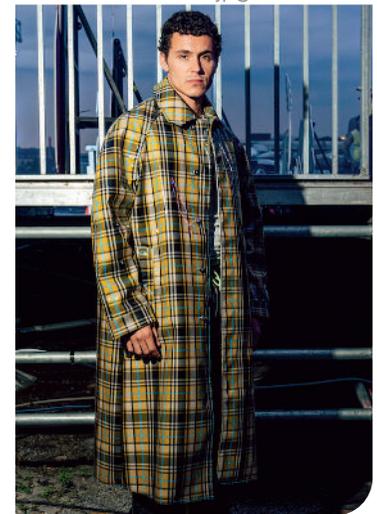
Fendi 8.jpg



AMi Paris12.jpg

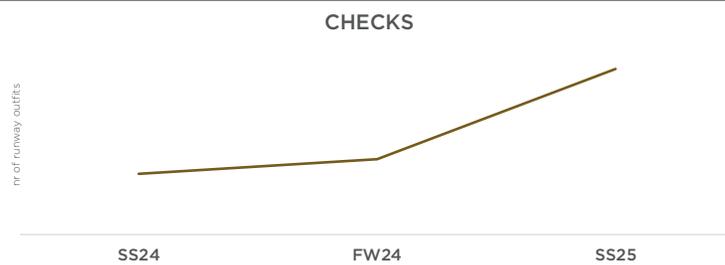


Auralee 19.jpg



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

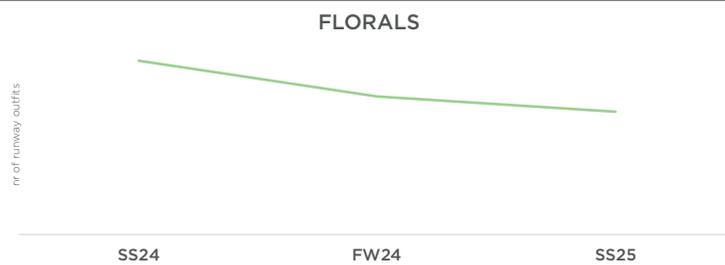


Etudes14.png



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

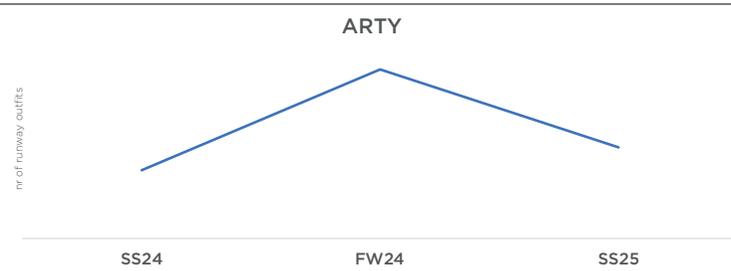


Dior 43.jpg



prada men ss25.webp

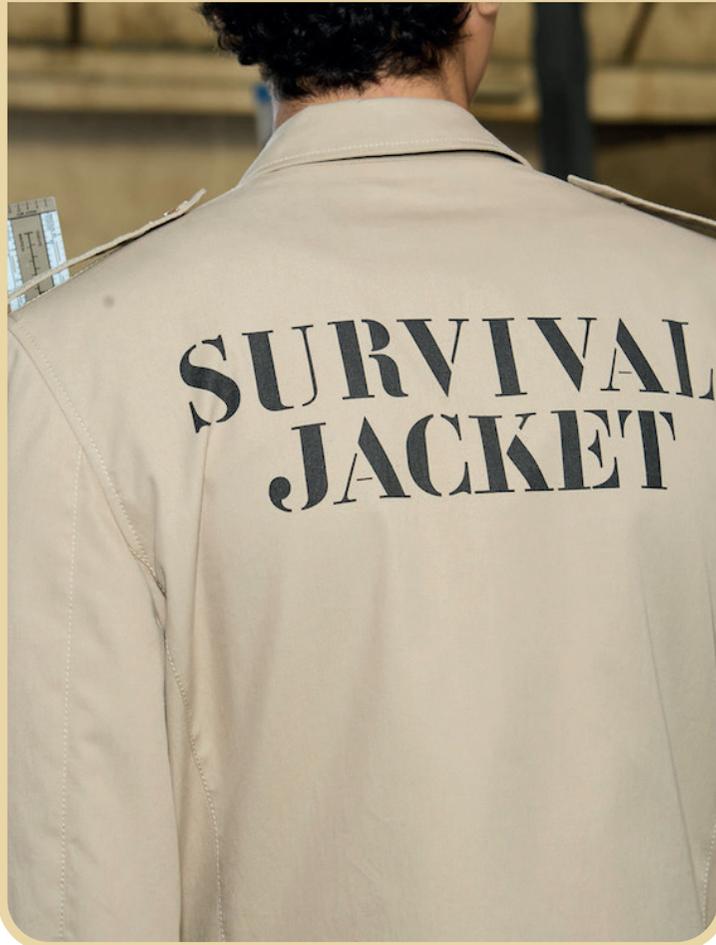
**90**  
LOOKS



**+34%**  
YEAR ON YEAR

# SS25 IRONIC STATEMENTS

## STABLE TREND



moschino.jpg



iwanderson2.jpg



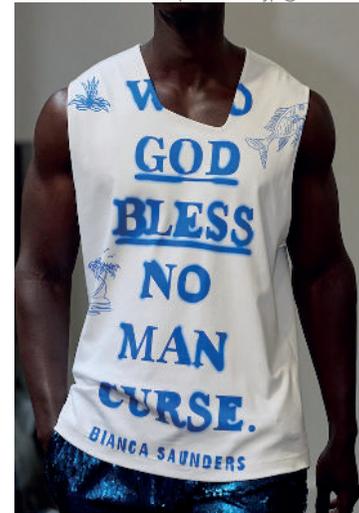
Dhruv Kapoor 31.jpg



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

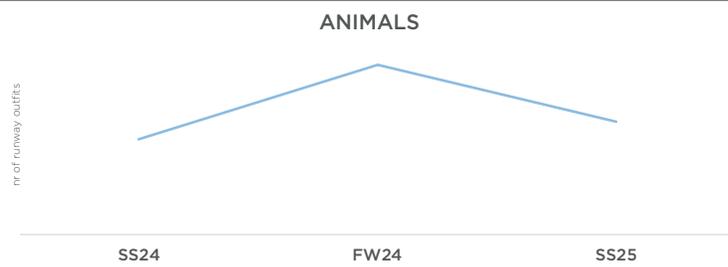


OAMC 2.jpg.avif



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

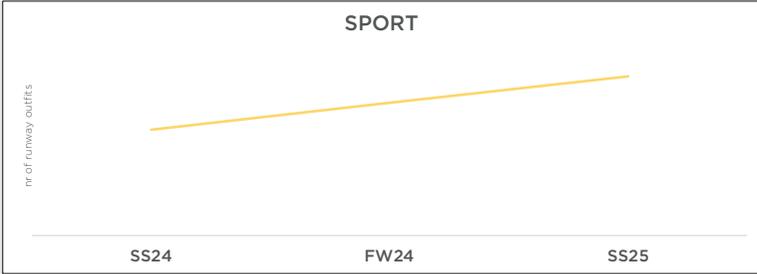


Awge 5.jpg



Vuitton 35.jpg

**30**  
LOOKS



**+17%**  
YEAR ON YEAR



# SS25 PORTRAIT MODE

## STABLE TREND



Martine Rose 19.jpg



Lazoschmid4.png



Sacai14.jpg



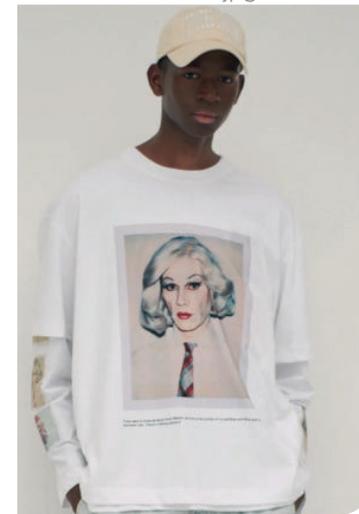
Masu 20.jpg



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

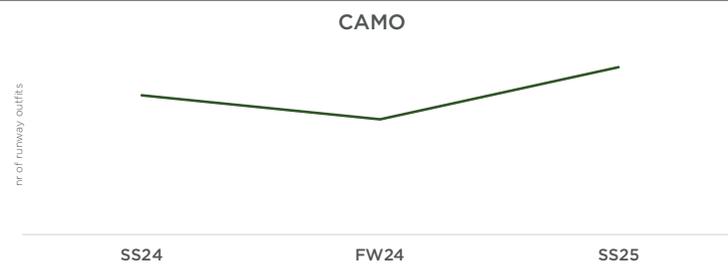


Undercover -46.jpg



Hermes 31.jpg

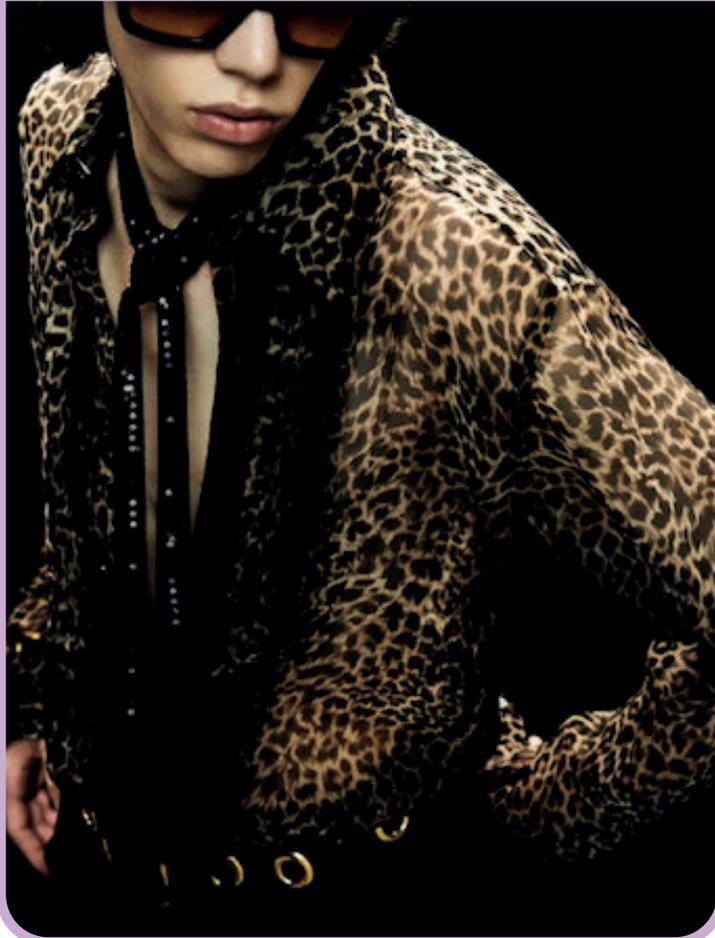
**17**  
LOOKS



**+20%**  
YEAR ON YEAR

# SS25 ANIMALIER

## EARLY SIGN



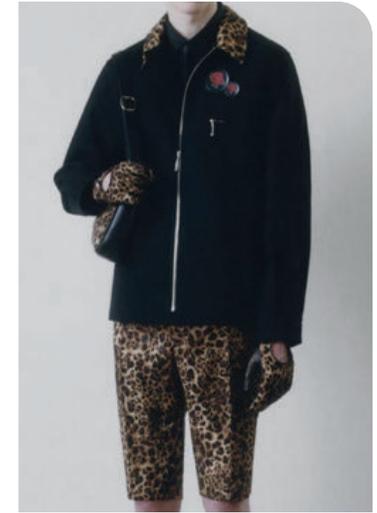
Tom Ford 1.png



Jordan Luca 20.jpg



Dries van Noten 55.jpg



Ernest W Baker 9.png



Wales Bonner 53.jpg

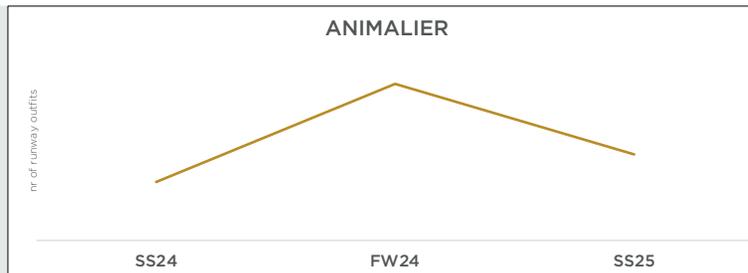


Kidill 2.jpg



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



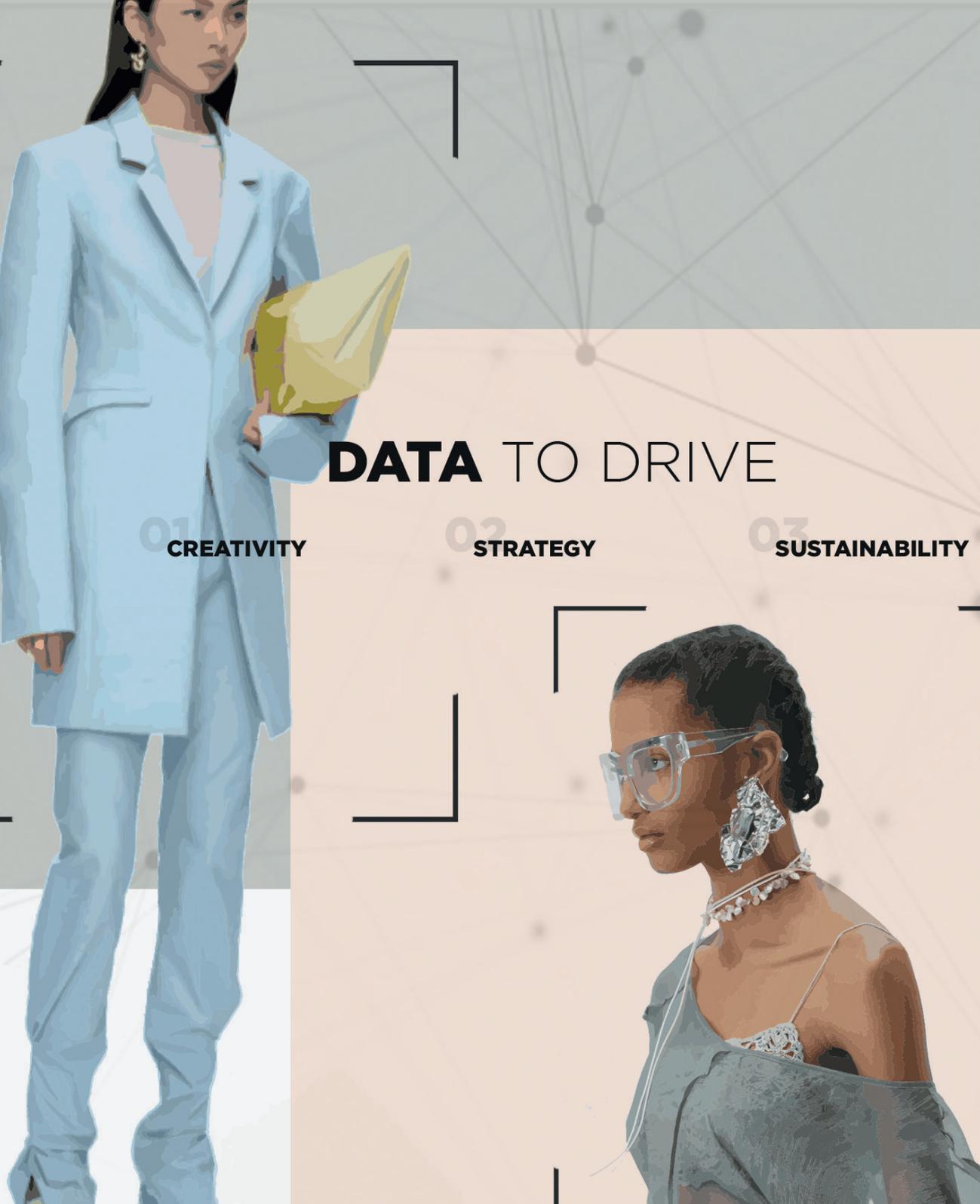
### INVEST

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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