



**MENSWEAR**  
**SS 2025**  
**FORECASTING**  
**SOFT**  
**ACCESSORIES**  
**KEY ITEMS**



LIVETREND

# SS25 SOFT ACCESSORIES INTRODUCTION



diorxstussy.jpeg



paul smith SS24.jpeg



CMMN\_SWDN2.jpg



Etro.jpg



## FORECAST

**Outdoor & Genderless.** The Spring/Summer 2025 men soft accessoires offer comfort and practicality giving a fashionable angle to both indoor and outdoor looks. Emphasizing the importance of the quality and finishing, the choices are driven by natural and responsible materials. The growing popularity of outdoor activities will stimulate demand for hats and hair accessories that are intended to be functional and protective, while at the same time adding a fashion and commercial dimension. Customization will be a concrete driver of purchase for the customers, as collab collections blending luxury brands with street or arty favourite emerging ones. Foulards are set to have a moment in SS25, embodying the omnipresent genderless attitude in fashion. Men are increasingly exploring traditionally women's products to create fresh and innovative looks, blurring the lines of traditional norms and embracing a more inclusive approach to style and self-expression.

*This forecasting report is realized crossreferencing LIVETREND data from several sources to empower the expertise of our Trend Analysts to forecast the trends with concrete and quantitative information. Find the related data sources and icons on the last slides.*

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# SS25 KEY ITEMS BASEBALL CAP



MANIFEST



DSquared2SS24.jpg



F\_CE\_\_F\_CE5.jpg



\_percival\_menswear.jpg



archive.jpg



Gams\_Note\_gno\_mlnSS24.jpg

STABLE TREND

## THE ALL-OVER PRINT CAP



MANIFEST



apoc-store.jpeg



@alexanderdroth.jpg



@andrewgiogiades.jpg



Rhude.jpg



@dazed.jpeg

STABLE TREND

## THE CUSTOMIZED CAP

# SS25 KEY ITEMS BUCKET HAT



MANIFEST



ApcSS24-menswear.webp



@baumundpferdgarten.jpg



Etro (1).jpg



JW\_Anderson.jpg



coachella-sourceunknown.jpg

## THE RAW COTTON BUCKET

STABLE TREND



TEST



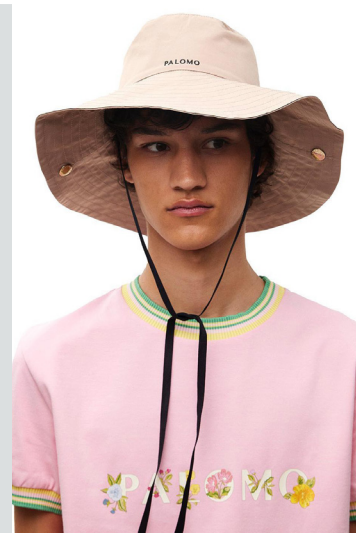
@arti.fictional.jpg



And\_Wander\_andwanderofficial.jpg



Maison\_Kitsune\_x\_And\_Wanderej.jpg



Palomo\_Spain.jpg



MsgmSS24.jpg

## THE PARK LIFE HAT

EARLY SIGN

# SS25 KEY ITEMS SUMMMER HAT



INVEST

## THE RAFFIA BUCKET



@dior\_dior.jpg



\_baema\_t\_boa.jpg



Browns\_Fashion.jpg



CMMN\_SWDN.jpg



CMMN\_SWDN2.jpg

EARLY SIGN



TEST

## THE SUNHAT



Huntism.jpg



F\_cking\_Young!.jpg



Pardo\_Hats.jpg



BillionaireSS24.jpg



kenzoSS2024menswearadegarwaywdbp

EARLY SIGN

# SS25 KEY ITEMS PRINTED SCARF



TEST



SNX\_Studio.jpg



Fashion\_Week\_Streets.jpg



Local\_Pattern1.jpg



Local\_Pattern.jpg



@qasimi\_official.jpg

BIG TREND

## THE SHOULDER SCARF



TEST



@commas.jpg



Etro.jpg



Hotel\_Franks\_By\_Camilla.jpg



Coachella2023SourceUnknown-2.jpg



givenchy.jpeg

EDGY TREND

## THE HEADSCARF

# SS25 KEY ITEMS SOFT ACCESSORIES



MANIFEST



Tekla.jpg



@commas\_1.jpg



etro.png



Dior\_MenPS24.jpg



F\_cking\_Young!\_1.jpg

## THE FOUTHA STYLE

SAFE TREND



TEST



@\_j.l\_a.l\_\_j.l\_a.l\_.jpg



PaulSmithSS24-2.jpg



@shaepulver.jpg



GucciAH24.jpg



Bottega\_Veneta\_hypebeast.jpg

## THE REWORKED CLASSIC TIE

EARLY SIGN

# SS25 KEY ITEMS BROOCH



MANIFEST

## THE JEWEL BROOCH



DolceGabanaAH24.jpg



DiorHommeSS24.jpg



amiriAH24.JPG



DiorHommeAH24.jpg



FashionWeekStreet0922\_pos\_fvs\_ch\_04\_001.jpg

BIG TREND



TEST

## THE STATEMENT FLORAL



JwandersonAH24-25.JPG



aknvasSS24.JPG



dolce gabanaSS24.jpg



FashionstreetSS24\_sourcunknown.JPG



canaku\_can\_mh\_aw24\_042-original.png

STABLE TREND



# SS25 KEY ITEMS AESTHETIC & USEFUL



## MANIFEST



Cotopaxi.jpg



Mm6SS24.webp



CahuParisSS24.webp



@C2H4.jpg



@twinshadban.JPG

## THE KEY TRIMS

BIG TREND



## TEST



FengChengWangAH24-3.jpg



@framechain.jpg



Coachella2023SourceUnkown-1.jpg



@whosismero.JPG



Coachella2023SourceUnkown.jpg

## THE DECORATIVE CHAINS

STABLE TREND

# SS25 KEY ITEMS BELT DETAILS

## THE REFINED COWBOY STYLE



INVEST



OfficineGénéraleSS24.jpg



streetfashion3sourceunknown.jpg



streetfashion2sourceunknown.jpg



Maison\_Boinet.jpg



streetfashion1sourceunknown.jpg

SAFE TREND



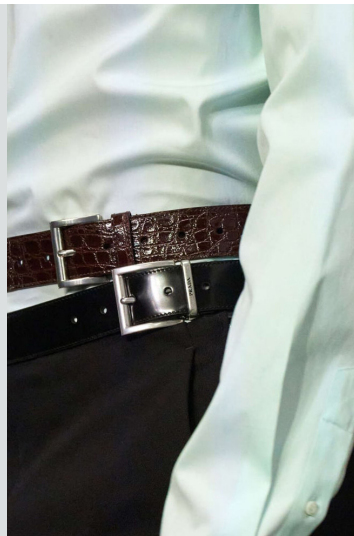
INVEST



@graphpaperframework.jpg



Ralph\_Lauren\_Purple\_Label\_ss24.jpg



PradaAH24.jpg



D\_heygere.jpg



Ralph\_Lauren\_Purple\_Label\_ss24.jpg

SAFE TREND

## THE CURATED ESSENTIALS

# 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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