



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_Wandere.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



kenzoSS2024menswearadegaunwaywdbp

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



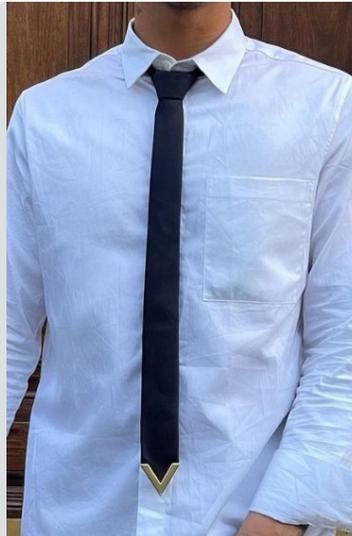
TEST



@_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

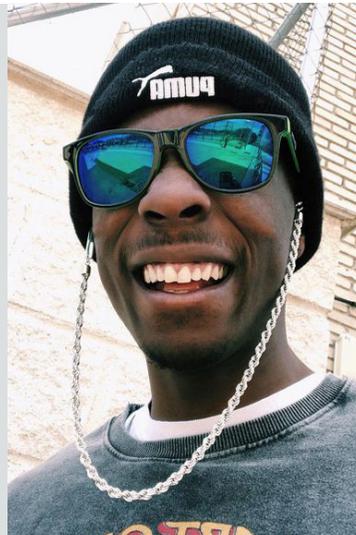
BIG TREND



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



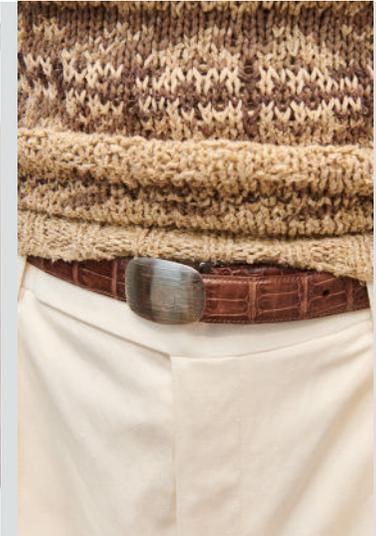
Ralph_Lauren_Purple_Label_ss24.jpg



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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