



MENSWEAR
SS 2026
FORECASTING
SHIRTS
& TOPWEAR
KEY ITEMS



LIVETREND

MEN SHIRTS & TOPWEAR SS26 INTRODUCTION



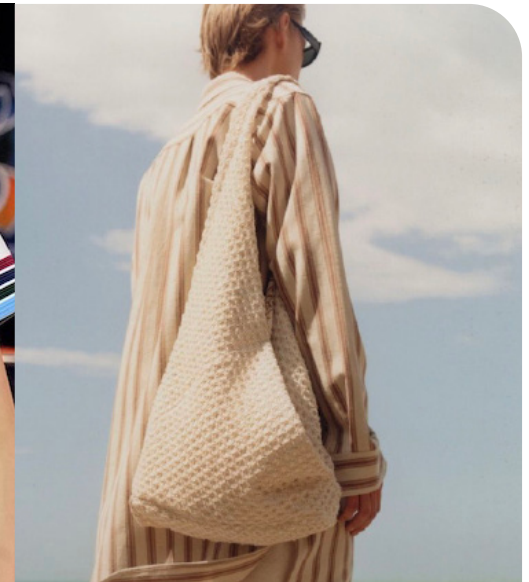
mrporter



Baziszt



dolce & gabbana



joeone



FORECAST

A dynamic topwear range.

The Spring/Summer 2026 menswear collections bring a retro vibe dominates, with holiday shirts showcasing tropical and immersive prints, perfect for evoking wanderlust. Yuppie leisure shirts are a standout piece, clean or striped, offering versatility when worn solo or layered to create an urban feel. Traditional white corporate shirts, though still a wardrobe essential, but give way to something more adventurous. Airy and sheer fabrics lend a breezy feel, while 3D embellishments add intrigue for evening wear. The influence of blue-collar workwear makes its mark through boxier silhouettes, utility details and more structured cottons that balance leisure and formal styles. Sporty baseball-style shirts bring a relaxed sporty flair, complementing the season's theme of versatility. Collars become a focal point, with pointed styles—either buttoned or pelle-à-tarte—taking prominence. Meanwhile, kaftan collars and tie-up designs introduce a modern edge to the lineup, blending structure with artistry. Dreamier collar designs, such as high-standing and foulard-inspired options, continue to captivate. With artisanal craftsmanship at the forefront, from embroidered kaftan designs to nostalgic prints, the SS26 collections celebrate an eclectic mix of textures and details, offering a variety of style for the city and the beach.

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.

[ACCESS ALL IMAGES
CLICKING HERE](#)

SS26 SHIRTS & TOPWEAR **TOP DETAILS**



TEST



marine serre

THE SHARP COLLAR



streetstyle paris ss25

EDGY TREND



TEST



armani

THE DRAPY V



cos (2).jpeg

EDGY TREND

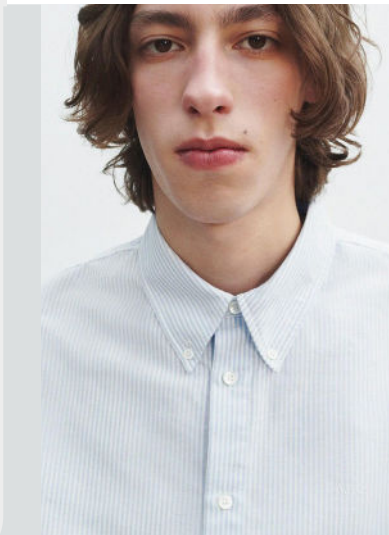


INVEST



Fendi_1.jpg

THE BUTTON-DOWN COLLAR



apc_paris

SAFE TREND



MANIFEST



John Richmond 7.jpg

THE SHORT SLEEVED



msgm

STABLE TREND

SS26 SHIRTS & TOPWEAR **SPOTLIGHT**



MANIFEST



INVEST



TEST

BOXY



andreafaccia.jpeg

BLUE COLLAR



@driesvannoten.png

KAFTAN



h&m

LONG SHIRT



Giorgio Armani 54.jpg

CROP



versace_2.jpg

TEXTURE



simonerocha__1.jpeg

This Trend Spotlight proposes the must-have products of the season to build the right assortment.

This selection is made to ensure that you have the right collection staples, invest in the right core pieces and test the right trendy items within your product range.

Find the full list of seasonal core items on the next slides.

BIG TREND

SS26 LEISURE COTTONS



streetstyle milano ss25_6.jpg



@charlinelumiere_19.png



christophejuville (1).jpeg



massimodutti (1).jpeg



paris-m-str-s25-1880.jpg



apc .jpg



paris-m-str-s25-1520.jpg

BIG TREND

SS26 SATIN HOLIDAY SHIRTS



commas5.png



SACAI1.png



streetstyle paris ss25 (2).jpg



Taakk 10.jpg



Drole de Monsieur 20.png



@mytheresamen_7.png



casablancabrand.jpeg

BIG TREND

SS26 **BOXY HELBOW SLEEVE**



cos.jpeg



MSGM copy.jpg



andreafaccia.jpeg



christophejuville (2).jpeg



Valette Studio1.jpg



attiresaint (1).jpeg



cos (2)_1.jpeg

STABLE TREND

SS26 CRISP CORPORATE



joeone.jpg



streetstyle paris ss25_2.JPG



alexsezdemora.jpeg



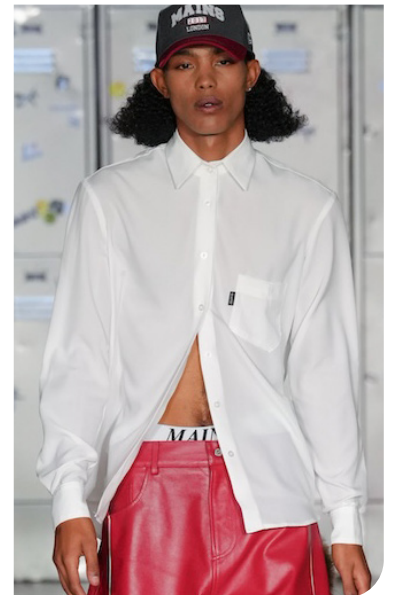
streetstyle milano ss25_10.jpg



streetstyle milano ss25 (2)_1.jpg



marlon.noah.jpeg



mains.jpg

SAFE TREND

SS26 BLUE COLLAR WORKWEAR



Fendi 58.jpg



wedressfair.webp



Bluemarble 23.jpg



acnestudios.jpg



streetstyle paris ss25_11.jpg



@lookwhatyoumademese6.jpg



@driesvannoten.png



casoperdido_1.jpeg



Nahmias.png



vetements (1).jpeg



paris-m-str-s25-1270.jpg



Fendi.jpg



nuterm_tokyo.jpeg



Neil Barrett.jpg

SAFE TREND

SS26 SLEEVELESS



irenisa_official (2).jpeg



Feng Chen Wang_1.jpg



alexanderroth (2).jpeg



calvin kelin



casoperdido.jpeg



Dolce & Gabbana.jpg



Vuitton.jpg



@dankarter _1.png



Berluti10.png



streetstyle milano ss25_1.jpg



marant



Dior 14.png



streetstyle milano ss25 (2)_3.jpg



louis gabriel nouchi.jpg



versace.jpg



Moschino 30.jpg



Zegna.png



prada (3).jpeg



coloro29.png



streetstyle milano ss25 (3)_1.jpg



dolce & gabbana.jpeg

EARLY SIGN

SS26 SHARP COLLAR



walesbonner_1.jpeg



@aitorlaspiur4.png



streetstyle paris ss25_4.jpg



tibi 1.jpg



mytheresa.men.jpeg



auralee



Willy Chavarria 23.jpg

SAFE TREND

SS26 ARTISANAL BOHO



Officine Generale.jpg



urban outfitters.webp



milano-m-str-s25-1459.jpg



Baziszt.jpg



streetstyle paris ss25_3.jpg



streetstyle London ss25.jpg



zara (2).jpeg

EARLY SIGN

SS26 **LONG SHEAT**



@commas4.jpg



topman.jpeg



Kiko Kostadinov 3.jpg



Miyake 2.jpg



Doublet.jpg



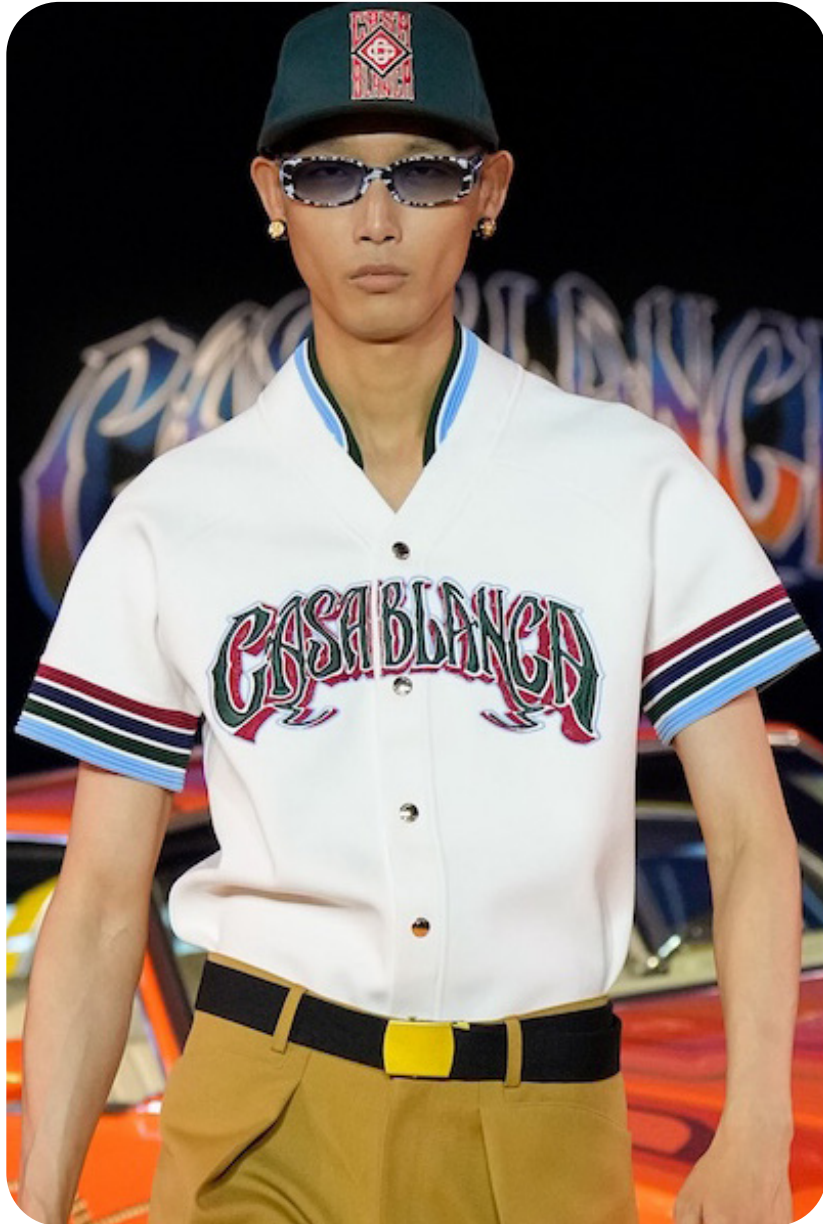
Giorgio Armani 54.jpg



Gucci 35.jpg

EARLY SIGN

SS26 BASEBALL STYLE



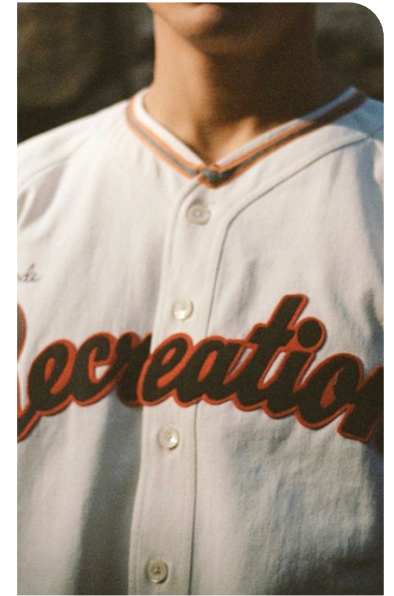
Casablanca.jpg



streetstyle milano ss25_2.jpg



Pitti Uomo ss25.jpg



@bode 1.jpg



streetstyle paris ss25.jpg



Wooyoungmi.png



walesbonner.jpeg

EARLY SIGN

SS26 ZIP-UP SHAKET



casoperdido_3.jpeg



cos_3.jpeg



bryderstudio.png



Auralee_1.jpg



massimodutti (2).jpeg



streetstyle milano ss25_13.jpg



han-kjoberhavn-chemise-grise-a-glissiere.jpeg



mytheresa.jpg

TIE BLOUSE



ori.rio.ori_5.png

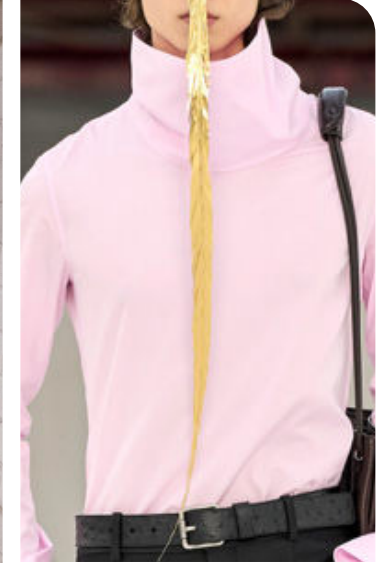


helen anthony_1.jpg



guang yu tim

HIGH-NECK BLOUSE



Loewe 1.png



lemaire

EDGY TREND

SS26 AIRY TRANSPARENCY



joeone 2.jpg



rocha



the row.jpeg



hermes_1.jpg



ferrari7.jpg



avenire.jpg



consistence 8.jpg

EDGY TREND

SS26 CROP-TOP



acne



versace 6.jpg



manièredevoir.webp



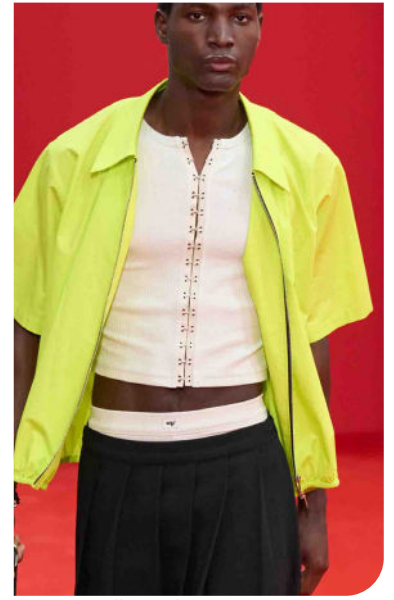
abercrombie&fitch.avif



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marcforne.jpeg



dhruv kapoor.jpg



@mytheresamen.png

SPARKLING



karl lagerfeld.webp



the kooples.webp



streetstyle milano ss25

FIL COUPÉ



simonerocha__1.jpeg



loewe

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

THANK YOU!

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