



MENSWEAR
SS 2026
FORECASTING
OUTERWEAR
KEY ITEMS



LIVETREND

OUTERWEAR SS26 INTRODUCTION



fendi



streetstyle paris ss25



kenzo



streetstyle paris ss25



FORECAST

Humble Charm.

The 2026 outerwear blends timeless classics with an innovative, functional twists, and a nostalgic nod to traditional craftsmanship. Minimal leather jackets continue to hold their ground but are joined by a blue-collar-inspired twist on suede styles, offering an authentic, rugged option. Multi-pocket fisherman parkas and rustic cabin coats add a sense of country utility, bridging the gap between urban and outdoor aesthetics. Airy performance wear introduces light cocoon-like, protective silhouettes in varying lengths that suit a range of climates and layering needs. Tailoring leans into „grandpa-core,“ embracing nostalgic summer plaids or durable, breathable linens that are perfect for warmer months. Sartorial minimalism takes shape in streamlined car coats and pared-down blouson jackets, delivering versatility and understated polish. Meanwhile, a refined military influence comes into focus with trench coats and officer jackets updated with a sleek, contemporary edge. Tweed Chanel Inspired jackets remain as an edgy, niche item, adding high-fashion flair for those seeking bold, standout pieces.

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](#)

TOP MATERIALS OUTERWEAR SS26



INVEST



fendi

LIGHT & SHEERS



8on8

SAFE TREND



TEST



amiri

TENDER DISTRESS



zara-58.jpg

EARLY SIGN



MANIFEST



prada6.jpg

WORN-OUT LEATHERS



acne

STABLE TREND

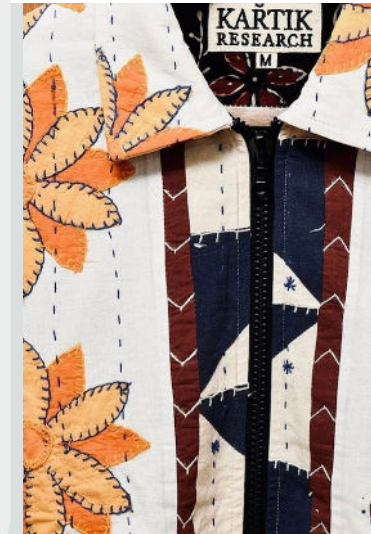


TEST



aimeleondore11.jpg

CRAFTY PATCHWORKS



sacai

EDGY TREND



TOP DETAILS OUTERWEAR SS26



MANIFEST



fendi

MILITARY DETAILS



8on8

BIG TREND

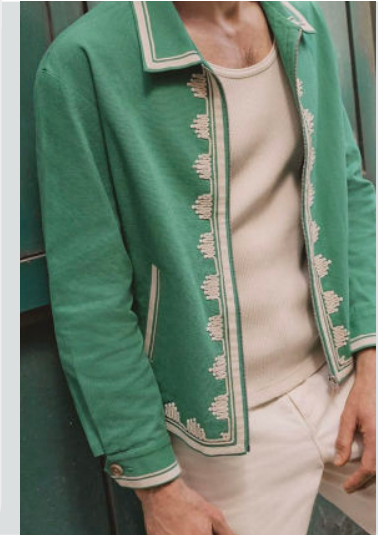


TEST



amiri

BOHO EMBELLISHMENT



@mytheresamen_6.png

EARLY SIGN



TEST



Kenzo -28.jpg

BUCKLE FASTENING

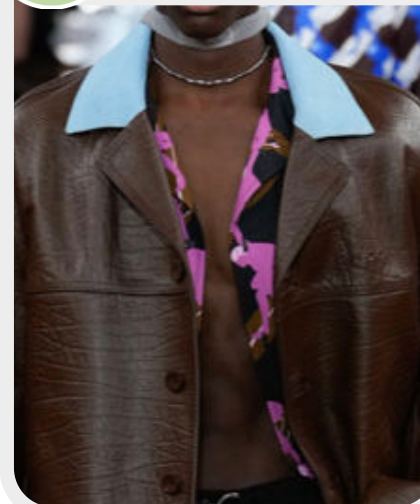


acne

EARLY SIGN

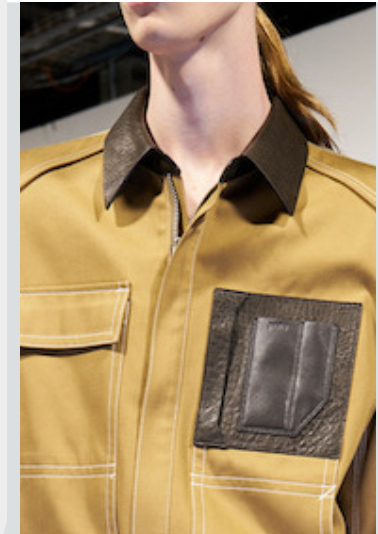


MANIFEST



Gucci.png

CONTRASTED COLLARS



sacai

STABLE TREND



OUTERWEAR SS26 **SPOTLIGHT**



MANIFEST



INVEST



TEST

SUEDE



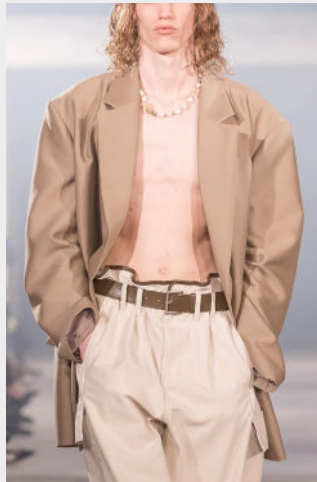
Zegna 4.jpg

CABIN JACKET



Hermes 17.jpg

SUMMER BLAZER



System1990

AIRY RAINCOAT



Miyake 6.jpg

MILITARY TRENCH



Tom Ford 3.png

ASYMMETRIC



Bed J.W. Ford.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.



KEY ITEMS
**LEATHER
JACKETS**



LIVETREND

SAFE TREND

SS26 THE SUEDE JACKET



zegna.jpg



massimodutti.jpeg



mytheresa.men.jpeg



versace 20.jpg



Auralee 9.jpg



aimeleondore10.jpg



Jacob Cohen1.png

OUTERWEAR

MENSWEAR

FORECASTING

SPRING/SUMMER 2026



STABLE TREND

SS26 THE SLEEK ZIP-UP



Sacai12.jpg



akindofguise.jpeg



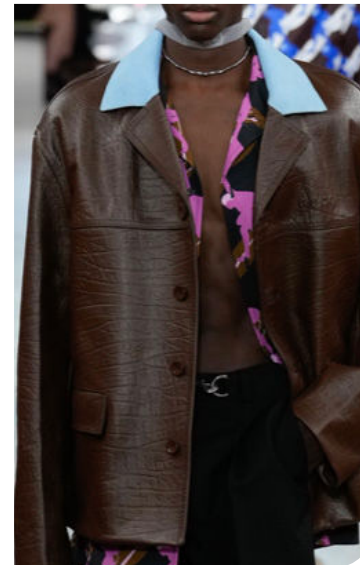
Zegna 14.jpg



drole de monsieur



vuitton.jpeg



gucci

CLASSIC LOOKS

REPTILE TEXTURE

OUTERWEAR

MENSWEAR

FORECASTING

SPRING/SUMMER 2026

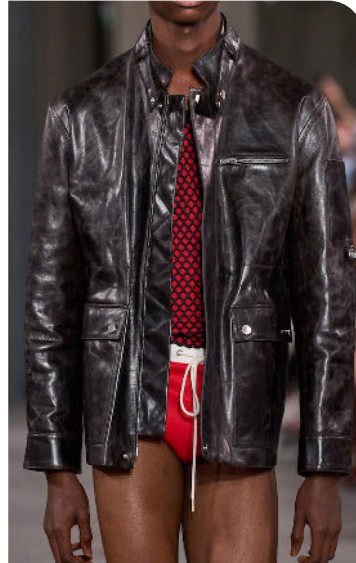


STABLE TREND

SS26 THE BIKER VIBE



Vuitton_1.jpg



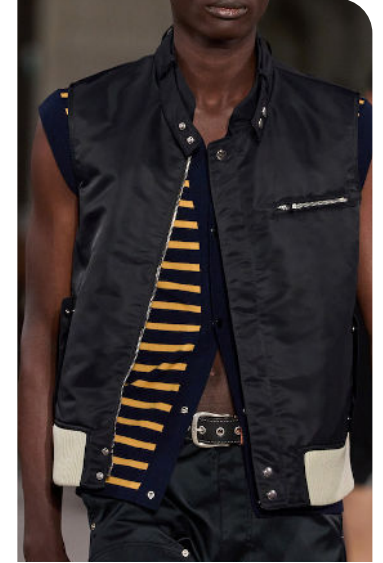
Wales Bonner 36.jpg



courreges.jpeg



Hermès



Wales Bonner_1.jpg



streetstyle milano ss25

FITTED SHAPE

SLEEVELESS

OUTERWEAR

MENSWEAR

FORECASTING

SPRING/SUMMER 2026





KEY ITEMS
**CASUAL
STYLES**



LIVETREND

BIG TREND

SS26 THE MINIMAL BLOUSON



Fendi 32.jpg



Joeone.jpg



Dior 45.jpg



hermès 3.jpg



zegna 2.jpeg



streetstyle paris ss25 1.jpg



dior 2.jpeg

OUTERWEAR

MENSWEAR

FORECASTING

SPRING/SUMMER 2026



BIG TREND

SS26 THE CABIN JACKET



01538364711-a1.jpg



francesco_cristiano.jpeg



fendi14 (1).jpg



System.jpg



carhartt.jpeg



Juun J 12.jpg



gucci.jpeg

OUTERWEAR

MENSWEAR

FORECASTING

SPRING/SUMMER 2026



STABLE TREND

SS26 THE NYLON BOMBER



JW Anderson.jpg



mrporter.jpeg



paris-m-str-s25-1720.jpg



Etudes8.png



streetstyle paris ss25_3.jpg



Feng Chen Wang.jpg



auralee

OUTERWEAR

MENSWEAR

FORECASTING

SPRING/SUMMER 2026





KEY ITEMS
OUTDOOR
STYLES



LIVETREND

STABLE TREND

SS26 THE HUNTSMAN PARKA



barbour4.jpg



Masu 19.jpg



System 6.jpg



Burberry 13.jpg



Wales Bonner 35.jpg



Ranra 7.png



dries van noten

OUTERWEAR

MENSWEAR

FORECASTING

SPRING/SUMMER 2026



SAFE TREND

SS26 THE WINDBREAKER



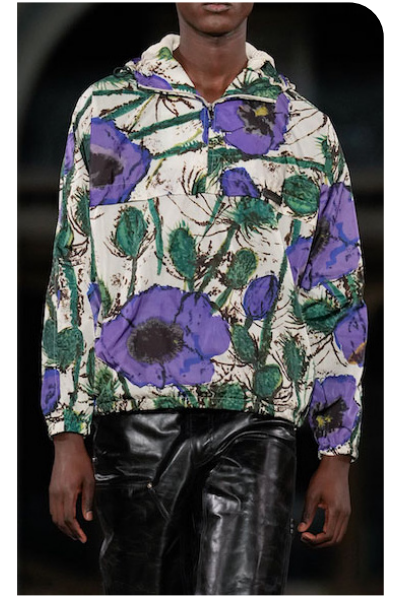
Wales Bonner 32.jpg



A Cold Wall.png



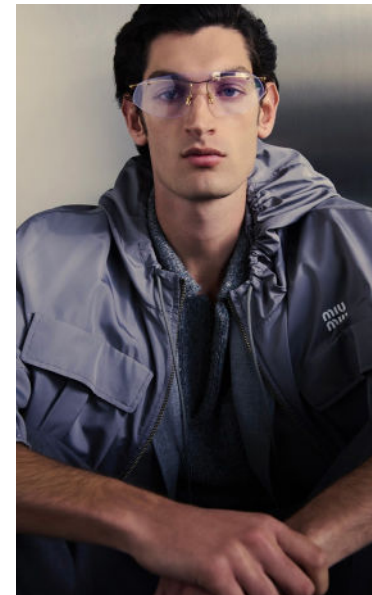
Hed Mayner 4.jpg



walesbonner4.jpg



mrporter_1.jpeg



miumiu.jpeg



aimeleondore

STABLE TREND

SS26 THE FUNCTIONAL VEST



kenzo_1.jpg



White Mountaineering_1.jpg



Woolrich 12.jpg



streetstyle paris ss25_4.jpg



streetstyle paris ss25 (2)_1.jpg



Kolor.jpg



paulbinam



BIG TREND

SS26 THE AIRY RAINCOAT



Dries van Noten 19.jpg



issey miyake.webp



Bianca Saunders.jpg



Corneliani.jpg



Cecile Bahnsen 9.jpg



dawei-po-s25-001-11478070.jpg



andwander_official

OUTERWEAR

MENSWEAR

FORECASTING

SPRING/SUMMER 2026





KEY ITEMS
TAILORING
STYLES



LIVETREND

BIG TREND

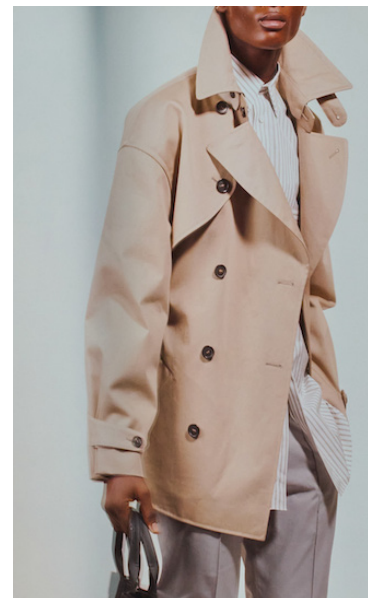
SS26 THE MILITARY TRENCH



Fendi 36.jpg



Tom Ford 3.png



Corneliani 4.jpg



Tods 4.png



Tods 10.png



Vuitton 55.jpg



federico cina 3.jpg



SAFE TREND

SS26 THE LIGHT MAXI TRENCH



fiorucci 3.jpg



LIVETREND AI MEN39.jpg



Fendi 59.jpg



Bottega Veneta 16.jpg



Dunhill 1.jpg



Dhruv Kapoor 4.jpg



dries van noten

BIG TREND

SS26 THE CAR COAT



dior (2).jpg



Dries van Noten 5.jpg



Alyx_2.png



heos 2.jpg



Wales Bonner.jpg



streetstyle paris ss25_7.jpg



mytheresa.men

OUTERWEAR

MENSWEAR

FORECASTING

SPRING/SUMMER 2026



SAFE TREND

SS26 THE CLASSIC BLAZER



@SYSTEM.webp



Fendi.jpg



Pitti Uomo ss25.jpg



Mfpen.png



cos_1.jpeg



Piiti Uomo ss25 2.jpg



Piiti Uomo ss25 1.jpg



SAFE TREND

SS26 THE SUMMER CHECKERED BLAZER



Bed Jw Ford_1.jpg



fendi_1.jpg



streetstyle paris ss25_6.jpg



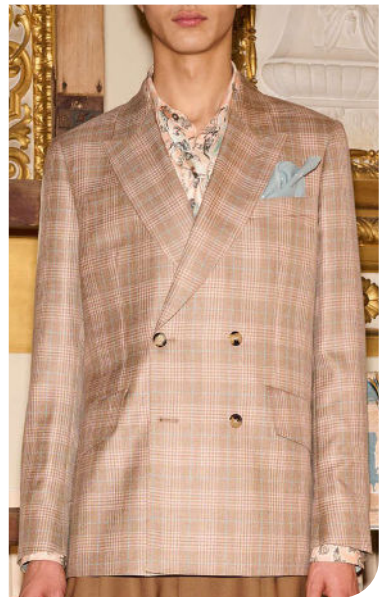
emporio armani.jpg



zara-61.jpg



amiri_1.jpg



paul smith.jpeg

OUTERWEAR

MENSWEAR

FORECASTING

SPRING/SUMMER 2026



SAFE TREND

SS26 THE CASUAL LINEN BLAZER



@nonamesc4.png



stan.jpg



Dior 58.jpg



Ziggy Chen 5.jpg



Ziggy Chen 9.jpg



Bed Jw Ford 17.jpg



sethcu.jpg.avif

OUTERWEAR

MENSWEAR

FORECASTING

SPRING/SUMMER 2026



STABLE TREND

SS26 THE DOUBLE-BREASTED BLAZER



Pitti Uomo ss25_1.jpg



Pitti Uomo ss25 (2).jpg



boglioli.jpeg



Brioni.jpg



fendi_1.jpg



streetstyle paris ss25 2.jpg



cos.jpeg



STABLE TREND

SS26 THE SATIN BOMBER



Amiri 6.jpg



Wooyoungmi_29.jpg



MAISONMIHARAYASUHIRO9.jpg



daley2.jpg.avif



@mytheresamen 11.jpg



Namesake 37.jpg



Drole de Monsieur 18.png

OUTERWEAR

MENSWEAR

FORECASTING

SPRING/SUMMER 2026



EARLY SIGN

SS26 THE OFFICER JACKET



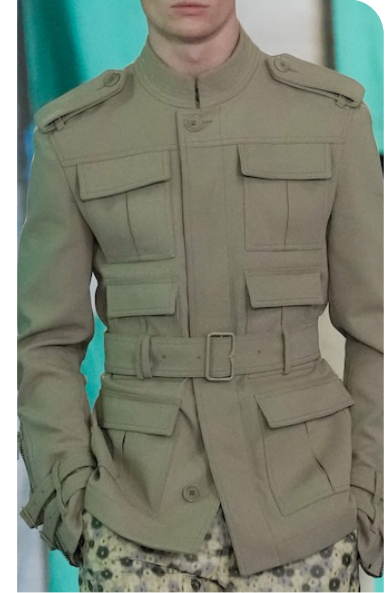
Dior.jpg



Kiko Kostadinov.png



m&s collection.avif



Burberry 8.jpg



armani.jpg



Doublet.jpg



-hackett-.jpg

EDGY TREND

SS26 THE ASYMMETRIC BLAZER



Bed J.W. Ford.jpeg

CROSS-NECK



dries van noten_1.jpg



KB Hong.jpg

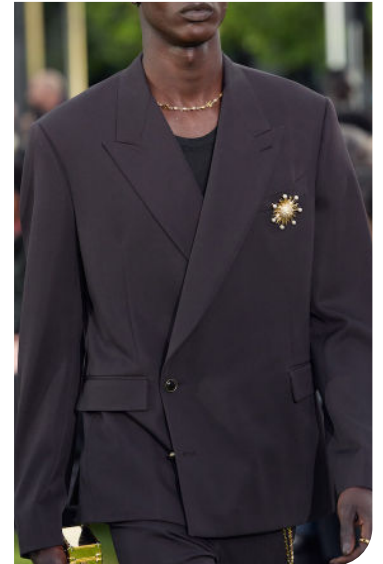


louis gabriel nouchi

CROSS-BODY



Kenzo.jpg



gucci

OUTERWEAR

MENSWEAR

FORECASTING

SPRING/SUMMER 2026



EDGY TREND

SS26 THE LADY TWEEDST



Bed Jw Ford.jpg



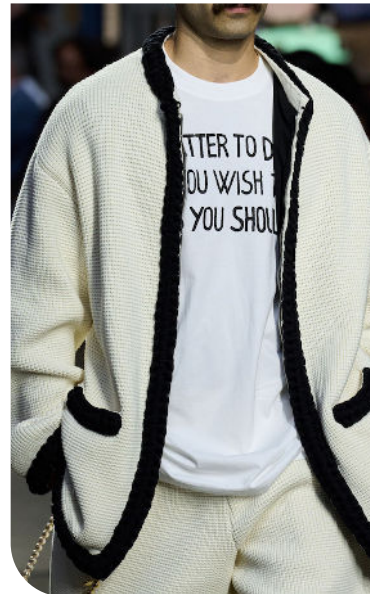
streetstyle milano ss25_1.jpg



Amiri.jpg



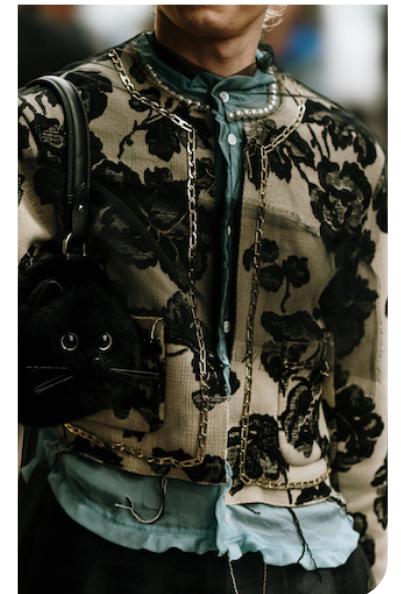
Undercover.jpg



Moschino.jpg



amiri (3).jpg



paris-m-str-s25-0257.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

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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