



MENSWEAR
SS25
UPDATE
TOPWEAR
STYLES &
DETAILS



LIVETREND

TOPWEAR UPDATE **INTRODUCTION**



DDM.webp



@mytheresamen5.png



urban outfitters33.webp



kardo.jpg



UPDATE

ARTISANAL ELEVATION.

For the upcoming season, topwear details take a refined yet artisanal approach, shifting away from basics to embrace a maritime-inspired aesthetic with soft, handcrafted updates. Subtle textures become key, with fabrics like linen, crinkled materials, and rustic openworks offering depth and dimension. Handmade finishes, seen in intricate embroideries and trims, add a personal, artisanal touch. And more delicate closures—such as lace-up and tie-up details—offer a softer contrast. Similarly, eyelets or lace inserts and details or subtle sheers create a more gentle topwear offer. In contrast, some rugged, utility-driven styles still impact the menswear top range. Blue-collar influences are prominent for those utility pieces, feeling a bit more retro, and turn into fisherman styles or micro-checked trucker styles, nodding to traditional, hardworking staples. These elements create a mix that balances delicate craftsmanship with utilitarian influences, appealing to modern tastes with a nod to heritage styling.

This report is based on Livetrend data extracted from online searches & e-commerce during June analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

**ACCESS ALL IMAGES
CLICKING HERE**

BIG TREND

BEACHBOY POLO

WWW
+56%
YOY

🛒
+17%
YOY



tommy hilfiger.jpg



Wales Bonner.jpg



Systemjpg.jpg



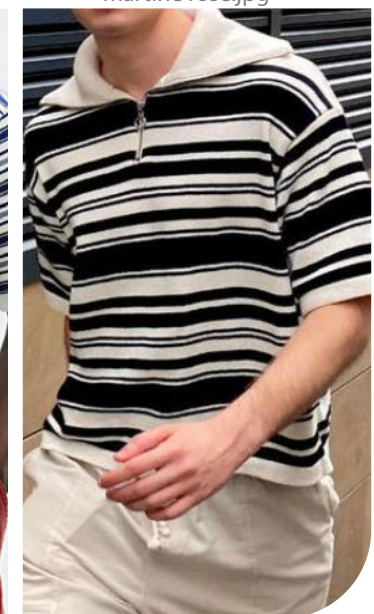
martine rose.jpg



lime.jpg



arket.jpg



@stojnicluka 2.jpg

BIG TREND

RUSTIC TEXTURE

www
+100%
YOY

+79%
YOY



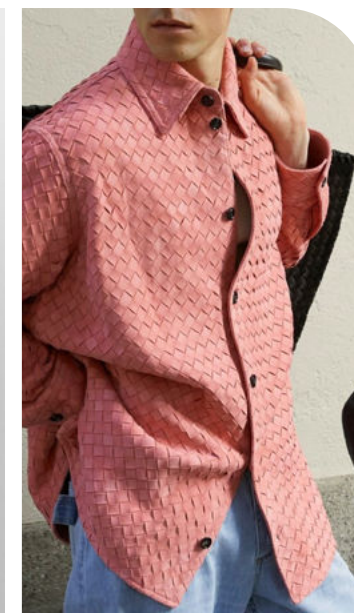
zara30.jpg.webp



sefr.jpg



bershka.jpg



@mytheresamen11.png



bershka.webp



urban outfitters2.webp



@mytheresamen2.png

STABLE TREND

OPTICAL BOWLING SHIRT

WWW
+1250%
YOY



@mytheresamen1.png



DRIES VAN NOTEN 4.avif



dries van noten.jpg



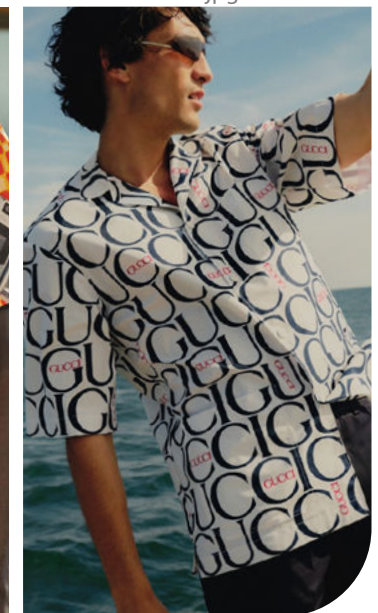
zara28.jpg



wacko maria.jpeg



paradis.jpg



@mytheresamen8.png

SAFE TREND

CROCHET POLO

www
+200%
YOY



Dolce & Gabbana30.jpg



pull and bear 9.jpg



João Pimenta.jpg



zara24.jpg.webp



zara23.jpg



zara_1.jpg



dolce and gabbana.jpg

SAFE TREND

EMBELLISHED FLORAL STYLE

www
+140%
YOY



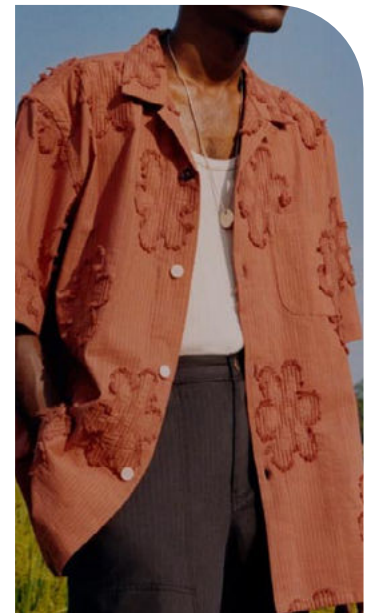
urban outfitters1.webp



amiri.jpeg



cmmn swdn 6.webp



made with craft.jpg



urban outfitters33.webp



Officine Générale.jpg



zara2.jpg

EARLY SIGN

MICRO-CHECK TRUCKER LOOK

www
+90%
YOY



Pierre Louis Mascia.jpg



@beo.jpg



@bigcaesar.jpg



uniformdisplay.jpg



zara6.jpg.webp



zara 2.jpg



urban outfitters3.webp

www
+140%
YOY



@hermes.jpg



BODE 2.avif



fendi.jpg



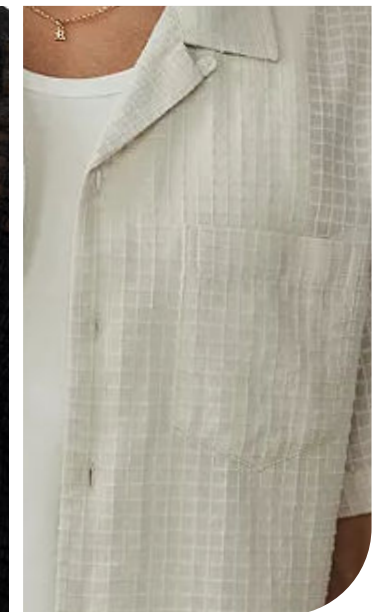
SATURDAYS NYC 2.avif



SEFR 12.avif



youth.avif



urban outfitters5.webp

SAFE TREND

DELICATE OPENWORK BUTTON-UPS

www
+60%
YOY


+46%
YOY



urban outfitters12.webp



simkhai.jpg



farm rio.jpg



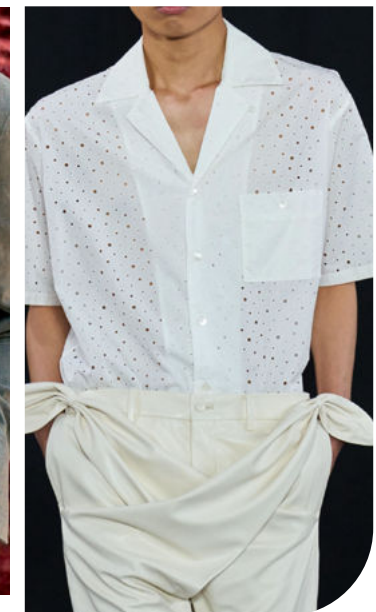
BODE 4.avif



hund hund.jpg



@mytheresamen7.png



8ON8.jpg

SAFE TREND

MINIMAL COLOR-BLOCK

www
+200%
YOY



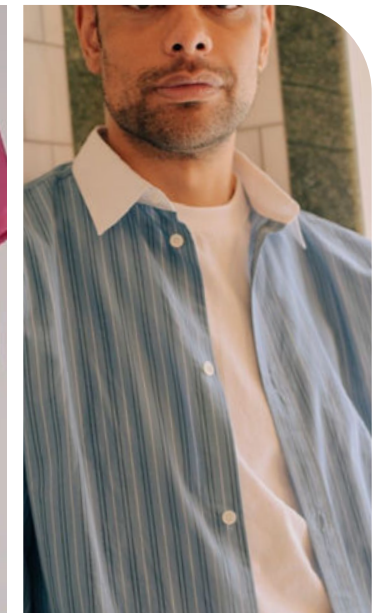
Maison Mihara Yasuhiro.jpg



pull and bear 3.jpg



fiorucci.webp



@mytheresamen6.png



@mytheresamen13.png



@stojnicluka.jpg



scotch and soda.webp

SAFE TREND

SLEEK FISHERMAN SHIRT

www
+71%
YOY



Études.jpg



garuda.jpg



prada.jpg



private policy.jpg



Joeone 2.jpg



off white.webp



Joeone.jpg

CRAFTED EMBROIDERIES

HAND STITCHED

+80%
YOY



clean cut copenhagen.webp



urban outfitters7.webp



wax london.jpg



HBX.jpg



anderson bell.webp

LOOSE YARN

+110%
YOY



@earlscollection.jpg

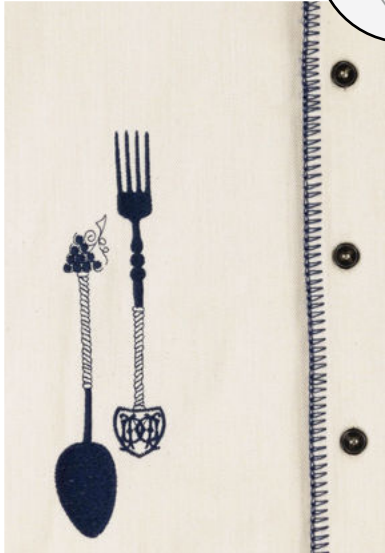
ICONIC OUTLINES

+26%
YOY

OVERLOCK STITCH



wax london 2.png



drole de monsieur.webp



holzweiler.webp



Joeone_1.jpg



Tuckshop_tuckshop.jpg

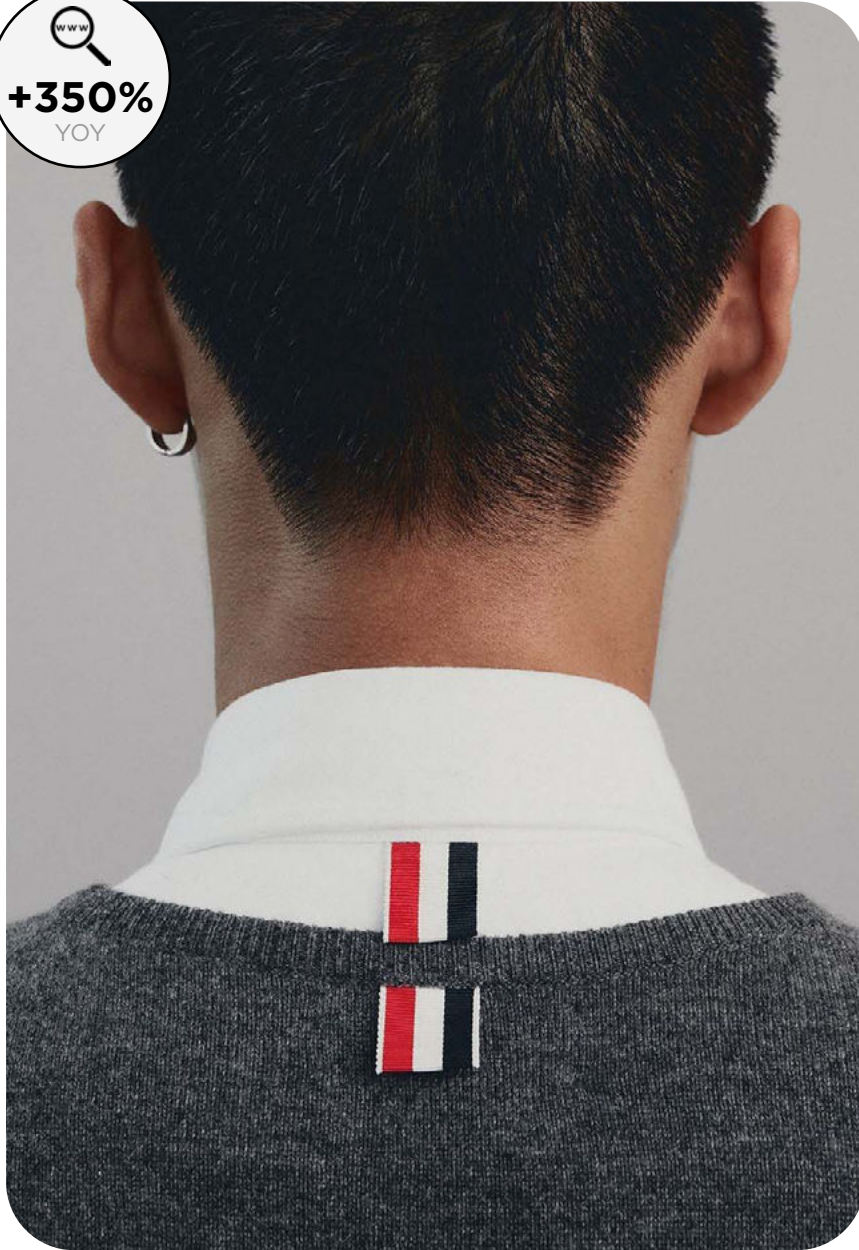
BOLD PIPING



Charless jeffery.jpg

EARLY SIGN

www
+350%
YOY



thombrowne.jpg

OUTSIDE LABELING



adererror.jpg



day and age.jpg



kenzo.jpg



bonatofficial.jpg



frank garcon.jpg



reese cooper 2.webp

NEO CLOSURES: TIE-UP

LACING

+93%
YOY



Munthe.jpg



bode 3.webp



streetsyle paris.jpg



@lej.london.jpg



Sean Suen.jpg

TENDER BOWS

+450%
YOY



Dior show.jpg

EDGY TREND

KIMONO CLOSURE

WWW
+90%
YOY



Sankuanz.jpg



visvim.webp



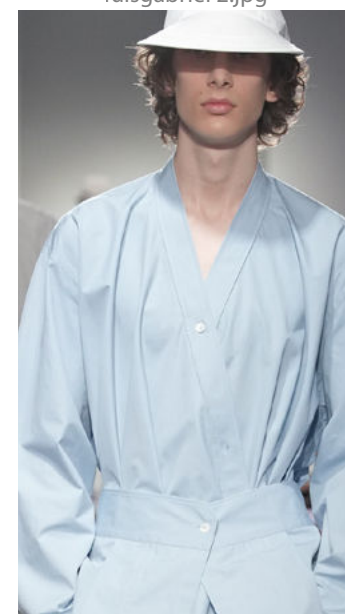
luisgabriel 2.jpg



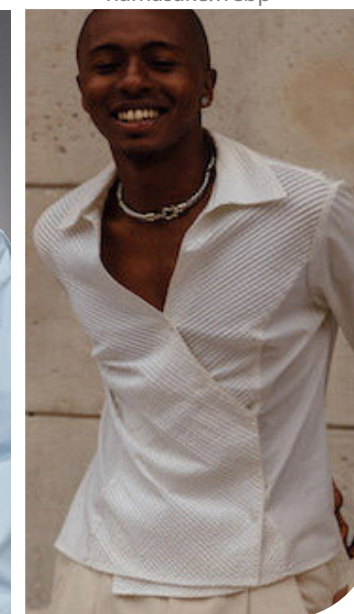
namasake.webp



KITH.webp



hed mayner 3.jpg



streetstyle paris.jpg

DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND GROWTH ON E-COMMERCE



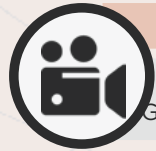
SOCIAL MEDIA

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

THANK YOU!

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