



**MENSWEAR**  
**PRE-FALL 2024**  
**FASHION SHOW**  
**TOP TRENDS &**  
**MUST-HAVES**



LIVETREND

# PRE-FALL 24 INTRODUCTION



DIOR5.jpg.webp



versace.webp



givenchy-.jpg



Diesel-20.png



## FASHION SHOWS

### Elevated Versatility

Pre-Fall 24 embodies a workwear revival, seamlessly blending elements of casual and chic to create timeless and transitional pieces. This season sees the return of military prep and subtle hints of urban beach vibes, offering a diverse range of inspirations for modern wardrobes. Leather and tailoring materials take center stage, adding a touch of sophistication to ensembles. Minimalism is reworked in sleek and dramatic or comfy casual aesthetics. Here, monochrome silhouettes or subtle palettes dominate the scene, enhancing the versatility of the season. Overall, Pre-Fall 24 presents a harmonious fusion of classic and contemporary styles, perfect for effortlessly transitioning between seasons with style and elegance.

*This forecasting report is based on the menswear Pre-Fall 24 shows and lookbooks across multiple cities.  
Find the relating icons & stamps on the last slide. Trends are organized by visibility.*

[ACCESS ALL IMAGES  
CLICKING HERE](#)



## STYLE SHIFTS

In the Pre-Fall 24 trends, quiet luxury takes the lead, manifesting in soft utility and casual corporate aesthetics. Monochrome silhouettes dominate the scene, whether dipped in pastel, treated denim for a soft touch or showcased in all-black or grey styles for a more sleek appearance. Black hues maintain their dominance in general, adding a touch of drama and sophistication to the ensembles while retaining the last sparks of summer.

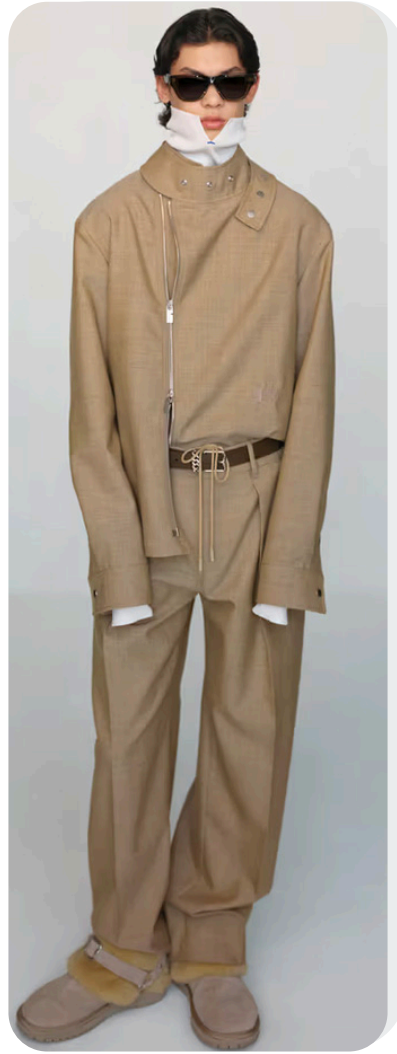
Additionally, bold Miami-inspired looks retain an urban beach vibe, injecting vibrant energy and playful motifs into the transitional wardrobe. These trends offers a versatile mix of styles, blending understated elegance with urban flair for an overall sophisticated yet relaxed aesthetic.



# PRE-FALL 24 QUIET UTILITY



DIOR5.jpg.webp



burberry-16.png



Luis-Vuitton-.jpg



DIOR7.jpg.webp



a-p-c-\_2.jpg



givenchy\_1.jpg



Moschino-\_4.jpg



a-p-c2.jpg

In this Pre-Fall 24 trend, quiet utility takes center stage with an emphasis on elevated performance and versatile essentials. Classic pieces are reimagined with utility elements, adding functionality without sacrificing style. Outdoor styles receive a chic finish, blending practicality with sophistication for a modern aesthetic. The overall look is minimal and monochrome, focusing on clean lines and understated elegance for effortless refinement. This trend embraces understated luxury in timeless pieces that seamlessly transition across occasions and seasons.



# PRE-FALL 24 DARK SIDE



Balmain-\_7.jpg



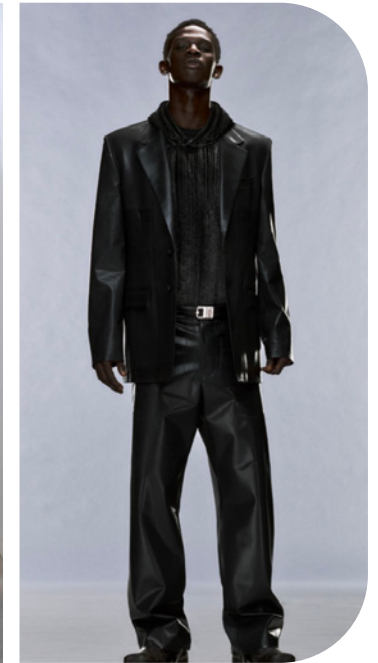
natasha zinko1.png



givenchy-\_3.jpg



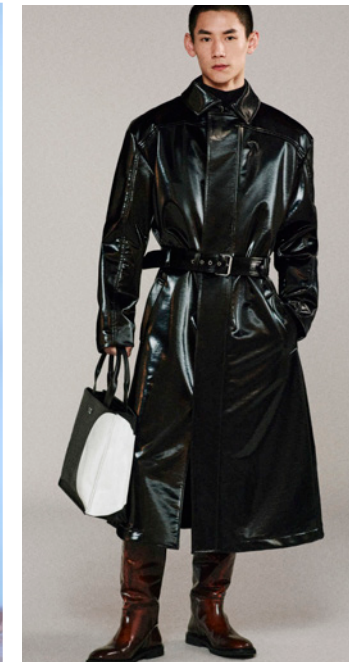
OffWhite8.png



Diesel-9.png



UNDERCOVER -7.jpg.jpg



Moschino\_1.jpg

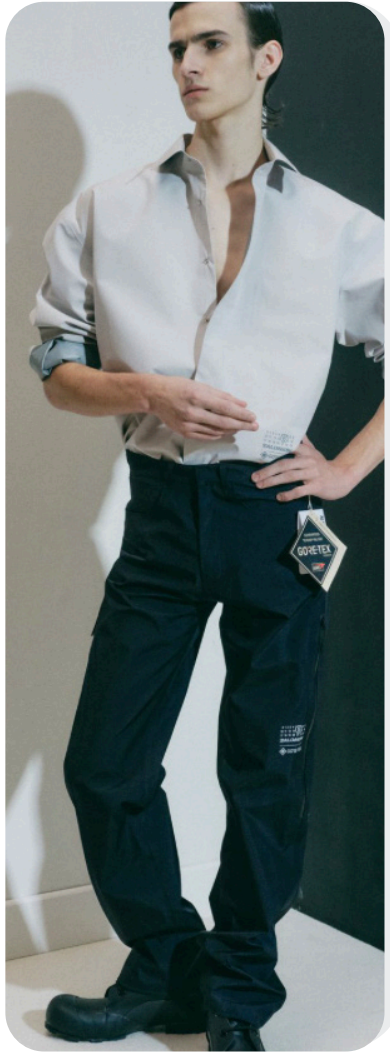


-nili-lotan\_1.webp

This Pre-Fall 24 trend showcases a sleek and dark silhouette, ranging from pastoral and modest styles to more rebellious looks. Textile treatments take center stage, with a focus on leathers and glossy or rough effects that add depth and texture to the ensembles. Long silhouettes dominate the scene, evoking a sense of drama and sophistication. This trend embodies a rebel elegance, blending traditional elements with edgier touches, perfect for making a statement in the transitional seasons.



# PRE-FALL 24 CASUAL CORPORATE



MM6-6.png



Lanvin-3.png



-versace-.webp



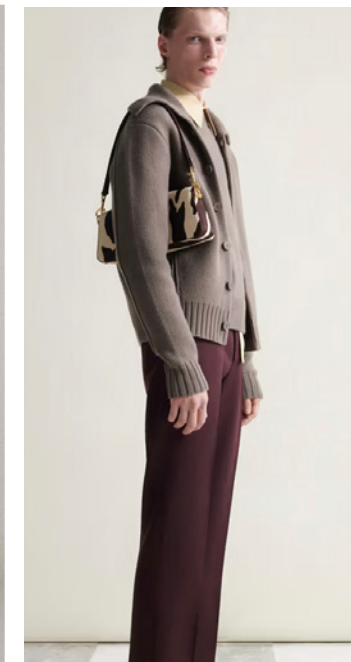
Moschino-m-PreFall-PO-F24-016.jpg



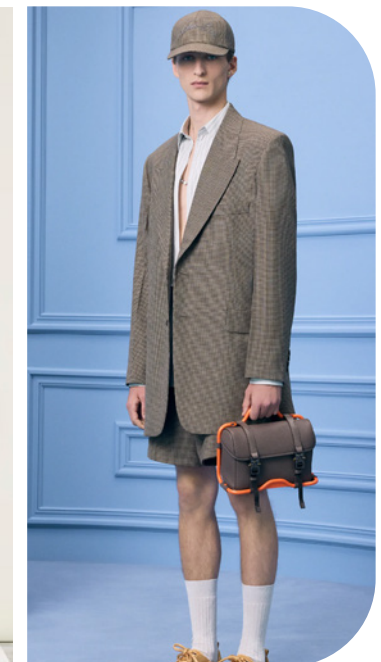
versace-\_1.webp



Moschino\_2.jpg



Lanvin-10.png

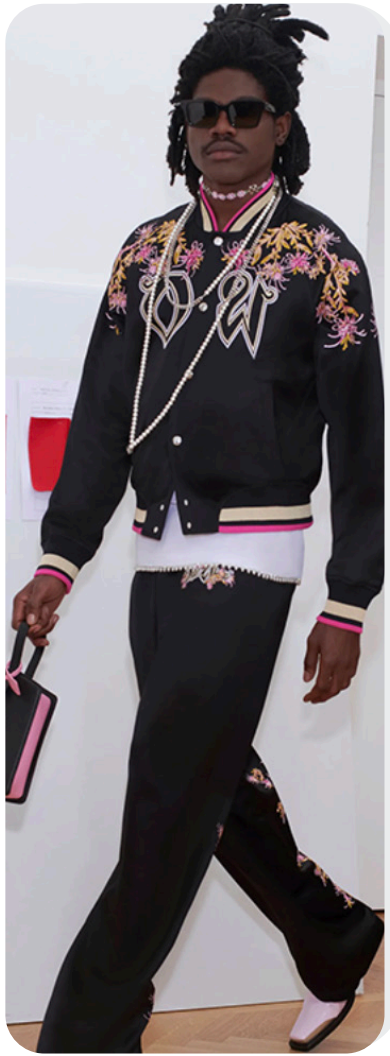


DIOR15.jpg.webp

This Pre-Fall 24 trend embraces a casual corporate aesthetic, where classic pieces seamlessly blend with sporty or subtly rebellious notions. Pinstripes make a prominent appearance, adding a touch of sophistication. While sweaters emerge as core pieces for comfort and style. Casual tailoring maintains its dominance, providing a versatile foundation for the look. This trend strikes a balance between professional and laid-back, offering a fresh take on corporate dressing that is both refined and approachable.



# PRE-FALL 24 MIAMI MOOD



OffWhite12.png



vuitton-\_3.jpg



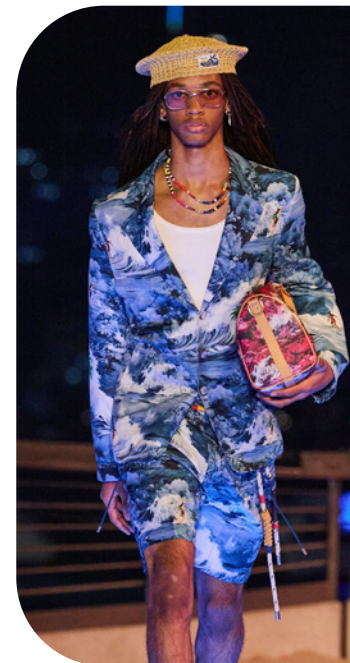
BALENCIAGA-\_2.jpg



Balmain-\_4.jpg



lazoschmidl-\_1.jpg



Louis-Vuitton-\_1.jpg



elder statesman2.png



Balmain-\_3.jpg

This Pre-Fall 24 trend channels an eclectic Miami flair with an urban and invigorating touch, infusing the collection with beach motifs and vibrant energy. Embracing a youthful and slightly retro aesthetic, the trend incorporates pops and mixes of colors to create a playful and dynamic ensemble. With a nod to the city's eclectic style and vibrant atmosphere, this trend offers a fresh take on transitional dressing, perfect for those seeking a bold and spirited look.





## TOP PATTERNS & FINISHINGS

In Pre-Fall 24, patterns focus on optical interplays to create visual intrigue. Floral motifs take on negative contrasts, offering a dramatic and contemporary twist to traditional designs. Polka dots and pinstripes make a statement, providing strong visual contrasts that command attention. Heritage highland checks introduce traditional yet slightly subversive notions, while ironic and fun jacquards add a touch of whimsy to the collection. Dreamy embellishments elevate the overall aesthetic, with floral appliques and sparkle touches lending an even more soft masculine and dreamy flair to the mix. As a contrast, the transitional season also proposes a used and worn-out look, adding character and depth to the range.



STABLE TREND

PRE-FALL 24 **NEW ROMANCE**



-versace.webp



OffWhite14.png



Nahmias4.png



OffWhite15.png



Louis-Vuitton-.jpg



Thom-Browne\_3.jpg



DIOR12.jpg.webp

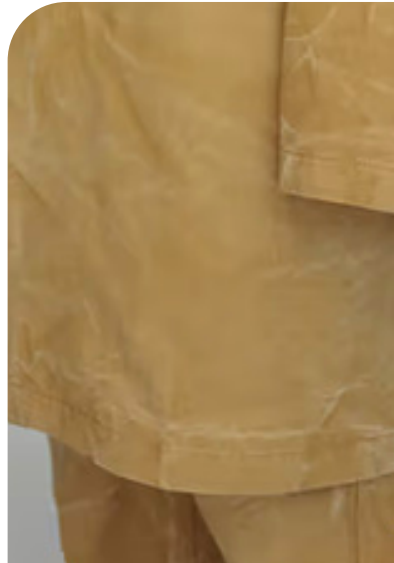


SAFE TREND

PRE-FALL 24 **WORN-OUT VIBE**



closed.webp



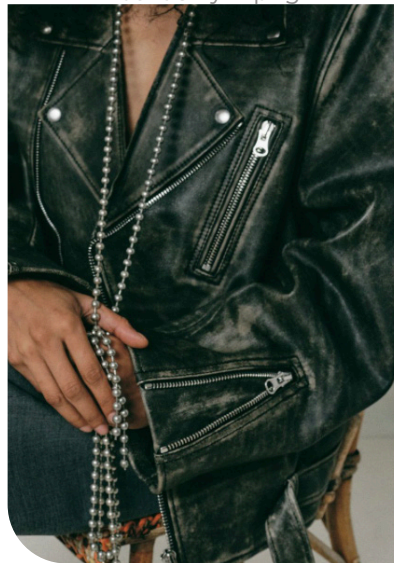
burberry-2.png



Diesel-21.png



Diesel-2.png



MM6-11.png



MM6-4.png



UNDERCOVER -11.jpg.jpg



STABLE TREND

# PRE-FALL 24 OPTICAL PATTERNS



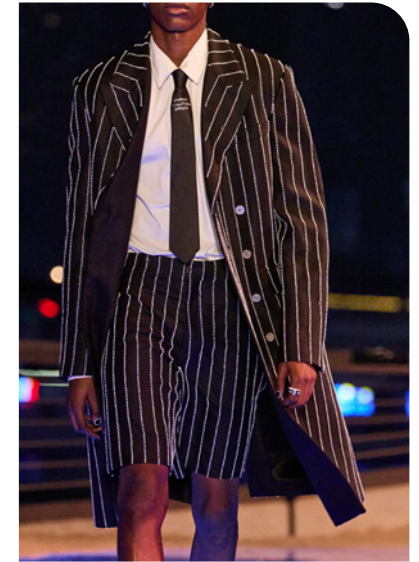
Balmain-\_2.jpg



Moschino-.jpg



DIOR4.jpg.webp



Luis-Vuitton\_1.jpg



Balmain-m-PreFall-PO-F24-045.jpg



OffWhite9.png

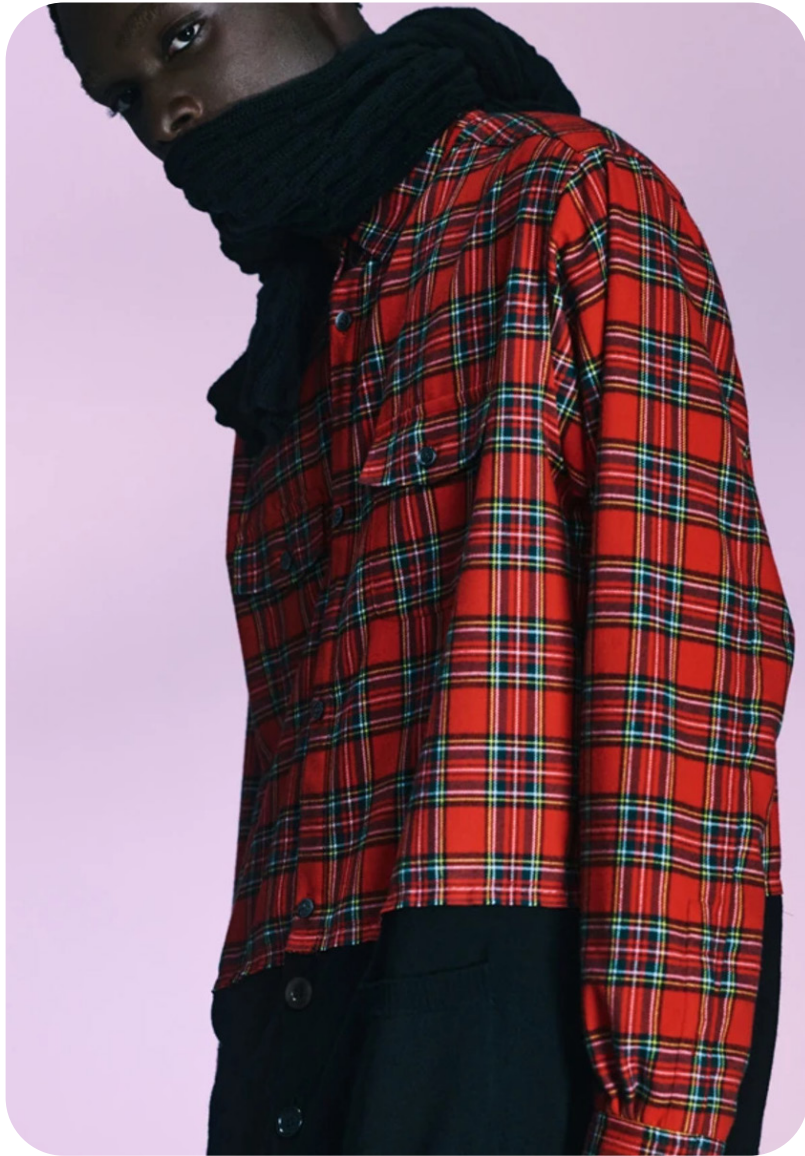


DIOR8.jpg.webp



STABLE TREND

PRE-FALL 24 COUNTRY CHECKS



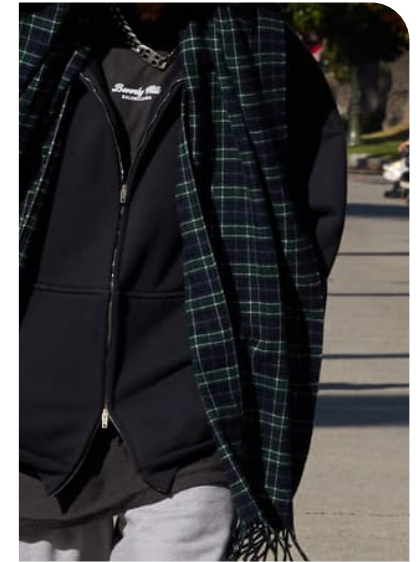
UNDERCOVER -1.jpg.jpg



elder statesman6.png



Thom-Browne.jpg



BALENCIAGA-.jpg



dsquared2-.jpg



burberry-10.png



Diesel-13.png



SAFE TREND

PRE-FALL 24 **GRAPHIC KNITS**



lazoschmidl-.jpg



elder statesman4.png



nahmias.png



Thom-Browne-\_1.jpg



Nahmias1.png



dsquared2-\_2.jpg



elder statesman5.png

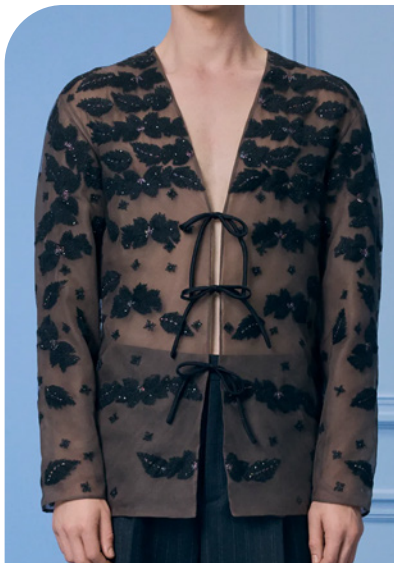


EARLY SIGN

# PRE-FALL 24 GLAM EMBELLISHMENTS



Balmain-\_3.jpg



DIOR1.jpg.webp



Vuitton-\_1.jpg



givenchy-.jpg



dsquared2-\_1.jpg



Kyle-Ho-.jpg



natasha zinko4.png





## MUST-HAVES

For Pre-Fall 24, must-have pieces epitomize layed-back yet refined silhouettes and product outlines that redefine modern dressing. There's a notable workwear revival with versatile combinations of featuring fisherman jackets, car coats, and soft outdoor parkas for a chic utilitarian look. Sleek and sophisticated options include zip-ups and sharp tailored coats, adding a touch of timeless elegance. Additionally, chic tweed jackets and military styles make a luxurious return, adding a touch of preppy sophistication to the wardrobe. Casual tailoring remains essential, especially when paired with bermuda shorts for a youthful vibe. Novel pants come in skinny fits and the more relaxed baggy style, offering versatility and a subcultural flair. Cumberbunds add an extra touch of refinement to tailored silhouettes, enhancing the elegant appearance. For tops, sweaters make a comeback as a fashion essential, while sleeveless tops replace tanks for a more masculine look again.

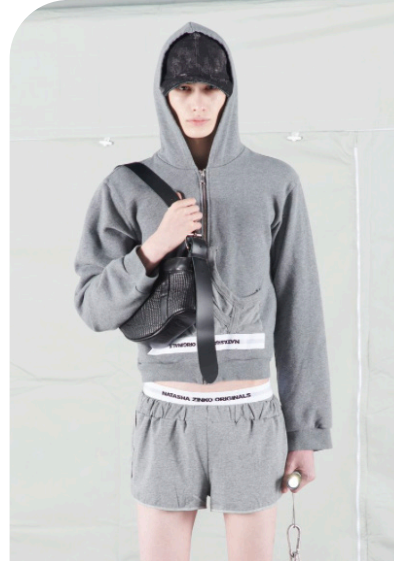


**BIG TREND**

**PRE-FALL 24 SWEATER WEATHER**



UNDERCOVER -9.jpg.jpg



natasha zinko5.png



BALENCIAGA-\_1.jpg



Nahmias5.png



givenchy-\_1.jpg



Moschino-\_3.jpg



alexander-wang.jpg



STABLE TREND

PRE-FALL 24 **SLEEVELESS LOOK**



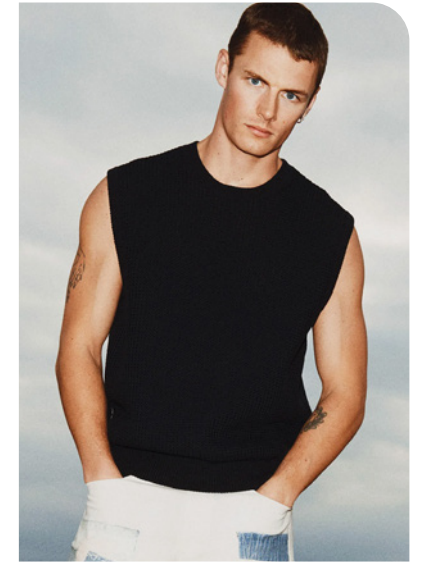
burberry-15.png



versace- 2.webp



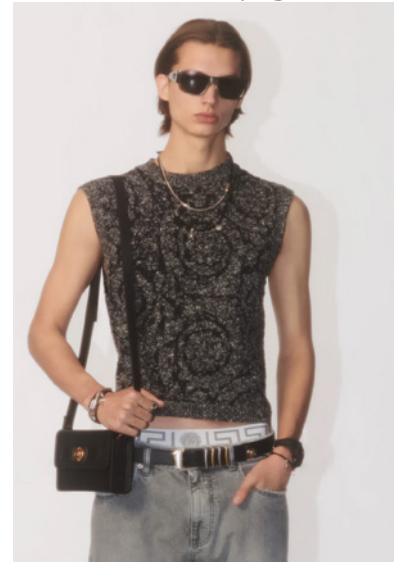
Diesel-24.png



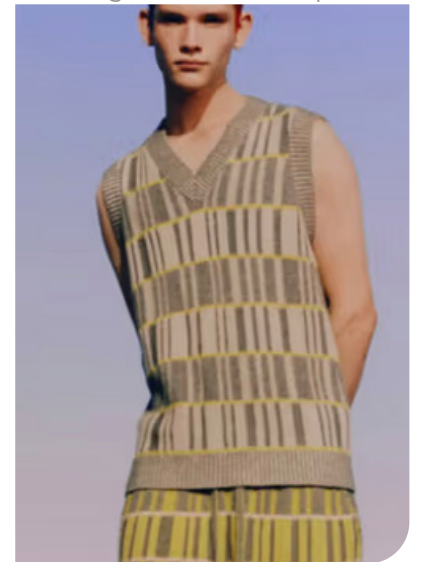
rag-and-bone-.webp



burberry-5.png



versace-p.webp



elder statesman3.png



**BIG TREND**

**PRE-FALL 24 SLEEK JACKET**



Diesel-22.png



closed-.webp



givenchy-3.jpg



DIOR17.jpg.webp



rag bone.jpeg.webp



Courreges-2.png



versace-.webp



BIG TREND

PRE-FALL 24 **CLEAN CAR COAT**



DIOR13.jpg.webp



alexander-wang-\_3.jpg



Lanvin-9.png



nili-lotan\_1.webp



versace-\_1.webp



givenchy-\_2.jpg



DIOR11.jpg.webp



STABLE TREND

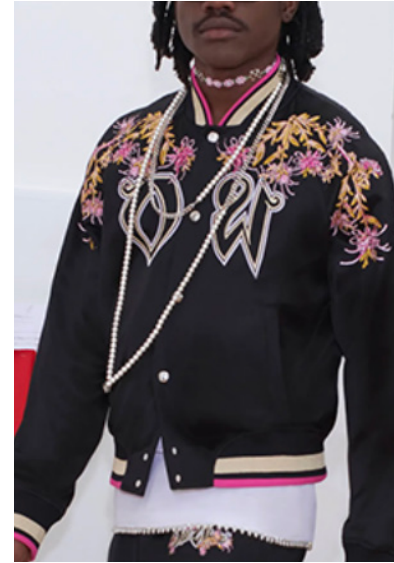
PRE-FALL 24 **TEENAGE BOMBER**



Moschino.jpg



Diesel-3.png



OffWhite12.png



Louis-Vuitton-.jpg



MM6-10.png



Balmain-.jpg



alexander-wang-.jpg



EARLY SIGN

# PRE-FALL 24 AUTHENTIC SHEARLING



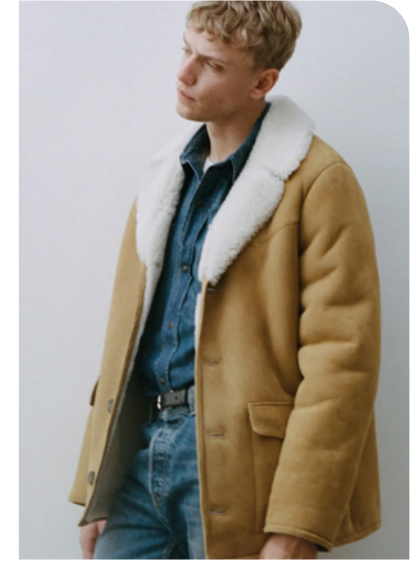
Diesel-7.png



dsquared2- 3.jpg



burberry-8.png



nili-lotan-.webp



Thom-Browne-\_2.jpg



Courreges-7.png



burberry-6.png



SAFE TREND

# PRE-FALL 24 SLEEK TAILORED COAT



Diesel-10.png



burberry-14.png



rag-and-bone\_1.webp



MM6-7.png



mugler-5.png



balmain.png



OffWhite1.png



STABLE TREND

PRE-FALL 24 **TRUCKER SET**



OffWhite3.png



Nahmias6.png



nili-lotan.webp



a-p-c-\_1.jpg



Diesel-25.png



Moschino-\_1.jpg



closedp.webp



SAFE TREND

# PRE-FALL 24 **SOFT OUTDOOR LAYER**



DIOR6.jpg.webp



gentypeof2024mensfashionoverthempesin07g



a-p-c.jpg



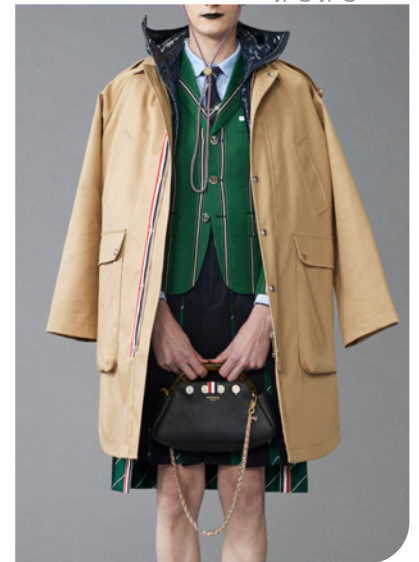
UNDERCOVER -2.jpg.jpg



Moschino\_3.jpg



Vuitton-.jpg



Thom brown.jpg



EARLY SIGN

# PRE-FALL 24 **MILITARY STYLES**



Lanvin-6.png



Lanvin-11.png



-nili-lotan-.webp



Balmain- 1.jpg



Thom-Browne\_1.jpg



Luis-Vuitton.jpg



Thom-Browne-.jpg



EARLY SIGN

CABIN COAT

EDGY TREND

FANCY TWEED



dsquared.jpg



closed--webp



-nili-lotan.webp



OffWhite10.png



Kyle-Ho-m-PO-F24-001.jpg



Balmain-\_5.jpg



**BIG TREND**

**PRE-FALL 24 WORKWEAR COMBO**



alexander-wang-\_1.jpg



a-p-c.jpg



rag-and-bone.webp



Nahmias2.png



UNDERCOVER -6.jpg.jpg



Thom-Browne-\_3.jpg



burberry-4.png



STABLE TREND

PRE-FALL 24 **CASUAL SUITS**



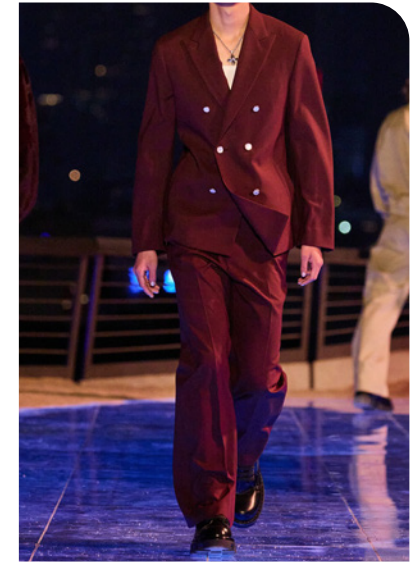
-versace-.webp



BALENCAGA-FALL-24-LOOK-49\_DANIEL.jpg



givenchy.jpg



Vuitton-\_2.jpg



Moschino-\_2.jpg



DIOR21.jpg.webp



Louis-Vuitton.jpg



**BIG TREND**

**PRE-FALL 24 TRANSITIONAL BERMUDA**



MM6-5.png



DIOR18.jpg.webp



rag-and-bone\_2.webp



OffWhite10.png



Vuitton.jpg



Moschino\_3.jpg



givenchy-\_4.jpg



STABLE TREND

PRE-FALL 24 **BAGGY JEANS**



OffWhite4.png



Diesel-16.png



versace.webp



MM6-9.png



natasha zinko2.png



Nahmias11.png



natasha zinko7.png



EDGY TREND

# CUMMERBUNDS

EARLY SIGN

# SKINNY FITS



DIOR20.jpg.webp



mugler-2.png



Moschino-\_5.jpg



versace\_1.webp



dsquared2.jpg



Balmain-\_6.jpg





## ACCESSORIES

For Pre-Fall 24, must-have pieces epitomize layed-back yet refined silhouettes and product outlines that redefine modern dressing. There's a notable workwear revival with versatile combinations of featuring fisherman jackets, car coats, and soft outdoor parkas for a chic utilitarian look. Sleek and sophisticated options include zip-ups and sharp tailored coats, adding a touch of timeless elegance. Additionally, chic tweed jackets and military styles make a luxurious return, adding a touch of preppy sophistication to the wardrobe. Casual tailoring remains essential, especially when paired with bermuda shorts for a youthful vibe. Novel pants come in skinny fits and the more relaxed baggy style, offering versatility and a subcultural flair. Cumberbunds add an extra touch of refinement to tailored silhouettes, enhancing the elegant appearance. For tops, sweaters make a comeback as a fashion essential, while sleeveless tops replace tanks for a more



# PRE-FALL 24 HATS

STABLE TREND

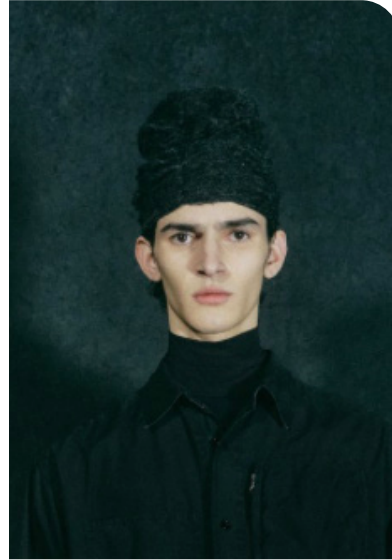
BEANIE BOYS

BIG TREND

CLASSIC CAPS



BALENCIAGA-FALL-24-CLOSE-UP-IMAGE-13.jpg



MM6-2.png



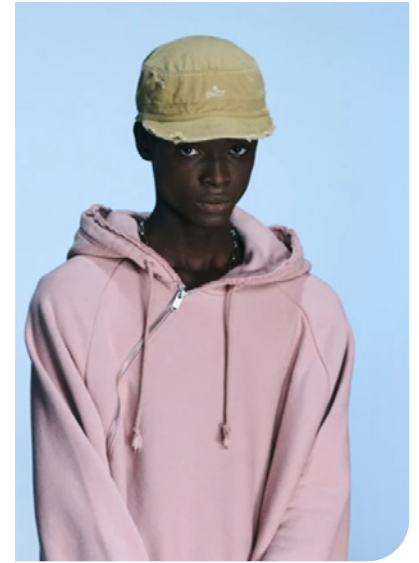
dsquared2-\_4.jpg



DIOR2.jpg.webp



alexander-wang\_1.jpg



UNDERCOVER -9.jpg.jpg



# PRE-FALL 24 HATS

EARLY SIGN

CABIN STYLES

EDGY TREND

SOFT SAILOR



DIOR16.jpg.webp



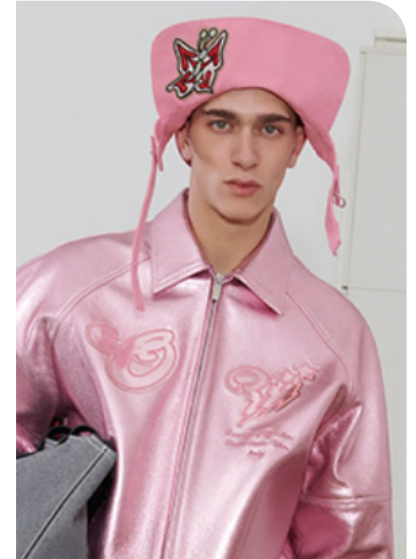
moschino



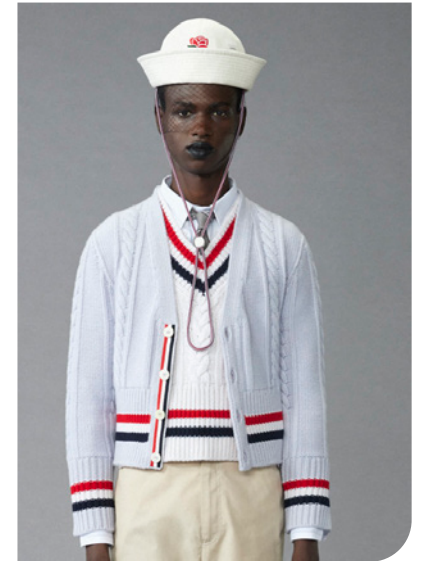
Moschino\_3.jpg



Vuitton\_1.jpg



OffWhite13.png



Thom-Browne\_2.jpg



# PRE-FALL 24 BAGS

SAFE TREND

CIRCLE SLING

EDGY TREND

CHIC STYLES



BALENCIAGA-1.jpg



Ottolinger4.png



Diesel-1.png



Lanvin-7.png



mugler-4.png



versace-1.webp



# PRE-FALL 24 BAGS

## EARLY SIGN

## MULTIPOCKET REBEL

## SAFE TREND

## UTILITY TOTE



versace\_1.webp



MM6-9.png



alexander-wang-\_2.jpg



burberry-5.png



UNDERCOVER -9.jpg.jpg



a-p-c.jpg



# PRE-FALL 24 FOOTWEAR

**BIG TREND**

**MOUNTAIN BOOT**

**EARLY SIGN**

**CONVERSE**



givenchy-\_4.jpg



UNDERCOVER -9.jpg.jpg



dsquared2-\_4.jpg



BALENCIAGA.jpg



Courreges-9.png



Nahmias10.png



# PRE-FALL 24 FOOTWEAR

STABLE TREND

DAD SNEAKER 2.0

SAFE TREND

CHIC HERITAGE



OffWhite10.png



BALENCIAGA2.jpg



Diesel-1.png



Moschino-\_6.jpg



-versace-\_1.webp



Balmain-\_7.jpg





# PRE-FALL 24 FOOTWEAR

EARLY SIGN

HEFTY BOOTS

EDGY TREND

MOON MULES



BALENCIAGA-\_3.jpg



Diesel-24.png



MM6-6.png



burberry-3.png



a-p-c2.jpg



Ottolinger4.png



# 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!**

You may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit any such content, nor may you distribute any part of this content over any network, sell or offer it for sale, or use such content to construct any kind of database. You may not alter or remove any copyright or other notice from copies of the content on any Livetrend report.

**If you have further needs, please contact us via chat.**