



**MENSWEAR**  
**SS25**  
**UPDATE**  
**TOPWEAR**



**LIVETREND**

# TOPWEAR UPDATE INTRODUCTION



@simonwauman.webp



Neil Barrett (3).webp



@albertobussi.png



The-Supermade.webp



**UPDATE**

**Retro Romance.** In the spring-summer 2025 menswear landscape, a dynamic fusion of retro nostalgia, artisanal craftsmanship, and contemporary masculinity takes center stage in the realm of topwear. Emerging from an impressive basic plain pieces, in which quality and textures are the most distinguishing characteristics, Designers draw inspiration from bygone eras, infusing collections with a sense of whimsy and sentimentality through bold graphics and sophisticated but vibrant colors. Handcrafted details and traditional techniques breathe new life into garments, celebrating the artistry of the human hand amidst a digital age. This season, silhouettes undergo a transformative shift, embracing boxier shapes and cropped lengths that challenge conventional notions of masculinity. These updated proportions offer wearers a fresh perspective on trends, exuding confidence and individuality. In a surprising twist, transparent and refined fabrics emerge as unexpected trend of the season, adding a touch of romance and sophistication to menswear, inviting wearers to embrace vulnerability and authenticity.

*This report is based on Livetrend data extracted from Instagram, E-commerce and Consumer interest from 1/02/24 to 31/03/24, analyzing the trend growth compared to the same period last year. The percentages show the visibility evolution year on year.*

**ACCESS ALL IMAGES  
CLICKING HERE**



TOPWEAR  
UPDATE  
**KEY STYLES**

# MUST-HAVE JERSEY TOPS THE WIDE BOXY STYLE

WWW  
**+120%**  
YOY



@marcforne.png

IG  
**+107%**  
YOY



@simonwauman (2).webp



@hermankeim.webp



@gioarmani08\_1.webp



@cibajose.webp



Zara.jpg



@fermendigil.png



Bottega Veneta.jpg

WIDE BOXY - EASY - COMPACT - NEO BASIC



# MUST-HAVE JERSEY TOPS THE OUTLINED

WWW  
+70%  
YOY



@albertoritzey.png



@jimy09.jpg



@albertobussi.png



@fermandgil.png



@gioarmani08.webp



@fuegostreetstyle.jpg




@jaoven.png



@ivangagliano.webp

RETRO - 90S INSPIRED - PREPPY BASIC

# MUST-HAVE JERSEY TOPS THE INTIMATE

  
**+44%**  
YOY



@cesaremazza\_1.png



@marcforne\_1.png



@gaetanoarena.png



JIL SANDER.webp



@mrpie.webp



Dries Van Noten.webp



@simonwaumn.webp



James Perse.webp

CLEAN BASICS - BEDCORE - WHITE TEE

# MUST-HAVE JERSEY TOPS THE RETRO SPORT

WWW  
**+60%**  
YOY



@migueel\_.webp

IG  
**-9%**  
YOY



@youbettercallmemo.webp



Urban Outfitters\_1.webp



Acne Studio.jpg



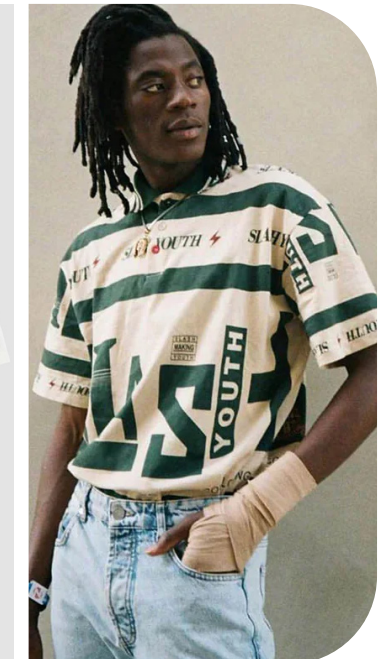
Mango.avif



Adidas.avif



Axel Arigato.jpg



The-Supermade.webp

RETRO SPORT - LEISURE CLUB - CLEAN PREPPY

# MUST-HAVE TOPS THE KNITTED POLO

+8%  
YOY



Won Hundred.webp

+30%  
YOY



carhartt.jpeg



king & Tuckfield.webp



hast paris.webp



zara men.jpg



massimo dutti.webp



cmdn swdn (2).webp



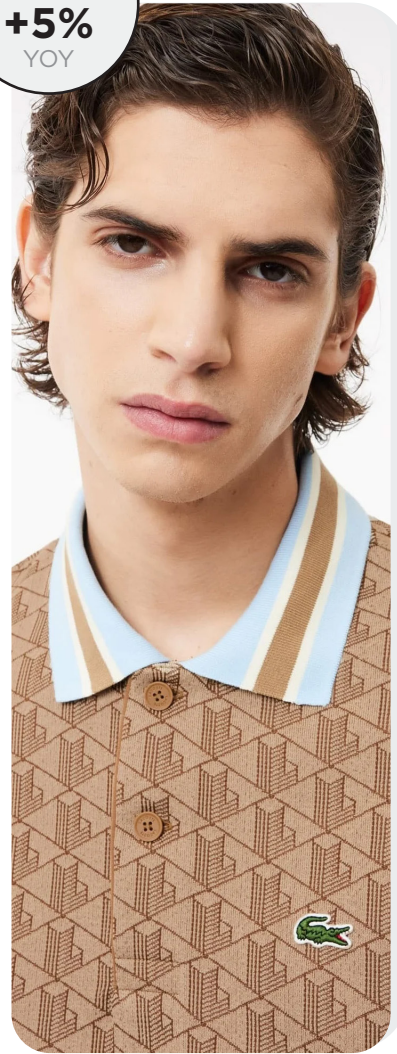
pal zileri.jpeg

OPTICAL STYLE - RETRO PREP - MOD MOOD



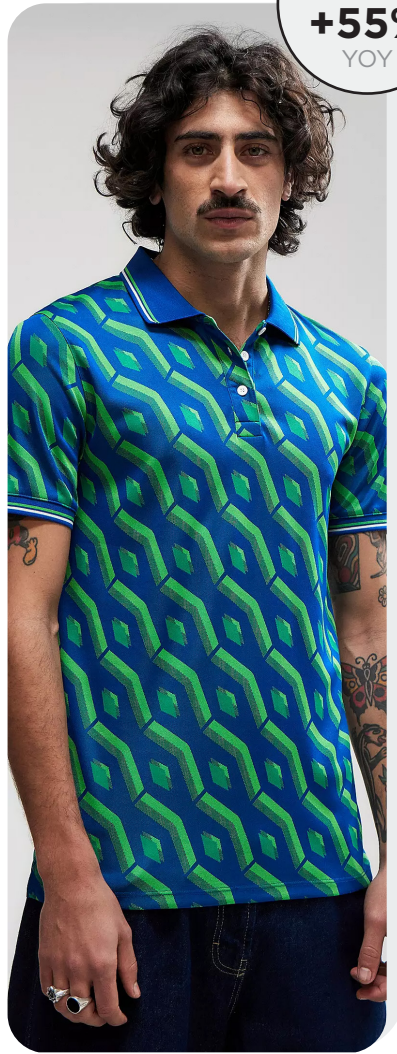
# MUST-HAVE TOPS THE JACQUARD POLO

+5%  
YOY



Lacoste.webp

+55%  
YOY



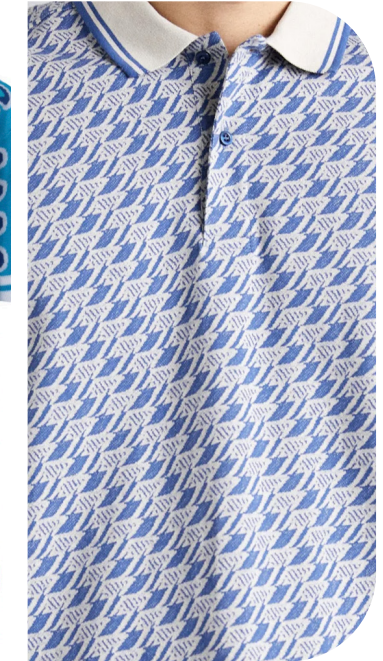
Umbro.webp



needles.avif



oxknit.png



J Lindberg.webp



fred-perry.avif



isa-boulder.avif

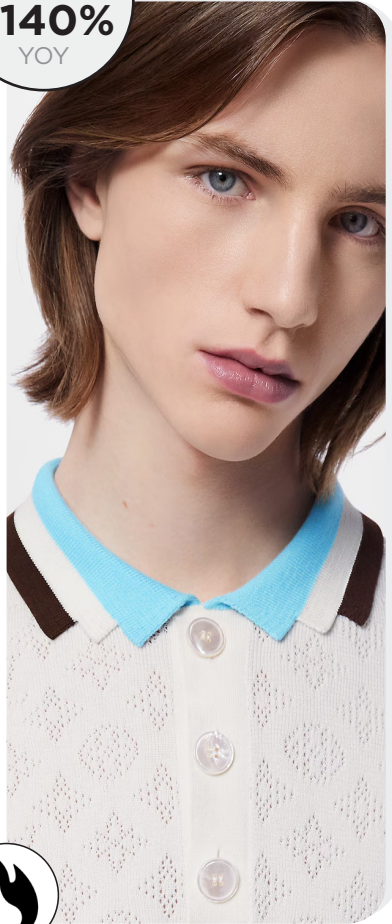


King & Tuckfield (3).webp

OPTICAL STYLE - RETRO PREP - MOD MOOD

# MUST-HAVE TOPS THE COLLAR DETAIL

www  
**+140%**  
YOY



[louis-vuitton-polo-.avif](#)

instagram  
**+16%**  
YOY



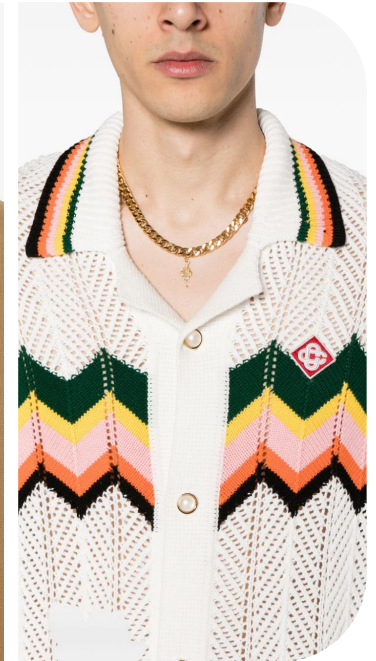
[\\_casablana\\_.webp](#)



[moncler.jpeg](#)



[burberry.webp](#)



[casablanca-detail.webp](#)



[amiri.jpeg](#)



[\\_lacoste\\_.webp](#)



[-prada-.webp](#)

STRIPES - PREPPY SPORT - COLOR BLOCK

# MUST-HAVE TOPWEAR THE ELBOW SLEEVE

WWW  
**+70%**  
YOY



@sergiobex.png

IG  
**+14%**  
YOY



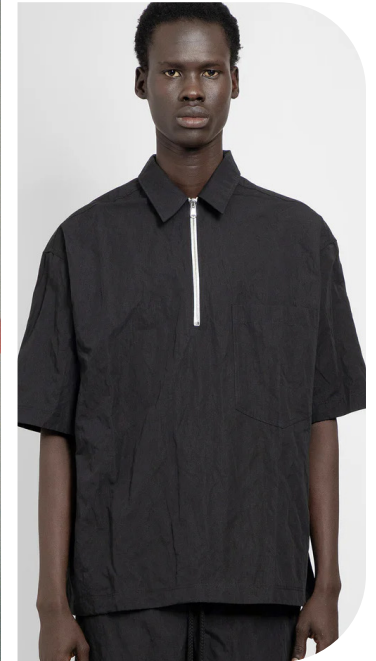
Neil Barrett (4).webp



Zara (2).jpg



karmuel young.webp



Destin.webp



Han Kjobenhavn.webp



newbalance.webp



Rohe.webp

TECHNIC - PERFORMANCE - BOXY FIT

# MUST-HAVE JERSEY TOPS THE TEAM POLO

WWW  
+90%  
YOY



@simonwauman.webp

IG  
-8%  
YOY



@albertoritzey\_1.png



ricenineten.png



@28cal.webp



pop trading company.webp



Sergio Tacchini.webp



@michaelmatisen.webp



Urban Outfitters (2).webp

BLOKECORE - OLYMPICS - FOOTBALL

# MUST-HAVE JERSEY TOPS THE MUSCLE SLIM TEE

WWW  
+50%  
YOY



@martinehmele.png



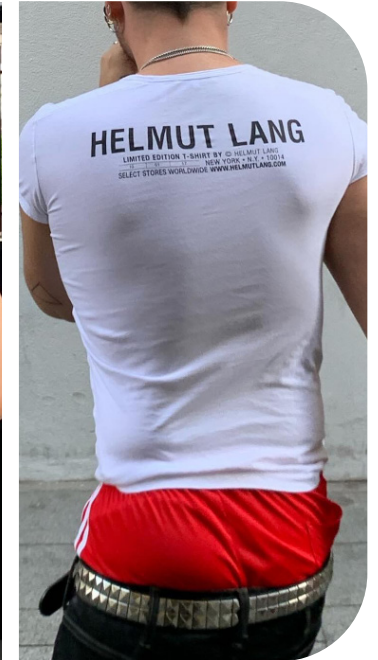
@cesaremazza.png



@ashscarratt\_1.png



@thiagoklinsma.webp



@fermendigil\_1.png



@willhopkins.png



@baptistecothenet.png



@ryanriccifr.png

NEW MASCULINITY - Y2K - SHRUNKEN - CROP

# MUST-HAVE JERSEY TOPS THE FIT TANK

WWW  
**+800%**  
YOY



@julienpaje.png

WWW  
**+17%**  
YOY



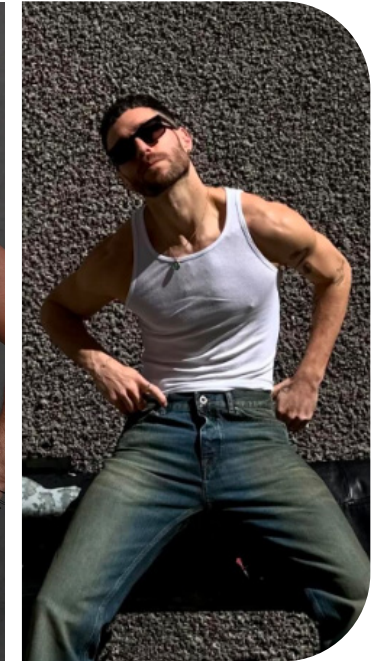
@davidgualandris.png



@ashscarrott.png



@ismailbouzian.webp



@morganlungo.png



@hermankeim (2).webp



@jccarry.png



@oliverplnzs.webp

Y2K ESSENTIALS - VEST - GIRLFIREND TEE

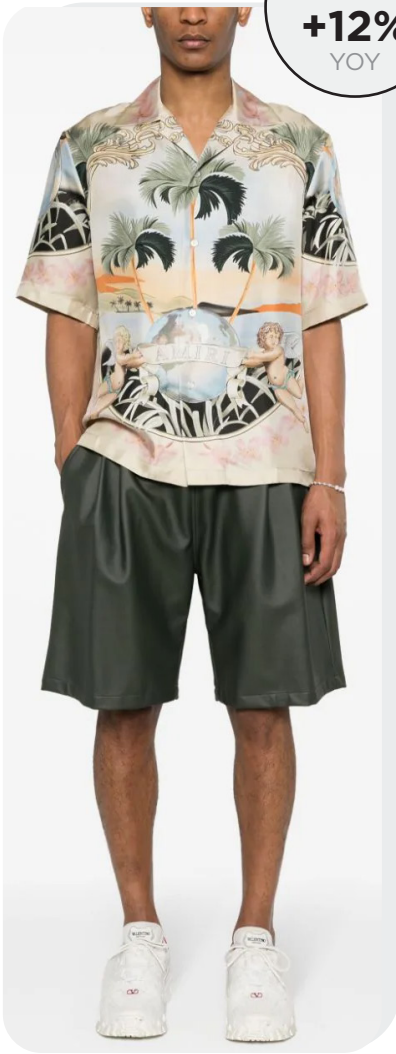
# MUST-HAVE SHIRT THE PATTERNED HOLIDAY SHIRT

+11%  
YOY

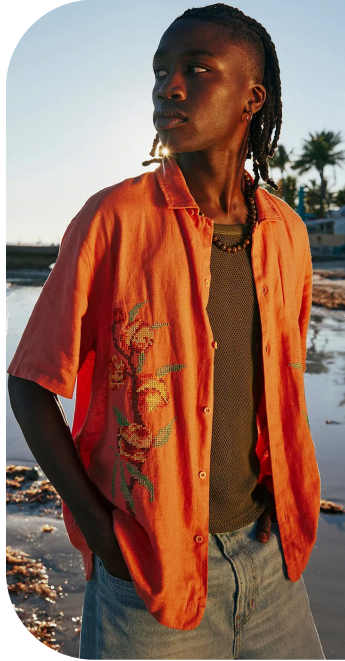


urban-outfitters.webp

+12%  
YOY



amiri-farfetch.webp



NN07



acne.webp



UO.webp



RESORT - EMBROIDERY - VACATION SET - PANEL PRINT



versace.webp



jacquemus.webp



Ed Hardy.webp

# MUST-HAVE SHIRT THE RUSTIC LINEN SHIRT

WWW  
**+80%**  
YOY



Blue Tomato.webp

IG  
**+33%**  
YOY



King & Tuckfield.webp



NN07



Urban Outfitters (2)\_1.webp



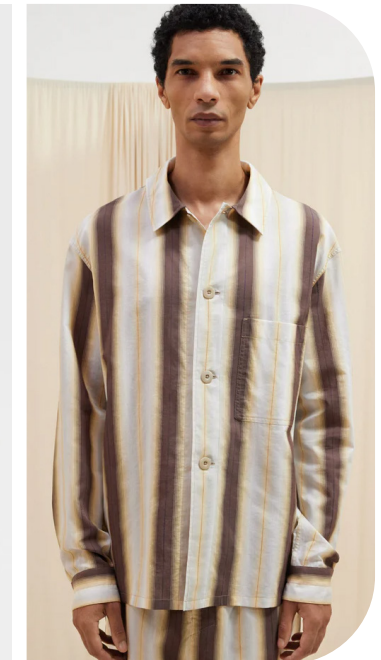
Zara\_2.jpg



Oas (2).webp



Zegna.avif



lemaire.webp

RAW - ARTISANAL - CLASSIC MOTIFS - TEXTURED



# MUST-HAVE SHIRT THE ROMANTIC

www  
+300%  
YOY



King & Tuckfield (2).webp



mfpen.webp



cmdn swdn.webp



Bode.webp



Aries.webp



Karmuel Young\_1.webp



Simone Rocha.webp



sefr.webp

NEO MASCULINITY - FEATHERWEIGHT - SEE-THROUGH



TOPWEAR  
UPDATE  
**KEY GRAPHICS**

# KEY GRAPHICS PRIMAL SYMBOLISM

+19%  
YOY



OAS.webp



Jacquemus.avif



perksandmini.jpg



Ayker.webp



charlie costantinou.avif



Nanushka.webp



Columbia.webp



NN07

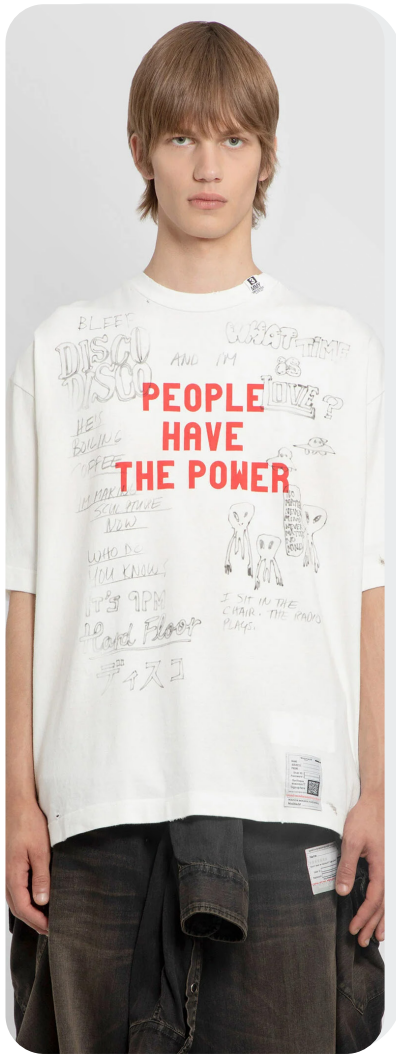
SPIRITUAL - CAVE PRINT - SPIRAL - ANCESTRAL

# KEY GRAPHICS BOLD PROTEST

  
**+31%**  
YOY



undercover.jpg



Maison Mihara Yatsuhiko.webp



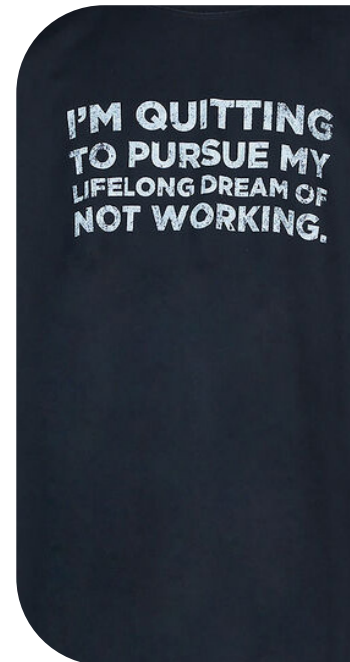
gallery dept.webp



liberal youth ministry\_1.jpg



@manualsmusic.webp



vetements.jpg



sunnei.webp



comme des garçons.webp

BOLD CLAIM - REVOLT - IRONY - ACTIVISM

# KEY GRAPHICS RETRO FONT

WWW  
+140%  
YOY



PENDLETON.png



honor the gift.png



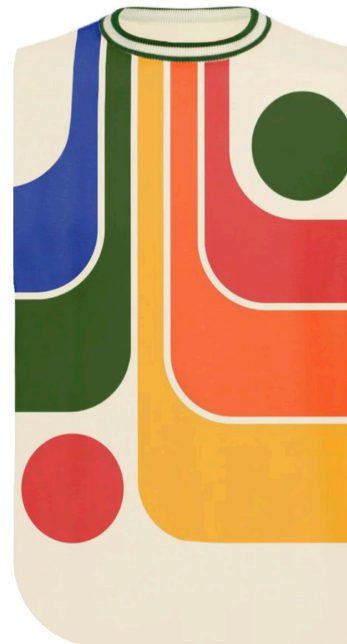
asos.png



FIFTH SUN.webp



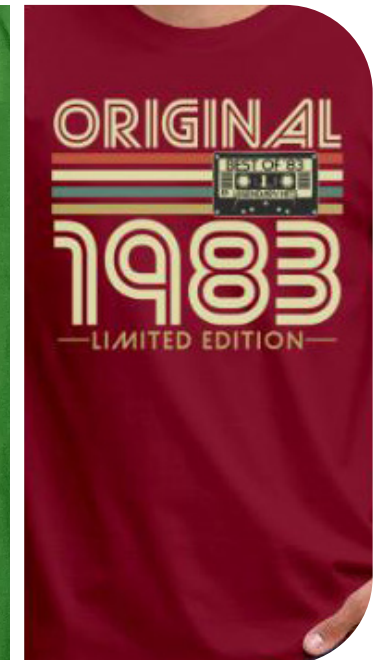
SUPERDRY.jpeg



@oxknit.png



MACY'S.webp



original-1983-vintage-.jpeg

RETRO - VINTAGE - GAMING - KIDULT

# KEY GRAPHICS DIGITAL RAVE

  
**+133%**  
YOY



@youbettercalmemo.webp



Etudes (2).webp



@migueel.webp



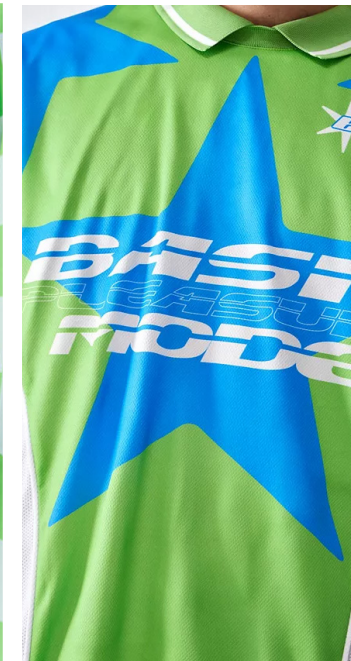
gucci.jpg



Rave Skateboard.webp



liberal youth ministry.jpg



Urban Outfitters.webp



amcq.avif

SOCCER - RACING - GAMING - DIGITAL WORLDS

# KEY GRAPHICS FESTIVAL TIME

Instagram icon  
**+133%**  
 YOY



zara06224455527-p.jpeg



tillys.jpeg



h&m.jpeg



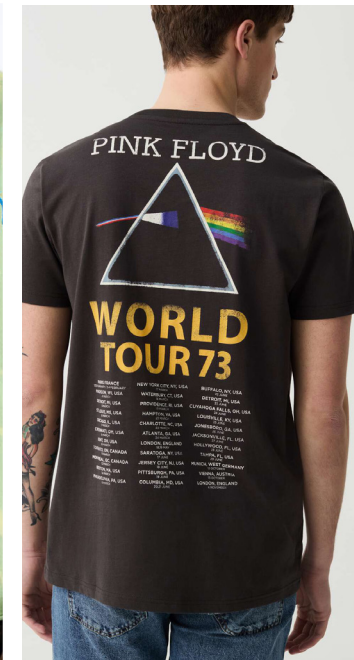
zara06224450633-a2.jpeg



zara06224443428-a1.jpeg



zara06224455527-a4.jpeg



ovs.jpeg



abercrombie.avif

FESTIVAL - COACHELLA - MUSIC - Y2K BRANDS

# KEY GRAPHICS MICRO TRENDS

## SERENDIPITY



zara\_1.jpg



pull-bear.jpeg



Urban Outfitters\_2.webp

## NEO POP CLASH



diesel.webp



devastates.avif



dsquared2.avif

## ARTY



BDG



pull&bear3241557251\_2\_2\_8.jpeg



reserved.avif

## CARS



abercrombie\_.avif



abercrombie-.avif



pull&bear-.jpeg



# KEY GRAPHICS MICRO TRENDS

## AMERICANA



@louis-vuitton-fall24-.webp



margiela.jpeg



etsy.webp

## EMBROIDERED COCKADE



pull&bear3241557251\_2\_3\_8.jpeg

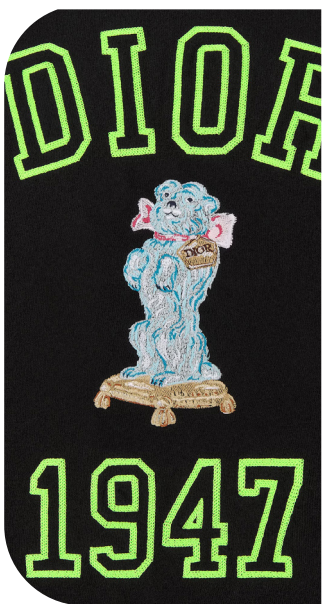


christian dior.avif

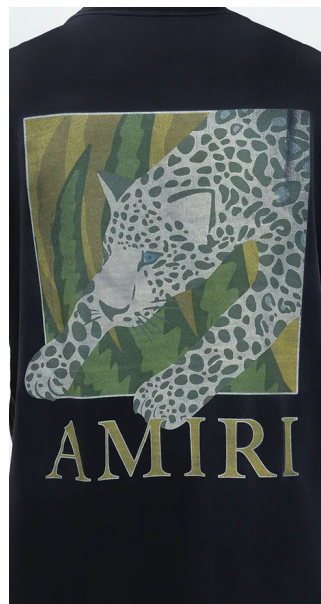


louis-vuitton-chemise-.avif

## ANIMALIA



DIOR MEN



amiri-.webp



pull&bear328.jpeg



oviessse.jpeg



pull&bear3243507700\_2\_5\_8.jpeg



fendi uomo.png

## CARTOON

# 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

MENSWEAR

TOPWEAR

SS25 UPDATE



**DATA** TO DRIVE

01 **CREATIVITY**

02 **STRATEGY**

03 **SUSTAINABILITY**



**LIVETREND**

# **THANK YOU!**

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