



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

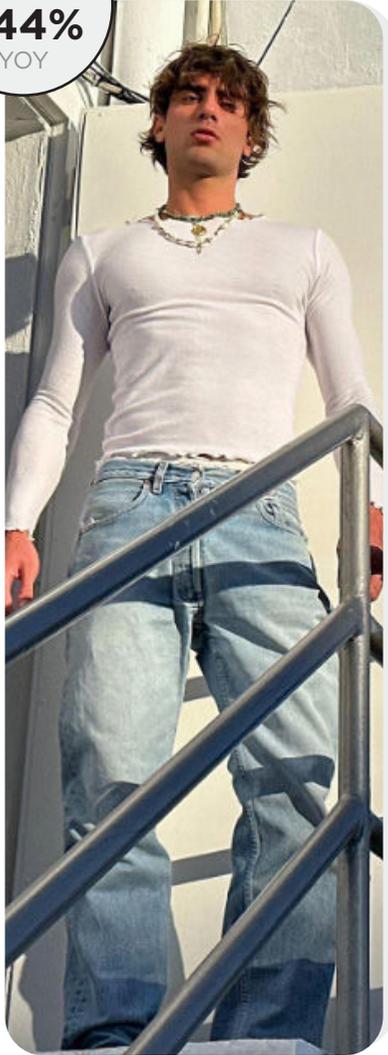


@ivangagliano.webp

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



wonhundred.webp

+30%
YOY



carhartt.jpeg



kingandtuckfield.webp



hastparis.webp



zaramen.jpg



massimodutti.webp



cmdswdn(2).webp



palzileri.jpeg

OPTICAL STYLE - RETRO PREP - MOD MOOD

MUST-HAVE TOPS THE JACQUARD POLO

+5%
YOY

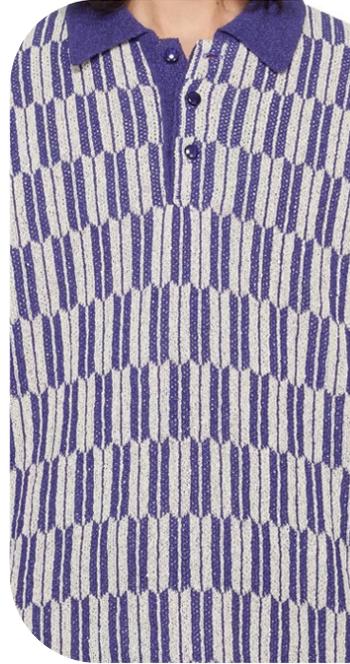


Lacoste.webp

+55%
YOY



Umbro.webp



needles.avif



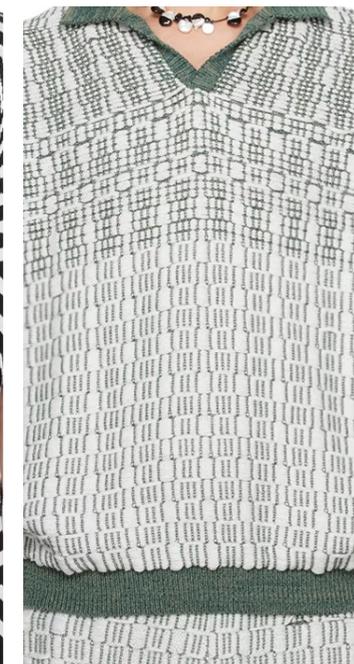
oxknit.png



J Lindberg.webp



fred-perry.avif



isa-boulder.avif

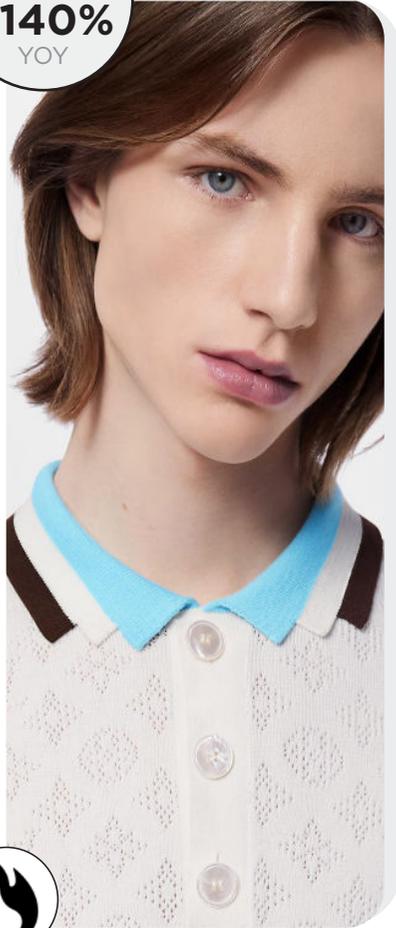


King & Tuckfield (3).webp

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



TECHNIC - PERFORMANCE - BOXY FIT



Han Kjobenhavn.webp



newbalance.webp



Rohe.webp



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



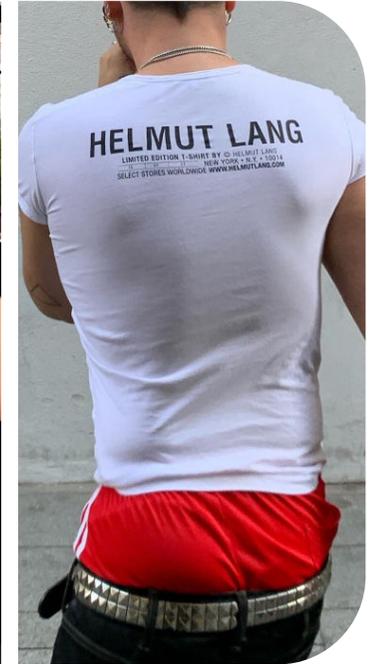
@cesaremazza.png



@ashscarrott_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



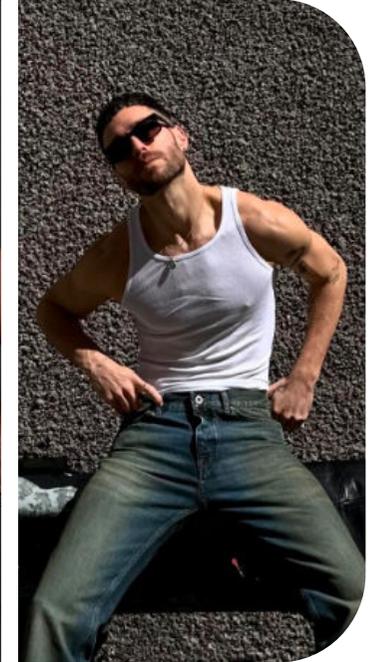
@davidgualandris.png



@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

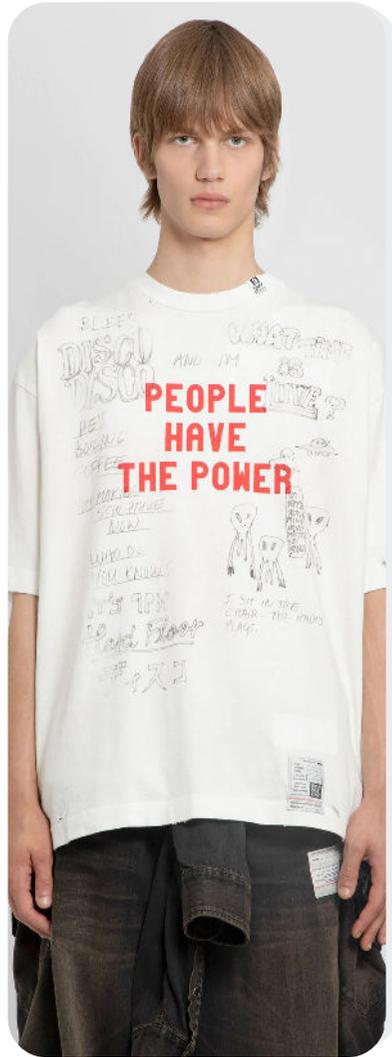
SPIRITUAL - CAVE PRINT - SPIRAL - ANCESTRAL

KEY GRAPHICS BOLD PROTEST


+31%
YOY



undercover.jpg



Maison Mihara Yatsuhiko.webp



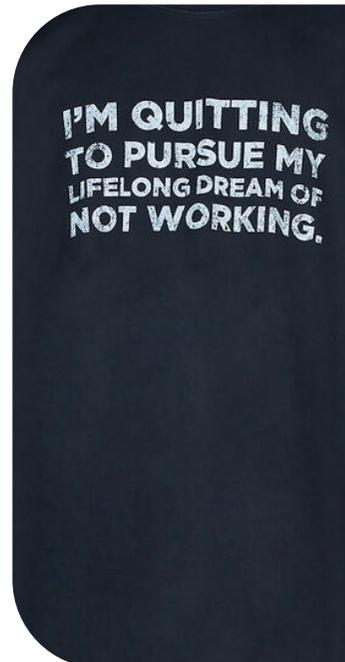
gallery dept.webp



liberal youth ministry_1.jpg



@manualsmusic.webp



vetements.jpg



sunnei.webp



comme des garçons.webp

BOLD CLAIM - REVOLT - IRONY - ACTIVISM

KEY GRAPHICS RETRO FONT

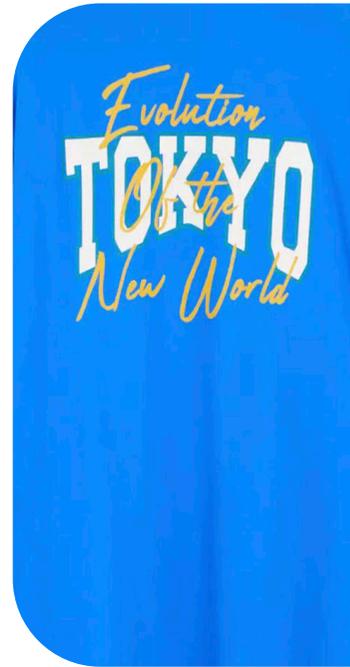
WWW
+140%
YOY



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



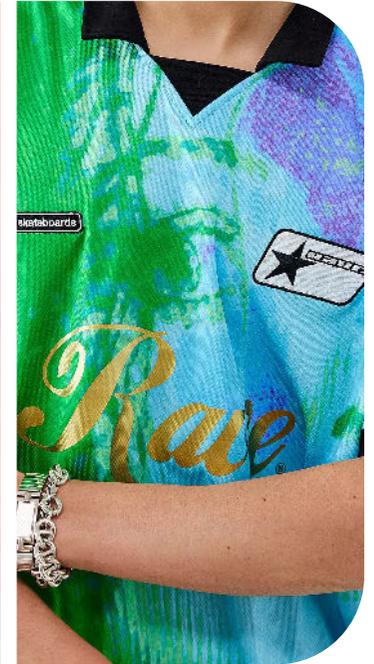
Etudes (2).webp



@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


+133%
YOY



zara06224455527-p.jpeg



tillys.jpeg



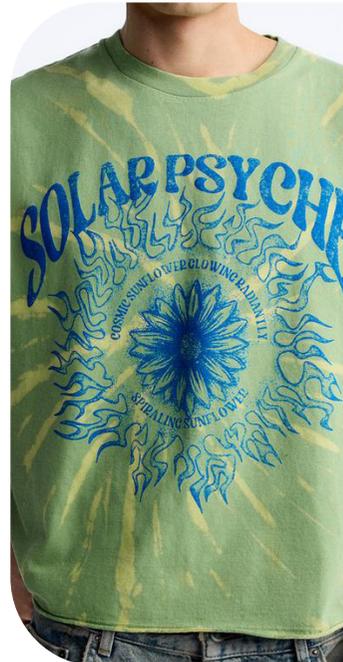
h&m.jpeg



zara06224450633-a2.jpeg



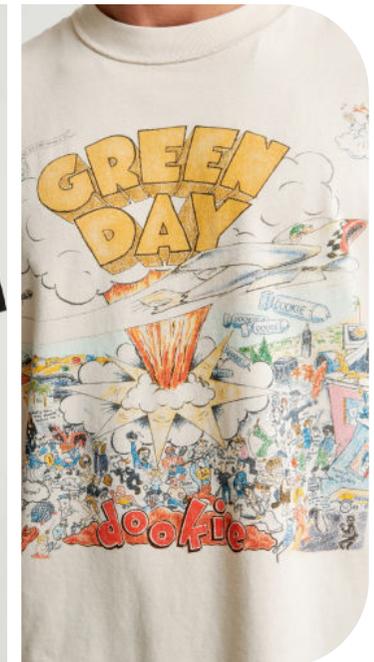
zara06224443428-a1.jpeg



zara06224455527-a4.jpeg



ovs.jpeg



abercrombie.avif

FESTIVAL - COACHELLA - MUSIC - Y2K BRANDS

KEY GRAPHICS MICRO TRENDS

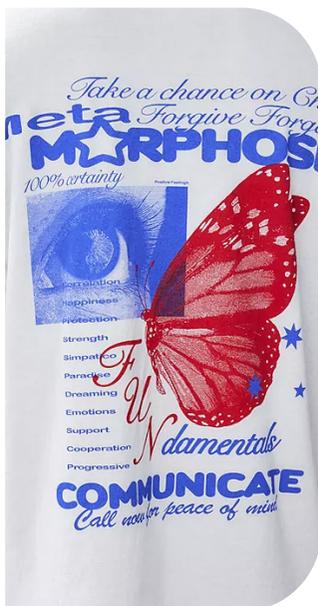
SERENDIPITY



zara_1.jpg



pull-bear.jpeg



Urban Outfitters_2.webp



diesel.webp



devastates.avif



dsquared2.avif

ARTY



BDG



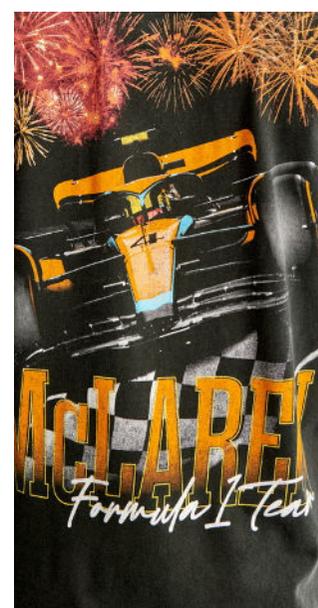
pull&bear3241557251_2_2_8.jpeg



reserved.avif



abercrombie_.avif



abercrombie-.avif



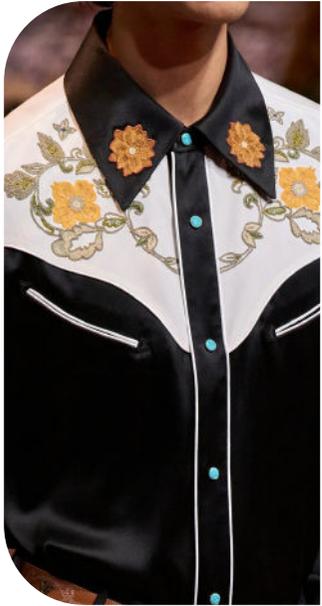
pull&bear-.jpeg

NEO POP CLASH

CARS

KEY GRAPHICS MICRO TRENDS

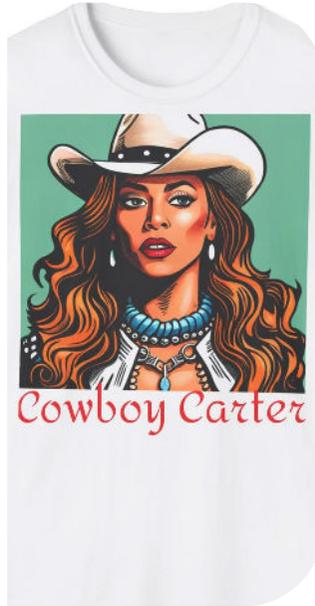
AMERICANA



@louis-vuitton-fall24-.webp



margiela.jpeg



etsy.webp

EMBROIDERED COCKADE



pull&bear3241557251_2_3_8.jpeg

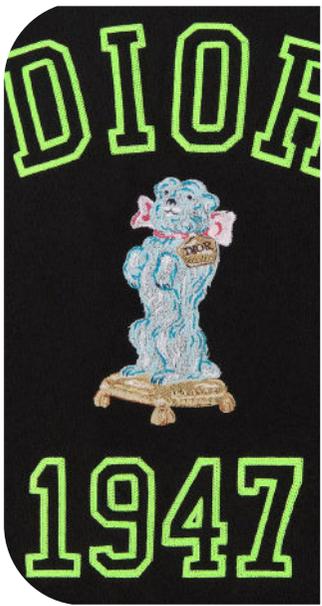


christian dior.avif

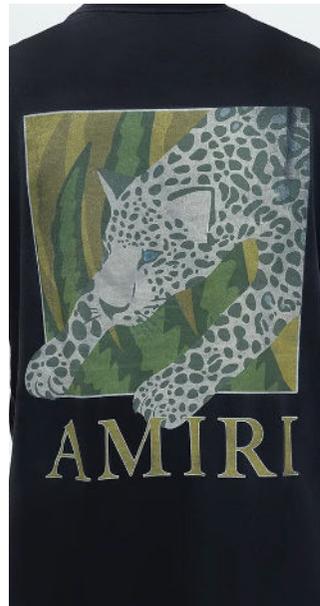


louis-vuitton-chemise-.avif

ANIMALIA



DIOR MEN



amiri-.webp



pull&bear328.jpeg

CARTOON



oviessse.jpeg



pull&bear3243507700_2_5_8.jpeg



fendi uomo.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

MENSWEAR

TOPWEAR

SS25 UPDATE



DATA TO DRIVE

01 **CREATIVITY**

02 **STRATEGY**

03 **SUSTAINABILITY**



LIVETREND

THANK YOU!

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