



**MENSWEAR**  
FW 2025  
FORECASTING  
**KNITWEAR**  
**KEY ITEMS**



LIVETREND

# KNITWEAR FW25 INTRODUCTION



paris streetstyle

gucci

streetstyle

streetstyle



## FORECAST

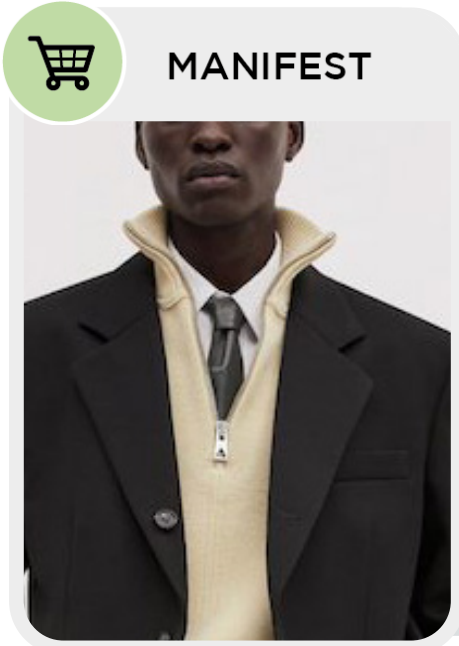
**Traditional Shapes & Contemporary Notions.** For FW 25/26, knitwear must-haves feature an array of styles that blend chic silhouettes with casual comfort. Essential pieces now include more fitted and slinky options across polos, turtlenecks, and vest tops for a sleek and modern silhouette. Sweaters take on a more compact form, creating heavy cocooning volumes that add both warmth and structure. These range from classic crewnecks to fashionable, masculine half zip-ups. For those seeking elegance, structured sartorial knit jumpers and daring deep V-necks offer a refined look. Cardigans continue to dominate the scene but refresh with mohair grandpa V-necks, lighter knit prim round collar cardigans—sometimes available in coordinated sets—and versatile flight zip-up jackets, with or without hoods. This season's knitwear collection emphasizes a harmonious blend of traditional and contemporary designs. Whether opting for sleek essentials or voluminous sweaters, these FW 25/26 trends offer indispensable additions to the modern wardrobe.

*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](#)



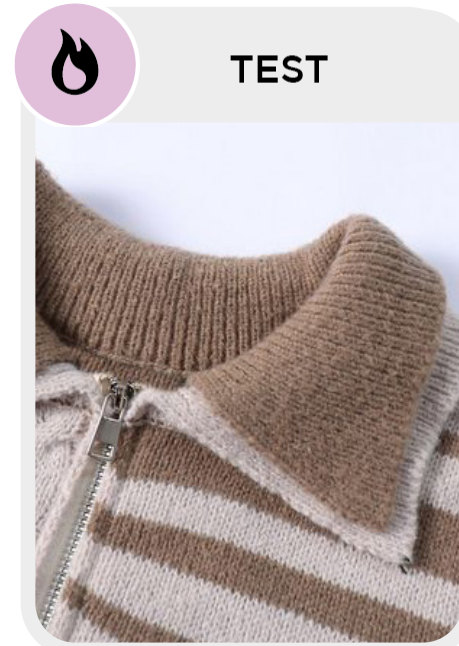
# TOP ELEMENTS KNITWEAR FW25



Bottega Veneta



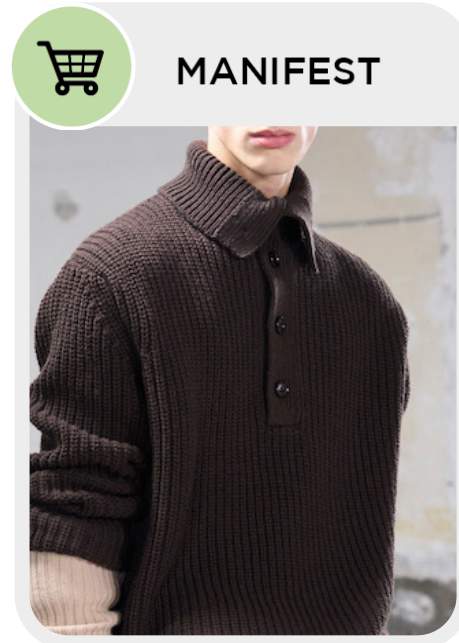
JW-ANDERSON.webp



eprezzy.jpeg



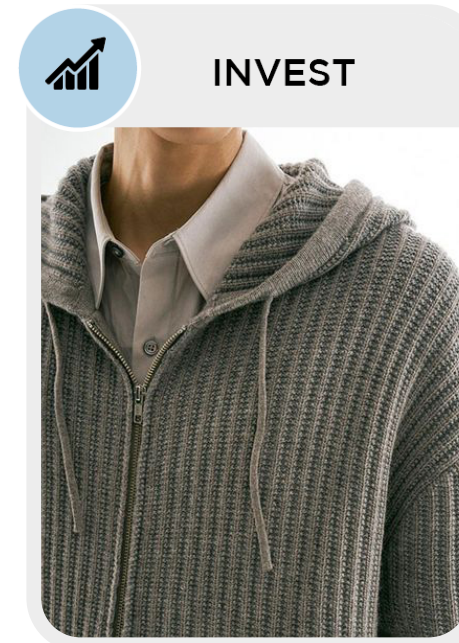
loewe--.webp



van-noten.jpg



acne



wconcept



jaded21.jpg.webp

# KNITWEAR FW25 SPOTLIGHT



MANIFEST

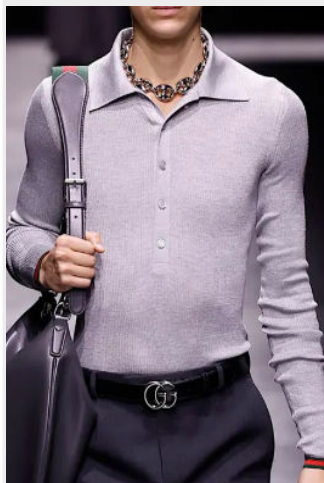


INVEST



TEST

POLO



Gucci.png

TURTLENECK



@benbentobox.jpeg

MOHAIR CARDI



Isabel Marant\_2.png

PRIM CARDI



Vuitton\_17.png

LOUNGE SET



droledemonsieur.webp

COATIGAN



emporio-armani-.jpg

***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.



BIG TREND

# FW25 TRANSITIONAL POLO



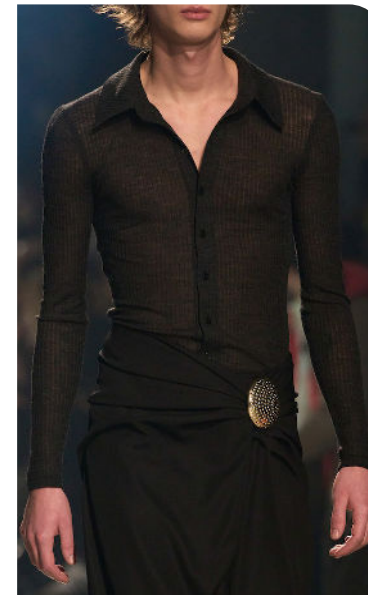
gucci-m-clp-f24-005.jpg



-fendi-webkit



No 21\_7.png



egonlab-m-clp-f24-011.jpg



jw-anderson.webp



Valentino\_4.jpg



\_fendi\_.png

KNITWEAR

MENSWEAR

FORECASTING

FALL/WINTER 2025





BIG TREND

FW25 **TURTLENECK**



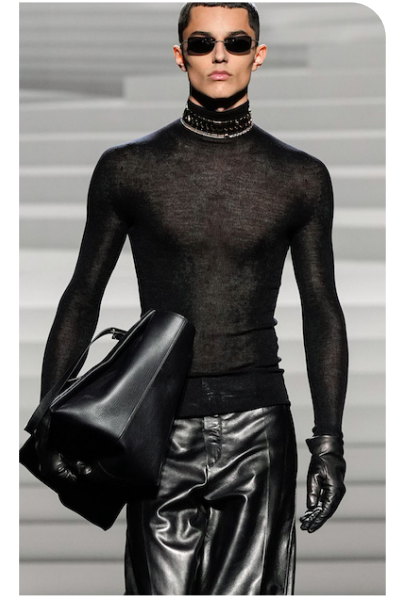
prada.webp



federico.cina.jpg



givenchy2.jpg



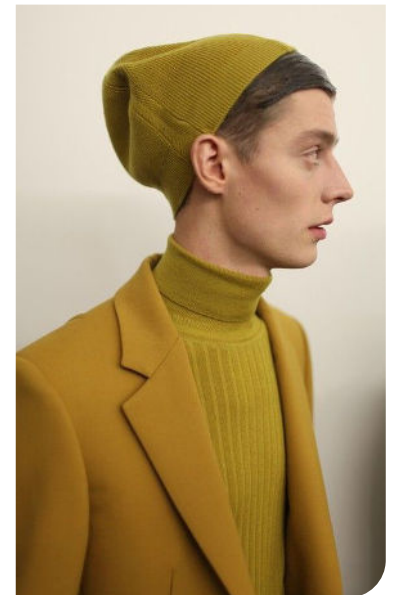
versace8.jpg



malemodels.cene.jpeg



purecashmere.nyc.jpeg



@textilesystematizms.jpeg

KNITWEAR

MENSWEAR

FORECASTING

FALL/WINTER 2025





BIG TREND

# FW25 COMPACT COCOONS



miumiu5 Kopie.jpg



Drole de Monsieur\_16.png



gucci.jpeg



dior homme.webp



@godshilor.jpeg



bottega veneta



paris-m-str-f24-1178.jpg

KNITWEAR

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FORECASTING

FALL/WINTER 2025



SAFE TREND

# FW25 **CHUNKY HALF-OPEN**



valentino-.jpg



closed3.jpg



officine-generale-m-clp-f24-029.jpg



hermes\_16.png



gucci.jpg



wales bonner



Teddy Vonranson\_16.png





SAFE TREND

# FW25 SOFT HOODIES



paris-street-style-fall-2024-mens-by-thomas-the-impression-098-scaled.jpg



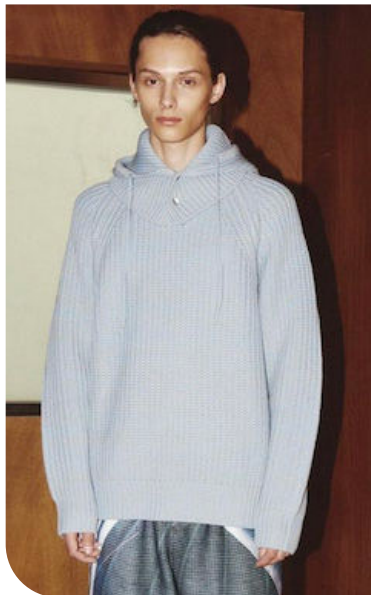
jaded21.jpg.webp



Jordan Luca\_6.png



dior.jpeg



@adonisproject4.png



msgm.webp



achilles ion gabriel\_4.png

FALL/WINTER 2025 FORECASTING MENSWEAR KNITWEAR





EARLY SIGN

# FW25 SARTORIAL SHOULDER PULLOVER



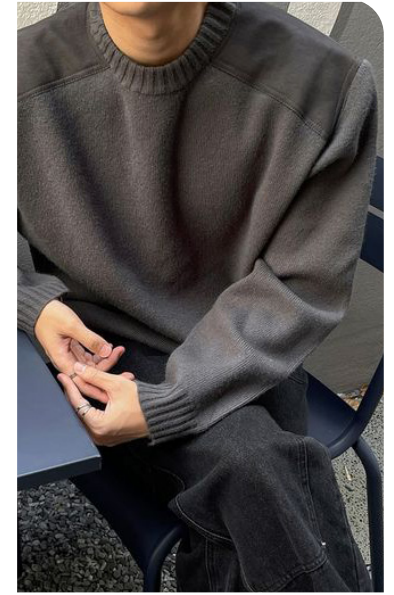
prada-m-clp-f24-026.jpg



the row



burberry



@godshilor8.jpeg



bottega veneta



suitsupply.avif



marcopolo.webp





EDGY TREND

FW25 DEEP V



bed-jw-ford.jpg



wconcept Kopie.jpeg



burberry



diesel.jpeg



jw anderson



bed-jw-ford\_1.jpg



dior







streetstyle



bottega veneta.jpeg



Aaron Esh.jpg



Andersson Bell\_3.jpg



driesvannoten2.png



driesvannoten5.png



etro-10.jpg



BIG TREND

# FW25 PRIM ROUND COLLAR CARDI



Gucci\_2.png



prada-m-clp-f24-023.jpg



asap rocky.jpeg



msgm12.jpg



Trip Le Sens.png



Vuitton\_17.png



Acne Studios.jpg

KNITWEAR

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FALL/WINTER 2025



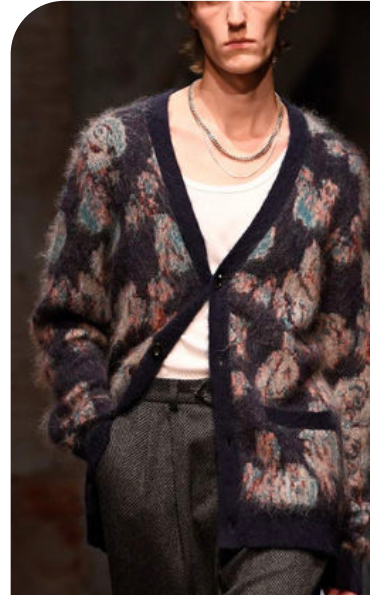


STABLE TREND

# FW25 MOHAIR GRANDPA V-CARDIGANS



Isabel Marant\_2.png



Todd Snyder-15.png



wondernoah.jpeg



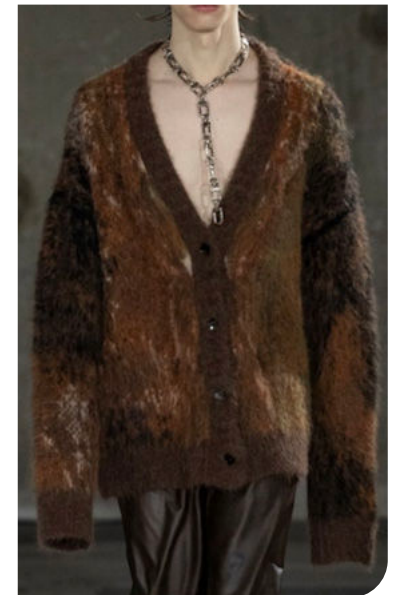
kidsuper-.jpg



Federico Cina\_6.png



amiri-.jpg



feng chen wang-5.png



SAFE TREND

# FW25 RETRO FLIGHT ZIP-UPS



streetstyle



our legacy6.png



pilgrim.jpeg



wonder noah.jpeg



John Elliott\_2.png



@perjacobs.jpeg



Altea\_2.png

KNITWEAR

MENSWEAR

FORECASTING

FALL/WINTER 2025





SAFE TREND

# FW25 ZIPPED HOODED JACKETS



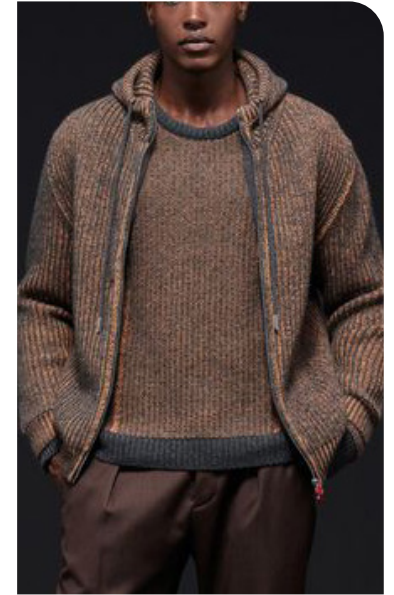
wconcept\_.png



our legacy7.png



@mauvstudio.jpeg



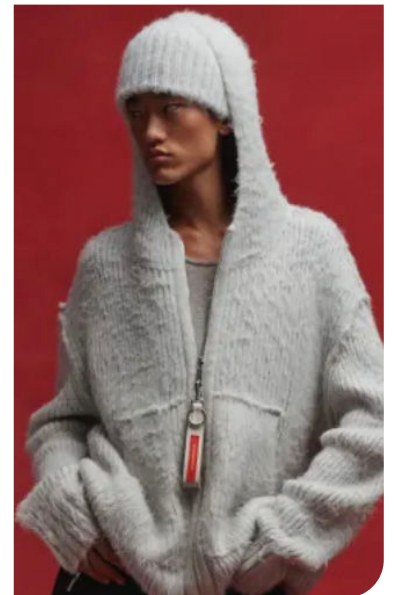
kiton.jpeg



@kai.lonny.jpeg



rickowens.jpeg



Mr Saturday\_4.png

KNITWEAR

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FORECASTING

FALL/WINTER 2025





EARLY SIGN

# FW25 DAINTY CARDI SETS



givenchy\_10.png



The Row\_3.png



paul smith



hermes



undercover-16.png



amiri



sacai\_5.png

KNITWEAR

MENSWEAR

FORECASTING

FALL/WINTER 2025







loewe-.webp



loewe-.webp



valentino-m-clp-f24-033.jpg



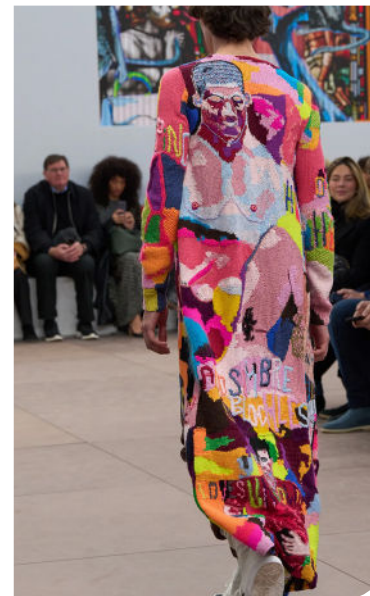
fendi.avif



-fendi-.avif



emporio-armani-.jpg



loewe





rhude\_5.jpg



Woolrich Black Label\_16.png



KB Hong\_3.jpg



Woolrich Black Label\_4.png



zegna1.png



droledemonsieur.webp



marni



LAST CALL

# FW25 SLIM VESTS



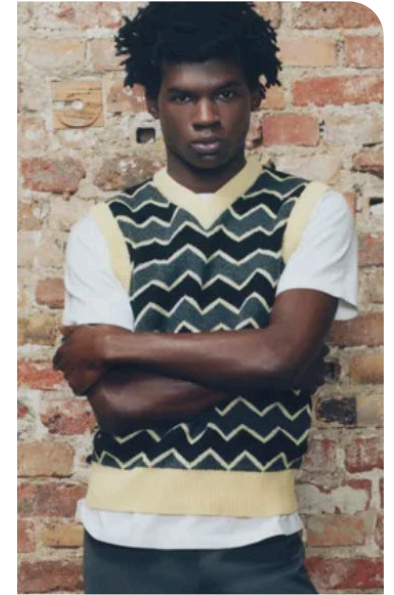
Todd SNYDER.png



Hermès.png



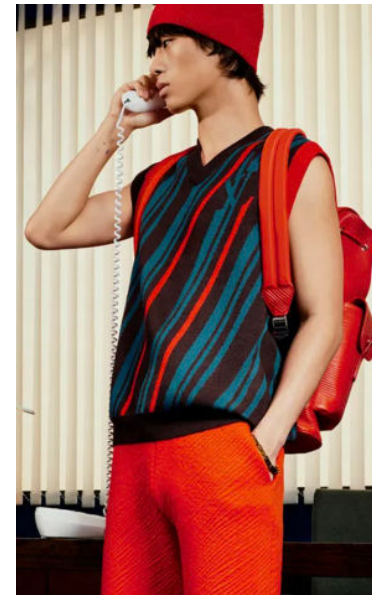
Namesake\_1.png



Fursac\_13.png



kindofguise4.png



louis vuitton pre-fall.png



ami.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

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