



MENSWEAR
SS25
FESTIVAL
UPDATE



LIVETREND

FESTIVAL UPDATE INTRODUCTION



@huddy.jpg



@davidealvino.jpg



@VINNIEHACKER.png



@mattebrooks.jpg



UPDATE

Full Spectrum. At Coachella and summer festivals, menswear played a pivotal role in defining the festival's character, showcasing a diverse array of styles. From pure Western personas to sportier blokecore trends and 90s hip-hop subcultural references, the fashion scene was a vibrant tapestry of influences. The trend towards easier fits with a rustic allure was unmistakable, creating a relaxed yet stylish vibe that resonated throughout the event. Key pieces such as leather outerwear, baggy fits, and bandanas emerged as menswear favorites, blending practicality with a bold aesthetic statement. This season saw an explosion of creativity, signaling a significant cultural shift in men's apparel. Festival-goers embraced the opportunity to experiment with their looks, pushing the boundaries of traditional menswear and showcasing a newfound freedom in their fashion choices. This creative surge not only highlighted individual expression but also marked a broader movement towards more inclusive and dynamic representations of masculinity in fashion. As a result, summer festivals set a new benchmark for how menswear can evolve, reflecting broader cultural trends and inspiring future fashion directions.

This report is based on Livetrend data extracted from Instagram and consumer searches, 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
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FESTIVAL
UPDATE
FESTIVAL
CHARACTERS

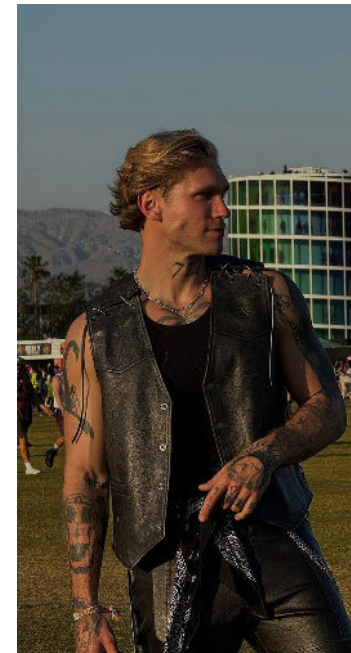
FESTIVAL CHARACTERS THE CONTRY ROCKER



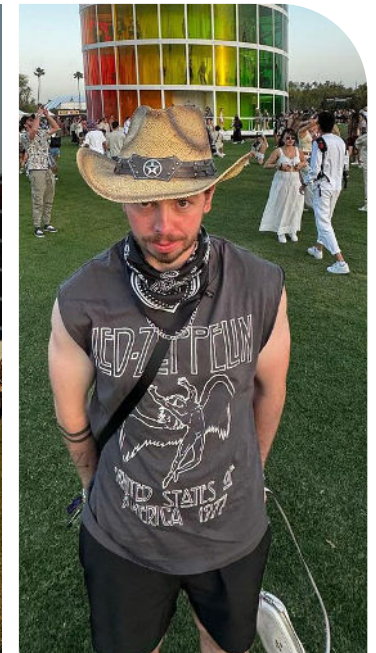
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@luisjcorrales.jpg



@iglubkowski2.jpg



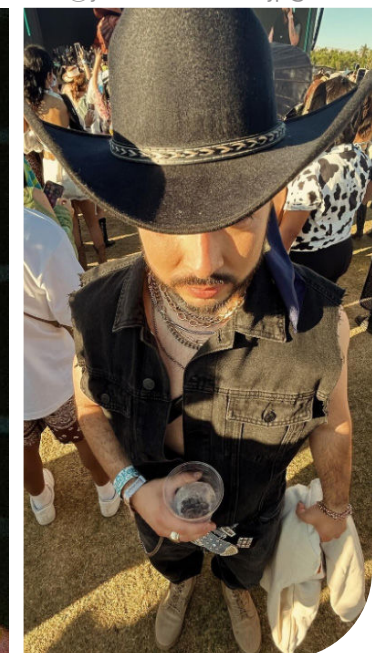
@jarebearmusic.jpg



@troypes.jpg



@patryczon.jpg



@ayyangelito.png

#COWBOYCORE - LEATHER - STETSON

FESTIVAL CHARACTERS THE BLOKECORE BOY



@alexkuzjomkin.jpg

FOOTBALL - CYBER GRUNGE - GAMER



@marekfritz3.jpg



@feid.jpg



@darionfamous_1.jpg



@juanpagordoa.jpg



@guydai.jpg



@sofiamcoelho.jpg

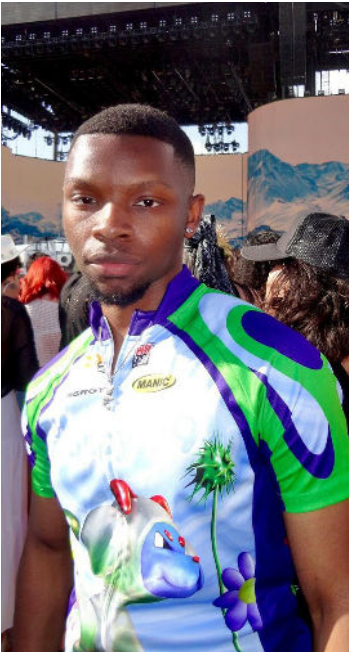
FESTIVAL CHARACTERS THE GAMER



@huddy.jpg



@jacwright.jpg



@armandeauxx_1.jpg



@marekfritz.jpg



@kyranu.jpg



@itsscottkress.jpg

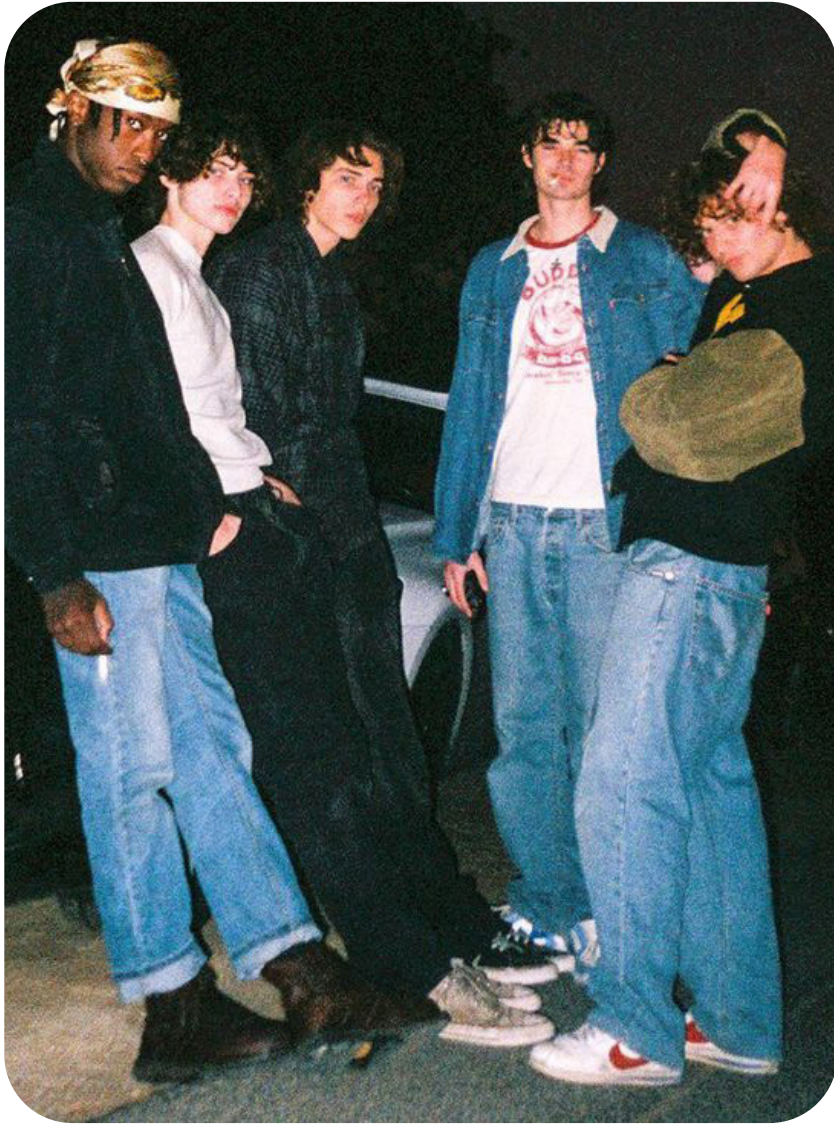


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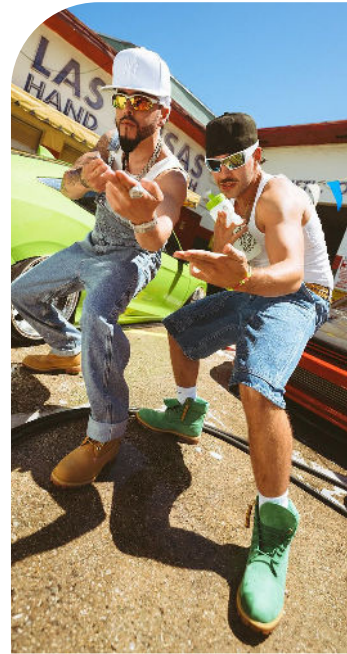
DIGITAL FEST - AI GRAPHICS - AVATAR



FESTIVAL CHARACTERS THE SK8R BOY



@cridernoah.jpg



@feid2.jpg



@vinniehacker2.jpg



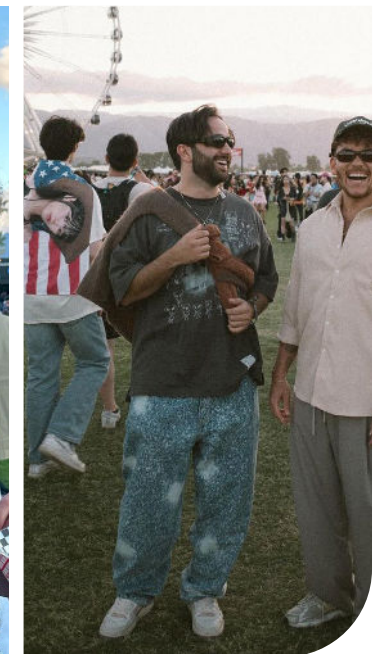
@berkannkarabulut.jpg



@luiscapecchi.png



@timaskahecker.png



@anotrmusic.jpg

90S SUBCULTURES - BAGGY FITS - HIP HOP

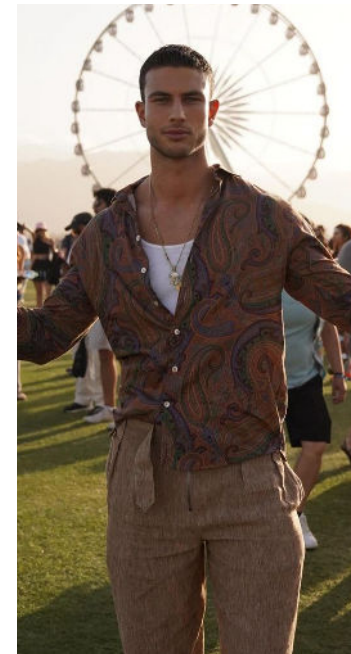
FESTIVAL CHARACTERS THE COASTAL RUSTIC



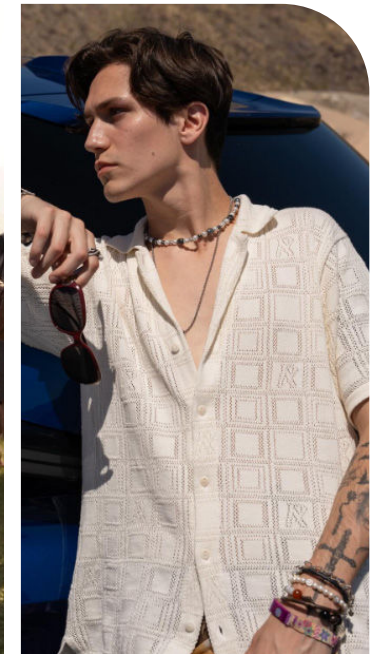
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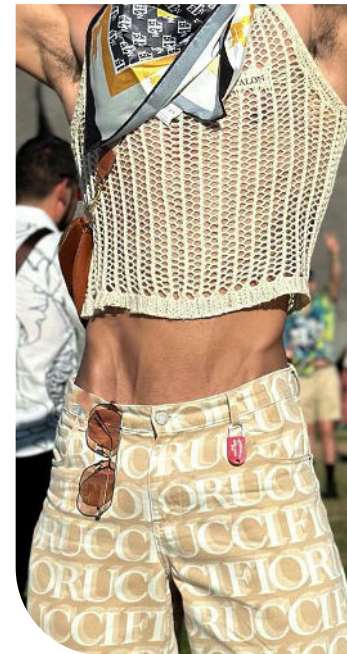
@darrelljones.jpg



@mattianarducci.jpg



@huddy.png



@yannicolau.jpg



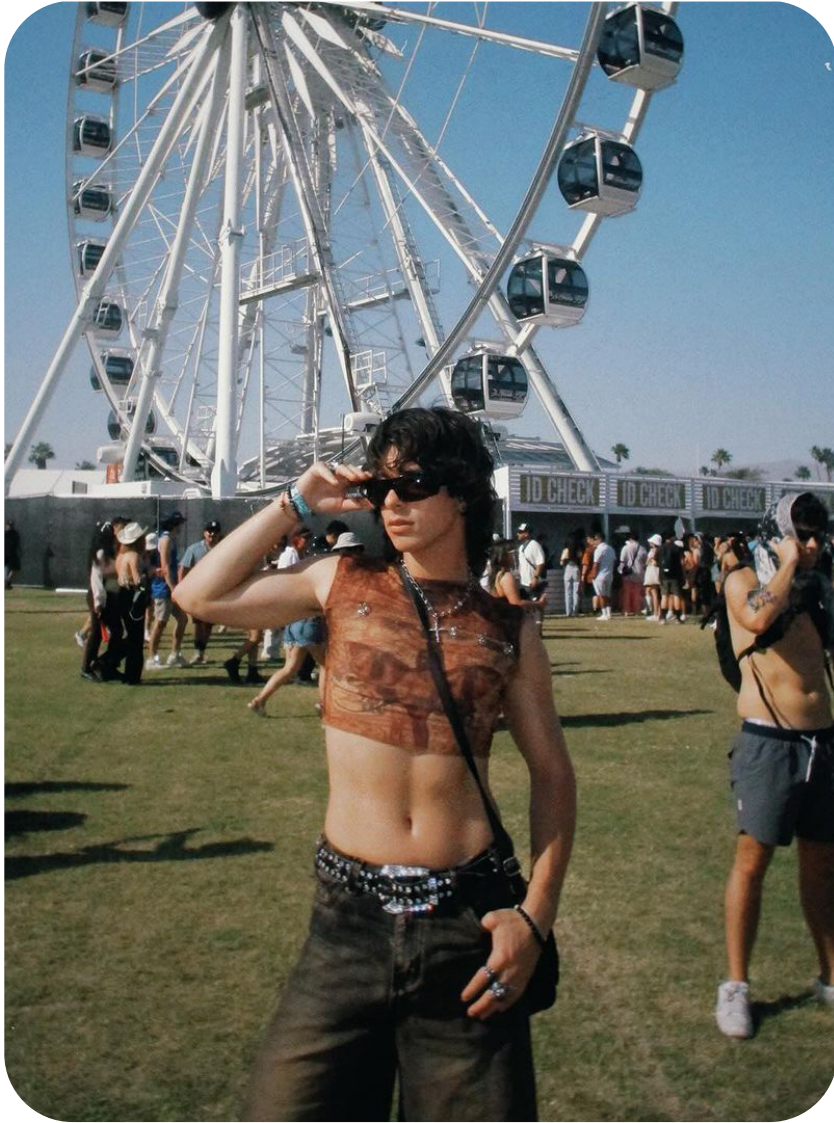
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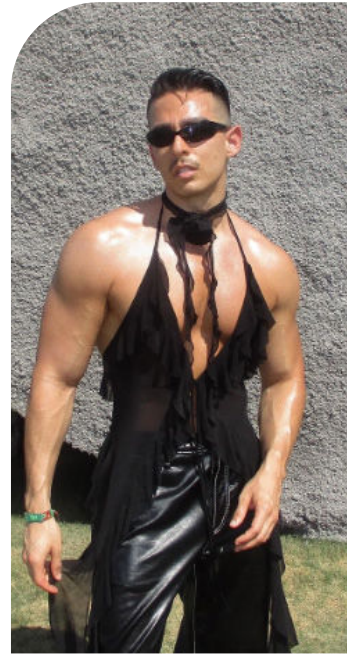
@jackwright.jpg

MINIMAL RESORT - SOFT CRAFT - CROCHET

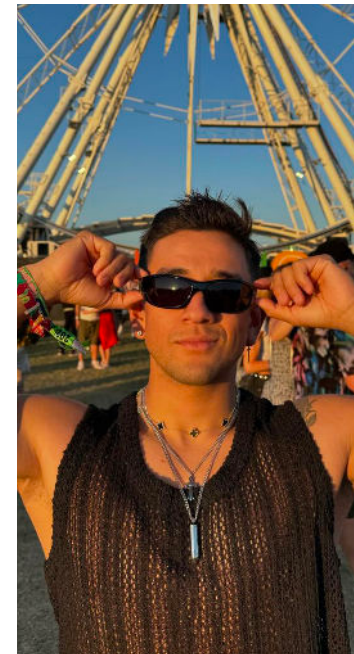
FESTIVAL CHARACTERS THE MYSTIC R4VER



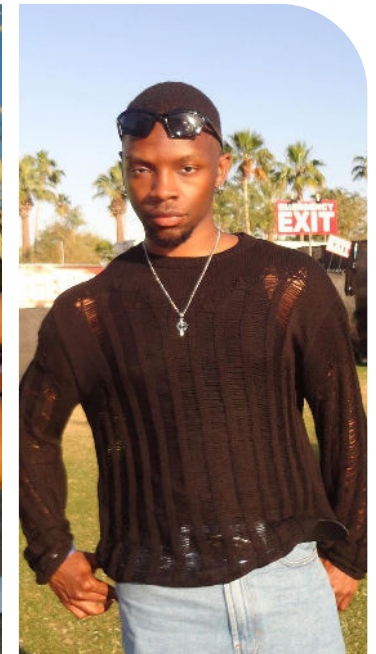
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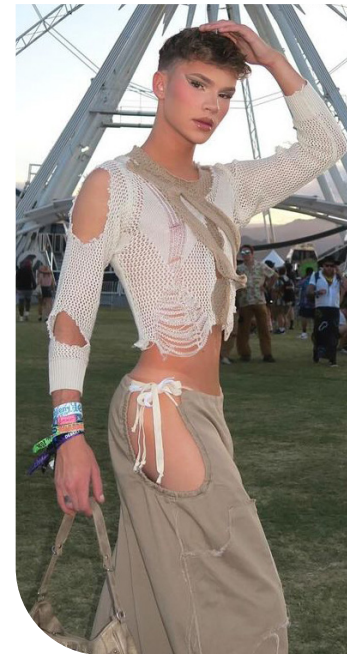
@kyleflenite.png



@thejarass.jpg



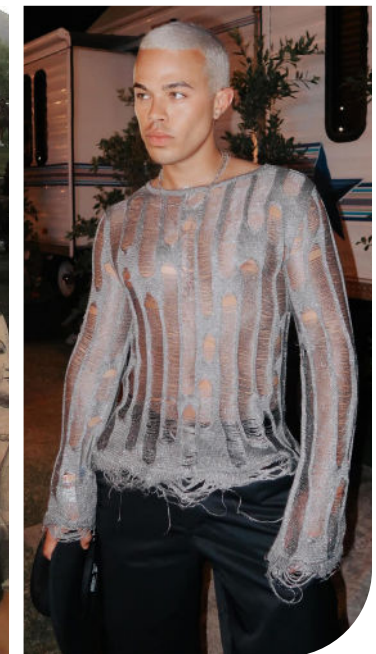
@armandeauxx.jpg



@jessejaggers.jpg



@mattebrooks.jpg



@marekfritz2.jpg

NEO MASCULINITY - DISTRESSED

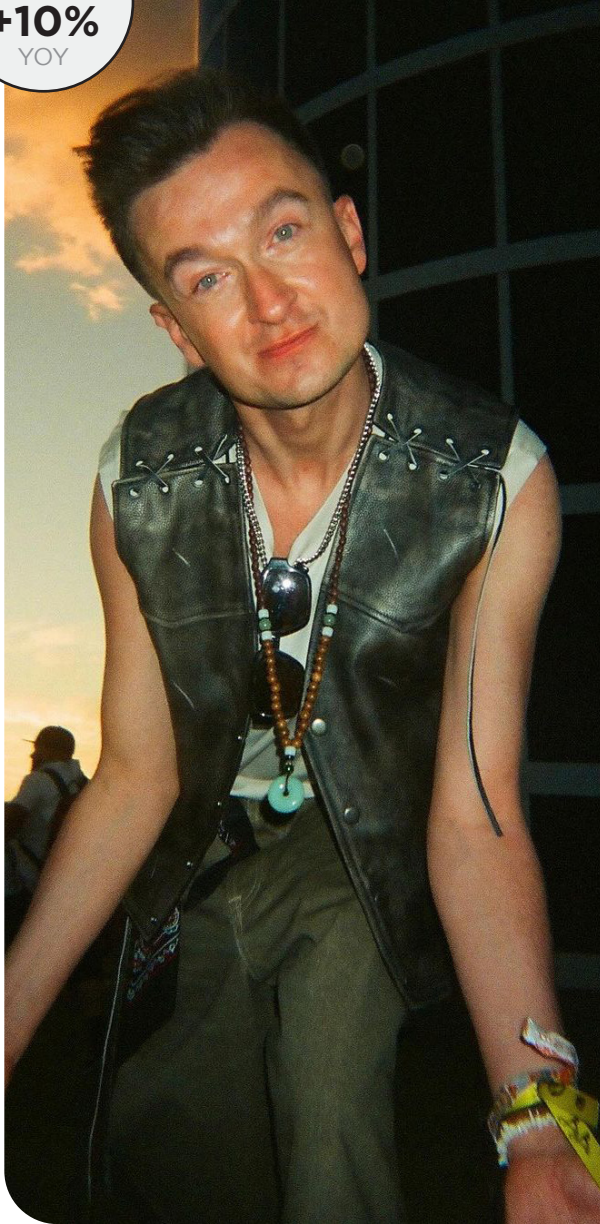


FESTIVAL
UPDATE
**KEY
STYLES**

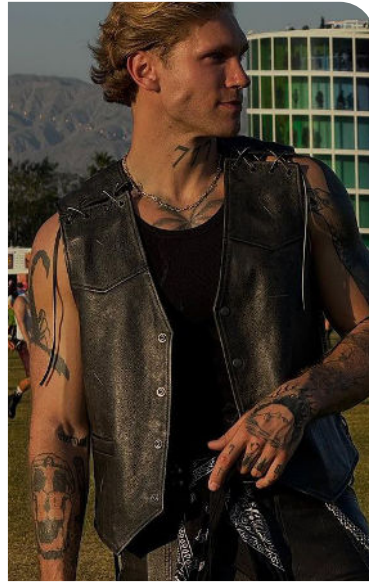
FESTIVAL KEY STYLES TOPWEAR


+10%
YOY

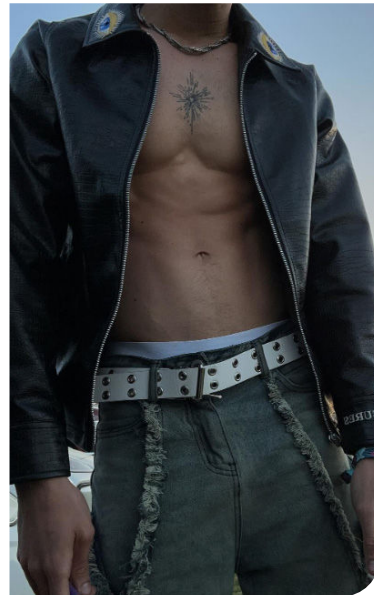
THE RODEO LEATHER




@patryczon.jpg



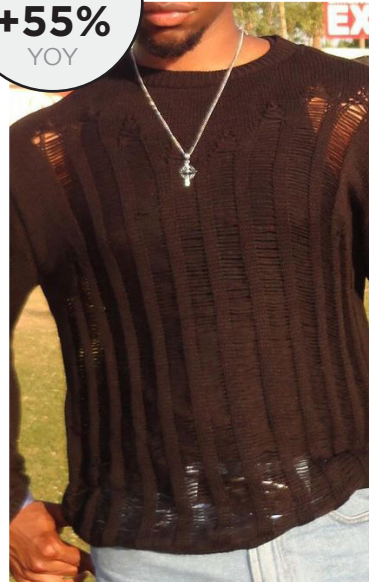
@iglubkowski2.jpg



@luisjcorrales.png


+55%
YOY

THE DISTRESSED SWEATER



@armandeaux.jpg



@jessejaggers.jpg



@marekfritz2.jpg

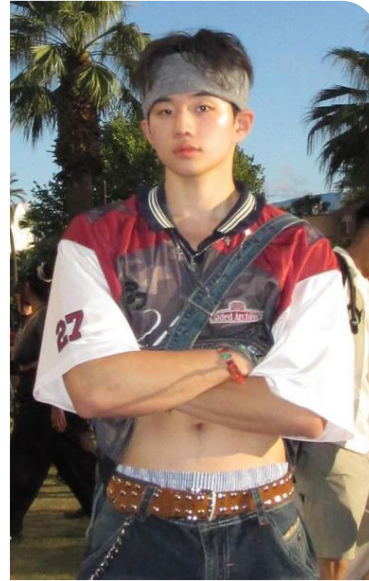
FESTIVAL KEY STYLES TOPWEAR

THE BOLD JERSEY

WWW
+39%
YOY



@alexkuzjomkin.png



@guydai.jpg



@luiscapecchi.png

WWW
+127%
YOY

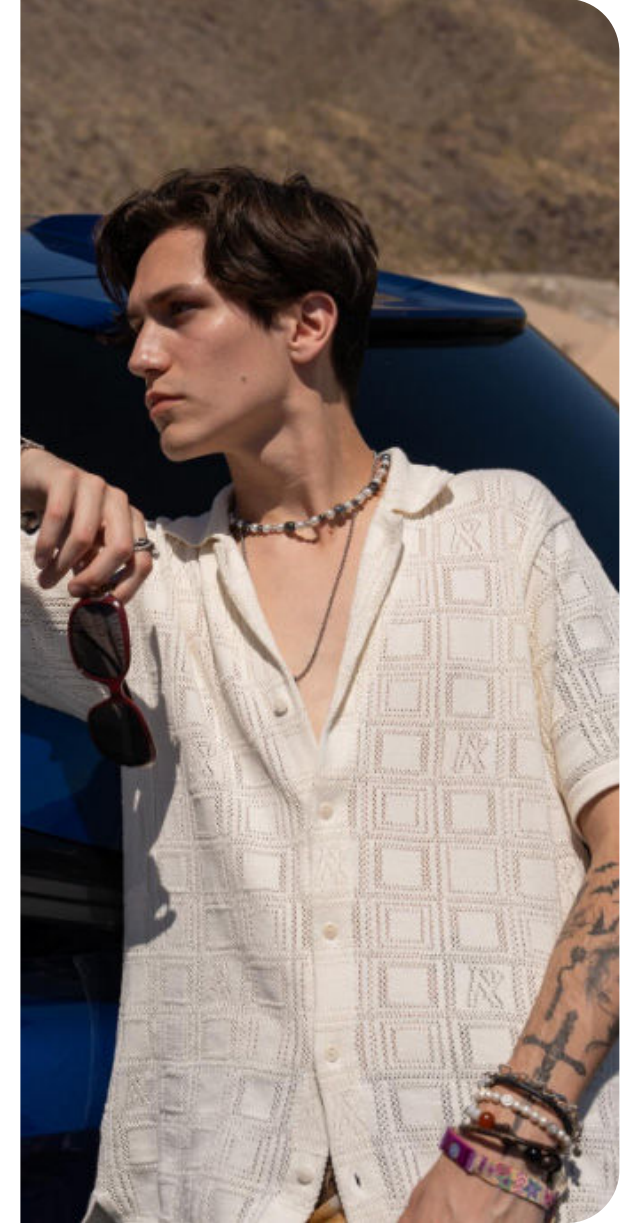


@marekfritz.jpg




@theandrenguyen.jpg

THE CRAFTY HOLIDAY SHIRT



@huddy.png

FESTIVAL KEY STYLES BOTTOMS


+37%
YOY

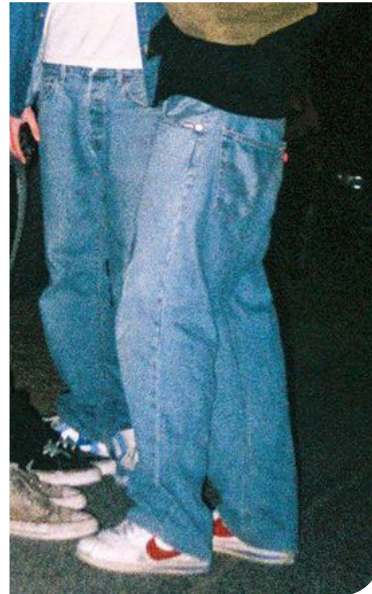


@martenlou.jpg


THE BAGGY FIT



@anotrmusic.jpg



@cridernoah.jpg


+101%
YOY

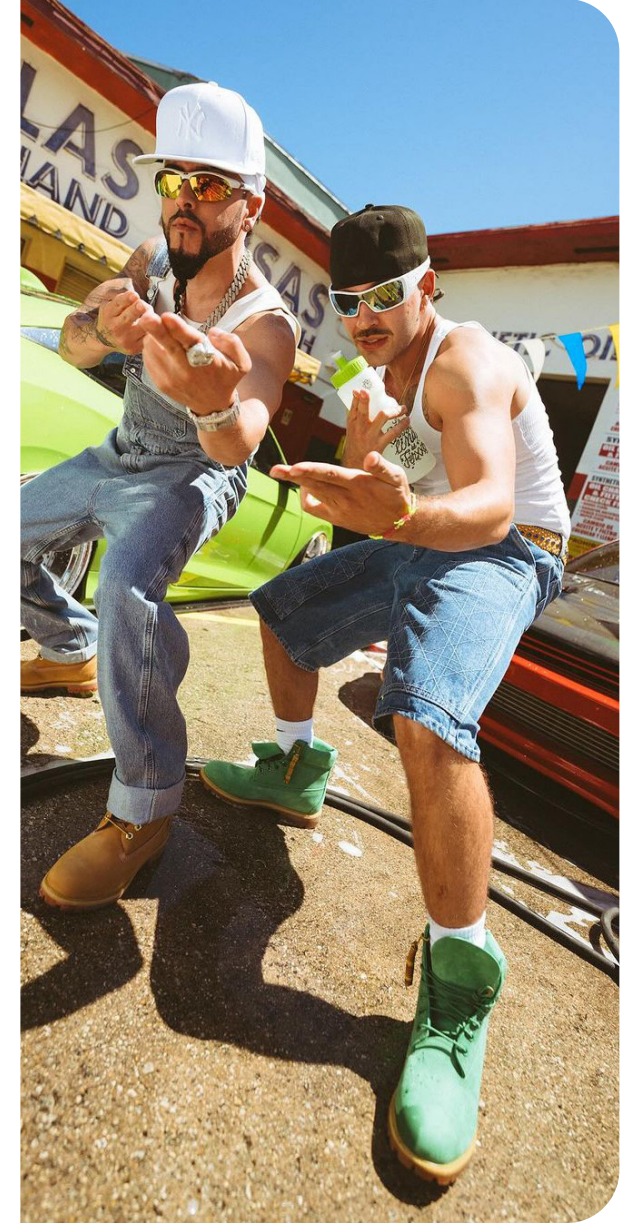


@feid.jpg




@bagemohler.jpg

THE SLIM BERMUDA



@feid2.jpg

FESTIVAL KEY STYLES ACCESSORIES


+7%
YOY

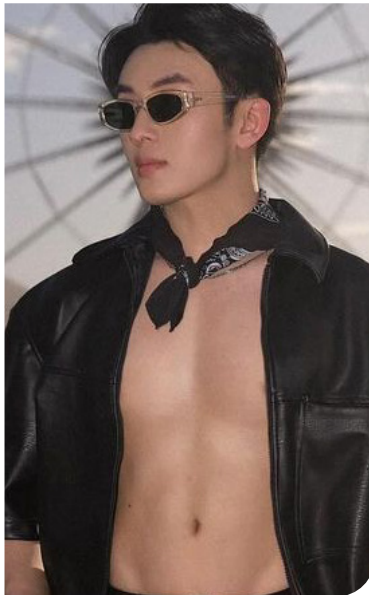
THE BANDANA MANIA



@sespo2.jpg



@yannicolau.jpg



@kerwinking.jpg


+115%
YOY

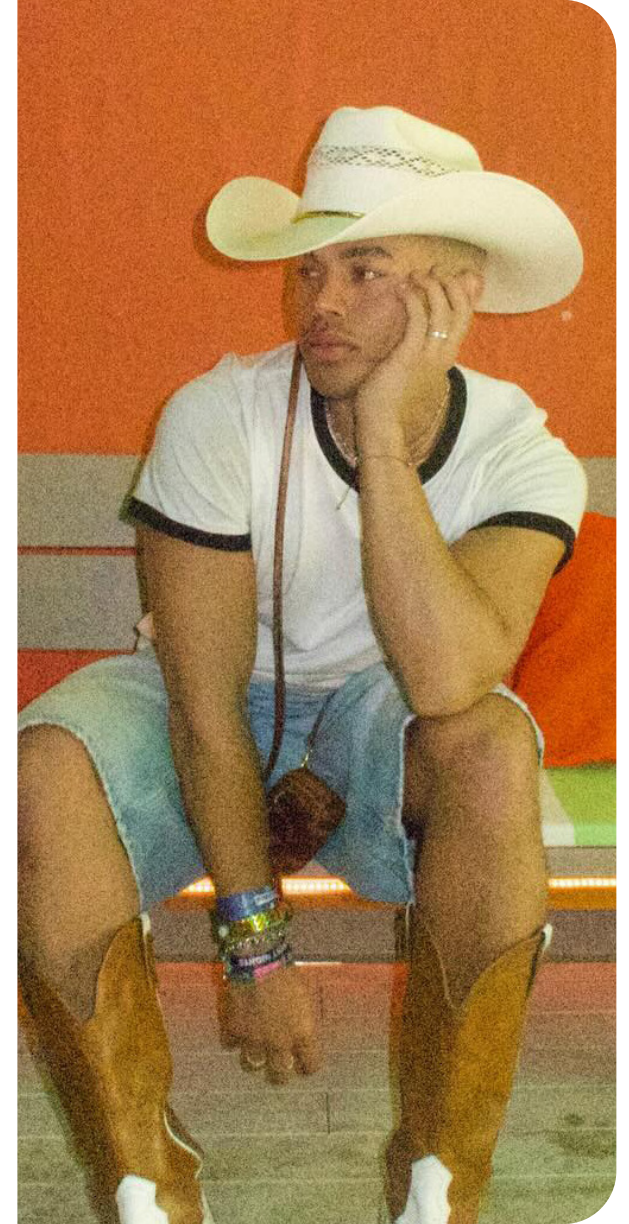


@iglubkowski.jpg



@jarebearmusic.jpg

THE COUNTRY HAT

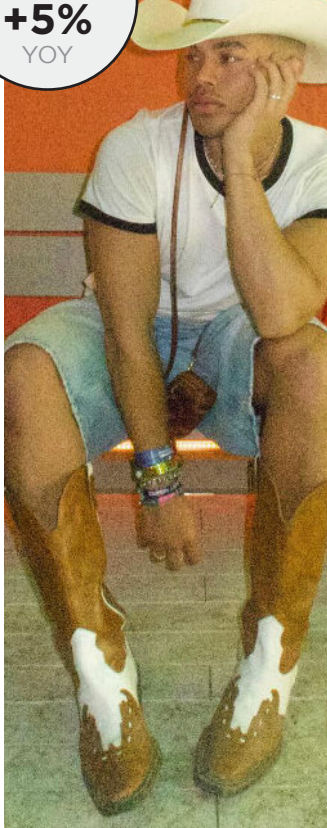


@marekfritz4.jpg

FESTIVAL KEY STYLES SHOES HIGHLIGHTS

THE TEXAN BOOT


+5%
YOY



@marekfritz4.jpg



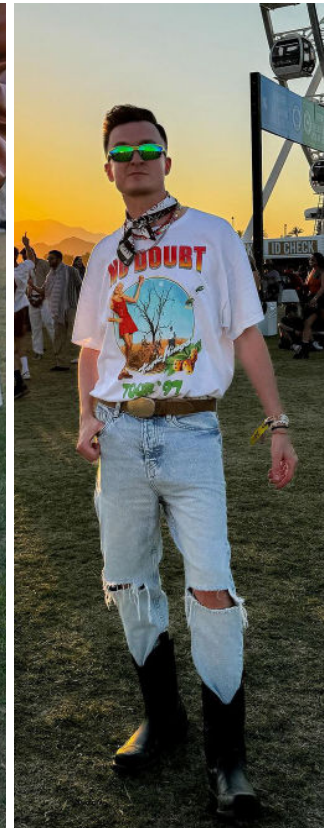
@marekfritz3.jpg

THE FRYE BOOT


+350%
YOY




@darionfamous.jpg



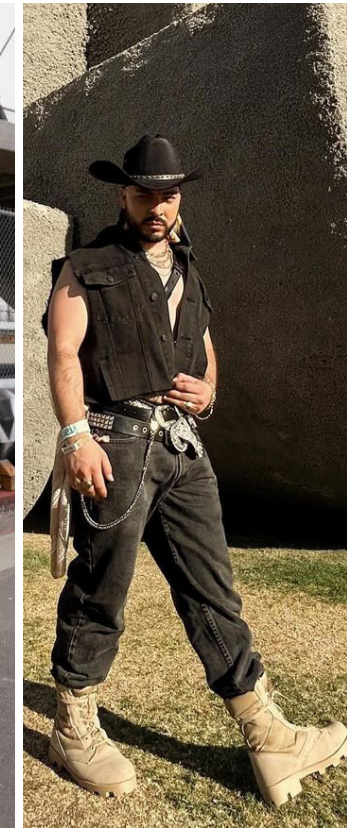
@patryczon2.jpg

THE LOGGER BOOTS


+33%
YOY



@darionfamous2.jpg



@ayyangelito.jpg

POLISHED WESTERN

ENHANCED BIKER

SAFETY & VPERFORMANCE

THE COURT SNEAKER: Adidas sneakers like the Samba (+209% YOY) and Gazelle (+137% YOY) were festival go-to's

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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