



**MENSWEAR**  
**FW 2025**  
**FORECASTING**  
**TOPWEAR**  
**KEY ITEMS**



**LIVETREND**

# TOPWEAR FW25 INTRODUCTION



paris streetstyle



gucci



streetstyle



streetstyle



## FORECAST

### Chic Retro & Rustic Heritage .

For FW25/26, menswear tops combine retro sophistication with rusticity and sporting styles. Essential items include crisp corporate shirts in slimmer pinstripes, cabin-inspired shirts with fisherman pockets or lumberjack plaids, and stained heavy-duty shirts for a rugged look. Leather overshirts transition from casual to sleek, while satin shirts with retro collars and western styles add elegance. Modern deep V-necks and blouse-like tops cater to a more feminine aesthetic. Jersey key items emphasize sporting styles, featuring soccer shirts, rugby polos, skater-inspired long sleeves, sporty zip-ups, and ringer shirts for transitional weather. Modern long sleeve polos, simple hoodies, and refined button-ups cater to minimalism. Printed jersey tops with photographic designs and a grungy vibe add edge. This season blends athletic influences dandy allures and highland charm, ensuring a versatile and fashion-forward 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](#)



# TOPWEAR KEY DETAILS

For FW25/26 menswear plays on clean lines and essential pieces. Key details are more refined and blend chic preppyness with performing outdoor and sports. Jacquard fabrics are rising as a must-have to bring interesting textures. Embroidery is also making an impact on men's topwear, bringing creativity and a crafty spirit. Contrasting details will be in the spotlight this season with refined details on collars, which remain a key element for topwear. Some romantic and quite feminine elements contaminates the styles bringing more genderfluidness to the season.

BIG TREND

# FW25 FUZZY EMBROIDERIES & 3D PRINT



isabel-marant.jpeg



pull&bear.jpeg



foretstudio.dk.jpeg



4b74a43cd33a92db5cda5fc138e924041.jpeg



marni-.jpeg



87ceb0c0a2897e5fd22acd9854a5161.jpeg



af61810cbf627aeb4a416602f2df667.jpeg

EARLY SIGN

THE NEO EMBROIDERY



STABLE

THE MAXI BACK LOGO



essential.jpg



ninaricci.jpeg



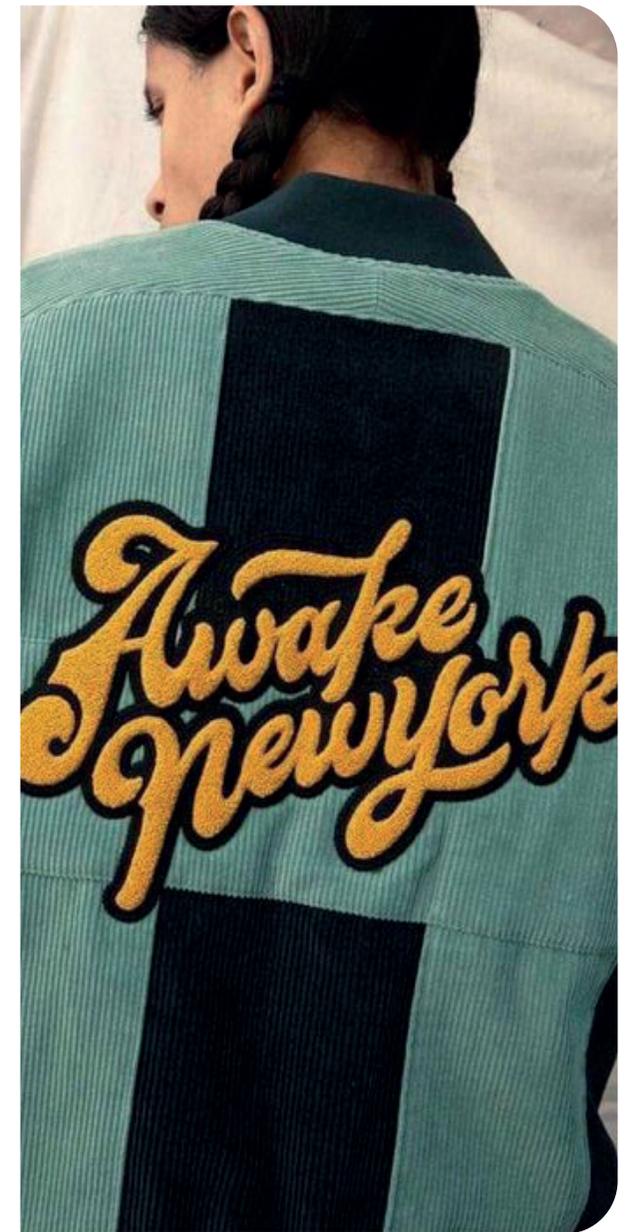
topman.jpeg



ohgarments.com



maisonkitsune.jpeg



awake.jpeg

STABLE

THE FRINGE



the coat.jpeg



Walter Van Beirendonck.jpeg



mango

STABLE

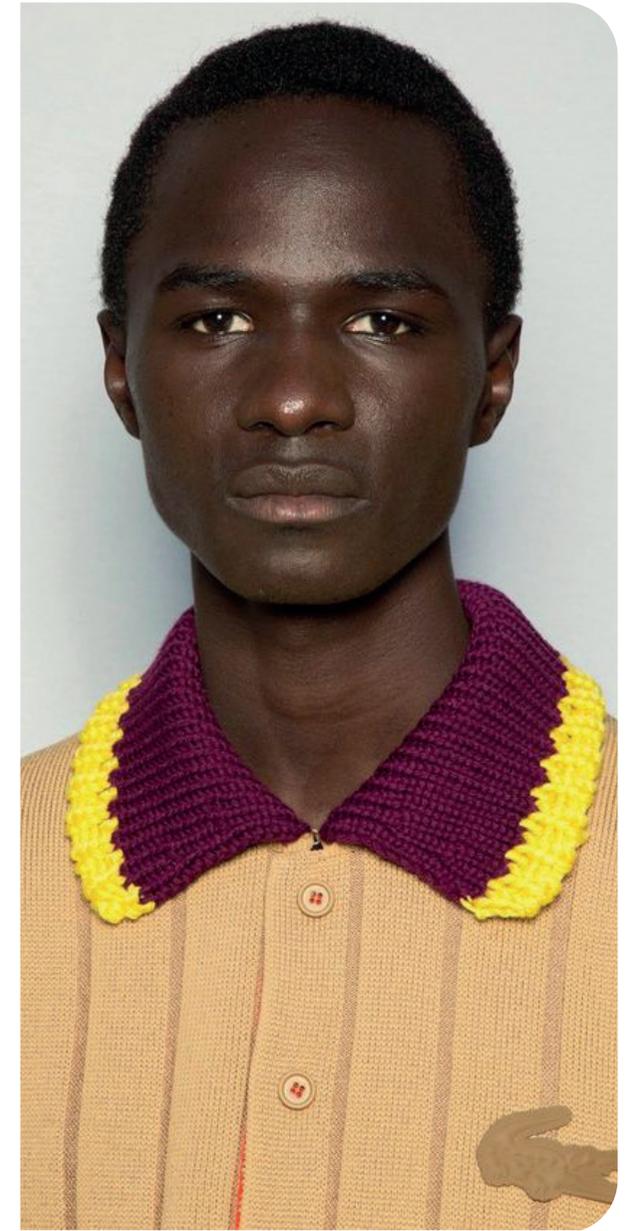
THE CROCHET DETAIL



Yii .jpeg



.jpeg



lacoste.jpeg

SAFE TREND

THE RAW EDGE



EARLY SIGN

THE UPGRADED HOODIE



HIDDEN CULT.jpeg



miumiu.jpeg



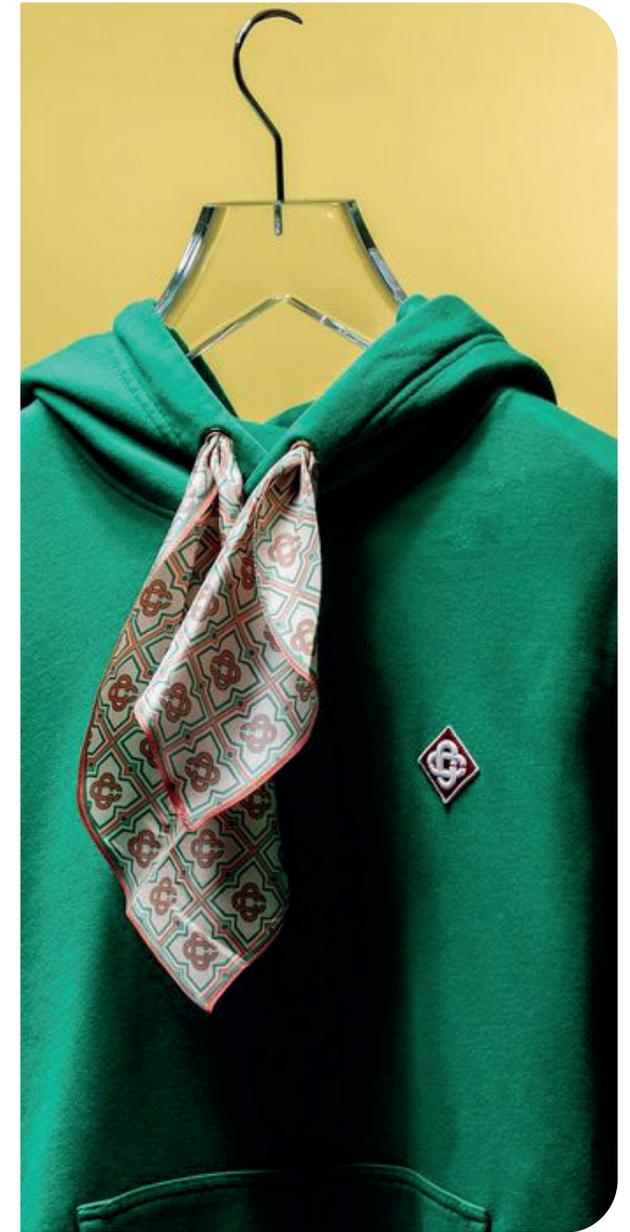
mango



@kapital20.jpeg



second dtreet.jpeg



casablanca.jpeg

EARLY SIGN

THE GRIBOUILLIS



swatch



embroidery.jpeg



mango

STABLE

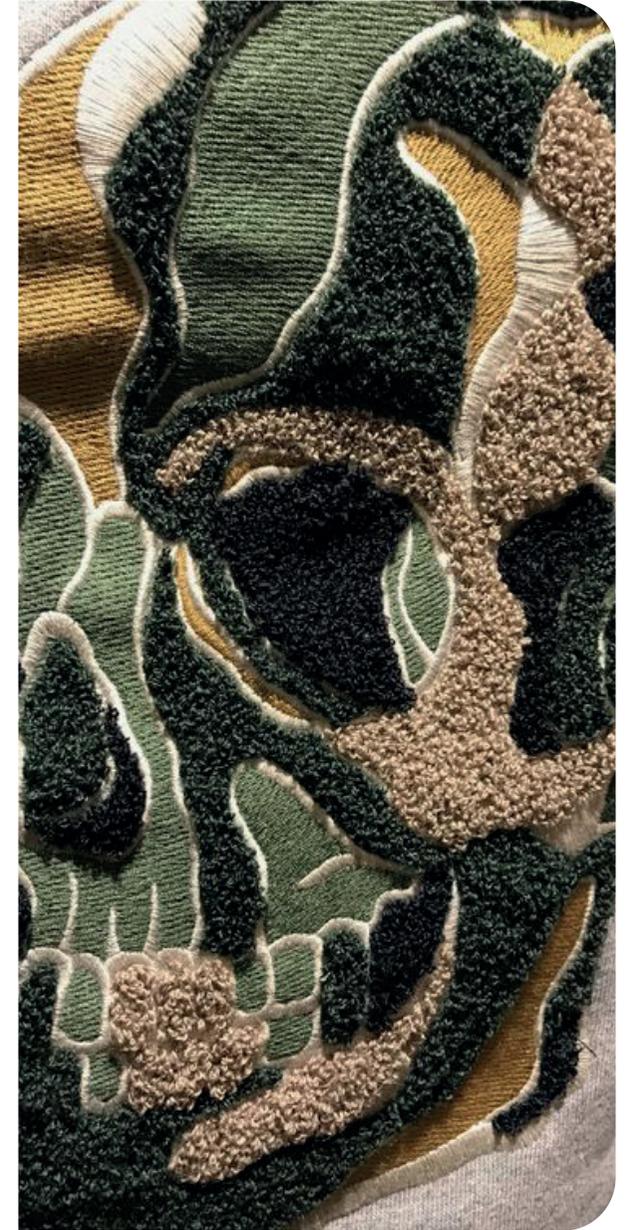
THE TEXTURE



shanghai-mall.jpeg



ader.jpeg



MARIE-ROSE LORTET.jpeg



## **JERSEY KEY ITEMS**

For FW25/26 menswear tops, jersey key items emphasize sporting styles. Essential pieces include soccer shirts, rugby polos, skater-inspired layered long sleeves, and sporty zip-ups, with the ringer shirt being a must-have for transitional weather. Modern long sleeve polos, simple hoodies, and refined button-up long sleeves cater to a minimalist aesthetic. Printed jersey tops feature prominently, with photographic designs and a grungy, mysterious vibe. Heavy-duty stained looks add an edgy, rugged appeal. This season's tops blend athletic influences with clean lines and striking prints, offering versatile options for a contemporary wardrobe.

# TOPWEAR FW25 SPOTLIGHT



MANIFEST



INVEST



TEST

POLO



@droledemonieur2.png

HENLEY



@marcforne6.png

LAYERED



dsquared.JPG

RETRO COLLAR



-amiri-fw24.webp

FEMININE FEEL



loewe-.webp

SPARKLING



amiri.webp

***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 RETRO RUGBY



droledemonieurfallwinter2024paris1225-ac3fe168.jpg.webp



isaria\_7.png



jaded london4.jpg.webp



urban outfitters8.webp



8on8-m-clp-f24-014.jpg



zara25.jpg



@droledemonieur2.png

TOPS

WO MENSWEAR

FORECASTING

FALL/WINTER 2025



SAFE TREND

FW25 GENTLE HENLEY



Auralee\_3.png



Vince\_1.png



@marcforne6.png



System\_7.png



jw-anderson-m-clp-f24-033.jpg



@uniformdisplay12.png



acnestudio6.jpg

TOPS

WO MENSWEAR

FORECASTING

FALL/WINTER 2025



SAFE TREND

# FW25 MINIMAL LONGSLEEVE POLO



ami.webp



White Mountaineering\_10.png



ralphlauren.jpeg



zara28.jpg



Brioni\_18.png



giorgio-armani-m-clp-f24-054.jpg



Brioni\_15.png

STABLE TREND

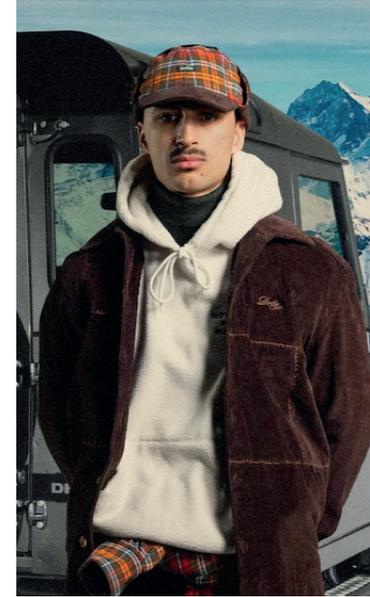
# FW25 MONOCHROME HOODIES



coach4.jpg



streetstyle-8.jpg



@droledemonsieur4.png



Valentino\_1.png



@uniformdisplay18.png



urban outfitters6.webp



juun-j-m-clp-f24-044.jpg

STABLE TREND

# FW25 SUBCULTURE SWEATER



botter-.jpg



MSGM\_1.png



balenciaga.webp



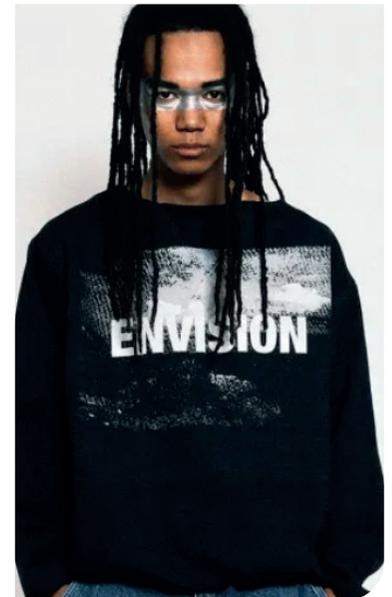
sacai-m-clp-f24-027.jpg



undercover-5.png



Jeanne Friot\_8.png



Tanaka\_2.png

STABLE TREND

# FW25 SPORTING ZIP UP



8on8-m-clp-f24-017.jpg



@uniformdisplay16.png



jaded london1.jpg.webp



@uniformdisplay15.png



wales bonner.webp



@uniformdisplay14.png



streetstyle-10.jpg

SAFE TREND

# FW25 MINIMAL OVERSIZE TEE



@bershka.jpeg



perksandmin.jpeg



denzil-patrick-spring-2025.webp



oddoxxx.jpeg



Blind No Plan.jpeg



theunstitchd.com.jpeg



@shilpanair.jpeg

TOPS

WO MENSWEAR

FORECASTING

FALL/WINTER 2025



STABLE TREND

# FW25 LAYERED LONGSLEEVES



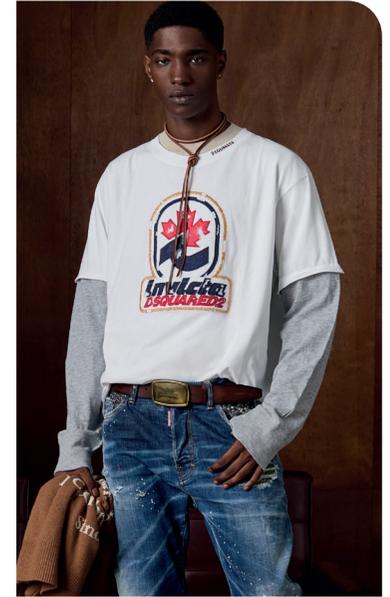
@fermendigi17.png



blumarle-.webp



welshome-fal2024falindshowtheimpression03pg



dsquared.JPG



@fermendigi14.png



Isabel Marant\_21.png



diesel4.png

SAFE TREND

FW25 PHOTOGRAPHIC



Magliano\_3.png



bed-jw-ford-m-clp-f24-016.jpg



urban outfitters1.webp



giorgio-armani-.jpg



Fursac\_15.png



balmain-m-clp-f24-049.jpg



Lagos.png

TOPS

WO MENSWEAR

FORECASTING

FALL/WINTER 2025

STABLE TREND

FW25 RINGER TEE



Solid Homme\_2.png



Bluemarble\_1.png



ZARA



@fermendigi112.png



@fermendigi11.png



jaded london11.jpg.webp



@uniformdisplay21.png

LAST CALL

# FW25 SPORTING STYLES



wooyoungmi-.jpg



@aimeleondore1.png



jaded london7.jpg.webp



ChildrenoftheDiscordance\_10.png



@fermendigil5.png



@attiresaint1.png



namesake-2.jpg



# SHIRTS

## KEY ITEMS

For FW25/26, menswear tops are all about a blend of rustic influences and retro sophistication. Key items include crisp corporate shirts reimagined in retro pinstripe options, capturing a refined aesthetic. The cabin look explores shirts featuring fisherman pockets or classic lumberjack plaids, adding a rugged charm. Embracing highland rusticity, shirts with a stained and used heavy-duty look offer durability and style. Leather overshirts transition seamlessly from casual to sleek, providing versatile layering options. Satin shirts with a dandy allure introduce a touch of elegance, complemented by retro collars and western styles that nod to vintage fashion. The modern, feminine man is celebrated with sultry deep V-neck and blouse-like looks, adding a provocative edge to the collection. This season's menswear tops blend nostalgia with forward-thinking design, ensuring a diverse and fashion-forward wardrobe.

BIG TREND

# FW25 VINTAGE CORPORATE



@attiresaint13.png



prada-.jpg



Tiger of Sweden\_6.png



1b84baae442e932a087b007062.jpg.webp



dior-m-f24-clp-080.jpg



jaded london2.jpg.webp



diesel6.png

TOPS

WO MENSWEAR

FORECASTING

FALL/WINTER 2025

BIG TREND

# FW25 LUMBERJACKING



@fermendigi18.png



@attiresaint5.png



LOEWE\_28.jpg



@attiresaint12.png



WANSIE-TOKYO-AW-14.jpg



@attiresaint11.png



acnestudio3.jpg

STABLE TREND

# FW25 UTILITY SHIRTS



paul-smith-3.jpg



@cafemountain1.png



@attiresaint4.png



zara11.jpg



4SDesigns\_5.png



Valentino\_4.png



Canali\_6.png

SAFE TREND

# FW25 RETRO GENTS SHIRTING



amiri-m-bks-f24-135.jpg



jbtabourdet1.png



streetstyle-13.jpg



@fermendigil1.png



@uniformdisplay9.png



streetstyle-4.jpg



amiri-.jpg

SAFE TREND

# FW25 LEATHER OVERSHIRTS



loewe-m-po-f24-042-11219697.JPG



streetstyle-1.jpg



74115437419246795152038865.webp



ParisStreetsyle\_49.jpg



032C\_12.png



811111242164009520430306.webp



nanushka.webp

TOPS

WO MENSWEAR

FORECASTING

FALL/WINTER 2025

EARLY SIGN

# FW25 PONCHO SHIRTS



temp.JPG



temp (2).JPG



gamboafashion.com.jpeg



temp (3).JPG



wrenboutique.com.jpeg



jaquemus.jpeg



ohgarment.jpeg

EARLY SIGN

# FW25 DESTRUCTURED SHIRTING



charles-jeffrey-loverboy-ss2025.webp



temp (1).JPG



mugm-spring-2025-menswear.webp



FENDI.webp



commes-des-garcons-shirt-fall-2024.webp



sense.jpeg



chen-peng.jpeg

TOPS

WO MENSWEAR

FORECASTING

FALL/WINTER 2025

STABLE TREND

# FW25 STAINED STYLES



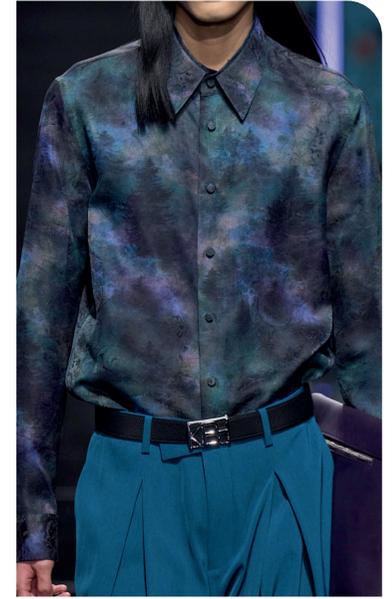
diesel3.png



kbhong-.jpg



taakk-m-clp-s24-021.jpg



kbhong-m-clp-f24-031.jpg



ziggy chen\_2.jpg



cos.webp



acnestudio4.jpg

SAFE TREND

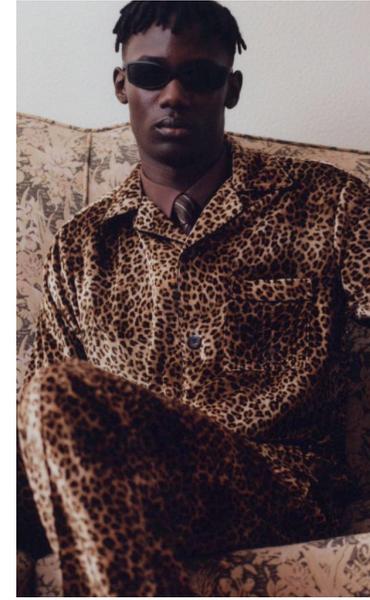
# FW25 SILKY DANDY SHIRTS



Drole de Monsieur\_22.png



streetstyle-3.jpg



ernestwbaker5.png



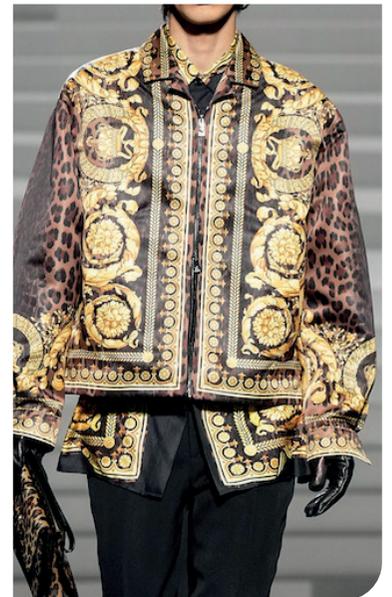
givenchy\_3.png



Vuitton\_11.jpg



etro-3.jpg



versace4.jpg

STABLE TREND

# FW25 IMMERSIVE BLUR



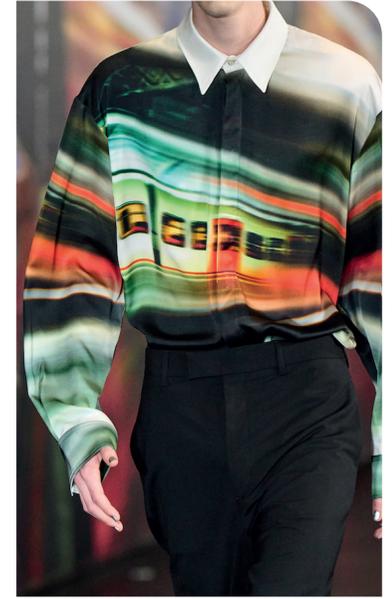
paulsmith.webp



msgm.jpg



dailypaper.webp



msgm.jpg



paul-smith-ss2025.webp



balmain-.jpg



diesel1.png

EARLY SIGN

# FW25 REWORKED WESTERN



kolor-m-bks-f24-061.jpg



Lemaire\_15.png



Vuitton\_14.png



Fursac\_2.png



tomford.webp



vuitton-m-clp-f24-058.jpg



Dsquared2\_11.png

EDGY TREND

FW25 DEEP VS



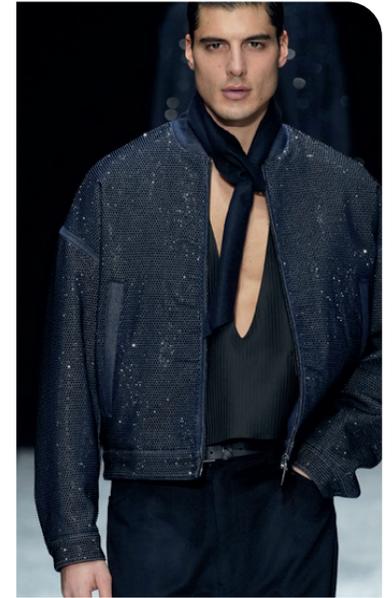
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COURREGES\_FALL24\_LOOK\_44.jpg



canaku11.png



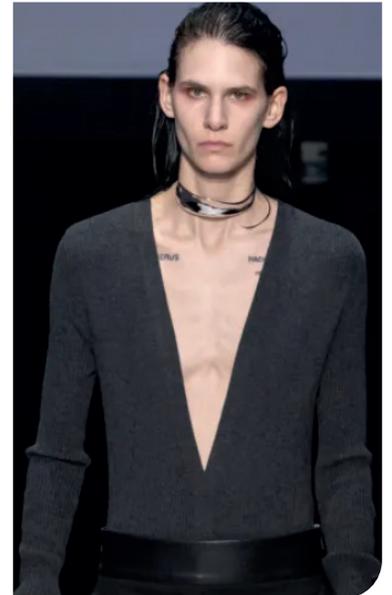
Emporio Armani\_5.png



canaku2.png



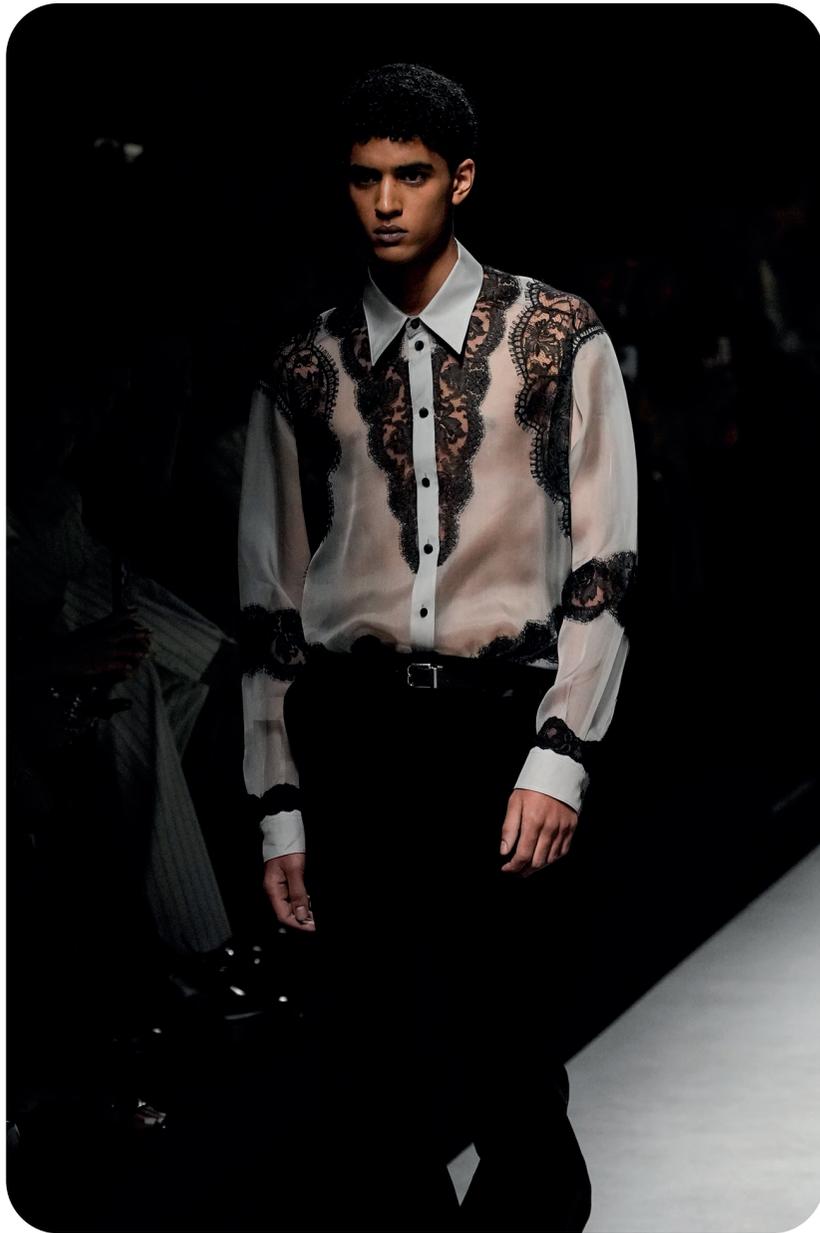
valentino5.jpg



System\_9.png

EDGY TREND

FW25 FEMININE FEEL



dolce-gabbana-m-f24-031-11204277.jpg



denizilpatrick4.png



masu.png



aniyerecords10.png



loewe-.webp



dolce-gabbana-m-f24-038-11204277.jpg



dolce-gabbana-m-f24-004-11204277.jpg



EDGY TREND

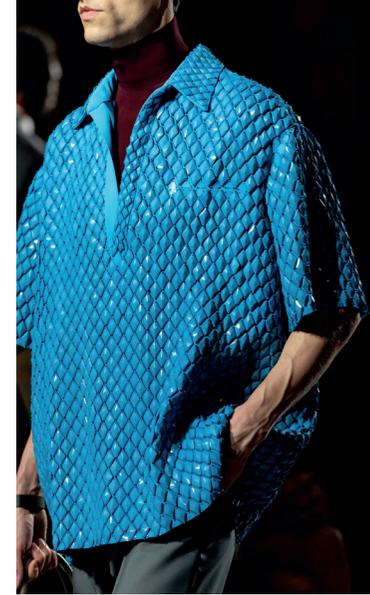
FW25 SPARKLING SHIRT



bluemarble-fall-2024.webp



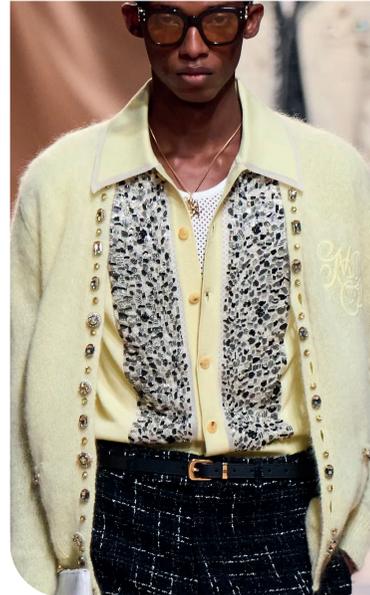
valentino-fall-2024-.webp



valentino-fall-2024-.webp



amiri.webp



-amiri-.webp



-amiri-.webp



Emporio Armani\_1.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



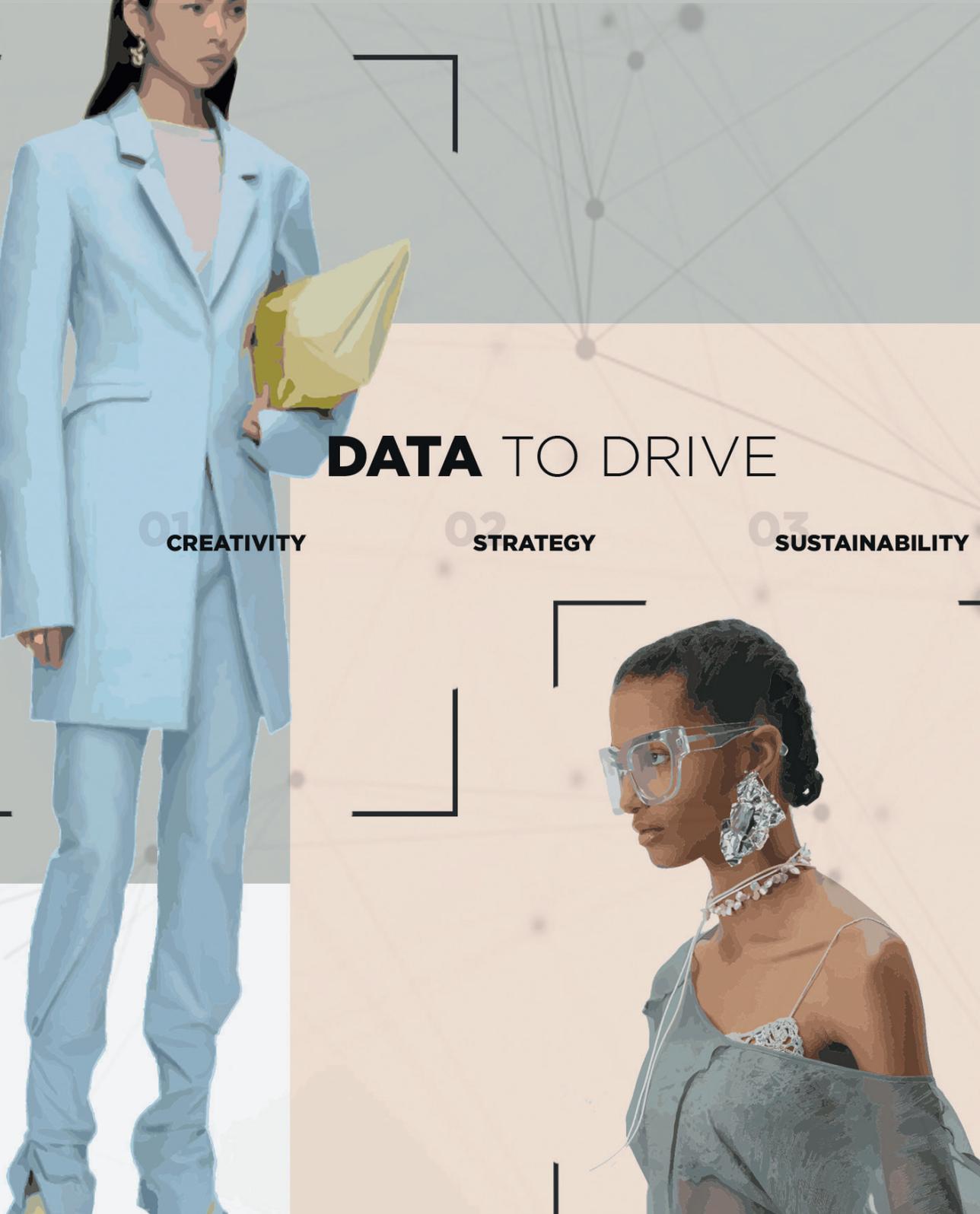
### INVEST

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!

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