



**MENSWEAR**  
FASHION SHOWS  
SPRING/SUMMER  
2025  
**RECAP**  
**& DIRECTIONS**



LIVETREND

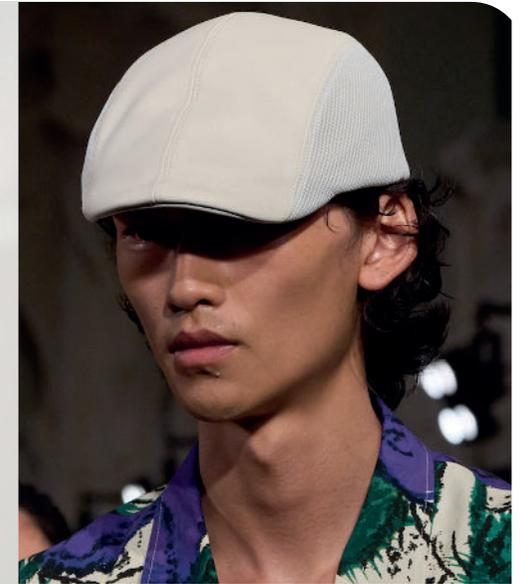
# INTRODUCTION MEN SS25



Undercover -10.jpg



Dior 16.jpg



Wales Bonner 26.jpg



## FASHION SHOWS

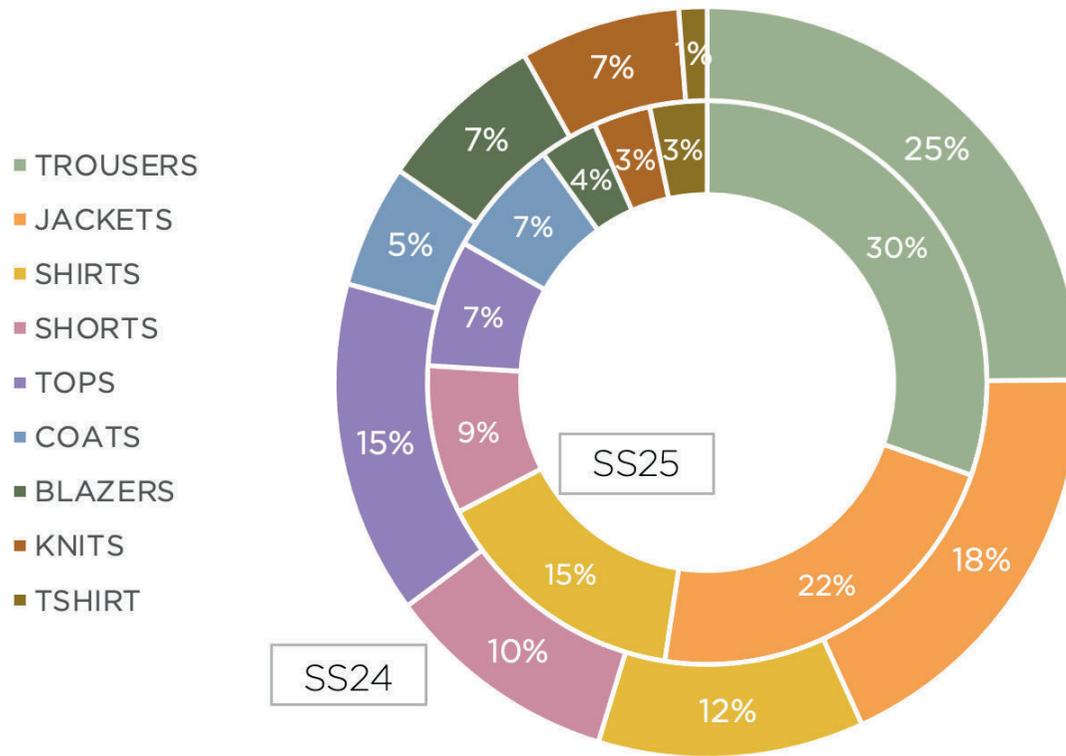
**Escapism and Connection.** The SS25 menswear shows embraced casual aesthetics, reflecting a desire for comfort and ease amid the complexities of the world. Designers sought to provide a respite from reality, offering collections that embodied softness, looseness, and a relaxed vibe. The trend highlighted fluid, versatile pieces, emphasizing artisanal details like raffia and embroidery. This season's collections presented a captivating blend of the bold and the basic, where maximalism met minimalism, and authenticity mingled with rebellion. The result was a harmonious balance that celebrated individuality and self-expression, encouraging a wardrobe that is both adaptable and expressive. From laid-back silhouettes to intricate craftsmanship, the SS25 menswear shows encapsulated a longing for both escapism and genuine connection. The smell of the sea in the air, several collections had a distinct maritime and holiday vibe, embracing a positive and optimistic outlook on the next summer season.

*This report is based on data extracted from the Spring/Summer 2025 of NY, London, Milan, London and Paris with 100 collections analyzed and 20000 products scanned by AI. The % shows the trend growth compared to SS24. Find the relating icons & stamps on the last slide.*

[ACCESS ALL IMAGES  
CLICKING HERE](#)

# GLOBAL ASSORTMENT MEN SS25

## SS25 vs SS24 MEN FASHION SHOWS GLOBAL ASSORTMENT



The man sketched out for summer 2025 through the international fashion shows, displays a carefree, effortless elegance, with sober, comfortable textures and linear, uncomplicated shapes.

The SS25 man favors a smart, flexible wardrobe with a few essential pieces: a suit, heavy canvas pants that last over time, the essential shorts, V-neck polo shirts and blouses, a few lightweight knits, an overcoat and a small nylon jacket. Not forgetting the essentials for the sea. The look is slightly imperfect, monochromatic in neutral hues with the occasional check or stripe. Logos and monograms disappear. The Retro Resorting trend, with its slightly old-fashioned riviers chic, is all the rage. T-shirt and shirts are investment pieces for next summer as crop pants and bermuda shorts. To protect themselves from the increasingly unstable summer weather, men will no longer go without light jackets and coats to protect themselves from rain and wind with practicality and elegance. The current context has clearly prompted fashion houses to opt for more commercial collections.

# SS25 TOP CATEGORIES

## JACKETS

2108  
LOOKS

+27%  
YEAR ON YEAR



Vuitton 4.jpg



Dries van Noten 45.jpg

## TROUSERS

2894  
LOOKS

+28%  
YEAR ON YEAR



Hermes 34.jpg



Masu 35.jpg

## SHIRTS

1430  
LOOKS

+37%  
YEAR ON YEAR



John Richmond 7.jpg



Amiri 7.jpg

## SHORTS

815  
LOOKS

-12%  
YEAR ON YEAR



MSGM 30.jpg



Gucci 36.jpg

## COATS

651  
LOOKS

+35%  
YEAR ON YEAR



Wales Bonner 1.jpg



Loewe 21.jpg

## TEES

315  
LOOKS

+184%  
YEAR ON YEAR



Wales Bonner 33.jpg



System 5.jpg



# SS25 FASHION SHOWS DESIGN DIRECTIONS

For Spring/Summer 2025, menswear trends showcase a blend of retro charm and contemporary vibrancy. Leading the charge, Retro Resorting recalls a maritime preppy aesthetic, experiencing a significant surge of +90% compared to SS24. This look embraces nautical elements and classic prep, revitalizing the timeless seaside style. Utility wear softens its edge with a powdery, tender palette, reflecting a +28% growth as practicality meets subtle elegance. Preppy styles, dipped in pastels, rise by +13%, offering a fresh, colorful twist on wardrobe basics. Natural styles in suede and neutral tones, maintaining a +20% growth, evoke an authentic yet luxurious coastal vibe. While normcore tailoring remains stable, it shows its first decline at -9%, paving the way for more expressive themes. Eccentric Summertime Boys explore bold blossoms in fluorescent hues and vibrant color blocking, reminiscent of the 90s club kid style, signaling a shift towards more adventurous and exuberant fashion narratives.

# SS25 KEY DESIGN DIRECTIONS

 **+90%**  
YOY TO SS24

## RETRO RESORTING



System 5.jpg



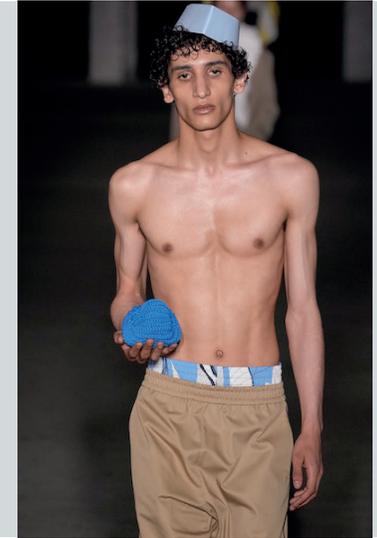
msgm3.jpg



MAISONMIHARAYASUHIRO16.jpg



setchu



MSGM 2.jpg

**BIG TREND**



Drole de Monsieur 12.png



gucci9.jpg



walesbonner5.jpg



armani

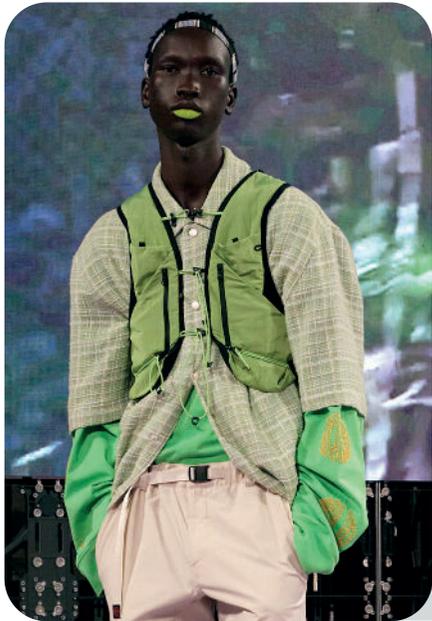


Charles Jeffrey Loverboy 11.jpg

# SS25 KEY DESIGN DIRECTIONS

 **+28%**  
YOY TO SS24

## SOFT UTILITY



Solid Homme 16.jpg



Miyake 1.jpg



Woolrich 12.jpg



Feng Chen Wang 47.jpg



Dries van Noten 32.jpg

**BIG TREND**



System 1.jpg



Moschino 13.jpg



Wales Bonner 9.jpg



south2 west8



Miyake 5.jpg

# SS25 KEY DESIGN DIRECTIONS

 **+20%**  
YOY TO SS24

## NATURAL BREEZE

SAFE TREND



Undercover -9.jpg



Emporio Armani68.jpg



Moschino 6.jpg



Namesake 16.jpg



Feng Chen Wang 52.jpg



Undercover -54.jpg



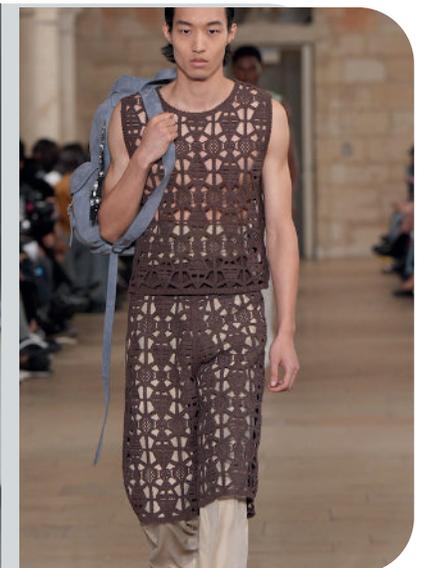
Kartik research 3.png



armani6.jpg



magliano



Wooyoungmi\_7.jpg

# SS25 KEY DESIGN DIRECTIONS

 **+13%**  
YOY TO SS24

## TENDER PREP

STABLE TREND



fendi3.jpg



foret.jpg.avif



ami



Drole de Monsieur 8.png



Auralee 20.jpg



fendi6.jpg



Philippe Model 1.png



ifm.JPG



Masu 13.jpg



auralee

# SS25 KEY DESIGN DIRECTIONS

 **-9%**  
YOY TO SS24

## NEW NORMCORE



prada8.jpg



Mfpen 2.png



Prada 9.jpg



Gucci 30.jpg



Auralee 4.jpg

STABLE TREND



Feng Chen Wang 16.jpg



tiger of sweden



White Mountaineering 2.jpg



Philippe Model 4.png



fendi5.jpg

# SS25 KEY DESIGN DIRECTIONS

 **+15%**  
YOY TO SS24

## CEREMONIAL MONOCHROMES



Rick Owens 1.jpg



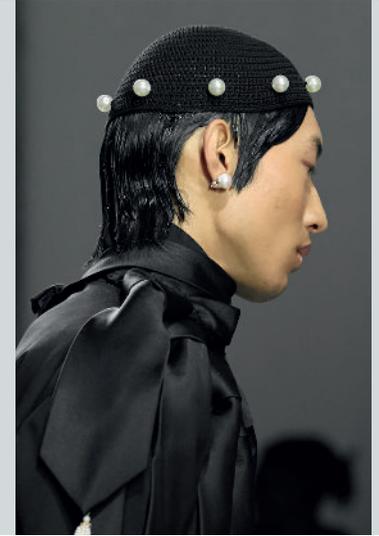
Qasimi 3.jpg



Undercover -19.jpg



Feng Chen Wang 54.jpg



Sean Suen 11.jpg

STABLE TREND



Bed Jw Ford 17.jpg



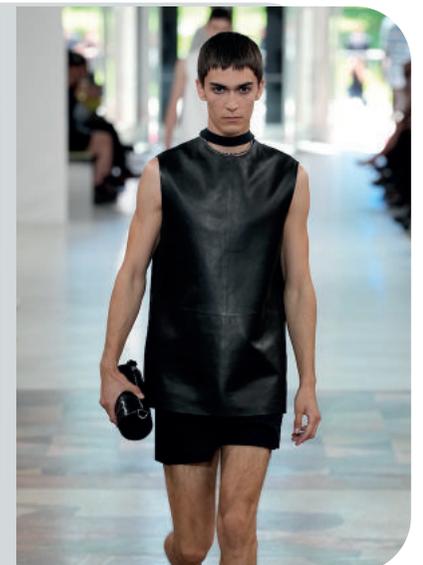
Marine Serre 15.png



Loewe 26.jpg



Bed Jw Ford 37.jpg



gucci4.jpg

# SS25 KEY DESIGN DIRECTIONS

 **+13%**  
YOY TO SS24

## SUMMERTIME EXPRESSION



prada9.jpg



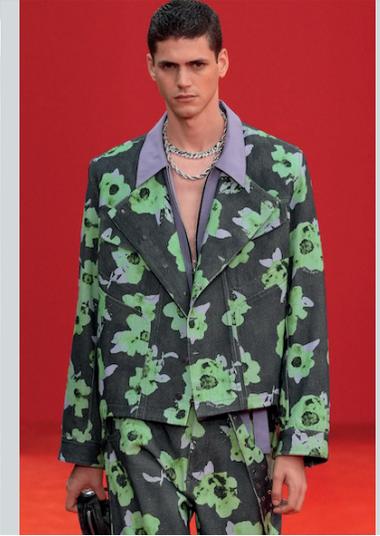
bluemarble6.jpg



msgml1.jpg



gucci8.jpg



Dhruv Kapoor 2.jpg

EARLY SIGN



Versace 6.png



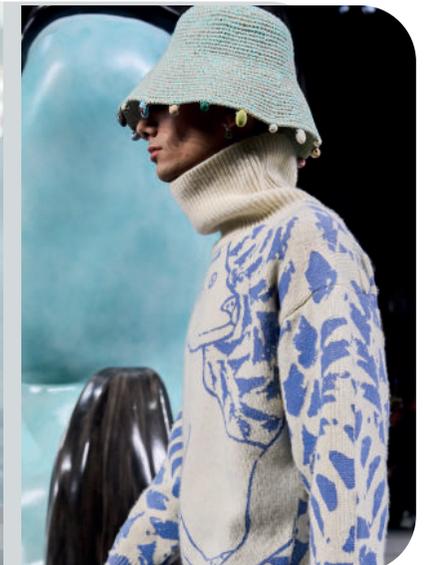
kenzo3.jpg



walesbonner4.jpg



gucci3.jpg



dior

# 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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