



**MENSWEAR**  
**SS25**  
**FASHION SHOWS**  
**MUST-HAVES**  
**ACCESSORIES**



LIVETREND

# SS25 ACCESSORIES INTRODUCTION



AMi Paris20.jpg



Vuitton 28.jpg



dior-m-clp-s25-065-552x828.jpg



## FASHION SHOWS

### Revisited throwback classics.

For SS25, men's accessories are all about classic and retro items with a polished finish. Base caps see a rise of 3%, while ties increase by 18%, contributing to the overall throwback feel. Retro shades and flat caps further enhance this nostalgic vibe, while Western belts and bandanas take center stage for a vintage dandy aesthetic. Utility remains a crucial element but is executed with subtlety and refinement, featuring multi bags, patch pocket totes, and mini crossbody accessories. Even racer sunglasses are reimagined with a more sophisticated touch. Soft handbags and chic weekenders lead the bag range, establishing themselves as investment-worthy pieces for the discerning market. This season's accessories blend nostalgic charm with modern sophistication. From headwear to bags, the emphasis is on timeless elegance and subtle utility, making SS25 menswear accessories a must-have for any wardrobe.

*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*

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# MUST-HAVES BAGS

For SS25 menswear, must-have bags blend sophistication with practicality. Chic belted weekenders and soft leather handbags lead the trend, offering men a more stylized look. Refined utility is still key, featuring patchpocket totes, multi-pocket bags, and satchel-backpack hybrids. Clean lines continue to draw product silhouettes and define retro bowlers and enlarged hobo bags, adding a touch of vintage elegance.

Small accessories remain essential for menswear, as SS25 is coming with mini crossbody bags, cased or boxy handbags, and more fancy bucket bags that are gaining importance. For totes, rustic and soft leather looks dominate, with utility multi-pocket designs also making a significant impact. This season's trends emphasize versatility and style, ensuring every piece is both functional and fashionable. The integration of chic elements with practical features makes these bags indispensable for the modern man's wardrobe, perfectly balancing aesthetics and utility.



# SS25 MUST-HAVE BAGS

## SOFT HANDBAGS



### BIG TREND



Gucci 9.jpg



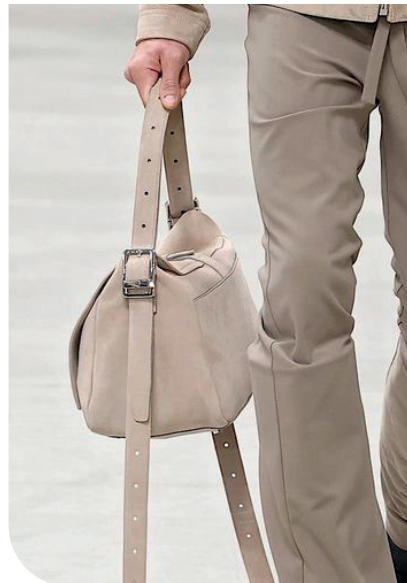
Prada 27.jpg



Gucci 18.jpg



Kenzo -35.jpg



jordnluams250010-f9342c4c5c7227a6cc0.jpg



Jordan Luca 21.jpg



JW Anderson 19.jpg



# SS25 MUST-HAVE BAGS

## CHIC BELTED WEEKENDER



### BIG TREND



Prada 32.jpg



Dolce & Gabbana19.jpg



Moschino 41.jpg



Emporio Armani40.jpg



Dior 65.jpg



Hermes 44.jpg



dior-m-clp-s25-065-552x828.jpg



# SS25 MUST-HAVE BAGS

## SATCHEL BACKPACKS



### BIG TREND



Emporio Armani14.jpg



Giorgio Armani 40.jpg



Kenzo -31.jpg



Wooyoungmi\_40.jpg



Ten C4.png



Prada 31.jpg



System 20.jpg



# SS25 MUST-HAVE BAGS

## SLOUCHY SHOULDER HOBO



SAFE TREND



Bluemarble 8.jpg



AMi Paris19.jpg



Bluemarble 36.jpg



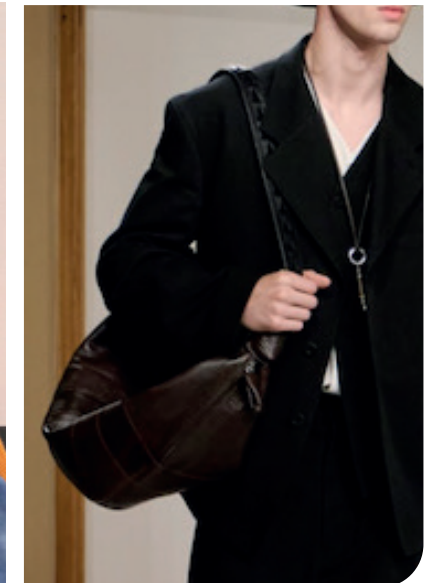
Bed Jw Ford 23.jpg



Vuitton 63.jpg



Solid Homme 10.png



Lemaire 15.png



# SS25 MUST-HAVE BAGS

## UTILITY TOTES

### SAFE TREND



Giorgio Armani 37.jpg



Dhruv Kapoor 42.jpg



Kenzo -32.jpg



gr10k1.png



Emporio Armani44.jpg



Dior 63.jpg





# SS25 MUST-HAVE BAGS

## MULTIBAGS

### SAFE TREND



Dior 62.jpg



Gucci 17.jpg



Gucci 13.jpg



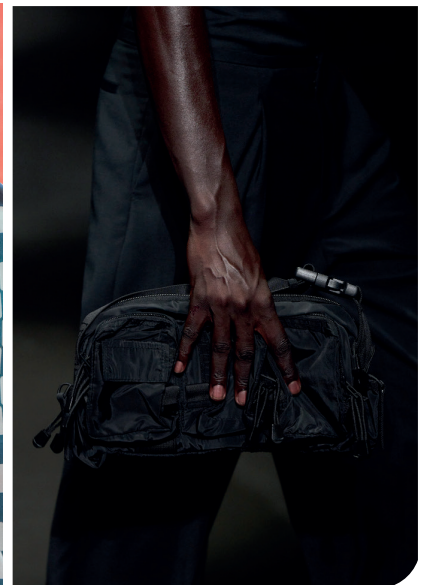
Acne Studios4.png



Vuitton 65.jpg



Dhruv Kapoor 44.jpg



032c 13.jpg





# SS25 MUST-HAVE BAGS

## RUSTIC TOTES

STABLE TREND



Kenzo -34.jpg



armani12.jpg



Dolce & Gabbana21.jpg



Masu 28.jpg



White Mountaineering 31.jpg



Emporio Armani36.jpg



MSGM 26.jpg





# SS25 MUST-HAVE BAGS

## CLASSIC BOWLERS

STABLE TREND



vvaies Bonner 41.jpg



Kidsuper 26.jpg



Martine Rose 16.jpg



Amiri 14.jpg



Giorgio Armani 36.jpg



Prada 33.jpg



Kolor 26.jpg





# SS25 MUST-HAVE BAGS

## MINI CROSS-BODY



### STABLE TREND



Gucci 12.jpg



gucci7.jpg



Undercover -41.jpg



Canali 9.png



Dhruv Kapoor 41.jpg



Taakk13.jpg



Giorgio Armani 12.jpg



# SS25 MUST-HAVE BAGS

## PREMIUM BUCKETS



### SAFE TREND



vuitton 69.jpg



Giorgio Armani 10.jpg



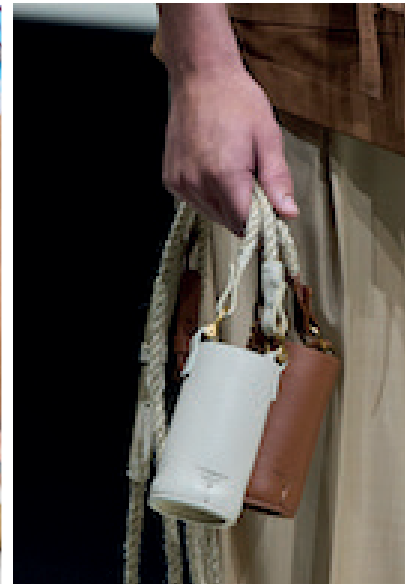
Dolce & Gabbana18.jpg



Giorgio Armani 19.jpg



Gucci 20.jpg



Emporio Armani35.jpg



Dries van Noten 57.jpg



# SS25 MUST-HAVE BAGS

## BOXED AND CASED

### STABLE TREND



vuitton 64.jpg



MSGM 27.jpg



Dhruv Kapoor 11.jpg



Gucci 10.jpg



Versace 5.png



Dior 24.jpg



Emporio Armani50.jpg







# **MUST-HAVES SOFT ACCESSORIES**

For SS25 menswear, soft accessories are essential for adding style and versatility. Holiday fisherman hats are reimagined in innovative materials like crochet and waterproof textiles, making them perfect for both style and practicality. Classic branded baseball caps deliver a preppy sportsman look, while flat caps bring a retro vibe to contemporary outfits. Monastic headwear is gaining traction, with small crochet caps and minimal rounded hats offering a unique, understated aesthetic.

Foulards and bandanas dominate, especially in Western-like knots or with charming granny prints. The untied tie or foulard is also gaining relevance, providing a chic, relaxed alternative to traditional neckwear. These accessories reflect the season's emphasis on combining tradition with modernity. From innovative materials to classic styles with a twist, SS25's soft accessories are all about versatility and subtle sophistication.







# SS25 MUST-HAVE SOFT ACCESSORIES

## BRANDED BASE-CAPS



### STABLE TREND



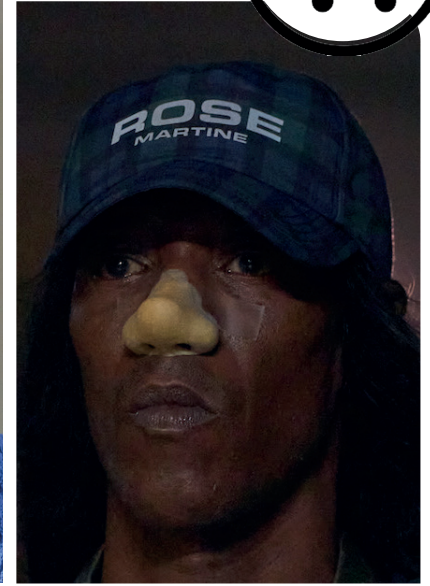
Bianca Saunders 10.jpg



White Mountaineering 26.jpg



Bianca Saunders 11.jpg



Martine Rose 26.jpg



fendi3.jpg



Fendi 43.jpg



Undercover -38.jpg



# SS25 MUST-HAVE SOFT ACCESSORIES

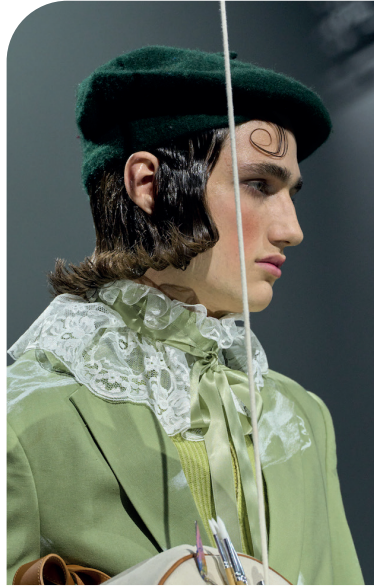
## VINTAGE FLAT CAPS



### SAFE TREND



Wales Bonner 22.jpg



Kidsuper 21.jpg



Wales Bonner 26.jpg



Drole de Monsieur 11.png



Vuitton 17.jpg



Wales Bonner 21.jpg



Drole de Monsieur 7.png



# SS25 MUST-HAVE SOFT ACCESSORIES

## MONASTIC CAPS



### EARLY SIGN



Magliano 58.jpg



Bianca Saunders 9.jpg



Emporio Armani82.jpg



Miyake 10.jpg



Sean Suen 10.jpg



Hermes 9.jpg



Sean Suen 5.jpg



# SS25 MUST-HAVE SOFT ACCESSORIES

## BANDANA BOYS



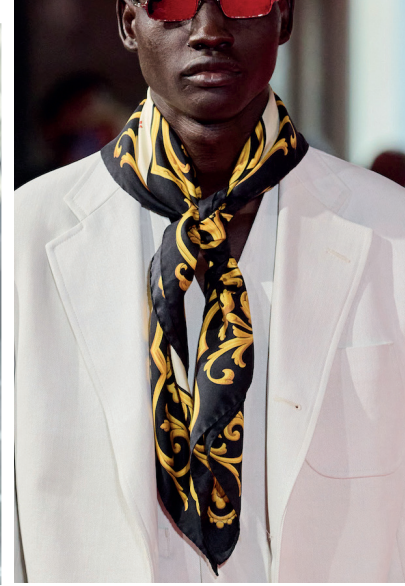
### BIG TREND



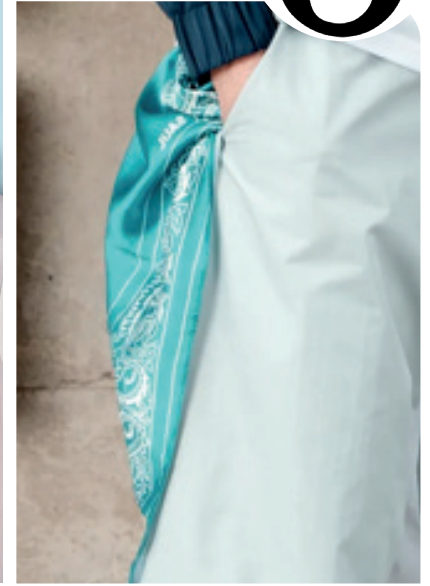
MSGM 14.jpg



Kidsuper 6.png



Wantanabe 6.jpg



Saul Nash 8.png



vuitton1.jpg



White Mountaineering 28.jpg



marant-m-po-s25-003-11376791.jpg



# SS25 MUST-HAVE SOFT ACCESSORIES

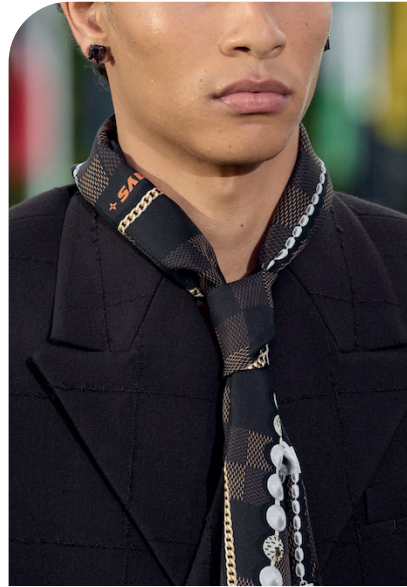
## UNDONE TIES



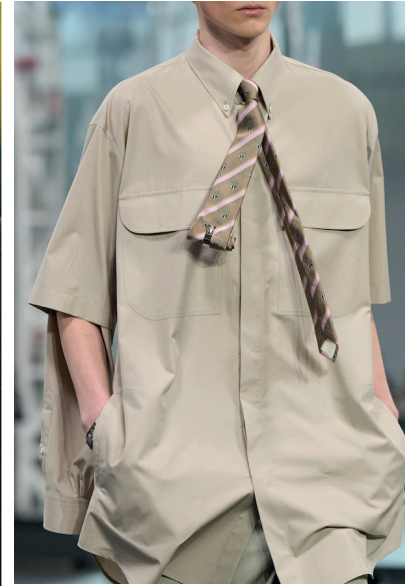
### SAFE TREND



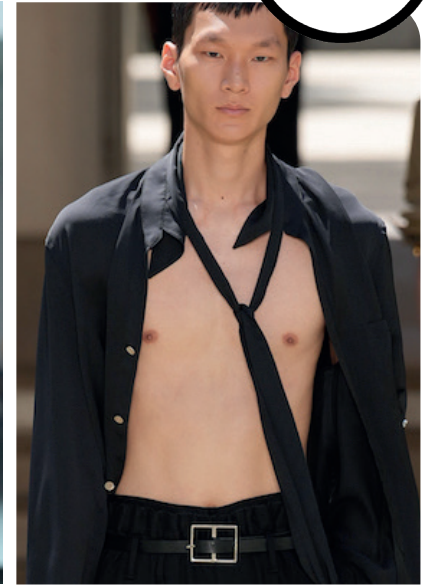
Moschino 23.jpg



Vuitton 18.jpg



Fendi 23.jpg



Bed Jw Ford 37.jpg



a.jpg

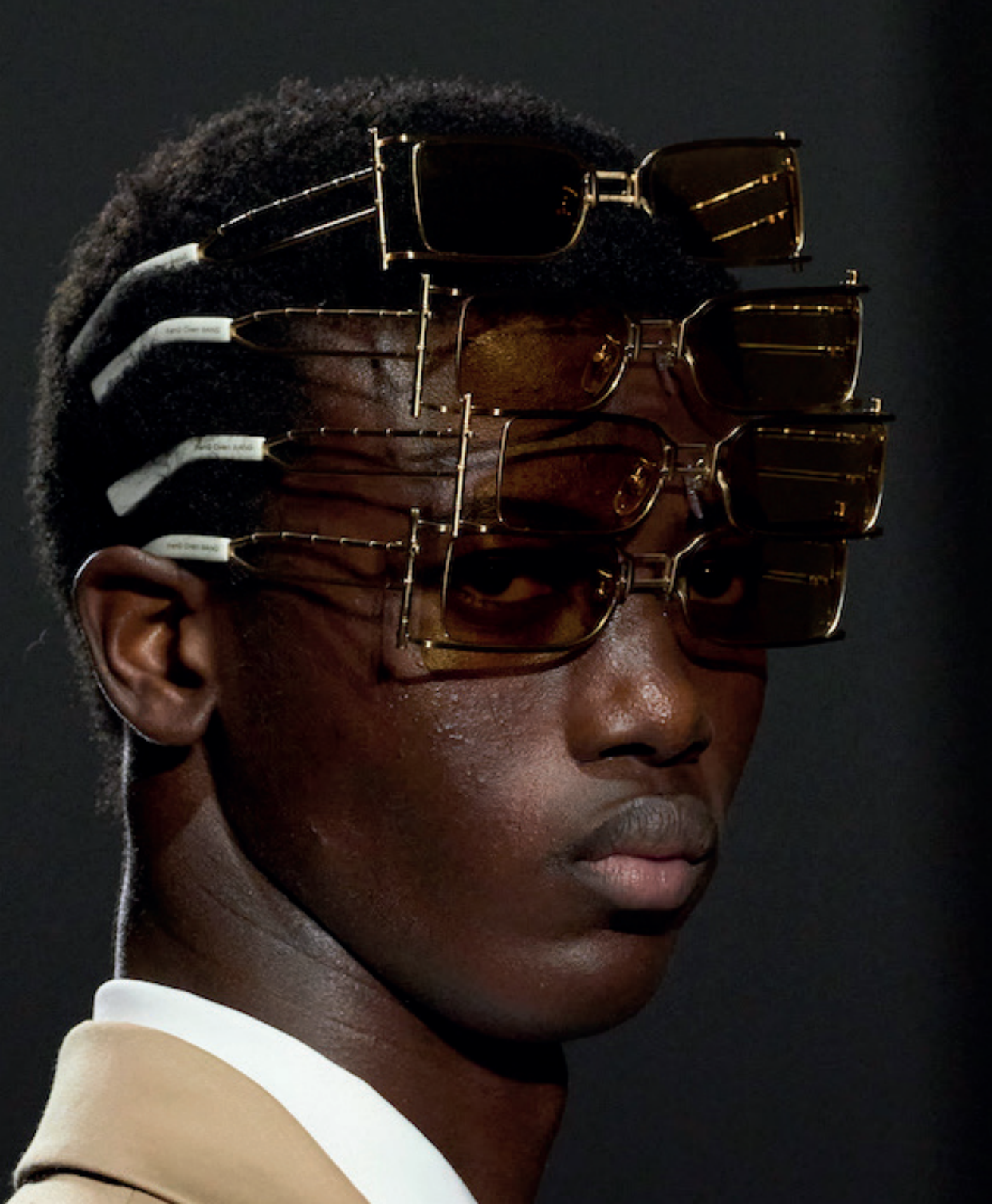


EgonLab 14.jpg



Tom Ford 6.png





# MUST-HAVES GLASSES, BELTS & JEWELS

For SS25 menswear, glasses are defining items with a retro flair. Throwback pilot shades and nerdy glasses take center stage, gradually replacing the once-dominant racing styles. However, sleek racer shields remain stable, and some sunglasses are even venturing into rockstar-like cat eye silhouettes. Belts grow extra long, trailing casually for a laid-back look, while western buckles continue to appear. A new focus on layered or combined doubled belts adds an innovative touch.

In jewelry, talisman-inspired pieces are key, featuring dangling necklaces and armbands that exude a mystical charm. Brooches are a significant trend, adding a dandyish finish to outfits, while pearls make a bold statement for the daring fashion-forward individual. This season's glasses and jewelry blend nostalgic elements with contemporary twists, ensuring a unique and stylish accessory lineup for menswear.



# SS25 MUST-HAVE GLASSES

## THROWBACK PILOT



### BIG TREND



vuitton 23.jpg



Giorgio Armani 2.jpg



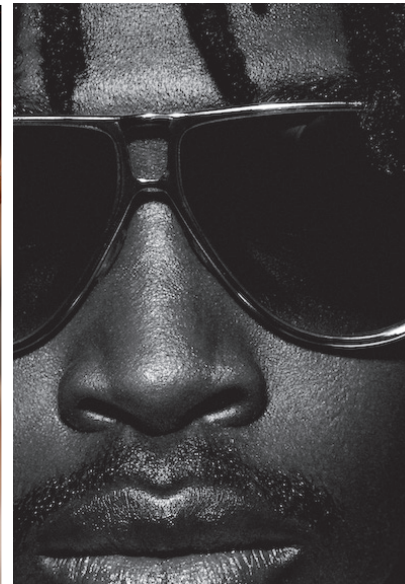
White Mountaineering 13.jpg



Giorgio Armani 25.jpg



MAISONMIHARAYASUHIRO19.jpg



marant-m-po-s25-002-11376791.jpg



Zegna 10.jpg



# SS25 MUST-HAVE GLASSES

## NERDY GLASSES

### SAFE TREND



Zegna 11.jpg



Namesake 6.jpg



Zegna 12.jpg



White Mountaineering 14.jpg



Giorgio Armani 23.jpg



Masu 11.jpg



MAISONMIHARAYASUHIRO18.jpg





# SS25 MUST-HAVE GLASSES

## SLEEK SHIELDS

### STABLE TREND



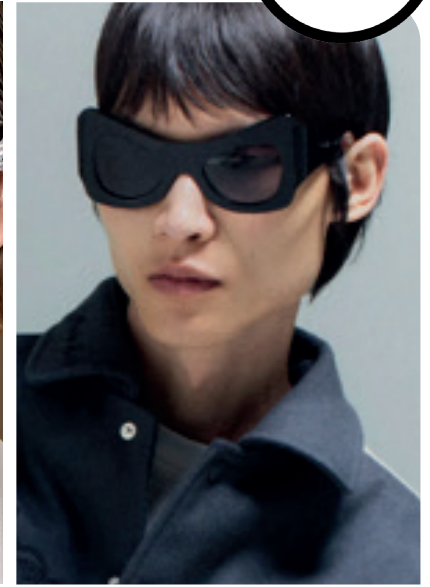
Prada 62.jpg



MSGM 13.jpg



Wooyoungmi\_22.jpg



Random Identities -2.png



Giorgio Armani 24.jpg



Vuitton 25.jpg



Dolce & Gabbana47.jpg





# SS25 MUST-HAVE BELTS

## TRAILING BELT

BIG TREND



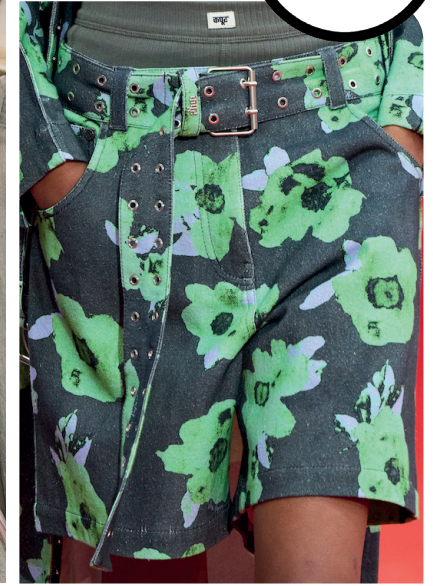
acne-m-po-s25-027-113/6893.jpg



Sacai6.jpg



Giorgio Armani 14.jpg



Dhruv Kapoor 49.jpg



System 23.jpg



Bed Jw Ford 25.jpg



Dolce & Gabbana13.jpg





# SS25 MUST-HAVE BELTS

## LAYERED BELTS



### EARLY SIGN



Hermes 32.jpg



Versace 13.jpg



Paradis 8.jpg



Kiko Kostadinov 11.jpg



Magliano 9.jpg



Vuitton 61.jpg



Loewe 12.jpg



# SS25 MUST-HAVE BELTS

## WESTERN BELTS



### EDGY TREND



Martine Rose 11.jpg



Martine Rose1.png



Tom Ford 8.png



Prada 10.jpg



marant-m-po-s25-009-11376791.jpg



Paradis 15.jpg



Martine Rose 5.jpg



# SS25 MUST-HAVE JEWELS

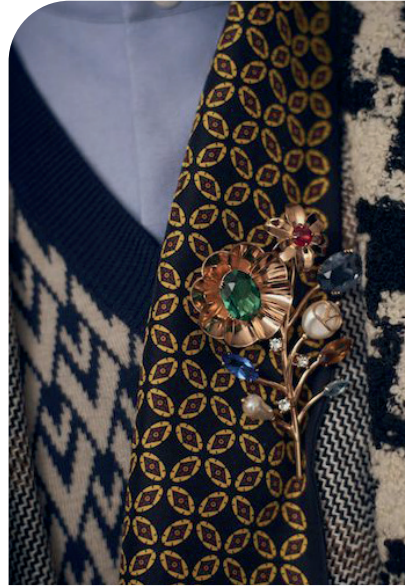
## DANDY BROOCH



### BIG TREND



Vuitton 30.jpg



Valentino4.jpg



Amiri 16.jpg



Jordan Luca 29.jpg



Amiri 1.jpg



Dior 22.jpg



Vuitton 32.jpg



# SS25 MUST-HAVE JEWELS

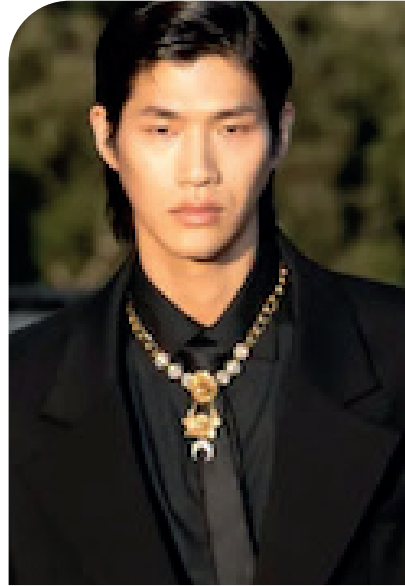
## TALISMAN



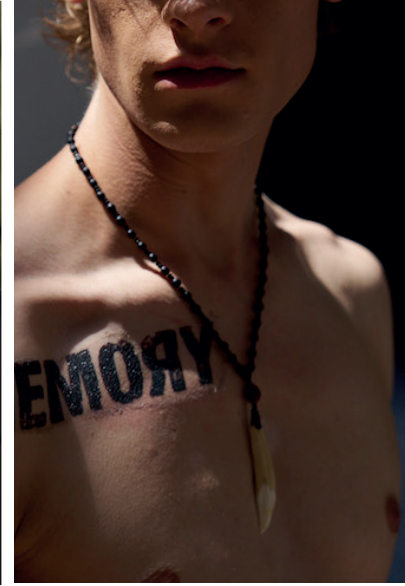
### SAFE TREND



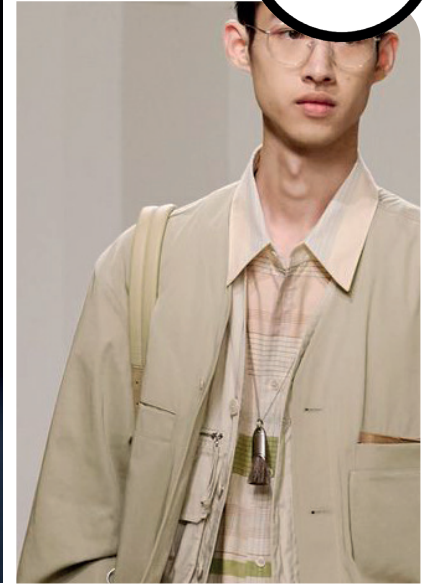
Bed Jw Ford 17.jpg



Marine Serre 15.png



Doublet 10.jpg



lmaies25redtgegiaeandok577c45d.jpg



Feng Chen Wang 11.jpg



Namesake 11.jpg



Kiko Kostadinov 7.jpg



# SS25 MUST-HAVE JEWELS

## PEARLED-UP



### EDGY TREND



Sean Suen 6.jpg



Sean Suen 9.jpg



Dior 34.jpg



Vuitton 26.jpg



Feng Chen Wang 54.jpg



Magliano 1.jpg



IFM6.jpg



# 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 COM-  
MERCIAL POTENTIAL



### TEST

A STATEMENT PRODUCT WITH  
GROWING PERSPECTIVE BUT  
SMALLER MAGNITUDE AND  
HIGHER RISK





LIVETREND

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