



MENSWEAR
SS 2025
FASHION SHOWS
TOP COLORS



LIVETREND

SS25 COLORS INTRODUCTION



Giorgio Armani 8.jpg

Dries van Noten 30.jpg

Bianca Saunders 38.jpg

Fendi 15.jpg



FASHION SHOWS

Contemporary Vibrancy. For SS25, menswear colors embrace a return to bold hues and vibrant pastels, infusing collections with utopia and optimism. Neutrals are reimagined in stone and beige, moving away from monochrome blacks and whites. New powerful color combinations, such as brown paired with gold or juicy pastels, or even bold shades balanced with pastels, define the season. This fresh palette reflects a dynamic shift towards more expressive and lively color stories in menswear fashion.

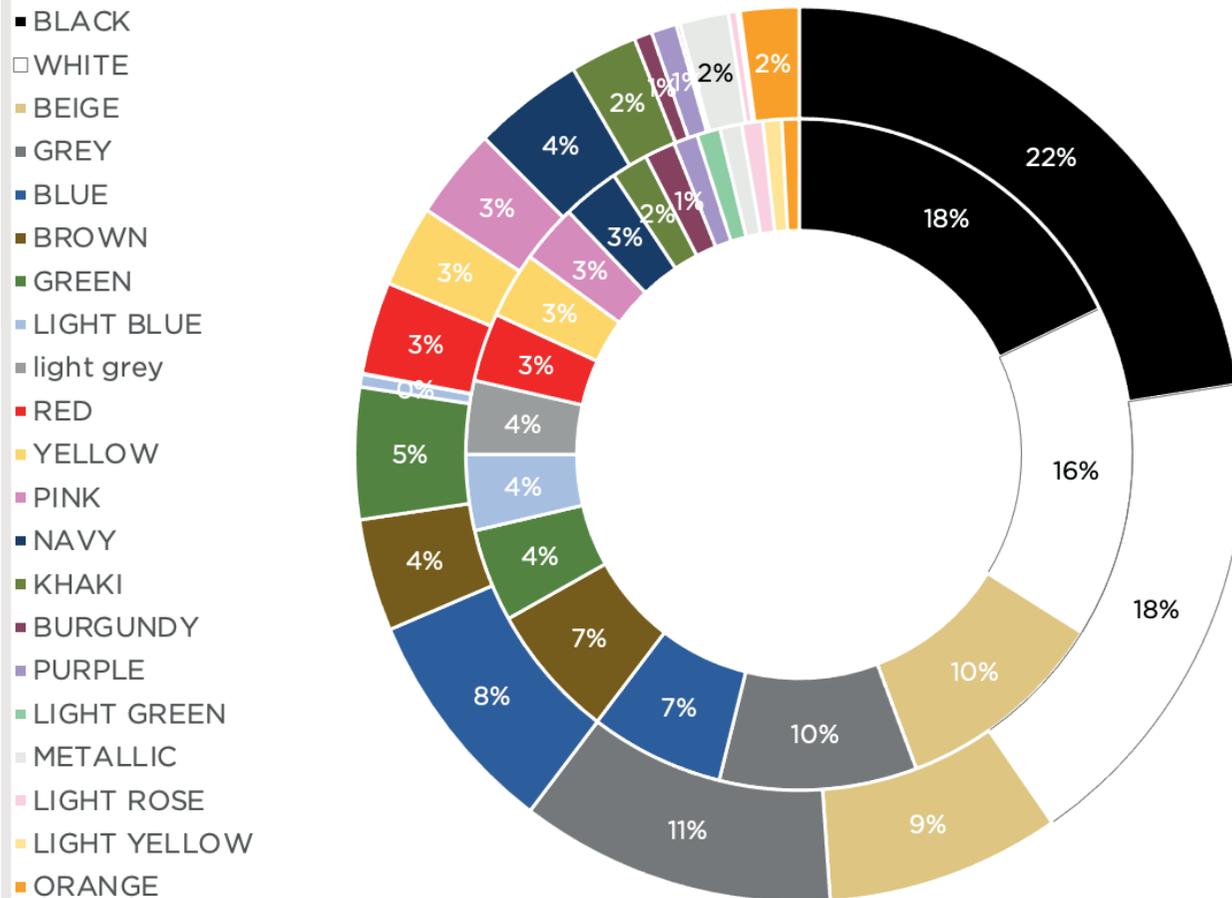
This report is based on data extracted from the Spring/Summer 2025 of NY, London, Milan, London and Paris with 100 collections analyzed and 20000 products scanned by AI. The % shows the trend growth compared to SS24. Find the relating icons & stamps on the last slide.

[CLICK HERE: ALL IMAGES](#)



SS25 COLORS ASSORTMENT

GLOBAL COLOR ASSORTMENT



Contemporary Vibrancy.

For SS25, menswear colors are embracing vibrant contrasts and innovative combinations. Bold colors continue their resurgence with a 15% increase, while pastels grow by 13%, together fostering new forms of color blocking. Departing from monochrome palettes, these striking contrasts have seen an impressive growth of 144%. Browns dominate with a 58% rise, accompanied by other neutrals like light beige and light green, which are replacing the black and white staples of previous seasons. Green remains a key player, exploring classic bolder shades, seen prominently in collections from Prada to Gucci. Light blue and green continue to favor sage and minty hues, offering a fresh and natural appeal. Yellow transitions from lime's bacterial nuance to a more prominent role, growing by 6%. Red remains stable, while pink and burgundy gain popularity as dynamic new bold tints. Purple also holds strong, increasing by 23%. This season's color palette reflects a move towards more expressive and adventurous fashion, merging timeless hues with contemporary vibrancy. The overall trend signals a dynamic shift, where bold and pastel shades coexist, allowing for a versatile and eclectic approach to menswear.



SS25 BOLD ACCENTS



joeone-m-s25-045-11364992.jpg



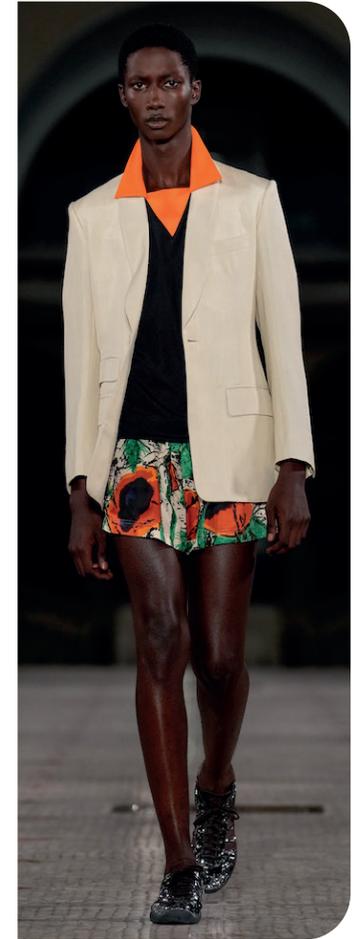
bluemarble6.jpg



Dries van Noten 7.jpg



prada1.jpg



Wales Bonner 3.jpg

330
LOOKS



+15%
YEAR ON YEAR

SS25 ELEVATED COLOR BLOCK



Prada 4.jpg



Bluemarble 16.jpg



Dries van Noten 9.jpg

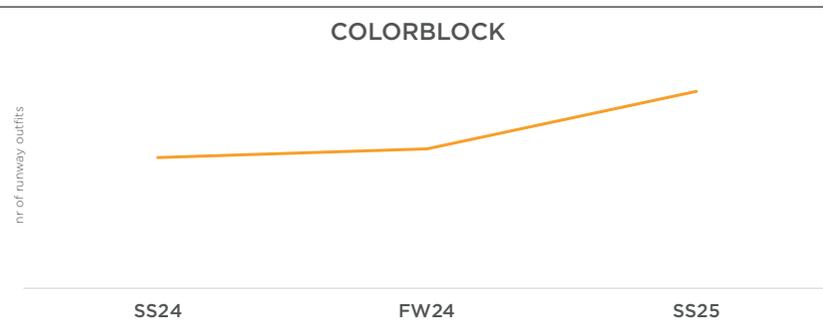


JW Anderson 2.jpg



Gucci 44.jpg

305
LOOKS



+144%
YEAR ON YEAR

SS25 DREAMY PASTELS



oamc -.jpg.avif



fendimss250038-8cbf4f3fd4ff6f3a171bjpg



joeone-.jpg

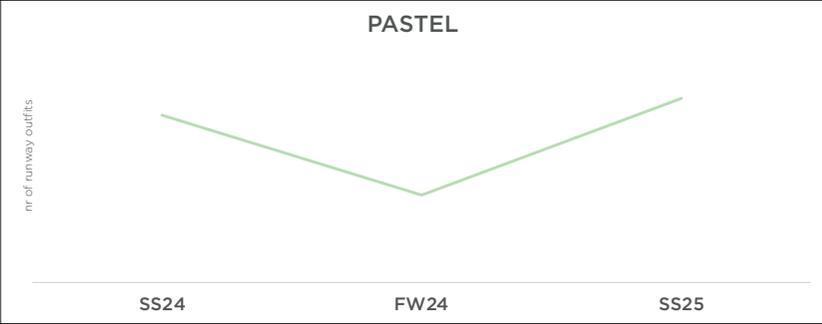


Feng Chen Wang 47.jpg



Wooyoungmi_8.jpg

201
LOOKS



+13%
YEAR ON YEAR





TOP COLORS



LIVETREND

SS25 NATURAL BLISS



Fendi 16.jpg



Fendi 21.jpg



Giorgio Armani 8.jpg



Undercover -54.jpg



Lemaire 4.png

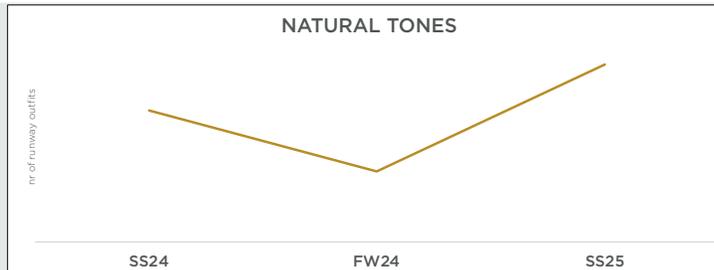


Wooyoungmi_33.jpg



Neil Barrett 3.jpg

413
LOOKS



+20%
YEAR ON YEAR



SS25 RICH BROWNS



Zegna 3.jpg



Miyake 19.jpg



Emporio Armani68.jpg



Lemaire 10.png



joeone-m-s25-002-11364992.jpg

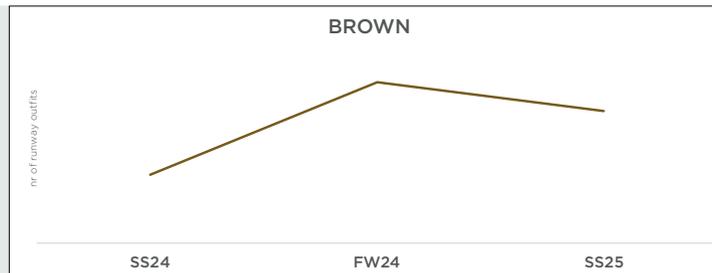


Feng Chen Wang 53.jpg



Versace 11.jpg

259
LOOKS



+58%
YEAR ON YEAR

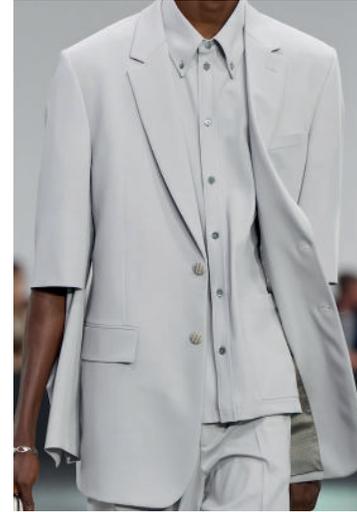
SS25 NEUTRAL STONE SHADES



Giorgio Armani 5.jpg



Fendi 7.jpg



Fendi 24.jpg



AMi Paris8.jpg



Emporio Armani60.jpg



Dior 10.jpg



Taakk 5.jpg

182
LOOKS



+155%
YEAR ON YEAR



SS25 FIERCE RED



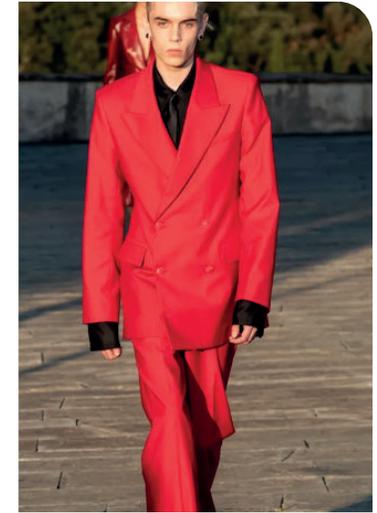
wooyoungmi.jpg.avif



MSGM 7.jpg



Hed Mayner 25.jpg



Marine Serre 12.png



prada5.jpg

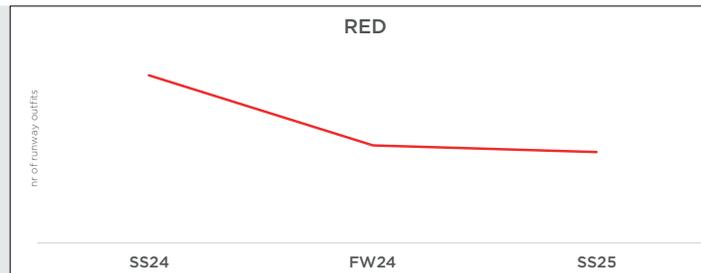


Bluemarble 33.jpg



Sacai1.jpg

131
LOOKS



-3%
YEAR ON YEAR

SS25 BOTANICAL GREENS



Gucci 39.jpg



032c 7.jpg



Prada 40.jpg



JW Anderson 26.jpg



Bluemarble 32.jpg



Fendi 41.jpg



JW Anderson 34.jpg

178
LOOKS



-7%
YEAR ON YEAR



SS25 UTOPIAN BLUES



<https://hypebeast.com/image/2024-06-21-OAMC-Reveals-SS25-Collection-4.jpg>



Dior 8.jpg



Dries van Noten 63.jpg



joeone-m-s25-028-11364992.jpg



Qasimi 5.jpg

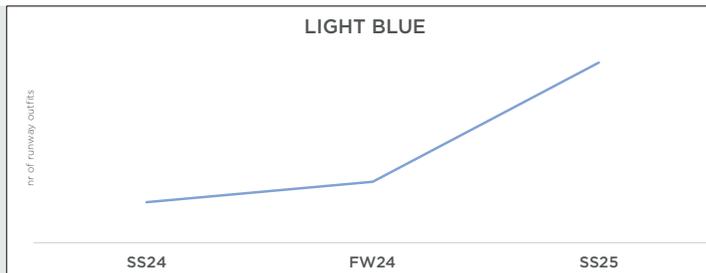


Wooyoungmi_24.jpg



Feng Chen Wang 56.jpg

145
LOOKS



+688%
YEAR ON YEAR



SS25 YELLOW POISON



Dior 26.jpg



Moschino 25.jpg



Gucci 8.jpg



JW Anderson 30.jpg



Woolrich 6.jpg



Fendi 20.jpg



Versace 15.jpg

127
LOOKS



+6%
YEAR ON YEAR



SS25 PROUD PINK



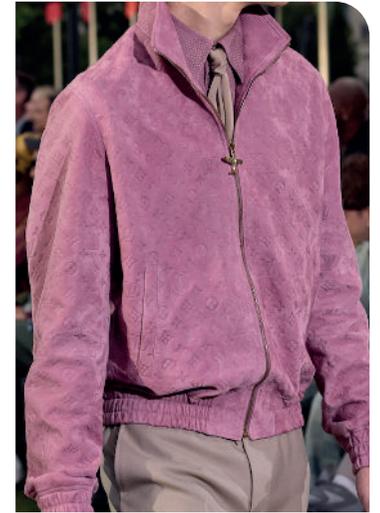
Etudes1.png



Magliano 54.jpg



Prada 49.jpg



Vuitton 54.jpg



Dries van Noten 30.jpg

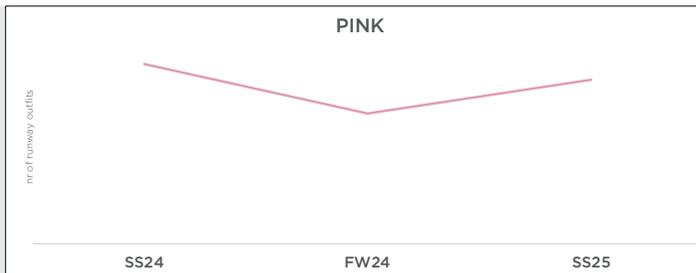


Songzio4.jpg



Bed Jw Ford 15.jpg

112
LOOKS



-16%
YEAR ON YEAR



SS25 WINE PIGMENTS



Zegna 19.jpg



Dries van Noten 4.jpg



Neil Barrett 24.jpg



Auralee 36.jpg



cdteggbbanems25007358570sk83037c92cb.jpg

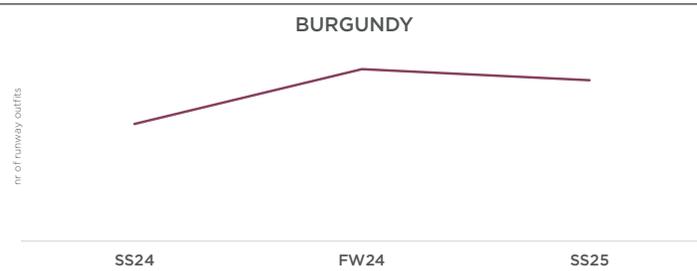


Prada 54.jpg



LGN 1.jpg

127
LOOKS



+6%
YEAR ON YEAR

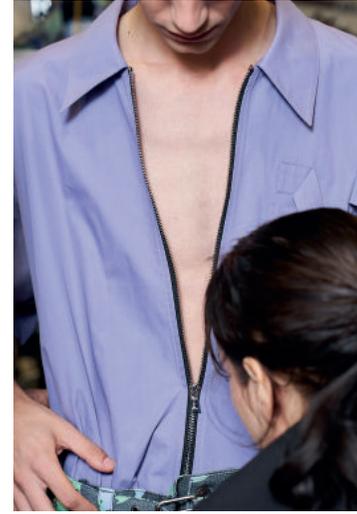
SS25 VERY VIOLET



Simon Cracker 4.jpg



JW Anderson 37.jpg



Dhruv Kapoor 9.jpg



Dries van Noten 41.jpg



Prada 7.jpg

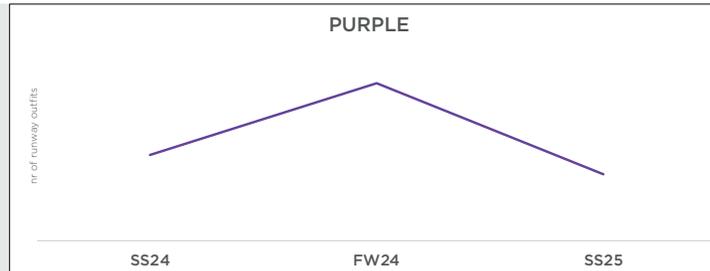


Gucci 11.jpg



Emporio Armani2.jpg

127
LOOKS



+6%
YEAR ON YEAR



SS25 LIGHT MINTS



Emporio Armani18.jpg



Fendi 38.jpg



Drole de Monsieur 29.png



Canali 5.png



Bed Jw Ford 12.jpg



Fendi 27.jpg



Fendi 15.jpg

45
LOOKS



+715%
YEAR ON YEAR



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

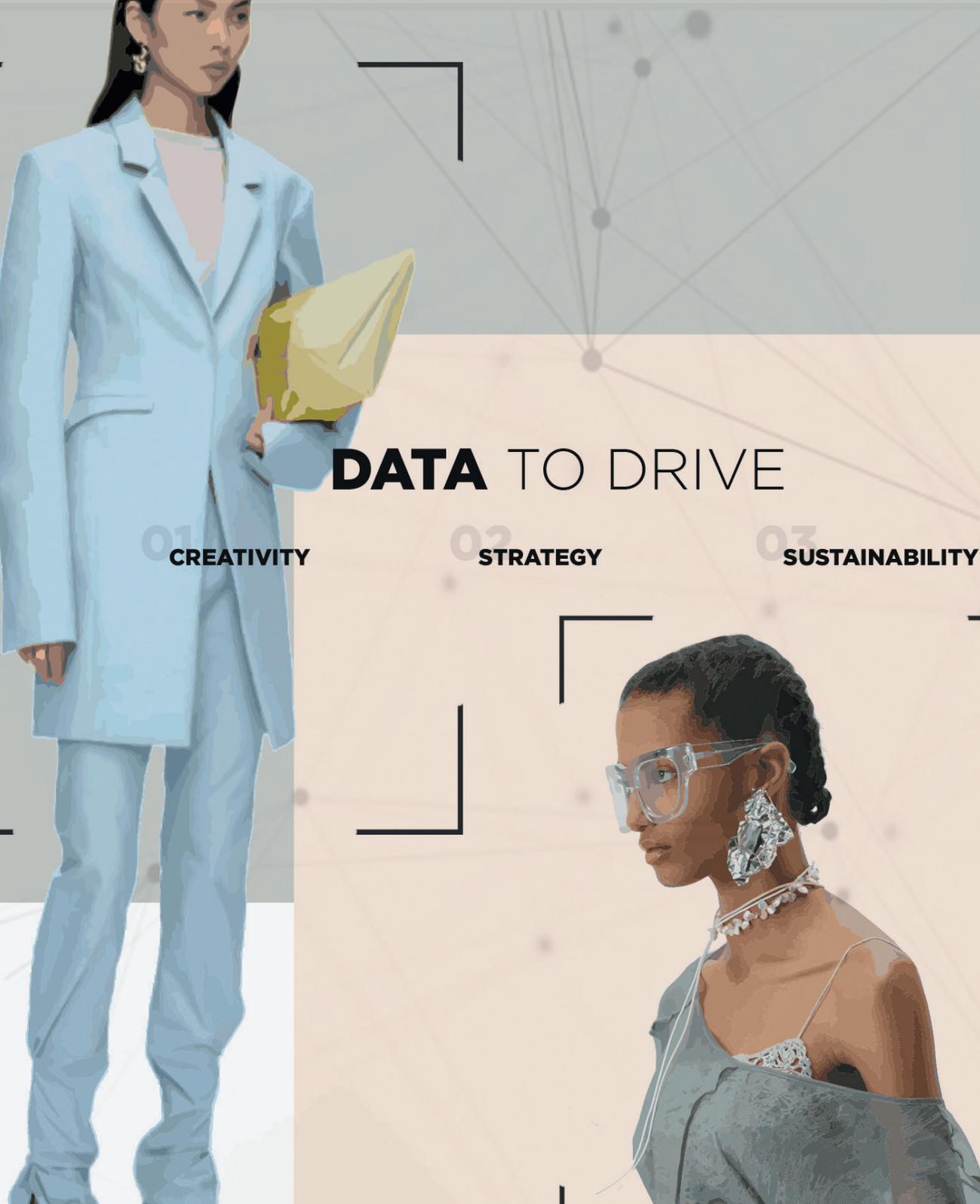
A STATEMENT PRODUCT WITH GROWING PERSPECTIVE BUT SMALLER MAGNITUDE AND HIGHER RISK

COLORS

MENSWEAR

FASHION SHOWS

SPRING/SUMMER 2025



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

THANK YOU!

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