



**MENSWEAR**  
**SS2025**  
**FASHION SHOWS**  
**TOP MATERIALS**  
**& FABRICS**



LIVETREND

# SS25 FABRICS INTRODUCTION



Gucci 5.jpg



Berluti4.jpg



Zegna 15.jpg



## FASHION SHOWS

### Balancing Casual and Chic.

For SS25, summer knits feature looser loops and net-like structures, offering a subtle see-through effect for an easy-breezy appeal. Leather becomes more commercially prevalent, accompanied by coated and waxed alternatives that mimic its look. A standout trend is dry suede, providing a luxurious matte finish that contrasts with the high-shine boldness of past seasons. Sheer fabrics, especially in performance nylons, continue to be popular, offering fashionable yet wearable layering possibilities. Satin maintains its presence, adding a touch of elegance and fluidity. Materials with worn-out washes, creases, and soft distressing introduce a poetic, undone aesthetic, imbuing garments with a sense of ease and relaxation. Linens stay relevant, now even more breathable with creased and fluid options enhancing their appeal. Additionally, fringed and shimmering fabrics bring a maximalist touch, elevating the overall texture narrative of the season. These material trends reflect a balance between practicality and luxury, chic and casual and sturdy and soft, manifesting from understated elegance to bold statements,

*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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CLICKING HERE](#)

# SS25 SOFT KNITS

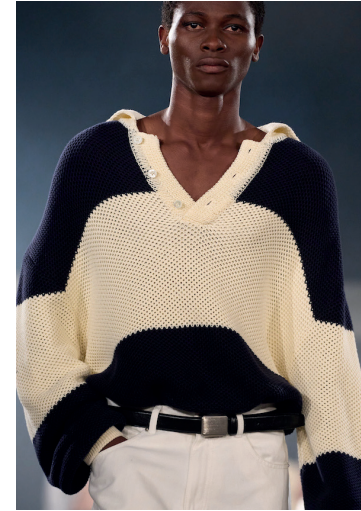
**BIG TREND**



Dolce & Gabbana6.jpg



Magliano 32.jpg



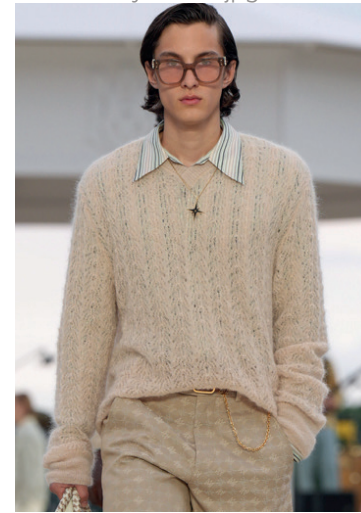
System 11.jpg



White Mountaineering 20.jpg



Dior 42.jpg

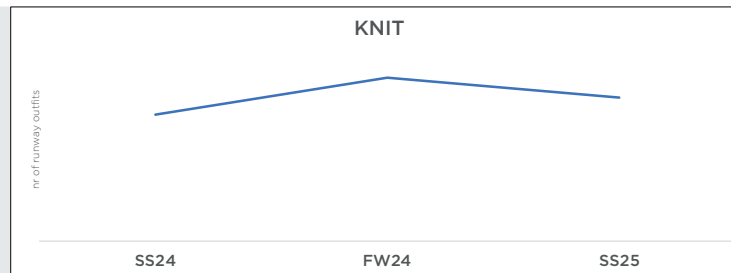


Amiri 29.png



System 12.jpg

**315**  
LOOKS



**+15%**  
YEAR ON YEAR

# SS25 LEATHERS

## BIG TREND



Dior 53.jpg



Hed Mayner 26.jpg



Prada 26.jpg



System 19.jpg



JW Anderson 14.jpg

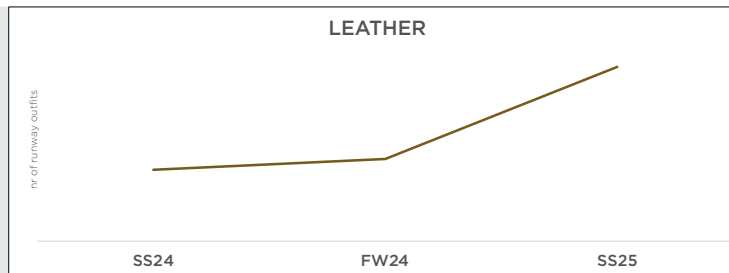


Bed Jw Ford 13.jpg



Dries van Noten 61.jpg

**306**  
LOOKS



**+140%**  
YEAR ON YEAR

# SS25 EASY-BREEZY SHEERS

## STABLE TREND



joeone-m-s25-004-11364992.jpg



Dries van Noten 46.jpg



0005741110125-rewarder.jpg



Jeanne Friot 8.jpg



0005741110125-rewarder.jpg

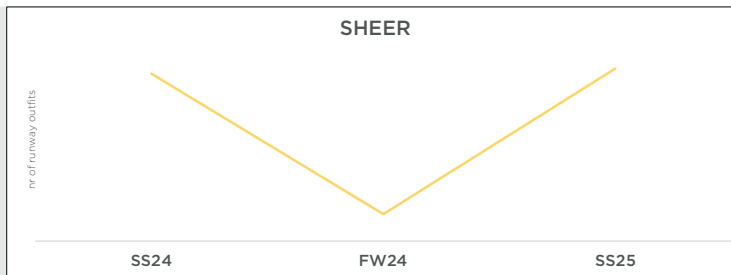


Dries van Noten 10.jpg



Taakk 8.jpg

**136**  
LOOKS



**+5%**  
YEAR ON YEAR

# SS25 GLIMMERS & SHIMMERS

## EDGY TREND



Loewe 29.jpg



Masu 23.jpg



Amiri 32.jpg



Lazoschmid17.png



Vuitton 81.jpg

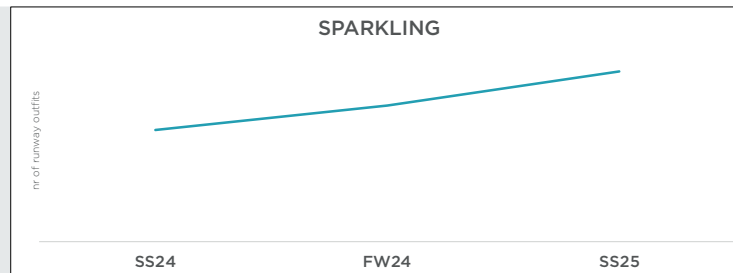


Dries van Noten 36.jpg



032c 14.jpg

**134**  
LOOKS



**+55%**  
YEAR ON YEAR

# SS25 TENDER SATINS

## STABLE TREND



Tom Ford 2.png



Dries van Noten 59.jpg



JW Anderson 7.jpg



Fursac 2.png



Jordan Luca 19.jpg

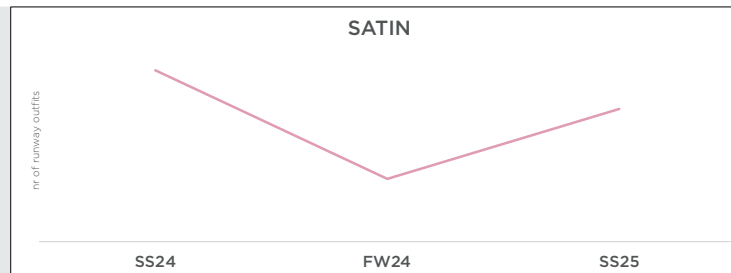


Y3 4.jpg



MAISONMIHARAYASUHIRO27.jpg

**81**  
LOOKS



**-22%**  
YEAR ON YEAR

# SS25 WORN-OUT

## SAFE TREND



Fendi 57.jpg



EgonLab 8.png



Nahmias 19.png



1886.jpg



IFM3.jpg

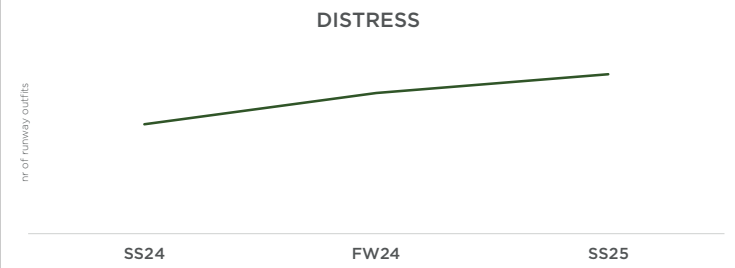


Ziggy Chen 8.jpg



Feng Chen Wang 40.jpg

**55**  
LOOKS



**+46%**  
YEAR ON YEAR



# SS25 DRY SUEDE

## SAFE TREND



OAMC.jpg.avif



AMI Paris16.jpg



Zegna 9.png



Fendi 16.jpg



Fear of God 2.jpg

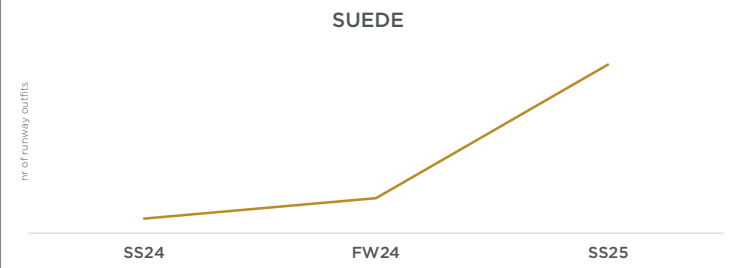


Wooyoungmi\_33.jpg



Feng Chen Wang 7.jpg

**55**  
LOOKS



**+146%**  
YEAR ON YEAR



# SS25 FRINGED EFFECT

## EDGY TREND



Gucci 38.jpg



Feng Chen Wang 58.jpg



Dhruv Kapoor 32.jpg



David Koma 15.jpg



Dhruv Kapoor 24.jpg

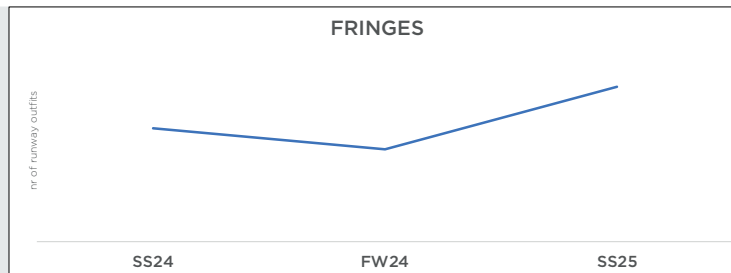


SACAI2.png



Bluemarble 13.jpg

**41**  
LOOKS



**+37%**  
YEAR ON YEAR

# SS25 NETS & MESH

## EDGY TREND



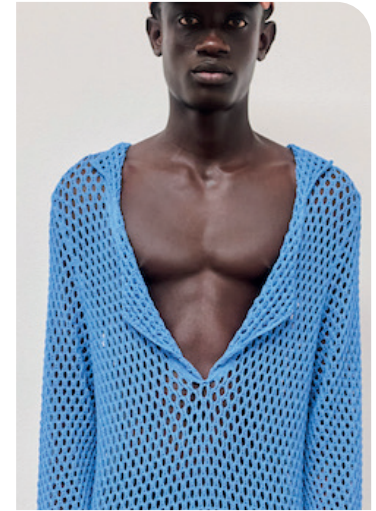
Gucci 2.jpg



Kenzo -29.jpg



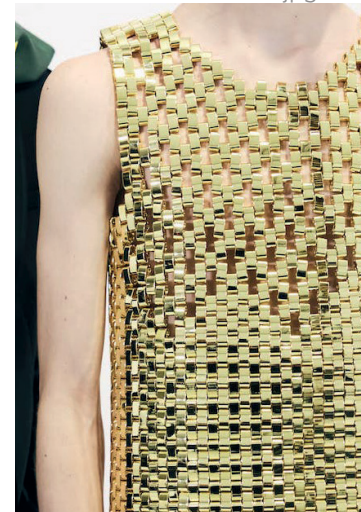
Dolce & Gabbana30.jpg



Bianca Saunders 3.jpg



Feng Chen Wang 19.jpg

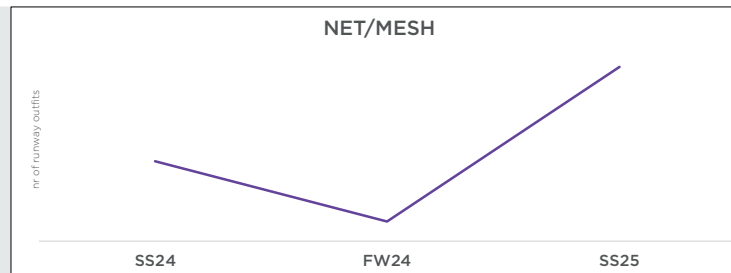


Loewe 40.jpg



Emporio Armani13.jpg

**28**  
LOOKS



**+118%**  
YEAR ON YEAR

# SS25 FABRICS **EARLY SIGNS**



## **WAXED & COATED**



John Alexander Skeleton 5.png



Dries van Noten 42.jpg



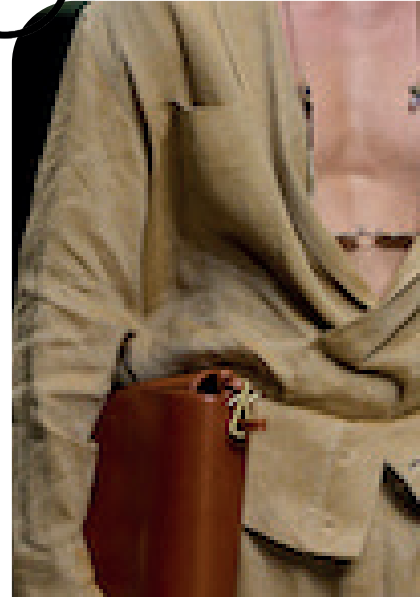
Loewe 36.jpg



Jordan Luca 30.jpg



## **CREASED LINENS**



Emporio Armani67.jpg



Hed Mayner 16.jpg



Ziggy Chen 9.jpg



Undercover -26.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

week 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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