



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

[ACCESS ALL IMAGES
CLICKING HERE](#)

SS25 SOFT KNITS

BIG TREND



Dolce & Gabbana6.jpg



Magliano 32.jpg



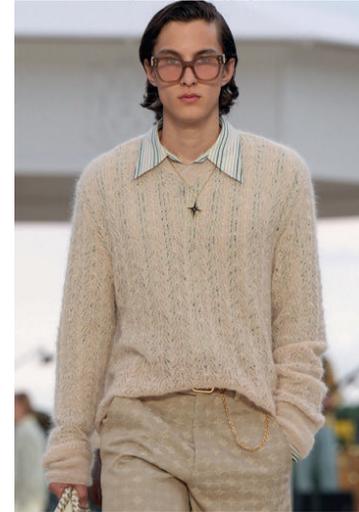
System 11.jpg



White Mountaineering 20.jpg



Dior 42.jpg

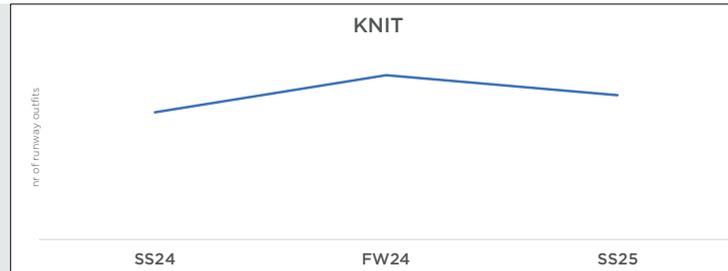


Amiri 29.png



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



0005741101025-new-warden-ny.jpg



Jeanne Friot 8.jpg



0005741101025-new-warden-ny.jpg



Dries van Noten 10.jpg



Taakk 8.jpg

136
LOOKS



+5%
YEAR ON YEAR

SS25 GLIMMERS & SHIMMERS

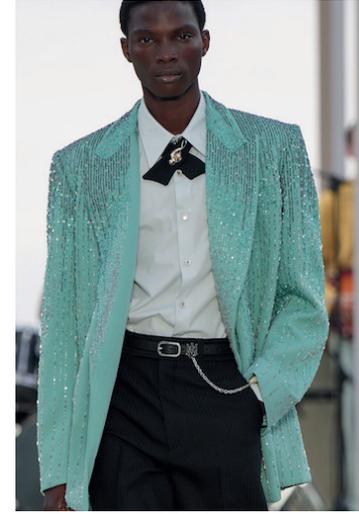
EDGY TREND



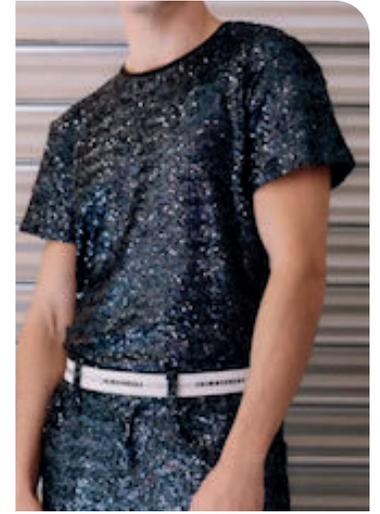
Loewe 29.jpg



Masu 23.jpg



Amiri 32.jpg



Lazoschmid17.png



Vuitton 81.jpg

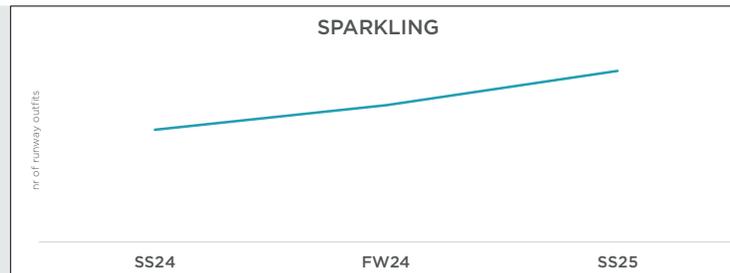


Dries van Noten 36.jpg



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

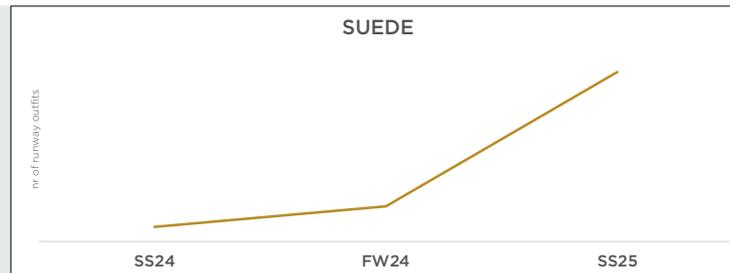


Wooyoungmi_33.jpg



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

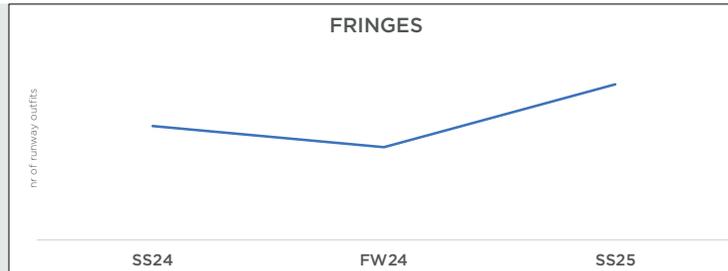


SACAI2.png



Bluemarble 13.jpg

41
LOOKS



+37%
YEAR ON YEAR

SS25 NETS & MESH

EDGY TREND



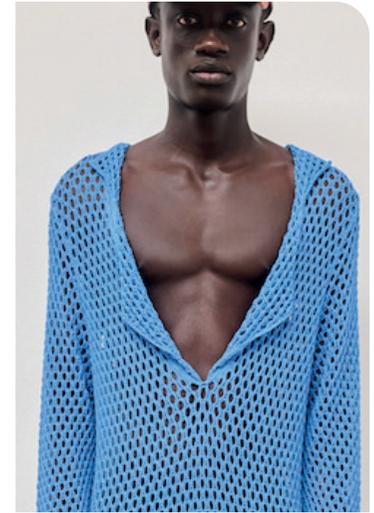
Gucci 2.jpg



Kenzo -29.jpg



Dolce & Gabbana30.jpg



Bianca Saunders 3.jpg



Feng Chen Wang 19.jpg

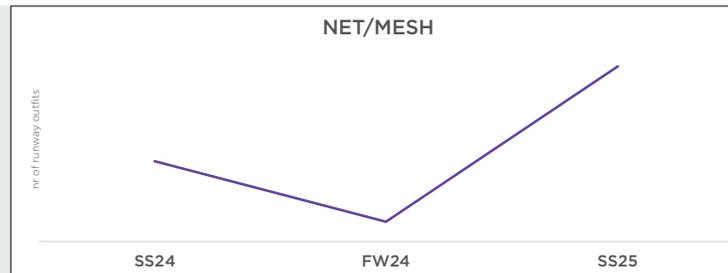


Loewe 40.jpg



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



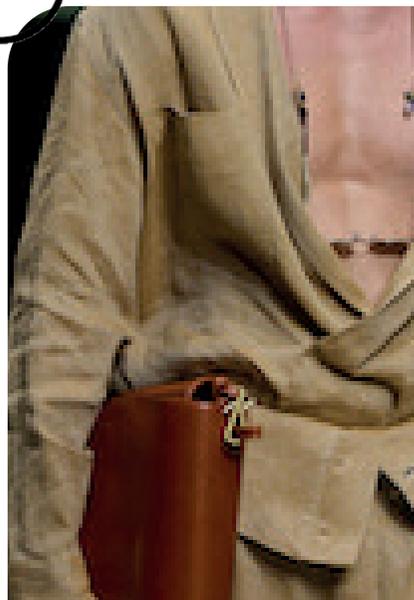
Loewe 36.jpg



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

THANK YOU!

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