



MENSWEAR
SS25
FASHION SHOWS
MUST-HAVE
PIECES



LIVETREND

SS25 MUST-HAVES INTRODUCTION



Hermes 17.jpg

Hed Mayner 22.jpg

Bed Jw Ford 7.jpg



FASHION SHOWS

Tender take on dressing.

For SS25 menswear, must-have pieces blend casual comfort with a more tender sense of style. Shirts continue to dominate but now lean towards casual interpretations, offering options with workwear utility vibes and retro holiday looks. Shorts are replacing recently booming bermudas, putting a focus on boxers, sports shorts and even daring mini briefs. For trousers, cropped looks are further explored, providing a new length for a subtly polished and hipster allure. Polos remain strong with a +97% increase in popularity, booming in preppy stripes or casual knit to openwork options. Outerwear is crucial this season, with cabin jackets and trench coats featuring subtle military influences on classic items to stand out. Leather remains a core fabric, now interpreted in sleek zip-ups and luxurious minimal suede options. Hoodies and layered jerseys add a casual ease, while novelty comes through in subtle crop tops and deep Vs, introducing a sultry vibe to menswear. This season's menswear essentials combine softness and easiness with a touch of elegant edge.

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 MEN MUST-HAVES

BIG TREND

+27%
YOY TO SS24

SS25 SHIRTING



Fendi 58.jpg



MAISONMIHARAYASUHIRO3.jpg



Emporio Armani8.jpg



Gucci 33.jpg



Dolce & Gabbana33.jpg



Amiri 39.jpg

WORKWEAR

HOLIDAYIN'



SS25 MEN MUST-HAVES

STABLE TREND

-12%
YOY TO SS24

SS25 **SHORTS**



MSGM 30.jpg



Namesake 30.jpg



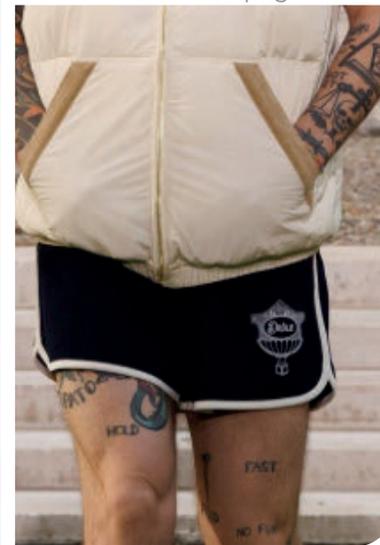
0002-visual-identity-2025-reveal-01.jpg



00032-magiano-spring-2025-menswear-credit-gorunway.jpg.webp



Auralee 30.png



Drole de Monsieur 17.png

COTTON BOXER

SPORTS SHORTS



SS25 MEN MUST-HAVES

STABLE TREND

+12%
YOY TO SS24

SS25 CROPPED PANTS



Dior 71.jpg



Hermes 34.jpg



Kenzo -37.jpg



Masu 38.jpg



Dior 75.jpg



Doublet 11.jpg



facetasm2.jpg.avif

SS25 MEN MUST-HAVES

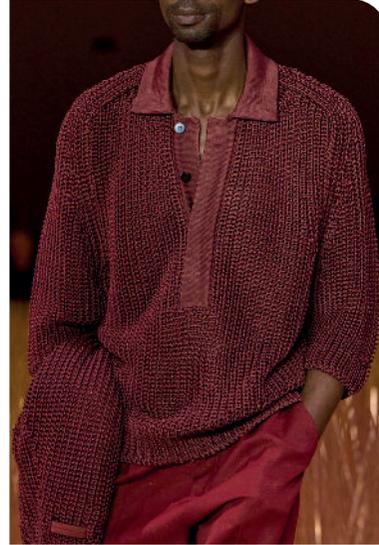
BIG TREND

+97%
YOY TO SS24

SS25 **POLOS**



Dolce & Gabbana45.jpg



Zegna 19.jpg



Feng Chen Wang 19.jpg



System 18.jpg



Gucci 37.jpg



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CASUAL KNITS

PREPPY STRIPES

SS25 MEN MUST-HAVES

STABLE TREND

+12%
YOY TO SS24

SS25 CABIN JACKETS



Prada 8.jpg



Gucci 50.png



Dries van Noten 45.jpg



Vuitton 4.jpg



Hermes 17.jpg



Drole de Monsieur 23.png



Dunhill 6.jpg

SS25 MEN MUST-HAVES

SAFE TREND

+24%

YOY TO SS24

SS25 HOODIES



Bluemarble 12.jpg



Prada 42.jpg



Etudes13.png



Undercover -22.jpg



Kenzo -25.jpg



Dhruv Kapoor 29.jpg



Saul Nash 2.png

SS25 MEN MUST-HAVES

SAFE TREND

+136%
YOY TO SS24

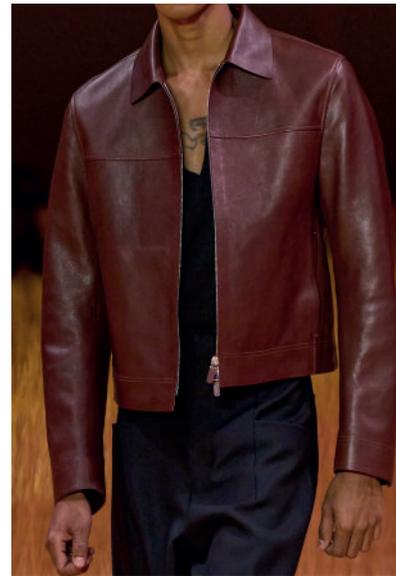
SS25 **LEATHER ZIP-UP**



Sacai13.jpg



Auralee 9.jpg



Zegna 14.jpg



Jordan Luca 24.jpg



Neil Barrett 17.jpg



Sacai12.jpg



Nahmias 7.png

SS25 MEN MUST-HAVES

SAFE TREND

+47%
YOY TO SS24

SS25 **TRENCHCOATS**



Vuitton 55.jpg



Moschino 9.jpg



Emporio Armani5.jpg



Wales Bonner 1.jpg



Loewe 21.jpg



Philippe Model 10.png

MILITARY STYLE

SINGLE BREASTED

SS25 MEN MUST-HAVES

EDGY TREND

+7%
YOY TO SS24

SS25 CROPPED TOPS



JW ANDERSON



LOVERBOY



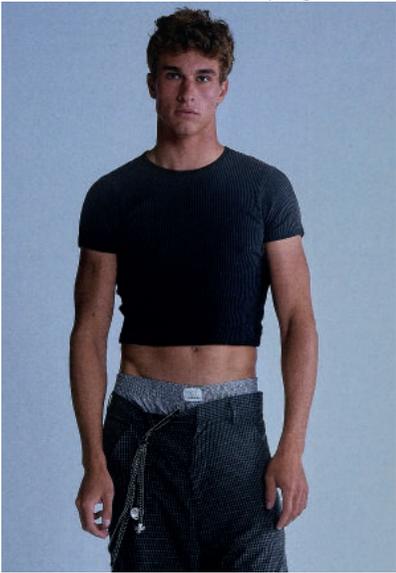
Acne Studios10.png



Maison Mihara



PRADA



ERL



loverboy.jpeg.avif



SS25 MEN MUST-HAVES

EARLY SIGN

+136%
YOY TO SS24

SS25 **DEEP Vs**



Emporio Armani9.jpg



Namesake 32.jpg



Magliano 35.jpg



Namesake 4.png



LGN 11.jpg



Dolce & Gabbana32.jpg



hed-mayner.webp

SS25 MEN KEY CATEGORIES

+27%
YOY TO SS24

OUTERWEAR HIGHLIGHTS



<Liens associés multiples>



<Liens associés multiples>



<Liens associés multiples>



<Liens associés multiples>



<Liens associés multiples>



<Liens associés multiples>

BREEZY RAINCOAT

SATIN BOMBERS

SHORT LAPELS

SS25 MEN KEY CATEGORIES

-1%

YOY TO SS24

TOPWEAR **HIGHLIGHTS**



Nahmias



Etudes



Juun J



Bluemarble



Fendi



Feng Chen Wang

LAYERED SHIRTS

STRUCTURED TEE

SLEEVELESS SHIRT

SS25 MEN KEY CATEGORIES

+9%

YOY TO SS24

PANTS HIGHLIGHTS



Armani



Masu



Gucci



Wales Bonner



Prada



Rhude

FOLD-OVER WAIST

NO PANTS / BRIEFS

UTILITY OVERALLS

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



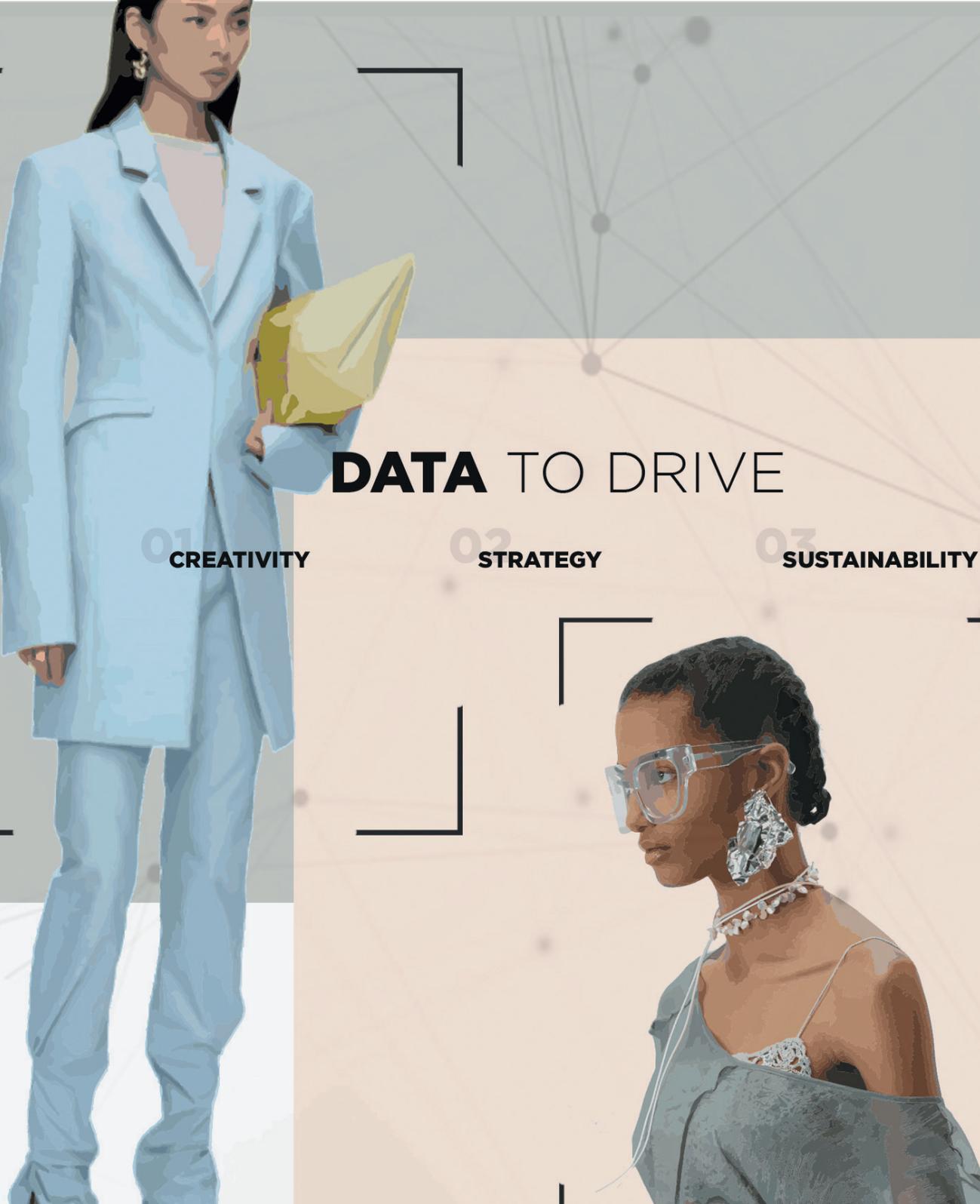
INVEST

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

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