



**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



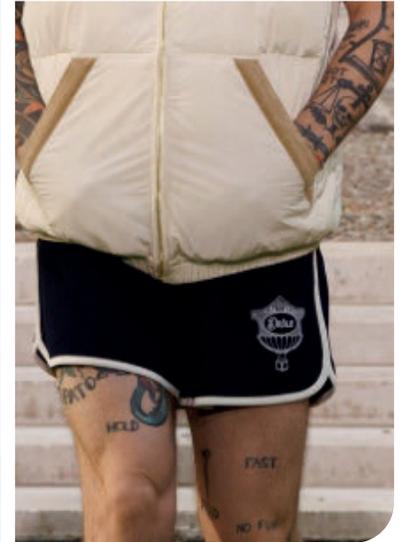
0002-visual-identity-2025-reveal-1.jpg



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

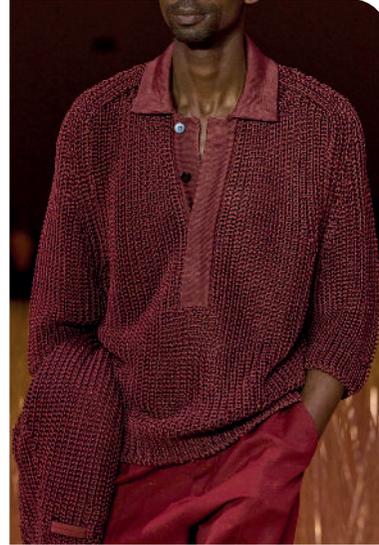
BIG TREND

**+97%**  
YOY TO SS24

SS25 **POLOS**



Dolce & Gabbana45.jpg



Zegna 19.jpg



Feng Chen Wang 19.jpg



System 18.jpg



Gucci 37.jpg



fendimss250043-d8fcdf03alb8ef4521b0jpg

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

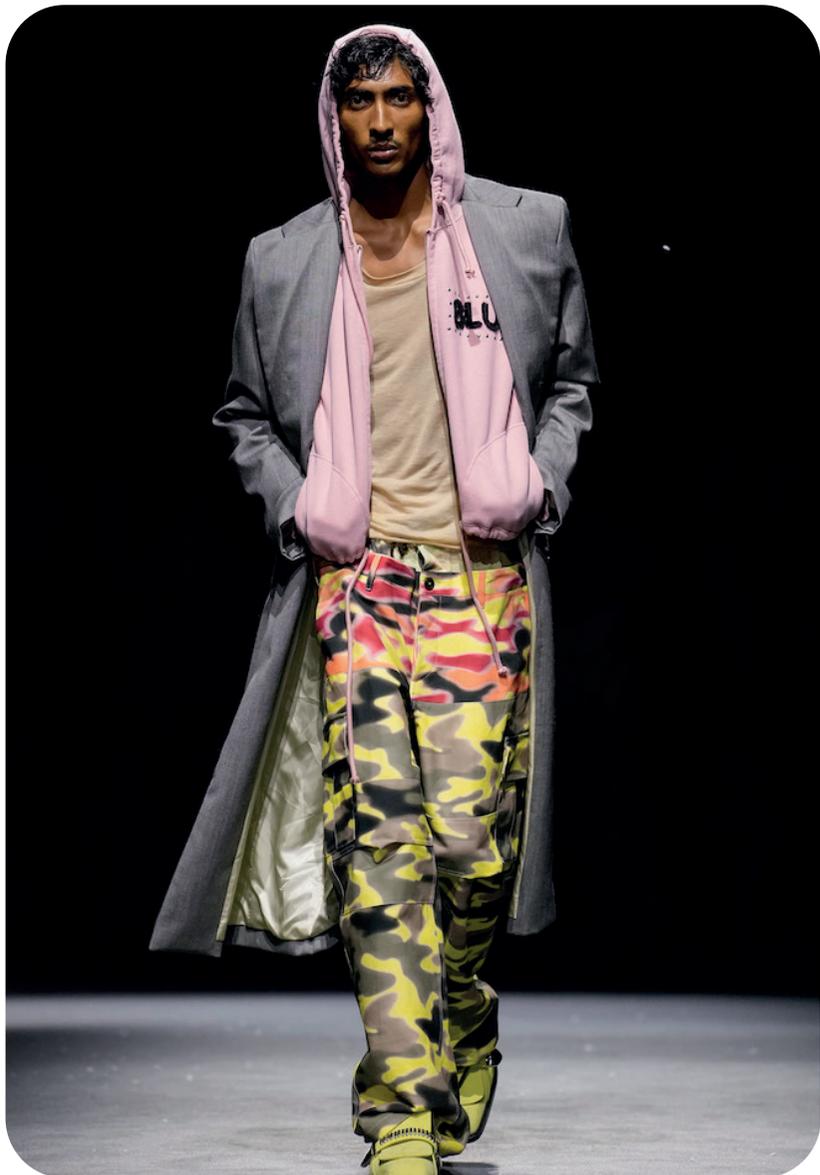
# SS25 MEN MUST-HAVES

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



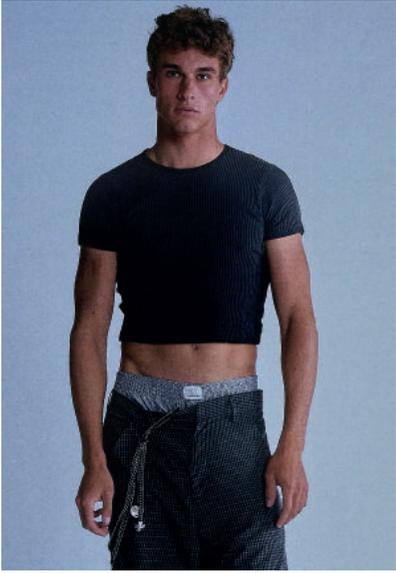
Acne Studios10.png



Maison Mihara



PRADA



ERL



loverboy.jpeg.avif



# SS25 MEN MUST-HAVES

EARLY SIGN

**+136%**  
YOY TO SS24

SS25 **DEEP Vs**



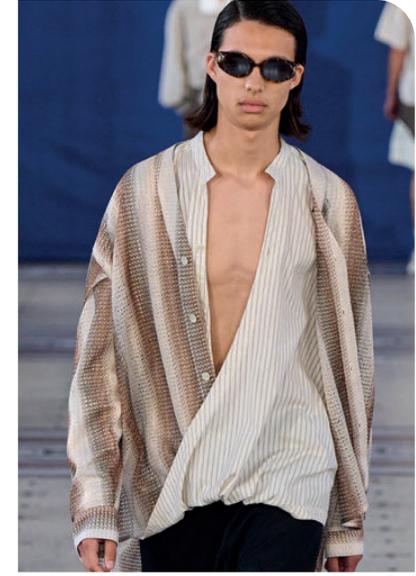
Emporio Armani9.jpg



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



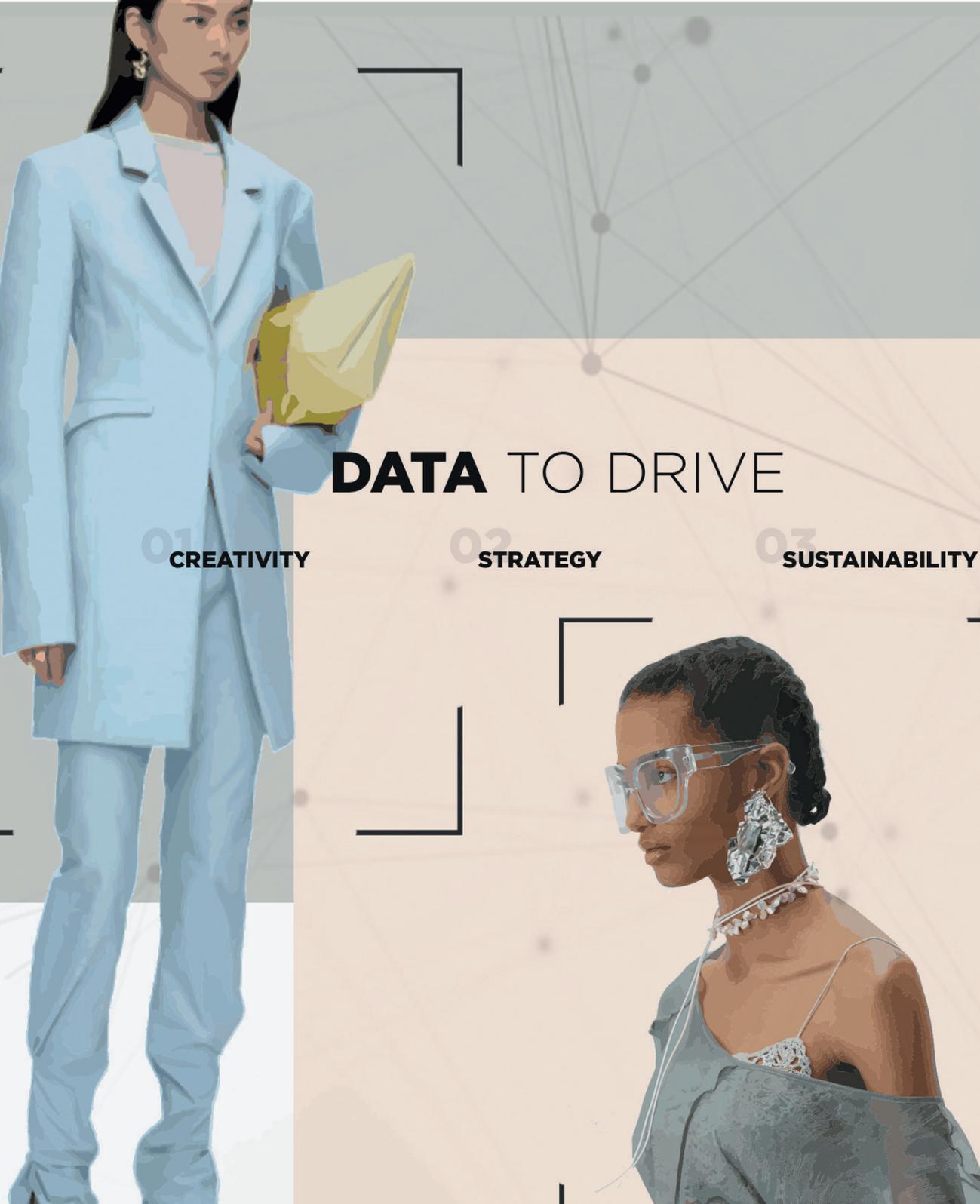
### INVEST

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

# THANK YOU!

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