



**MENSWEAR**  
**RETAIL RADAR**  
**FULL SUMMER**  
**COLLECTIONS**



**LIVETREND**

# RETAIL RADAR MENSWEAR INTRODUCTION



Massimo Alba\_1.webp



Prada.avif



Zara (3).jpg



h&m (2).jpg



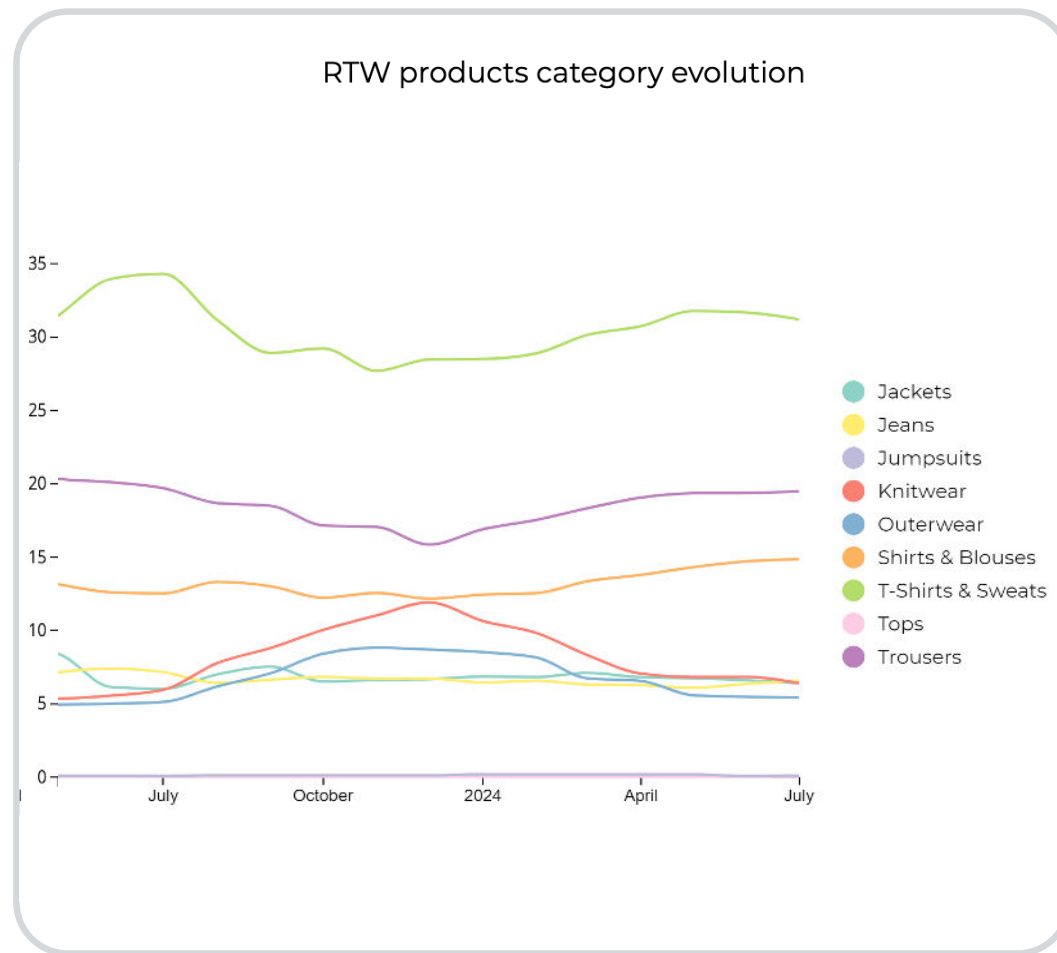
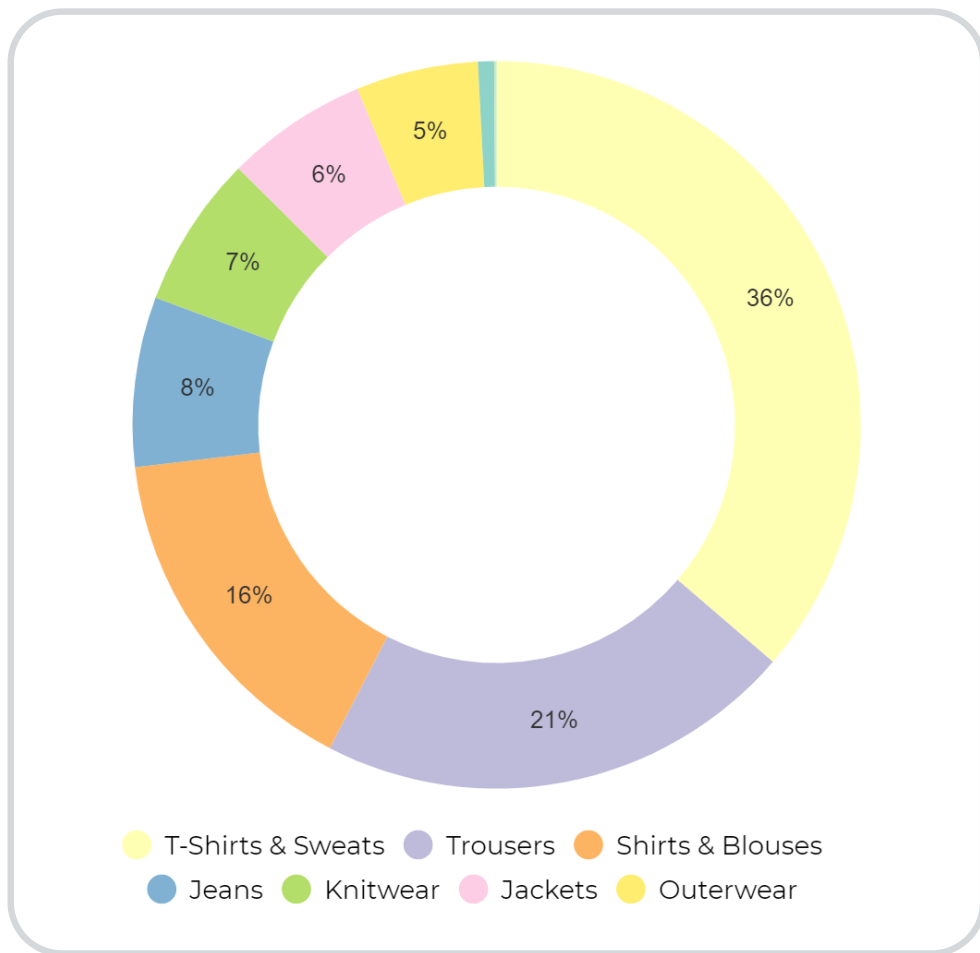
**UPDATE**

**Street Coast.** The men's collections for Full Summer 2024 are defined by a compelling dualism between minimal elegance and streetwear ease. Minimal Elegance is characterized by clean lines, refined tailoring, and a muted color palette that emphasizes sophistication and timelessness. This approach focuses on quality fabrics, subtle details, and streamlined silhouettes, appealing to those who value understated luxury and versatility in their wardrobes. On the other side, Streetwear Ease continues to exert a strong influence, with relaxed fits, bold graphics, and utilitarian styles like cargo pants and tank tops. This trend is all about comfort and self-expression, drawing from urban culture and a more laid-back, casual attitude. The coexistence of these two aesthetics reflects a broader trend in menswear for 2025: the blending of formality and ease, allowing men to effortlessly transition between different styles and occasions without compromising on either elegance or comfort.

*This report is based on Livetrend data extracted from e-commerce on the European market from 1/05/24 to 31/07/24, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.*

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# RETAIL RADAR RTW PRODUCTS ASSORTMENT

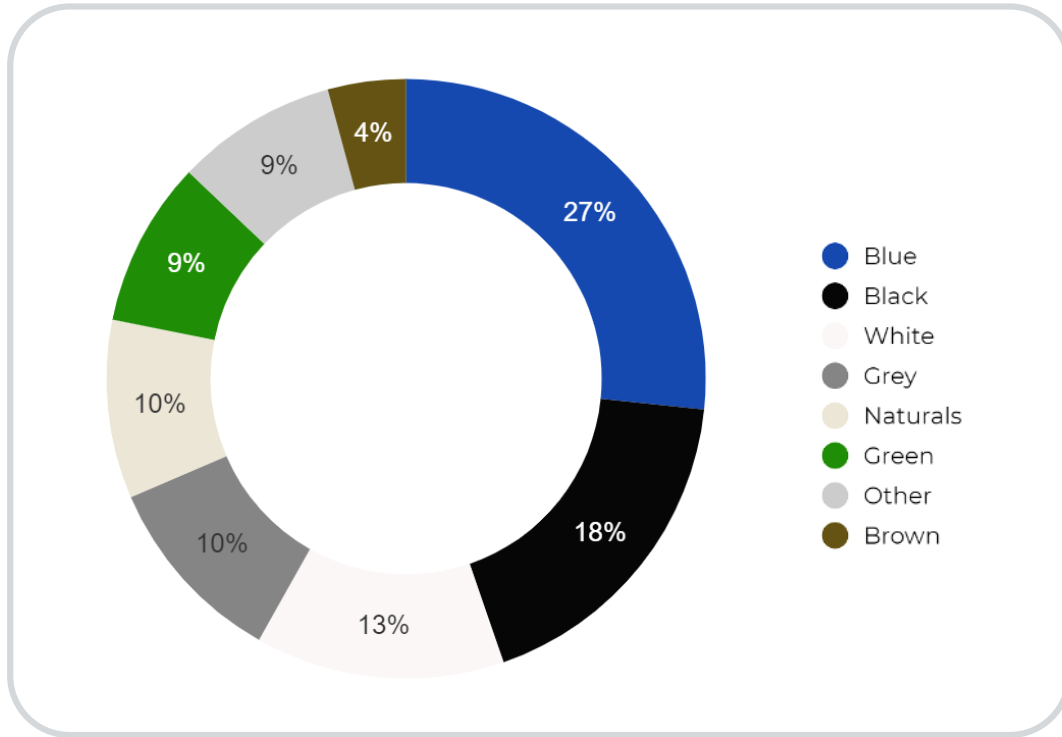


Men's range for full summer is presenting a predominance of t-shirts taking 21% and staying the best performing category, even if decreasing -10% in number of products from last year. Then shirts are taking 15% of the range and rising +17% year on year, demonstrating that the announced tailoring trend is influencing the men's assortments. In third position sweats with 8%, then polo (+21% yoy), short (+3% yoy), jumper and blazers at 6% each. The rest of the range is made mostly from pants and jeans. Knitwear represent 7% and outerwear 6%. Men's shorts have been really good performers this season and are predicted to stay on trend for 2025 with different length and from classic to baggy styles.

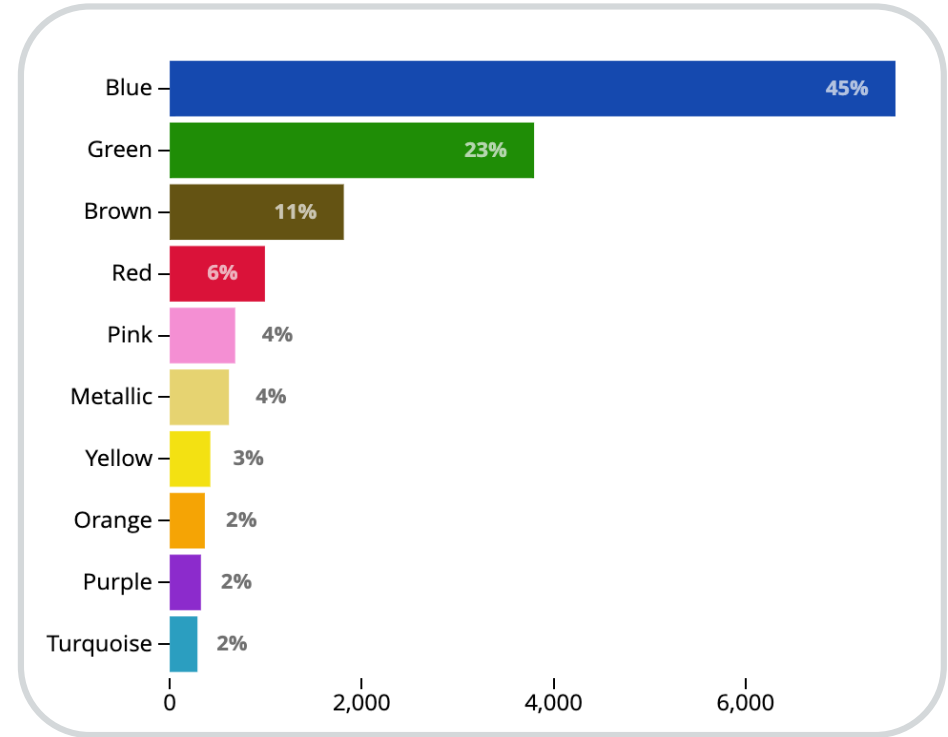




# RETAIL RADAR RTW **COLORS ASSORTMENT**



SUMMER 24 RTW COLORS ASSORTMENT



RTW FASHION TOP COLORS

As usual, the color palette of menswear features classic colors as predominant staples, occupying 78 % of the assortment. Green is in the foreground, with khaki accounting for 32% of all green colors. and light greens are rising to 5%. Browns, considered as a fashion color, are taking 11% of the range just before reds. Then pink is still demonstrating its appeal prevailing over yellow, orange, purple and turquoise. Light pink accounts for 19% of pink colors, while strong hues such as fuchsia and neon pink together account for 7%. It denotes that amidst a prevalence of classic colors, pastel and bold colors are not lacking as highlights that give vent to seasonal trends and the various needs of consumers who, albeit at a time of strong minimalism, do not hesitate to be more quirky during full summer.

# RETAIL RADAR RTW **COLORS EVOLUTION**



**BLU**



river island



**+4%**

YEAR ON YEAR

**NATURALS**



Cos.jpg



**+8%**

YEAR ON YEAR

**KHAKI**



imperial.jpg



**+10%**

YEAR ON YEAR

**BROWN**



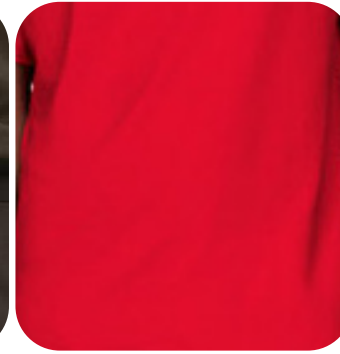
mango.jpg



**+49%**

YEAR ON YEAR

**RED**



tommy hilfigher



**+13%**

YEAR ON YEAR

**BRICK**



Frescobal Carioca.avif



**+25%**

YEAR ON YEAR



**LILAC**



Tom Ford.webp



**-41%**

YEAR ON YEAR

**CORAL**



ONeill.webp



**-25%**

YEAR ON YEAR

Looking at color evolutions year on year, the full summer color palette for men's fashion is showing to slowly shift away from some of the soft, airy pastels that dominated in previous seasons. Lilac, coral and light yellow used to inject a sense of playfulness and brightness, are now receding from the forefront. Instead, the trend is moving towards more intriguing neutrals and rich brown and brick colors. This evolution reflects a broader shift towards understated elegance and versatility in menswear. This decline also suggests a reaction against overly youthful or seasonal hues, as consumers and designers alike gravitate towards colors that offer more year-round wearability. This more nuanced approach to color in men's fashion, indicates subtlety and richness are valued over the overt vibrancy of previous seasons.

# RETAIL RADAR PATTERNS EVOLUTION



STRIPES



FLORALS



TROPICAL



CAMO



TIE&DYE

BIG TREND



Zara\_1.jpg

SAFE TREND



The Kooples.jpg

SAFE TREND



tommy.webp

LAST CALL



Bohoo.jpg

LAST CALL



-zara-.jpg



**+26%**

YEAR ON YEAR



**+17%**

YEAR ON YEAR



**+34%**

YEAR ON YEAR



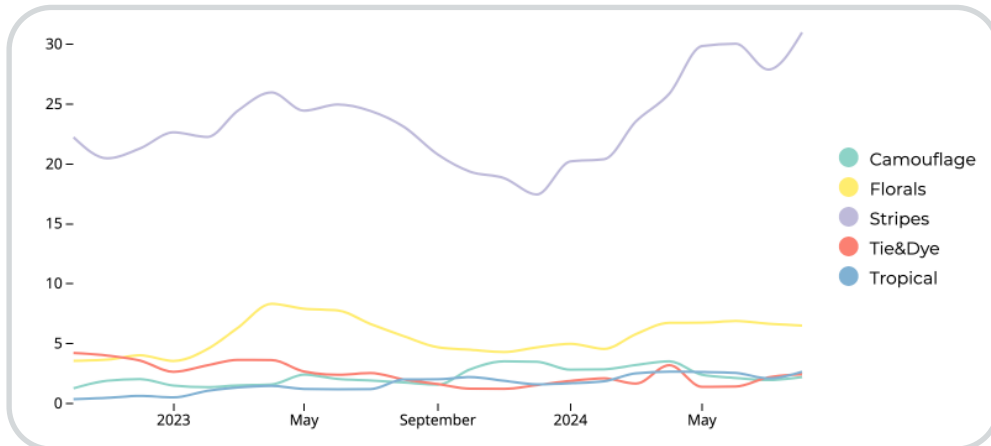
**-40%**

YEAR ON YEAR



**-41%**

YEAR ON YEAR



Men's prints are seeing a considerable growth of 35%, where the predominance is certainly the classic stripes and faux-unis. Stripes are being reimaged with modern twists—whether through varying widths, unexpected color combinations, or placement—offering a fresh take on this timeless pattern. On the other hand, animal prints are gaining traction, bringing an element of daring energy. This trend reflects a growing desire for self-expression and a break from traditional norms, as men increasingly embrace more adventurous and statement-making designs in their wardrobes.



# RETAIL RADAR RTW **FABRICS EVOLUTION**



**DENIM**

**BIG TREND**



Jacquemus.avif



**+9%**

YEAR ON YEAR



**LINEN**

**STABLE TREND**



Arket.png



**+27%**

YEAR ON YEAR



**JACQUARD**

**SAFE TREND**



Zara (4).jpg



**+23%**

YEAR ON YEAR



**TECHNIC**

**SAFE TREND**



calvin klein.webp



**+34%**

YEAR ON YEAR



**TEXTURED**

**SAFE TREND**



zara-.jpg



**+37%**

YEAR ON YEAR

Denim keeps noticeable visibility into men assortments as other canvas in natural fibers as linen, taking 6% of vegetal fibers, contributing to relaxed and fresh looks that align with sustainability goals and also with the emphasis on effortless style. Jerseys and knits are taking 43% of the RTW range this summer helping to make vegetal fibers predominant in summer menswear (70% of RTW composition). In fact cotton and linen are predominant, but sisal and hemp are new rising fibers. Meanwhile, shiny fabrics like coton satin and technical nylons are rising, textures and jacquard are revealing a new attention to details, rustic textures and eye-catching patterns. From wrinkled to armuré fabrics, men's fabrics emphasize easywear and easycare. Performing fabrics are contaminating urban looks with modacrylic rising by 258% in mixed compositions compared to last year.

# RETAIL RADAR **TOPWEAR**

## KNIT POLO

### BIG TREND



Zara\_3.jpg



**+21%**

YEAR ON YEAR

## KNIT BUTTON-UP

### STABLE TREND



Cos (2).jpg



**+16%**

YEAR ON YEAR

## COLLARLESS SHIRT

### EARLY SIGN



Massimo Alba\_1.webp



**+64%**

YEAR ON YEAR

## RIBBED TANK

### EDGY TREND



H&M.jpg



**+72%**

YEAR ON YEAR

For Full Summer 2024, men's topwear continues to embrace ease and versatility, with knitted polos taking center stage. This style has become a staple, offering a perfect balance between casual comfort and refined style. Its soft texture and fit make it adaptable for various occasions, from laid-back weekends to smart-casual outings. Shirting remain a big trend blending between knitted versions or relaxed woven styles. Natural and rustic fibers predominate here, instilling the coastal style so much in vogue. Meanwhile, the tank top is being reimagined beyond its traditional athletic roots, now featured in premium fabrics and more tailored cuts, making it a versatile layering piece or a standalone statement. .



# RETAIL RADAR **PANTS**

## SHORTS

### BIG TREND



ZARA-MEN.jpg

  
**+0%**  
YEAR ON YEAR

## CARGO PANTS

### STABLE TREND



h&m (2).jpg

  
**+34%**  
YEAR ON YEAR

## SLIM PANTS

### BIG TREND



Mango.avif

  
**+41%**  
YEAR ON YEAR

## WIDE-LEG PANTS

### EARLY SIGN



Zara\_2.jpg

  
**+60%**  
YEAR ON YEAR

## BAGGY JEAN

### EARLY SIGN



bershka.jpg

  
**+49%**  
YEAR ON YEAR

For Full Summer 2024, men's pants are showing a duality of styles, with cargo pants and baggy jeans continuing to gain popularity, while the neo-tailoring trend is carving out space for slim silhouettes and tailored flares. While joggings are receding 38% from last year, cargo pants and baggy jeans offer a relaxed, utilitarian aesthetic that resonates with the ongoing demand for comfort and streetwear-inspired fashion. Important to note, however, that cargo has peaked and is showing a downward trend. On the other hand, the rise of neo-tailoring is bringing a sophisticated twist to formal and polished looks, with slim-cut trousers and tailored flares adding a contemporary edge to the looks. Chino is still trending showing +22% from last 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



## DATA TO DRIVE

01  
CREATIVITY

02  
STRATEGY

03  
SUSTAINABILITY



LIVETREND

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# RETAIL RADAR ACCESSORIES

## BRIEFCASE

## MAXI BAG

## CROCHET HAT

## LOAFERS

## ESPADRILLAS

### BIG TREND



Sandro.jpg



### BIG TREND



Moncler.webp



### SAFE TREND



Zara (5).jpg



### BIG TREND



Camper.avif



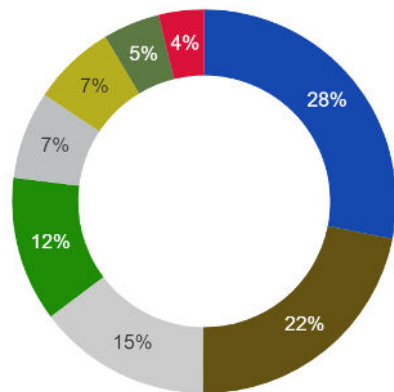
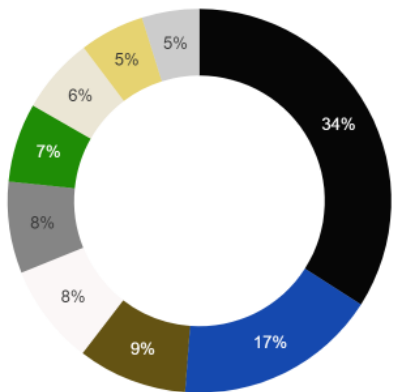
### BIG TREND



Mango\_1.avif



## SUMMER 24 ACCESSORIES COLORS



Men's accessories are seeing a distinct split between refined and relaxed styles. The rise of briefcase bags, often paired with formal loafers, underscores the return to polished, professional looks, preparing the transitional season to come. These accessories cater to the modern man's need for both functionality and sophistication, reflecting a renewed focus on classic, tailored aesthetics in the workplace and beyond. The season also embraces the summer vacation mode, with the rising popularity of maxi shoppers in raw canvas. These oversized bags, paired with espadrilles, are perfect for casual, beach-ready styles, offering a practical and stylish solution for the relaxed, sun-drenched days of summer.