

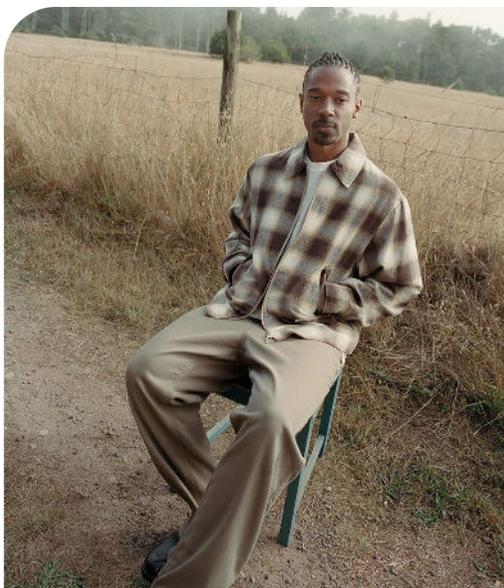


**MENSWEAR**  
FALL 24  
RETAIL RADAR  
**COLLECTION**  
**THEMES**



LIVETREND

# FALL 24 INTRODUCTION



Stussy x Our Legacy.jpg



baldessarini-.jpg



henri-lloyd.jpg



**UPDATE**

**Elevated authenticity.** The early Fall 2024 collections set the tone for this season's menswear fashion trends. With Elevated Leisurewear leading the way, comfort and sophistication merge with tech-coded elements. This theme reimagines corporate essentials and refined tailoring, creating an effortless blend of relaxation and elegance for the modern man. Fisherman and Rural Retreat dive into both coastal and highland inspiration, fusing the beauty of natural elements with the rigors of the winter. Heavy fabrics and authentic colors come together in a collection that evokes the calm and serenity of wilderness. New Money embodies a timeless rediscovering of tradition, reinterpreting classic menswear staples with a modern eye. Tailored pieces, such as the suit vest or wide-leg trousers, are revived through a contemporary edge, paying homage to legacy styles. Looking at younger generations, Emotive Rodeo and Playdate introduce a change of taste for the younger markets, embracing the new codes of masculinity. Together, these collection themes reflect the complex nature of modern menswear, offering a wide spectrum of styles answering to different needs and targets.

*This report is based on Livetrend data extracted from e-commerce on the European market from 15/07/24 to 30/09/24, 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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CLICKING HERE**

# FALL 24 ELEVATED LEISURE



## CORPORATECH - OFFICE CODED - SMART TAILORING - FITNESS FINESSE

In the Fall 24, the trend of Elevated Leisure embodies a shift towards a more elegant transition between corporate style and out of office aesthetic. The palette exudes sophistication through the use of elevated neutrals such as grey that functions as a thread to compose a soft and relaxed harmony of basics with some contrasting strong hue. A serene grey and a refined navy blue layer seamlessly into the wardrobe of the modern professional, blending tailored pieces with casual wear. This contemporary twist on the after-corporate aesthetic brings more versatility to a wardrobe that need to be coherent and fluid for 24/7. The trend captures the beauty of effortless elegance while perfectly blending with timeless classics, elevating leisurewear through the lense of high-quality elegance.

# ELEVATED LEISURE LOOKS



Canali.jpg

  
BLAZER JACKET  
**+4%**



@sandroparis1.jpg

  
DUSTER  
**+17%**



Aime Leon Dore.jpg



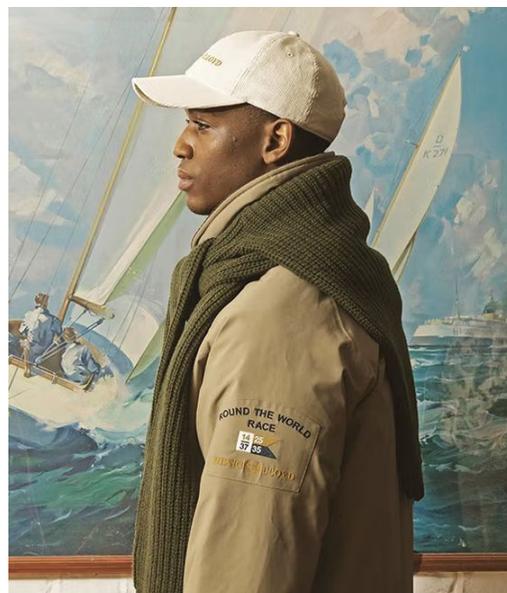
zara.webp

  
TAILORED PANTS  
**+144%**



Fear of god.webp

# FALL 24 THE FISHERMAN ISLAND



## NAUTICAL CORE - AUTHENTICITY - STARK RIVIERA - FISHING PILGRIMAGE - THALASSOPHILIA

In the Fall 24, the Fisherman Island trend exudes the challenges of the modern day man in search for an authentic connection with nature. Facing the difficulties of an evermore stark time of uncertainties, the trend answers to the need to reconquer a bond with nature. Classical nautical patterns and colors mix with modern details and performing fabrics to add functionality to the basic wintry marine look. Stripes and navy blue encounter new elements, enriching the classics through the necessities of today's sea dogs. Fisherman Island rediscovers authenticity while answering to contemporary challenges and needs, for a stylish yet functional attire.

# FISHERMAN ISLAND KEY LOOKS AND ELEMENTS



  
CHECKERED  
SHACKET  
**+50%**

@waxlondon.png



  
CHINO PANTS  
**+15%**

corridor-10.jpg



  
PARKA  
**+34%**

Adsum.png



  
FLEECE ZIP-UP  
**+44%**

Henri Lloyd.png



@attiresaint17.jpg

# FALL 24 RURAL RETREAT



## COUNTRYSIDE WEEKEND - HIGHLANDCORE - WILDERNESS REDISCOVERED - MORNING MIST

In the Fall 24, the Rural Retreat trend captures the modern yearning for a noiseless escape to the countryside, where the simplicity of rural life soothes city-life's fatigue. It evokes the charm of weekend getaways in misty highlands, blending the serenity of autumnal nature with rustic yet refined elements. Highlandcore aesthetics dominate, with earthy tones and weathered textures, celebrating the raw encounter with the wonders of wilderness. This trend rediscovered a deeper connection with nature, offering a wardrobe suited for crisp mornings and outdoor adventures, seamlessly balancing comfort, elegance, and the allure of the untamed countryside.

# RURAL RETREAT **KEY LOOKS AND ELEMENTS**



  
KHAKI GREEN  
**+21%**

tommyhilfigher2.jpg



  
WAXED JACKET  
**+67%**

Zara\_1.webp



  
CABLE KNIT  
**+38%**

Brunello Cucinelli.avif



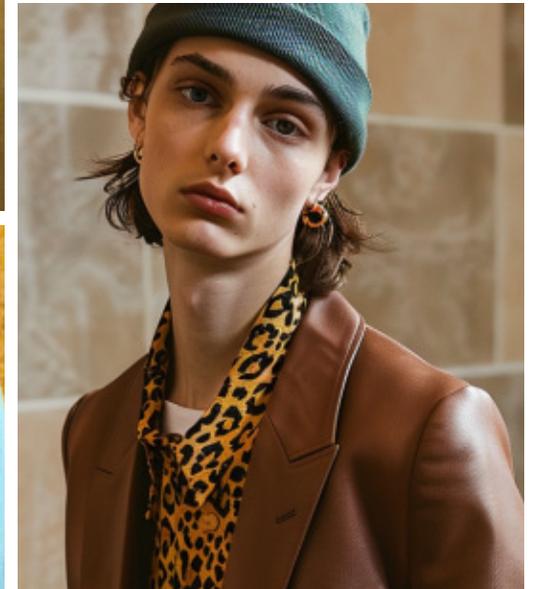
  
HERRINGBONE  
**+25%**

carhartt (2).jpg



@kith4.png

# FALL 24 **NEW MONEY**



## **SAVOIR VIVRE - GRANDPA CODED - COMFORTING TACTILITY - REFINED LEGACY**

In the Fall 24, the New Money trend embodies a fresh interpretation of #grandpacore elegance, blending modern taste with the comforting traditions of a timeless past. Embracing savoir vivre, heritage pieces meet contemporary urban flair. Rich textures and layers create a comforting tactility, exuding warmth and sophistication. This trend celebrates a refined legacy, where polished details and understated opulence come together, crafting a look that is both nostalgic and forward-thinking, perfect for those who appreciate the art of living well with a modern twist.

# NEW MONEY KEY LOOKS AND ELEMENTS



zara29.jpg



noah3.jpg



livetrend ai-22.png



ssam1



aimeleondore3.jpg.avif

# FALL 24 YOUNG MARKET **GRUNGE RODEO**



## **GLOOMY COWBOY - FRAGILE REBELLION - TUMBLER BOYS - GRUNGE AMERICANA**

In the Fall 24, the Grunge Rodeo trend for urbanwear embodies the new generational shift towards the redefinition of the American dream. Identities are taking a turn towards redefining the roots, enabling new shapes of rebelliousness while making way for subversive codes. The American West is enhanced in the worn out taste of the finishing of leather and denim, which also brings back to life the 2010's aesthetic which roams between soft emotivity and masculine stiffness. An American rock'n'roll taste is accentuated by the timeless leather jacket while mitigated by the baggy jeans. The Grunge Rodeo trend congregates urban taste with a soft throwback grunge, answering to the young generations need of expression with a hint of rebellion.

# GRUNGE RODEO KEY LOOKS AND ELEMENTS



  
BAGGY JEANS  
**+37%**

h&m1.png



  
FRINGES  
**+25%**

zara (2).webp



  
WASH&BLEACHED  
**+14%**

bellerose.jpg



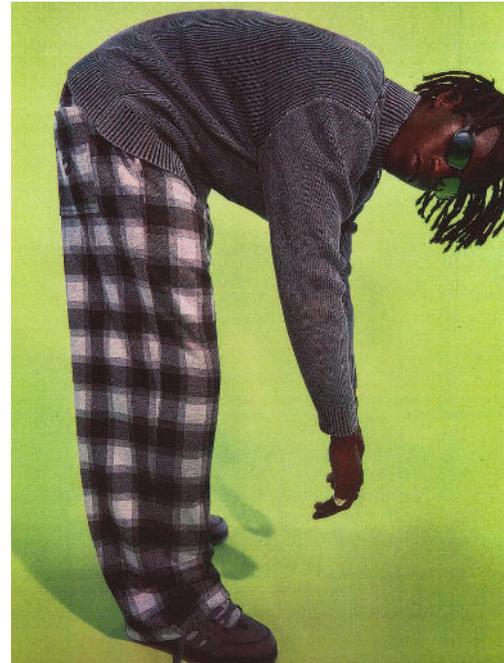
  
LEATHER JACKET  
**+48%**

Weekday.jpg



pull&bear (2).jpg

# FALL 24 YOUNG MARKET **PLAYDATE**



## **DOPAMINE SPIN - IRONICAL RETRO - LEISURE PARK - PREPPY SPORTS - FUN BOYS**

In the Fall 24, the Playdate trend brings a vibrant and playful energy, driven by a juvenile spin that injects light amusement into everyday style. Masculine silhouettes are shaped through a mix of ironical retro influences and a carefree attitude, reminiscent of a leisure park on a sunny day. Preppy sportswear takes center stage, combining nostalgic preppy sports aesthetics with a modern twist. New generations embrace bright colors, quirky details, and relaxed silhouettes that balance youthful exuberance with a cheerful hint of irony. The Playdate trend is about preppy playfulness, offering a stylish escape for the next generation of fashion lovers.

# PLAYDATE KEY LOOKS AND ELEMENTS



@commedesgarcons.jpg

SPORT JERSEY  
**+60%**



metalwood (2).jpg



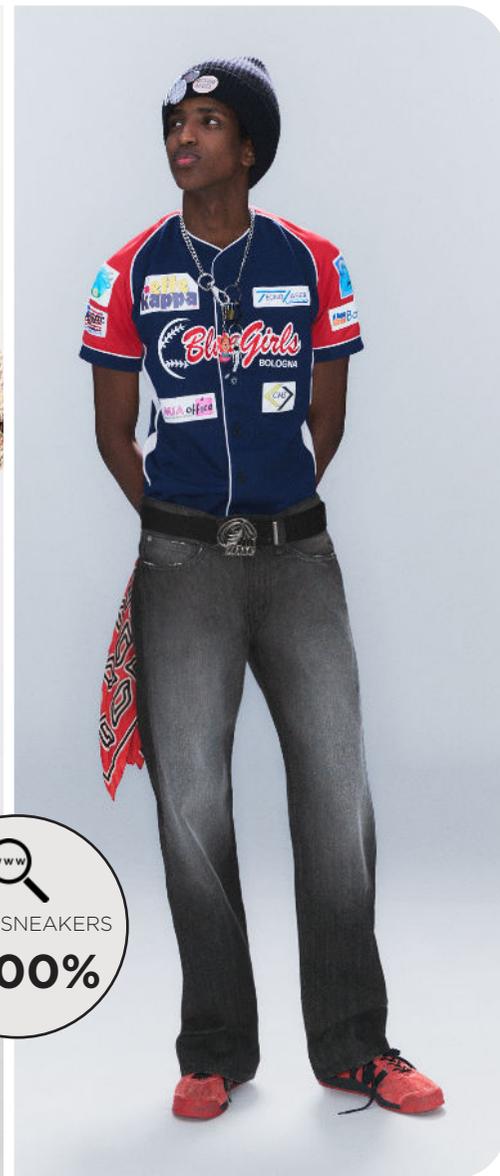
8igb.png

STRIPES  
**+20%**



h&m1.2.jpg

RETRO SNEAKERS  
**+700%**



weekday\_1.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

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



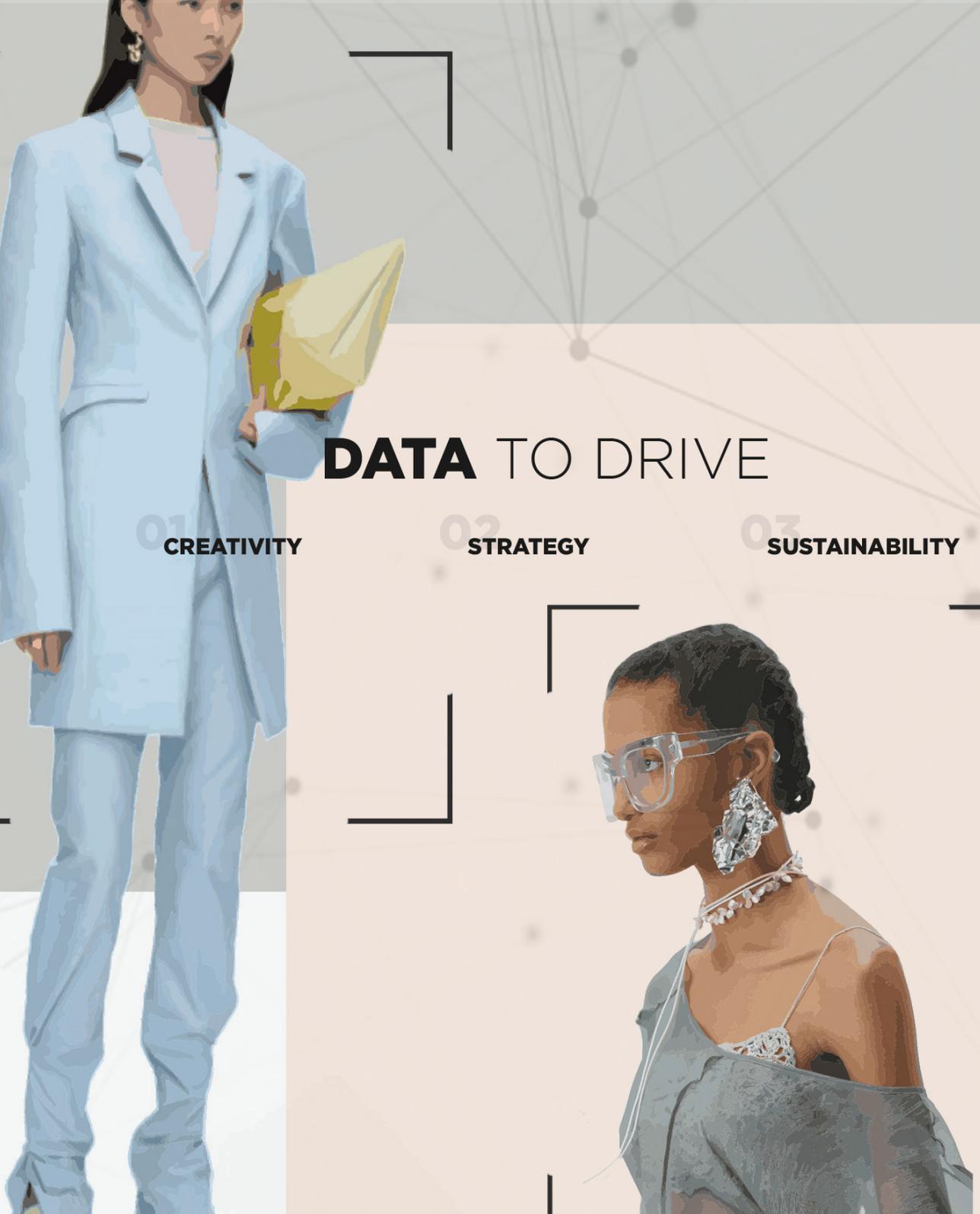
### INVEST

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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