



**MENSWEAR**  
**RETAIL RADAR**  
**ACCESSORIES**  
**SUMMER**  
**COLLECTIONS**



LIVETREND

# RETAIL RADAR MENSWEAR INTRODUCTION



Gucci.jpg



Viscata.jpg



Santoni.webp



COS (4).jpg



**UPDATE**

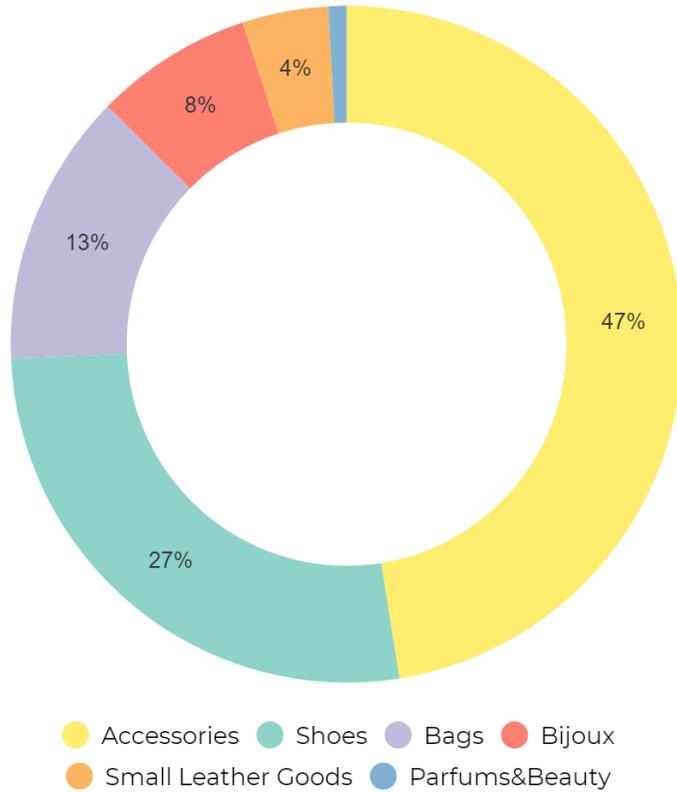
**Smart Resort.** Men's high summer collections for accessories strike a delicate balance between sleek corporate aesthetics and relaxed resort vibes, offering a versatile blend of sophistication and ease. This juxtaposition caters to diverse tastes, allowing men to transition effortlessly from formal to leisure settings. On one end, we have penny loafers, the epitome of timeless elegance, in contrast, rustic espadrilles bring a touch of coastal charm, perfect for sun-soaked getaways or laid-back weekend attire. Similarly, the choice between elegant briefcases and maxi soft totes reflects this duality. The commercial potential of these accessories lies in their ability to elevate any outfit—a carefully chosen loafer or tote can transform an otherwise simple ensemble into something polished and purposeful. This versatility encourages consumers to invest in key pieces that not only serve specific functions but also enhance the overall aesthetic of their wardrobe, blending form and function in a way that feels both modern and timeless.

*This report is based on Livetrend data extracted from e-commerce on the European market from 1/05/24 to 30/07/24, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.*

**ACCESS ALL IMAGES  
CLICKING HERE**

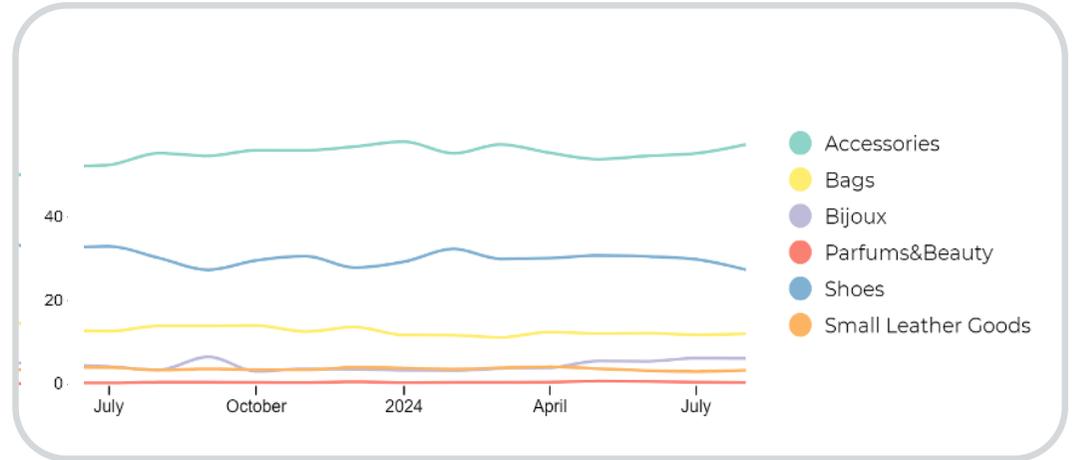
# RETAIL RADAR **ACCESSORIES ASSORTMENT**

### SUMMER 24 ACCESSORIES RANGE



In this quantitative analysis, the full summer men's accessories are showing a predominance of soft accessories, followed by shoes (27%) and bags (14%). In comparison to last year, the assortment stayed stable except jewelry, representing 4% in assortment, manifesting a growth of +44%.

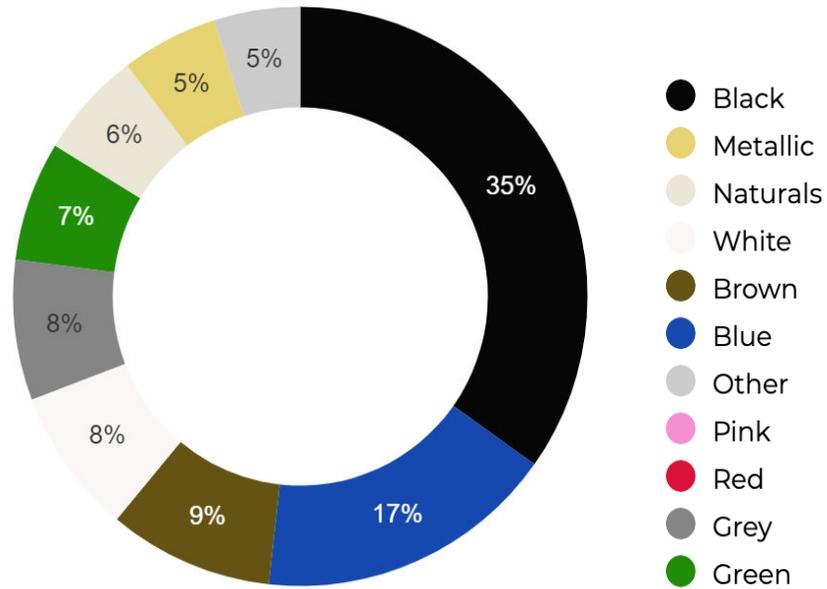
### ACCESSORIES TREND EVOLUTION



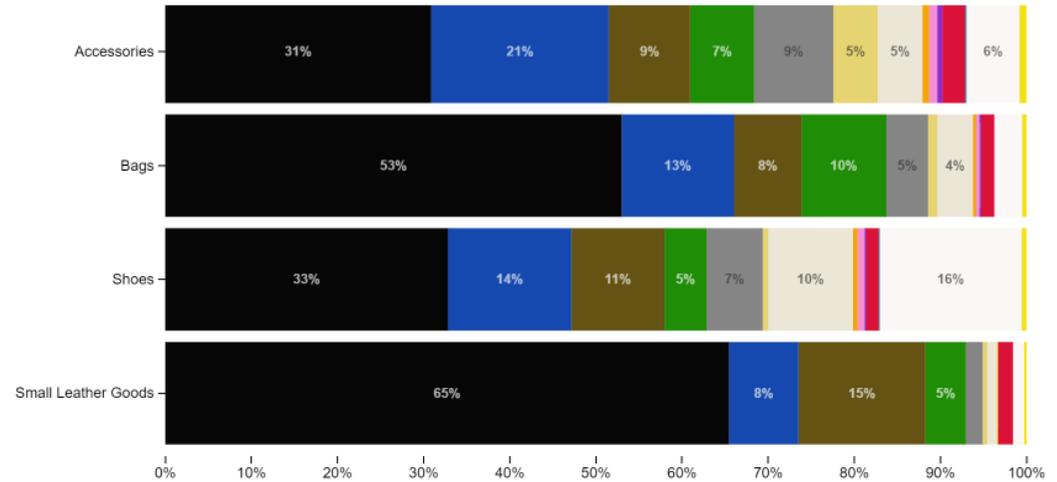
Talking about high summer color trends for men's accessories that you can see in the next page, they are embracing a rich evolution, blending both grounded and daring tones. Rooted shades like dusty yellow and earthy brick are on the rise, reflecting the growing appeal of rustic resort charm. These warm, muted hues evoke a sense of laid-back sophistication, perfectly aligning with the effortless, natural vibe of summer getaways. Simultaneously, a new tint of light pink is making waves, adding a fresh dynamic to men's accessories. This soft yet vibrant color plays into the growing trend of gender fluidity and self-expression, offering men a chance to break free from traditional color palettes. It's a hue that speaks to modernity, and confidence, spicing up outfits with a subtle but impactful statement. Together, these colors mark a bold step forward in the evolution of men's summer style, combining timeless rusticity with contemporary individuality.

# RETAIL RADAR ACCESSORIES COLOR RANGE

SUMMER 24 ACCESSORIES COLOR RANGE



SS24 ACCESSORIES COLOR RANGE BY CATEGORIES



**YELLOW**



Ralph Lauren.webp

**+57%**  
YEAR ON YEAR

**LIGHT PINK**



Tommy Hilfiger.webp

**+1700%**  
YEAR ON YEAR

**BRICK**



Uniqlo.webp

**+250%**  
YEAR ON YEAR



**RED**



Zara (6).jpg

**+0%**  
YEAR ON YEAR



**AQUA**



Bottega Veneta\_1.avif

**-68%**  
YEAR ON YEAR

# RETAIL RADAR ACCESSORIES **SHOES**

## LOAFERS

## MULES

## ESPADRILLAS

## SLIDES

## FISHERMAN

### BIG TREND



Camper.avif

**+72%**  
YEAR ON YEAR

### SAFE TREND



DR martens.webp

**+88%**  
YEAR ON YEAR

### SAFE TREND



Mango\_1.avif

**+40%**  
YEAR ON YEAR

### STABLE TREND



Bottega Veneta.avif

**+14%**  
YEAR ON YEAR

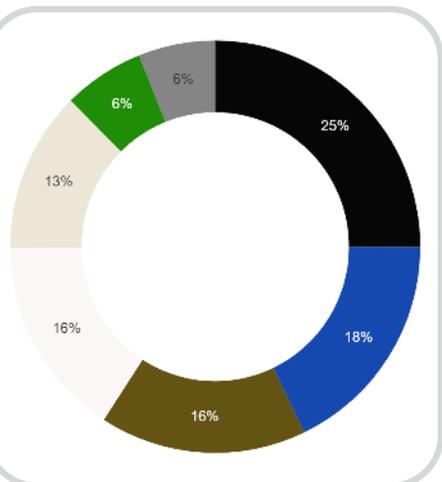
### EARLY SIGN



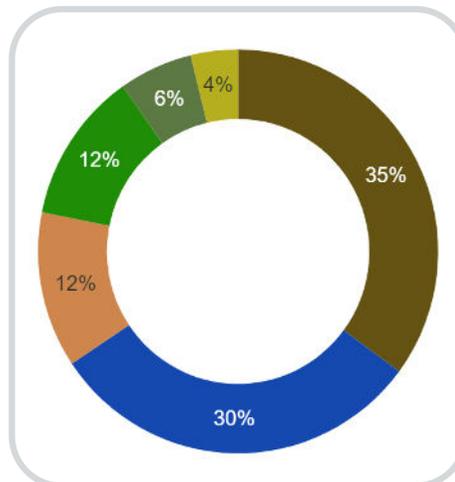
loewe.jpeg

**+154%**  
YEAR ON YEAR

SS24 SHOES COLORS



SS24 SHOES FASHION COLORS



Men's shoes for high summer are seeing a notable shift, with loafers taking center stage even in the hottest months. The rising popularity of loafers has redefined warm-weather dressing by introducing a low-key corporate look that blends formality with seasonal comfort. However, slides and espadrilles remain strong contenders in the high summer footwear. Slides, ranging from sporty to minimalist designs, offer easy-going street appeal with a modern twist on relaxed dressing. Espadrilles, with their rustic charm, continue to capture the essence of resort wear, ideal for those looking to blend comfort with understated style. Cowboy boots remain as a micro trend for the daring fashion customers.

# RETAIL RADAR ACCESSORIES **SHOES**

## THE BOAT SHOES

 **+16%**  
YEAR ON YEAR



camper-man.avif



timberland.avif



SEZANE.jpg



loro piana.jpg



sebago.webp

STABLE TREND

## THE PENNY LOAFER

 **+33%**  
YEAR ON YEAR



Santoni.webp



Morjas.png



Prada.avif



Mango.webp



Zara.jpg

BIG TREND

# RETAIL RADAR ACCESSORIES **SHOES**

## THE ESPADRILLA

 **+40%**  
YEAR ON YEAR



Viscata.jpg



Frescobal Carioca\_1.webp



Mr Porter.avif



Castaner.avif



Aurelien.webp

SAFE TREND

## THE SUEDE APRON TOE

 **+69%**  
YEAR ON YEAR



calvin klein.webp



kleman.webp



HEY DUDE.webp



kickers homme.webp



clarks men.webp

SAFE TREND

# RETAIL RADAR ACCESSORIES **SHOES**

## THE MULE CLOG

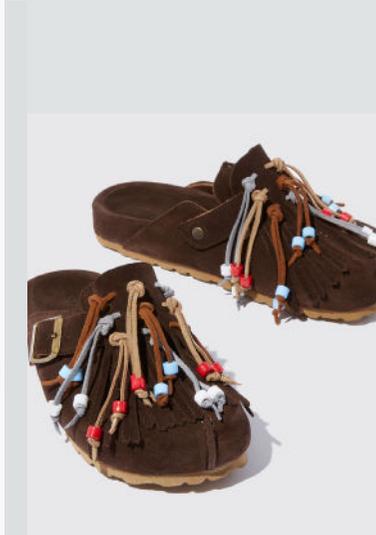
 **+88%**  
YEAR ON YEAR



Birkenstock (2).jpg



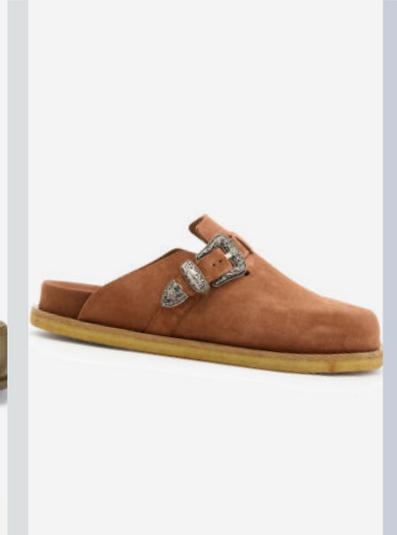
Frescobal Carioca.webp



Scarosso.jpg



Jimmy Choo.webp



All Saints.webp

SAFE TREND

## THE FISHERMAN SANDAL

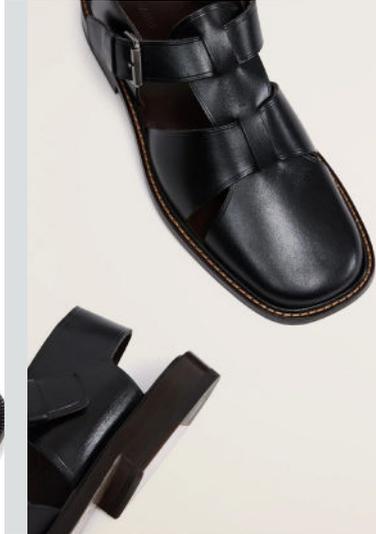
 **+50%**  
YEAR ON YEAR



sandalini.webp



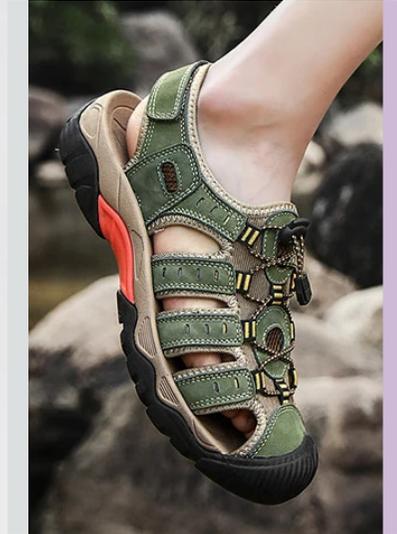
loewe.jpeg



lemaire.webp



prada uomo.avif



randonnée evasion.jpg

EARLY SIGN

# RETAIL RADAR ACCESSORIES **SHOES**

## THE **LEATHER THONG**

 **+88%**  
YEAR ON YEAR



sandalishop-salento italy.jpg



abercrombie&fitch.avif



quiksilver.jpg



sandalishop.webp



birkenstock gizeh.jpg

EARLY SIGN

## THE **CHUNKY SLIDE**

 **+33%**  
YEAR ON YEAR



Jil Sander.webp



Men.avif



MM6.avif



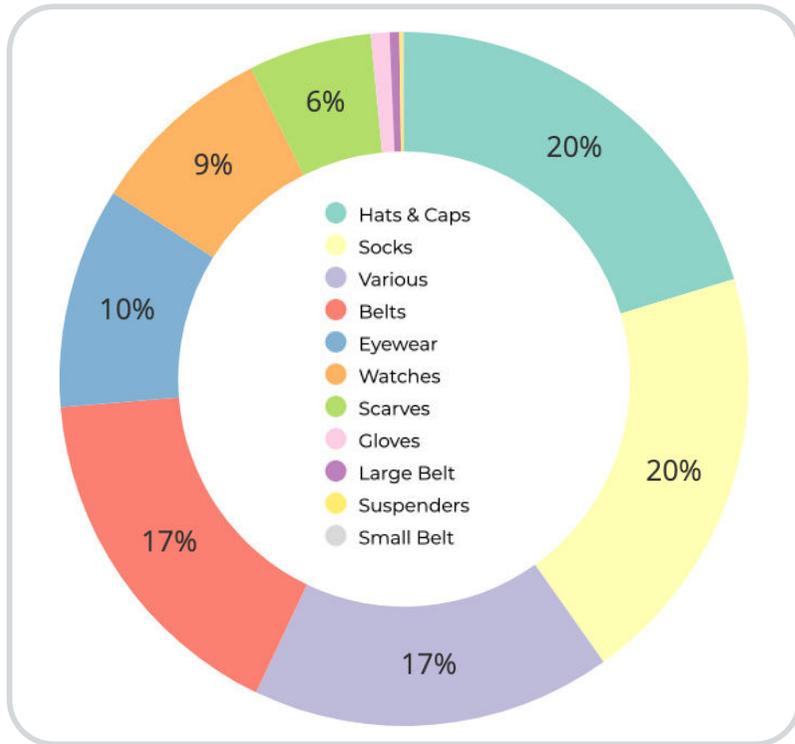
Vagabond.jpg



Cos.jpg

STABLE TREND

# RETAIL RADAR **BAGS & ACCESSORIES**



## TOTE BAGS

### BIG TREND



Moncler.webp

**+15%**  
YEAR ON YEAR

## BELTS

### BIG TREND



LUCA FALONI.webp

**+28%**  
YEAR ON YEAR

## CAPS & HATS

### STABLE TREND



Zara (5).jpg

**-20%**  
YEAR ON YEAR

Men's bags and accessories for the high summer collections are reflecting a clear split between corporate and resort styles. Bags are transitioning beyond the office, with sleek, structured designs maintaining their polished appeal for out-of-office looks, ensuring professionalism even in casual settings. Meanwhile, tote bags are making waves for resort occasions, offering a blend of practicality and laid-back elegance. These oversized totes cater to the relaxed, yet stylish traveler, adding an effortless touch to summer wardrobes. While Caps and hats are decreasing by 20% in quantity, belts are gaining 28% in the accessory range. In the realm of accessories, we can detect a creative twist on minimalism with crafted materials and textured appeal adding an artisanal vibe, perfect for those seeking a unique, yet understated look, that still aligns with contemporary trends. Together, these pieces redefine summer dressing, merging corporate precision with resort casualness and creativity.

# 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

MENSWEAR

SUMMER COLLECTIONS

RETAIL RADAR ACCESSORIES



## DATA TO DRIVE

01  
**CREATIVITY**

02  
**STRATEGY**

03  
**SUSTAINABILITY**



LIVETREND

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