



MENSWEAR
RETAIL RADAR
FALL
COLLECTIONS



LIVETREND

RETAIL RADAR MENSWEAR INTRODUCTION



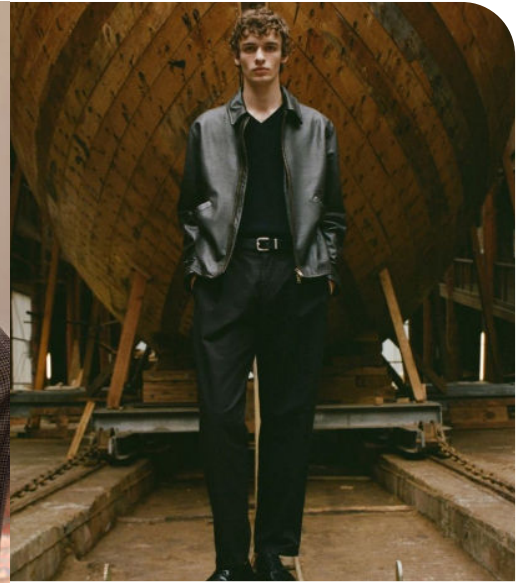
@boss2.jpg



@corsomille2.jpg



@brooksbrothers.europe3.jpg



@massimodutti3.jpg



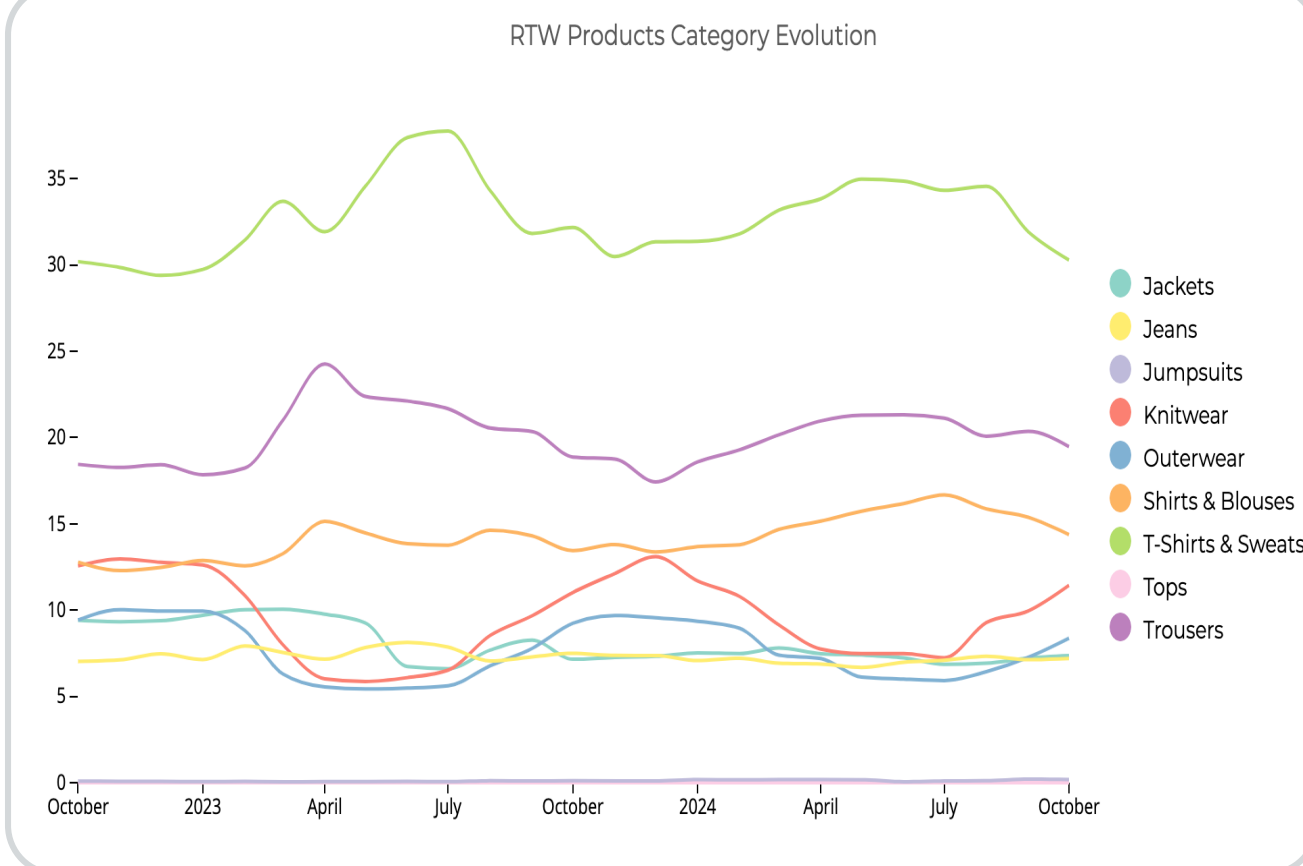
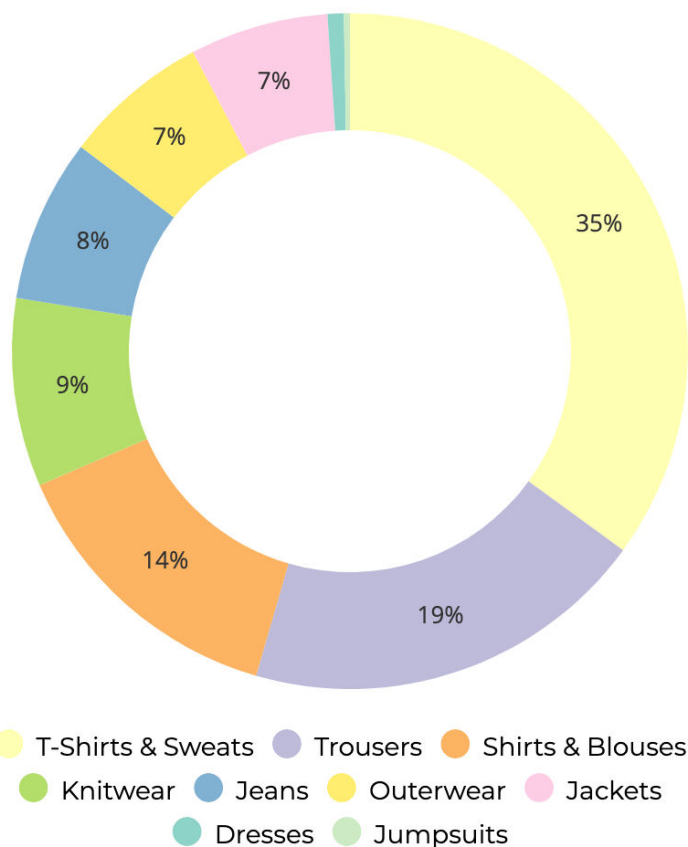
UPDATE

Authentic Renewal. The menswear Fall collection is ushering in an era of tailored elegance, setting the tone for future trends with a focus on timeless hues and refined silhouettes. Neutrals, greys, and browns dominate the range, offering a sophisticated palette that speaks of versatility and seasonless appeal. Traditional pieces such as elegant cable knits, car coats, and barn jackets seamlessly bridge the gap between leisurewear and winter-ready staples; perfect for those seeking classic pieces with a hint of nostalgic charm. However, the season isn't all about refinement. For trendy consumers, grunge-inspired urban elements hold strong appeal. Graphics are favored over bold, all-over prints, and baggy fits provide a counterpoint to slim, tailored options, creating an intriguing tension in menswear. This shift underscores a broader movement towards clean lines and sleek, adaptable styles, giving rise to a modern commuter who balances corporate polish with streetwise edge. This evolution hints at a future where menswear marries elegance with boldness, carving out space for individual expression in the professional sphere.

This report is based on Livetrend data extracted from e-commerce from 1/08/2024 to 30/09/2024 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 MW **PRODUCT ASSORTMENT**

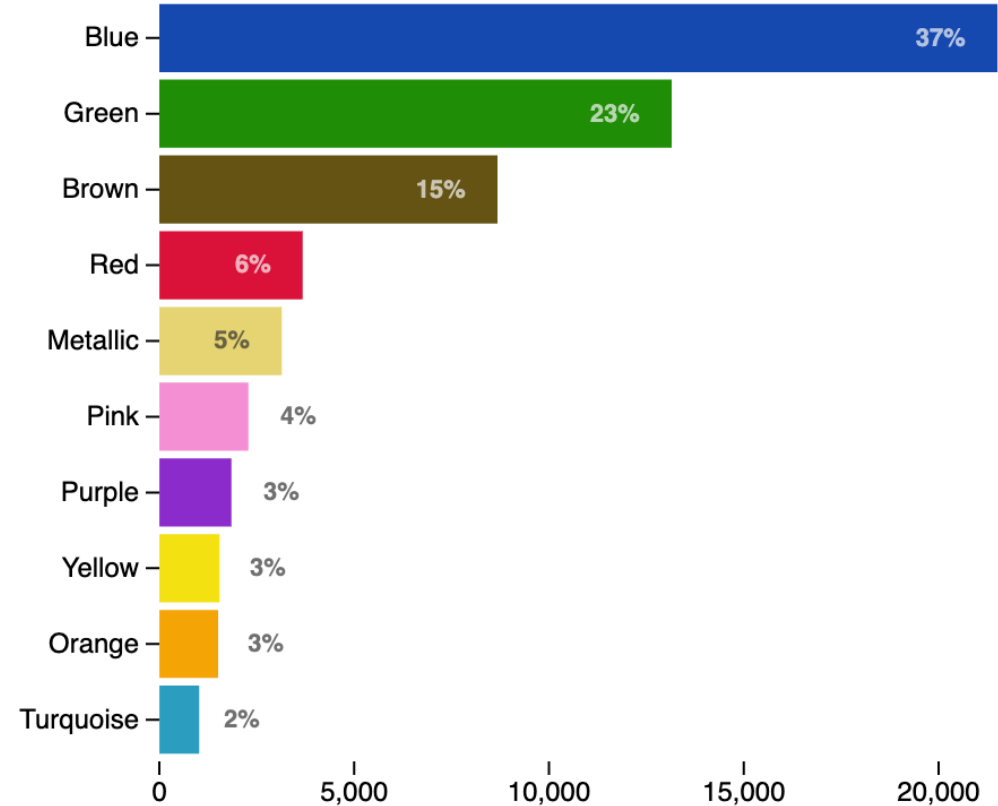
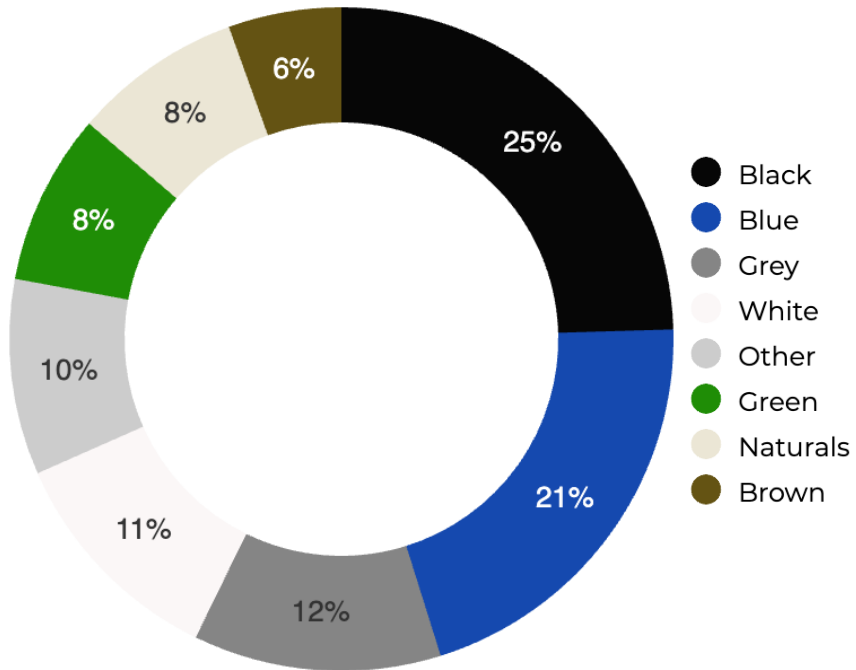


Men's product range for Fall is presenting a predominance of t-shirts and sweats taking 35% of global assortment, remaining the best performing category, but from September the category is showing a decrease leaving space to knitwear and shirting. In second position trousers, taking 19% of assortment and in third position, shirts are taking 14% of the range while raising by +8% year on year, demonstrating that the announced elegant leisurewear trend is now influencing menwear range. In fact joggers are decreasing by -34% yoy and the trend is toward chino and wide legs. The remaining assortment is composed by knitwear, jeans, outerwear and jackets. The warm comfort of knitwear in this cold season start, allowed the category to grow of +9% since last year, while ever-green products such as jackets are slightly decreasing by -10% yoy.



RETAIL RADAR MW COLOR ASSORTMENT

Global color assortment



As usual, the color palette for menswear features classic colors as predominant staples, occupying 58% of the global assortment. Blue is in the foreground, with medium blue accounting for 80% of all blue colors with a yoy growth of +14% and light blue decreasing by 17%. Green takes 23% of fashion colors, with khaki accounting for 35% of green colors. Brown, considered as a fashion color, is taking 15% of the range just before red. Then pink is still demonstrating its appeal, prevailing over purple, yellow, orange and turquoise, which are instead decreasing in popularity. It denotes that amidst a prevalence of classic colors, interesting fashion colors are not obliterated yet used as highlights that give vent to more muted fall trends.

RETAIL RADAR MW **COLORS EVOLUTION**

MEDIUM GREY



fedeli1.jpg



+34%

YEAR ON YEAR

KHAKI



carhartt1.jpeg



+21%

YEAR ON YEAR

NATURALS



@brownsfashion3.jpg



+12%

YEAR ON YEAR

BROWN



@falconeriofficial1.jpg



+21%

YEAR ON YEAR

CYAN



SINSAY2.png



+14%

YEAR ON YEAR

YELLOW



terranova1.png



-41%

YEAR ON YEAR

TURQUOISE



h&m6.png



-29%

YEAR ON YEAR

Looking at color evolution year on year, the Menswear Fall colors growth for men's fashion is experiencing a shift towards the sophistication of natural tones, with shades like brown, medium grey, medium blue, and khaki being on the rise. These earthy, muted colors reflect the season's emphasis on quiet versatility and timeless elegance, while still enforcing a sense of grounding to common roots. Meanwhile, summery hues like yellow and turquoise are instead decreasing in quantity, while still good on commercial performance as red, orange and pink. Remaining color spotlights, of course the best performers remain classic colors as blue, black, grey and greens.

RETAIL RADAR MW PATTERNS & PRINTS EVOLUTION



STRIPES



CHECKS



FLORALS



PLACED GRAPHIC



HERRINGBONE

STABLE TREND



tommyhilfigher2.png

STABLE TREND



zara26.jpg

STABLE TREND



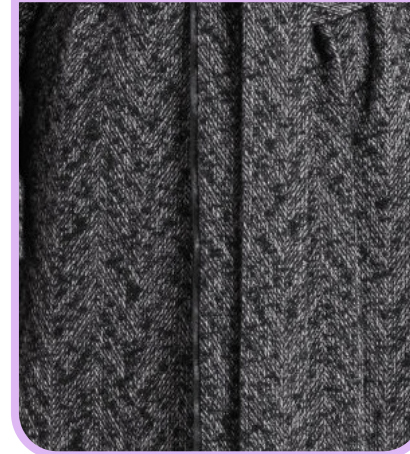
ZARA.jpg

SAFE TREND



zara24.webp

EARLY SIGN



Cos (2).jpg



+21%

YEAR ON YEAR



-10%

YEAR ON YEAR



+18%

YEAR ON YEAR



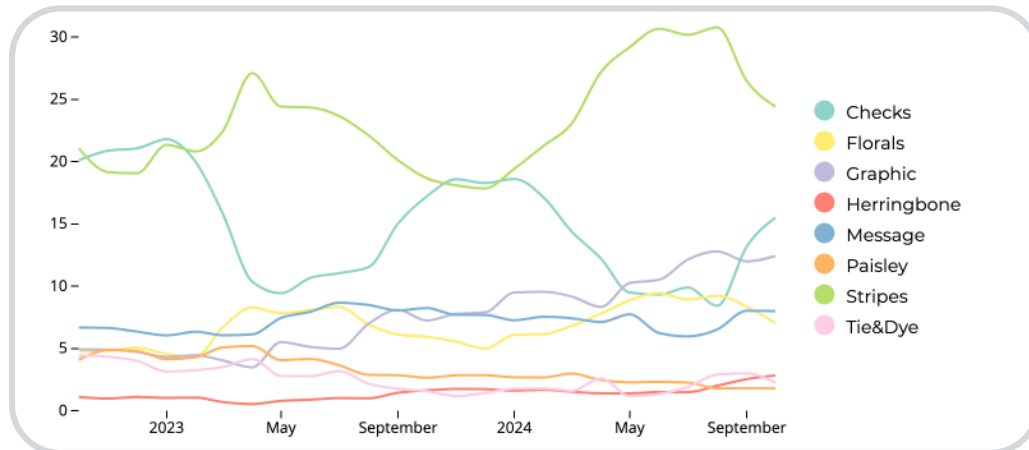
+83%

YEAR ON YEAR



+102%

YEAR ON YEAR



Menswear patterns are seeing a considerable general growth of 39%, where the predominance is certainly held by the classic stripes (from bold horizontal to pinstripes), combined with the placed graphic and checks, being the top three most prevalent patterns. Timeless patterns as herringbone are perfect for the Fall season, seamlessly embodying the need for authenticity and exuding old-money heritage. While classic motifs are prevalent, more youthful prints such as placed urban graphics and messages are gaining traction.



RETAIL RADAR MW **FABRICS EVOLUTION**



CABLE KNIT

SAFE TREND



Ralph Lauren.webp



+38%

YEAR ON YEAR



LEATHER&FAKE

SAFE TREND



bershka1.jpg



+27%

YEAR ON YEAR



WASHED&BLEACHED

STABLE TREND



zara37.webp



+14%

YEAR ON YEAR



TECHNIC

SAFE TREND



aspesi1.png



+38%

YEAR ON YEAR



CORDUROY

STABLE TREND



Corduroy.avif



+12%

YEAR ON YEAR

For Fall, leather and fake leathers gain popularity re-introducing a hint of rock in daily occasions, growing by +27% in menswear. Denim keeps noticeable visibility into men's assortments with a growth of +5% year on year, confirming its timeless urban allure. Stretchy fabrics are generally growing by +21%, gaining visibility and bringing comfort and adaptability in a renewed form that mixes sporty and elevated casualwear. Technical fabrics are also increasing noticeably as they respect the growing need of high-performance garments to face the stark challenges of today's changing climate. Textured and tactile textiles, including ribbed fabrics, are growing and contaminating ever-green pieces such as the polo shirt, capturing the will to reconquer sensorial experience in a world where the tech-progress is increasingly pushing toward immaterial digital habits.

RETAIL RADAR MW OUTERWEAR EVOLUTION

CAR COAT

STABLE TREND



Our Legacy.webp



+17%

YEAR ON YEAR

LEATHER JACKET

SAFE TREND



sandro5.jpg



+47%

YEAR ON YEAR

WINDBREAKER

SAFE TREND



Cos.jpg



+39%

YEAR ON YEAR

PARKA

SAFE TREND



Uniqlo.avif



+34%

YEAR ON YEAR

BARN JACKET

EARLY SIGN



cos7 - collar field.jpeg



+357%

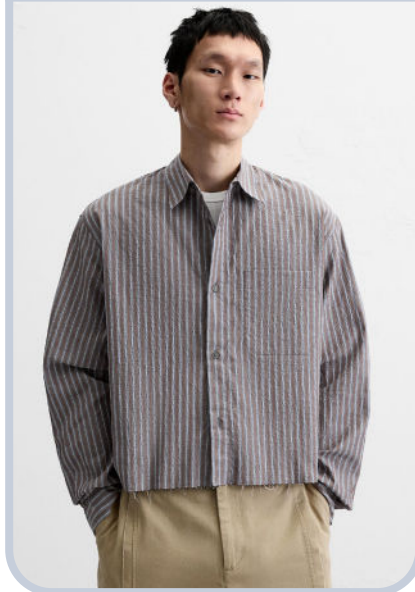
YEAR ON YEAR

The outerwear category remains stable with a slight year-on-year decline of -5%. Men's outerwear continues to show a preference for versatility, while still embracing the sophistication of elevated details. The leather jacket maintains its enduring appeal, offering rugged refinement that suits a wide range of occasions. Meanwhile, parka and trench coat bring both practicality and polished elegance to the season, perfectly balancing functionality with style, with a significant growth yoy. The windbreaker is raising of +39% since last year, providing a lightweight yet adaptable option for those chasing outdoor re-connection with the natural environment. The shagget barn jacket recalls the authentic countryside experience, merging preppy taste with sterling rural mood. To notice that waxed outerwear is trending in menswear.

RETAIL RADAR MW **TOPWEAR EVOLUTION**

SHIRT

SAFE TREND



Zara.jpg


+0%
YEAR ON YEAR

KNIT VEST

STABLE TREND



Arket_1.png


+6%
YEAR ON YEAR

POLO SWEATER

BIG TREND



Bershka (2).jpg


+21%
YEAR ON YEAR

GRAPHIC T-SHIRT

SAFE TREND



allsaints1.jpg


+28%
YEAR ON YEAR

The topwear assortment shows a blend of urban ease and refined styles. The graphic t-shirt is growing as a trend for young cohorts, offering bold self-expression and ironic statements. Meanwhile, the knit vest sees renewed popularity, bringing a touch of vintage charm, favored for layering and transitional styling, with an increase of +6% yoy. The polo, proposed as t-shirt and sweater exudes a blend of preppy and sporty allure, becoming a key piece for modern leisurewear and versatile for different targets.

RETAIL RADAR MW **PANTS EVOLUTION**

WIDE-LEG PANTS

BIG TREND



mango8.jpeg


+807%
YEAR ON YEAR

CHINO PANTS

SAFE TREND



Arket.png


+26%
YEAR ON YEAR

BAGGY JEANS

SAFE TREND



zara35.webp


+37%
YEAR ON YEAR

SLIM JEANS

STABLE TREND



ovs1.jpg


-2%
YEAR ON YEAR

For Fall, the pants category showcases contemporary silhouettes that look both at past and future. Straight slim jeans remain a classic staple with a stable yoy growth. Chino pants are favored for their elegant versatility, bridging casual and semi-formal wear, showing growth of +26%. On the other hand, baggy jeans are experiencing a resurgence especially for a younger audience, bringing a r'n'b streetwear-inspired aesthetic that resonates with the searching for irrivertent fits. Wide-leg trousers gain traction, reflecting a shift toward comfort and relaxed sophistication, with notable year-on-year growth of +807%, making them a statement piece to invest in for modern menswear.

DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND GROWTH ON E-COMMERCE



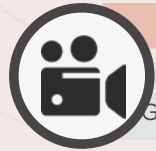
SOCIAL MEDIA

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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