



**MENSWEAR**  
**SS 2026**  
**FORECASTING**  
**JEANS**  
**KEY ITEMS**



**LIVETREND**

# SS26 MEN JEANS INTRODUCTION



magliano



zara



martine rose



streetstyle paris ss25



## FORECAST

### From relaxed basics to urban maximalism.

SS26 men's jeans redefine casual sophistication with a focus on relaxed silhouettes. Basic clean styles give the effortless looks that exude the contemporary coolness. From the must-have slim straight fit, the shapes are influenced by the baggy trend. Taking some crop-knotched relaxed fit to true wide baggy styles. Wide-cropped jorts bring an urban skater attitude renewing the men silhouette with new proportions. New fibers as linen and hemp are bringing natural refined and sustainable materials for casual daywear. While a trend is toward this low treatments and finishings for denims, the other direction is clearly the opposite looking for textures, color and maximalism. For the young fashion market, dirty denim takes stage for rugged charm to acid dye camos. The SS26 range celebrates easyness and effortless charm, while establishing a new new desire for creativityand uniqueness.

*This forecasting report is realized crossreferencing LIVETREND data from several sources to empower the expertise of our Trend Analysts to forecast the trends with concrete and quantitative information. Find the related data sources and icons on the last slides.*

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CLICKING HERE](#)

# SS26 JEANS SPOTLIGHT



MANIFEST



INVEST



TEST

STRAIGHT LEG



prada3.jpeg

TAPERED



valentino.webp

BAGGY



Axel Arigato 3.png

JORT



codolipranne

DIRTY



@romerosego.jpg

DISTRESS



Margiela17.jpg

***This Trend Spotlight proposes the must-have products of the season to build the right assortment.***

This selection is made to ensure that you have the right collection staples, invest in the right core pieces and test the right trendy items within your product range.

Find the full list of seasonal core items on the next slides.



# KEY ITEMS

## **JEANS**



LIVETREND

STABLE TREND

# SS26 THE ESSENTIAL STRAIGHT



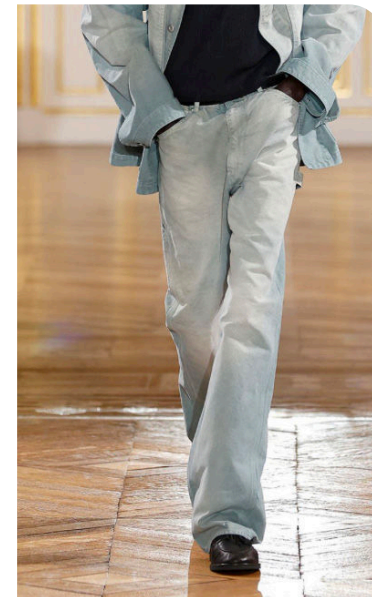
AMi Paris3.jpg



givenchy\_7.png



wrpdmagazine2.png



Auralee 29.png



Tiger of Sweden.png



prada3.jpeg



mcm.webp

SAFE TREND

SS26 THE TAPERED



White Mountaineering 9.jpg



Loewe.jpg



zara\_3.jpeg



Wales Bonner 50.jpg



valentino.webp



prada7.webp



ymc.jpeg

BIG TREND

# SS26 THE FLUID BAGGY



Axel Arigato 3.png



Namesake 34.jpg



rhude\_1.jpg



mrporter.jpeg



Magliano 11.jpg



carharttwip.jpeg



zara0.jpeg

SAFE TREND

SS26 THE JORT



supremenewyork.jpeg



@jdmendzz.jpg



Dhruv-Kapoor.png



pull&bear.jpg



KIDSSUPER.png



@voguehead.jpeg



1886 - Saudi 100.png





EARLY SIGN

SS26 THE BARREL



@FRIENDS&FITS.jpg



BDG.webp



urban outfitters.webp



buvala.webp



alfonsodominguez.webp



abercrombie&fitch.avif



-asos-.png



EARLY SIGN

# SS26 THE DIRTY LOOK



@romerosego.jpg



@vanci-digital printed .jpg



Margiela17.jpg



Eytys 3.png



@jadedmen1.png



Feng Chen Wang 41.jpg



Nahmias 19.png



EDGY TREND

# SS26 THE CREATIVE DISTRESSED



diesel.webp



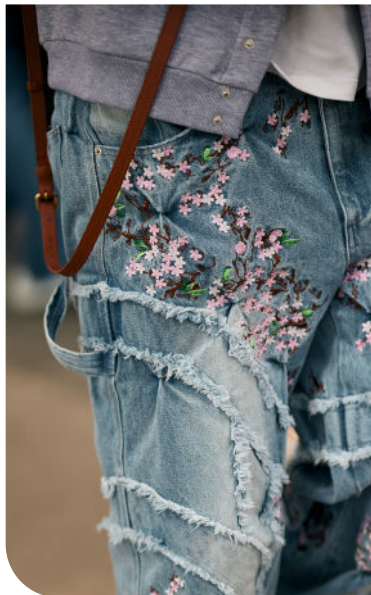
Casablanca\_1.jpg



who decides war.jpg



@nahmias 1.png



streetstyle paris ss25\_13.jpg



off white.jpg



paris-m-str-s25-0942.jpg



EDGY TREND

# SS26 THE ARTY PRINTED JEANS



acne studios.webp



vanci.jpg



Jaded London.jpg



simplestreet.webp



eat studios.webp



DARKFOG.jpg



wondernoah.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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