



MENSWEAR
SS 2026
FORECASTING
KNITWEAR
& JERSEY
KEY ITEMS



LIVETREND

SS26 MEN KNITWEAR & JERSEY INTRODUCTION



poloralphlauren



dolce & gabbana



streetstyle paris ss25



Feng Chen Wang



FORECAST

Renewing the Basics.


The Summer 2026 men's knitwear and jerseys embody a more casual and sporty look in men's wardrobes. In the jersey category, the cool attitude is revisited with basic white tank tops, which are either oversized or very slim-fitting, highlighting the lines of the chest. The striped polo and tee become an essential, with fine or large contrasting stripes, also bringing the classic breton stripes back to the spotlight. Team-player t-shirts infuse the collections with a sporty driver enhancing the community spirit of collective sports. Adding an edgy touch to the collections, asymmetric t-shirts with a draped style and deconstruct looks are bringing a grunge style to outfits.


The hoodie, a must-have in men's wardrobes, is now sleeveless, for a new summer version. In the knitwear category, this summer's must-have is the loose, grandpa-style cardigan. It contrasts with basic chic and slim-fit, round-neck cardigans. The men's wardrobe is becoming increasingly sofisticate, with refined textures and finishes such as pointelle knit, used for cardigans and polo shirts. Crochet is going to stay very popular this season, with a natural, rustic vibe that's perfect for the one looking for a unique handmade look piece.

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.

[ACCESS ALL IMAGES
CLICKING HERE](#)

SS26 KNITWEAR & JERSEY **KEY LOOKS**

 **TEST**



diesel

THE IMPALBALE KNIT



STABLE TREND

Aonga

 **INVEST**




hamc us


THE STAINED & BLEACHED



SAFE TREND

Jack & Jones.jpg

 **TEST**



diesel-webp

THE DISTRESS



EARLY SIGN

diesel

 **MANIFEST**



mnml.la.jpg

THE ACID WASH



SAFE TREND

Etudes



KEY ITEMS
KNITWEAR



LIVETREND

SS26 KNITWEAR SPOTLIGHT



MANIFEST



INVEST



TEST

BASIC ZIP UP

GRANDPA CARDIGAN

BOAT NECK

RUSTIC CROCHET

FILET

POINTELLE



brunello cucinelli.avif



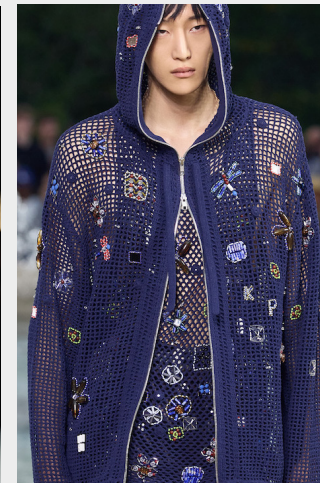
streetstyle paris ss25_18.jpg



Dior.jpg



Pitti Uomo ss25



Kenzo_1.jpg



Magliano.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.



@dolcegabbana.jpg



Feng Chen Wang_1.jpg



Hed Mayner.webp



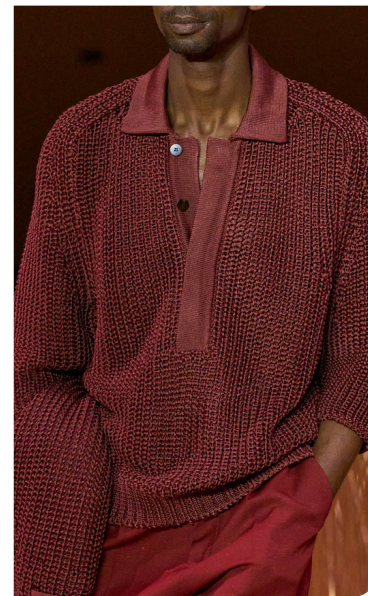
dolcegabbana.jpg



streetstyle paris ss25_10.jpg



Dolce & Gabbana_1.jpg



Zegna.jpg

STABLE TREND

SS26 THE CROCHET SHIRT



streetstyle paris ss25_2.jpg



bode.webp



@mytheresa.jpg



next.co.uk.jpg



Dolce & Gabbana.jpg



etsy.jpg



valentino.jpg



Dior.jpg



zara (1).jpeg



fendi.jpeg



commas.jpeg



filippa k.jpeg



streetstyle paris ss25_15.jpg



424.jpeg

EARLY SIGN

SS26 THE DELICATE POINTELLE



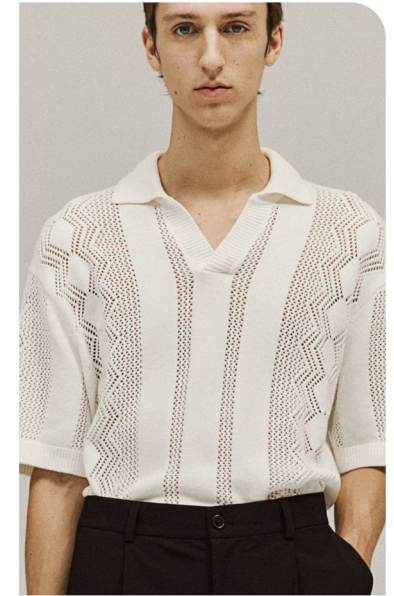
John Richmond.jpg



andersson bell.jpeg



Magliano.jpg



h&m (2).jpeg



Pitti Uomo ss25.jpg



albus-lumen.webp



cmmn swdn.jpeg

EARLY SIGN

SS26 THE SEE-THROUGH NET



Kenzo_1.jpg



zara (3).jpeg



Pitti Uomo ss25_1.jpg



streetstyle milano ss25_8.jpg



Gucci.jpg



bode.jpg



Joonee.png

EDGY TREND

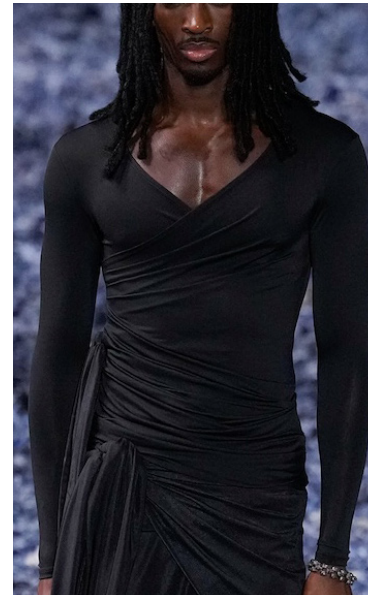
SS26 THE PLUNGING NECKLINE



Margiela14 (1).jpg



onitsuka tiger.jpg



diesel.jpg



atxv 3.jpg



JW Anderson.jpg



fiorucci.jpg



ferrari.jpg

BIG TREND

SS26 THE GRANDPA CARDIGAN



streetstyle paris ss25.jpg



massimo dutti.jpeg



castartofficial (1).jpeg



imdanielsimmons.jpeg



Moschino.jpg



streetstyle milano ss25.jpg



americanvintage_men.jpeg



streetstyle milano ss25_1.jpg



OCTOBRE.jpg



Bluemarble.jpg



amomento.jpeg



cos.jpeg



streetstyle paris ss25_1.jpg



1B7A1914_selects.jpg

SAFE TREND

SS26 THE ZIP UP KNIT



arket_1.jpeg

HALF ZIP



h&m_4.jpeg



streetstyle paris ss25_13.jpg



magliano

ZIP UP CARDIGAN



Canali.png



ZARA

STABLE TREND

SS26 THE SLEEVELESS VEST



streetstyle paris ss25_3.jpg



alexsezdemora.jpeg



paulbinam (2).jpeg



manu.go.jpeg



streetstyle milano ss25_2.jpg



Fendi.jpg



massimo dutti_1.jpeg



KEY ITEMS **JERSEY**



LIVETREND

SS26 JERSEY SPOTLIGHT



MANIFEST



INVEST



TEST

BOLD STRIPE POLO



streetstyle paris ss25_4.jpg

WIDE TEE



samyportejoie.jpeg

HENLEY



bananarepublic.jpg

TANK TOP



Pitti Uomo ss25

TEAM SUPPORTER



streetstylemilanoss25(3)_1.jpg

DISTRESSED



-diesel-spring-2025.webp

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STABLE TREND

SS26 CONTRASTED LAYERING



andreafacchio.jpeg

2 IN 1



streetstylemilanoss25(3)_2.jpg



zara_7.jpeg



streetstyle paris ss25

DOUBLE LENGTH



walesbonner.jpeg



awge

SAFE TREND

SS26 ELBOW WIDE SLEEVES



colbo (1).jpeg



zara_3.jpeg



h&m_1.jpeg



cos_1.jpeg



mango_1.jpeg



samyportejoie.jpeg



marcforne.jpeg



streetstyle paris ss25_8.jpg



edward cuming.jpeg



mango (12).jpeg



zara (3)_1.jpeg



zara_9.jpeg



Pitti Uomo ss25_2.jpg



h&m (1).jpeg

STABLE TREND

SS26 RETRO POLO



mytheresa (1).jpeg



streetstyle paris ss25_4.jpg



mango.jpeg



wales bonner



streetstyle milano ss25_3.jpg



zara

BUTTON DOWN

V NECKLINE

KNITWEAR & JERSEY

MENSWEAR

FORECASTING

SPRING/SUMMER 2026



STABLE TREND

SS26 BASIC WHITE TANK TOP



streetstyle milano ss25_5.jpg



Jordan Luca.jpg



streetstyle milano ss25 (3).jpg



streetstyle paris ss25



sebastiandoze.jpeg



zara

COOL DADDY SHAPE

FITTED & COMFY

EARLY SIGN

SS26 BOLD SHOULDERS



streetstyle milano ss25_9.jpg



zara_4.jpeg



streetstyle paris ss25_16.jpg



bluemarble (2).jpg



Masu.jpg



Juun J.jpg



visvim.jpeg



SAFE TREND

SS26 SLEEVELESS HOODIE



h&m (2)_1.jpeg



zara_8.jpeg



streetstyle paris ss25_7.jpg



pull&bear.jpeg



Bluemarble_1.jpg



zara (19).jpeg



h&m (5).jpeg

EDGY TREND

SS26 DECONSTRUCTED SHAPE



commission.jpeg



feng chen wang.jpeg



rick owens.jpeg



streetstyle paris ss25



kiko kostadinov.jpeg



ziggy chen

ASYMMETRIC

DRAPY

STABLE TREND

SS26 SWEAT SET



facetasm.jpg.avif



Neil Barrett.jpg



h&m_2.jpeg



Vuitton.jpg



15__71michael..jpg



fear of god.jpeg



Saul Nash.png



JERSEYS **KEY GRAPHICS**



LIVETREND

LAST CALL

SS26 TEAM SUPPORTER



martine_rose.jpeg



streetstyle milano ss25 (2).jpg



Willy Chavarria.jpg



streetstyle milano ss25 (3)_1.jpg



zara (40).jpeg



streetstyle milano ss25_4.jpg



supremenewyork.jpeg

SAFE TREND

SS26 STRIPED JERSEY



manunoraced.jpeg



Pitti-m-str-S25-0121.jpg



auralee_tokyo (1).jpeg



streetstyle paris ss25



arket.jpeg



cos

SHORT SLEEVES

LONG SLEEVES



Dhruv-Kapoor .png

MESSAGE



streetstyle paris ss25_17.jpg



@bluemarble.jpg



streetstyle milano ss25

ARTWORK



zara (42).jpeg



prada



Sacai14.jpg



loewe 8.jpg



Yamamoto 4.jpg



magliano



-coperni-.png



prada

PORTRAITS

CARTOONS



EARLY SIGN

SS26 TECHNIQUES



_diesel-.webp



JacquesVillegléRueMichelLeComte.jpg



mimmo-rotella.jpg



streetstyle milano ss25



loewe.jpeg



prada

OVERPRINT CREASE

EMBOSSSED

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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