



MENSWEAR
FW25
UPDATE
TOPWEAR



LIVETREND

FW25 TOPWEAR UPDATE INTRODUCTION



franciscofaria



streetstyle 14.jpg



_duarte2 1



nathaneazariah (4)



UPDATE

Nostalgic Influences with Contemporary Updates.

Menswear topwear trends on social media are evolving with a blend of nostalgic influences and contemporary updates, offering versatility across seasons. Oversized variations of classic corporate shirts, including striped yuppie styles, dominate feeds, lending a laid-back sophistication. These roomy silhouettes reimagine traditional office staples with modern proportions. Similarly, extra boxy short-sleeve shirts, perfect for layering over tees or tanks, channel a relaxed, utilitarian aesthetic. For fall, the lumberjack shirt brings a rugged, country-inspired blue-collar vibe into focus, with plaid patterns and flannel textures capturing a cozy yet tough energy. Button-up Henley tops and lightweight long-sleeve tees evoke a 2010s subcultural tone, offering understated, retro appeal that resonates with minimalist wardrobes. Layered jerseys emphasize the same urban edge, building on a streetwear-driven styling approach. Sportswear continues to hold strong, with rugby polo shirts blending preppy and athletic influences. These pieces effortlessly navigate casual and polished contexts, appealing to a wide demographic.

This report is based on Livetrend data extracted from Instagram & streetstyle images, from September to November 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.

**ACCESS ALL IMAGES
CLICKING HERE**

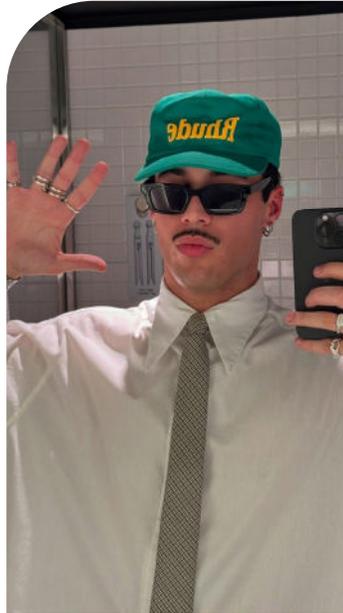
BIG TREND

FW25 WHITE CORPORATE SHIRTS

WWW
+4750%
YOY



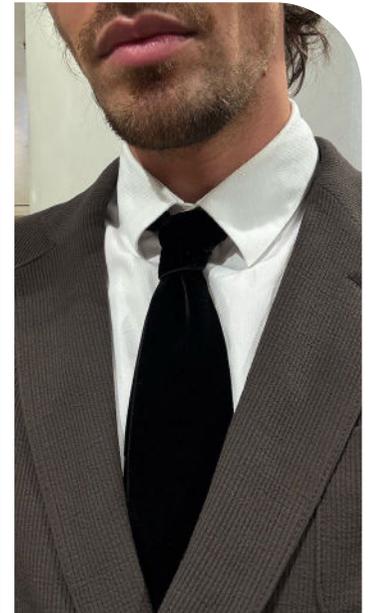
franciscofaria



_duarte2 1



streetstyle paris



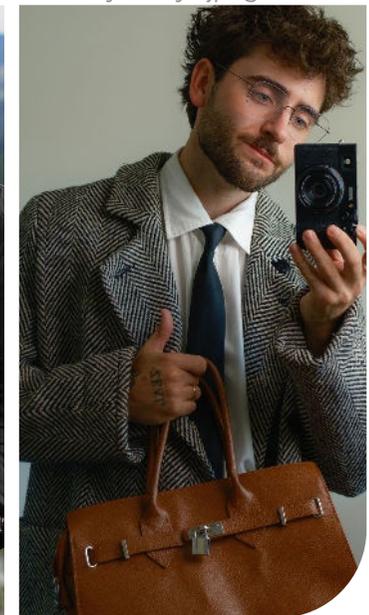
yanistyli.jpeg



sadiqdes.jpeg



albertoortizrey (2)



theyoungwretch.jpeg

BIG TREND

FW25 YUPPIE STRIPE SHIRTS

WWW
+200%
YOY



franciscofaria



niklinio (1)



albertoortizrey (4)



lepetitarnd.1.jpeg



sadiqdesh_1.jpeg



paulbinam



streetstyle paris_7.jpg

STABLE TREND

FW25 LUMBERJACK SHIRTS

WWW
+40%
YOY



attiresaint (3)



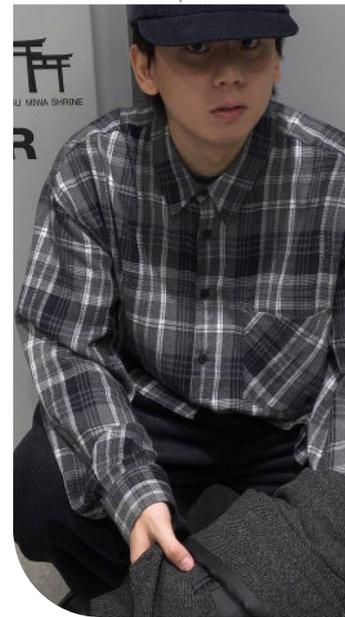
aaronplevine



wtk1025



richardbiedul (2).jpeg



yesdragon_1.jpeg



kbh_kk (1)



kbh_kk (1).jpeg

SAFE TREND

FW25 EXTRA BOXY SHORTSLEEVE

WWW
+60%
YOY



ethan_kieffer



andreafficio (2)



backswimmor



paris-m-str-s25-1367.jpg



nathaneazariah (1)



theimpression



paris-m-str-s25-1423.jpg

STABLE TREND

FW25 RUGBY POLOS

WWW
+70%
YOY



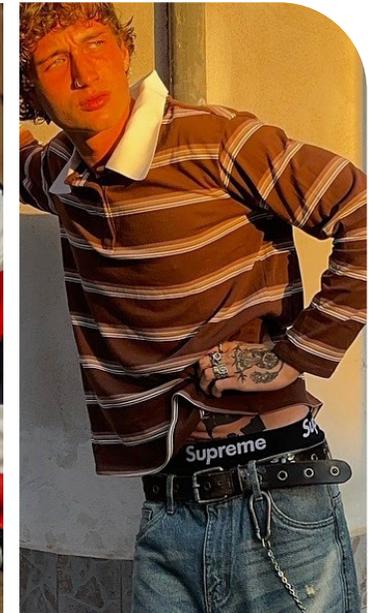
franciscofaria (2)



toddsnyderny



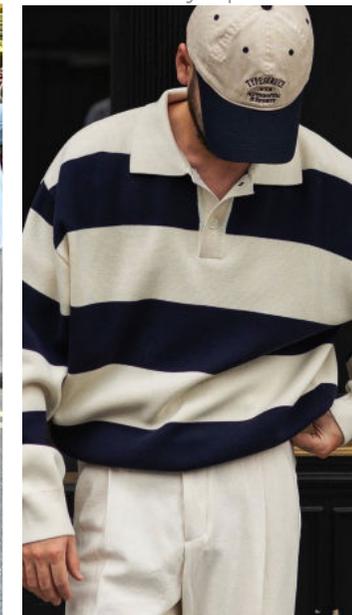
streetstyle paris



giafratte_2.jpeg



attiresaint (36)



kbh_kk (1)



streetstyle paris (2)

SAFE TREND

FW25 HENLEY JERSEY

www
+60%
YOY



franciscofaria 2



imdanielsimmons



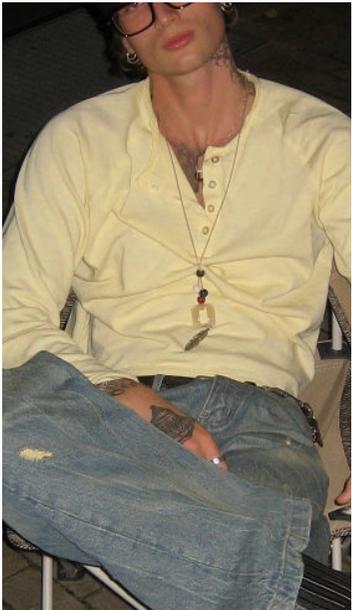
marcforne



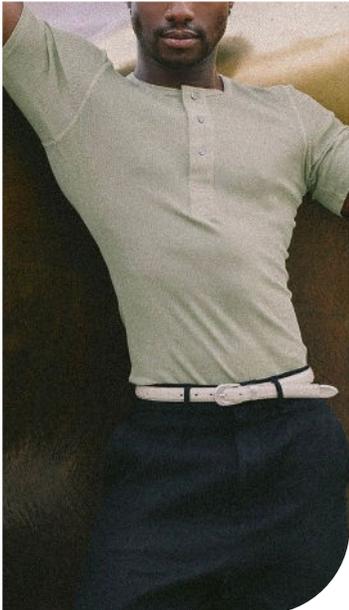
richardbiedul.jpeg



jimy_09 (3).jpeg



giafratte



sadiqdes_2.jpeg

SAFE TREND

FW25 2010s STRIPED LONGSLEEVES

WWW
+60%
YOY



franciscofaria 2



imdanielsimmons



marcforne



streetstyle paris ss25 (2).jpg



tetervinas_1.jpeg



giafratte



giafratte.jpeg

STABLE TREND

FW25 HEAVY SWEAT BASICS

WWW
+43%
YOY



franciscofaria (2)



toddsnyderny



streetstyle paris



paulbinam 1.jpeg



attiresaint (36)



kbh_kk (1)



streetstyle paris (2)

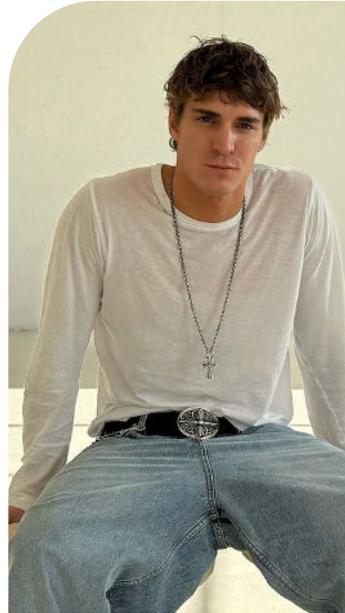
STABLE TREND

FW25 LOOSE LIGHT LONGSLEEVES

WWW
+60%
YOY



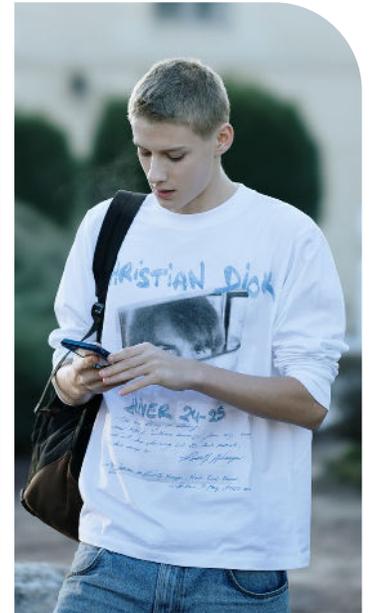
ethan_kieffer



andreafficio (2)



backswimmer



streetstyle paris_5.jpg



nathaneazariah (1)



theimpression



tetervinas.jpeg

EARLY SIGN

FW25 LAYERED JERSEYS

WWW
+120%
YOY



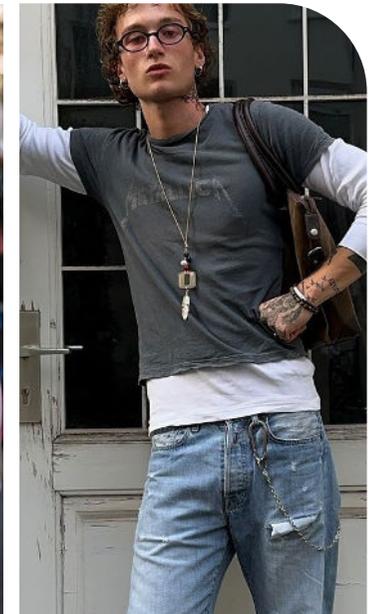
_duarte2 (1)



andreafaccio (2)



streetstyle milano



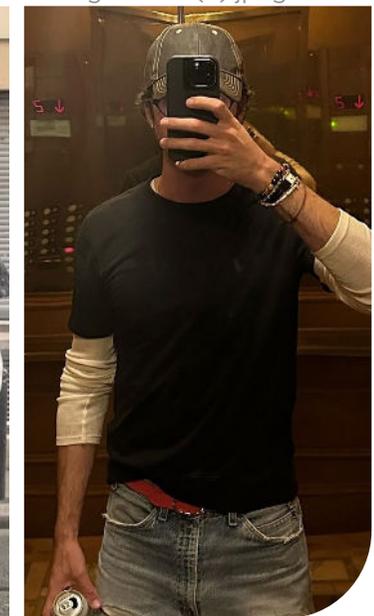
giafritte (2).jpeg



nathaneazariah (4).jpeg



attiresaint (8)



alexanderdroth.jpeg

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

WOMENSWEAR

DRESSES

SS25 UPDATE



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

THANK YOU!

You may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit any such content, nor may you distribute any part of this content over any network, sell or offer it for sale, or use such content to construct any kind of database. You may not alter or remove any copyright or other notice from copies of the content on any Livetrend report.

If you have further needs, please contact us via chat.