



**MENSWEAR  
RETAIL RADAR  
FW25 HOLIDAY  
COLLECTION  
THEMES**



**LIVETREND**

# HOLIDAY COLLECTIONS INTRODUCTION



Deliberti.jpg



@paulandshark\_4.jpg



Deliberti (4).jpg



**UPDATE**

**Heirloom Festivities.** The Holiday season wraps together an array of themes that celebrate the spirit of the festivities with a touch of individuality and elegance. Office Party sets the tone with a transitional work-to-holiday attire, with sleek and minimal sophistication. Festive Heritage embraces the charm of old-money elegance, reimagining timeless traditions through luxurious fabrics like velvet and satin. Rich textures, deep jewel tones, and classic silhouettes evoke the warmth and grandeur of heirloom celebrations, perfect for soirées steeped in nostalgia and sophistication. Cabin Lore takes us to the alpine retreat, where coziness and authentic tradition meet. Tartan prints, Fair Isle knits, and rustic textures create a warm and inviting cabin aesthetic. Rock Banquet turns up the edge with a grunge-inspired twist on holiday dressing. New silhouettes and dark tones dominate this trend, with leather accents, distressed textures, and precious details adding an unapologetic flair. Together, these Holiday trends offer a versatile and vibrant wardrobe, celebrating uniqueness and tradition side by side.

*This report is based on Livetrend data extracted from e-commerce on the European market from 01/11/24 to 31/12/24, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.*

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# HOLIDAY COLLECTIONS **OFFICE PARTY**



## **MINIMAL ELEGANCE - SLEEK TAILORING - EASY CHIC - CORPORATE CHEERS - BIG CITY ATTIRE**

For Holiday Season, the trend Office Party offers a transitional work-to-holiday approach for the winter season. Merging corporate attire with festivities' refinement, elegant neutrals and classic hues meet in an elevated color palette. Minimalist silhouettes are key, with impeccably tailored coats, blazer jackets and clean-lined suits taking center stage. Fabrics are simple yet exude a luxurious feel, blending sophistication with comfort. The trend emphasizes versatility, offering pieces that work effortlessly in professional settings while projecting confidence and style perfect for evening gatherings.

# OFFICE PARTY KEY LOOKS & ELEMENTS



abercrombie\_2.avif

Mango9.avif

@mytheresamen.jpg

h&m\_81.avif

zara\_64.jpg

# HOLIDAY COLLECTIONS **FESTIVE HERITAGE**



## **POSH HOLIDAYS - OLD MONEY - VINTAGE MERRIMENT - EVERGREEN REFINEMENT - RICH TEXTURES**

The collection theme Festive Heritage trend celebrates evergreen traditions with a modern and festive twist. Placing roots in old-money nostalgia, it features deep, regal hues like warm shades of brown and forest green. The luxurious palette is paired with rich textures such as velvet and satin. Key pieces include tailored velvet tailored suits, double-breasted blazers and sumptuous shirts, with vintage-inspired taste. The Festive Heritage trend offers a posh take on holiday dressing, evoking cherished traditions and atmospheres while mixing with contemporary party amusement.

# FESTIVE HERITAGE KEY LOOKS & ELEMENTS



  
SATIN SHIRT  
**+351%**

@mrporter\_1.jpg



  
VELVET  
**+12%**

ralphlauren\_3.avif



  
TAILORED PANTS  
**+31%**

abercrombie\_41.avif



  
DOUBLE-BREASTED  
BLAZER  
**+88%**

ami\_92.webp



  
LOAFER  
**+20%**

@cartonmagazine.png

# HOLIDAY COLLECTIONS **CABIN LORE**



## **FESTIVE HIGHLAND - REFINED COZINESS - RUSTIC CHIC - MOUNTAIN RETREAT - SLOW DAYS - LUMBERJACK ATTIRE**

For the Holiday season, the Cabin Lore trend captures the essence of rustic charm and slow living, offering a retreat into nature's warmth and simplicity. Inspired by the comforting embrace of authentic tradition, this trend features timeless tartan and Fair Isle patterns, woven into cozy knitwear and flannel. The tactile warmth of corduroy adds texture, while a homespun, hand-crafted feel permeates the wardrobe, evoking a sense of nostalgia for bygone times. Earthy tones of deep reds, muted greens, and browns reflect the serene beauty of the mountain outdoors. Cabin Lore invites you to slow down, embrace the comforts of a cabin retreat, and celebrate the season by the fireplace, with an understated yet rich sense of tradition and craftsmanship. It's a festive nod to quality, warmth, and the simple pleasures of holiday life.

# CABIN LORE KEY LOOKS & ELEMENTS



  
FAIR ISLE  
SWEATER  
**+58%**

woolrich\_5.webp



  
CHECKERED  
**+30%**

ami\_17.webp



  
SHEARLING  
COAT  
**+17%**

Reiss.avif



  
CHECK SHIRT  
**+70%**

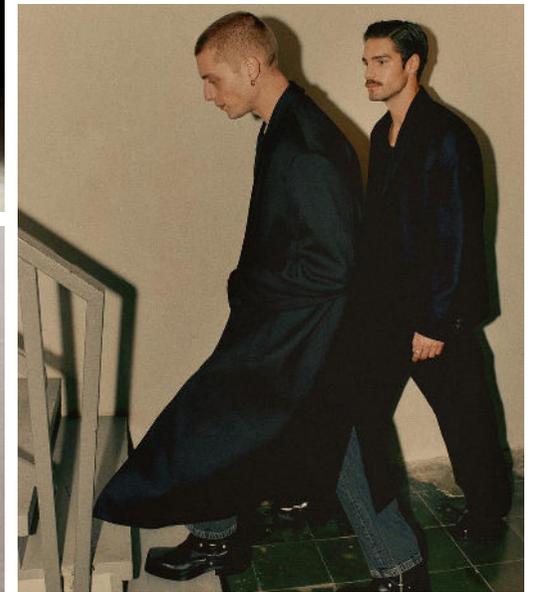
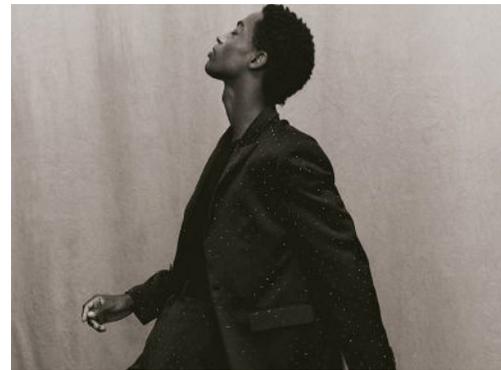
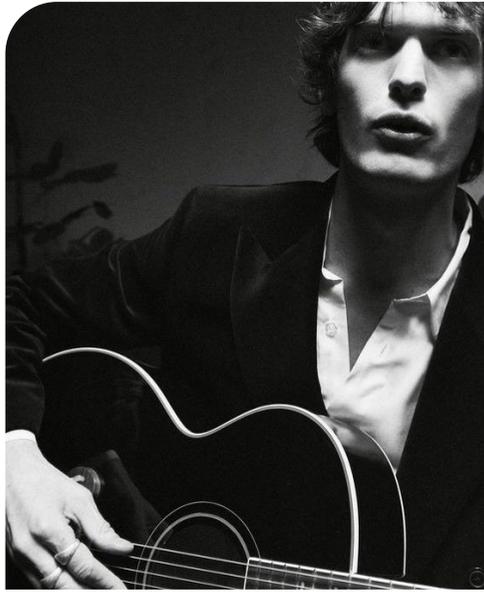
  
CORDUROY PANTS  
**+27%**

H&M.avif



ralphlauren\_26.avif

# HOLIDAY COLLECTIONS **ROCK BANQUET**



## **EDGY FORMAL - SOFT PUNK - ROMANTIC REBEL - SPARKLING NIGHT - NEO-SILHOUETTES**

For the Holiday season, the Rock Banquet trend fuses rebellious grunge aesthetics with opulent, festive flair, creating a bold statement for the season. It channels the gritty edge of rock ,n' roll, with leather pants and outerwear that exude defiance and attitude. Grunge-inspired elements are elevated with sparkling details, like shimmering studs, sequins, and metallic accents, that bring a glamorous twist to the rough-and-tumble aesthetic. Modern silhouettes break free from traditional party wear, incorporating sharp tailoring in deconstructed shapes for a fresh, edgy feel. Rock Banquet captures the spirit of defiance and celebration, blending raw, rebellious energy with the festive luxury of the season, perfect for those who want to make a statement at any holiday event.

# ROCK BANQUET KEY LOOKS & ELEMENTS



WIDE-LEG  
**+267%**

zara\_314.jpg



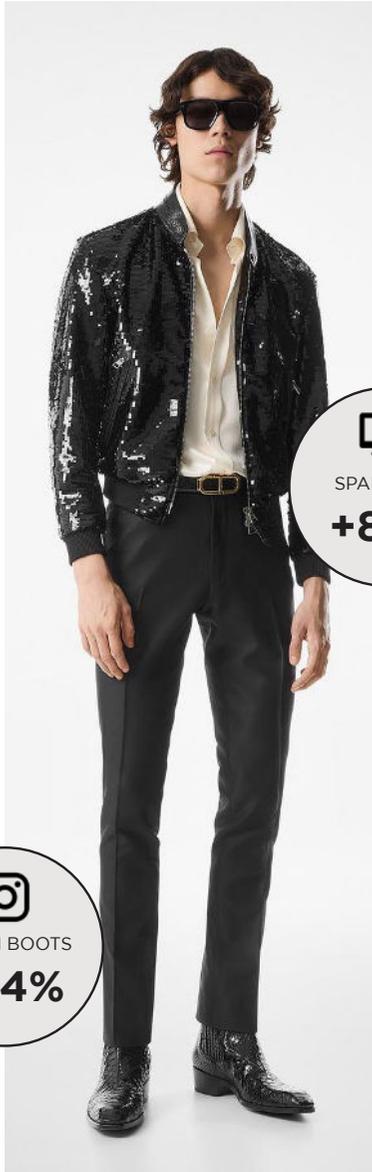
LEATHER PANTS  
**+23%**

zara\_240.jpg



TEXAN BOOTS  
**+64%**

h&m\_38.avif



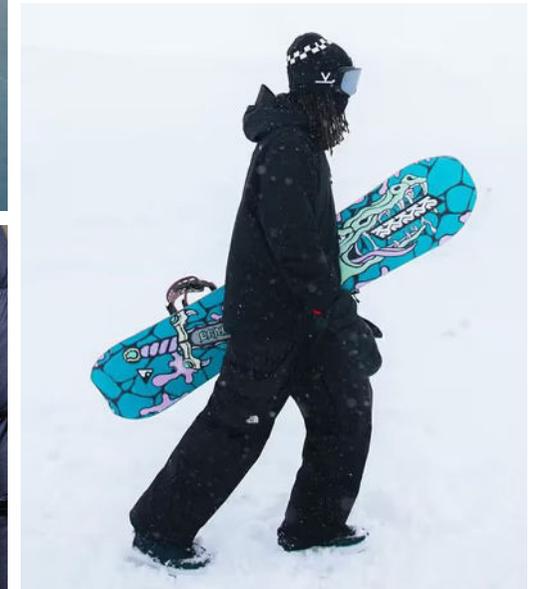
SPARKLING  
**+83%**

tomford\_14.jpeg



h&m\_82.avif

# HOLIDAY COLLECTIONS **SNOWHOOD**



## **ENGINEERED MOUNTAIN - SNOWBOARD ATTIRE - YOUTHFUL - FUNKY & FUN**

Snowhood redefines winter sportswear with a youthful, sub-cultural twist, blending cutting-edge design with the rebellious spirit of snowboard culture. Think bold, engineered mountain gear that's built for performance but designed with style in mind. The collection combines high-tech fabrics with funky, graphic elements, making it a standout choice for those who want to express their individuality on the slopes and beyond. Snowboard attire takes center stage with oversized jackets, baggy pants, and colorful accents, offering both comfort and freedom of movement. Playful patterns and vibrant hues break away from traditional winter wear, adding a sense of fun and energy to every piece. The collection captures the essence of a carefree, adventurous spirit—fusing practicality with attitude in a way that feels both fresh and full of youthful rebellion.

# SNOWHOOD KEY LOOKS & ELEMENTS



MAXI SCARF

**+36%**



SNOW BOOTS

**+90%**

Hypebeast.png



FUZZY VEST

**+138%**

@housebrand.jpg



ZIPPED COLLAR

**+88%**

Sandro.jpg



CHRISTMAS SWEATER

**+17%**

pull&bear\_58.webp



ralphlauren\_60.avif

# 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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