

MENSWEAR
FASHION SHOWS
FALL/WINTER
2025
RECAP
& DIRECTIONS



LIVETREND

INTRODUCTION MEN FW25



prada-m-atm-f25-019.jpg

Amiri 21.jpg

kidsuper-m-atm-f25-009.jpg



FASHION SHOWS

The Return of the Gentlemen.

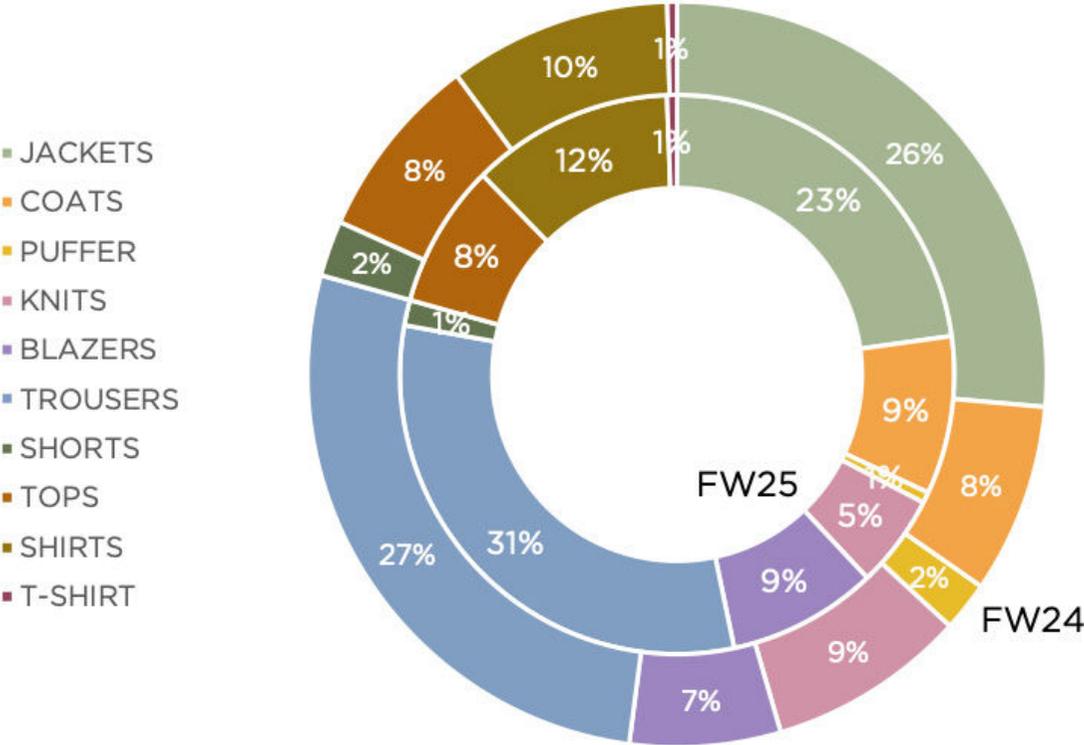
The Menswear Fall/Winter 2025 season reflected a moment of transition, with creative shifts and evolving runway formats shaping the landscape. While major houses like Gucci and Loewe were absent, fresh energy came from debuts such as Peter Copping at Lanvin and Willy Chavarria in Paris. Established names like Prada, Zegna, and Dior Homme delivered collections that balanced heritage with modern refinement. Designers embraced relaxed tailoring, classic menswear codes, and innovative styling, meeting the demand for both timelessness and contemporary relevance. The season highlighted a shift toward adaptability, where those who reinterpreted tradition with fresh ideas stood out. Menswear continues to evolve, proving its strength in both craftsmanship and creative reinvention.

This analysis is based on more than 65 fashion shows and 10 000 looks tracked by Livetrend AI during the men fashion week. The trends in this report are organized by visibility (number of looks presenting the trend attribute) and the percentage shows the trend growth compared to the FW24 fashion shows. Find the relating icons & stamps on the last slide.

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CLICKING HERE](#)

GLOBAL ASSORTMENT MEN FW25

GLOBAL PRODUCT ASSORTMENT



The Menswear FW 2025 product assortment reflects a shift toward refined, structured dressing with a renewed emphasis on outerwear and tailored pieces. Coats see a modest but notable increase of 1 percentage point, reinforcing their role as essential wardrobe staples. Blazers and puffers are making a strong comeback, each rising by 2 percentage points, balancing classic sophistication with functional warmth. This signals a move away from the dominance of casualwear in favor of elevated, structured silhouettes.

Meanwhile, knits and jackets are on the decline, indicating a reduced focus on layering-heavy ensembles. Trousers, however, see the most significant growth, rising by 4 percentage points as relaxed yet polished tailoring gains momentum. The decline in shorts further underscores a preference for full-length, seasonally appropriate styling.

Shirts are also on the rise, increasing by 2 percentage points, reinforcing the shift toward a more put-together aesthetic, while other tops are declining, suggesting a move away from statement casualwear and trend-driven pieces. The FW25 menswear assortment points to a refined, versatile wardrobe, where tailoring and outerwear play a key role. The focus is on timeless investment pieces that blend classic elegance with modern practicality, marking a shift toward elevated, structured dressing.



FW25 TOP CATEGORIES

TROUSERS

2290

LOOKS

+14%

YEAR ON YEAR



Amiri 73.jpg



Auralee 48.jpg

JACKETS

1678

LOOKS

-14%

YEAR ON YEAR



Auralee 24.jpg



Prada 39.jpg

SHIRTS

867

LOOKS

+21%

YEAR ON YEAR



Dior 43.jpg



Hed Mayner 34.jpg

COATS

673

LOOKS

+11%

YEAR ON YEAR



Lanvin 3.jpg



Kenzo 5.jpg

BLAZERS

642

LOOKS

+32%

YEAR ON YEAR



Willy Chavarria 35.jpg



Zegna 6.jpg

TOPS

614

LOOKS

+5%

YEAR ON YEAR



Bluemarble 53.jpg



Prada 22.jpg



FW25 FASHION SHOWS **DESIGN DIRECTIONS**

For FW25, fashion pivots from dominant streetwear toward refined yet expressive masculinity. Return of the Gentleman reimagines classic tailoring, blending noble elegance with contemporary sensibilities. Expect fresh tie-and-shirt combinations layered under denim or leather jackets, and a resurgence of refined preppy aesthetics - think vintage grandpa-inspired suiting alongside rockstar-esque, gender-fluid interpretations. Traditional menswear codes are softened with delicate accents, creating a wardrobe that feels both respectable and daringly modern.

Meanwhile, Gorp 3.0 evolves technical outerwear beyond its peak, fusing it with rugged, Americana influences. Western farmer aesthetics emerge in denim, plaid, and lumberjack workwear, while oversized, fuzzy, earth-toned silhouettes embrace a nomadic edge. The sporty spectrum of this trend leans into Y2K-inflected cholo-inspired streetwear, where baggy proportions meet an urban, utilitarian feel. The FW25 season strikes a balance between past and future, tradition and rebellion, structure and fluidity.



LIVETREND

FW25 KEY DESIGN DIRECTIONS



dior 1.jpg

 **1235**
LOOKS



032 c2.jpg



vuitton1.jpg



setchu



prada1.jpg

MINIMAL TAILORING

BIG TREND



ami



Emporio Armani 13.jpg



dior 2.jpg



armani



hermes 4.jpg

FW25 KEY DESIGN DIRECTIONS



Feng Chen Wang 23.png



281
LOOKS



Auralee 1.jpg



Fear of God 22.png



juunj



Louis Vuitton 28.jpg

BIG TREND



LGN 4.jpg



Saul Nash 1.jpg



fursac4.jpg



ouest



YSL 16.jpg

FW25 KEY DESIGN DIRECTIONS



Moschino 3.png



232
LOOKS



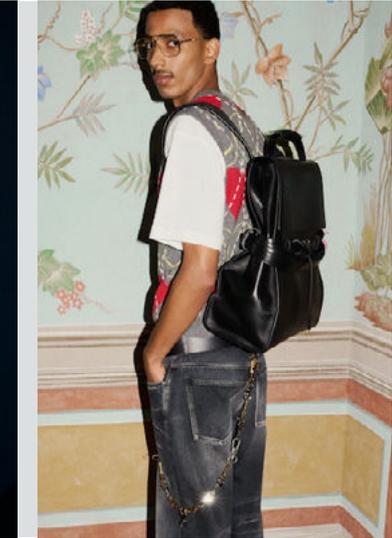
Louis Vuitton 1.jpg



Nehera 15.png



zegna



Moschino 7.png

STABLE TREND



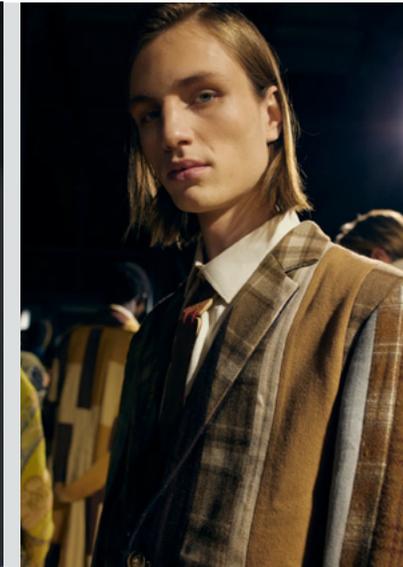
pierre louis



prada



simon cracker



kidsuper



armani

FW25 KEY DESIGN DIRECTIONS



PDF_6.jpg



186
LOOKS



kidsuper 5.jpg



Louis Vuitton 16.jpg



setchu



creole1.jpg

SAFE TREND



Willy Chavarria 15.jpg



Pierre Louis Masca 6.jpg



maison mihaira 6.jpg



armani



Grossi 10.png

CHOLO SPORT

FW25 KEY DESIGN DIRECTIONS



juun j2.jpg



125
LOOKS



Sacai 4 Kopie.jpg



Emporio Armani _52.jpg



setchu



maison mihaira 5.jpg

SAFE TREND

URBAN NOMAD



Kenzo 7.jpg



kidsuper 47.jpg



Bluemarble 63.jpg



armani



Emporio Armani 9.jpg

FW25 KEY DESIGN DIRECTIONS



erl 1.png



125
LOOKS



PDF _15.jpg



Emporio Armani 1.jpg



setchu



Saul Nash 3.jpg

GEARED-UP

STABLE TREND



Moredecay 2.jpg



Magliano4.jpg



kidsuper 13.jpg



armani



kidsuper

FW25 KEY DESIGN DIRECTIONS



Acne Studios 1.png



White Mountaineering 8.jpg



Wantanabe40.jpg



setchu



Kenzo 2.jpg

STABLE TREND



vuitton 1.jpg



Hed Mayner 3.jpg



Brett Johnson 6.png



armani



Bluemarble 26.jpg

109
LOOKS

AMERICAN FARMER

FW25 KEY DESIGN DIRECTIONS



kidsuper 8.jpg



47
LOOKS



N 21 _20.jpg



Louis Vuitton 27.jpg



wooyoungmi



3paradis 3.jpg

JAZZED-UP

EDGY TREND



David Koma 4.jpg



Prada 2.jpg



Dolce Gabbana 39.jpg



armani



hypebeast

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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