



MENSWEAR
RETAIL RADAR
ACCESSORIES
FW25 HOLIDAY
COLLECTIONS



LIVETREND

RETAIL RADAR HOLIDAYS INTRODUCTION



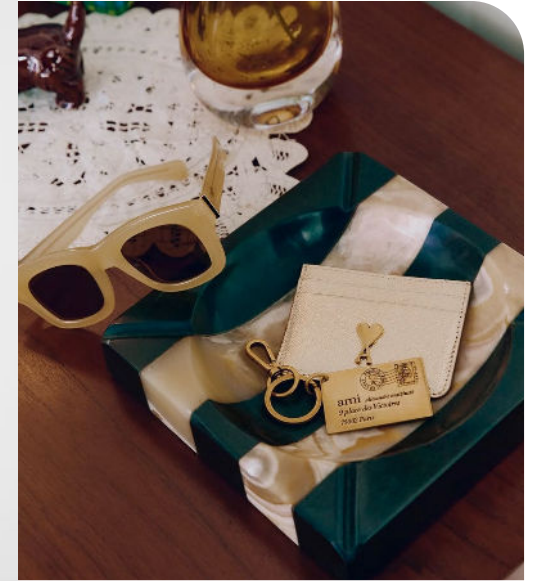
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prada_10.avif



@amiparis.jpg



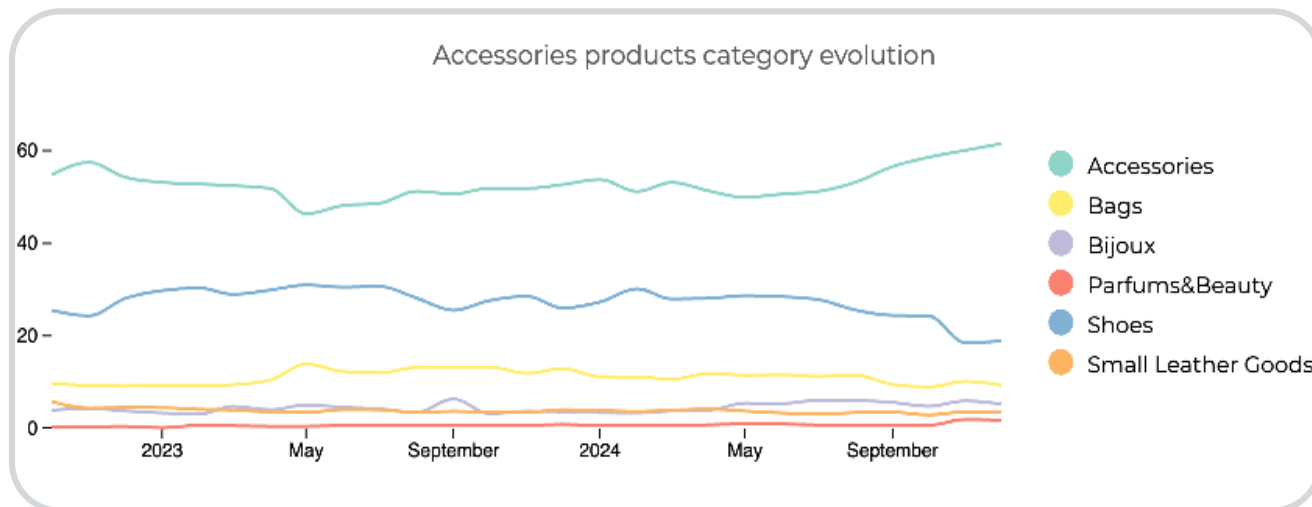
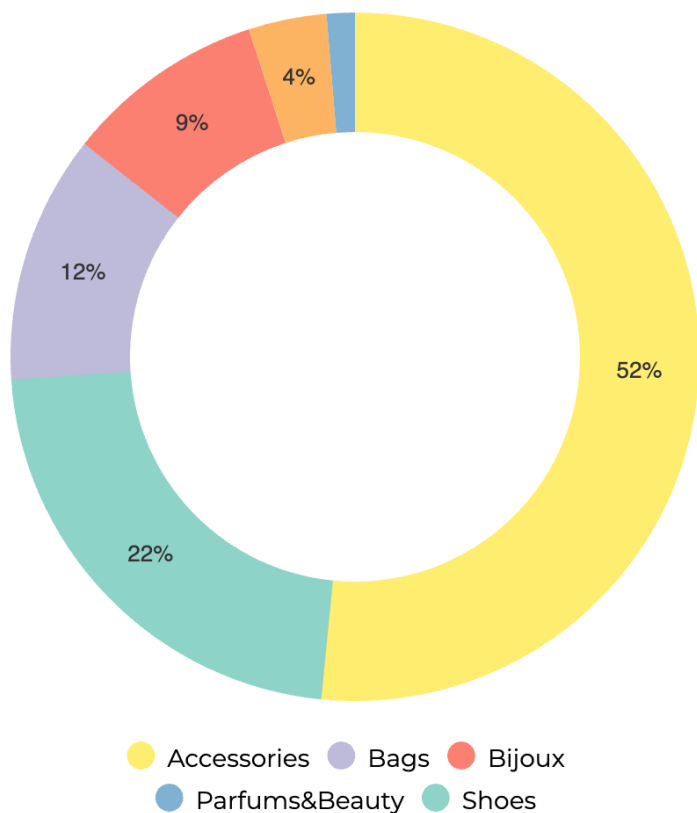
UPDATE

Merry Charm. This Holiday season, men's accessories strike a delicate balance between timeless elegance and fresh, contemporary energy. Refined accessories like the sleek clutch bag or the fancy bow-tie bring an air of sophistication, effortlessly elevating every style, although clean lines get subtly disrupted by the urban-taste nonchalance of rock-chic addings. For the younger market, slouchy beanies and bold jewelry, as well as edgy twists like the leather tie and festive texan boots inject youthful energy, reinterpreting tradition with a rebellious streak. Meanwhile, cozy winter accents—woolly headpieces, trapper hats, and oversized cabin scarves—add warmth and texture, infusing merry charm into the mix. Whether dressing up or down, the season's accessories blend tradition with personality, proving that true style is in the details.

This report is based on Livetrend data extracted from e-commerce from 1/11/2024 to 31/12/2024 analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

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HOLIDAY COLLECTIONS **PRODUCT ASSORTMENT**



Men's accessories assortment see the predominance of various accessories such as hats&caps, socks, belts and gloves among the other. The category takes the 52% of the global accessories assortment, with a timid growth of +4% since last year. Shoes take the 22% as second major category, with a decrease of -12% since last year, still remaining stable. Bags take the third position with 12%, with a decrease of -8% yoy. An interesting growth is the jewelry category, now at 9% of global assortment with an yearly increase of +50%, exhibiting a newfound interest in self-expression and bolder statements in menswear styles.

HOLIDAY COLLECTIONS **SHOES**

PENNY LOAFER

STABLE TREND



pull&bear_140.webp



+2%

YEAR ON YEAR

CABIN HIKER

STABLE TREND



woolrich_52.webp



+1%

YEAR ON YEAR

APRON TOES

SAFE TREND



sandro_7.webp



+24%

YEAR ON YEAR

FESTIVE TEXAN

EDGY TREND



h&m_87.avif



+56%

YEAR ON YEAR



STAR PRODUCT: WALLABEES

HOLIDAY COLLECTIONS **BAGS**

MEN'S CLUTCH

EDGY TREND



zara_16.jpg



+26%
YEAR ON YEAR

LEATHER BACKPACK

STABLE TREND



pull&bear_30.webp



+7%
YEAR ON YEAR

MAXI BAG

BIG TREND



@mytheresamen.jpg



+270%
YEAR ON YEAR

BOWLING BAG

STABLE TREND



ami_101.webp



+10%
YEAR ON YEAR



STAR PRODUCT:

HOLIDAY COLLECTIONS **HEAD ACCESSORIES**

WOOLLY BEANIE

STABLE TREND



woolrich_37.webp



+20%

YEAR ON YEAR

BASEBALL CAP

SAFE TREND



ami_33.webp

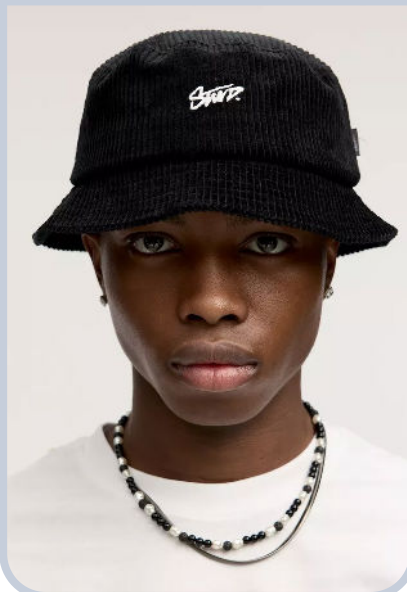


+66%

YEAR ON YEAR

VELVET FISHERMAN

SAFE TREND



pull&bear_40.webp



+66%

YEAR ON YEAR

TRAPPER HAT

EARLY SIGN



asos.png

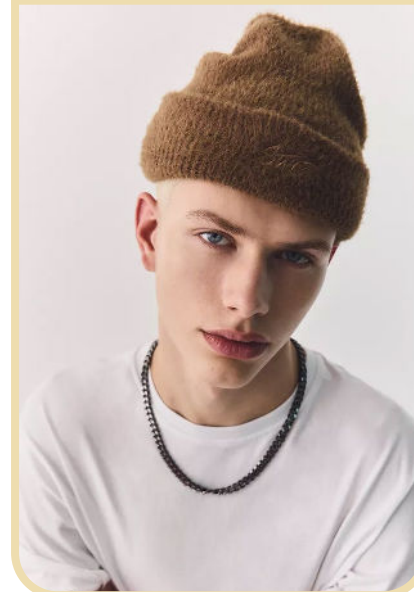


+46%

YEAR ON YEAR

SLOUCHY BEANIE

STABLE TREND



pull&bear_98.webp



+62%

YEAR ON YEAR



STAR PRODUCT: WINTER BASEBALL CAP

HOLIDAY COLLECTIONS **NECK ACCESSORIES**

CABIN SCARF

BIG TREND



ovs_21.jpg

FRINGED SCARF

STABLE TREND



ami_22.webp

NECKERCHIEF

STABLE TREND



hermes.webp

FANCY BOW-TIE

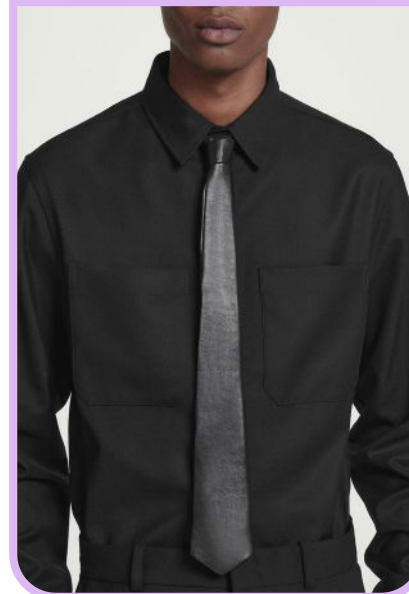
EARLY SIGN



valentino_72.webp

LEATHER TIE

EARLY SIGN



COS_16.avif



+36%

YEAR ON YEAR



-2%

YEAR ON YEAR



+9%

YEAR ON YEAR



+17%

YEAR ON YEAR



+132%

YEAR ON YEAR



STAR PRODUCT: CABIN SCARF

HOLIDAY COLLECTIONS **BIJOUX**

CHAIN NECKLACE

SAFE TREND



pull&bear_133.jpg



+42%
YEAR ON YEAR

STATEMENT RING

SAFE TREND



COS_77.avif



+27%
YEAR ON YEAR

PENDANT EARRING

EDGY TREND



ami_69.webp



+282%
YEAR ON YEAR

JEWEL TIE CLIP

EARLY SIGN



valentino_114.webp



+13%
YEAR ON YEAR

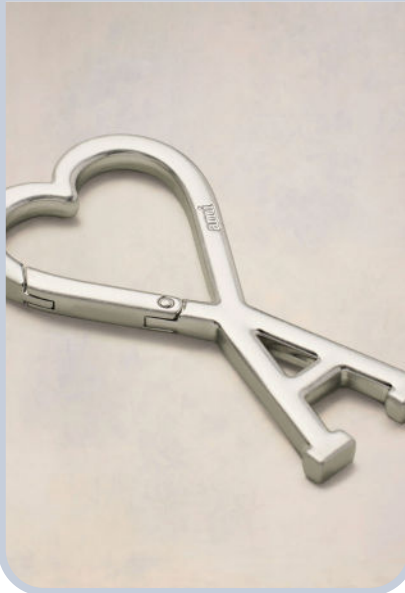


STAR PRODUCT: NECKLACE

HOLIDAY COLLECTIONS **SMALL ACCESSORIES**

KEYRING

SAFE TREND



ami_23.webp


+47%
YEAR ON YEAR

WATCHES

SAFE TREND



-hugo-boss-.webp


+46%
YEAR ON YEAR

QUIRKY PHONE-CASE

BIG TREND



pull&bear_31.webp


+153%
YEAR ON YEAR

NECK PHONE-BAG

STABLE TREND



COS_73.avif


+0%
YEAR ON YEAR



STAR PRODUCT: KEYRING

DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND
GROWTH ON E-COMMERCE



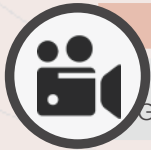
SOCIAL MEDIA

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 COM-
MERCIAL POTENTIAL



TEST

A STATEMENT PRODUCT WITH
GROWING PERSPECTIVE BUT
SMALLER MAGNITUDE AND
HIGHER RISK



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

THANK YOU!

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