

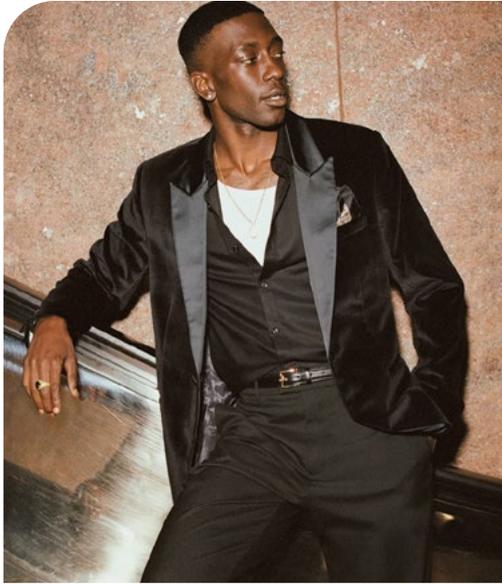


**MENSWEAR**  
RETAIL RADAR  
**FW25 HOLIDAY  
COLLECTIONS**



LIVETREND

# RETAIL RADAR HOLIDAYS **INTRODUCTION**



abercrombie\_38.avif



@cartonmagazine.png



h&m\_27.avif



abercrombie\_85.avif



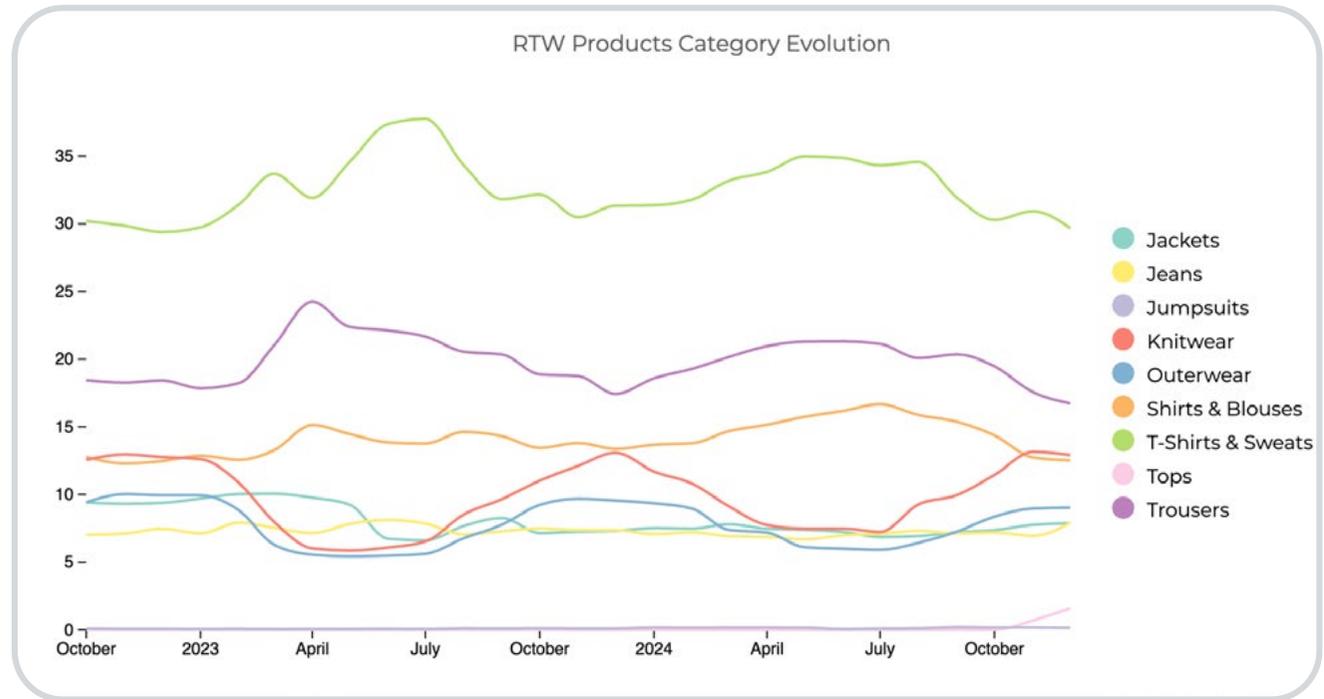
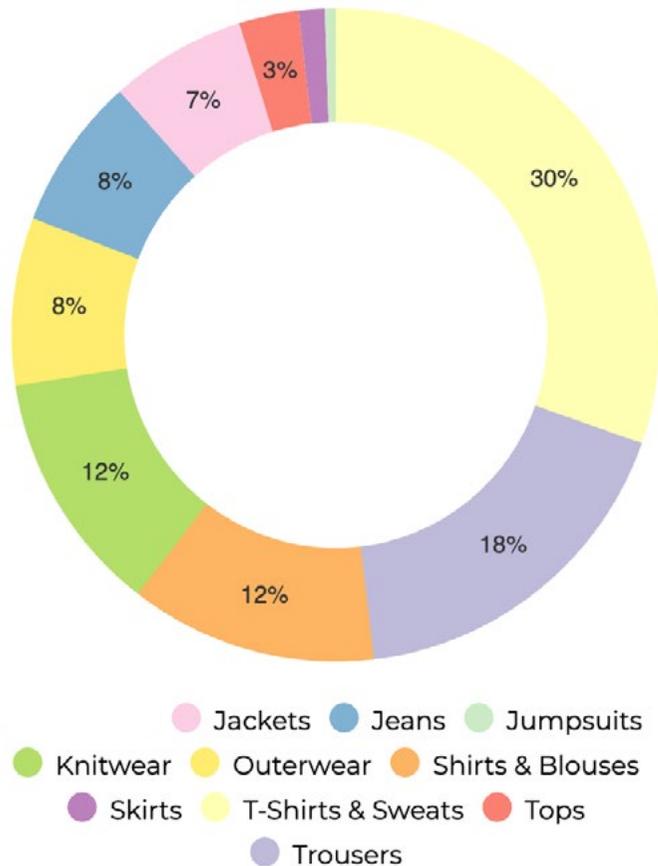
**UPDATE**

**Frizzy Refinement.** This Holiday season menswear takes on an intriguing duality, blending tradition and modernity. The cozy charm of alpine-inspired pieces mix with the daring spirit of rock 'n' roll party-wear. Chunky cable-knit sweaters and Fair Isle patterns evoke a warm and rustic appeal, perfect for fireside family gatherings and cabin retreats. On the edgier side, luxe fabrics like velvet and satin bring a touch of opulence to blazers and tailored trousers, channeling the energy of a unapologetic rock star ready for the after-party. Deep, moody hues and shimmering accents add drama, while rich textures lend a sense of refinement. Whether embracing a laid-back alpine vibe or stepping into the spotlight, this season's menswear captures a harmonious blend of classic tailoring and bold, festive flair. From the fireside to the dance floor, this season's menswear embraces contrast, offering a wardrobe that blends the cozy with the striking and the traditional with the daring.

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.

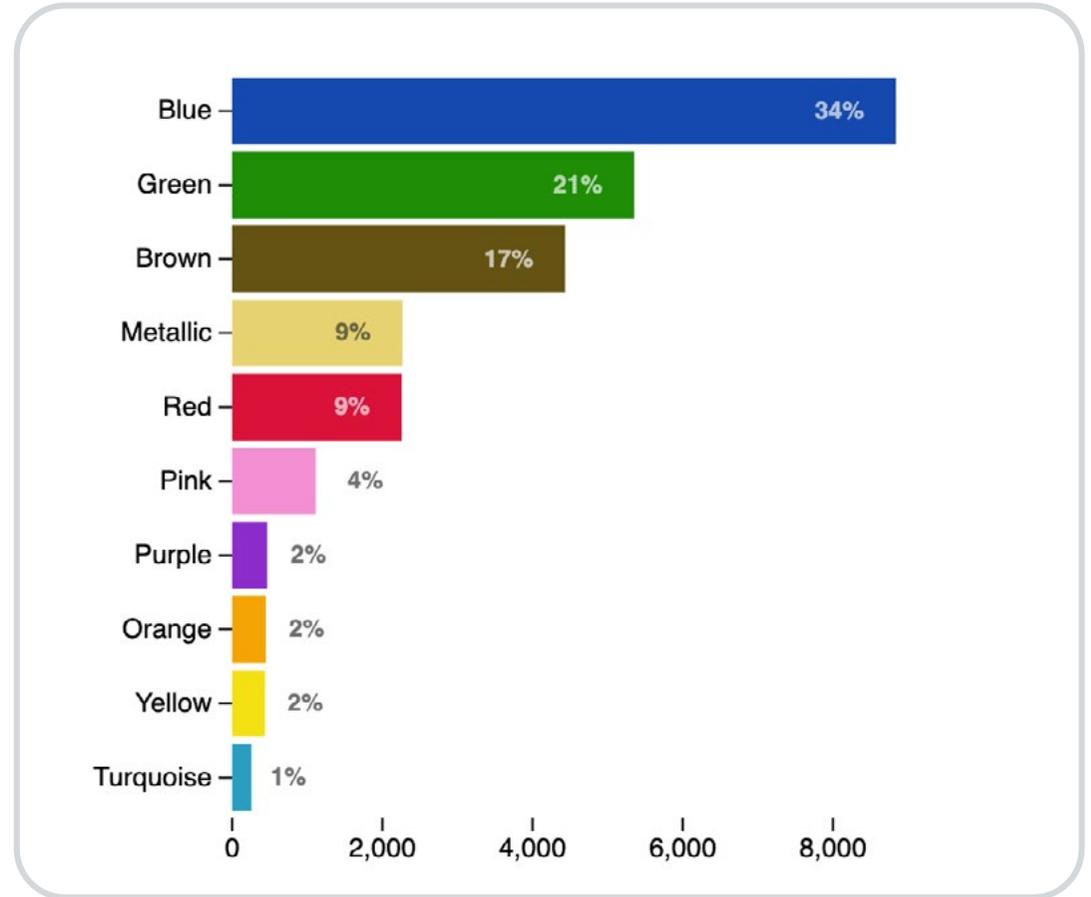
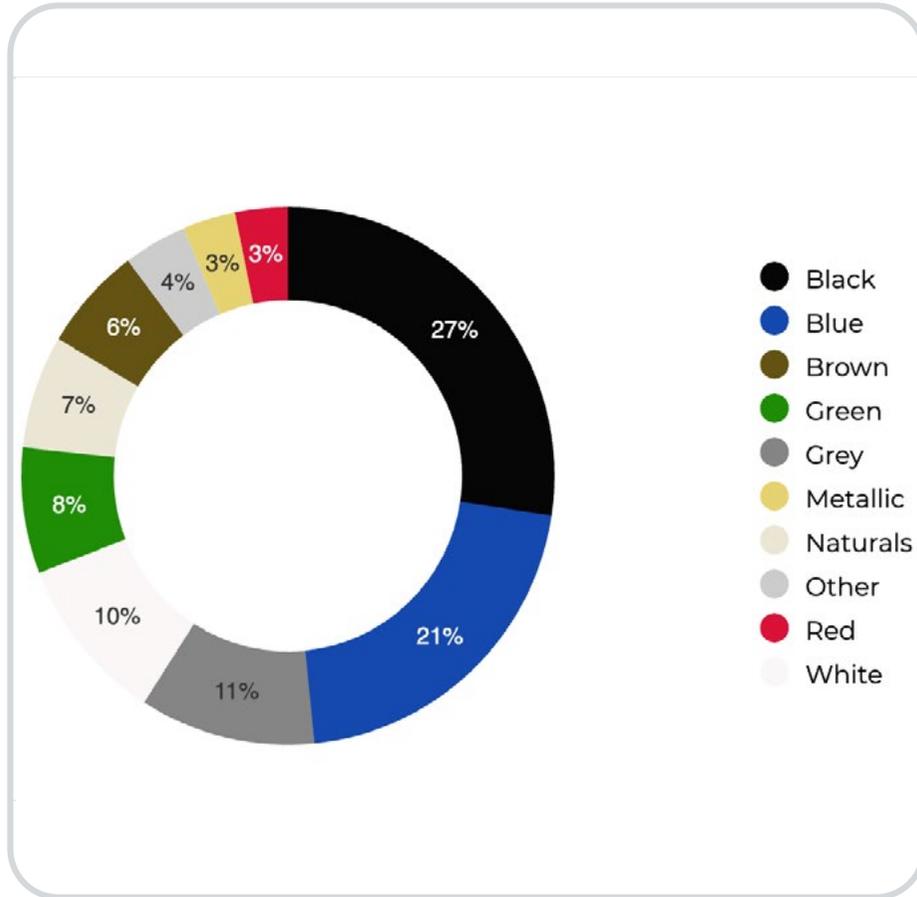
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# HOLIDAY COLLECTIONS **PRODUCT ASSORTMENT**



Men's product range for Holiday collections is presenting a predominance of t-shirts and sweats taking +30% of global assortment, remaining the best performing category, yet decreasing by 17% since last year. T-shirts taking the 55% of category's total assortment and polos are taking 14%, growing by 40% year-on-year. In second position trousers, taking 18% of assortment and in third position, shirts are taking 12% of the range remaining stable in yoy growth, demonstrating that the elegant leisurewear trend is evermore gaining influence in menwear range. An interesting data is knitwear, which takes 12% of global assortment of the festive period, growing by 50% yearly, expressing the enhanced need for comfort and coziness. The remaining assortment is composed by outerwear and denim at 8%, followed by jackets at 7%.

# HOLIDAY COLLECTIONS **COLOR ASSORTMENT**



The color palette for menswear features classic colors as predominant staples, occupying 62% of the global color assortment. Black is in the foreground, with 27% of total, while blue follows with a 21%. Third position is for grey at 11%, with a slight decrease of -15% since last year. Blue takes 21% of the global range and stays on top of fashion colors for menswear. White remains stable at 10%, while neutrals decrease by 12% yoy. Brown, considered as a fashion color, is taking 17% of the range just before red, which celebrates festive season being at 9% of fashion colors, growing of +29% since last year. Metallics also see a relevant growth of +80% since last year, taking 9% of the global fashion color assortment.

# HOLIDAY COLLECTIONS **COLORS EVOLUTION**

## NAVY BLUE



sandro\_13.jpg



**+6%**

YEAR ON YEAR

## GREY



sandro\_68.webp



**+22%**

YEAR ON YEAR

## GREEN



valentino\_2.webp



**+15%**

YEAR ON YEAR

## RED



mc2saintbarth\_9.png



**+3%**

YEAR ON YEAR

## LIGHT GREEN



abercrombie\_98.avif



**-50%**

YEAR ON YEAR

## GOLD



tomford\_169.avif



**-80%**

YEAR ON YEAR

Looking at color evolution year on year, the Holiday collections color range for men's fashion embraces the festive season while remaining anchored to the staples of men's classic palette. Shades like the medium green as well as the medium red represent bold shades to integrate. These merry twists perfectly blend in with stable classic colors such as the evergreen medium blue, at the apex right after black in menswear's color assortment, or the medium grey. The navy blue embodies the elegant spirit of the festive season with its endless versatility both for the party, tailored or casual occasions.

# HOLIDAY COLLECTIONS PATTERNS



## CHECKS



## PLACED GRAPHIC



## MESSAGE



## CABLE KNIT



## FAIR ISLE

### SAFE TREND



woolrich\_2.webp

### BIG TREND



ralphlauren\_151.avif

### STABLE TREND



mc2saintbarth\_24.png

### SAFE TREND



ralphlauren\_118.avif

### SAFE TREND



ovs\_9.jpg



**+30%**  
YEAR ON YEAR



**+78%**  
YEAR ON YEAR



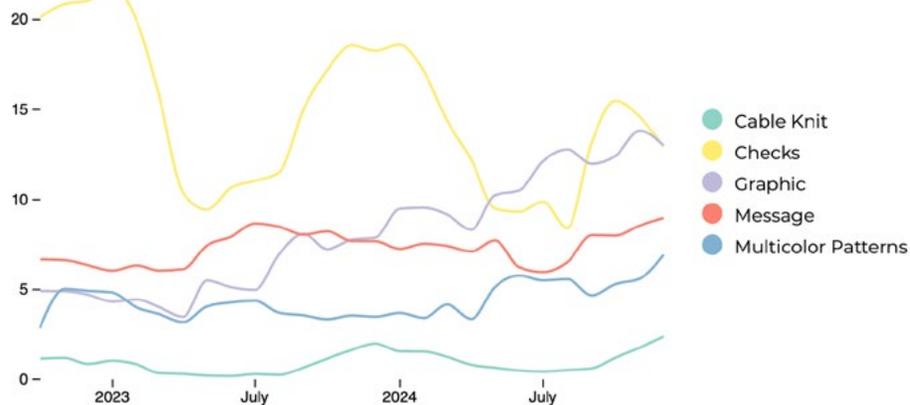
**+13%**  
YEAR ON YEAR



**+46%**  
YEAR ON YEAR



**+58%**  
YEAR ON YEAR



Winter is not particularly driven by prints, but woven patterns or knit jacquards are bringing dynamism to the collections. Pinstripes are up +8%, showcasing their adaptability in classic tailoring while also being reimagined with a maximalist edge using lurex. Tartan continue to be a seasonal staples, bringing warmth and tradition to cabin-inspired styles. Festive messages and wintery graphics infuse playful holiday charm, while cable-knits are growing by 46% yoy as a cozy yet stylish choice.

# HOLIDAY COLLECTIONS **FABRICS**



## LEATHER & FAKE

### STABLE TREND



zara\_10.jpg



**+1%**

YEAR ON YEAR



## WOOLLY

### STABLE TREND



falconeri\_33.jpg



**+2%**

YEAR ON YEAR



## SATIN

### SAFE TREND



tomford\_185.avif



**+36%**

YEAR ON YEAR



## VELVET

### STABLE TREND



ralphlauren\_135.png



**+12%**

YEAR ON YEAR



## SPARKLING

### EDGY SIGN



ami\_72.webp



**+83%**

YEAR ON YEAR

For Holiday collection, leather and fake leathers remains popular re-introducing a hint of rock in daily occasions, growing by +1% in menswear assortment. Wool maintains a noticeable visibility into men's assortments with a growth of +2% year on year, confirming its timeless allure. Satin fabrics are generally growing by +36%, gaining visibility and bringing luxury and opulence for this festive season. Velvet fabrics are also increasing of +12%, expressing the need for enhanced tactility and answering to the call of nostalgic and fabulous eras of our past. Sparkling and embellished fabrics have seen a noticeable growth of +83% for this period, exhibiting a party mood for winter occasions.

# HOLIDAY COLLECTIONS **OUTERWEAR**

## LEATHER JACKET

**BIG TREND**



zara\_241.jpg

## TAILORED COAT

**STABLE TREND**



ami\_79.webp

## WOLLY SHACKET

**SAFE TREND**



paulandshark\_17.jpg

## SHEARLING COAT

**STABLE TREND**



COS\_71.avif

## FUZZY BOMBER

**EDGY TREND**



Asos.png



**+24%**  
YEAR ON YEAR



**+0%**  
YEAR ON YEAR



**+21%**  
YEAR ON YEAR



**+17%**  
YEAR ON YEAR



**+37%**  
YEAR ON YEAR



**STAR PRODUCT: LEATHER JACKET**

# HOLIDAY COLLECTIONS **TAILORING**

## DOUBLE-BREASTED

### BIG TREND



ami\_67.webp

  
**+88%**  
YEAR ON YEAR

## CROPPED

### EARLY SIGN



zara\_81.jpg

  
**+344%**  
YEAR ON YEAR

## COLLARLESS

### EARLY SIGN



COS\_35.avif

  
**+69%**  
YEAR ON YEAR

## KIMONO

### EARLY SIGN



zara\_142.jpg

  
**+800%**  
YEAR ON YEAR



**STAR PRODUCT: BLAZER JACKET**

# HOLIDAY COLLECTIONS **SHIRTS**

**SATIN**

**LAPEL**

**VEILED**

**SPARKLING**

**BOW-TIE**

**BIG TREND**

**SAFE TREND**

**EDGY TREND**

**STABLE TREND**

**EDGY TREND**



COS\_68.avif



zara\_100.jpg



kartik\_1.avif



bode\_187.avif



ami\_64.webp



**+351%**  
YEAR ON YEAR



**+61%**  
YEAR ON YEAR



**+192%**  
YEAR ON YEAR



**-3%**  
YEAR ON YEAR



**+200%**  
YEAR ON YEAR



**STAR PRODUCT: SATIN SHIRT**

# HOLIDAY COLLECTIONS **KNITWEAR**

## ZIP UP

SAFE TREND



zara

## CABLE SWEATER

STABLE TREND



paulandshark\_3.jpg

## POLO SWEATER

BIG TREND



emporio armani.avif

## GRANDPA CARDI

STABLE TREND



mango\_109.avif

## UGLY SWEATER

STABLE TREND



ralphlauren\_16.avif



**+21%**  
YEAR ON YEAR



**+6%**  
YEAR ON YEAR



**+174%**  
YEAR ON YEAR



**+7%**  
YEAR ON YEAR



**+17%**  
YEAR ON YEAR



**STAR PRODUCT: CARDIGAN**

# HOLIDAY COLLECTIONS **TROUSERS**

**TAILORED**

**STABLE TREND**



sandro\_40.jpg



**+2%**

YEAR ON YEAR

**WIDE-LEG**

**BIG TREND**



ami\_109.webp



**+267%**

YEAR ON YEAR

**LEATHER**

**EDGY TREND**



zara\_234.jpg



**+23%**

YEAR ON YEAR

**CROPPED**

**STABLE TREND**



valentino\_22.webp



**+0%**

YEAR ON YEAR



**STAR PRODUCT: WIDE-LEG**

# 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**

**CREATIVITY**

**STRATEGY**

**SUSTAINABILITY**



**LIVETREND**

**THANK YOU!**

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