



MENSWEAR
SPRING 26
UPDATE
OUTERWEAR



LIVETREND

SPRING 26 OUTERWEAR UPDATE **INTRODUCTION**



@_hello_sunflower (3).jpeg



streetstyle milano fw25 (2)_2.jpg



@niklinio.jpeg



Pitti Uomo fw25 16.jpg



UPDATE

A chic & cool transition. For spring 2026, outerwear will strike a perfect balance between elegant outfits and cool attitude, offering utility jackets in a workwear style and wool car coats to guide us into early spring. Cropped and loose-fitting blousons are the season's new must-have, also declined in leather for a retro aviator style. Sleek leather jackets remain very popular in the men's wardrobe, with their clean and structured lines. While leather is very visible in the collections, we also note the growth of the suede texture, declined in overshirts, jackets or even blazers. Adding softness, suede also infuses a touch of „western americana“, very trendy this season. Fringed jackets are another obvious mark. In a more sporty and edgy style, the nylon bomber is still at the core, with functional details and a very oversized shape. For minimalist and conventional men, duster-style coats are the pieces to own. Like the iconic trench coat, they are timeless and classic, perfect for upcoming spring.

This report is based on Livetrend data extracted from spring 2025 collections on Instagram & e-commerce, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

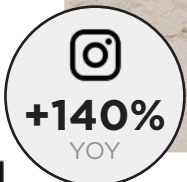
**ACCESS ALL IMAGES
CLICKING HERE**

BIG TREND

SPRING 26 OUTERWEAR THE TIMELESS DUSTER



@lesdeux (14).jpeg



@studionicholson 2.jpeg



@attiresaint (14).jpeg



@commissionofficial (1).jpeg



streetstyle milano fw25.jpg



@lesdeux (11).jpeg



@cosstores (1).jpeg

SAFE TREND

SPRING 26 OUTERWEAR **THE WOOLEN CAR COAT**

www
+150%
YOY



streetstyle milano fw25_1.jpg

ig
+100%
YOY



@apc (2).jpeg



@juliusgod (11).jpeg



@attiresaint (3).jpeg



@lesdeux (15).jpeg



octobre_editions (6).jpeg



@callummullin.jpeg

STABLE TREND

SPRING 26 OUTERWEAR **THE ICONIC TRENCH-COAT**

WWW
+40%
YOY



streetstyle paris fw25_1.jpg

IG
+39%
YOY



@sandroparis.jpeg



@dansiciliano.jpeg



streetstyleparisfw25(2)_1.jpg



streetstylemilanofw25(3).jpg



streetstyleparisfw25(3)_1.jpg



@commissionofficial_1.jpeg

SPRING 26 OUTERWEAR **THE BLAZER**

SAFE TREND

RETRO PIED-DE-POULE

SAFE TREND

FORMAL PINSTripES



streetstyle paris fw25_3.jpg



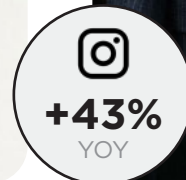
@ryuuya_nagano.jpeg



streetstyle milano fw25_6.jpg



@_hello_sunflower (4).jpeg



@tetervinas_1.jpeg



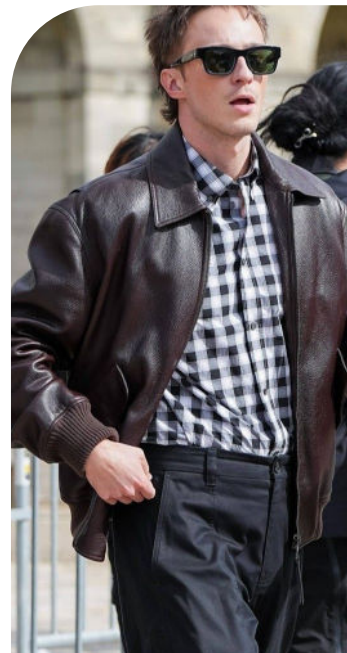
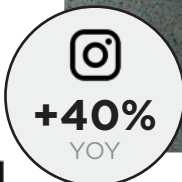
@_hello_sunflower (2).jpeg

SAFE TREND

SPRING 26 OUTERWEAR **THE LEATHER AVIATOR**



@mytheresa.men (2).jpeg



@farfetch (5).jpeg



@studionicholson (2).jpeg



@imdanielsimmons (5).jpeg



streetstylemilanofw25(2).jpg



@attiresaint (4).jpeg



@toddsnyderyn.jpeg

SAFE TREND

SPRING 26 OUTERWEAR **THE ZIP-UP LEATHER JACKET**

www
+50%
YOY



@_hello_sunflower (6).jpeg

Instagram
+63%
YOY



@attiresaint (7).jpeg



streetstyle paris fw25.jpg



streetstylemilanofw2549.jpg



streetstylemilanofw2559.jpg



@massimodutti (2).jpeg



@punishmentparis.jpeg

SPRING 26 OUTERWEAR **THE SUEDE JACKETS**

BIG TREND

SOFT SUEDE SHAKET

EDGY TREND

COWBOY FRINGES

WWW
+80%
YOY



streetstyle milano fw25_8.jpg



@weiyi_quan (2).jpeg



mango usa.jpeg



streetsyle paris fw25.jpg



isabel marant 1.jpeg



streetstyle milano fw25 19.jpg

IG
+92%
YOY

SAFE TREND

SPRING 26 OUTERWEAR **THE LOOSE-FIT BLOUSON**

www
+70%
YOY



@commissionofficial.jpeg

ig
+110%
YOY



@tetervinas (2).jpeg



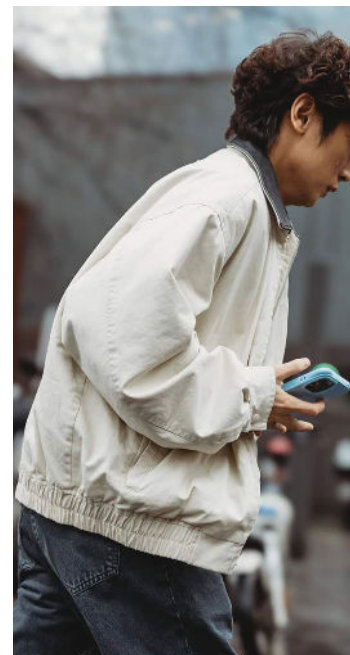
@attiresaint (12).jpeg



@niklinio.jpeg



@giafratte.jpeg



streetstylemilanofw25(2)_1.jpg



@franciscofaria (2).jpeg

SAFE TREND

SPRING 26 OUTERWEAR THE UTILITY CABIN JACKET

WWW
+130%
YOY



streetstyle paris fw25 (3).jpg

IG
+65%
YOY



streetstylemilanofw25_4.jpg



Pitti Uomo fw25 15.jpg



@topman.jpeg



Pitti Uomo fw25.jpg



@attiresaint (10).jpg



@mytheresa.men.jpeg

SAFE TREND

SPRING 26 OUTERWEAR **THE RAIN JACKET**

www
+250%
YOY



@jeongli_official (1).jpeg

ig
+94%
YOY



@kbh_kk (3).jpeg



baerskin_Heavy-Storm.webp



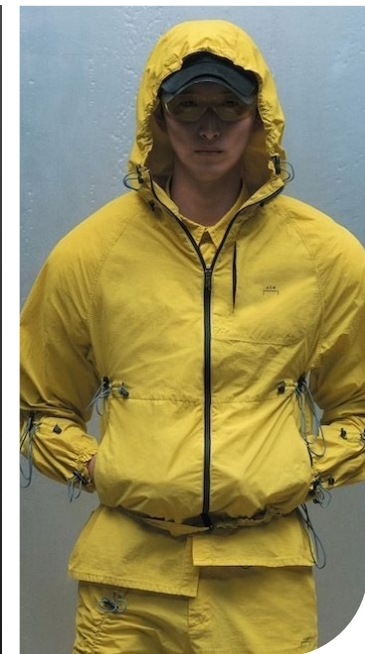
rains_.webp



@cpcompany_japan.jpeg



zara.jpeg



@acoldwall (2).jpeg

STABLE TREND

SPRING 26 OUTERWEAR **THE NYLON BOMBER**

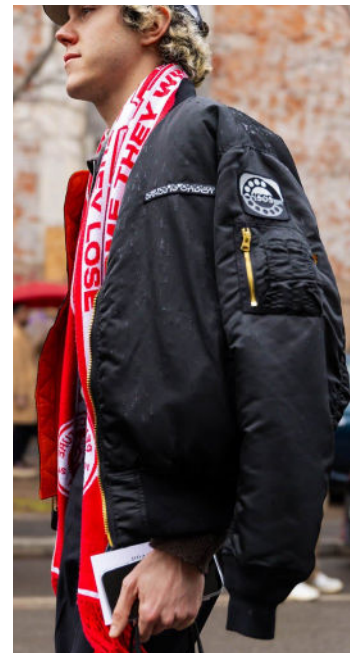
WWW
+60%
YOY



@attiresaint (2).jpeg



streetstyle paris fw25_4.jpg



streetstyle milano fw25_2.jpg



@tetervinas.jpeg



entire studios.jpeg



streetstyle milano fw25 2.jpg



@w00dw00d.jpeg

IG
+26%
YOY

STABLE TREND

SPRING 26 OUTERWEAR **THE TRACK JACKET**

WWW
+60%
YOY



@commissionofficial (2).jpeg

IG
+28%
YOY



streetstyle milano fw25_7.jpg



rhude.jpeg



@paulbinam (2).jpeg



@nathaneazariah.jpeg



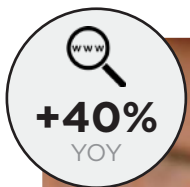
@w00dw00d_1.jpeg



lmc.jpeg

EARLY SIGN

SPRING 26 OUTERWEAR **THE SNAP HOOK FASTENING**



streetstyle paris fw25_2.jpg



@albertoortizrey (3).jpeg



streetstylemilanofw25_5.jpg



isabel marant.jpeg



@attiresaint (13).jpeg



streetstyle paris fw25 (2).jpg



isabel marant (2).jpeg

SPRING 26 OUTERWEAR **THE VEST**

STABLE TREND

QUILTED VEST

EARLY SIGN

WASHED CANVAS

WWW
+70%
YOY



@about__blank.jpeg



@lesdeux (16).jpeg



zara (1).jpeg



@attiresaint.jpeg



Pitti Uomo fw25 24.jpg



@the.simons.jpeg

IG
-14%
YOY

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



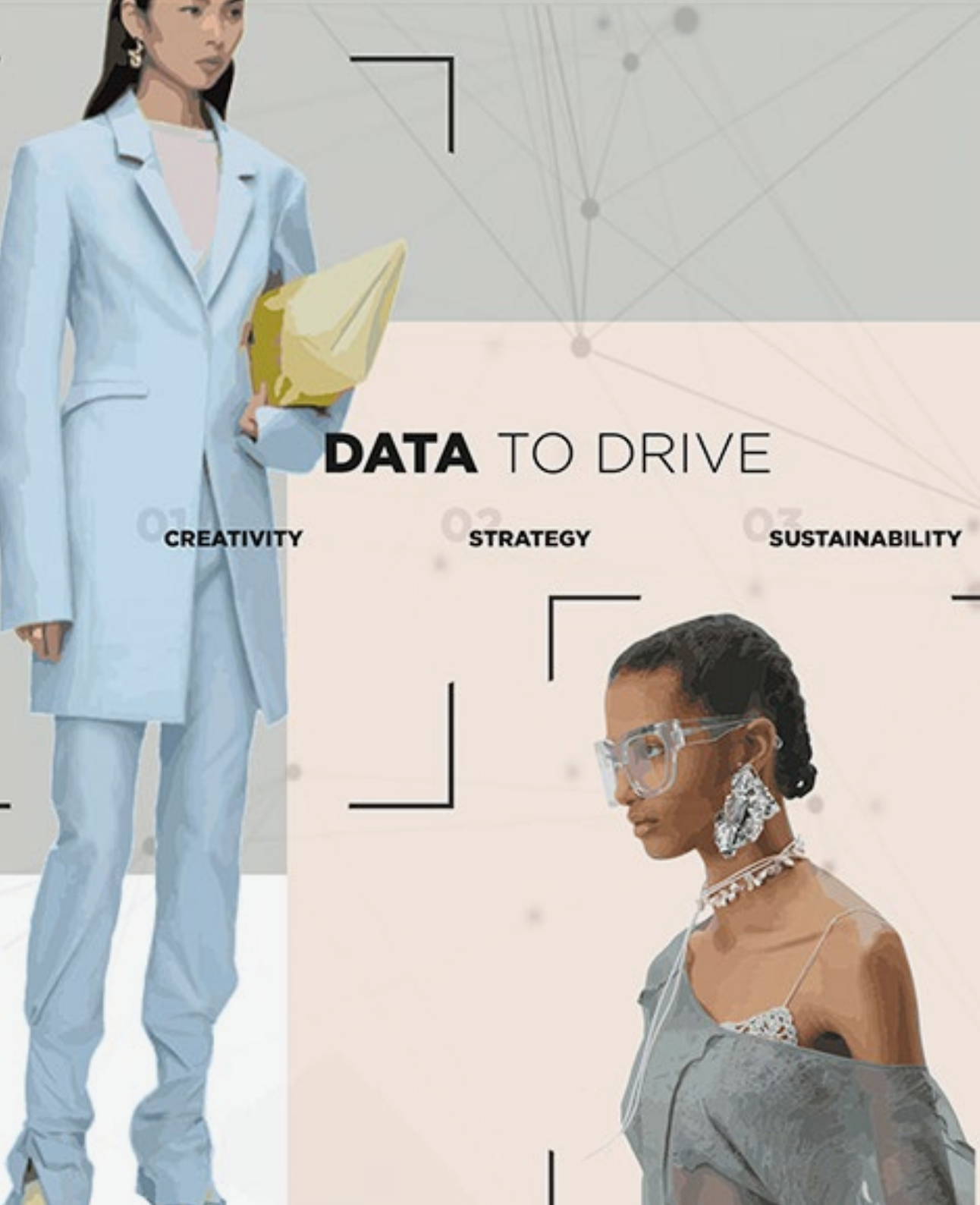
INVEST

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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