



**MENSWEAR**  
**SPRING 26**  
**UPDATE**  
**SHIRTS**



LIVETREND



# SS26 UPDATE SHIRTS INTRODUCTION



@mfpen\_ (3).jpeg



@incu\_clothing (2).jpeg



@about\_\_blank (4).jpeg



@alexanderdroth.jpeg



## UPDATE

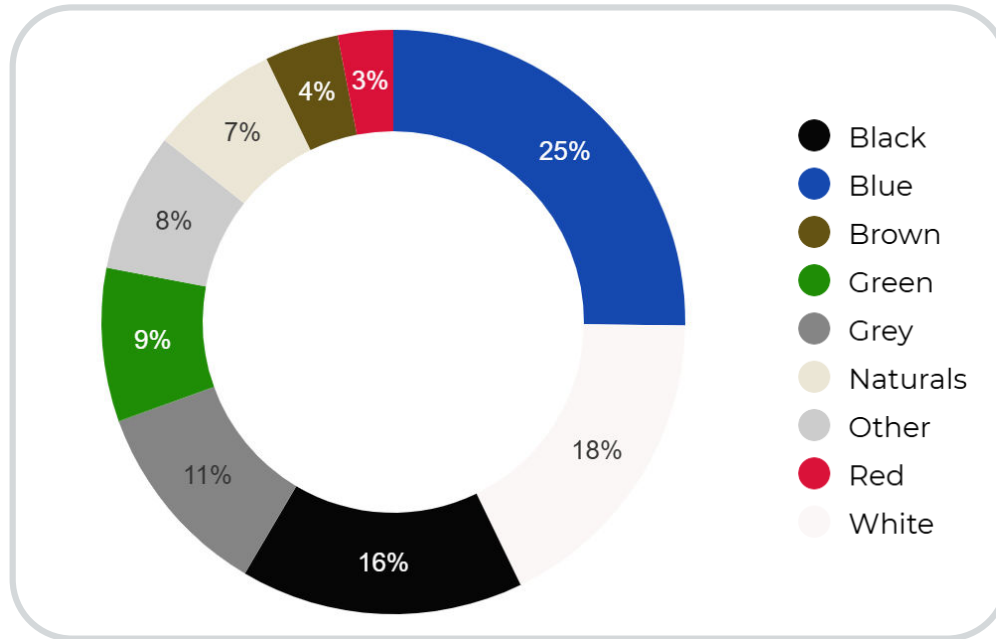
**Better Classics for Everyday.** Clean minimalism and preppy tailoring are making waves in shirting. From more classic pieces for office wear, crisp poplin shirts, sharp collars, and cool fits exude a clean but effortless aesthetic, bridging the gap between formal and casual. Whether styled with relaxed suiting or tucked into pleated trousers, these pieces reinforce a polished, versatile wardrobe for the modern professional. Button-downs remain a key staple, but utility details—such as patch pockets, contrast stitching, and tab fastenings are adding a functional appeal. Crinkled textures and natural fibers like linen and chambray are gaining traction, offering a laid-back, breathable feel perfect for the warmer months. When it comes to patterns, timeless stripes and checks continue to dominate, maintaining their status as best-sellers with a relaxed yet polished charm. Meanwhile, for the most fashion-forward consumers, the cropped, boxy shirt with elbow-length sleeves is emerging as the trendy shape, delivering a modern, statement-making twist to menswear's topwear trends.

*This report is based on Livetrend data extracted from Instagram, e-commerce and consumer search from Spring collections available from 1/01/25 to 15/02/25, analysing the visibility and growth of the trends compared to the same period last year.*

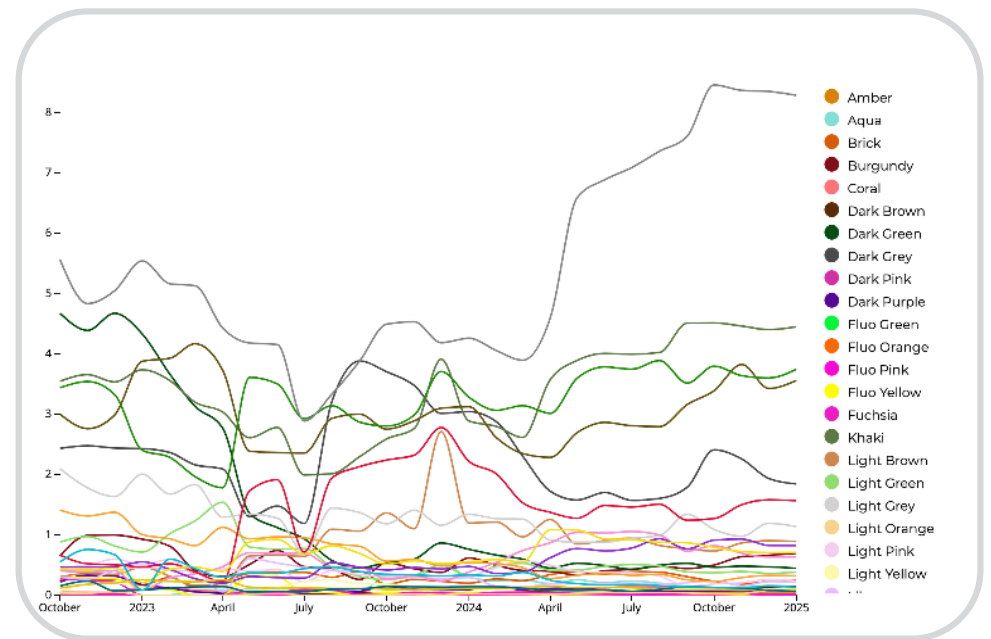
**ACCESS ALL IMAGES  
CLICKING HERE**

# SPRING 26 SHIRTS UPDATE COLORS

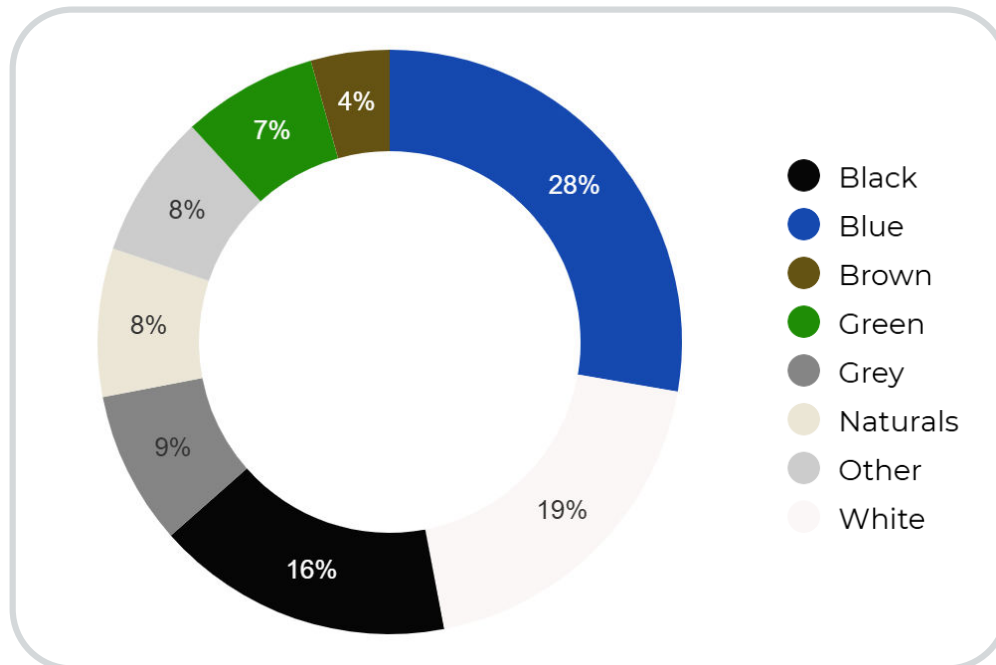
SPRING 2024 SHIRTS & BLOUSES COLOR ASSORTMENT



SHIRTS & BLOUSES COLORS EVOLUTION



SPRING 2025 SHIRTS & BLOUSES COLOR ASSORTMENT



Analyzing the color range of shirts & blouses year on year, data shows that classic colors such as black, white, grey and neutral remain prevalent in menswear, representing 52% of the global assortment in 2024 and 2025.

Blue is still very popular, increasing 3 points% in 2025 to reach 28% of shirt range. Furthermore, when we look at the fashion colors, we can notice that **Khaki** has a huge increase since April. Medium green and **Brown** are on the rise as light blue increasing by 5 points % compared to last year over the same period. **Burgundy**, **Pink** and **Purple** are interesting color to look into for the next season. As a color highlight, acid green will be a trendy color for SS26, to play in stripes, checks and prints.

# SPRING 26 SHIRTS **PATTERNS & PRINTS**

## MIXED STRIPES

### BIG TREND



moschino



## LUMBERJACK STYLE

### BIG TREND



zara



## BLURRED PATTERN

### STABLE TREND



pull & bear



## THIN STRIPES

### STABLE TREND



les deux

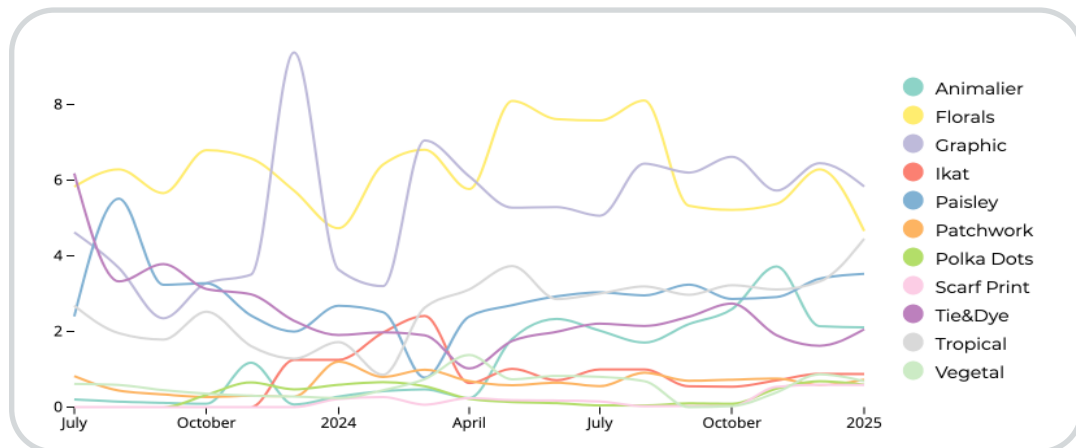


## SMALL CHECKS

### SAFE TREND



@hm\_man



Looking at prints & patterns for men shirts, stripes (+20%yoy) and checks are the most visible in the market. On e-commerce and Instagram, mixed stripes and fine stripes are increasing in popularity. Concerning checks, the lumberjack shirt with big checks is making a strong comeback, exploring new grungy styles. On the other hand, small checks are an everyday commercial option too. Tie&dye and blurred print remain strong and will stay relevant in future seasons. As motifs, tropical print is trending as new primal ethnic ones.



# SPRING 26 SHIRTS **TOP DETAILS**

## BUTTON-DOWN

## LAPEL COLLAR

## MAO COLLAR

## FLAP POCKET

## ZIP UP SHIRT

### BIG TREND



harmony paris

### BIG TREND



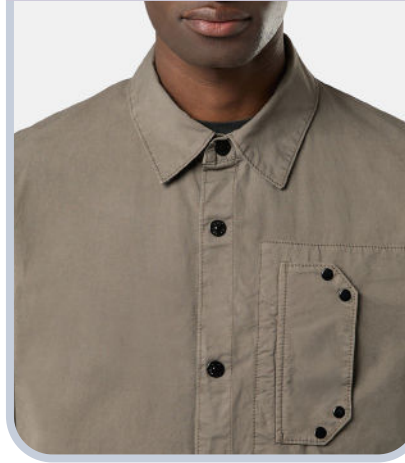
harmony paris

### SAFE TREND



faguo

### SAFE TREND



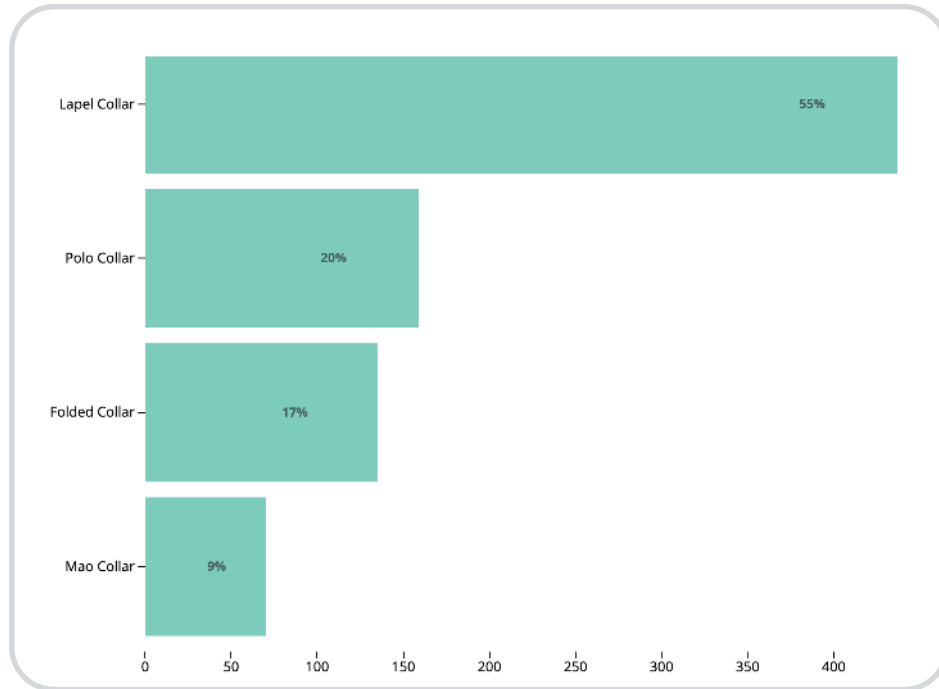
stone island

### EARLY SIGN

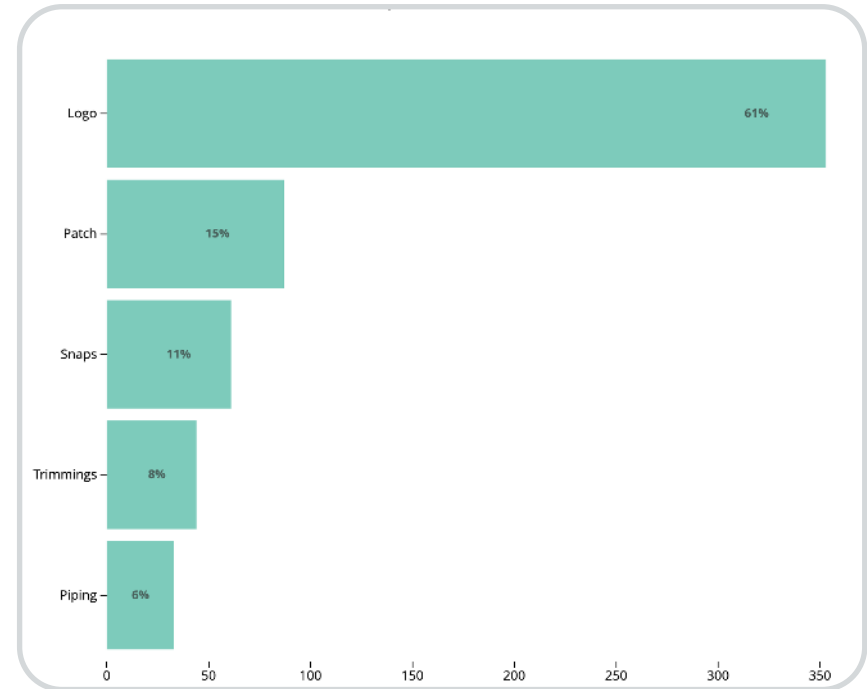


hope

## SHIRTS & BLOUSES TOP NECKLINES



## SHIRTS & BLOUSES TOP TRIMS DETAILS





SPRING 26 UPDATE

# **SHIRTS**

## **KEY SHAPES**



LIVETREND



# SPRING 26 SHIRTS UPDATE **THE CASUAL SHIRT**

## BIG TREND

## CROPPED SHIRT

## BIG TREND

## RELAXED FIT

WWW  
**+170%**  
YOY



ami (3).jpeg



@ethan\_kieffer (1).jpeg



ami.jpeg



@mfpen\_ (1).jpeg



streetstyle paris fw25\_1.jpg



banana republic (1).jpeg

IG  
**+271%**  
YOY



EARLY SIGN

## SPRING 26 SHIRTS **THE BOXY ELBOW SLEEVED**



acne studios.jpeg



ami\_1.jpeg



lemaire.jpeg



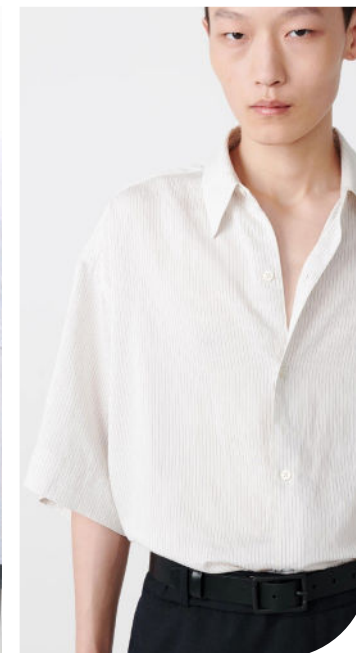
the frankie shop.jpeg



rick owens.jpeg



bottega veneta\_1.jpeg



studio nicholson.jpeg

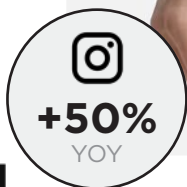


EARLY SIGN

## SPRING 26 SHIRTS **THE SHIRT LAYERING**



thom browne.jpeg



we1ldone.jpeg



bottega veneta.jpeg



c2h4 (2).jpeg



juun j.jpeg



le17septembre.jpeg



boohoo.jpg



SPRING 26 UPDATE

# SHIRTS

## KEY DETAILS

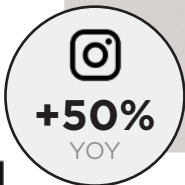


LIVETREND



SAFE TREND

## SPRING 26 SHIRTS **THE BUTTON DOWN COLLAR**



dunst (12).jpeg



mdutti (3).jpeg



@niklinio (6).jpeg



@closedofficial (2).jpeg



apc\_paris.jpeg



streetstyle paris fw25.jpg



zara 2.jpeg



STABLE TREND

## SPRING 26 SHIRTS THE CUBAN COLLAR

www  
+80%  
YOY



@paulsmithdesign.jpeg

ig  
+0%  
YOY



@about\_\_blank (4).jpeg



@juliusgod (5).jpeg



@incu\_clothing.jpeg



cos (2).jpeg



mango (6).jpeg



@bananarepublic (1).jpeg



SAFE TREND

## SPRING 26 SHIRTS **THE MAO COLLAR**

www  
**+300%**  
YOY



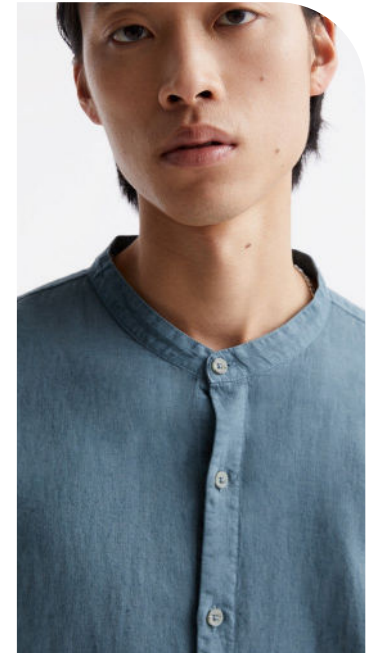
officine générale.jpeg



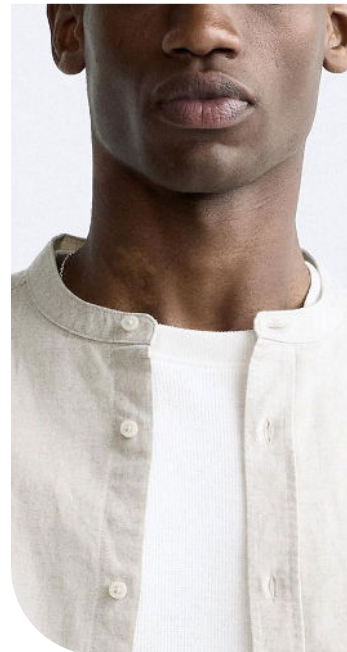
faguo (2)\_1.jpeg



mango australia.jpeg



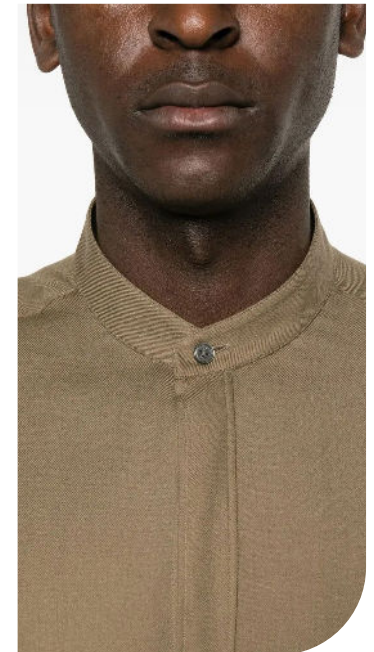
pull&bear usa.jpeg



zara australia\_1.jpeg



cos usa.jpeg



zegna.jpeg

ig  
**+15%**  
YOY



# SPRING 26 SHIRTS **THE UTILITY DETAIL**

SAFE TREND

**ZIPPED POCKETS**

STABLE TREND

**FLAP POCKETS**



apc.jpeg



stone island (1).jpeg



@barbour (1).jpeg



@alexsezdemora.jpeg



engineered garments.jpeg

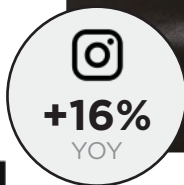


cos (4).jpeg



EARLY SIGN

## SPRING 26 SHIRTS **THE ZIP-UP SHIRT**



@closedofficial (4).jpeg



cos (3).jpeg



cp company.jpeg



givenchy.jpeg



balmain.jpeg



stone island (1)\_1.jpeg



hope\_1.jpeg





SPRING 26 UPDATE

# **SHIRTS KEY PRINTS & PATTERNS**



LIVETREND

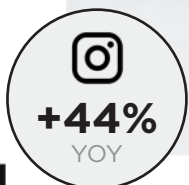


BIG TREND

## SPRING 26 SHIRTS THE MIXED STRIPES



farah.jpeg



tommy hilfiger.png



moschino\_1.jpg



les deux (2).jpeg



octobre editions (2).jpeg



zara.jpg



acnestudios.jpg



BIG TREND

# SPRING 26 SHIRTS THE BLURRED LUMBERJACK

WWW  
+60%  
YOY



@incu\_clothing (2).jpeg

IG  
+87%  
YOY



@madewellmens (4).jpeg



@garbstore (2).jpeg



streetstyle paris fw25\_2.jpg



@weiyi\_quan (2).jpeg



cos (1).jpeg



@alexanderdroth.jpeg



SAFE TREND

## SPRING 26 SHIRTS **THE GINGHAM CHECKS**



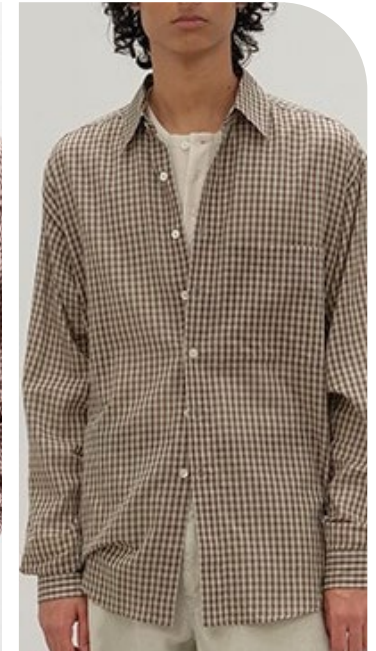
dunst (2).jpeg



@jellyallan (2).jpeg



zara (27).jpeg



auralee.jpeg



harmony paris.jpeg



maison kitsuné.jpeg



massimo dutti (1).jpeg



SAFE TREND

## SPRING 26 SHIRTS **THE PINSTripES**

www  
**+130%**  
YOY



fursac (1).jpeg

ig  
**+37%**  
YOY



@jonathanhayden.jpeg



@mfpen\_ (3).jpeg



dunst (10).jpeg



massimo dutti usa.jpeg



acne studios (2).jpeg



officine générale (2).jpeg

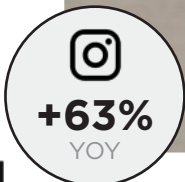


SAFE TREND

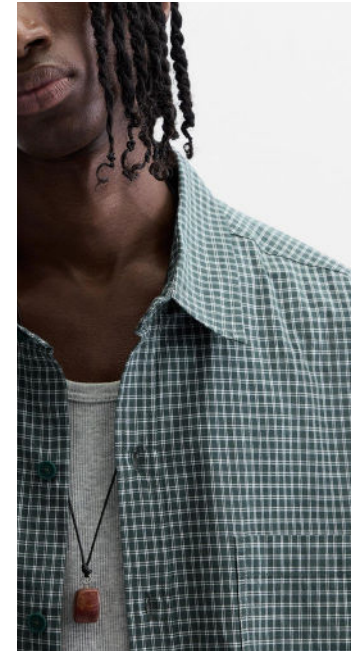
## SPRING 26 SHIRTS **THE SMALL CHECKS**



@juliusgod (3).jpeg



@@yesdragon\_ (5).jpeg



zara (9).jpeg



apc (3).jpeg



our legacy.jpeg



@attiresaint.jpeg



@intheoffing (4).jpeg



# SPRING 26 SHIRTS THE BLURRED PRINTS

SAFE TREND

DIGITAL FLORALS

STABLE TREND

BLURRED TIE & DYE



cos.jpeg



mcqueen.jpeg



pull&bear 2.jpg



zara (37).jpeg



closedofficial.jpeg



pull&bear.jpg





SPRING 26 UPDATE

# **SHIRTS**

## **KEY FABRICS**



LIVETREND



BIG TREND

# SPRING 26 SHIRTS **THE CRINKLED TEXTURE**



@mytheresa.men.jpeg



dion lee.jpeg



h&m australia.jpeg



our legacy\_1.jpeg



mfpn (2).jpeg



zara australia.jpeg



h&m usa.jpeg



STABLE TREND

## SPRING 26 SHIRTS **THE TECH NYLON SHIRT**

www  
**+120%**  
YOY



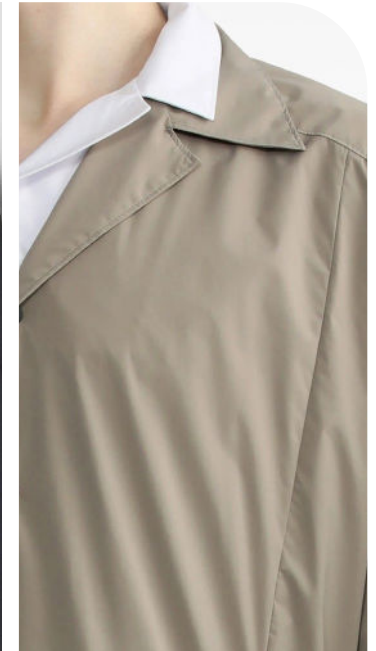
prada.jpeg



jil sander.jpeg



juun j (1).jpeg



kolor.jpeg



izzue.jpeg



sacai.jpeg



nemen.jpeg

  
**+27%**  
YOY

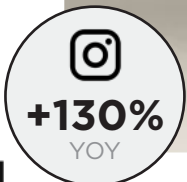


SAFE TREND

## SPRING 26 SHIRTS **THE NATURAL LINEN**



tommy hilfiger 5.JPG



frescobol carioca.jpeg



mango usa 2.jpeg



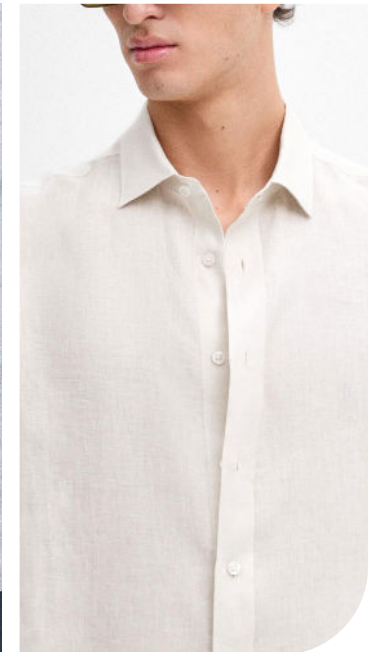
cos\_1.jpeg



kiton.jpeg



corneliani (2).jpeg

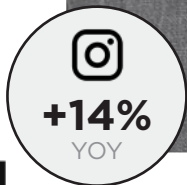


massimo dutti.jpeg



STABLE TREND

## SPRING 26 SHIRTS **THE SOFT CHAMBRAY**



mango australia (1).jpeg



loro piana.jpeg



hartford.jpeg



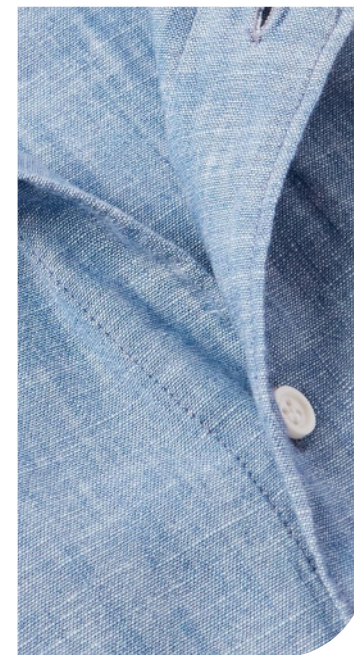
prada\_1.jpeg



polo ralph lauren.jpeg



orslow.jpeg



peter millar.jpeg



# 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

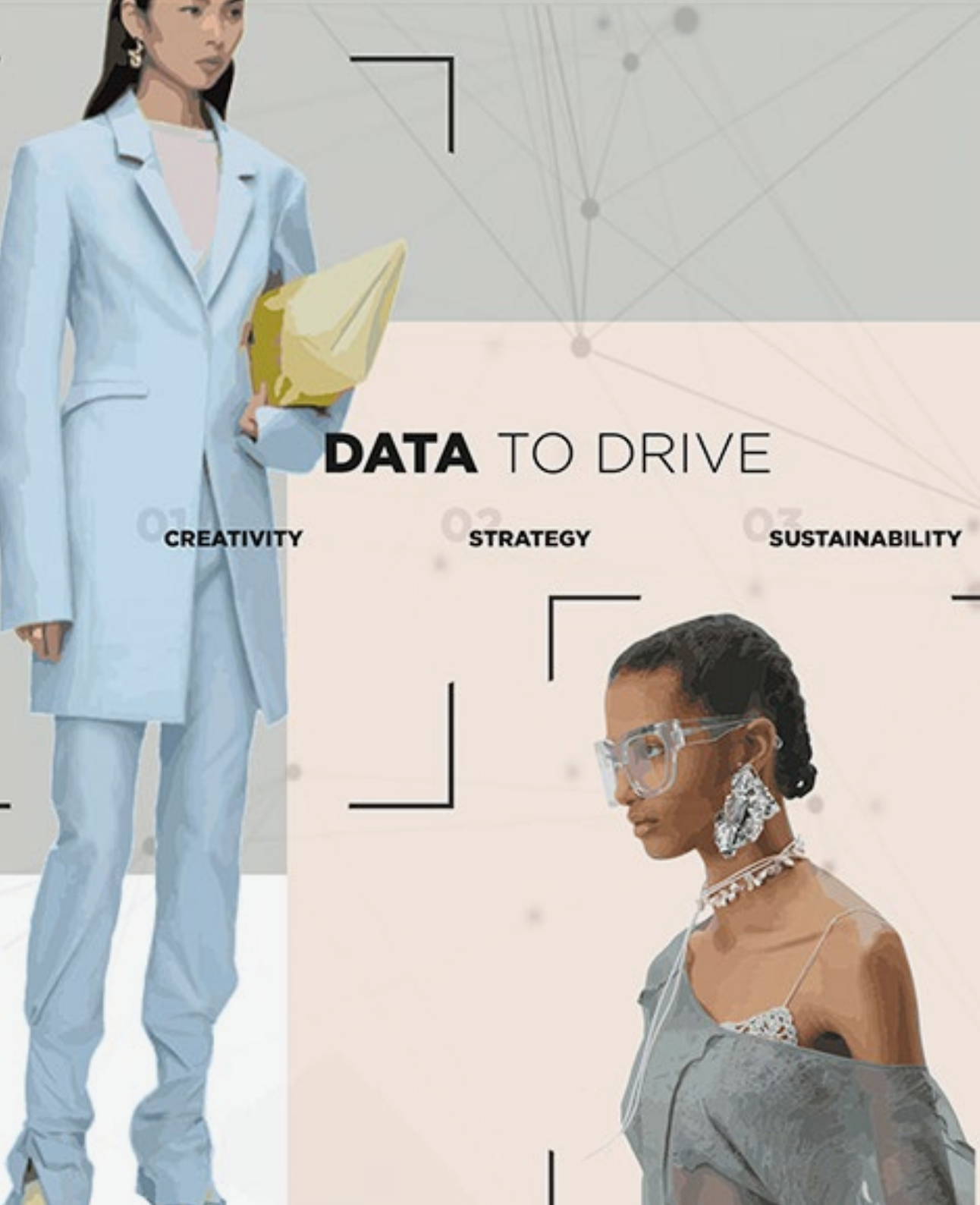
A CORE PRODUCT REPRESENTING  
A STEADILY GROWING TREND OF  
MODERATE MAGNITUDE WITH COM-  
MERCIAL POTENTIAL



### TEST

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





## DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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