



**MENSWEAR**  
**RETAIL RADAR**  
**SPRING 26**  
**COLLECTIONS**  
**RTW**



**LIVETREND**

# RETAIL RADAR SPRING INTRODUCTION



Dunst (4).jpg



pull&bear\_67.webp



zara\_315.jpg



amiparis\_120.jpg



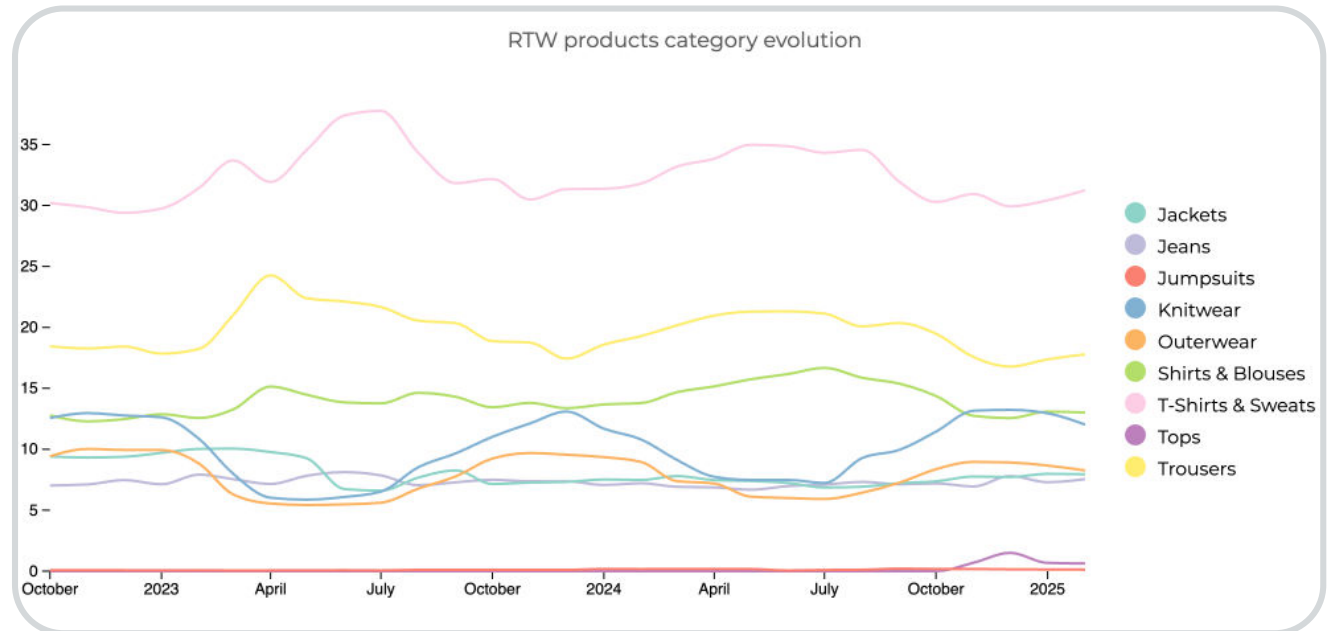
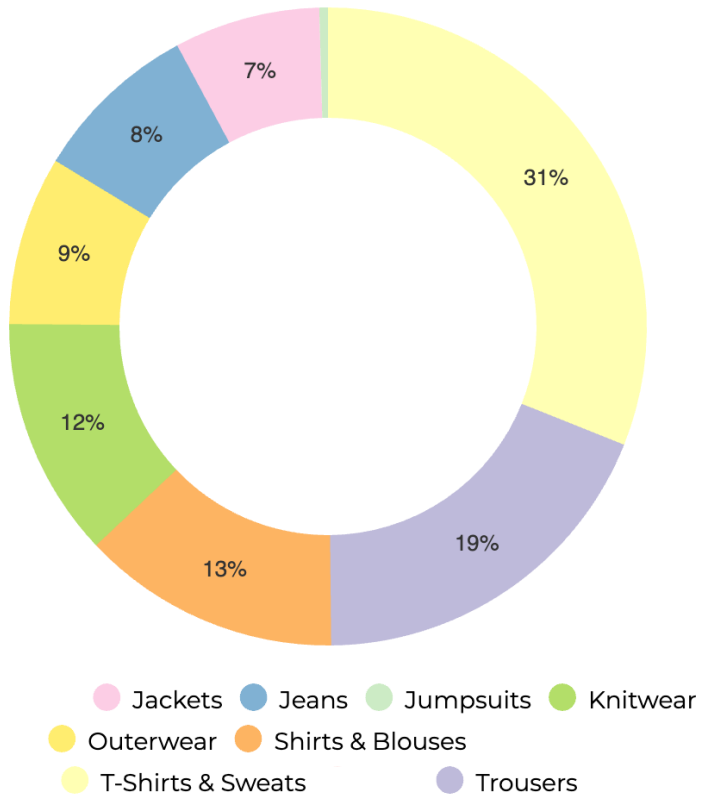
UPDATE

**Retrogress.** For Spring menswear navigates the balance between heritage and innovation, embracing a wardrobe that adapts to both tradition and the challenges of modern life. Refined techno-wear steps up, merging functionality with sophistication, perfect for the ever-moving city dweller. Heritage pieces like the duster coat and marine stripes channel a sense of peaceful refinement, drawing inspiration from leisurely vacation escapes. Meanwhile, younger urban wear revisits '90s hip-hop essentials, bringing back layered tees and wide-leg denim with a fresh perspective. At the same time, the cowboy aesthetic rides back into focus, with carpenter denim and suede jackets grounding the look in rugged Americana. From heritage rediscovery to future-ready solutions, the season delivers a versatile mix of nostalgia and progress.

*This report is based on Livetrend data extracted from e-commerce from 1/01/2025 to 28/02/2025 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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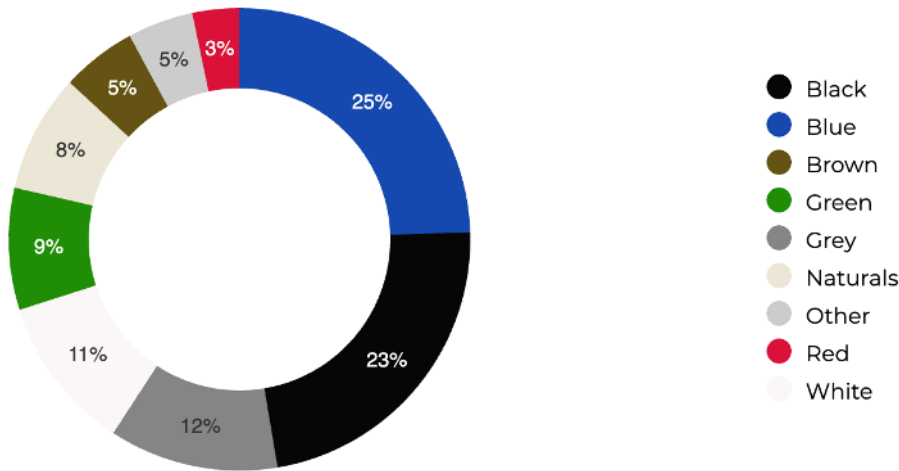
# SPRING COLLECTIONS **PRODUCT ASSORTMENT**



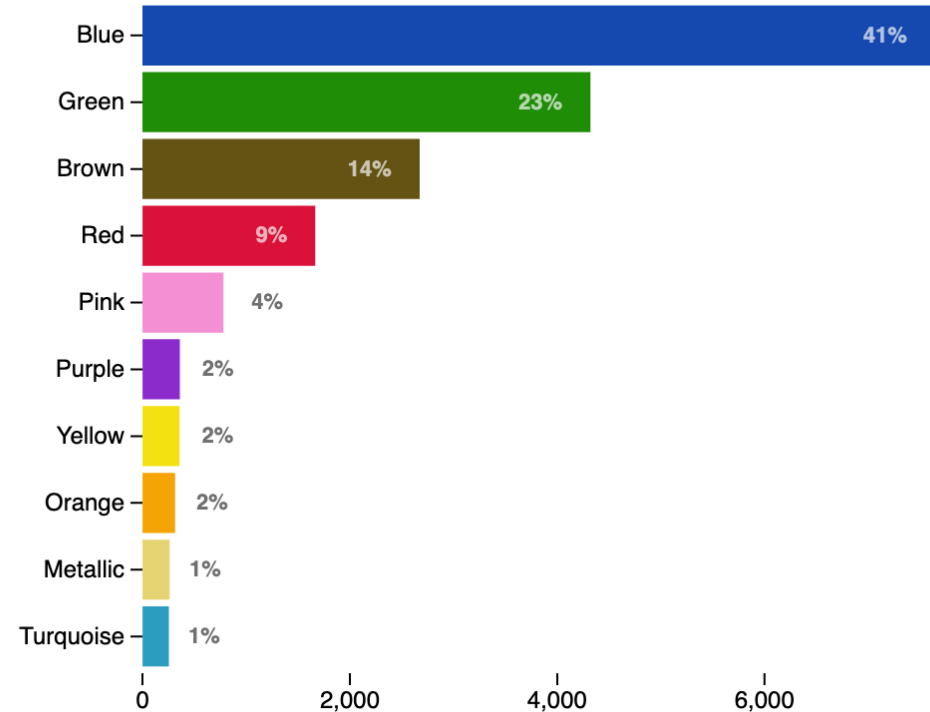
Men's product range for Spring collections is presenting a predominance of t-shirts and sweats taking +31% of global assortment, remaining the best performing category, yet decreasing of 14% since last year. T-shirts are taking the 53% of category's total assortment and polos are taking 15%, growing of +17% since last year. In second position trousers, taking 19% of assortment and in third position, shirts are taking 13% of the range with a growth of +8% yoy, demonstrating that the refined leisurewear trend is still gaining influence in menswear. A significant data is knitwear, which is taking 12% of global assortment, growing of +50% yearly, expressing the enhanced need for comfort and coziness. Outerwear is also experiencing a slight growth of +12%, enhancing the need for facing the unpredictable climate change. The remaining assortment is composed by denim remaining stable at 8%, followed by jackets at 7%.

# SPRING COLLECTIONS **COLOR ASSORTMENT**

Global color assortment



Fashion colors



The color palette for menswear features classic colors as predominant staples, occupying 59% of the global color assortment, with fashion colors growing slightly of +2% since last year. Blue becomes the foreground with 25%, growing of +19% yoy. Black takes the second position with 23%, slightly decreasing since last year. Third position is for grey at 12%, with a slight decrease of -17% since last year, in contrast to the blast of this color for womenswear. Blue takes 41% of fashion colors, with an increase of +8% yoy; light blue is taking 15% and growing by +20% since last year. Green and brown remain stable, while red grows by +29% since last year, with pink following at 4% of global fashion colors assortment, growing by +33% yoy. White remains stable at 11% in the global color range, as well as other classic staples such as natural at 8% and brown at 5%.



# SPRING COLLECTIONS **COLORS EVOLUTION**

## NAVY BLUE



sandro\_34.jpg



**+8%**

YEAR ON YEAR

## HONEY BROWN



zara\_65.jpg



**+19%**

YEAR ON YEAR

## BURGUNDY



pull&bear\_68.webp



**+11%**

YEAR ON YEAR

## MEDIUM GREEN



loewe\_68.avif



**+24%**

YEAR ON YEAR

## PINK



Reserved.avif



**+30%**

YEAR ON YEAR

## LIGHT GREEN



zara\_22.jpg



**-36%**

YEAR ON YEAR

## LILAC



pull&bear\_138.webp



**-24%**

YEAR ON YEAR

Looking at color evolution year on year, for the Menswear Spring collections, staples such as the medium gray, light blue and neutrals hues remain pivotal, while this season's palette balances timeless shades yet adding fresh, vibrant accents. Navy blue remains foundational, offering versatility and understated elegance across both tailoring and casualwear. These core shades are subtly energized by the return of medium green, injecting a dynamic pop that revitalizes classic warm-weather palettes, and adorned by the honey brown, with the contrast of burgundy and pink. This interplay between stability and pop accents defines the season, where muted sophistication meets a renewed sense of vibrancy and contemporaneity.

# SPRING COLLECTIONS TOP PATTERNS & PRINTS



## STRIPES

### STABLE TREND



prada\_3.avif



**+18%**

YEAR ON YEAR



## MESSAGE

### STABLE TREND



abercrombie&fitch\_36.avif



**+14%**

YEAR ON YEAR



## FLORAL

### STABLE TREND



droledemonsieur\_10.webp



**+13%**

YEAR ON YEAR



## TIE-DYE

### STABLE TREND

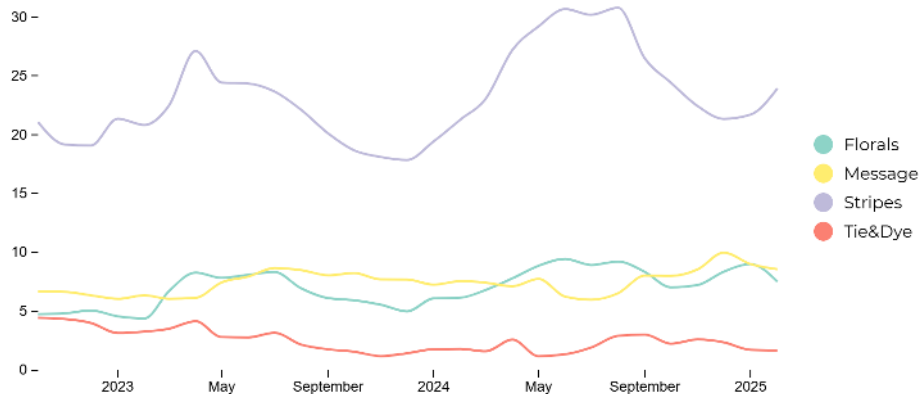


Urban Revivo.png



**-6%**

YEAR ON YEAR



This Spring season's prints blend heritage patterns with urban twists, creating a dynamic range of options. Stripes are up +18%, showcasing their versatility for marine adaptations as well as for preppy and retro-inspired solutions. Graphic t-shirts see a significant growth of +37% since last year, indicating a juvenile shift towards ironical and childish reveries and designs. Floral is an interesting choice for the revival of vintage signature allure growing of +13%. Multicolor patterns are experiencing a significant growth of +45%, evoking the promise of soon-to-be joyful sunny days.

# SPRING COLLECTIONS **TOP FABRICS**



**SUEDE**

**BIG TREND**



tomford\_9.avif



**+23%**

YEAR ON YEAR



**LINEN**

**SAFE TREND**



zegna\_38.avif



**+14%**

YEAR ON YEAR



**OPENWORK**

**SAFE TREND**



driesvannoten\_110.avif



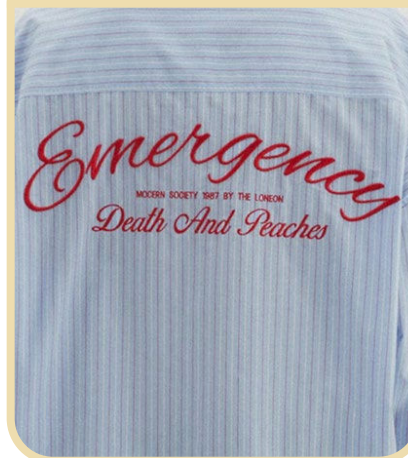
**+46%**

YEAR ON YEAR



**EMBROIDERY**

**STABLE TREND**



Dnsr2.png



**+7%**

YEAR ON YEAR



**TECHNIC**

**STABLE TREND**



zara\_316.jpg



**-11%**

YEAR ON YEAR

For Spring collection, the popularity of leather and fake leathers, in particular with suede declinations, confirms the influence of western vibes in this season's menswear, growing by +23% yoy. Linen maintains a noticeable visibility into men's assortments, being a safe staple for lighter garments to come. Openwork knits are significantly growing by +46%, gaining visibility and bringing a breathable allure to menswear collections, expressing the need for enhanced textures and craftsmanship. Same goes for embroidery, slightly increasing to last year and still a strong technique to add fancy personalizations to shirting, tops, knitwear and also outerwear. Technic fabrics remain stable, slightly decreasing by -11%, confirming the evolving influence of activewear which now merges in daily life, to face incertain weather conditions, while maintaining a soft tech contemporary refined vibe.



# SPRING COLLECTIONS **TOP OUTERWEAR**

## DUSTER COAT

### BIG TREND



pull&bear\_109.webp

  
**+176%**  
YEAR ON YEAR

## RAIN COAT

### SAFE TREND



mango\_5.avif

  
**+41%**  
YEAR ON YEAR

## NYLON VEST

### EARLY SIGN



cos\_94.avif

  
**+99%**  
YEAR ON YEAR

## NYLON ZIP-UP

### EARLY SIGN



Dnsr (3).png

  
**+800%**  
YEAR ON YEAR

For Men's outerwear, products will feature a significant shift towards innovative technical fabrics, coated surfaces, and nylon blends, setting the tone for a season of sophisticated functionality. The range will explore several shapes, from clean and streamlined dusters to versatile raincoats that offer both protection and style. There will be an emphasis on lightweight. Versatile pieces like nylon vests and zip-ups, designed to bridge the gap between city looks and practical, everyday wear. These garments will offer a perfect mix of elevated office-ready aesthetics with the flexibility of urban streetwear, allowing for seamless transitions between formal and casual settings.



# SPRING COLLECTIONS **TOP JACKETS**

## NYLON BOMBER

### SAFE TREND



bode.webp



**+38%**

YEAR ON YEAR

## LEATHER ZIP-UP

### SAFE TREND



abercrombie&fitch\_44.avif



**+27%**

YEAR ON YEAR

## SUEDE

### BIG TREND



amiri\_7.webp



**+59%**

YEAR ON YEAR

## WORKWEAR

### STABLE TREND



altea\_92.avif



**+14%**

YEAR ON YEAR

SS26 Men's Jackets for SS26 will explore retro styles, drawing inspiration from nylon bombers, where new colors will have a safe space to emerge and make a statement. Leather zip-up jackets will continue to hold relevance, offering a timeless edge, while suede jackets, which are rising for SS25, will remain a staple. These classic designs will evolve by incorporating more rustic and military elements, blending tradition with modernity. The mix of rugged aesthetics with refined tailoring will create versatile pieces that balance boldness and practicality, bringing forward a fresh take on these iconic workwear styles while ensuring they resonate with the contemporary man.

# SPRING COLLECTIONS **TOP KNITS & JERSEYS**

## PRIM CARDI

### SAFE TREND



Kineto.png



**+86%**  
YEAR ON YEAR

## V-NECK VEST

### EARLY SIGN



Hugo Boss.jpg



**+262%**  
YEAR ON YEAR

## POLO TEE

### BIG TREND



abercrombie&fitch\_33.avif



**+160%**  
YEAR ON YEAR

## HALF ZIP-UP

### SAFE TREND



ralph lauren.avif



**+28%**  
YEAR ON YEAR

## TANK TOP

### STABLE TREND



throw\_10.avif



**+24%**  
YEAR ON YEAR

Knit tops are signaling a trend towards preppy styles, offering a fertile ground for experimentation with graphic contrasts such as bold stripes and clean outlines. These designs will draw inspiration from nautical styles to the timeless allure of jazz, combining crisp lines with dynamic patterns. Crew-neck cardigans will dominate the knitwear trend, embodying a classic preppy vibe, while V-neck vests will add a youthful layering option, perfect for effortless, modern styling. Polo collars will still remain a big trend next to timeless classic zip-up sweaters playing between high neck and lapel collar, lending a touch of sophistication and versatility to the collection. Tank tops are announced to be another staple of for the young market, with increasing adoption on Instagram.

# SPRING COLLECTIONS **TOP SHIRTS**

## CORPORATE

### SAFE TREND



sandro\_56.jpg

  
**+28%**  
YEAR ON YEAR

## TECHNIC

### STABLE TREND



Urban Revivo2.png

  
**+17%**  
YEAR ON YEAR

## BLUE COLLAR

### SAFE TREND



Zara.jpg

  
**+1%**  
YEAR ON YEAR

## CROPPED BOXY

### EARLY SIGN



amiparis\_80.webp

  
**+105%**  
YEAR ON YEAR

For Men's SS26 shirts, corporate styles will remain relevant, integrating stripes as a main pattern. These classic shirts will evolve with poly/cotton mix, ensuring they are perfectly suited for the smart city business look. The integration of high-performance materials will provide both comfort and structure, allowing for a modern take on traditional corporate attire. At the same time, the blue-collar aesthetic will make its mark, introducing rugged, workwear-inspired shirt styles. These shirts will feature durable fabrics and utilitarian details, offering a more relaxed yet strong alternative to the polished, corporate options. For the trendiest cohorts, boxy cropped shirts will be on top of the consumer search; starting this year and hitting the market even the next.



# SPRING COLLECTIONS **TOP PANTS**

## TAILORED

### BIG TREND



zara\_117.jpg

  
**+300%**  
YEAR ON YEAR

## WIDE-LEG

### BIG TREND



pull&bear\_129.webp

  
**+304%**  
YEAR ON YEAR

## JOGGER

### SAFE TREND



casablanca\_134.avif

  
**+20%**  
YEAR ON YEAR

## HIGH WAIST

### EARLY SIGN



Amiparis.webp

  
**+70%**  
YEAR ON YEAR

## SPORTY SHORTS

### STABLE TREND



Bode (3).webp

  
**+12%**  
YEAR ON YEAR

For Men's SS26 pants, wide-leg looks and joggers will take center stage as the most relevant silhouettes, emphasizing the growing demand for ease, versatility, and hybridization across various occasions of use. These designs will offer a comfortable yet stylish alternative to more structured trousers, allowing for fluid movement and a relaxed fit. The influence of retro nostalgia will also be evident, with high-waist pants emerging as a key trend for the upcoming spring season. These pants will evoke a sense of vintage charm while incorporating modern elements, creating a balanced look that bridges the past and future. Whether, sporty shorts are becoming more and more part of the range, bridging the active life with more summery options.



# SPRING COLLECTIONS **TOP DENIMS**

## RELAXED STRAIGHT

### SAFE TREND



abercrombie&fitch\_49.avif

  
**+21%**  
YEAR ON YEAR

## BAGGY

### BIG TREND



hm\_38.avif

  
**+207%**  
YEAR ON YEAR

## CARPENTER

### EARLY SIGN



poloralphlauren\_2.avif

  
**+40%**  
YEAR ON YEAR

## FLARED BOOTCUT

### STABLE TREND



zara\_137.jpg

  
**+14%**  
YEAR ON YEAR

For Men's SS26 denim, the ease and relaxed silhouette will take the lead, offering a clear contrast to the edgier, more restrictive skinny styles. This season, the younger cohort, will embrace more street-inspired vibes. Baggy fits will dominate, providing a comfortable, laid-back aesthetic that taps into the growing demand for effortless style. In addition, replacing the cargo, carpenter pants are gaining traction, featuring functional details and rugged construction. Slightly Flared or Bootcut styles are testifying an emerging boho vibe even for men, mirroring womenswear emerging trend.

# DATA SOURCES & ICONS

## TREND GROWTH



### MARKET

YEAR ON YEAR TREND  
GROWTH ON E-COMMERCE



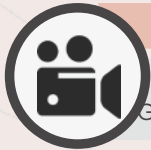
### SOCIAL MEDIA

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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