



MENSWEAR
SPRING 26
UPDATE
KNIT & JERSEY



LIVETREND

SPRING 26 KNITS & JERSEY UPDATE **INTRODUCTION**



@niklinio (4).jpeg



@jjanp_.jpeg



@callummullin (4).jpeg



dunst (4).jpeg



UPDATE

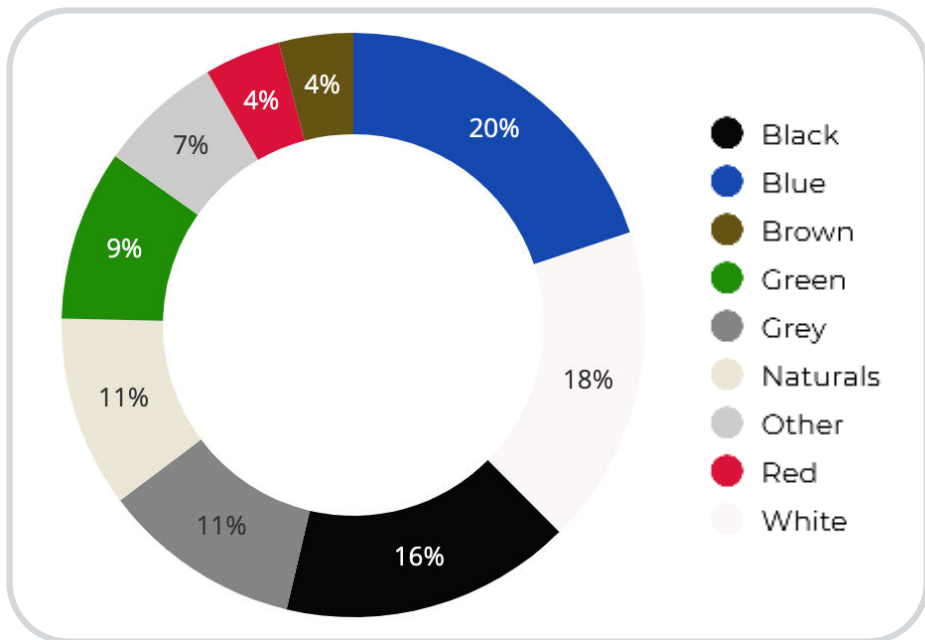
Preppy Coolness. Spring highlights knitwear and jerseys that strike the perfect balance between elegant outfits and cool attitude. Cardigans come in different versions, with polo or crew necks, for a chic and timeless style. For more textures, the fuzzy mohair cardigan is also very popular, adding a slightly grungy touch to the silhouette. Argyle knits are a new must-have, adding a retro preppy touch to men's wardrobes, as do varsity knits. Mottled knits also guide us into early spring, offering combinations of colorful yarns. Looking at jerseys, striped T-shirts remain the season's essentials. We can spot classic horizontal stripes, or mixed stripes, contrasted in a regressive vintage style. While striped polo has been very trendy in recent months, gray mottled polo sweatshirts now have a high visibility in the collections, taking a more understated #Normcore vibe. To deconstruct the silhouette, layered hoodies add a bold touch to the menswear collections, giving new possibilities to basic pieces that has become a must-have over the seasons.

This report is based on Livetrend data crossreferencing Instagram, E-commerce and Consumer Search and analysing the visibility growth on Spring collections from January to February 2025. The percentages show the visibility evolution year on year.

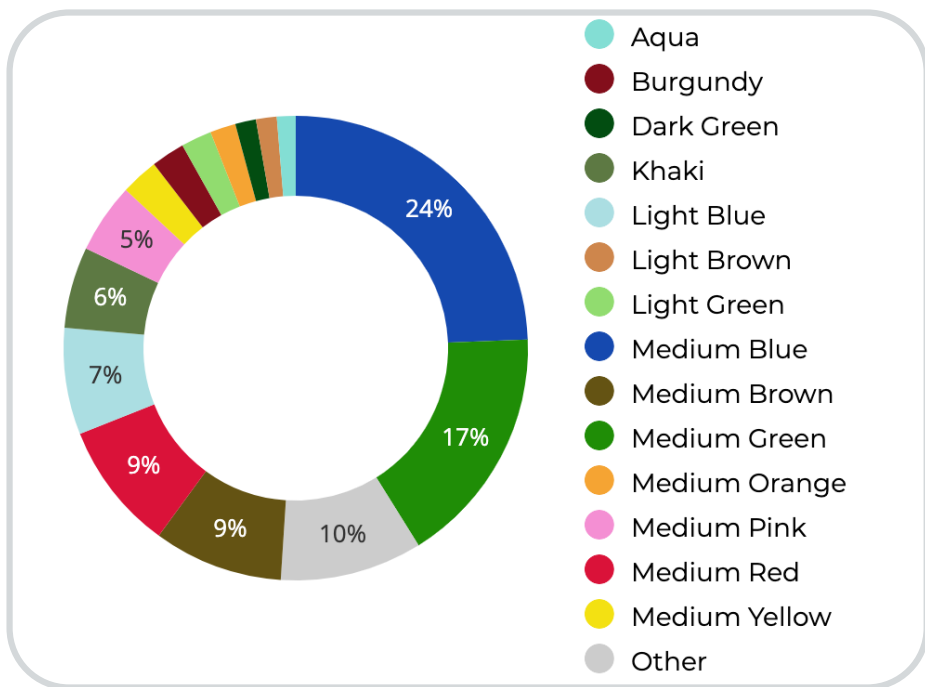
**ACCESS ALL IMAGES
CLICKING HERE**

SPRING 26 KNIT & JERSEY UPDATE **COLORS**

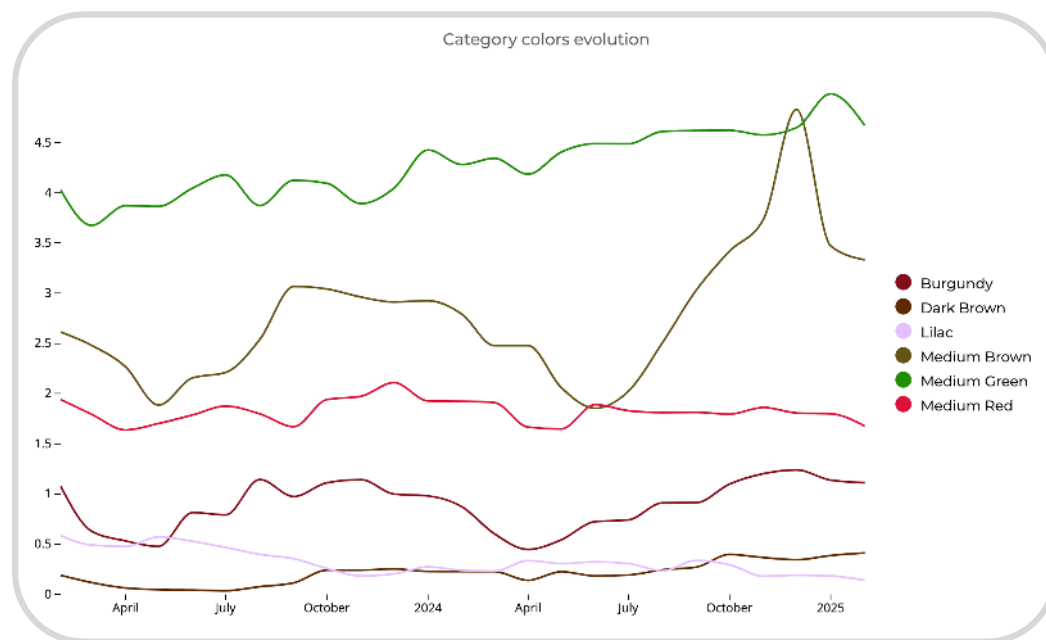
KNITWEAR GLOBAL COLOR ASSORTMENT SPRING 2025



KNITWEAR FASHION COLOR ASSORTMENT SPRING 2025



KNITWEAR COLORS EVOLUTION



Analyzing the color range of knitwear, data shows that classic colors such as black, white, grey and neutral remain prevalent in menswear, representing 56% of the global color assortment in 2025. Greys and neutrals are dominating the scene with their reassuring appeal. **Brown** is the must-have trendy color for spring taking 4% of the knit range and rising by 19%. Furthermore, when we look at the fashion colors, we can notice that **greens** are still very visible for menswear, even rising by 9% while they are drastically decreasing for women, Khaki is slightly declining, as pink and lilac. **Red** is quite visible on the assortment, taking 4% of knits, but maintaining a stable trajectory from the past seasons. **Burgundy** is keeping a rising trend, replacing black as the dark color of the collections.



KNIT & JERSEY UPDATE **TOP YARNS & PATTERNS**



THE HORIZONTAL STRIPES



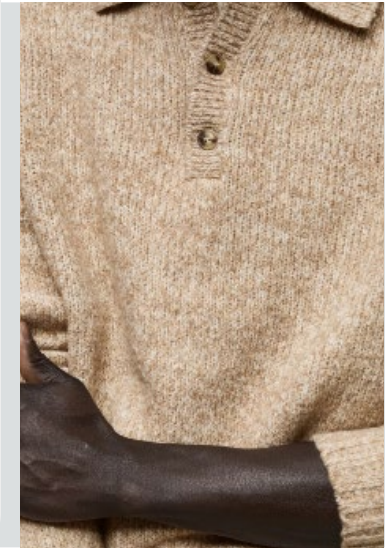
BIG TREND

streetstyle paris

attiresaint



THE MOULINÉ YARN



SAFE TREND

leeyjohn_

mango (25).jpeg



THE ARGYLE



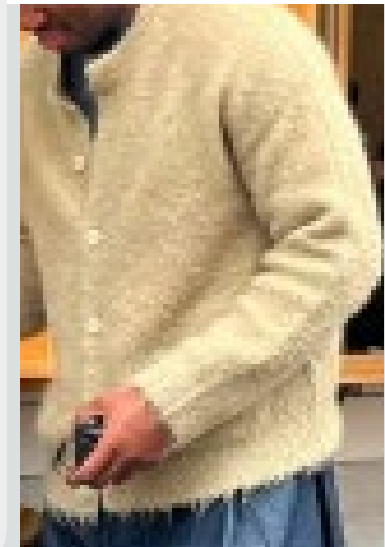
STABLE TREND

maison kitsuné.jpeg

mdutti 3.jpeg



THE FUZZY STYLES



BIG TREND

@ourlegacy 2.jpeg

streetstyle paris



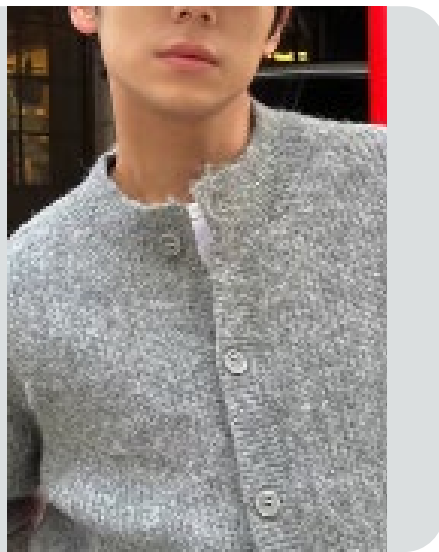
SPRING26 KNIT & JERSEY UPDATE **TOP DETAILS**


54%
OF RANGE



@jjanp_

THE CREW NECK



attiresaint


20%
OF RANGE



@frilivin

THE TURTLE NECK



@mr.passy .jpg


+85%
YOY




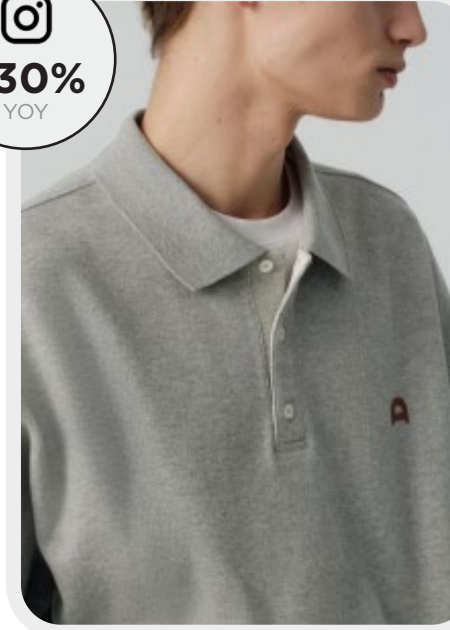
@ami

THE V



bode (3).jpeg


+30%
YOY



dunst (8).jpeg

THE POLO



@mfpen_.jpeg





KEY ITEMS
KNITWEAR



LIVETREND

SPRING 26 KNIT & JERSEY THE CARDIGAN

BIG TREND

POLO STYLE

BIG TREND

CREW NECK

www
+1100%
YOY



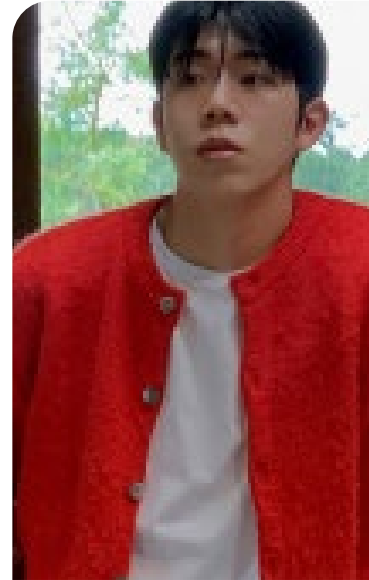
@jjanp_.jpeg



@mfpen_.jpeg



Our legacy (3).jpeg



@jjanp_(3).jpeg



streetsyle paris fw25.jpg



@oiehofo (1).jpg

Instagram
+36%
YOY

Instagram
+40%
YOY



BIG TREND

SPRING 26 KNIT & JERSEY THE FUZZY CARDIGAN

www
+80%
YOY



@ourlegacy 2.jpeg

Instagram
+42%
YOY



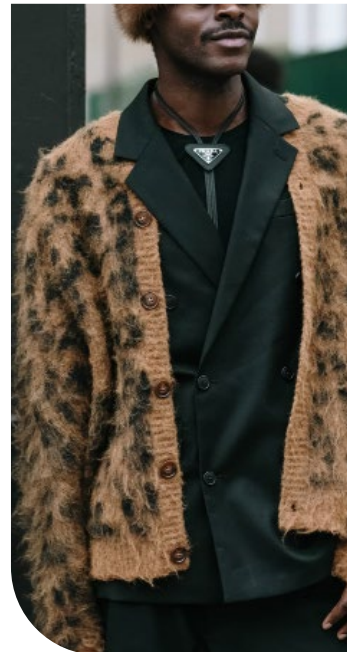
apc (2).jpeg



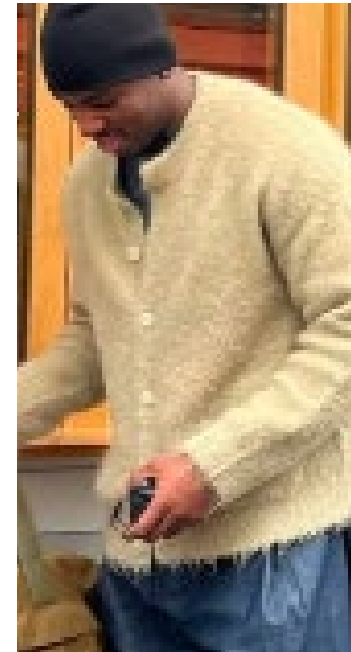
isabel marant (6).jpeg



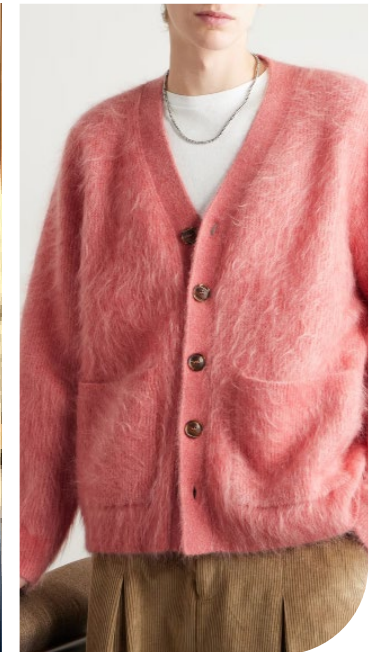
dries van noten.jpeg



streetstyle paris fw25.jpg



@attiresaint (5).jpeg



séfr.jpeg



BIG TREND

SPRING 26 KNIT & JERSEY **SLIM-FIT KNIT**

www
+40%
YOY



streetstyle milano fw25 1.jpg

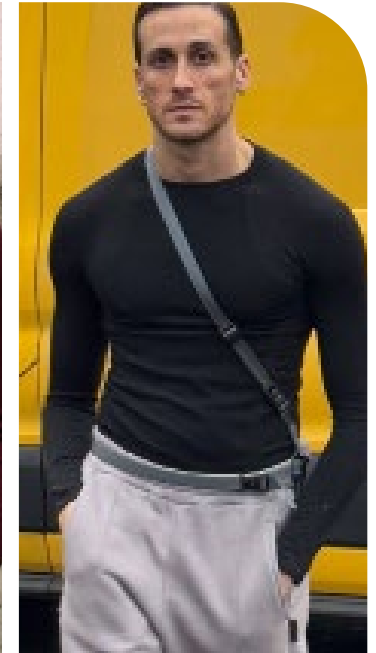
Instagram
+61%
YOY



@marcforne (2).jpeg



streetstylemilanofw25(2).jpg



@francesco_cristiano_1.jpeg



streetstyle milano fw25 2.jpg



@marcforne (1).jpeg



prada (2).jpeg

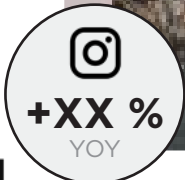


SAFE TREND

SPRING 26 KNIT & JERSEY **MUTED MOULINÉ KNIT**



apc (4).jpeg



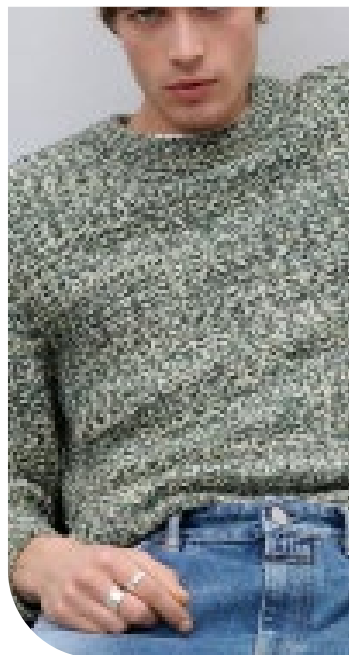
sandro (1).jpeg



ami_1.jpeg



@leeyjohn_ (2).jpeg



@closedofficial (3).jpeg



cos.jpeg



@jjanp_ (2).jpeg

STABLE TREND

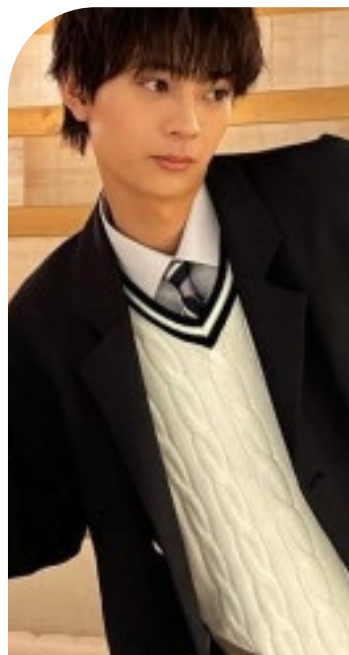
SPRING 26 KNIT & JERSEY **VARSITY KNIT**

www
+90%
YOY



Instagram
+0%
YOY

streetstyle milano fw25_2.jpg



@mensnonnojp.jpeg



@lacoste.jpeg



@stuccigus (4).jpeg



bode (1).jpeg



ami (1).jpeg



@andreafaccia (2).jpeg



STABLE TREND

SPRING 26 KNIT & JERSEY ZIPPED CARDIGAN

www
+50%
YOY



@mytheresa (1).jpeg

Instagram
-19%
YOY



@ourlegacy.jpeg



streetstyle paris fw25_2.jpg



c2h4.jpeg



zara usa (6)_1.jpeg



@qmike.jpeg



@attiresaint.jpeg



SPRING 26 KNIT & JERSEY **THE SLEEVELESS KNIT**

SAFE TREND

SLEEVELESS CARDIGAN

SAFE TREND

SLEEVELESS VEST

www
+50%
YOY



Instagram
+5%
YOY

@about__blank (6).jpeg



bode.jpeg



@bananarepublic (5).jpeg



nanamica.jpeg



zara usa (5).jpeg



dunst (9).jpeg



SPRING 26 KNIT & JERSEY **THE KNIT POLO**

SAFE TREND

BUTTONED COLLAR

SAFE TREND

V NECKLINE

www
+50%
YOY



@intheoffing (3).jpeg



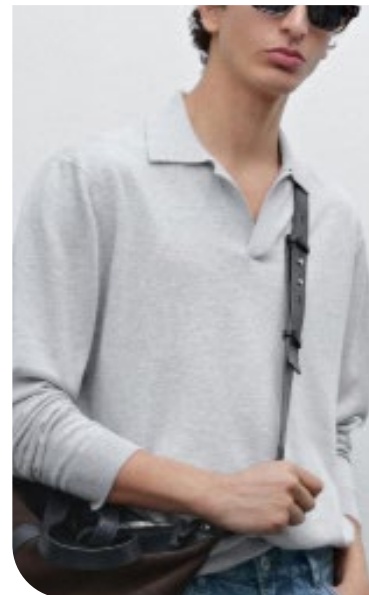
mango (25).jpeg



Officine générale (2).jpeg



ami.jpeg



mdutti (2).jpeg



auralee (3).jpeg

IG
+16%
YOY



STABLE TREND

SPRING 26 KNIT & JERSEY **PREPPY ARGYLE**

www
+50%
YOY



@niklinio (4).jpeg

Instagram
+37%
YOY



@callummullin (1).jpeg



@stuccigus (3).jpeg



@attiresaint (2).jpeg



mduitti 3.jpeg



streetstyle paris fw25_1.jpg




maison kitsuné.jpeg



EARLY SIGN

SPRING 26 KNIT & JERSEY **THE OPENWORK KNIT**


+30%
YOY



@sandroparis.jpeg



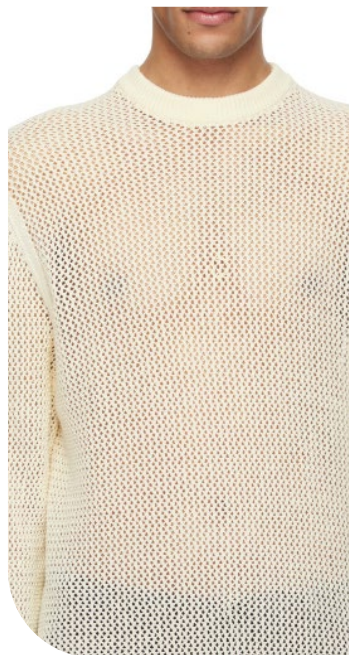
bode (1).jpeg



stone island (2).jpeg



isabel marant (1).jpeg



vowels.jpeg



jil sander.jpeg



bode (4).jpeg





KEY ITEMS

JERSEY



LIVETREND

BIG TREND

SPRING 26 TOPWEAR THE RETRO STRIPE

www
+60%
YOY

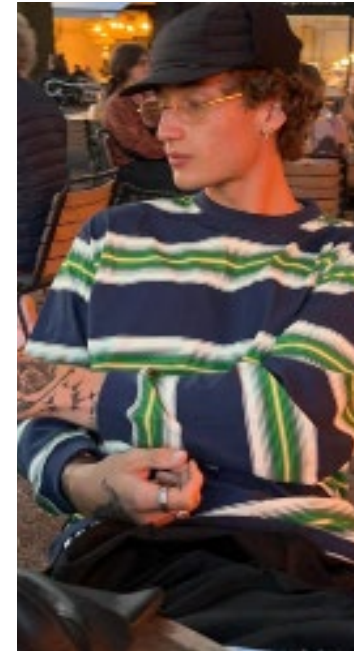


fursac (3).jpeg

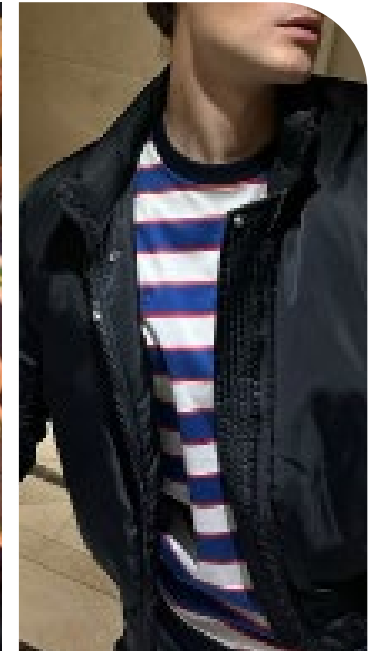
ig
+7%
YOY



streetstyle milano fw25.jpg



@giafratte (3).jpeg



@tetervinas.jpeg



@@yesdragon_ (8).jpeg



dunst (7).jpeg



jcrew.jpg



BIG TREND

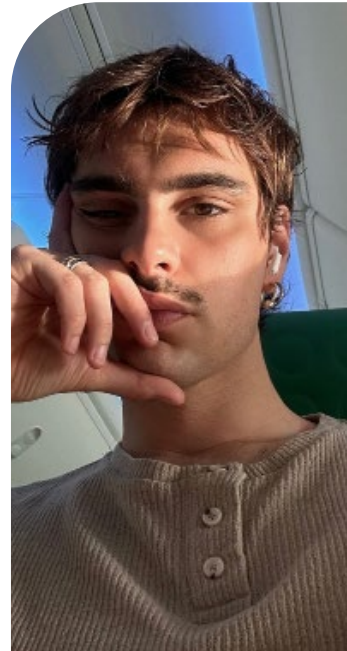
SPRING 26 TOPWEAR THE HENLEY

www
+80%
YOY



@francesco_cristiano.jpeg

Instagram
+25%
YOY



@jonathanhayden (2)_1.jpeg



@imdanielsimmons.jpeg



@backswimmor.jpeg



after pray_1.jpeg



@jjanp_ (2)_1.jpeg




imdanielsimmons (1).jpeg



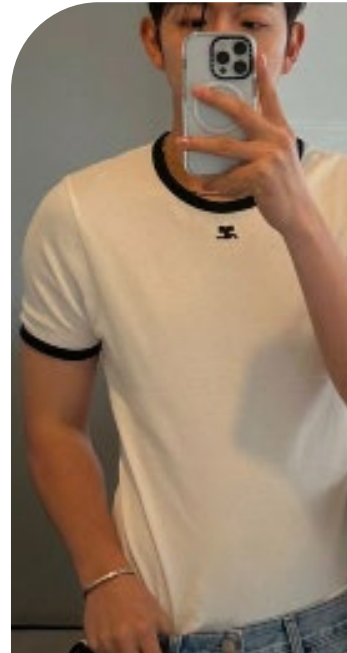
SAFE TREND

SPRING 26 TOPWEAR THE RINGER TEE


+25%
YOY



fursac (2).jpeg



@jjanp_ (1).jpeg



@jandrotapiolas.jpeg



@jonathanhayden (1).jpeg



sandro (5).jpeg



@oiehofo (2).jpeg



@leeyjohn_ (6).jpeg



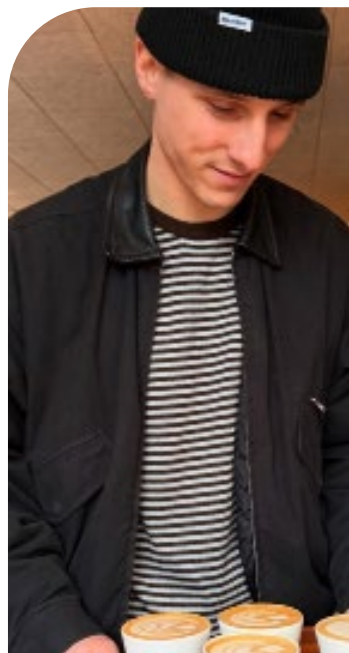
SAFE TREND

SPRING 26 TOPWEAR THE BASIC STRIPED TEE

www
+50%
YOY



@leeyjohn_ (7).jpeg



@intheoffing (1).jpeg



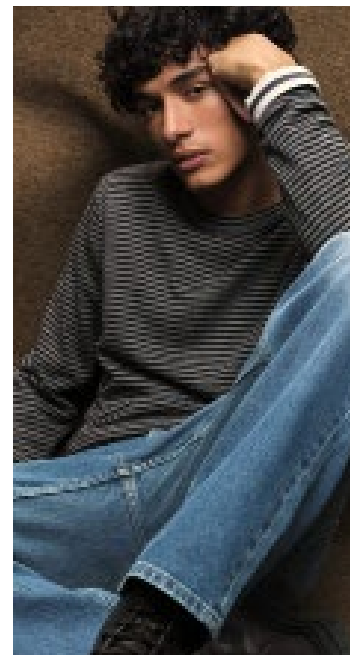
@giafratte (2).jpeg



@jonathanhayden (2).jpeg



@juliusgod (2).jpeg



@bananarepublic (4).jpeg




@incu_clothing (7).jpeg



SAFE TREND

SPRING 26 TOPWEAR THE CHINÉ SWEATSHIRT


+9%
YOY



@callummullin (4).jpeg



dunst (8).jpeg



carhartt.png



mango.jpeg



mango (16).jpeg



uniform.jpeg




project x (2).jpeg



EDGY TREND

SPRING 26 TOPWEAR HOODIE LAYERING


+50%
YOY



@acnestudios.jpeg



amiri (2)_1.jpeg



pdf.jpeg



acronym.jpeg



acoldwall.jpeg



givenchy (1).jpeg



rick owens.jpeg



LAST CALL

SPRING 26 TOPWEAR **SAVAGE COUNTRY**

www
+200%
YOY

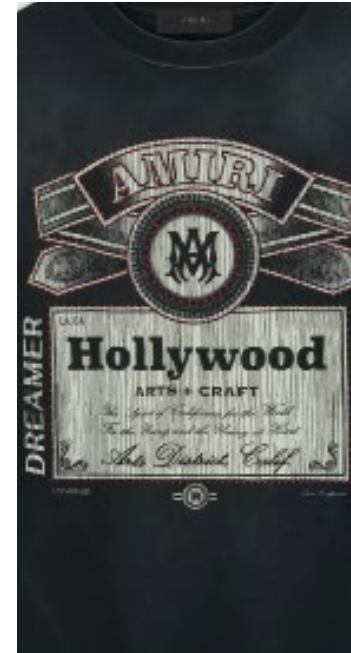


after pray.jpeg

Instagram
+5%
YOY



isabel marant 2.jpeg



amiri (2).jpeg



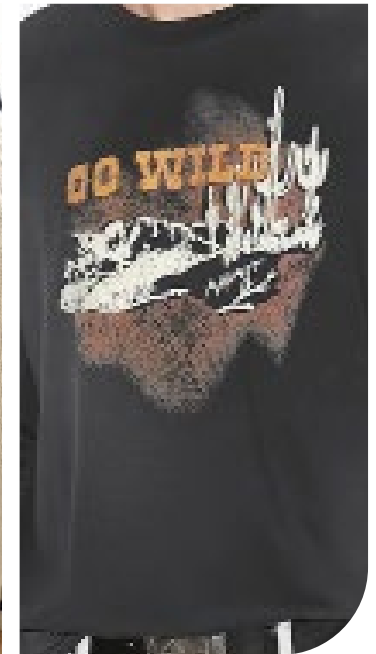
isabel marant (2).jpeg



zara usa (6).jpeg



@afterpray_official.jpeg



isabel marant.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 COMMERCIAL POTENTIAL



TEST

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



LIVETREND

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