



**MENSWEAR**  
**SPRING 26**  
**RETAIL RADAR**  
**COLLECTION**  
**THEMES**



LIVETREND

# SPRING COLLECTIONS INTRODUCTION



@zaraman\_25.jpg



Zara (3).jpg



Amiri- (2).jpg



UPDATE

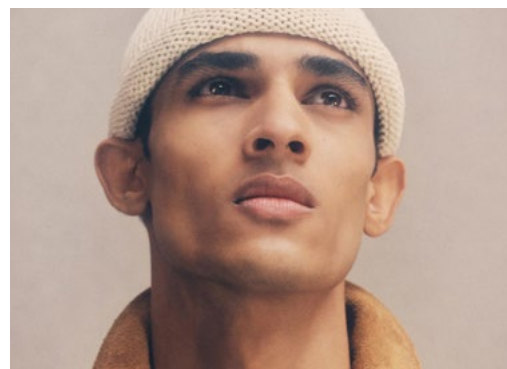
**Reinterpreting Heritage.** The Spring menswear collection unfolds through a series of narratives that merge heritage with contemporary expression. By the Lake captures effortless refinement and leisurely escapes, reimagining nautical details through the serene lens of lakeside elegance. The energy shifts with Old Sport, where the golden age of jazz and '70s Vegas nightlife inspire patterned bowling shirts, acetate suits, and quirky retro accents. Game-On channels vintage campus culture, blending baseball influences and playful athletic details that embody a cool, collegiate spirit. For the modern professional, Big City Business redefines versatility, integrating refined techno-wear and smart casual essentials that balance sophistication with practicality. Meanwhile, Soft Urban embraces contemporary streetwear codes for a younger audience, introducing baggy silhouettes and relaxed proportions that exude effortless cool. Finally, Western Heritage reinterprets American pride with a refined take on ranch aesthetics, bringing worn textures, heritage denim, and cowboy influences into a contemporary frame. Together, these themes shape a season where nostalgia meets innovation, and self-expression leads the way.

*This report is based on Livetrend data extracted from e-commerce on the European market from 01/01/25 to 28/02/25, 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 **BY THE LAKE**



## **ITALIAN VILLA - WEEKEND GETAWAY - REFINED VACATION - LIGHT TEXTURES - NAUTICAL INSPIRATION**


By the Lake embraces the refined ease of a slow-paced spring retreat, where sophistication meets effortless relaxation. Rooted in understated luxury, this trend highlights refined silhouettes that exude a quiet confidence, from flowing duster trenches to luxurious knitwear. Marine stripes add a touch of nautical charm, reinterpreted with a sense of wealthy allure that feels polished yet unforced. The palette remains timeless and airy, enhancing the leisurely elegance of a spring getaway. Balancing structure and ease, By the Lake captures the art of dressing with sophistication while embracing the tranquility of the season.



# BY THE LAKE **KEY LOOKS & ELEMENTS**



canali\_3.jpeg

  
HALF  
ZIP-UP  
**+17%**



zara\_88.jpg

  
MARINE  
STRIPES  
**+12%**



amiparis\_119.webp

  
STRAIGHT LEG  
JEAN  
**+21%**



zara\_62.jpg

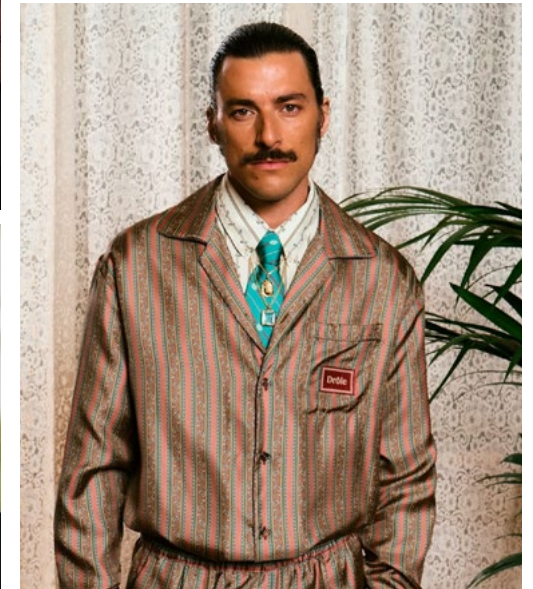
  
OPENWORK POLO  
**+21%**



hm\_79.avif



# SPRING COLLECTIONS **OLD SPORT**



## **VINTAGE AMERICA - LAS VEGAS - 70S CODED - JAZZ ALLURE - WHISKEY AND CIGAR**

Old Sport captures and retrieves the smooth, jazzy allure of 1970s Las Vegas, where late-night lounges and smoky cocktail bars set the scene. High-waisted trousers and patterned bowling shirts create a relaxed yet captivating aesthetic, effortlessly blending nostalgia with contemporary accents. Acetate suits catch the glow of neon signs, while bicolor loafers add a playful, offbeat touch. With a rhythm as cool as a saxophone solo, this trend revives the golden era's laid-back glamour—where style is as effortless as a slow dance under dim lights.



# OLD SPORT KEY LOOKS & ELEMENTS



Willy Chavarria.webp

  
HIGH WAIST PANTS  
**+70%**



Bode.webp

  
NYLON BOMBER  
**+38%**



droledemonieur\_8.webp

  
NECKERCHIEF  
**+354%**

  
TRACK PANTS  
**+20%**



Bershka.jpg

  
TAILORED PANTS  
**+300%**



droledemonieur\_6.webp



# SPRING COLLECTIONS **BIG CITY BUSINESS**



## **POST-OFFICE DELUXE - NU-FUNCTIONALITY - SMART CITIES - LIMITLESS - TAILORED TECH-WEAR**

Big City Business redefines the modern man's wardrobe, blending casual business versatility with a refined, functional edge. Designed for the fast-paced rhythm of smart cities, this trend embraces nu-functionality, where tailoring meets performance wear. The tailored trousers offer effortless sophistication, while techno-wear elements—lightweight, breathable fabrics and weather-adaptive layers—ensure comfort in motion. Balancing sharpness with ease, this wardrobe reflects a man constantly on the move, navigating the urban landscape with limitless adaptability and a laid-back confidence.



# BIG CITY BUSINESS **KEY LOOKS & ELEMENTS**



  
RAIN COAT  
**+41%**

mango\_19.avif




  
MAXI TOTE  
**+76%**

Dunst (3).jpg



  
NYLON VEST  
**+99%**



  
DUSTER COAT  
**+176%**

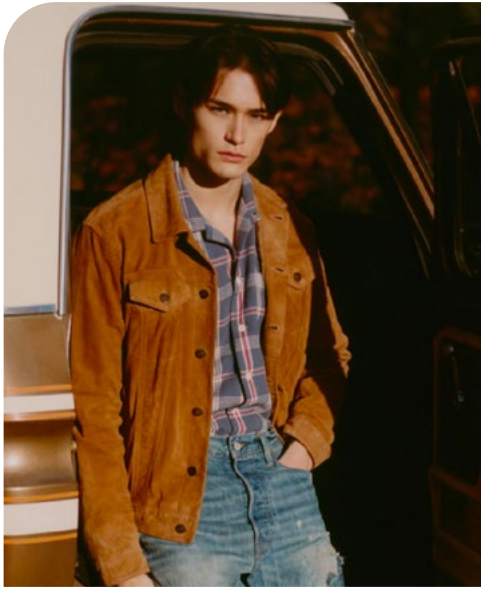
hm\_88.avif



Dunst (4).jpg



# SPRING COLLECTIONS **WESTERN HERITAGE**



## **CANYON EARTH - RANCH TONES - BLUE COLLAR ATTIRE - AMERICAN DENIM - BACK TO THE ROOTS**

Western Heritage brings a modern take on classic Americana, embracing the raw beauty of canyon earth tones and the timeless appeal of cowboy-inspired silhouettes. Carpenter and flared denim set the foundation, merging rugged workwear with effortless style, while denim utility jackets add a practical yet statement touch. The rodeo scarf nods to old-school Western charm, completing the look with a hint of nostalgia. Rooted in ranch culture and country pride, this trend celebrates heritage through a contemporary lens, making the cowboy spirit feel renewed, wearable, and freshly cool.



# WESTERN HERITAGE **KEY LOOKS & ELEMENTS**



rri\_2.avif

  
RODEO SCARF  
**+26%**




Sand Sound (2).png

  
FLARE DENIM  
**+14%**



@mrporter\_8.jpg

  
CARPENTER DENIM  
**+40%**



Anderson Bell (2).jpg

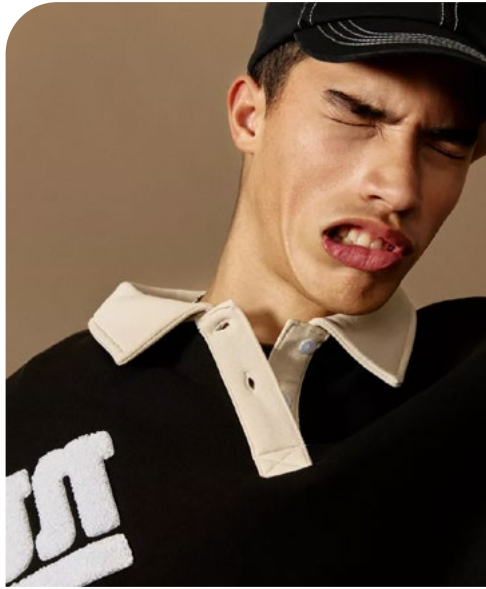
  
SUEDE JACKET  
**+38%**



Dnsr3.png



# SPRING COLLECTIONS **GAME-ON**



## **COLLEGE TEAM - RETRO SPORTSWEAR - PREPPY ATHLETIC - QUIRKY CHAMPION**

Game-On revives the cool, carefree spirit of retro college life, where fraternity pride meets effortlessly laid-back style. Baseball-inspired striped polos and varsity sweaters take center stage, blending vintage Americana with a modern edge. Quirky activewear - as relaxed half-zip jumpers and terry shorts - adds a playful twist, while preppy graphics and playful layering add a fresh, youthful edge. It's the ultimate fusion of old-school campus energy and contemporary cool, made for those who embrace both tradition and individuality.



# GAME-ON **KEY LOOKS & ELEMENTS**



hm\_200.avif

  
SPORTY SHORTS  
**+12%**



Bode (2).webp

  
JOGGERS  
**+20%**

  
POLO SWEATER  
**+160%**



@droledemonsieur\_10.jpg

  
RAIN POP OVER  
**+800%**



pull&Bear\_1.webp

  
CORPORATE SHIRT  
**+28%**

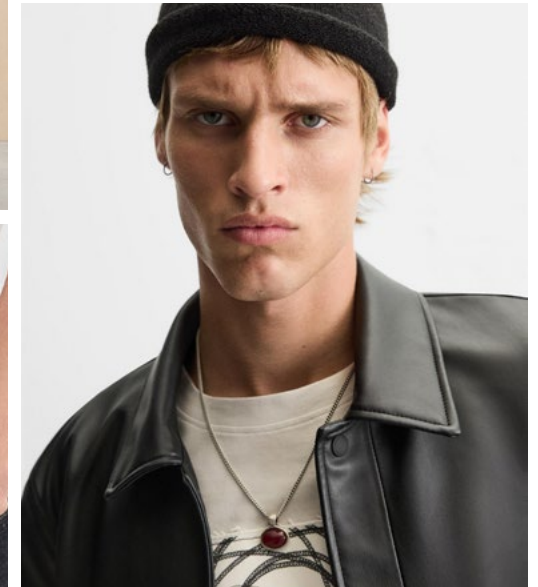
  
VARSITY JUMPER  
**+20%**



0221159625115-a3o.jpg



# SPRING COLLECTIONS **SOFT URBAN**



## **STREET ROMANTIC - SOFT ACADEMIA - SLOWCORE - CHILL GUY - FOREVER YOUNG**

Soft Urban taps into a new kind of streetwear, which is gentle and romantic while still maintaining a rebellious allure. It blends the attitude of underground culture with a softer, more relaxed edge. Wide-leg denim brings back that 90s nostalgic, oversized silhouette, paired with graphic tees, academic stripes and multiple layers. Leather jackets and fitted tank tops channel that anti-hero energy, mixing toughness with an easygoing feel. The trend speaks to the young, fearless, and unapologetic man, who makes the city an unhinged playground.



# SOFT URBAN **KEY LOOKS & ELEMENTS**



WIDE-LEG DENIM  
**+207%**

@mrporter\_4.jpg



PINK  
**+30%**

Pull&bear.webp



TANK TOP  
**+24%**

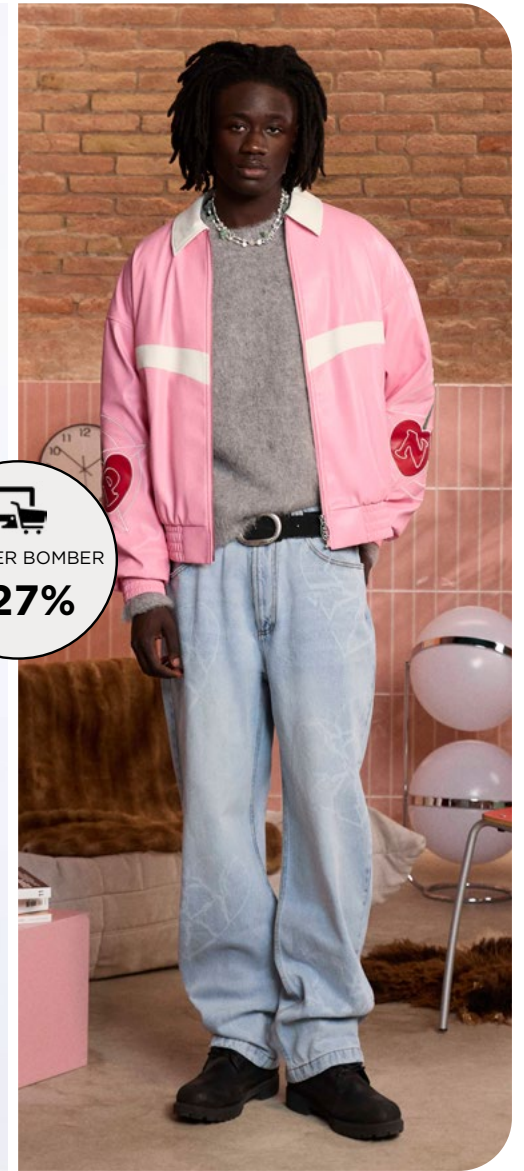
STRIPES  
**+18%**

zara\_204.jpg



LEATHER BOMBER  
**+27%**

Pull&Bear (4).webp



NUDEPROJECT (2).jpg



# DATA SOURCES & ICONS

## TREND GROWTH



### MARKET

YEAR ON YEAR TREND  
GROWTH ON E-COMMERCE



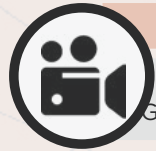
### SOCIAL MEDIA

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

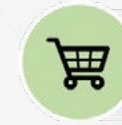
### STABLE TREND

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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