



**MENSWEAR**  
**SS26 UPDATE**  
**SMALL**  
**ACCESSORIES**



LIVETREND

# SPRING 26 SMALL ACCESSORIES UPDATE **INTRODUCTION**



@pompeibrand (6).jpeg



@fursac (1).jpeg



@alexsezdemora.jpeg



@whyme (3).jpeg



## UPDATE

**A cool & bold springtime.** For spring 2026, soft accessories are split between classic headwear, timeless neck accessories and edgy waist accessories. Indeed, cool baseball caps collide with bold flat caps. The French touch is also reflected in gavroche-style caps, very popular this season. Some fashionable and less conventional accessories stand out from the crowd, bringing a touch of playfulness to men's wardrobes. Headscarves, worn grandma-style, offer a unique way to embrace this trend, while cowboy hats reinforce the growing Farmer aesthetic. When it comes to neck accessories: neckerchiefs remain spring's must-have. Ties are also a stable trend for the young cohorts: plain and thin, in a corporate style, or striped, for a preppy college vibe. This spring, the waist is also embellished with cool and edgy accessories. Belts are adorned with metallic charms and chains, embracing a rebellious grunge-inspired style. Americana-style belts with oversized metal buckles are another standout, gaining traction both in designer collections and trending on Instagram. They will be still interesting pieces for late adopters.

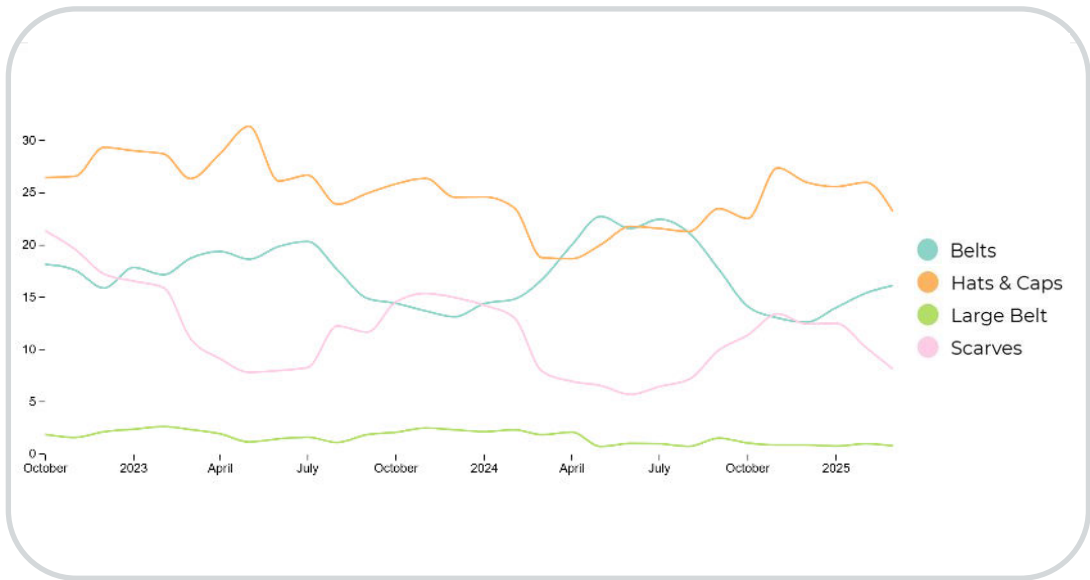
*This report is based on Livetrend data extracted from Instagram & e-commerce from september to january, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.*

**ACCESS ALL IMAGES  
CLICKING HERE**

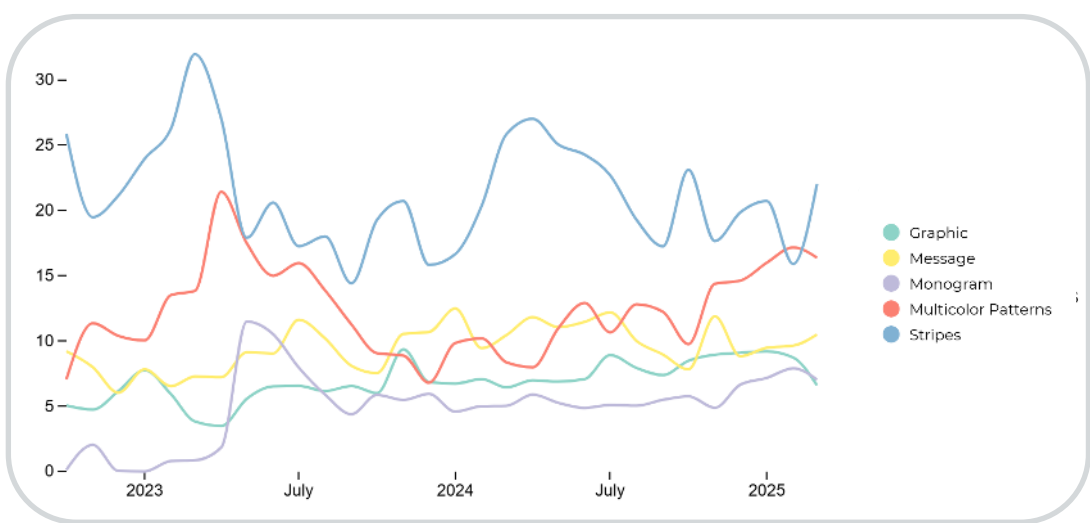


# SPRING 26 SMALL ACCESSORIES UPDATE **KEY DATA**

## SMALL ACCESSORIES EVOLUTION



## SMALL ACCESSORIES TOP PATTERNS



The most popular soft accessories remain belts, scarves and headwear. This sub-category includes baseball caps, a springtime icon, as well as flat caps and sailor beanies, which have become an essential accessory for men. A more edgy item, the cowboy hat, can also be seen, especially in streetstyles. Chic silk scarves with mini-geometric patterns bring a touch of sophistication to men's looks, which are enhanced by a touch of casual elegance. Neckerchiefs are also increasing in popularity, and will be the refined accessory of the season. We're also seeing a growth for ties in menswear, ranging from corporate chic style to striped pattern design for a retro college trendy vibe.

# SS26 SMALL ACCESSORIES UPDATE **SPOTLIGHT**



MANIFEST

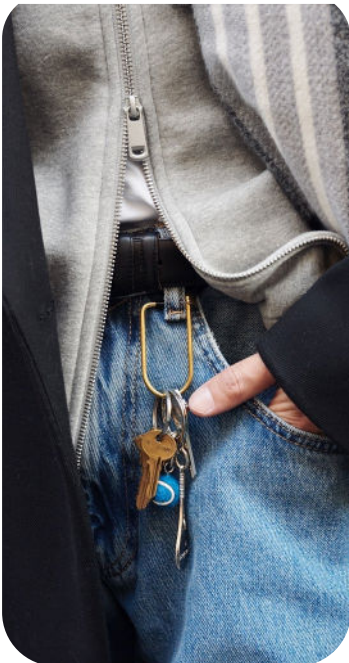


INVEST



TEST

## BELT CHARMS



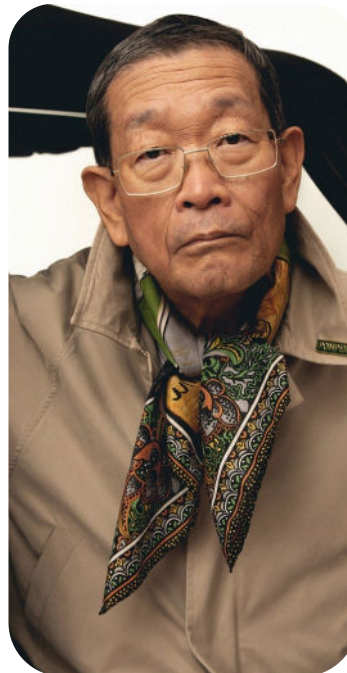
@leeyjohn\_ (4)\_1.jpeg

## SAILOR BEANIE



pull&bear.jpeg

## NECKERCHIEF



@pompeiibrand (4)\_1.jpeg

## FLAT CAP



streetstyle paris fw25\_5.jpg

## AMERICANA BELT



@kzo\_o33\_1.jpeg

***This Trend Spotlight proposes the must-have products of the season to build the right assortment.***

This selection is made to ensure that you have the right collection staples, invest in the right core pieces and test the right trendy items within your product range.

Find the full list of seasonal core items on the next slides.





## KEY ITEMS **HEADWEAR**



LIVETREND



BIG TREND

# SPRING26 HEADWEAR THE MONOGRAM CAP

www  
+50%  
YOY

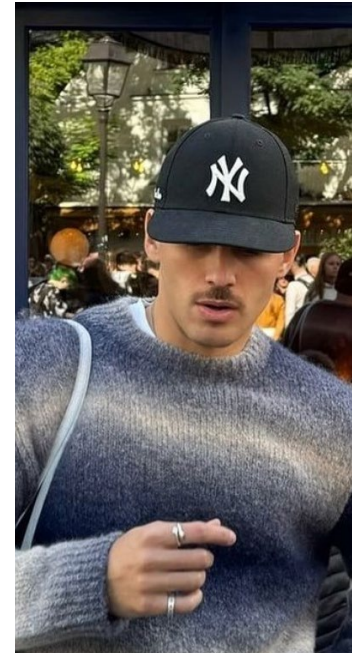


+22%  
YOY

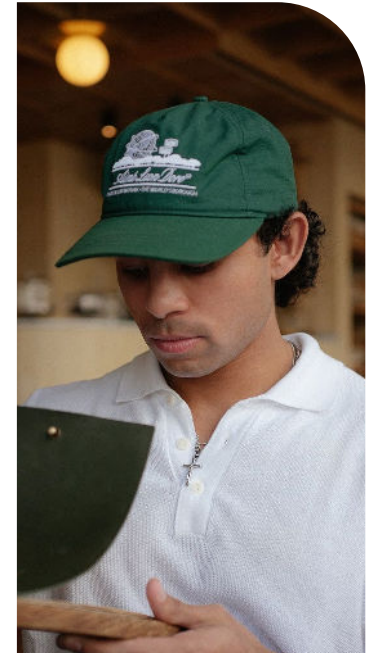
Pitti Uomo fw25.jpg



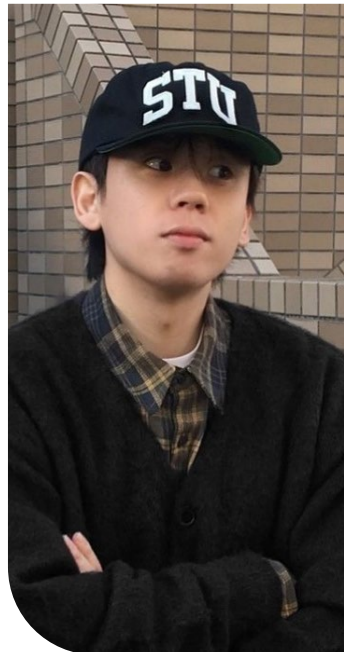
@attiresaint (12).jpeg



@attiresaint (23).jpeg



@ethan\_kieffer (1).jpeg



@attiresaint (24).jpeg



streetstyle paris fw25\_2.jpg



@paulbinam (14).jpeg



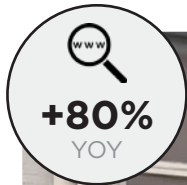
# SPRING26 HEADWEAR **THE BASEBALL CAP**

**BIG TREND**

**SUMMER BICOLOR CAP**

**STABLE TREND**

**ALL-OVER PATTERNED**



@attiresaint (27).jpeg



@attiresaint (25).jpeg



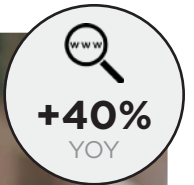
@attiresaint (11).jpeg



@attiresaint (28).jpeg



@shion0228aoki (4).jpeg



Pitti Uomo fw25\_1.jpg



EDGY TREND

# SPRING 26 SOFT ACCESSORIES **THE HEADSCARF**

www  
+100%  
YOY

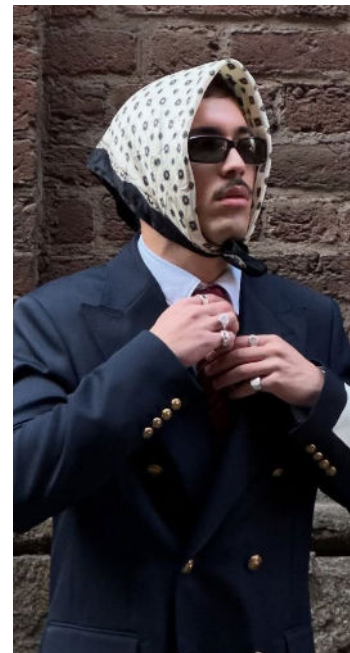


ig  
+42%  
YOY

@ryo\_ta (2).jpeg



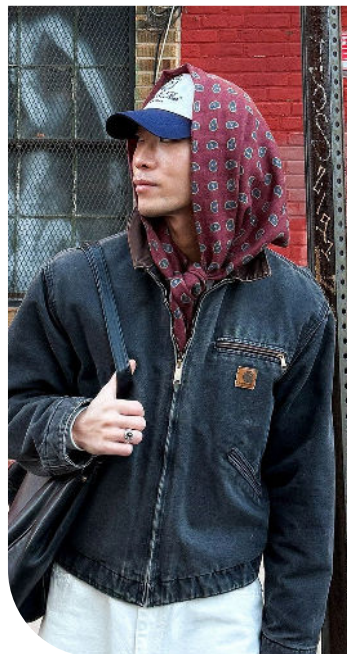
streetstyle paris fw25 (2).jpg



@\_duarte2 (2).jpeg



streetstyle milano fw25\_2.jpg



@leeyjohn\_ (9).jpeg



streetstyle milano fw25.jpg



streetstyle paris fw25\_1.jpg



# SPRING26 HEADWEAR **THE MARITIME ALLURE**

## STABLE TREND

## FISHERMAN HAT

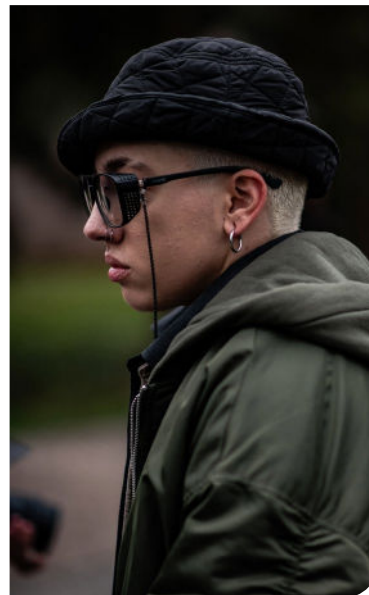
WWW  
+60%  
YOY



@afterpray\_official (9).jpeg



streetstyle paris fw25.jpg



streetstyle milano fw25.jpg

## STABLE TREND

## SAILOR BEANIE

WWW  
+40%  
YOY



Pitti Uomo fw25 (3).jpg



Pitti Uomo fw25 (1)\_1.jpg



streetstyle milano fw25 (2).jpg



STABLE TREND

## SPRING26 HEADWEAR **THE POINTED BEANIE**

www  
**+50%**  
YOY



Pitti Uomo fw25 1.jpg

**+26%**  
YOY



Pitti Uomo fw25\_4.jpg



@zaraman.jpeg



@attiresaint (7).jpeg



streetstyle paris fw25\_3.jpg



streetstyleparisfw25(2)\_1.jpg



streetstyle paris fw25 (1).jpg



EDGY TREND

# SPRING26 HEADWEAR **THE FEDORA**

WWW  
**+60%**  
YOY



Pitti Uomo fw25 (5).jpg

IG  
**+1%**  
YOY



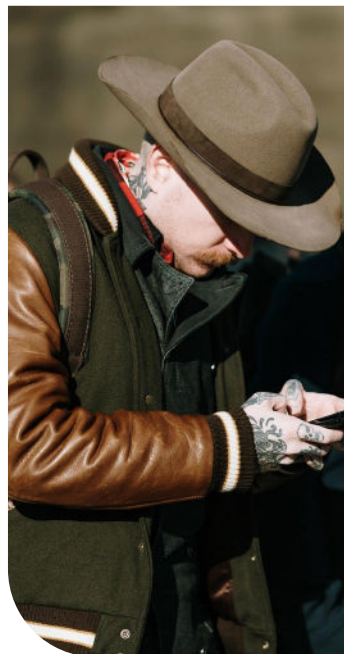
Pitti Uomo fw25 (6).jpg



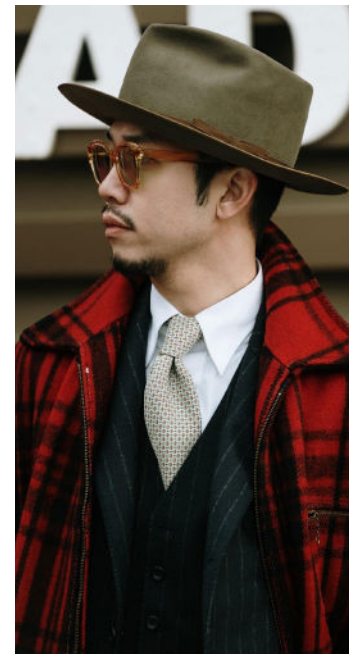
Pitti Uomo fw25 (12).jpg



Pitti Uomo fw25 (15).jpg



Pitti Uomo fw25 (9).jpg



Pitti Uomo fw25 (14).jpg



Pitti Uomo fw25 (4)\_1.jpg

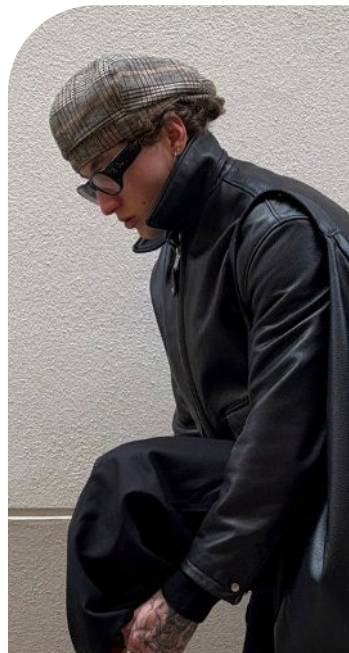
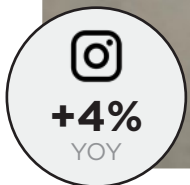


STABLE TREND

## SPRING26 HEADWEAR **THE FLAT CAP**



@stuccigus (8).jpeg



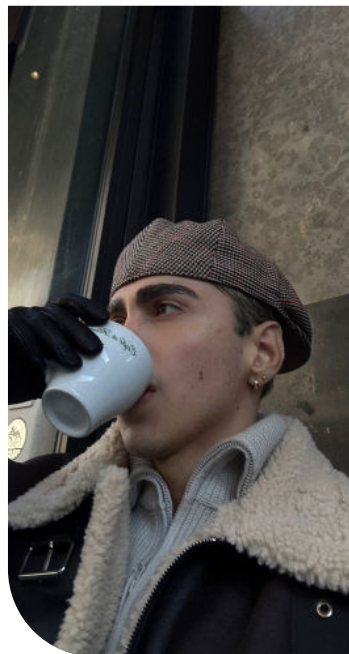
@giafratte (4).jpeg



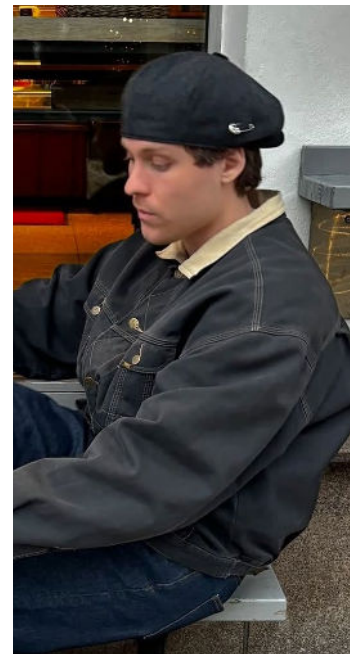
@\_duarte2.jpeg



Pitti Uomo fw25\_2.jpg



@markdeleonn.jpeg



@sry (3).jpeg



streetstylemilanofw25(3).jpg



EDGY TREND

## SPRING26 HEADWEAR **THE GATSBY CAP**

WWW  
+150%  
YOY

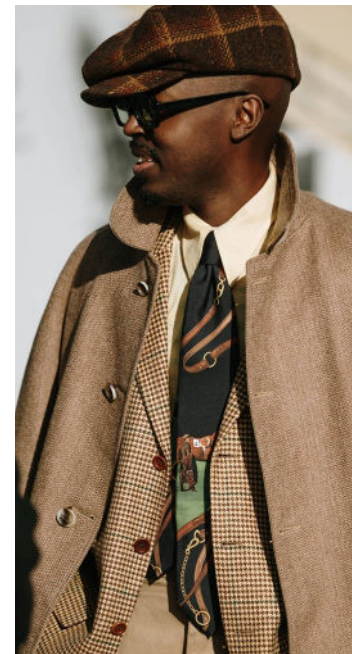


IG  
+5%  
YOY

@jacobrott.jpeg



@stuccigus (4).jpeg



Pitti Uomo fw25\_3.jpg



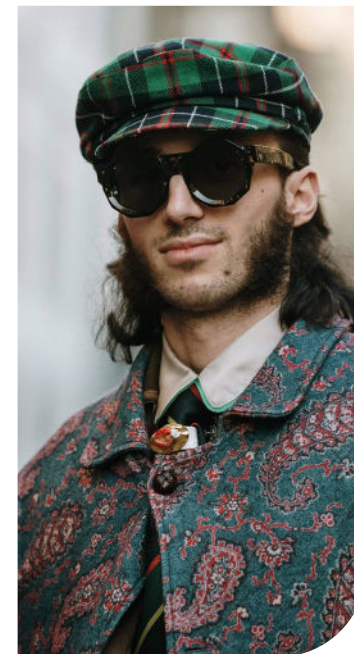
Milano-m-str-F25-1430.jpg



Pitti Uomo fw25 (4).jpg



Pitti Uomo fw25 (2)\_1.jpg



streetstyle milano fw25\_1.jpg



LAST CALL

## SPRING26 HEADWEAR **THE COWBOY HAT**

WWW  
+450%  
YOY



IG  
+265%  
YOY

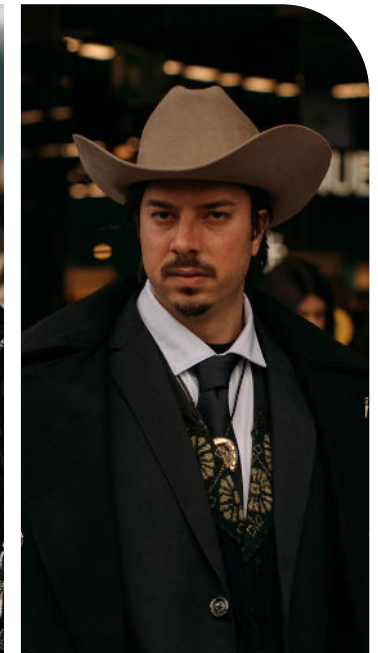
@afterpray\_official (12).jpeg



streetstyle paris fw25 (3).jpg



Pitti Uomo fw25 (1)\_2.jpg



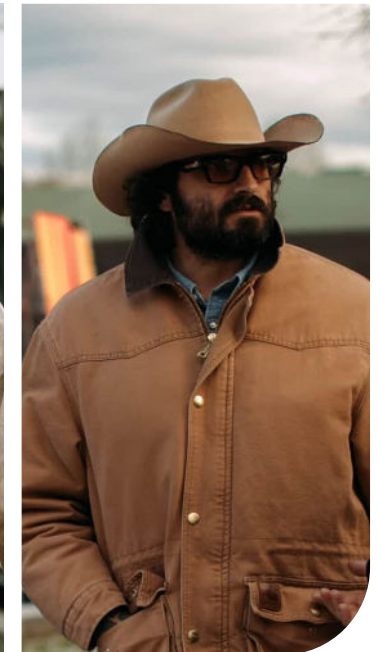
Pitti Uomo fw25 (3)\_1.jpg



Pitti Uomo fw25 (5)\_1.jpg



streetstyleparisfw25(1)\_1.jpg



Pitti Uomo fw25 (4)\_2.jpg





## KEY ITEMS **NECKWEAR**



LIVETREND



BIG TREND

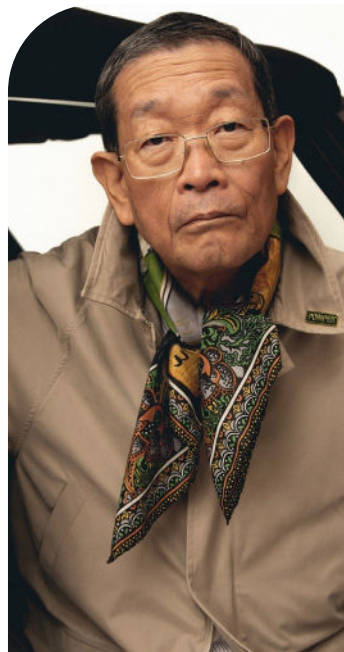
# SPRING26 SOFT ACCESSORIES **THE NECKERCHIEF**

www  
**+60%**  
YOY

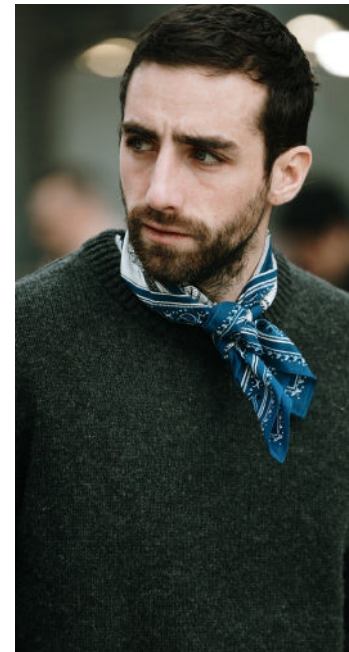


ig  
**+27%**  
YOY

@afterpray\_official (10).jpeg



@pompeiibrand (4).jpeg



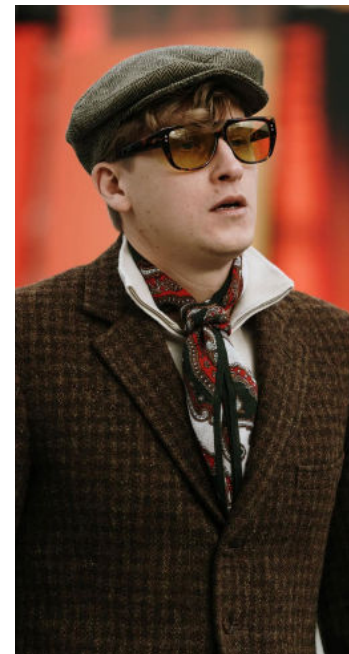
Pitti Uomo fw25 (2)\_2.jpg



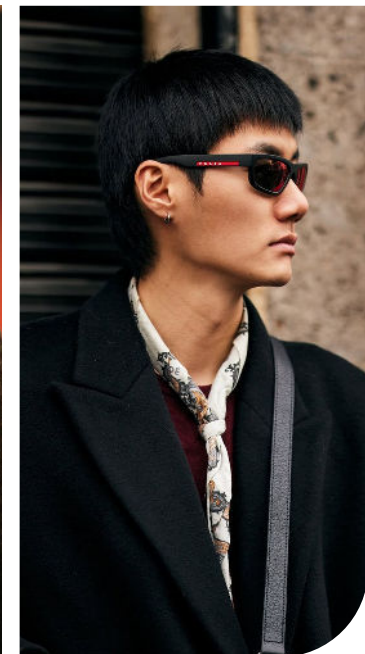
@alexsezdemora.jpeg



@dennishabla (1).jpeg



Pitti Uomo fw25\_6.jpg



streetsyle milano fw25.jpg



SAFE TREND

## SPRING26 SOFT ACCESSORIES **THE BLACK SLIM TIE**



@zakmaoui.jpeg



@\_hello\_sunflower (1).jpeg



@jellyallan (2).jpeg



@\_duarte2.jpeg



@jaimetoutcheztoi.jpeg



streetstylemilanofw25\_3.jpg

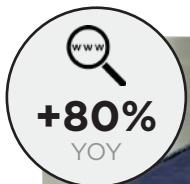


Milano-m-str-F25-1368.jpg



SAFE TREND

## SPRING 26 SOFT ACCESSORIES **THE STRIPED TIE**



@\_duarte2 (1).jpeg



@fursac (1).jpeg



mango usa (3).jpeg



@acne studios.jpeg



Pitti Uomo fw25\_5.jpg



@niklinio.jpeg

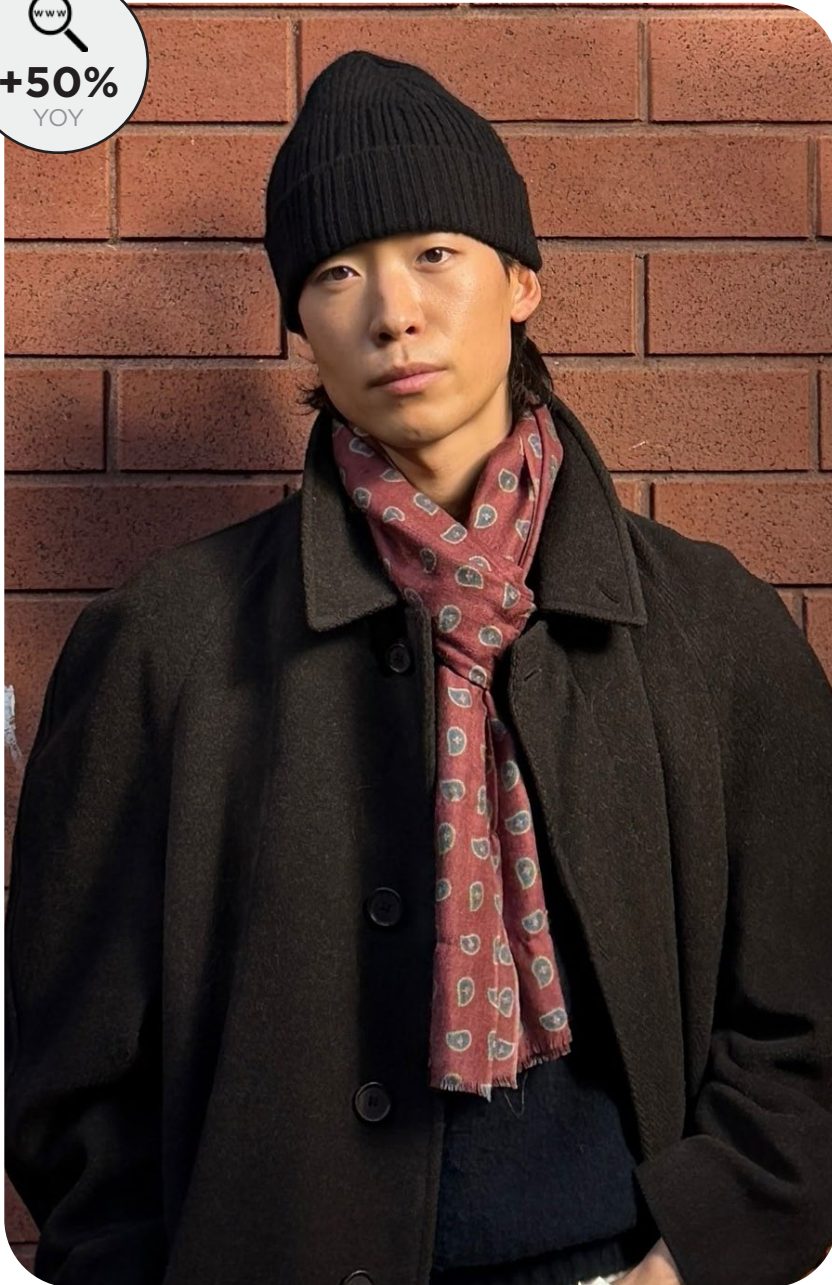


@mrporter.jpeg



SAFE TREND

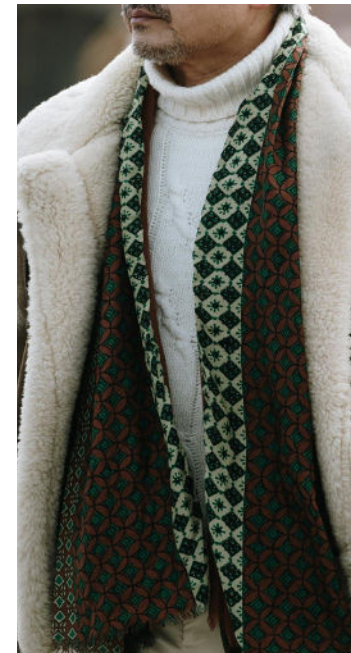
# SPRING26 SOFT ACCESSORIES **THE SILK SCARF**



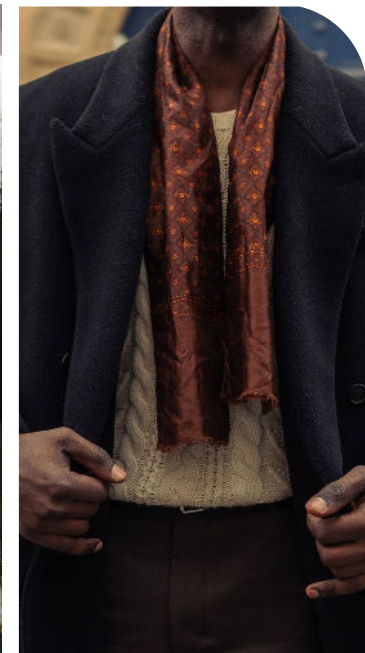
@leeyjohn\_ (13).jpeg



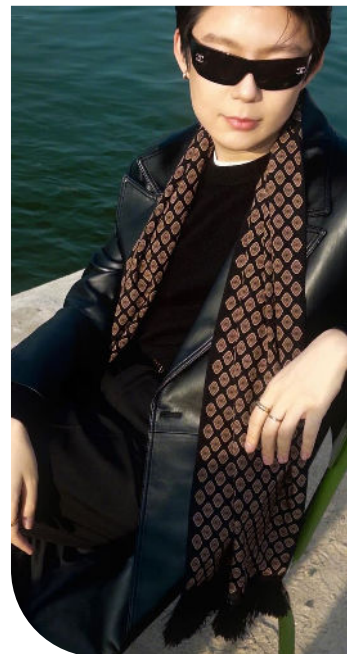
@jandrotapiolas.jpeg



Pitti Uomo fw25 (2).jpg



@paulbinam (16).jpeg



@weiyi\_quan (5).jpeg



Pitti Uomo fw25 (1).jpg



valentino garavani.jpeg





## KEY ITEMS **WAISTWEAR**



LIVETREND



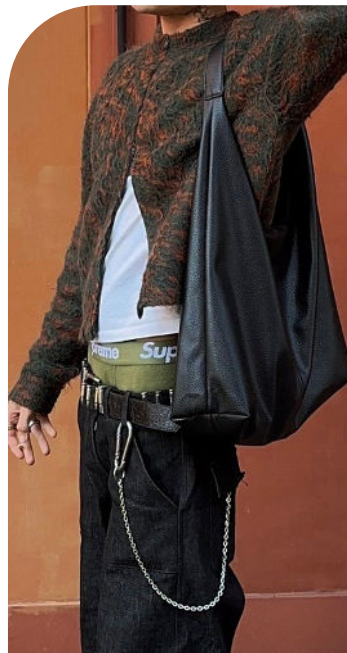
SAFE TREND

## SPRING26 WAISTWEAR **THE CHAIN BELT**

WWW  
**+80%**  
YOY



@attiresaint (11)\_1.jpeg



@giafratte (2).jpeg



@afterpray\_official (11).jpeg



streetstylemilanofw25\_4.jpg



@ki shin.jpeg



@kz.\_ (10).jpeg



@ryo\_ta (4).jpeg

IG  
**+15%**  
YOY



SAFE TREND

## SPRING26 WAISTWEAR **THE KEYRING**

www  
**+170%**  
YOY



Instagram  
**+123%**  
YOY

@leeyjohn\_ (4).jpeg



@attiresaint (1).jpeg



@tetervinas (2).jpeg



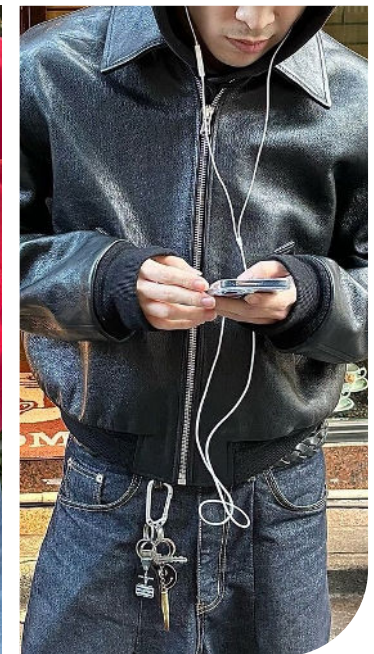
@leeyjohn\_ (2).jpeg



@kz\_ (2).jpeg



@garrettcarswell (5).jpeg



@shion0228aoki (5).jpeg



EARLY SIGN

## SPRING26 WAISTWEAR **THE ANIMAL PRINTED BELT**

www  
+180%  
YOY



ig  
+80%  
YOY

@giafratte (1).jpeg



@attiresaint (3).jpeg



@kishin.jpeg



undercover.jpeg



@ki shin\_1.jpeg



@sry (5).jpeg



@onlystarleft.jpeg



EARLY SIGN

## SPRING26 WAISTWEAR **THE COWBOY BELT**

www  
**+50%**  
YOY



ig  
**+25%**  
YOY

@andreafaccio (4).jpeg



@tetervinas (4).jpeg



@garrettcarswell (3).jpeg



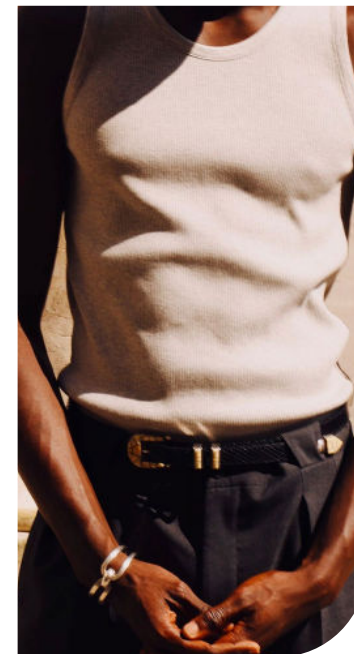
stretstyle milano fw25\_1.jpg



@kzo\_o33.jpeg



@andreafaccio (8).jpeg



@fursac.paris.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

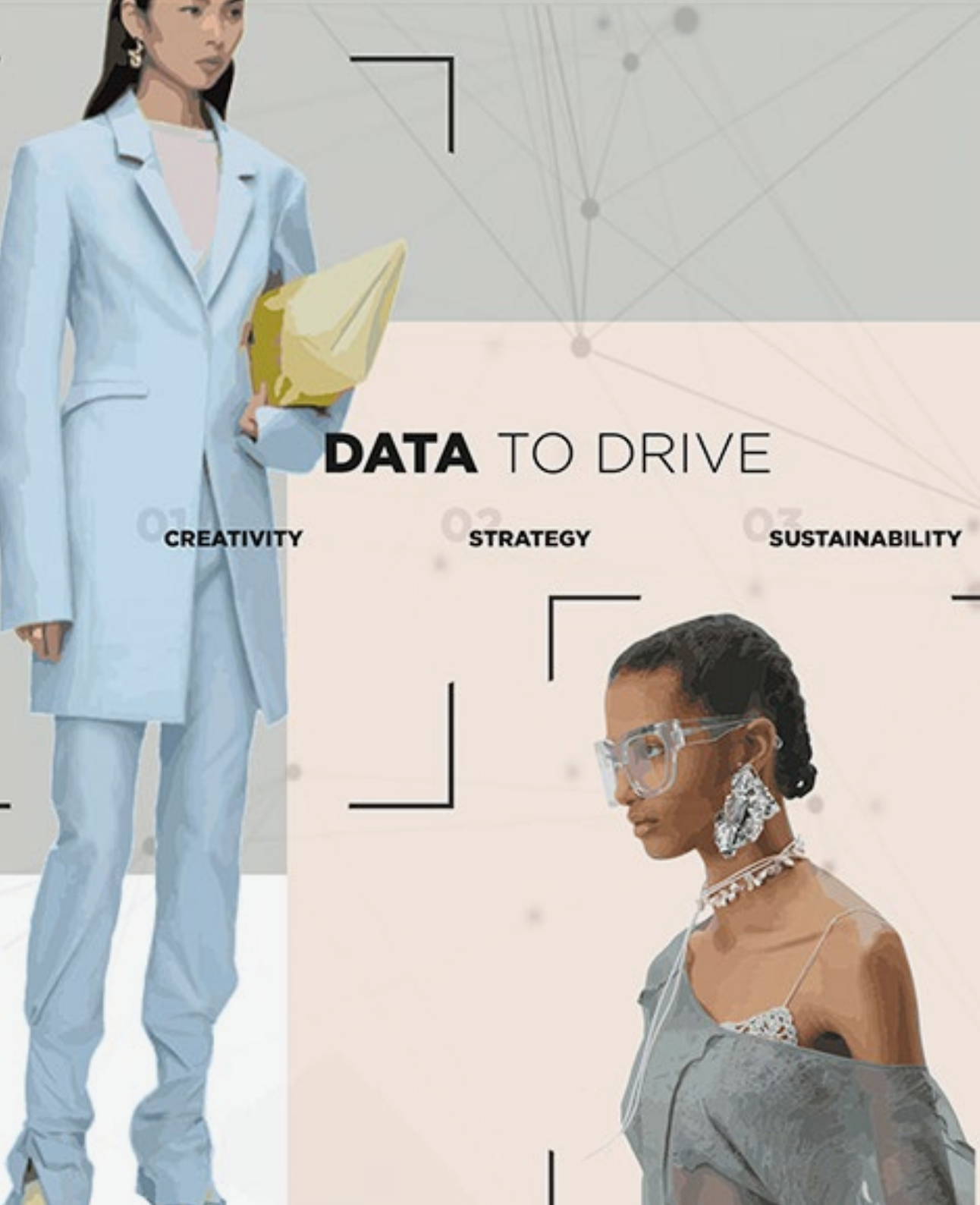
A CORE PRODUCT REPRESENTING  
A STEADILY GROWING TREND OF  
MODERATE MAGNITUDE WITH COM-  
MERCIAL POTENTIAL



### TEST

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





## DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

# THANK YOU!

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