



MENSWEAR
SS26 UPDATE
JEANS



LIVETREND

SPRING 26 JEANS UPDATE **INTRODUCTION**



@jjanp_.jpeg



streetstyle milano fw25 3.jpg



@kbh_kk (18).jpeg



sstreetstyle paris fw25.jpg



UPDATE

Cool boldness.

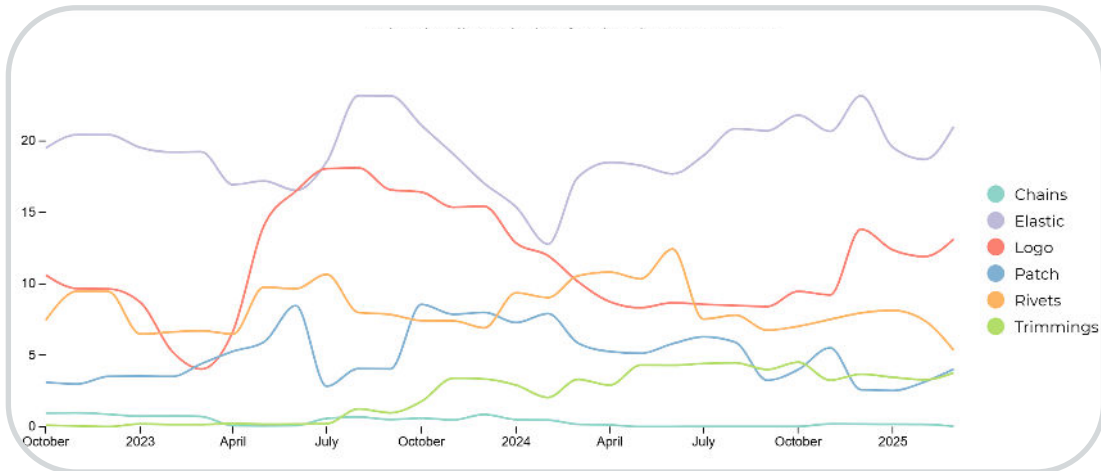
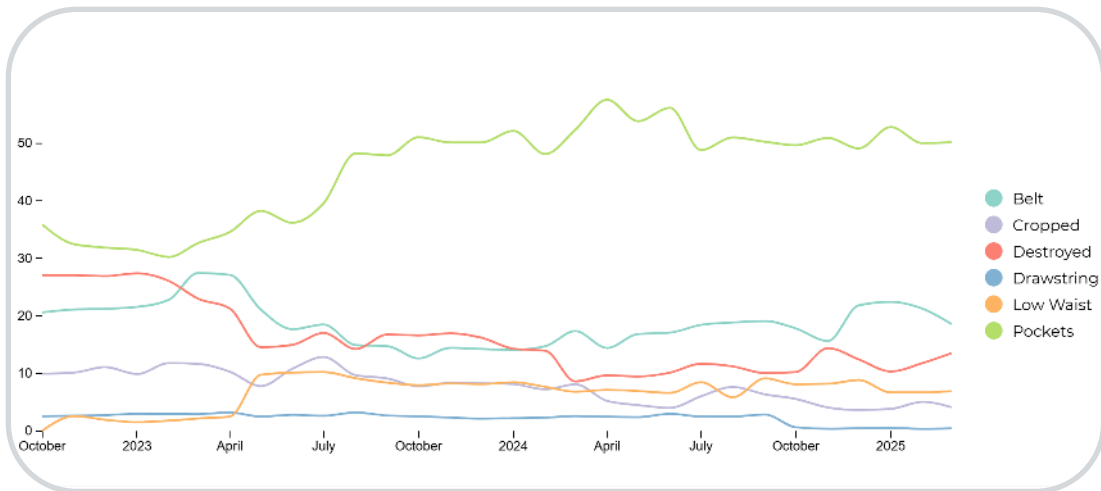
Spring 2026 trends unveils jeans with bold and interesting cuts. From wide-leg to slim fit, embellishments don't spare men's jeans. Frayed jeans will be very popular too. Baggy jeans have become iconic over the past few seasons, and their popularity continues to rise. Wide legs are a spring must-have, while straight leg are preferred for timeless and classic style. The bootcut is also back bringing a retro vibe to the silhouettes. Bold details give a new dimension to jeans, especially with folded details on the waistband. Jeans are also printed with stained effect or laser prints, and finished with mastered washes, giving an (over) worn and relaxed effect, with just the right balance. Layering elements are also a new detail to highlight for the fashion cohorts. Finally, jeans worn into boots are a new trend to keep an eye on.

This report is based on Livetrend data crossreferencing Instagram, E-commerce and Consumer Search and analysing the visibility growth on Spring 25 Collections. The percentages show the visibility evolution year on year. Find the related legend on the last slides.

**ACCESS ALL IMAGES
CLICKING HERE**

SPRING 26 JEANS UPDATE **KEY DATA**

JEANS DETAILS & TRIMS



acne_studios.jpeg



marni_1.jpeg

For spring 2026, the destroyed finish will be a must-have, with a worn and frayed effect. The neo-farmer style will be redefined with workwear jeans, featuring carpenter details or cargo jeans, with functional pockets. The waist is also recaptured, with folded waist or drawstrings that makes denim an easy-to-wear essential. Elastic accents further emphasize its relaxed, casual nature. Jeans will be playing with layering effect making an edgy statements highlighting versatility and personality.



SPRING 26 PANTS UPDATE **KEY SHAPES**



STRAIGHT LEG



@KBH_KK

STRAIGHT LEG



Tommy jeans

WIDE BAGGY



@kbh_kk (9).jpeg

BARREL LEG



cos.jpg

NEO SLIM



zara

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.





MENSWEAR
JEANS
UPDATE
CORE ITEMS



LIVETREND

BIG TREND

SPRING 26 JEANS THE WIDE BAGGY

WWW
+100%
YOY



IG
+56%
YOY

@intheoffing 2.jpeg



@jjanp_.jpeg



@kbh_kk (14).jpeg



@_hello_sunflower (2).jpeg



streetstyle paris fw25 (3).jpg



streetstyleparisfw25(2)_1.jpg



streetstyle milano fw25_1.jpg

BIG TREND

SPRING 26 JEANS THE STRAIGHT LEG

www
+90%
YOY



Instagram
+37%
YOY

streetstyle paris fw25_4.jpg



@garrettcarswell (2).jpeg



@attiresaint (2).jpeg



streetstylemilanofw25_4.jpg



zara usa.jpeg



@imdanielsimmons (1).jpeg



@helgijjions.jpg



SAFE TREND

SPRING 26 JEANS THE CARPENTER

www
+50%
YOY



Instagram
+20%
YOY

@andreafficio (1).jpeg



@afterpray.jpeg



zara usa (1).jpeg



zara usa (2).jpeg



dunst (8).jpeg



@kbh_kk (13).jpeg




h&m usa.jpeg



LAST CALL

SPRING 26 JEANS THE BAGGY CARGO


+18%
YOY



streetstyle milano fw25_3.jpg



@jjanp_1.jpeg



streetstyleparisfw25(2)_2.jpg



entire studios.jpeg



streetstyle paris fw25_2.jpg



streetstyleparisfw25(3)_1.jpg



obey.jpeg

EARLY SIGN

SPRING 26 JEANS THE EXTRA BARREL LEG

www
+50%
YOY



helmut lang.jpeg

Instagram
+284%
YOY



ader error.jpeg



studio nicholson.jpeg



alexander wang.jpeg



helmut lang (2).jpeg



lemaire 4.JPG



julius.jpeg

SPRING 26 JEANS THE AMERICANA EDGE

EARLY SIGN

RETRO FLARED

EDGY TREND

PANTS IN BOOTS

www
+110%
YOY



streetstyle paris fw25_3.jpg



@oiehofo.jpeg



@giafratte (5).jpeg



streetstyle paris fw25_5.jpg



streetstyle paris fw25 (2).jpg

www
+190%
YOY



streetstyle paris fw25 1.jpg

SAFE TREND

SPRING 26 JEANS THE DRAWSTRING

www
+163%
YOY



Instagram
+40%
YOY

@about__blank.jpeg



dion lee.jpeg



gimaguas.jpeg



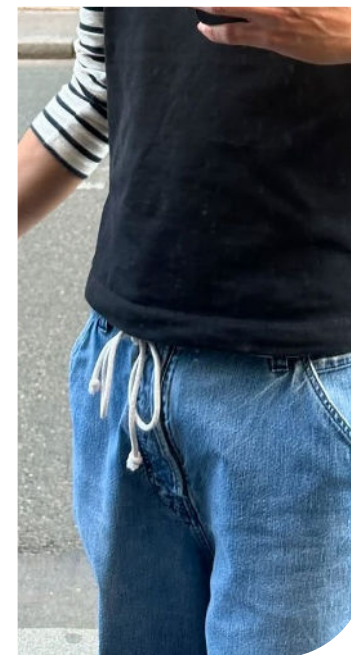
@jonathanhayden.jpeg



marni.jpeg



zara usa (2)_1.jpeg



@nathaneazariah.jpeg

EARLY SIGN

SPRING 26 JEANS **STACKED DENIM**

www
+60%
YOY



streetstyle milano fw25_2.jpg



@afterpray (1).jpeg



streetstyle paris fw25_1.jpg



streetstyleparisfw25(2)_3.jpg



vetements.jpeg



streetstylemilanofw25(2)_1.jpg



yproject_1.jpeg



SPRING 26 JEANS THE FRAYED EFFECT

STABLE TREND

WORN & USED

EARLY SIGN

DESTROYED

WWW
+40%
YOY



@attiresaint (3).jpeg

IG
+11%
YOY



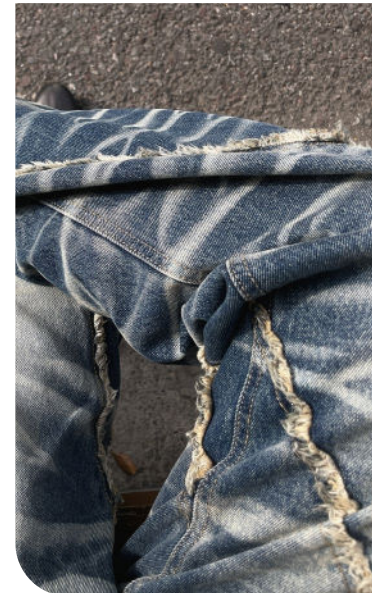
@jjanp_ 5 (1).jpeg



streetstyle milano fw25 3.jpg



doublet.jpeg



@kbh_kk (3).jpeg

Shopping Cart
+59%
YOY



streetstyle milano fw25 (2).jpg


SPRING 26 JEANS THE FOLDED SHAPE

SAFE TREND

EXTRA FOLDED HEM

EDGY TREND

FOLDED WAIST


+50%
YOY



@ddddddtkc_2.jpg



@intheoffing.jpeg



yproject.jpeg



@jellyallan (2).jpeg



dries van noten.jpeg


+40%
YOY



juntae kim.jpeg

SPRING 26 JEANS THE STAINED EFFECT

EDGY TREND

WORN & USED

EDGY TREND

PATTERNED

www
+60%
YOY



@kbh_kk (18).jpeg



Pitti Uomo fw25.jpg



diesel.jpeg



@emmanuel.uddenberg.jpeg



streetstyle paris fw25.jpg

www
+40%
YOY



streetstyle milano fw25.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



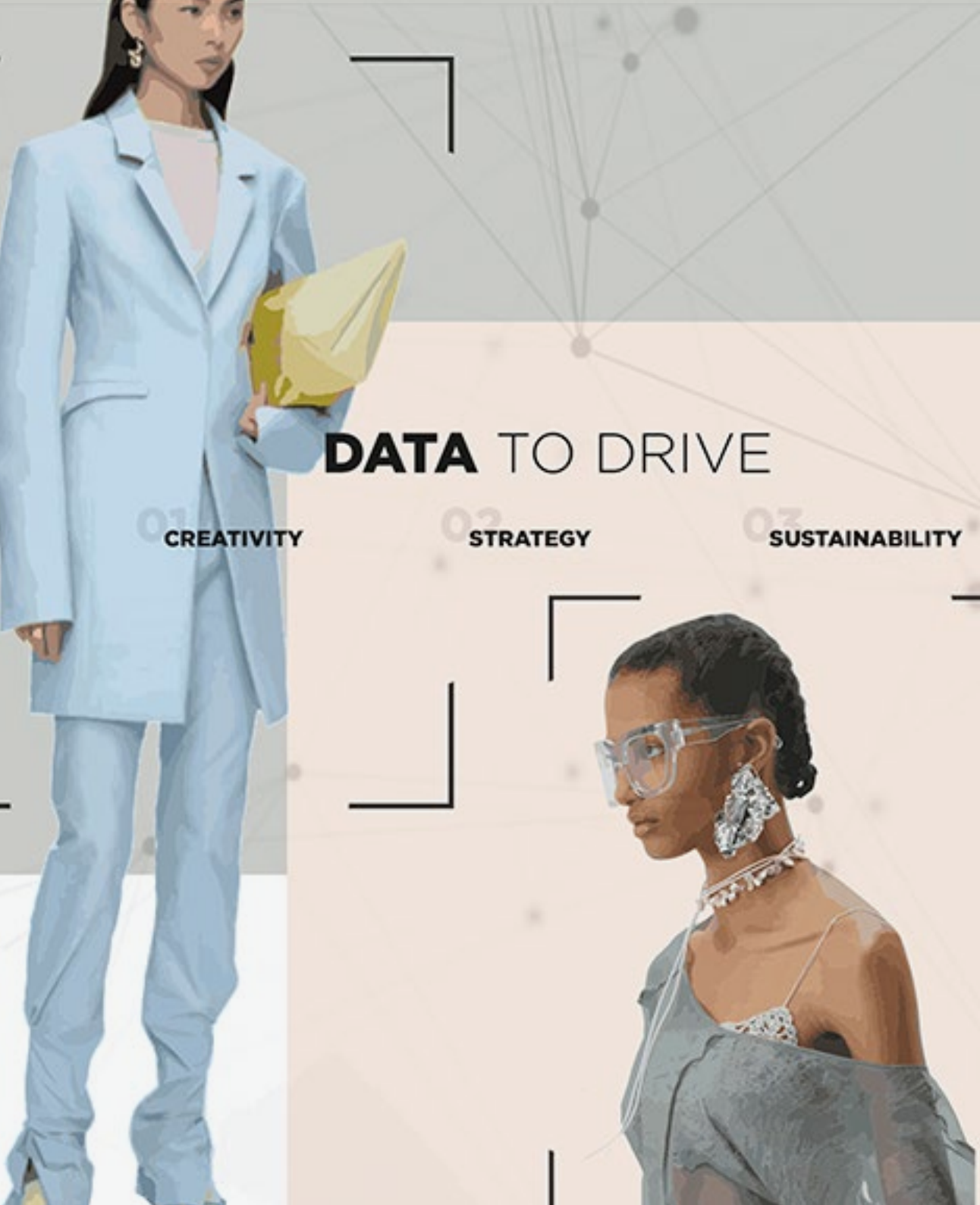
INVEST

A CORE PRODUCT REPRESENTING A STEADILY GROWING TREND OF MODERATE MAGNITUDE WITH COMMERCIAL 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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