



MENSWEAR
SS26 UPDATE
PRINTS &
PATTERNS



LIVETREND

SS26 PRINTS & PATTERNS INTRODUCTION



@gaetanoarena_2.jpg



@amiri_2.jpg



nude-project_3.webp



@gandaiaaa.jpg



UPDATE

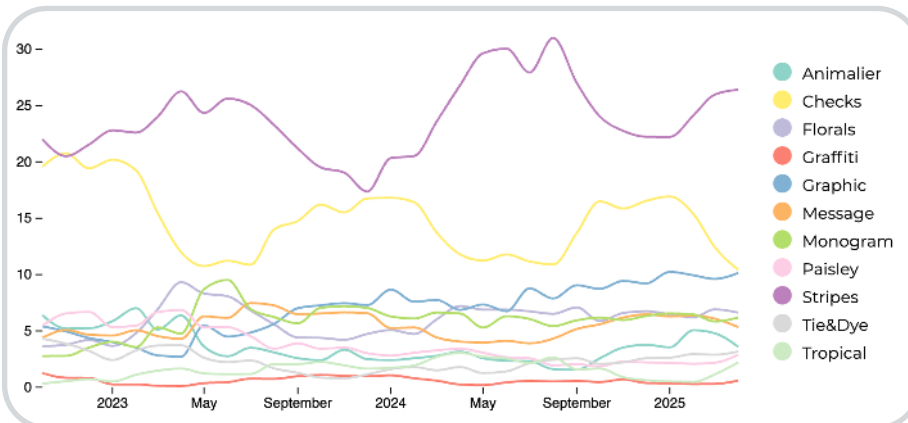
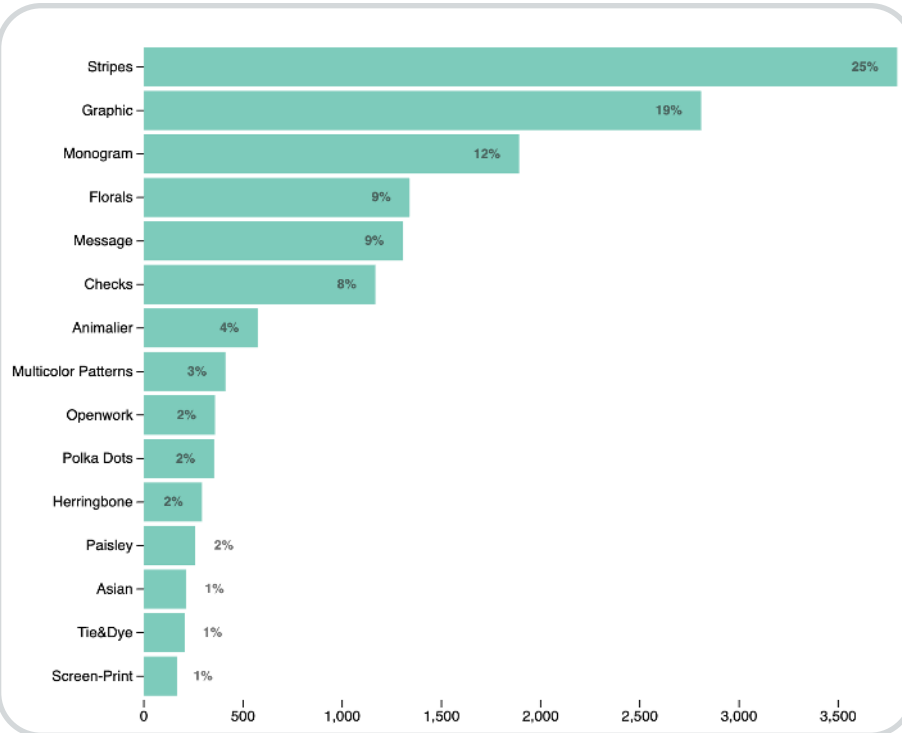
Graphic Language. For SS26, prints take center stage with playful defiance and bold clarity. The season embraces a shift toward expressive visuals, where humor, irony, and identity meet in unexpected ways. Stripes are reimagined—not just classic and clean, but in preppy and sporty nuances offering structure with a playful twist. Graphic prints deliver personality with punch, turning garments into statements, not just styles. Message-based designs act as wearable affirmations: personal, and assertive. A tropical and vacation mood is lit up by psychotropical prints as well as with jazzed-up designs. Tie-dye re-emerges with a nostalgic glow, while graffiti-inspired motifs channel raw, urban energy that feels youthful and spontaneous at the same time. SS26 invites a visual rebellion—where prints are less about decoration, and more about attitude, voice, and unapologetic self-expression.

This report is based on Livetrend data extracted from Instagram, e-commerce and consumer interest on Spring Collections 2025, analyzing the visibility and growth of the trends compared to the same period last year. The percentages show the evolution year on year.

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SS26 PRINTS & PATTERNS **KEY DATA**

TOP PRINTS & PATTERNS



SS26 marks a shift towards funnier, more expressive patterns. Stripes and graphic prints dominate the assortment, with graphics increasing of +48% yoy, demonstrating an attitude virating towards light hearted and ironical design choices. Message placed prints are experiencing a noticeable growth of +32% since last year, also indicating a preference for personalized and assertive clothing. Tie&dye and graffiti, as optimal choices for a younger market, are also experiencing a decisive increase of respectively +76% and +150% yoy, merging urban style with retro'-inspired motifs.



MENSWEAR
SS26 UPDATE
PRINTS &
PATTERNS



LIVETREND

STABLE TREND

STRIPES COASTAL STRIPES



-9%
YOY



ssdaley_5.webp



mango_.avif



zarahome_5.jpg



+33%
YOY

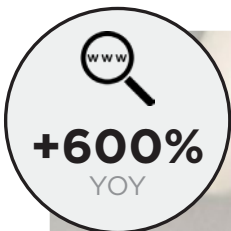


bode_86.avif

BEACH CLUB - LESIURE TIME - SUMMER BREEZE

BIG TREND

STRIPES PREPPY HORIZONTAL



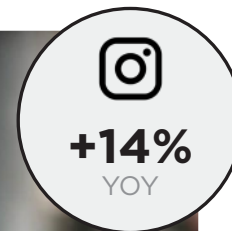
@noahbeck.jpg



mango_23.avif



@giafratte.jpg

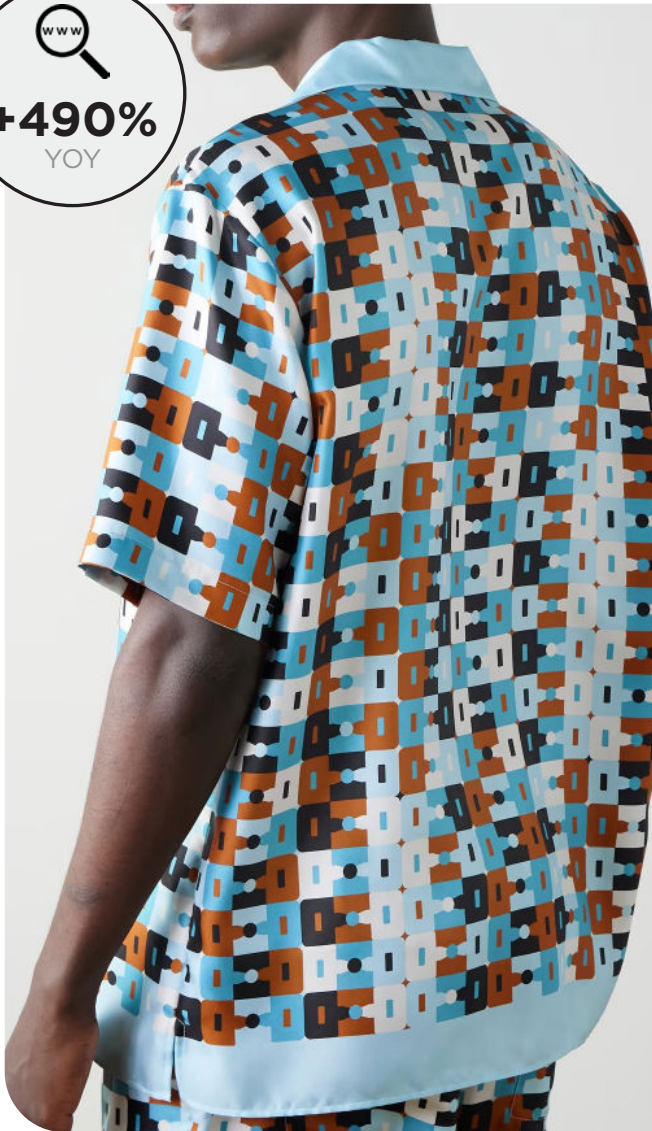
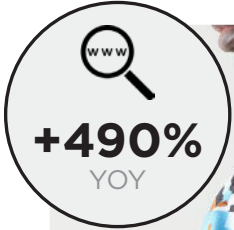


streetstyle milan_1.jpg

OLD-SCHOOL - PRADA MAN - MIX&MATCH

EARLY SIGN

CLASSIC RETRO INTERIORS



gucci_81.avif



Zaraman



redbubble.JPG



orlebarbrown_112.avif

70'S WALLPAPER - RETRIEVING THE PAST - GAME OF COLORS

EARLY SIGN

ETHNIC AUTHENTIC PAISLEY



+190%
YOY



valentino_8.avif



@kerikkar.jpg



droledemonieur_4.webp



+8%
YOY



etro_49.avif

ORNAMENTAL PATTERN - ORIENTAL FASCINATION - NEOBOHO

LAST CALL

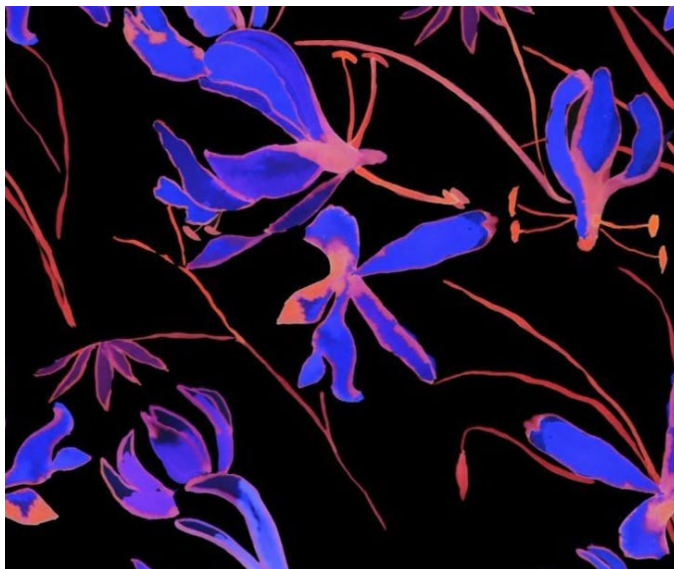
FLORAL NIGHT HYBISCUS



-27%
YOY



driesvannoten_7.avif



pinterest.jpg



versace_39.avif



maisonkitsune.webp

POSITIVE/NEGATIVE - JUNGLE BEAUTY - TRIPPY WILDERNESS

EDGY TREND

ARTY JAZZED-UP



+43%
YOY



@amiri_2.jpg



@mrugandanschnack.jpg



versace_118.avif



+72%
YOY



casablanca_91.avif

80'S TRASH-CORE - DIGITAL FIGURATIVE - MIAMI VICE - ARTY LANDSCAPES

STABLE TREND

ARTY ABSTRACT GEOMETRIES



+130%
YOY



folk_100.avif



@luisavairoma.jpg



+67%
YOY



zara_40.jpg

REGULAR IRREGULARITY - CONVERGENCE - MODERN ART

EARLY SIGN

ARTY ILLUSTRATED LEISURE



jacquemus_201.jpg



droledemonieur_9.webp



hotelilpellicano.JPG

EXPRESSIONIST GAZE - VACATION SCENES - ESCAPISM - FIGURATIVE

STABLE TREND

ARTY PSYCHOTROPICS



+217%
YOY



kapital_2.avif



nudiejeans_40.avif



orslow_43.avif



+4%
YOY



ralphlauren_22.avif

SURFER ISLAND - LEISURE-READY - TROPICAL VACAY - HAWAIIAN SHIRT

STABLE TREND

ARTSY SPORTY SKETCHES



+12%
YOY



bode_106_1.jpg



bode_87.avif



pull&bear_8.webp



+46%
YOY



thombrowne_101.avif

MINIMAL - MENS SANA IN CORPORE SANO - SCRIBBLES



neighborhood_10.avif



@zaraman_5.jpg



hm_9.avif

UNAWARE ARTIST - DIRTY ATTIRE - UNPOLISHED -USED LOOK



MENSWEAR
SS26 UPDATE
PLACED
GRAPHICS



LIVETREND



+21%
YOY



abercrombie&fitch_18.avif



zarahome_3.jpg



vanityfair.JPG



zara_96.jpg

STABLE TREND

PLACED MOTIFS **EAT YOUR GREENS**



@aader.archv.jpg



pull&bear_9.webp



hm.jpg

CORNUCOPIA - FOOD LOVERS - TOMATO RED - MEDITERRANEAN DIET



hm_11.avif



hm_10.avif



zara_78.jpg

AMERICAN DINER - FOOD LOVERS - LOCAL MARKET

EARLY SIGN

PLACED MOTIFS **GRAFFITI MESSAGE**



+150%
YOY



pull&bear_6.webp



zara_59.jpg



acnestudios_209.webp

STREETSTYLE - URBAN TASTE - HIP-HOP REVIVAL

SAFE TREND

PLACED MOTIFS **IRONY DOODLES**



zara_48.jpg



zara_15.jpg



zara_16.jpg



hm_4.avif

FUN-TASTIC - MESSAGE - QUIRKY - ARTY - HAND DRAWNED



zara_80.jpg



amiri_19.webp



@gaetanoarena.jpg



@giafratte_5.jpg

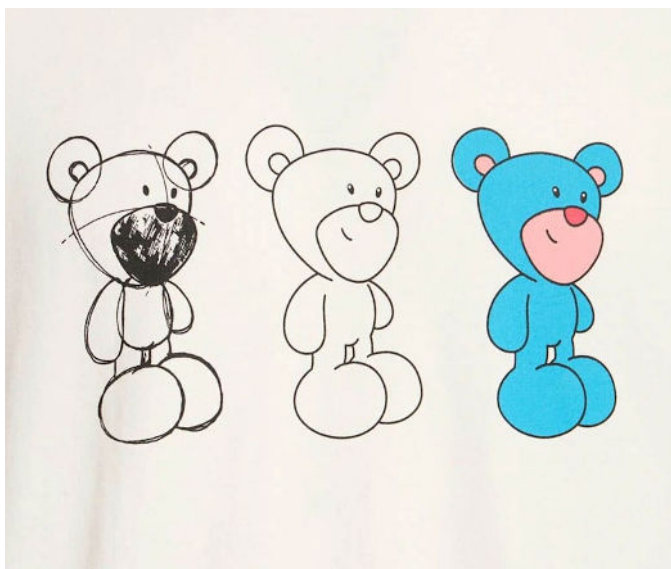
CASANOVA - OMNIA VINCIT AMOR - CUPID'S SWEETHEART - LOVE MESSAGE



+9%
YOY



kapital_26.avif



inbetweeners_213.jpg



zara_106.jpg



smalltalk_29.avif

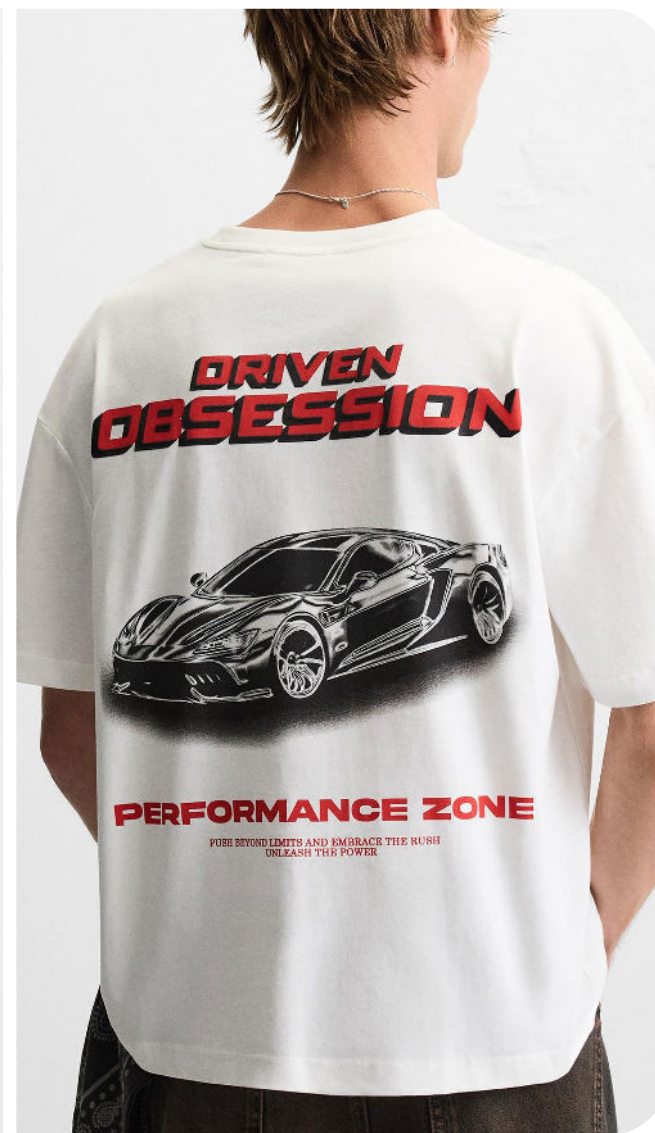
RETURN TO INNOCENCE - TEDDY BEARS - PLAYFUL IRONY - KIDULT



pull&bear.webp



zara_89.jpg



zara_30.jpg

F1 FAN - NEED FOR SPEED - RECKLESS - MOTORCORE



+48%
YOY



hm_2.avif



abercrombie&fitch_51.avif



watanabe_206.jpg



abercrombie&fitch_26.avif

ROCK BAND - MUSIC FESTIVAL - GENTLE REBEL

STABLE TREND

PLACED MOTIFS **HIPPIE STENCIL**



sandro_12.jpg



samchirinside.JPG



zara_72.jpg

PEACE&LOVE - OMBRE' EFFECT - 70'S AGAIN - TIE&DYE - MUSIC FESTIVAL



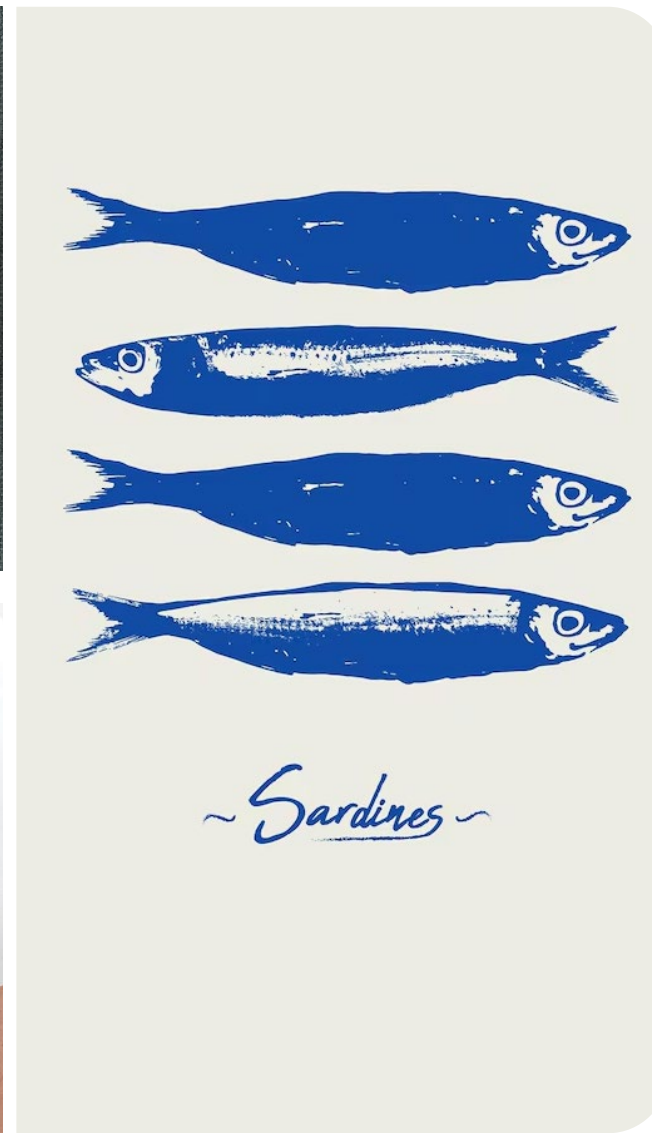
ssdaley.webp



zarahome_2.jpg



zara_70.jpg



theartfulhangout.avif

VINTAGE SEASIDE - COASTAL SKETCHES - SARDINES

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



LIVETREND

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