



**MENSWEAR  
FORECAST**

FW 2026/2027  
**MACROTRENDS**

PRIMAL  
FUTURISM



LIVETREND

# MACROTRENDS FW26 INTRODUCTION



## FW26: PRIMAL FUTURISM

### FORECAST

Primal Futurism is a macrotrend shaped by a yearning to reconnect with the earth, with others, and our instinctive selves. In an age marked by hyper-acceleration and digital overload, it offers a grounded counterpoint: a vision of the future that emerges from the sediment of memory and the pulse of primal wisdom. This is not about escape, but deep reconnection. The mood is elemental, introspective, and fiercely intuitive. It channels survivalist beauty through tactile materials, weathered textures, and silhouettes that drape like geological formations—layered, raw, and ritualistic. Think of clothing as modern relics, drawing on fossilized forms, tribal echoes, and nomadic gestures. At its core, Primal Futurism is a sensory rebellion: against excess, against artificiality. It celebrates emotional endurance, adaptability, and the sacred act of feeling deeply in a world that often demands numbness. It's a trend for the man who moves slowly but with purpose—rooted in the past, shaping the future with instinct, elegance, and elemental strength.

*This forecasting report is based on innovative LIVETREND Data and the expertise of Trend Analysts.  
The trends in this report are organized by their magnitude and impact. Find the relating icons & stamps on the last slides.*



# MACROTRENDS FW26 **OVERVIEW**

## LAVISH SUBVERSION



**BOURGEOIS REBELS  
ENCHANTED EVERYDAY  
VELVET HOUR**

## BUCOLIC SLUMBER



**COASTAL WHIMSY  
STILLWATER DIARIES  
PRE-COFFEE**

## PRIMAL FUTURISM



**POST-NATURE  
NOMADIC WHISPER  
SHADOWS OF THE LAND**

## DARK HISTORY



**RE-HISTORICAL  
SANCTUM  
SHADOW CIRCUIT**



pinterest inspo2.jpg



@hikingpatrol14.png



@blackmancruz.jpeg

# POST-NATURE

## PRIMAL FUTURISM

Post-Nature is a forward-facing menswear trend that fuses the elemental with the engineered—a dystopian harmony between ancient forms and future function. It reflects a world reimagined after environmental collapse or transformation, where dressing becomes a survivalist ritual rooted in tactility, structure, and adaptation. This is clothing for a new terrain—part Earth, part machine.

At its core lies a concept of modern primitivism: protective outerwear, padded forms, earth-toned palettes, and technical detailing drawn from performance gear and industrial utility. Pieces feel carved or constructed rather than tailored—layered with extra-high collars, concealed zippers, utility pullers, and matte-shine hybrids. Materials nod to erosion and elevation: stained-like surfaces, technical nylons, softened leathers, padded shells, and clay-toned fabrics that appear both fossilized and futuristic.

The color range feels extracted from rock, soil, and storm, each tone suggesting mineral strength and post-natural resilience. Accessories follow suit: dystopian hiking boots, nylon sling bags, and futuristic sole runners mirror tools for terrain both physical and imagined. Post-Nature invites us into a new aesthetic order—rooted in the tension between decay and innovation, organic memory and synthetic utility.



**FUTURISM +144% PRIMAL +10%**



# POST-NATURE MOOD



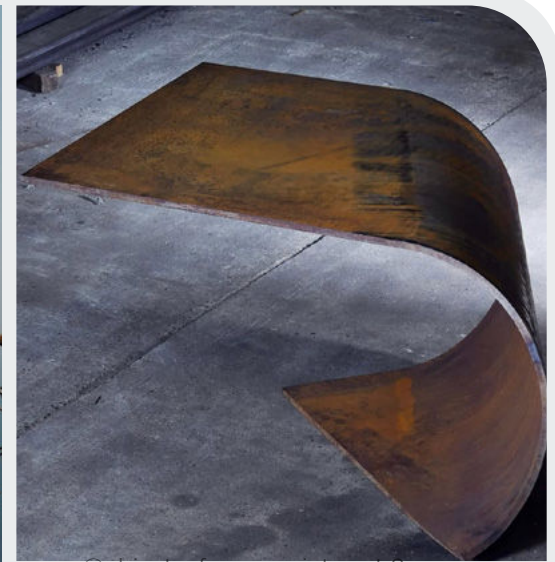
@03j90 -4.png



@goldiewilliamsvericain16.png



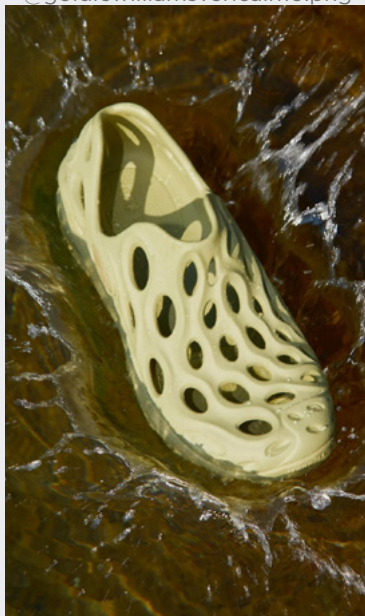
@hikingpatrol27.png



@objectsofcommoninterest 8.png



charlieconstantinou5.png



@garagemagazine.jpeg



@adamrossceramics (2).jpg



pinterest inspo2.jpg



# POST-NATURE COLORPALETTE



a cold wall11.png



@kith 19.png



@anestcollective (2).jpeg



@lise\_\_dupont8.png



@hikingpatrol2.png



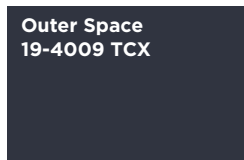
theleoisallinthemind tumblr2.jpg



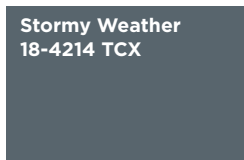
olivershapton.jpg



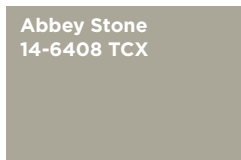
Aquifer  
15-5207 TCX



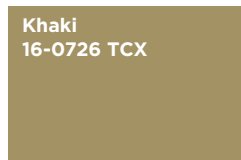
Outer Space  
19-4009 TCX



Stormy Weather  
18-4214 TCX



Abbey Stone  
14-6408 TCX



Khaki  
16-0726 TCX



Dark Olive  
19-0516 TCX



Citronelle  
15-0548 TCX



Canary Yellow  
12-0633 TCX

The Post-Nature Colorpalette balances earthy utility with digital coolness. Muted tones like Abbey Stone, Khaki, and Dark Olive ground the palette in tactile, natural references, while Aquifer, Outer Space, and Stormy Weather evoke synthetic surfaces and post-industrial skies. Accents like Citronelle and Canary Yellow inject controlled brightness, reminiscent of faded signage or sun-bleached fabrics. Together, the hues suggest a softened future—rooted in nature, filtered through design. The colors feel sun-worn and lived-in, yet strangely futuristic, perfect for a world where the artificial and organic co-exist. It's a palette for quiet innovation and subtle disruption.



# POST-NATURE COLOR HARMONIES



Sunnei 15.jpg

## PALETTE 1

**Citronelle**  
15-0548 TCX

**Outer Space**  
19-4009 TCX

**Stormy Weather**  
18-4214 TCX

**Aquifer**  
15-5207 TCX

**Abbey Stone**  
14-6408 TCX

**Khaki**  
16-0726 TCX

## PALETTE 2



@hikingpatrol6.png



# KEY MATERIALS & PRINTS

## MINIMAL PADDING



@heliot emil3.png



@machine\_a. 9.png

## MATTE-SHINE GLOSS



Emporio Armani \_49.jpg



hermes 13.jpg



hiking patrol4.png

## TECHNICAL NYLONS



a cold wall10.png



@kestin18.png

## STAINED-LIKE NON-PRINTS



Ziggy Chen 17.jpg



diesel.jpeg



# KEY DETAILS

## HIDDEN PERFORMANCE ZIPPERS



@hikingpatrol12.png



@hikingpatrol16.png



Giorgio Armani 3.jpg

## EXTRA HIGH COLLARS



@hikingpatrol26.png

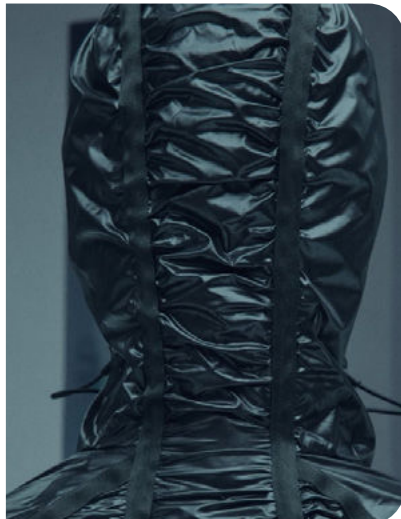


@cmfoutdoorgarment\_official.jpg

## GATHERINGS & PULLERS



@machine\_a. 6.png



@hikingpatrol3.png

## VISIBLE SEAMS



yaku.png



a cold wall7.png



# KEY ACCESSORIES

## DYSTOPIAN HIKER



@heliot emil6.png

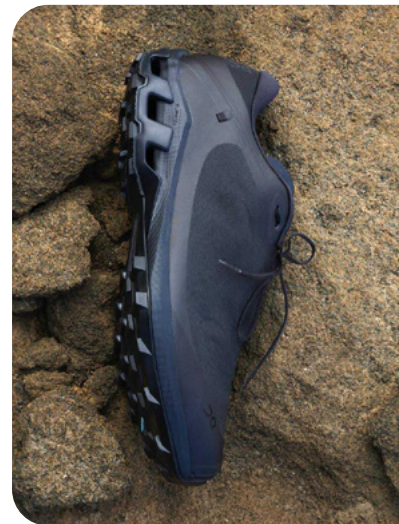


charlieconstantinou10.png



@032c.readytowear (2).jpeg

## FUTURISTIC SOLE RUNNER

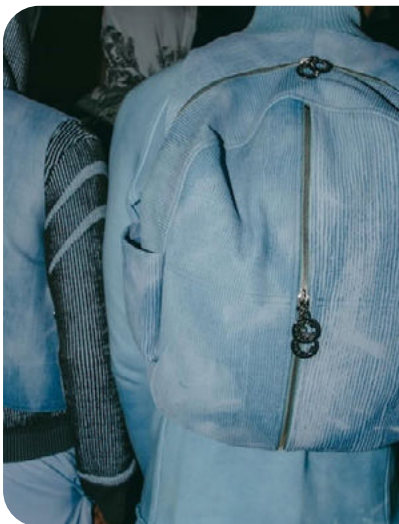


@thebrokenarm (8).jpg



bengreenwood1.png

## MINIMAL BACKPACK



charlieconstantinou8.png



@coteetciel 2.png

## NYLON SLING BAG



@hikingpatrol1.png



@postarchivefaction (2).jpeg

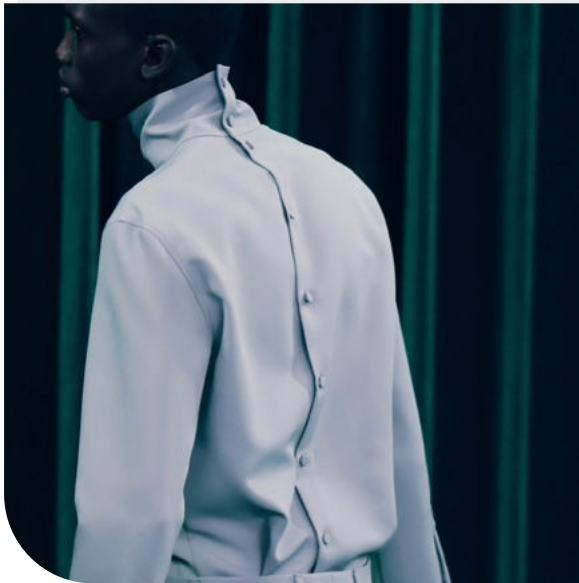


# TRENDSTORY



@coteetciel 7.png

## SLEEK INDUSTRIAL



@goldiewilliamsvericain13.png



maison mihaira 8.jpg



@armani31.png



@coteetciel 1.png



dior 5.jpg



# TRENDSTORY



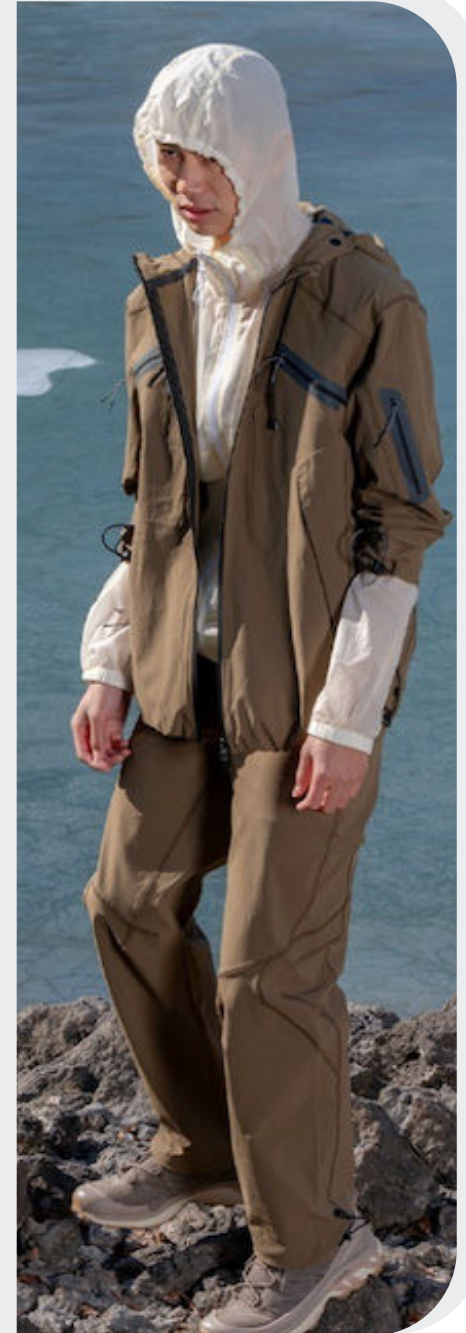
bengreenwood6.png



@postarchivefaction (5).jpeg



@shop\_amomento (2).jpg



@hikingpatrol24.png

## URBAN OUTDOORS



@jellyallan2.png



@postarchivefaction (7).jpg



# AI-GENERATED



SLEEK INDUSTRIAL



URBAN OUTDOORS







@seansuen 9.png

# NOMADIC WHISPER

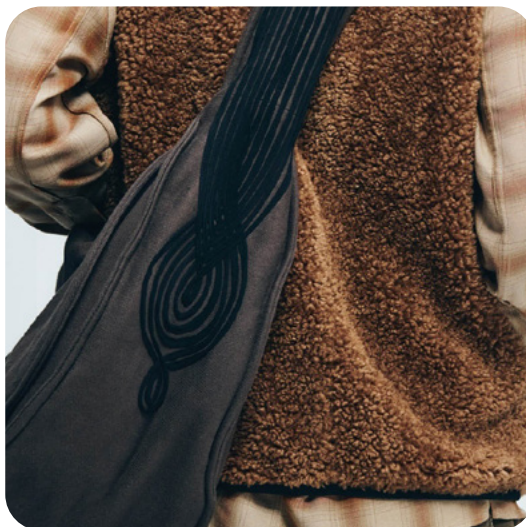
## PRIMAL FUTURISM

Nomadic Whisper is a menswear trend steeped in folklore, craftsmanship, and spiritual storytelling. It evokes the quiet resilience of the wanderer—part shepherd, part artisan—whose garments are shaped by the memory of the land. The aesthetic blends tribal luxe with folk heritage, crafting a silhouette that is relaxed, rugged, and reverent.

Key pieces include heavy knits, worn-in suede, rough patchworks, and nomad shearling—clothing that feels handmade and inherited. There's a tactile rawness: hairy yarns, natural duffle buttons, primitive paisleys, and visible mending all contribute to a sense of lived-in history. These aren't just clothes—they're layered narratives carried on the body.

Symbolism is central. Animal totems, tribal motifs, and elemental forms appear across textiles and accessories, from beaded jewelry and carved horn details to embroidered coats and arrowhead silhouettes. Folk hats, ranch boots, and western belts complete the look, adding functional strength to emotional softness.

The palette is deeply organic and earth-connected: shades like Brunette, Chili Oil, Puce, Peat Moss, Golden Palm, and Wood Thrush evoke soil, fire, bark, and dusk. These tones feel sun-faded and story-soaked, grounded in wilderness and memory.



@songforthemute (6).jpg



@rebel.mag 4.png



ELEMENTAL **+200%** HOLISM **+50%**



# NOMADIC WHISPER MOOD



@ald community 2.png



the pink lemondase.jpeg



sean-suen 128



@labbeve 3.png



@shootingpeople 12.png



@kith 22.png



@partnershipeditions3.png



@lncc2.png

ANIMAL TOTEMS - EARTHEN MYSTICISM - NOMAD LUXE - GOLDEN HERMITAGE - TRIBAL TOUCHES  
FOLK HERITAGE - SHEPHERD CHIC - CRAFTED ORNAMENT - TRIBAL LUXE- HINTERLAND - SOUTHWEST SHADOWS



# NOMADIC WHISPER COLORPALETTE



@ancan (1).jpg



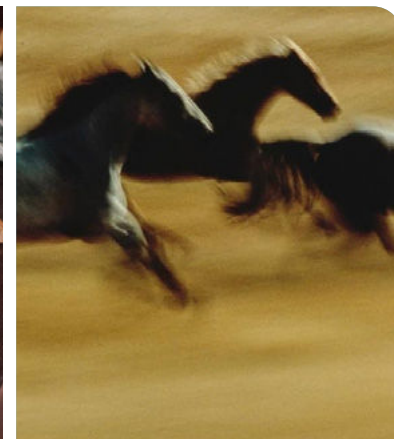
@maison90 (1).jpeg



Tods 23.jpg



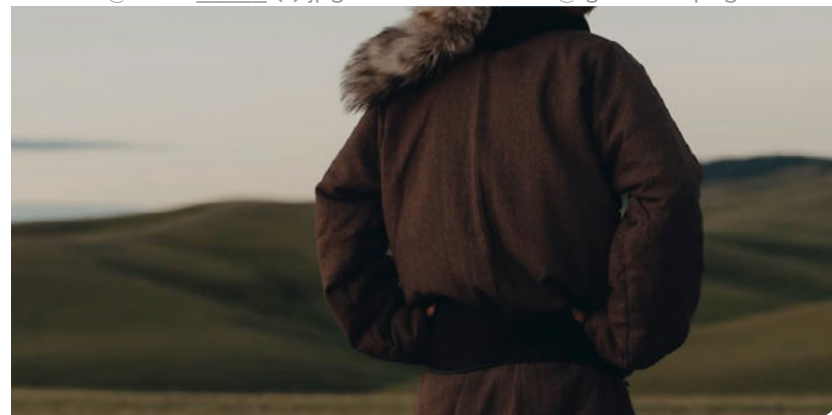
@toutia\_\_\_\_ (1).jpg



@ignant 25.png



tumblr



@ignant 5.png

Brunette  
19-1235 TCX

Puce  
19-1518 TCX

Chili Oil  
18-1440 TCX

Koi  
17-1452 TCX

Wood Thrush  
17-1129 TCX

Golden Palm  
17-0839 TCX

Peat Moss  
18-0428 TCX

Dark Olive  
19-0516 TCX

Nomadic Whisper is a palette of grounded warmth and quiet strength. Deep, earthen hues like Brunette, Peat Moss, and Dark Olive speak to movement through rugged landscapes, while Wood Thrush and Golden Palm add a sun-warmed, organic richness. Accents like Chili Oil and Koi offer heat and rhythm, evoking handmade textiles and worn leather. The palette feels tactile and timeworn, rooted in tradition yet subtly modern. It reflects a story of wandering with purpose—of garments built for travel, craft, and connection to nature. Quietly luxurious, it favors story over spectacle, texture over trend, and longevity over noise.



# NOMADIC WHISPER **COLOR HARMONIES**



@mytheresamen 10.png

## PALETTE 1

Chili Oil 18-1440 TCX	Brunette 19-1235 TCX	Puce 19-1518 TCX
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Wood Thrush 17-1129 TCX	Dark Olive 19-0516 TCX	Peat Moss 18-0428 TCX
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## PALETTE 2



@droledemonieur (7).jpeg



# KEY MATERIALS & PRINTS

## NOMAD SHEARLING



Dior 10.jpg



Campillo 73

## HERITAGE PATTERNS



@supremenewyork 7.png



@kith 12.png



Bluemarble 63.jpg

## HAIRY YARNS



Sean Suen 103



@songforthemute (18).jpeg

## WORN-IN SUEDE



mr porter.jpeg



MiuMiu 60.jpg.webp



# KEY DETAILS

## SHEALING DETAILS



Sean Suen 18.jpg



Sacai 4.jpg



EgonLab 3.jpg

## NATURAL DUFFLE BUTTONS



@seansuen 7.png



@namacheke (3).jpeg

## ROUGH PATCHWORKS



@songforthemute (12).jpg



sean suen 12.png

## SOUTHWESTERN DETAILS



@kith 7.png



@kuleskapik24.png



# KEY ACCESSORIES

## BOHEMIAN BELTS



Ralph Lauren6.png



@kuleskapik2.png

## RANCH & FARMER BOOTS



Pronounce 1.png



Bluemarble 54.jpg



Bianca Saunders 5.jpg

## FOLK HATS



Fw25 menswear trends



Sean Suen 29.jpg

## TRIBAL BANDANAS



Sean Suen 43.jpg



Sean Suen 6.jpg



# TRENDSTORY



@kith 22.png



Sean Suen 6.jpg



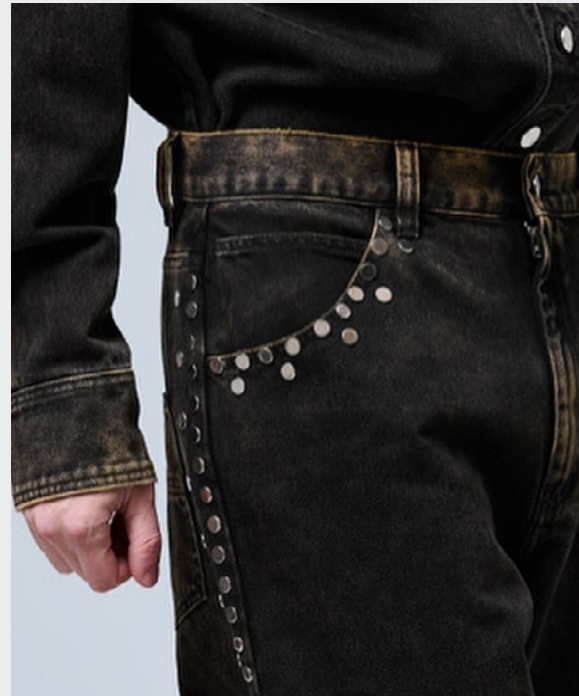
@fuckingyoung 14.png



Ziggy Chen 6.jpg



Prada 30.jpg



@namacheke (4).jpeg

## SOUTHWEST MYTH



# TRENDSTORY



@lnc2.png

## NOMADIC SHEPARD



Moredecay 7.jpg



Todd Synder 12



@oscar\_calleja\_4.png



@namachekeo (3).jpeg



@seansuen 7.png



# AI-GENERATED



**SOUTHWEST MYTH**



**NOMADIC SHEPARD**





# SHADOWS OF THE LAND

## PRIMAL FUTURISM

The “Shadows of the Land” concept embodies a raw, elemental aesthetic that draws deeply from nature, decay, and survivalist themes. Rooted in Primitive Luxe, the mood is one of earth-worn resilience and post-nature introspection. The palette is mineral and organic—ashen greys, mossy greens, bleached sands, and oxidized browns—mirroring stone, bark, and bone. Key materials include stained and bleached denim, worn-out leathers, pony hair, and primitive faux furs, evoking a sense of aged patina and ancestral memory.

Textures are deeply tactile: fraying hems, matted fibers, and cracked finishes dominate. Details like aviator collars, furry trims, unfinished edges, and small buckled straps hint at makeshift utility and pre-industrial ingenuity. Neo-camouflages and abstracted hides lend a sense of stealth and adaptive survival. Accessories like post-apocalyptic mountain boots, rustic leather bags, and dirt-washed sneakers reinforce the idea of enduring harsh elements.

A deconstructed boho look blends functional garments with nomadic elegance. It's a vision of a modern scavenger in a world shaped by erosion, memory, and instinct. This moodboard suggests a future shaped not by technology, but by a return to the tactile, the handmade, and the mythic—clothing as shelter, history, and silent ritual.



@hellosunflower 2.png



@dpto (7).jpeg



@mathieutrautmann 9.png



NEO BRUTALISM **+2700%**

PALEO **+52%**



# SHADOWS OF THE LAND MOOD



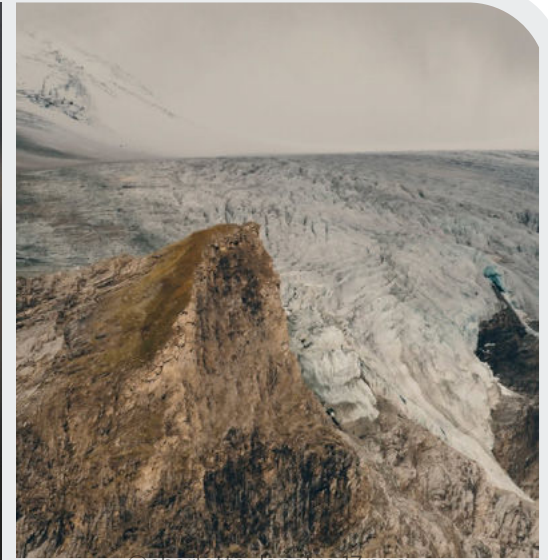
@zaraman\_2.jpg



theinteriorphotographer.jpeg



sacai 2.jpg



@charlotte\_lapalus 17.png



@machine\_a. 8.png



@bluemarbleparis (8).jpeg



E2-SERVICESILVER-MAC.jpg



@songforthemute (17).jpg

MOUNTAIN NOMAD - GHOSTLY EARTH - MODERN SCAVENGER - STONE AGE REDUX - PRIMITIVE LUXE - POST-NATURE  
ASHEN ORACLE - ELEMENTAL TEXTURES - SEDIMENTAL STYLE - DECONSTRUCTED BOHO - WIND-WASHED



# SHADOWS OF THE LAND COLORPALETTE



@thegreatestmagazine (6).jpeg



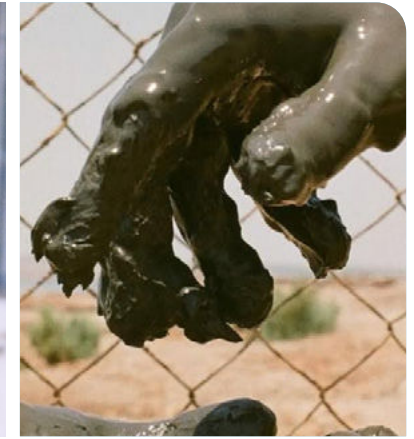
@bluemarbleparis (8).jpeg



eckhaus latta7.png



@andrewgeorgiades.jpeg



atmos 6.png



@toutia\_\_\_\_.jpeg



urban outfitters 28.webp

**Solemnity**  
19-0914 TCX

**Brunette**  
19-1235 TCX

**Wood Thrush**  
17-1129 TCX

**Khaki**  
16-0726 TCX

**Peat Moss**  
18-0428 TCX

**Dark Olives**  
19-0516 TCX

**Peppercorn**  
18-1409 TCX

**Fog**  
13-0607 TCX

Shadows of the Land is a palette rooted in soil, bark, stone, and shadow. With deep neutrals like Solemnity, Brunette, and Peppercorn, it evokes primal stillness and weathered resilience. Shades like Wood Thrush and Peat Moss offer earthy warmth, while Khaki and Dark Olives bring utilitarian strength. The cool tint of Fog softens the heaviness, grounding the palette in quiet reflection. These colors recall survival gear, aged leather, fur-lined coats, and organic decay. It's a palette of endurance and instinct—where raw textures and nature's erosion shape a visual language of grounded masculinity, ancestral memory, and functional beauty.



# SHADOWS OF THE LAND **COLOR HARMONIES**



@holzweiler 4.png

## PALETTE 1

Peppercorn 18-1409 TCX	Solemnity 19-0914 TCX	Fog 13-0607 TCX
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Khaki 16-0726 TCX	Brunette 19-1235 TCX	Wood Thrush 17-1129 TCX
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## PALETTE 2



@songforthemute (19).jpeg



# KEY MATERIALS & PRINTS

## STAINED & BLEACHED DENIM



@nofaithstudios 5.png



zara3.jpg



@zaraman.jpg

## NEO CAMOUFLAGES



@mytheresamen 7.png



@supremenewyork 13.png

## WORN-OUT LEATHERS



@nofaithstudios 7\_1.png



@numero\_netherlands (4).jpeg

## PONY HAIR & PATTERNS



@attiresaint (81).jpeg



@collegium 1.png



# KEY DETAILS

## FURRY DETAILS



Sacai 116



@shootingpeople 28.png

## BUCKLED AVIATOR COLLARS



@nofaithstudios 14.png



kidsuper 47.jpg



@nofaithstudios 9.png

## UNFINISHED EDGES



@nofaithstudios 5.png



@songforthemute (16).jpeg

## FASTENING STRAPS



@shootingpeople 18.png



@shootingpeople 14.png



# KEY ACCESSORIES

## POST APOCALYPTIC MOUNTAIN BOOT



@expiredragss4.png



032c \_\_35.jpg



@nofaithstudios 2.png

## TEXTURED SCARVES



Sacai 10.jpg



@holzweiler 1.png

## RUSTIC LEATHER BAGS



Ziggy Chen 16.jpg



Prada 64.jpg

## MOLTEN SNEAKERS



charlieconstantinou1.png



MAISON MIHARA YASUHIRO 34.jpg



# TRENDSTORY



@casoperdido (2).jpeg

PURE NOMADS



@dpto (2).jpeg



@sean\_suen (1).jpeg



@\_\_abask\_\_12.png



Garbiela Hearst 8



eckhaus latta3.png

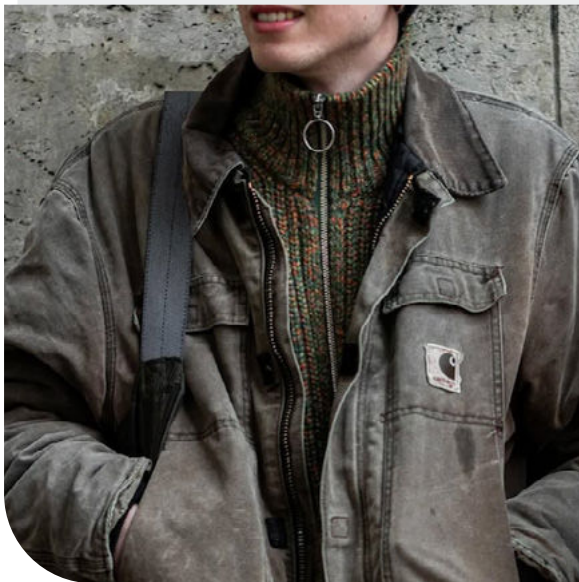


# TRENDSTORY



@nomaintenance10.png

## RURAL HUNTER



@shootingpeople 1.png



@machine\_a. 1.png



jaded london2.png



@nofaithstudios 7.png



@expiredragss3.png



# AI-GENERATED



PURE NOMADS



RURAL HUNTER





# 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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