



**MENSWEAR**  
**FW25**  
**SOFT**  
**& SMALL**  
**ACCESSORIES**  
**UPDATE**



**LIVETREND**

# FW25 ACCESSORIES UPDATE INTRODUCTION



@icviero\_6.jpg

@kingsonflacko.jpg

@kingsoflacko\_10.jpg

@markinspace.jpg



UPDATE

**Funky Urban.** For FW25, menswear accessories boldly venture into new territory, embracing a wider spectrum of masculinity that feels funkier and ironic. This whimsical shift is evident in heavy patterned ties and sharp statement caps, which inject humor and personality into timeless staples. The feminine sphere makes its mark on the collections, conquering traditional masculinity with pearl jewelry, edgy brooches and animalier patterns adding bold flair to belts. Skater street culture infuses the lineup with slouchy beanies, evoking an early 2000s retro vibe, while this retro edge carries through to details like pants chains, which channel a more punk rock sensibility. A strong influence from the Wild West also gains popularity, while all these elements combine to celebrate an eclectic mix of playfulness, tradition, and subcultural energy, redefining modern masculinity with confidence and creativity.

*This report is based on Livetrend data extracted from Instagram & e-searches from October to December, 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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CLICKING HERE



**MENSWEAR**  
**FW25**  
**UPDATE**  
**HEADWEAR**



**LIVETREND**

BIG TREND

# FW25 HEADWEAR SK8R BEANIE



@isaachudson\_3.jpg



@noahnwmair.jpg



@caficosta\_2.jpg



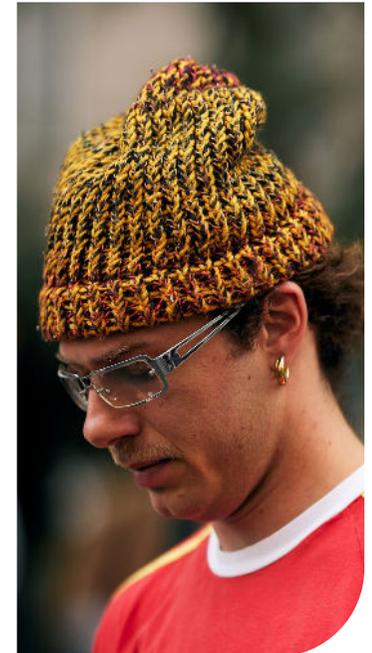
@jonasbhari\_9.jpg



@kingsoflacko\_11.jpg



@giafratte\_5.jpg



streetstyle paris\_27.jpg

STABLE TREND

# FW25 HEADWEAR MESSAGE BASEBALL CAP

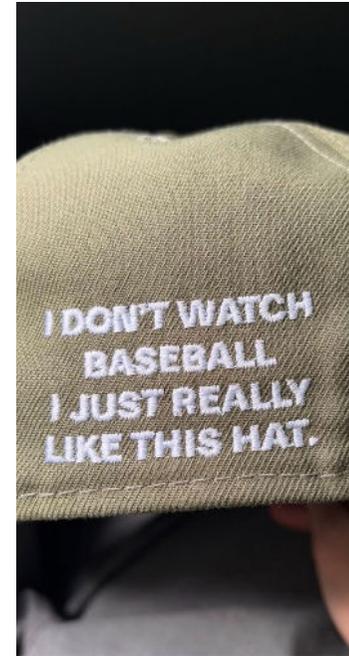
www  
**+100%**  
YOY



@isaachudson\_4.jpg



@deniscebulec\_2.jpg



@shion0228aoki\_4.jpg



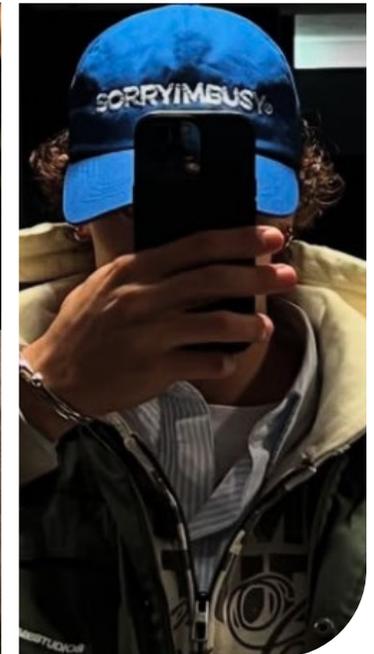
streetstyle paris\_241.jpg



@paulbinam.jpg



pitti streetstyle\_155.jpg



@pablobeltran.jpg

EARLY SIGN

# FW25 HEADWEAR **DANDY BERET**

www  
**+22%**  
YOY



streetstyle paris\_32.jpg



@markinspace\_2.jpg



streetstyle paris\_34.jpg



@kingsonflacko.jpg



@stimlo\_vi.jpg



@jonjon\_prejean.jpg



@sakiido\_.jpg

WWW  
+46%  
YOY



@bravest.jpg



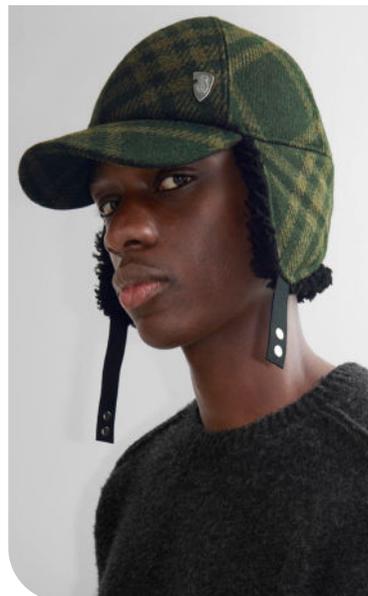
streetstyle milan\_100.jpg



@anjoalexandre\_3.jpg



@im.wish.jpg



burberry.webp



streetstyle paris\_5.jpg

THE FURRY

THE HYBRID

# FW25 HEADWEAR

## EDGY TREND

## HEAD SCARF

## EARLY SIGN

## INCOGNITO SNOOD

WWW  
**+34%**  
YOY



lost.pattern.webp



@pavobeltran\_2.jpg



@jonasbahri\_3.jpg



@icviero\_6.jpg



@markispace\_4.jpg

WWW  
**+483%**  
YOY



@thebirkinboy.jpg



**MENSWEAR**  
**FW25**  
**UPDATE**  
**NECK**  
**ACCESSORIES**  
**& GLOVES**



LIVETREND

BIG TREND

# FW25 NECK ACCESSORIES GRANDPA SCARF

www  
+41%  
YOY



@samscottbills\_3.jpg



ovs\_21.jpg



@franciscofaria.jpg



@alexssanz\_2.jpg



@rymndla.jpg



@jaimefernandes\_97.jpg



@pavlobeltran\_3.jpg

SAFE TREND

# FW25 NECK ACCESSORIES **RODEO NECKERCHIEF**

www  
**+43%**  
YOY



pitti streetstyle\_180.jpg



streetstyle milan\_104.jpg



streetstyle paris\_238.jpg



@paulbinam\_3.jpg



@chouchane.b.jpg



streetstyle milan\_137.jpg

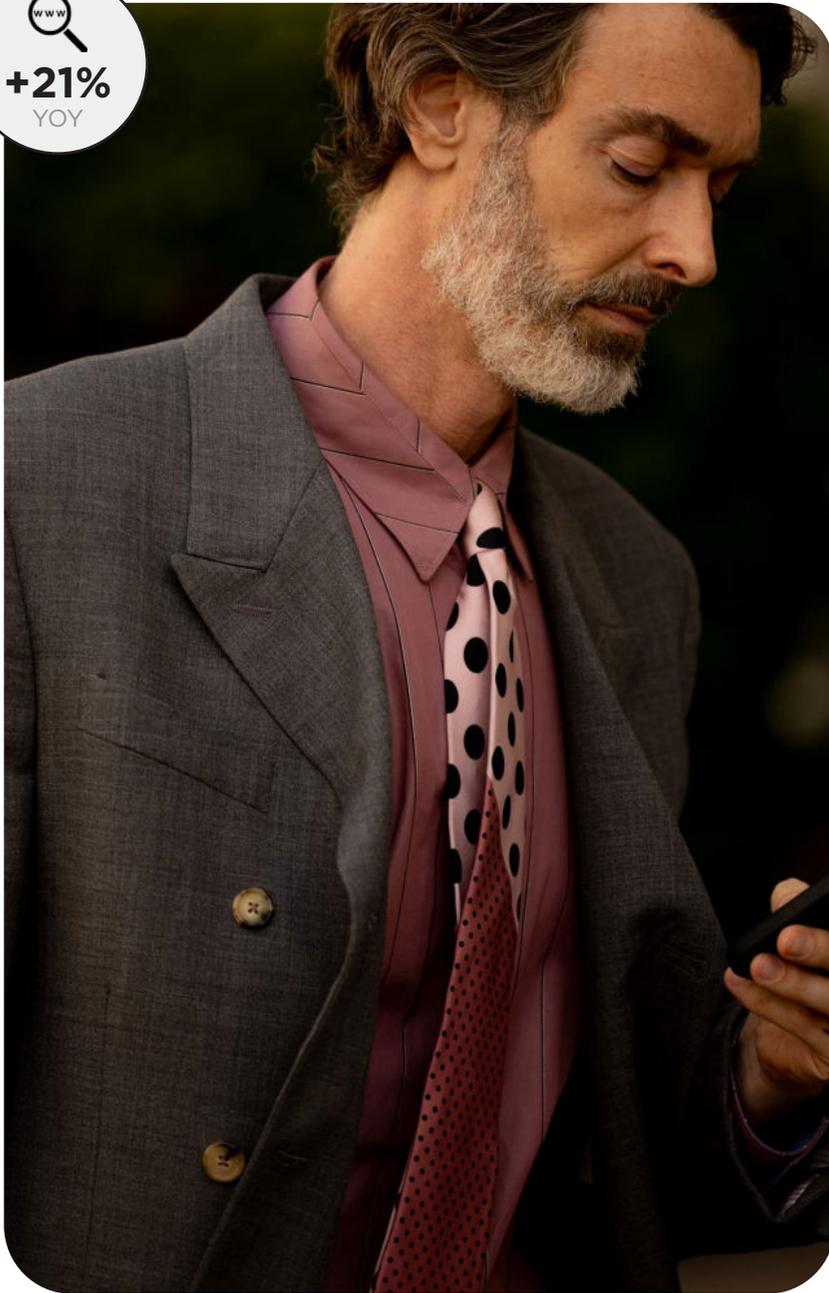


streetstyle milan\_102.jpg

STABLE TREND

# FW25 NECK ACCESSORIES **CURATED TIE**

www  
**+21%**  
YOY



pitti streetstyle\_152.jpg



@gaetanoarena.jpg



@drag.is.boring.jpg



streetstyle paris\_230.jpg



streetstyle milan\_124.jpg



@joaomrebelo.jpg



@kingsoflacko\_10.jpg

SAFE TREND

# FW25 GLOVES FINE LEATHER GLOVES

WWW  
**+66%**  
YOY



@arnald.lagji.jpg



@adrianoromanini\_2.jpg



@mensah.jr.jpg



@rzuk.jpg



@danclemt.jpg



@anjoalexandre\_4.jpg



@tetervinas.jpg

# FW25 GLOVES

SAFE TREND

BASIC WOOL GLOVES

SAFE TREND

SOFT MITTENS

WWW  
+37%  
YOY



@jonasbahri.jpg



@hotneul.jpg



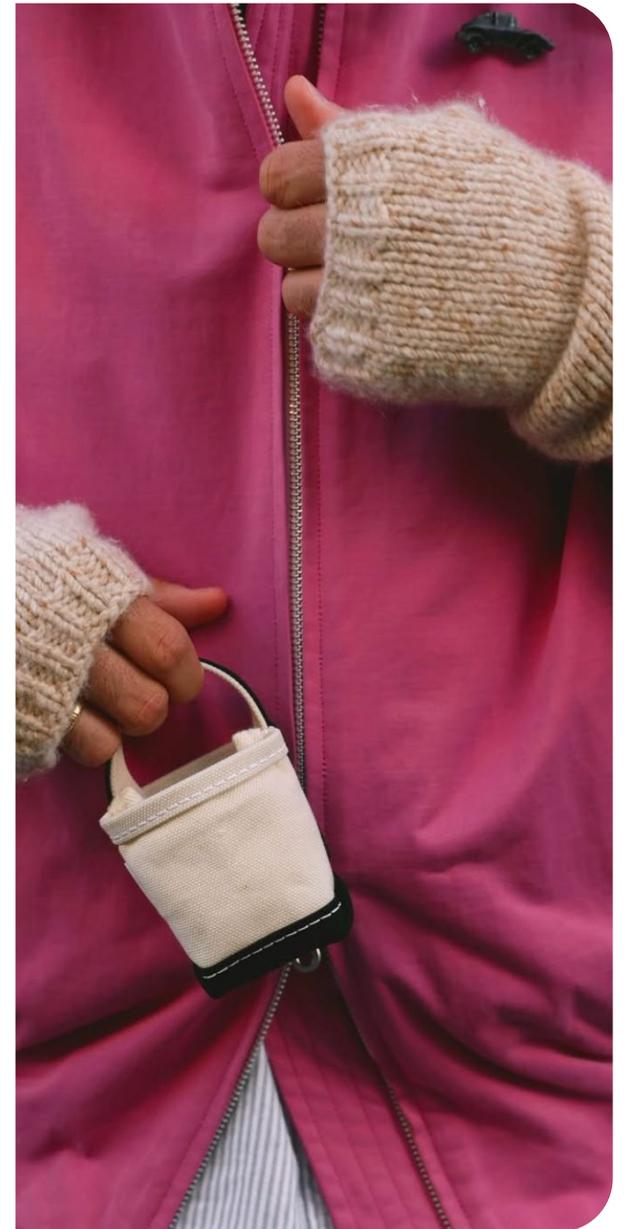
@migueeeel.angel.jpg



woolrich\_11.webp



pull&bear\_42.webp



@yuthanan\_.jpg



**MENSWEAR**  
**FW25**  
**UPDATE**  
**SMALL LEATHER**  
**GOODS**



LIVETREND

SAFE TREND

# FW25 LEATHER GOODS STATEMENT BUCKLE BELT

WWW  
+43%  
YOY



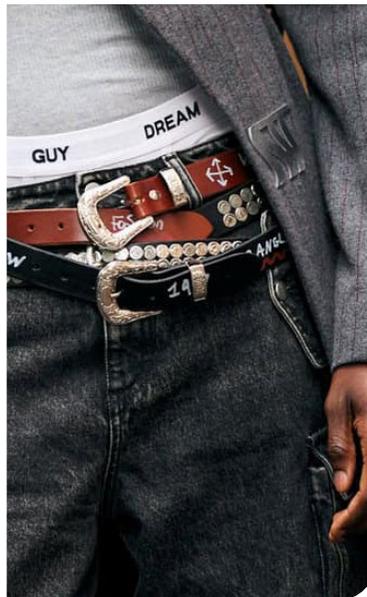
@aserejebrand.jpg



streetstyle paris\_237.jpg



streetstyle milan\_207.jpg



streetstyle paris\_228.jpg



streetstyle milan\_205.jpg



@josephxbass.jpg

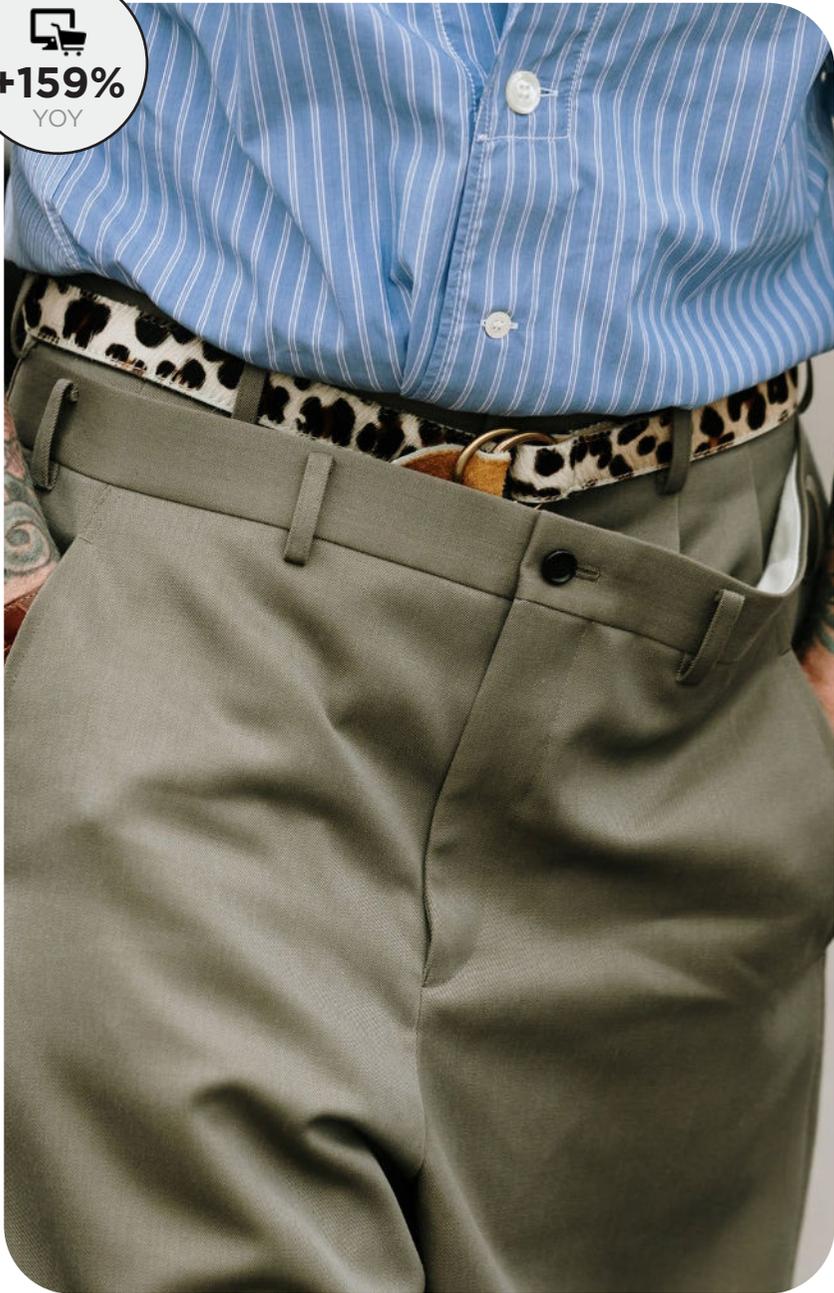
THE RODEO STYLE

THE MONOGRAM

EARLY SIGN

# FW25 LEATHER GOODS **ANIMALIER BELT**

  
**+159%**  
YOY



streetstyle milan\_86.jpg



@trentingvuong\_2.jpg



@reysocitures.jpg



nude project.webp



@david\_atum.jpg



@takuto5449\_2.jpg



@ced\_ebenezer.jpg

WWW  
+353%  
YOY



streetstyle paris\_37.jpg



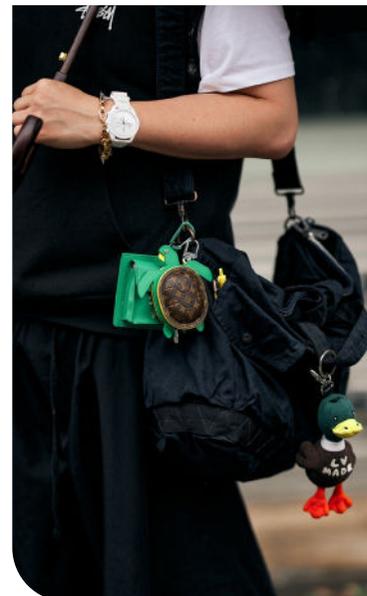
@shion0228aoki.jpg



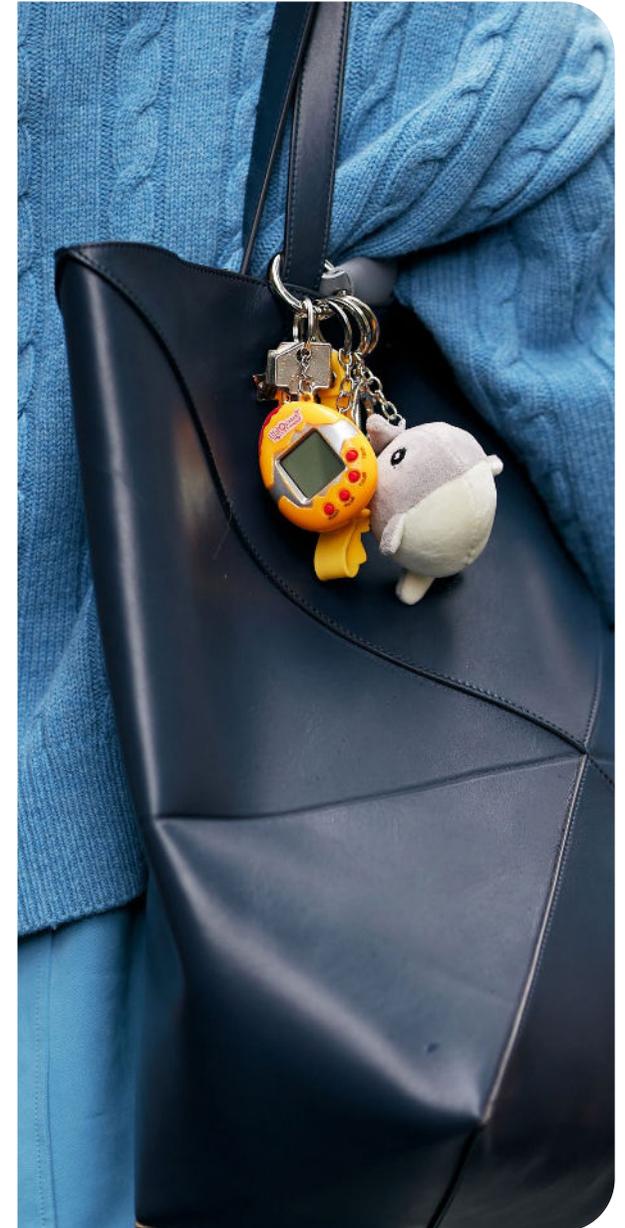
streetstyle paris\_9.jpg



streetstyle paris\_7.jpg



streetstyle paris\_15.jpg



streetstyle paris\_10.jpg

STATEMENT KEYRINGS

TOYBOY BAG CHARMS



**MENSWEAR**  
**FW25**  
**UPDATE**  
**BIJOUX**



**LIVETREND**

BIG TREND

# FW25 BIJOUX PANTS CHAIN

www  
+22%  
YOY



@icviero\_4.jpg



streetstyle paris\_24.jpg



@aaron.snl.jpg



@giafratte.jpg



@markispace.jpg



streetstyle milan\_58.jpg



streetstyle paris\_31.jpg

SAFE TREND

# FW25 BIJOUX SACRED CHARM

www  
**+34%**  
YOY



streetstyle milan\_200.jpg



@adrianoromanini\_4.jpg



streetstyle paris\_235.jpg



@tony\_thinh\_2.jpg



streetstyle london\_224.jpg



@tony\_thinh.jpg



@minimalhouse1.jpg

www  
**+21%**  
YOY



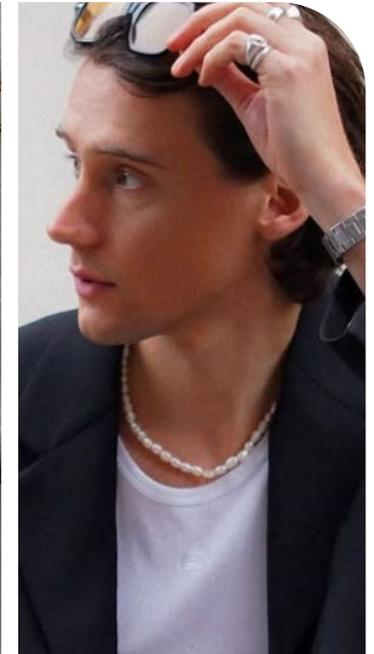
streetstyle paris\_245.jpg



streetstyle milan\_101.jpg



@adrianoromanin\_2.jpg



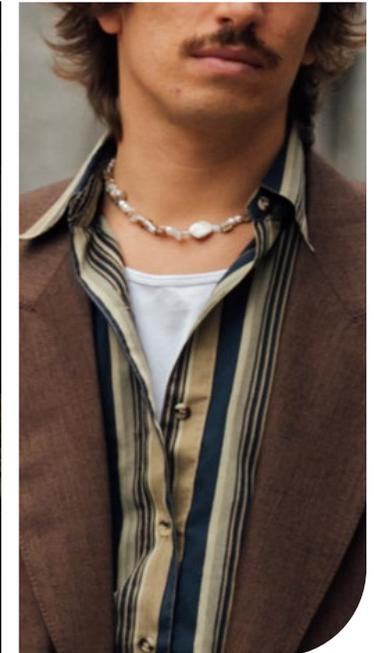
@isaachudson\_5.jpg



streetstyle milan\_79.jpg



@bookof\_aye\_3.jpg



streetstyle milan\_214.jpg

BIG TREND

# FW25 BIJOUX SILVER RING SET

www  
**+51%**  
YOY



streetstyle paris\_246.jpg



@icviero\_5.jpg



streetstyle milan\_213.jpg



@isaachudson\_2.jpg



streetstyle paris\_232.jpg



@mensah.jr copia.jpg



streetstyle london\_225.jpg

# FW25 BIJOUX

EARLY SIGN

BROOCH

EARLY SIGN

TIE EMBELLISHMENTS



streetstyle paris\_42.jpg



valentino\_92.webp



streetstyle milan\_216.jpg



streetstyle paris\_233.jpg



Valentino.webp



@icviero.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



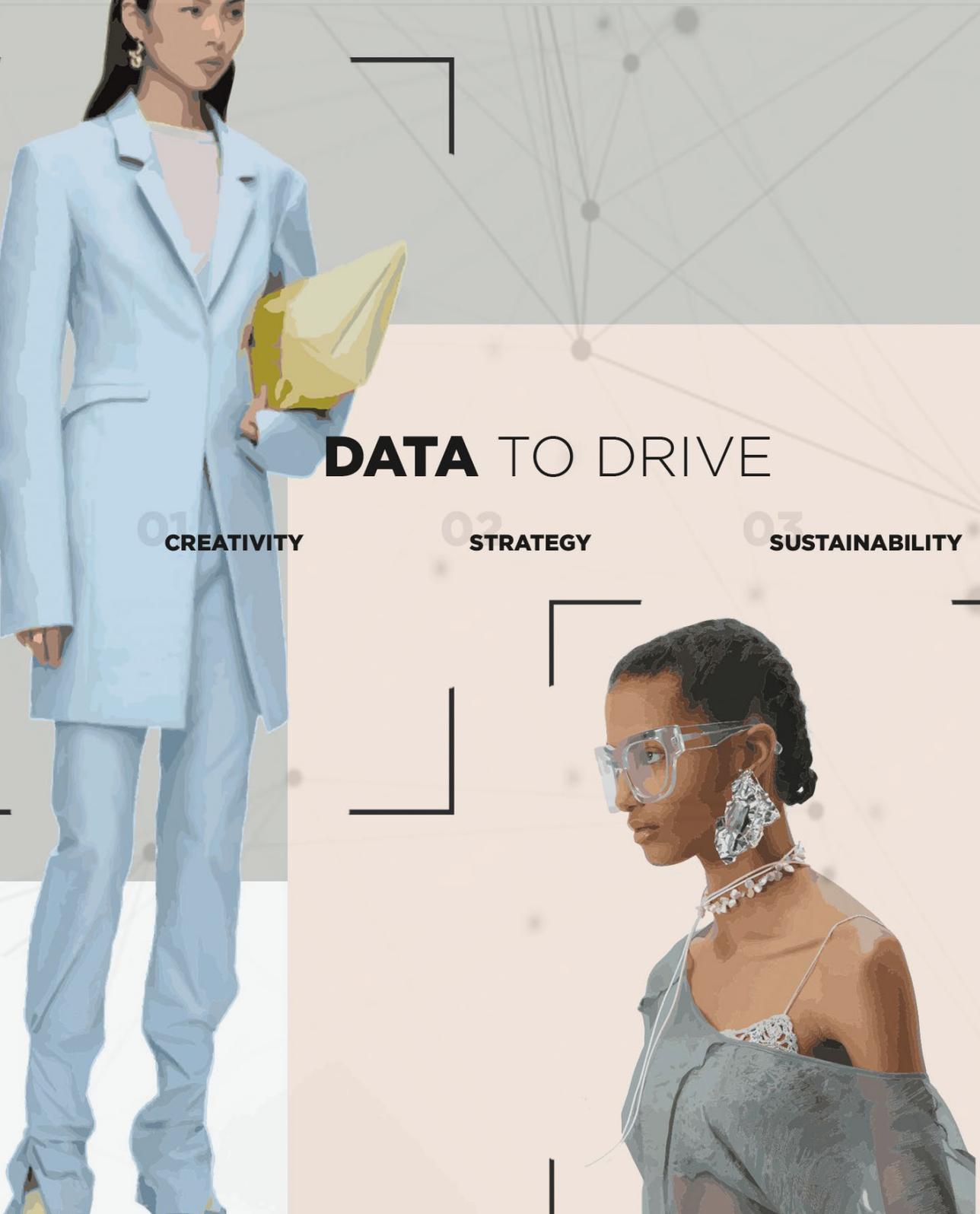
### INVEST

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

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