



# SS 26 MENSWEAR

## SS26 MENSWEAR RUNWAY TREND ANALYSIS

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## O2. Key Trends

The SS26 Menswear collections in Paris reflected a fashion landscape in flux—where softness meets strength, tradition merges with experimentation, and the lines between formal and fluid continue to blur. Designers responded to a global hunger for escapism, emotional expression, and evolved masculinity with collections that were vibrant, grounded, and deeply intentional.



Dolce & Gabbana



Zegna



Saint Laurent



Amiri



Louis Vuitton

## Refined Tailoring.

The new power suit is relaxed, draped, and emotionally intelligent. Soft-shouldered blazers, wide-leg trousers, tunic-length tops, and robe-like outerwear appeared across collections. Designers embraced fluidity not just in shape, but in message—challenging rigid masculinity and allowing more room for vulnerability and expression. 80s tailoring made a notable comeback in the SS26 menswear runways, but not as a direct imitation of the past. Instead, designers reinterpreted key elements with a modern sensibility, prioritizing comfort, ease, and a softer silhouette while retaining the sophistication of the era.

Spring/Summer 2026 Menswear redefined what it means to dress with purpose. These collections weren't just about aesthetics—they were about identity, emotion, and transformation. From the runway to retail, expect to see menswear continue to embrace comfort, color, craftsmanship, and cultural context, evolved masculinity, balancing softness with strength, clarity with curiosity, and tradition with reinvention.





# Floral Expression.

Florals highlight a softer and more romantic side to masculinity, while also showcasing a sense of refinement and creativity in how they are incorporated into different garment types. Florals take on new life with surreal, oversized, and abstract interpretations seen in bold prints, textured embroidery, 3D appliqués, and nature-inspired graphics. Delicate embroidery was used to incorporate floral motifs onto various items, such as the cherry blossoms on a tuxedo jacket seen at Amiri, or the white floral embroidery on a crisp blue shirt at Bluemarle. Designers, like Junya Watanabe Man, utilized floral prints that evoked the look of antique wallpaper, blending vintage aesthetics with contemporary silhouettes. The presence of florals across various designers and garments signals that they are no longer considered a daring choice in menswear, but rather a more accepted and embraced element.



Prada



Bluemarle



Hed Mayner



Junya Watanabe Man



Dolce & Gabbana

## Key Trends

Integrate florals as statement pieces or accents to inject seasonal vitality and emotional storytelling. Pair with denim and blazers for a more refreshing take on florals.



# Striped Statements.

Stripes return with purpose—both nostalgic and graphic. This season reimagines stripes with bold reinvention: asymmetrical placements, color-blocked banding, wide rugby-style lines, and vertical pinstripes offered a fresh take on a timeless motif. Stripes moved beyond shirting and were applied to suiting, outerwear, and knitwear with elevated intention. Some designers used engineered stripe panels to create dynamic movement, while others played with unexpected color combinations to add vibrancy. Stripes were reinterpreted to be more relaxed and visually interesting, shedding their “boardroom blandness” image. Designers showcased stripes of varying widths (pin, candy, Bengal), both faded and bold, and in different orientations (horizontal, vertical, and diagonal).



## Implication

Use stripes to structure collections, create visual rhythm, and build in familiar-yet-fresh styling cues. Offer variety through classic patterns alongside experimental stripe formats for added merchandising depth.



# Utility Reinvented.

Function meets Form. The utilitarian trend continues to evolve with modern construction and soft tactility. Functional details are incorporated into everyday wear, blending practicality with style. Designers incorporated cargo-style trousers, multi-pocket vests, modular outerwear, and technical fabrics with natural textures. A more tailored approach to utility emerged with cinched waist, clean-cut lines, and tonal layering. The blend of function with elevated design details positioned utility not as a trend, but as a core design principle seen on the runways of Auralee, Dunhill and Qasimi. Embrace function-forward designs across outerwear, trousers, and accessories. Introduce convertible or multi-functional garments that serve both lifestyle and aesthetic needs.



Emporio Armani



Qasimi



Auralee



David Catalan



Dunhill

