

> TOP Ranking

POP Fashion

2025 PF T-shirt & Sweatshirt

TOP RANKING

20%

40%

30%

80%

100%

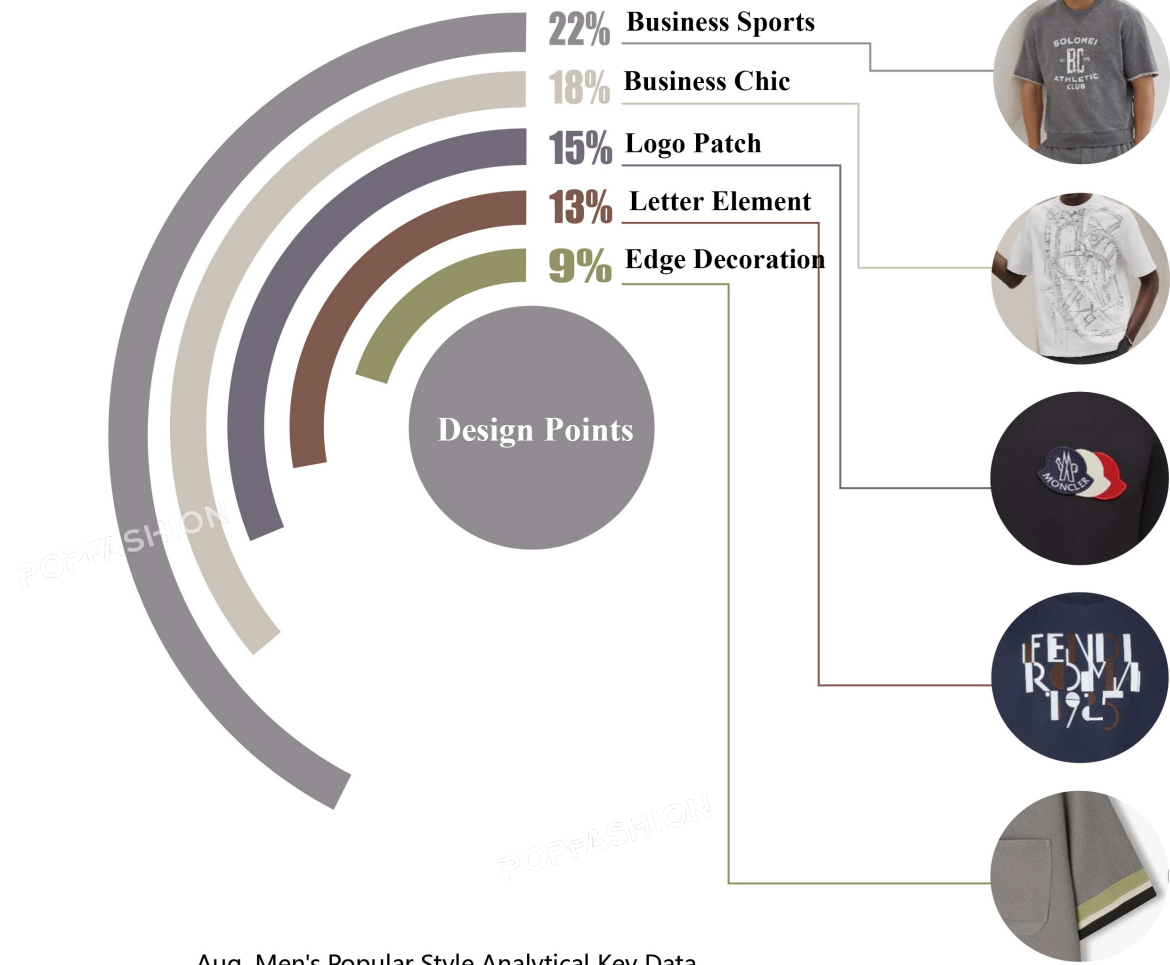
120%



DATA
ANALYSIS

Overview

Based on POP Fashion clothing download data for the top 100 men's T-shirts & sweatshirts, product highlights focus on detail and craftsmanship. Streetwear, business chic, business sports, and sporty academia styles; design elements such as logo patches, letter elements, edge trims, fabric combinations, and accessory applications enrich the detailing and enhance the visual appeal of the garments.

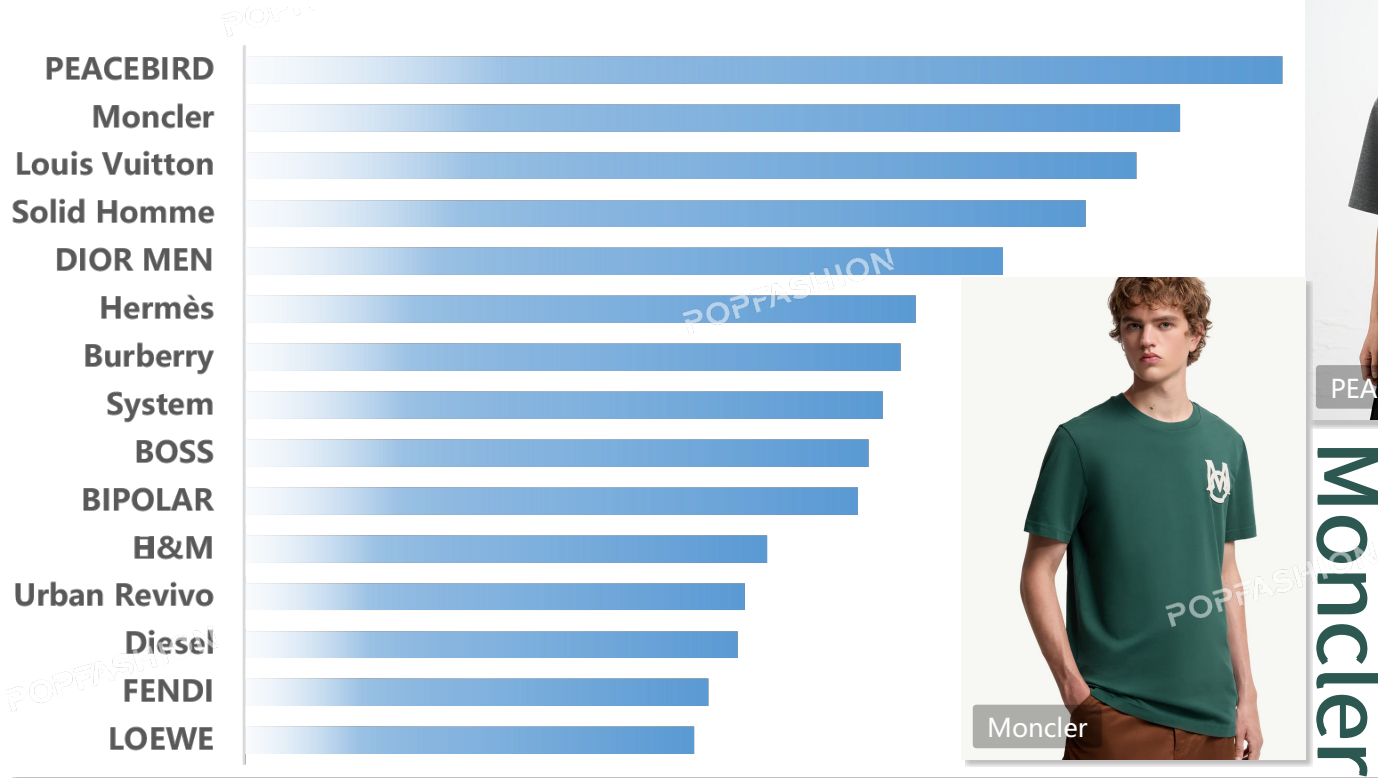


Aug. Men's Popular Style Analytical Key Data

Brand Download Ranking

Based on interactive data from POP Fashion backend regarding browsing, searching, and downloading, the ranking of T-shirt brands favored by designers shows PEACEBIRD ranked first, characterized by clean lines and understated color palettes, with no elaborate decorations, relying on refined tailoring to suit everyday, business-casual occasions. Moncler and Louis Vuitton ranked second and third respectively. Meanwhile, streetwear, light trendy business, and business-athleisure styles have become focal points, reflecting current men's wear design and market demand trends.

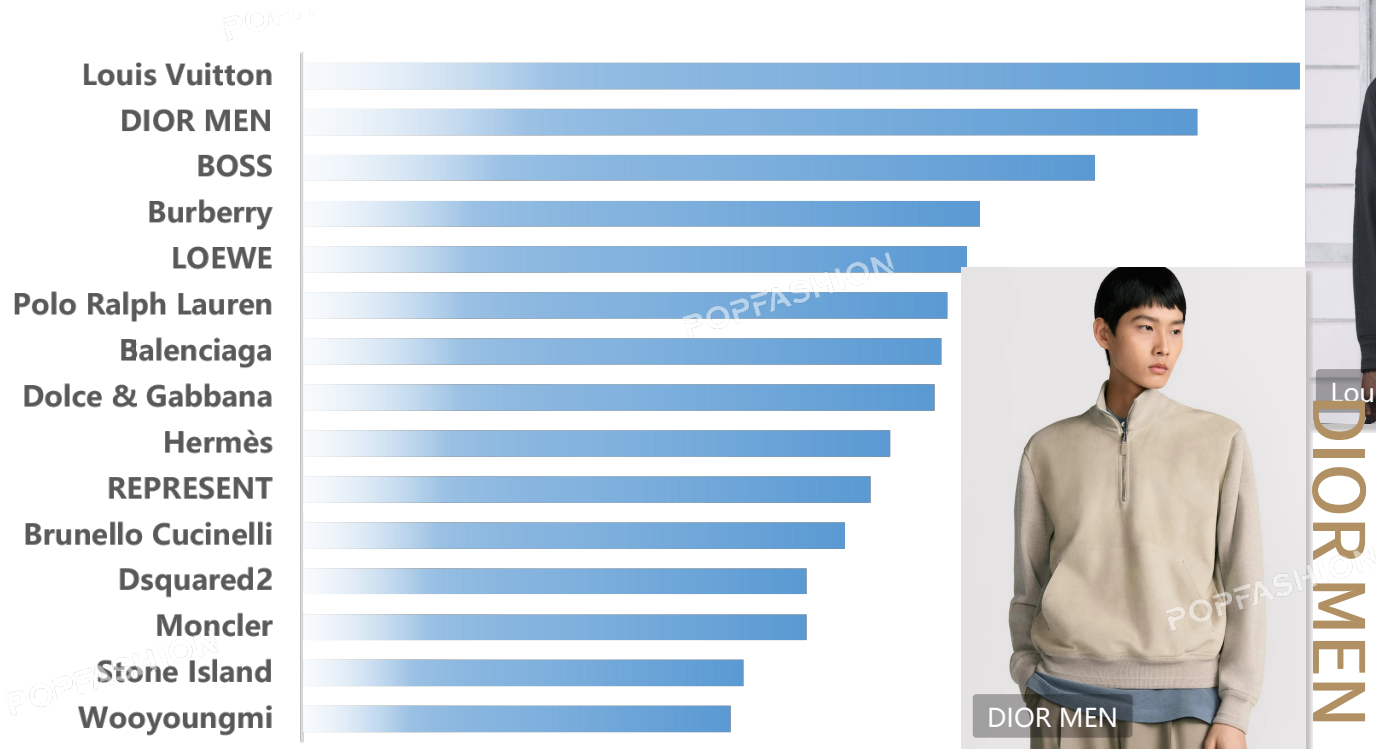
Men's T-Shirt Customer Attention Ranking



Brand Download Ranking

Based on interactive data from POP Fashion backend regarding browsing, searching, and downloads, the ranking of sweatshirt brands favored by designers reveals Louis Vuitton at the top. With unique creativity, Louis Vuitton blends classic heritage with avant-garde tailoring, integrating diverse inspirations and vibrant energy into boundaryless styles, outlining infinite possibilities for the modern gentleman's wardrobe. DIOR MEN and BOSS follow closely, ranking second and third respectively. From the attention ranking, one can also discern fashion trends—clean and polished urban commuting styles, as well as the seamless fusion of business and sportswear, have become significant design reference points.

Men's Sweatshirt Customer Attention Ranking



Louis
Vuitton



Louis Vuitton

DIOR MEN



BOSS

BOSS

T-Shirt TOP10

TOP 1



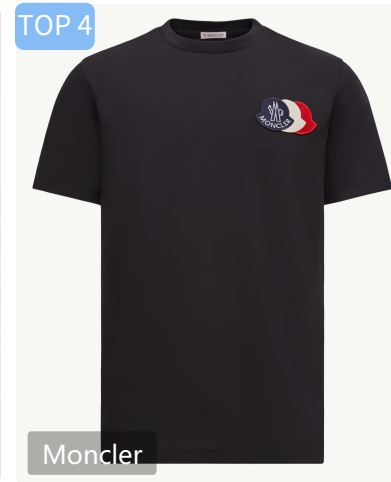
TOP 2



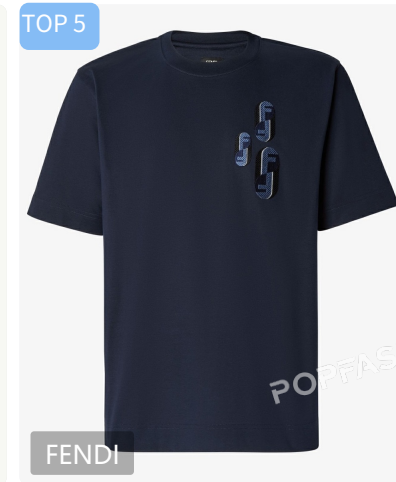
TOP 3



TOP 4



TOP 5



TOP 6



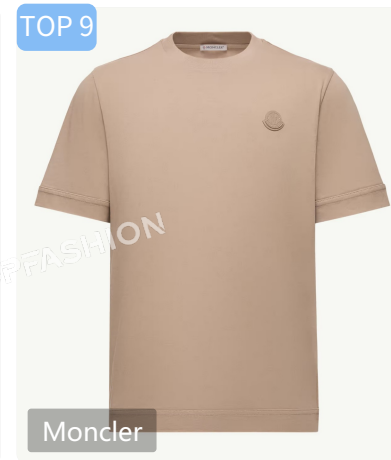
TOP 7



TOP 8



TOP 9



TOP 10



Sweatshirt TOP10

TOP 1



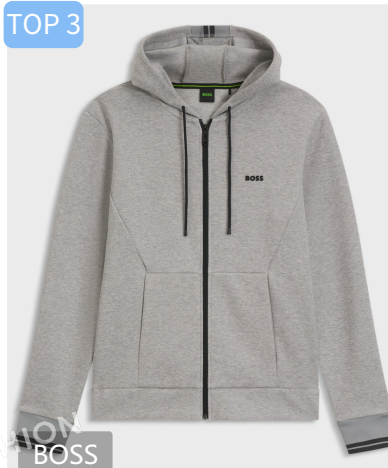
Louis Vuitton

TOP 2



Brunello Cucinelli

TOP 3



BOSS

TOP 4



Penfield

TOP 5



TOP 6



LOEWE

TOP 7



REPRESENT

TOP 8



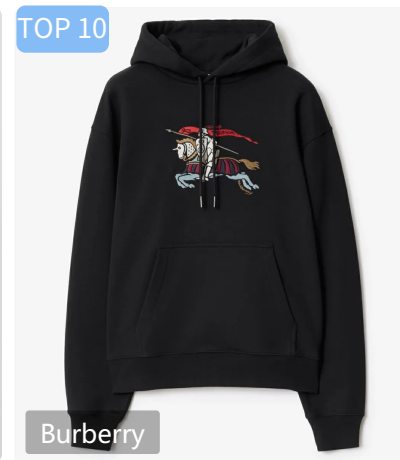
REPRESENT

TOP 9



Brunello Cucinelli

TOP 10



Burberry

Key Colors

Based on the style and brand rankings from the past month's backend data, we have identified the key colors for individual pieces. This month's key colors for T-shirts and sweatshirts include Ancient Water, Drizzle, Frappé, Alaskan Blue, Sagebrush Green, and Key Largo. These diverse tones enrich visual layers and build dressing narratives. From cool to warm, from fresh to rich, they create different style atmospheres for men's outfits, inspiring fashion coordination through color combinations.



Key Style--Streetwear

This season's streetwear pieces use wash and distressed techniques to create a vintage feel, while artistic logos and slogans enhance individuality. Dark base colors are paired with pops of bright hues, fabric mixing adds depth, blending retro DNA with innovative craftsmanship to meet young consumers' pursuit of unique fashion.



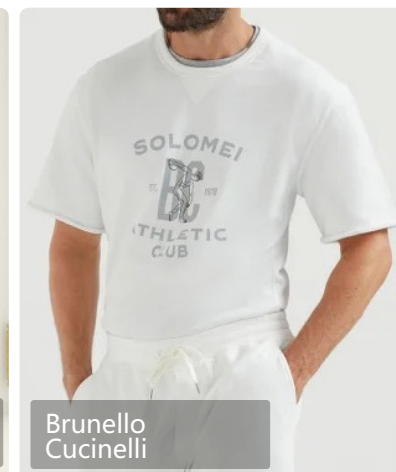
Key Style--Business Chic

Light trendy business style balances professionalism and fashion, using low-saturation colors like light yellow and light green to create a relaxed feel. Basic pieces are enhanced with refined prints and special textures, paired with casual bottoms



Key Style--Business Sports

Business sport style design blends professionalism with vitality. Based on clean, minimalist silhouettes, it incorporates sporty elements such as hooded styles and half-zip fronts, paired with textured fabrics and plaids to enhance sophistication. Colors focus on subdued earth tones, black, white, and gray, accented with refined badges and line decorations, balancing business elegance with sporty relaxation. Suitable for both office and casual settings, it redefines business attire with the timeless energy and style



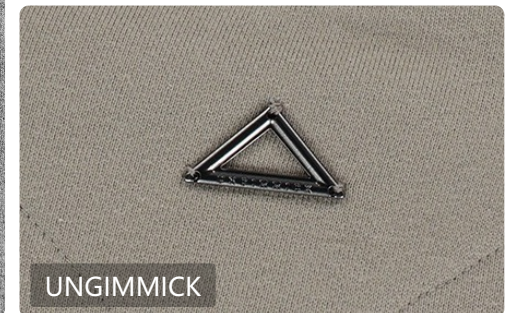
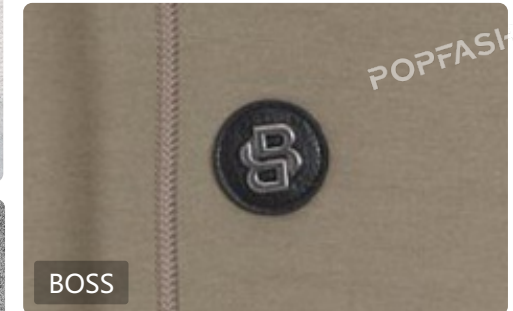
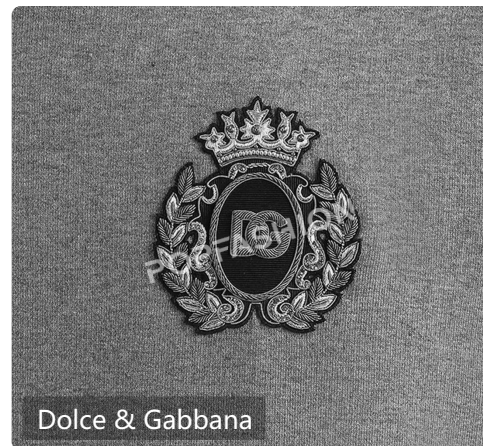
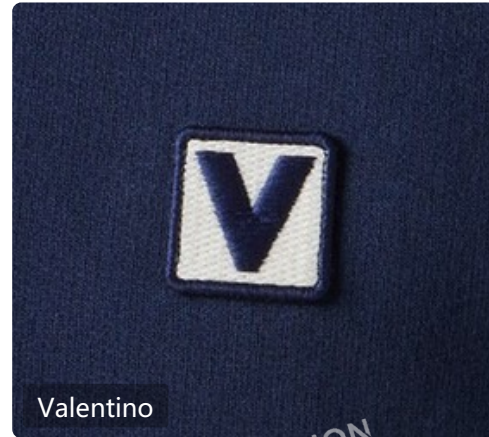
Key Style--Sporty Academia

Sporty academia style combines campus vitality with athletic DNA. Based on polo shirts, sweatshirts, and the like, it incorporates numbers, letter prints, and stripe decorations to recreate classic team uniform elements. Bright yet vintage-inspired colors, paired with comfortable yet structured fabrics, utilize classic sport silhouettes matched with relaxed bottoms, preserving youthful campus charm while integrating trendy streetwear flair to create a nostalgic yet fashionable look.



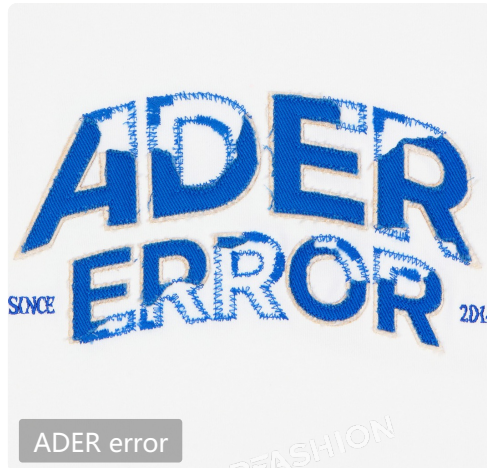
Key Craft--Logo Badge

Logo badge craftsmanship transforms brand symbols into three-dimensional decorations through embroidery, embossing, and other techniques. Designs range from minimalist letters to vintage-style emblems, with colors either matching the fabric or creating contrast for emphasis. This not only strengthens brand recognition but also enhances garment quality through refined details, serving as a visual anchor for both style and sophistication.



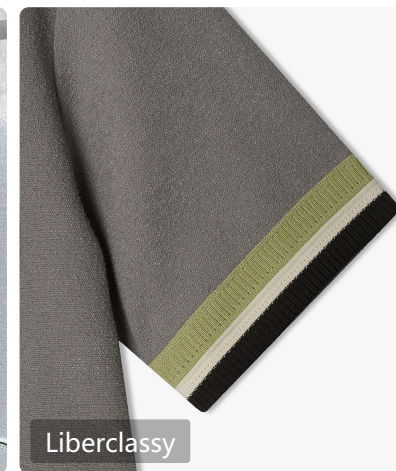
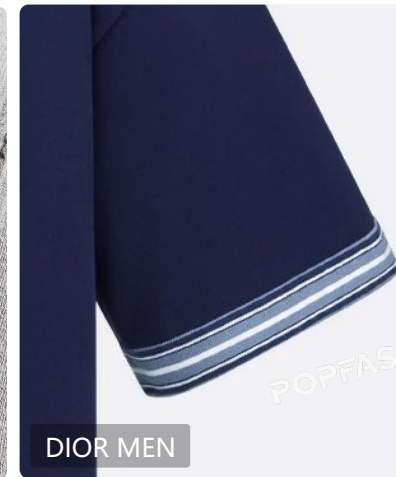
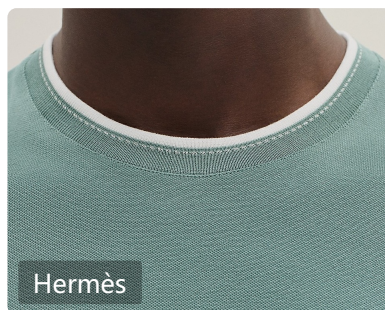
Key Pattern--Fonts

Letter fonts as key patterns empower design through diverse presentation methods. Use gradients, flocking, or other techniques to add visual depth to brand names or slogans; or deconstruct and reassemble typefaces, combining contrasting colors and 3D embroidery to break conventions. This not only strengthens brand identity but also conveys a fashion-forward attitude through



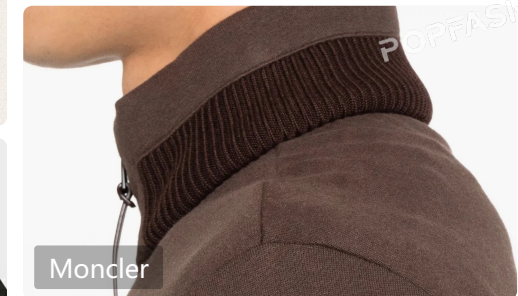
Key Detail--Edge Decoration

Edge decoration as a key detail focuses on areas such as collars and cuffs. Through contrasting piping, embroidery, beading, and striped paneling, it breaks the monotony of solid-color edges. Brand letter embroidery strengthens identity, while contrasting lines outline the silhouette, enhancing the garment's layering and design sophistication. Subtle craftsmanship is infused into simplicity, becoming the highlight for style expression.



Key Detail--Material Combination

Material combination design breaks the limitations of single fabric. Selecting fabrics with different textures and weaves, such as knitted and woven, smooth and textured materials, visual depth and structural variation are created through paneling. Combining materials on shoulders, sleeve sides, and other areas enhances sporty appeal; contrasting colors and differing textures highlight individuality, injecting design tension through material contrast, balancing functionality and fashion.



Key Trimmings

The application of trimmings focuses on zippers, drawstrings, and similar elements. Zippers, with metallic textures and leather-edged accents, combine functionality and decoration to create either refined or rugged styles; drawstrings, through color combinations and knot designs, add layered details. These trimmings break the monotony of garments, reflect broader design intent through small details, and elevate overall quality and fashion appeal with



Reiss



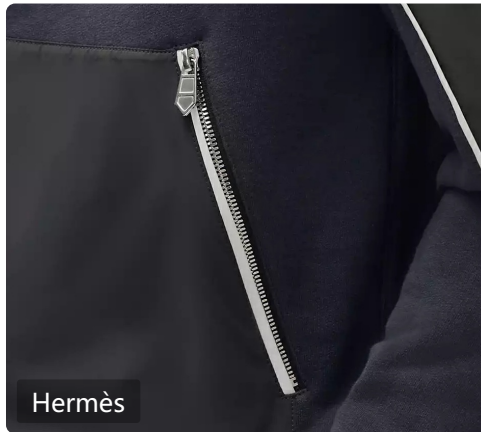
DIOR MEN



Septwolves



D-VEC



Hermès



Paul Smith



BEANPOLE
GOLF

POP AI DESIGN



Summary & Trend Recommendations

Based on POP Fashion clothing download data for the top 100 men's T-shirts & sweatshirts, product highlights focus on detail and craftsmanship. Streetwear, business chic, business sports, and sporty academia styles; design elements such as logo patches, letter elements, edge trims, fabric combinations, and accessory applications enrich the detailing and enhance the visual appeal of the garments.

Key Highlights

Style:

Streetwear, Business Chic, Business Sport, Sporty Academia

Craft & Details:

Patch Logo, Edge Decoration, Material Combination

Patterns & Trims:

Text Elements, Trim Applications

Smart Casual Business: S/S 2027 Men's T-shirt & Sweatshirt Development [🔗](#)

2027 SS T-shirt/ Sweatshirt

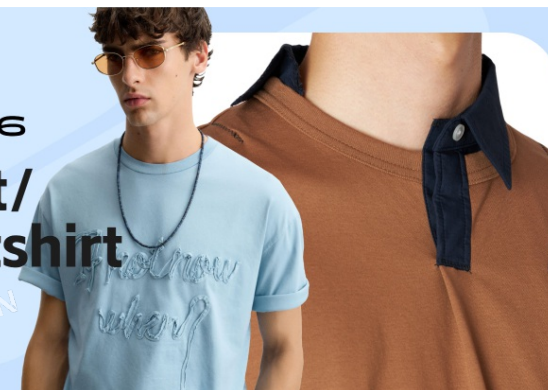
CATEGORY



Reconstructed Art: PF2026 Menswear Detail & Craft Trends [🔗](#)

PF 2026

T-shirt/ Sweatshirt



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