



VANE FASHION REPORT

September '23

General trends

- Oversized, unisex items and silhouettes with dropped sleeve are popular in all categories.
- Large back prints are popular for t-shirts, sweatshirts and hoodies.
- Packages of multiple items are trending for t-shirts.
- For sweatshirts, hoodies and sweaters zipped and quarter-zipped items are popular.
- Natural and washed colors are popular in all categories.

Best brands

- PULL&BEAR
- Massimo Dutti
- Bershka
- Tommy Jeans
- Jack & Jones
- Urban Classics
- Tommy Hilfiger
- TOM TAILOR
- Mango
- Marc O'Polo
- Lacoste
- BOSS
- Pier One



MEN

September '23

T-Shirts

T-shirts

Oversize with elongated sleeve



<https://www.zalando.de/zign-t-shirt-print-black-zi121001j-q11.html>



<https://www.zalando.de/pulla-ndbear-short-sleeve-with-graphic-t-shirt-print-sand-puc22o1mj-b11.html>



<https://www.zalando.de/zign-t-shirt-print-black-zi121001j-q11.html>



<https://www.zalando.de/yourt-urn-unisex-t-shirt-print-lilac-yo12100fm-i11.html>

T-shirts

Narrow neck cut



<https://www.zalando.de/lacoste-t-shirt-basic-noir-la222o09e-q11.html>



<https://www.zalando.de/us-polo-assn-t-shirt-basic-white-us222o00s-a11.html>



<https://www.zalando.de/the-north-face-easy-t-shirt-print-th342d00u-q11.html>



<https://www.zalando.de/nike-sportswear-club-tee-t-shirt-basic-ni122o0ce-a12.html>

T-shirts

Packs of t-shirts



<https://www.zalando.de/yourt-urn-3-pack-unisex-t-shirt-basic-blacklight-greywhite-yo12100dj-q12.html>



<https://www.zalando.de/pier-one-5-pack-t-shirt-basic-whiteblackbordeaux-pi922o0gy-a13.html>



<https://www.zalando.de/calvin-klein-golf-3-pack-t-shirt-basic-soft-pinkwhiteblue-ck442d00j-g11.html>



<https://www.zalando.de/tommey-jeans-slim-tee-2-pack-t-shirt-basic-classic-beigeblack-tob22o0h0-b11.html>

T-shirts

Focus on the back side



<https://www.zalando.de/yourturn-beyond-tee-unisex-t-shirt-print-black-yo12100md-q11.html>



<https://www.zalando.de/bershka-t-shirt-print-off-white-bej22o0qc-a11.html>



<https://www.zalando.de/pullandbear-short-sleeve-scarface-t-shirt-print-black-puc22o1lj-q11.html>



<https://www.zalando.de/bershka-t-shirt-print-off-white-bej22o0pb-a11.html>



Polos

Polos

Knit polos



<https://www.zalando.de/massimo-dutti-poloshirt-royal-blue-m3i22p0bb-k11.html>



<https://www.zalando.de/massimo-dutti-textured-poloshirt-green-m3i22p0b7-m11.html>



<https://www.zalando.de/mango-poloshirt-sand-m9122p0dj-b11.html>



<https://www.zalando.de/mango-arraona-poloshirt-waldgruen-m9122p0d2-m11.html>

Polos

Contrast piping



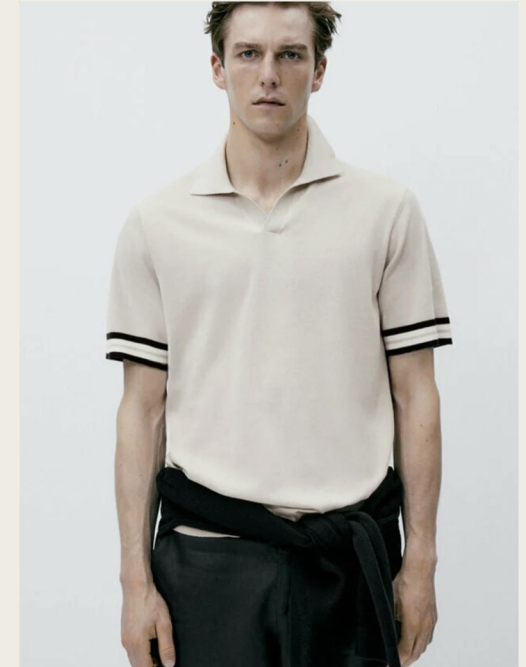
<https://www.zalando.de/boss-passertip-poloshirt-dark-blue-bb122p0ij-k11.html>



<https://www.zalando.de/tommy-hilfiger-tipped-slim-poloshirt-to122p085-a11.html>



<https://www.zalando.de/pier-one-updated-contrast-placket-poloshirt-teal-pi922p03e-p11.html>



<https://www.zalando.de/massimo-dutti-poloshirt-beige-m3i22p0ay-b11.html>

Polos

Stripes



<https://www.zalando.de/nils-sundstroem-poloshirt-marine-weiss-nin22p013-k13.html>



<https://www.zalando.de/adidas-originals-poloshirt-night-indigo-ad122p01f-k11.html>



<https://www.zalando.de/pepe-jeans-t-shirt-print-squash-orange-pe122o0ki-h11.html>



<https://www.zalando.de/levis-poloshirt-cavern-le222p015-q13.html>

Sweatshirts

Sweatshirts

Oversize + dropped sleeve



<https://www.zalando.de/pull-and-bear-sweatshirt-blue-puc21009k-k11.html>



<https://www.zalando.de/tommy-jeans-boxy-luxe-crew-sweatshirt-ancient-white-tob22s0b0-a11.html>



<https://www.zalando.de/megaman-oversize-sweatshirt-dunkelgrau-mps210006-c11.html>



<https://www.zalando.de/berhka-sweatshirt-camel-bej22s0d3-b11.html>

Sweatshirts

Unisex



<https://www.zalando.de/pullandbear-basic-coloured-round-neck-sweatshirt-dark-brown-puc21009k-o12.html>



<https://www.zalando.de/bershka-round-neck-sweatshirt-white-bej22s0cz-a11.html>



<https://www.zalando.de/shiwi-sweatshirt-cold-sky-blue-s66210004-k11.html>



<https://www.zalando.de/pullandbear-sweatshirt-dark-green-puc21009k-m11.html>

Sweatshirts

Quarter-zip



<https://www.zalando.de/bershka-sweatshirt-dark-green-bej22s0b9-m11.html>



<https://www.zalando.de/mango-winne-sweatshirt-bezova-m9122s0gk-a11.html>



<https://www.zalando.de/hugobos-durty-sweatshirt-dark-blue-hu722s06x-k11.html>



<https://www.zalando.de/the-north-face-polartec-fleecepullover-black-th322s05y-q11.html>

Hoodies

Hoodies

Unisex



<https://www.zalando.de/pull-and-bear-basic-coloured-sweatshirt-dark-grey-puc21009j-c11.html>



<https://www.zalando.de/multiply-apparel-sweatshirt-dark-forest-strike-washed-muk21004x-m11.html>



<https://www.zalando.de/multiply-apparel-oversize-apparel-sweatshirt-off-white-muk2100a4-a11.html>



<https://www.zalando.de/yourturn-unisex-sweatshirt-blue-yo1210120-k11.html>

Hoodies

Focus on the back side



<https://www.zalando.de/ichi-petite-ihkyla-strickkleid-bracken-melange-icq21c00z-o11.html>



<https://www.zalando.de/vans-sweatshirt-light-beige-va22s0bw-b11.html>



<https://www.zalando.de/pullandbear-sweatshirt-black-puc22s0qg-q11.html>



<https://www.zalando.de/pieces-pccava-o-neck-dress-strickkleid-light-grey-melange-pe321c11o-c11.html>

Hoodies

Oversize, dropped sleeve



<https://www.zalando.de/pegador-colne-logo-oversized-hoodie-unisex-sweatshirt-vintage-washed-riviera-blue-pep210098-k11.html>



<https://www.zalando.de/pullandbear-sweatshirt-grey-puc22s0qp-c11.html>



<https://www.zalando.de/pullandbear-basic-coloured-sweatshirt-blue-puc21009j-k12.html>



<https://www.zalando.de/adidas-originals-hoodie-sweatshirt-beige-ad122s0o7-b11.html>

Hoodies

Zipped hoodies



<https://www.zalando.de/urban-classics-sweatjacke-darkshadow-ur622s086-c11.html>



<https://www.zalando.de/lacoste-unisex-sweatjacke-overview-la222s089-k13.html>



<https://www.zalando.de/bershka-sweatjacke-black-bej22s0d0-q11.html>



<https://www.zalando.de/polo-ralph-lauren-kapuzenpullover-light-sport-heather-po222s0e9-c11.html>

Knitted sweaters

Knitted sweaters

Quarter-zip



<https://www.zalando.de/massimo-dutti-textured-mock-neck-with-zip-strickpullover-neon-green-m3i22q0cb-m12.html>



<https://www.zalando.de/jack-and-jones-jipaul-knit-high-neck-strickpullover-black-ja222q14k-q11.html>



<https://www.zalando.de/polo-ralph-lauren-long-sleeve-strickpullover-lifeboat-green-heather-po222q0bk-m11.html>



<https://www.zalando.de/boss-kanobix-strickpullover-lightpastel-green-bb122q0j6-m11.html>

Knitted sweaters

Cable knit



<https://www.zalando.de/select-ed-homme-slhchain-crew-neck-strickpullover-sky-captain-se622q0m9-k11.html>



<https://www.zalando.de/solid-strickpullover-oatmeal-so422q08b-b11.html>



<https://www.zalando.de/casual-friday-karl-roll-neck-cable-knit-strickpullover-deep-forest-melange-c1a22q03r-c11.html>



<https://www.zalando.de/select-ed-homme-strickpullover-bone-white-se622q0g5-a11.html>

Knitted sweaters

Turtleneck



<https://www.zalando.de/select-ed-homme-slhaxel-roll-neck-strickpullover-burnt-henna-melange-se622q0jx-h11.html>



<https://www.zalando.de/pier-one-strickpullover-dark-green-pi922q01e-m11.html>



<https://www.zalando.de/jack-and-jones-jcoted-knit-mix-pack-strickpullover-moonbeam-ja222q17f-a11.html>



<https://www.zalando.de/pier-one-strickpullover-111-mottled-light-grey-pi922q080-c11.html>

Jogging pants

Jogging pants

Wide leg



<https://www.zalando.de/bershka-wide-leg-jogginghose-black-bej22e0cc-q11.html>



<https://www.zalando.de/nike-sportswear-air-pant-jogginghose-wolf-grey-ni122e0gh-c11.html>



<https://www.zalando.de/nike-sportswear-pant-jogginghose-blackcoconut-milk-ni122e0h5-q11.html>



<https://www.zalando.de/nike-performance-team-jogginghose-particle-greyblack-n1242e267-c11.html>

Jogging pants

Stripes and plaid prints



<https://www.zalando.de/by-diess-collection-striped-jogginghose-white-byy22e006-a11.html>



<https://www.zalando.de/huf-camden-track-pant-unisex-jogginghose-navy-h0h21000w-q11.html>



<https://www.zalando.de/polo-ralph-lauren-athletic-jogginghose-bleecker-heatherchic-cream-po222e06t-b11.html>



<https://www.zalando.de/vans-range-loose-tapered-jogginghose-taos-taupe-burnt-henna-va222e02o-o11.html>

Jogging pants

Color blocks



<https://www.zalando.de/les-deux-kane-track-pants-jogginghose-coffee-browndark-sand-lep22e028-o11.html>



<https://www.zalando.de/under-armour-fashion-track-pant-jogginghose-blackwhite-un242e0rl-q11.html>



<https://www.zalando.de/puma-blueprint-formstrip-pant-jogginghose-persian-bluewhite-pu142e1gd-k11.html>



<https://www.zalando.de/calvin-klein-jeans-embro-logo-pant-jogginghose-black-c1822e060-q11.html>

Shorts

Jogging pants

Natural textiles: linen, cotton



<https://www.zalando.de/mango-carp-shorts-kremowy-ecru-m9122f0dd-a12.html>



<https://www.zalando.de/indigo-jeans-ingramma-shorts-agave-green-ij022f06t-n11.html>



<https://www.zalando.de/next-shorts-light-blue-nx322f0aa-k11.html>



<https://www.zalando.de/mango-rey-shorts-marineblau-m9122f0dv-k11.html>

Shorts

Turn-up shorts



<https://www.zalando.de/solid-shorts-simple-tau-so422f06f-b11.html>



<https://www.zalando.de/pullabear-jeans-shorts-blue-denim-puc22f0bm-k12.html>



<https://www.zalando.de/leerider-jeans-shorts-worn-in-shadow-le422f02o-c11.html>



<https://www.zalando.de/jack-and-jones-fury-akm-shorts-tea-ja222f0uz-m11.html>

Jogging pants

Cargo shorts



<https://www.zalando.de/brand-it-brandit-accessoires-urban-legend-shorts-black-brm22f003-q12.html>



<https://www.zalando.de/urban-classics-shorts-unionbeige-ur622f02b-b11.html>



<https://www.zalando.de/threadbare-rocky-shorts-slate-thc22f029-k11.html>



<https://www.zalando.de/threadbare-shorts-camel-thc22f00z-b11.html>

Shorts

Knee-length shorts



<https://www.zalando.de/pullandbear-baggy-fit-wide-leg-bermuda-jeans-shorts-blue-denim-puc22f0dh-k11.html>



<https://www.zalando.de/threadbare-shorts-camel-thc22f00z-b11.html>



<https://www.zalando.de/jaded-london-shorts-khaki-jl022f00g-n11.html>



<https://www.zalando.de/pullandbear-with-drawstring-bermuda-shorts-white-puc22f0dm-a11.html>

Color trends

Colors

Beige



Colors

Graphite



Colors

Blue



Colors

New greens



LET'S TALK!

Jan Hogenboom

Sales Director

jan.hogenboom@honest-factory.com

+4915257693630