

# Design Capsule: Men's Knitwear & Jersey Summer Classics S/S 25

Put long-lasting staple pieces centre stage to champion  
high-quality yarns and timeless designs

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## Mood and colour

A: Sage Green	E: Unbleached Cotton
B: Midnight Blue	F: Oatmilk
C: Ice Blue	G: Ground Coffee
D: Warm Amber	H: Circular Grey

**Coloro** - A: 071-65-06, B: 120-22-18, C: 116-85-09, D: 026-51-32, E: 036-89-06, F: 030-69-10, G: 024-21-05, H: 000-64-00

**Pantone** - A: 16-5808 TCX, B: 19-3932 TCX, C: 14 4112, D: 15-1164 TCX, E: 11-0103 TCX, F: 14-1208 TCX, G: 19-1109 TCX, H: 17-5104 TCX

**Why?** The social media backlash to overconsumption and the cost-of-living crisis inspire a desire for better quality and more durable pieces.

**How?** Build a #LowKeyLuxury collection of enduring staples. Take note of our Elevated everyday trend. Use #Neutrals, transseasonal and annual colour and high-quality, lower-impact yarns.



## Button-through shirt

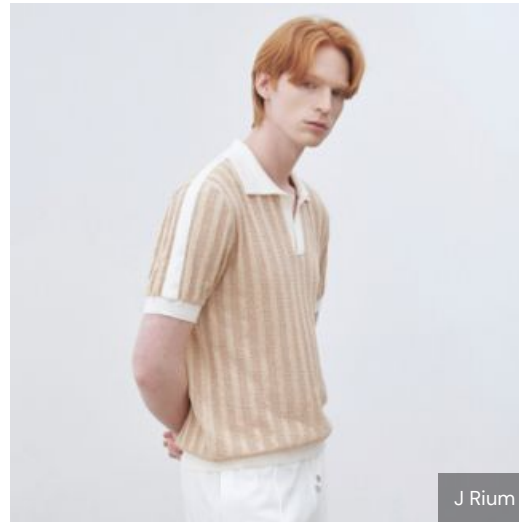
Upgrade the knitted polo with a collar update and [#ElegantSimplicity](#) refinement.

**Construction:** this boxy, loose-fit piece takes advantage of the popular [camp collar shirt](#) and the [knitted polo](#). The smart, [button-through style](#) will offer flexibility for layering or use as a cardigan.

**Materials:** develop high-quality yarns for easy repair, such as smooth superfine 12-14gg Responsible Wool Standard (RWS) merino. Alternatively, opt for Global Recycled Standard (GRS), traceable Global Organic Textile Standard (GOTS) organic or long-staple cotton. For blends, use Forest Stewardship Council (FSC)-certified cellulosic or silk.

**Details:** the fully fashioned collar has a premium look with a contrasting colour placket and collar. Create [#SubtleTexture](#) through chevrons, pointelle, micro cables, ribs and tipping. Give this item [long sleeves](#) for seasonal longevity.

**Circularity stream:** design for repair and resale.



## Knitted tee

**Sportif stitch detailing will provide #CityDressing and vacation wear appeal.**

**Construction:** capitalise on social media interest in waffle textures via striped panels in a micro piqué or micro-mesh openwork stitch to offer a sportif, aerated and breathable construction. This key piece has a loose, relaxed fit.

**Materials:** use 12-14gg GOTS organic for next-to-skin comfort, Better Cotton Initiative (BCI) or GRS-recycled cotton. Blend with FSC-certified cellulosic or work in an RWS merino.

**Details:** use a fully fashioned neckline and sleeves with integral ribs at the hem and cuff.

**Circularity stream:** design for repair and resale.



## Smart joggers

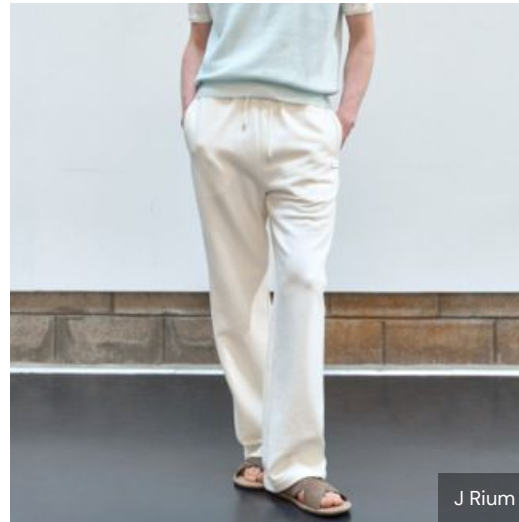
Elevate joggers to address the desire for comfort while offering greater flexibility of use.

**Construction:** create jersey joggers in a relaxed fit for a #SmartenUp aesthetic. Taper the straight-leg design for a more formal effect.

**Materials:** use a durable loop-back jersey in natural fibre to minimise shedding. Source FSC-certified cellulosic, GOTS-GRS-recycled cotton, hemp, nettle and linen blends, as noted in our [Textile Sourcing Guide](#). Use at least 80% monomaterial for greater onward recycling.

**Details:** feature a pin-tuck seam detail down the front, a gathered waist and a tie for a tailored effect. Offer knitted joggers with a rib finish as part of a set.

**Circularity stream:** design for longevity.



## Luxe hoodie

Evolve the [#LuxeLounge](#) trend with this cosy, multi-functional piece.

**Construction:** ensure this practical, transseasonal item is well constructed and repairable to boost durability. Add a contrasting self-knitted tie and tubular edge trim along the hood and placket. Design raglan sleeves and kangaroo pockets with rib trims, cuffs and hem. Create a relaxed fit for comfort and use double-faced fabric for extra warmth.

**Materials:** prioritise traceable, [high-quality fibres](#), such as [GCS](#), [Sustainable Fibre Alliance \(SFA\)](#) [cashmere](#), shrink-resistant, superfine and washable RWS wool, or GOTS-certified cotton. If using a blend, ask for GRS-recycled and FSC-certified cellulosic.

**Details:** choose a contrasting colour for the hoodie and back neck. Construct this piece with a double-faced jersey or knit as a two-tone jacquard or lined-in jersey for greater warmth. If your design is reversible, use a [reversible zipper](#), recycled metal, or [low-impact plated fasteners](#).

**Circularity stream:** design for longevity.



## Layering vest

This smart item is in line with [#Workleisure](#) and [#WorkExperience](#) trends.

**Construction:** the [#KnittedVest](#) will take on a [slightly oversized fit](#) for layering, with a fully fashioned neckline and shoulders, rib trims and an integral rib hem.

**Materials:** source smooth, shrink-resistant 10-7gg RWS merino, BCI, GOTS-organic or GRS-recycled cotton and FSC-certified cellulosic.

**Details:** using a contrasting stitch texture, such as reverse jersey, give the vest a mock insert, a band of diamonds above the ribbed hem and vertical stripes down each side for a subtle effect.

**Circularity stream:** design for repair and resale.



## 3D range plan



Button-through Shirt



Knitted tee



Smart joggers



Luxe hoodie

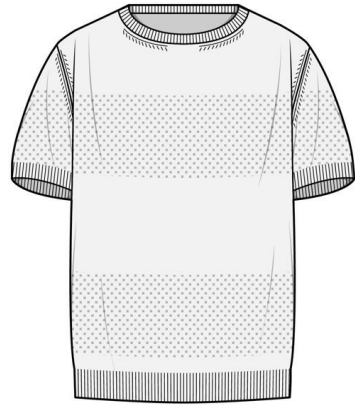


Layering vest

## 2D range plan



Button-through Shirt



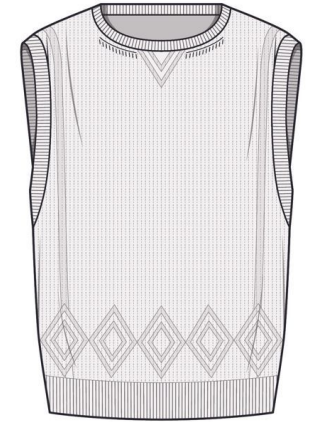
Knitted tee



Smart joggers



Luxe hoodie



Layering vest

# Proof points

The five key points of evidence to support this forecast.



## Colour Trends: The Next Neutrals

Neutrals show sustained interest on social media via #NeutralAesthetic and #NeutralOutfit on TikTok and a positive performance at retail. Drawing on the desire for gender-inclusive tones, these pared-back colours have longevity and exude a sense of calm and balance.



## Textile Sourcing Guide S/S 25: Transseasonal Classics

The Textile Sourcing Guide, backed by WGSN data, highlights the quiet luxury trend with classic and transseasonal yarns ideal for understated items.



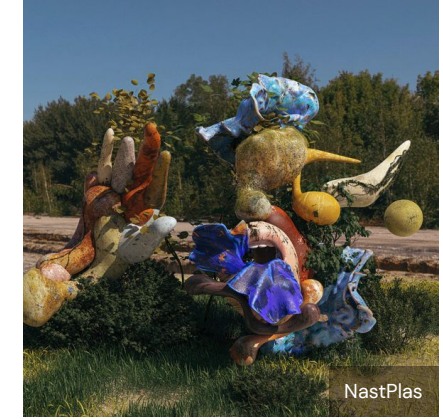
## Men's Knit & Jersey Forecast S/S 25: Quiet Ambition

Premium brands such as Italy-based Brunello Cucinelli fulfil the desire for better quality staples by offering plain looks with subtle stitch combinations. Emphasise premium materials, craftsmanship, repairability and customer service.



## Florence Black

This British label centres on quality to “make garments that last not only years but lifetimes”. It uses luxury fabrics to hand-make items consumers can pass down from generation to generation.



## STEPIC Drivers 2025: Nature as a Board Member

Consumers associate sustainable products with durability and quality. In a world facing a climate crisis, the future of the fashion industry will rely on regenerative, traceable and ethically produced fibres.

## Action points

# 1

### Extend the lifespan of products through good quality, recyclable materials

Source high-quality yarns for use across multiple ranges. Educate and inspire consumers by highlighting the provenance of the fibre. Seek out traceable yarns and ethical husbandry and farming programmes. Choose performance natural fibres such as shrink-resistant, breathable and machine-washable merino wool or other precious fibres such as certified cashmere and yak to offer comfort

# 2

### Invest in craftsmanship and offer repair services

Extend the longevity of your products via repair and offer consumers advice on how to care for garments. Brunello Cucinelli repairs garments and opened The School of Contemporary High Craftsmanship for Arts and Crafts in Solomeo, Italy, to support traditional skills, including mending. TOAST has collaborated with designer Phoebe English to celebrate “lost or little-used fabrication techniques” in a collection featuring the UK brand’s offcuts, returned and damaged clothing

# 3

### Upgrade staples via subtle details

Update #CollectionEssentials via subtle stitch textures such as racking, waffle or tuck rib structures. Explore classic cables in micro scales to nod to #Clubhouse themes. Alternatively, use understated detailing, silhouette updates and trims to refresh pieces. Think about the entire garment, including trims and recycled or bio-based buttons

## Circularity glossary

### Design for longevity

Make designs long-lasting to extend the length of time the item will be owned.

Create modular, versatile items, considering detachable components and details for restyling and adaptability. Use adjustable fastenings and design details that allow for size changes. For durability, source good-quality, durable materials that will stand the test of time, including reinforcement details where the item is likely to wear.

### Design for disassembly and recycling

Designing for disassembly enables an item's materials and components to be separated with greater ease for onward recycling or downcycling at the end of its useful life. Select compatible materials for the individual elements in the item, and ensure these can easily be removed for recycling. Innovations such as dissolvable sewing threads or unscrewable hardware can enable scalable disassembly.

### Design for repair and resale

Design and make products to a quality level that can hold their value and attract future wearers. Ensure items can be maintained and repaired easily to extend usefulness. Provide consumers with kits for sewing, patching and spare components. Offer tutorials to engage them in the repair process. Where appropriate, partner with repair service providers.