

# Men's Prints & Graphics Forecast A/W 24/25: Expanded Imagination

Expressive art, Web3 and AI creativity drive surreal aesthetics and chaotic self-expressions. Explore transformative geometrics, illusory prints and futuristic #Y2K themes with commercial appeal

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Licong Gong

## Introduction

WGSN's A/W 24/25 forecasts explore how the macro themes covered in our STEPIC reports (examining Society, Technology, the Environment, Politics, Industry and Creativity) will filter down to seasonal product development. Expanded Imagination is driven by developments in Technology and Creativity.

Over the coming years, artificial intelligence will be embraced as a facilitator of new forms of creativity, and human imagination will be prized as a tool for problem-solving, innovation and escapism amid an ongoing polycrisis. The metaverse will also make it easier for us to inhabit our own interest-based spaces, making niche the new normal.

This will result in products and aesthetics that are unique and at times uncanny, whether it be physical items that look as sleek as digital renders, or digital humans who look and sound (almost) like the real thing. Expect to see more futuristic and fluid forms, as well as changeable finishes with ombré and sprayed effects, or haptic textures, or materials and ingredients that react to different stimuli. We will also see the re-emergence of surrealism, which first flourished in the upheaval of the 1920s, and will find fresh relevance amid the polycrisis of the 2020s as designers reject rationalism and turn old ideas such as classicism on their head.

The duality of our digital and physical lives will inspire twinning or pairing themes, taking the form of doppelganger designs with details that mirror each other, as well as reflective materials, symmetrical patterns, and products that have two halves or surprising sides (think modular designs, transformable furniture, or multifaceted make-up and beauty products). This interest in duality will also be seen in an exploration not only of the sunny side of self-expression, but also the darker, more introspective aspects of human existence.

### More reading

Expanded Imagination connects with the following macro forecast themes:

**STEPIC Drivers:** [Decentralised Digital Culture](#) | [Synthetic Creativity](#)

**STEPIC Innovations:** [Digital Duality](#) | [Adaptive Design](#) | [Conscious Subcultures](#) | [AI Surrealism](#)

**Big Ideas:** [Layered Realities](#) | [Strategic Imagination](#)



134-55-24	17-3730 TCX	Meta Mauve
158-44-32	18-2043 TCX	Pink Flame
010-38-36	18-1657 TCX	Crimson
153-19-00	19-4203 TCX	Black
037-77-37	13-0752 TCX	Pollen Yellow
028-67-41	15-1164 TCX	Electric Kumquat
137-27-28	19-3528 TCX	Murasaki Purple
000-47-00	18-4016 TCX	Graphite
034-84-05	12-0304 TCX	Chalk
122-62-21	16-4030 TCX	Cornflower
055-85-20	13-0319 TCX	Cool Matcha
037-93-00	11-4800 TCX	Optic White

# Colour

## A/W 24/25 Expanded Imagination

Ethereal and primal hues come together, linking the disparate themes in this story. Gaming landscapes inform rich, saturated tones like Electric Kumquat and Crimson, while tech hardware influences cooler, wellness-inspired shades, such as Chalk, Cool Matcha and Cornflower. Monochromatic barely-there tones are key for minimalist, creative looks. Pairings are increasingly common. Crimson and Pink Flame are teamed for fresh impact.

## Sprayed saturations

**The concept:** expressive [#Airbrush](#) effects update [#TieDye](#) to create hero pieces that amp up a euphoric statement for colder seasons.

**Design direction:** create [#Ombré](#) gradients and flowy textural patterns with a sprayed effect. Work with artisans to achieve hand-rendered finishes that emphasise the uniqueness of each garment.

**Application and technique:** direct-to-garment techniques are ideal for pattern-matching and showcasing craftsmanship. Use [water-based inks](#) or [natural dyes](#) to reduce environmental impact. This also preserves the softness of base fabrics, especially for [dye-sprayed knitwear](#).

**Relevant for:** tops, bottoms, jackets, knitwear, denim, matching sets, soft accessories



Direct-to-garment techniques are ideal for print-matching and showcasing craftsmanship



[Roberto Collina](#) explores hand-painted patterns on wool, which offers premium comfort



## Prism geos

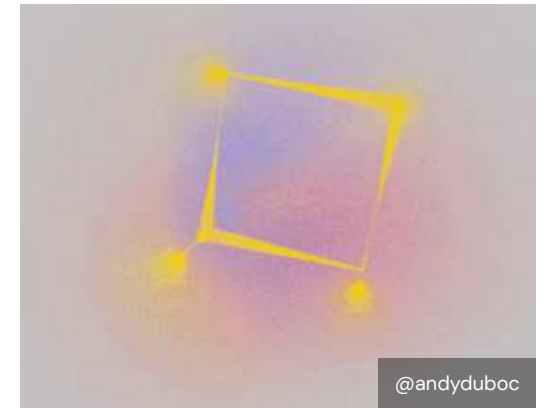
**The concept:** artists start to explore colours and shapes through light, driving translucent and prismatic effects that will evolve geometrics with a scientific twist. This mood-boosting aesthetic is ideal for refreshing men's staples and partywear.

**Design direction:** take cues from the light-refracting prisms, and use opaque bright shades to add colour-changing impressions to classic patterns such as [#Checkerboard](#) and [#PolkaDot](#).

**Innovation:** explore structural-colour colloidal photonic inks developed by National Research Foundation of Korea and Korea Toray Science Foundation, which reverse colour when stretched and relaxed.

**Sustainability:** opt for CMYK screen-printing and halftone printing to reduce your use of screens and inks. Use digital printing for smooth gradients with a wide spectrum of colours.

**Relevant for:** shirts, jackets, knitwear, sleepwear, activewear, partywear, digital fashion



For sleepwear, maximise fabric usage for home products such as bedding

Work with designer [Sabine Marcelis](#) (Netherlands), who creates minimalist designs with gradient colours



## Chaotic character energy

**The concept:** Gen Z takes a no-to-normal attitude to redefine 'cool', evolving [#MainCharacterEnergy](#) with a focus on edgy designs and [#Graffiti](#). Graphic tops will undergo a significant update as Gen Zers use them to portray their personalities.

**Design direction:** take this opportunity for artist collaborations, as expressive graphics are key. Focus on villain icons and cheeky monsters to create avatar-style statement graphics.

**Application and technique:** use [#Personalisation](#) to raise product value and give hand-painted aesthetics a deeper meaning. Apply on existing items to create unique remixes while minimising production waste. Organise DIY [#Airbrush](#) or printing workshops to offer an engaging purchase experience.

**Relevant for:** graphic tops, denim, jackets, knitwear, accessories



Better™ Gift Shop (Canada) teamed up with LA graffiti artist [Liters](#) to present repurposed tops with airbrushed graphics



Korean designer [Marv Cho](#) focuses on expressive lifestyle items – partner with him for [#BeyondFashion](#) offerings



Youth label [Heaven](#) featured rapper and artist [Bladee](#)'s artwork as temporary tattoos



## Hyper-prep

**The concept:** an anti-uniform attitude meets [#JoyfulExpression](#) to evolve back-to-school styles. Attention-grabbing and contemporary perennials will move on [#NewPrep](#) and [#Clubhouse](#) themes.

**Design direction:** convey the rule-breaking attitude with variegated repeats. Apply [clashing brights](#) to revamp collegiate patterns, including [#Argyle](#) and [#PreppyStripes](#). Create statement pieces with bold-scale prints, and mix plain bases with panelling for a commercial look.

**Sustainability:** rejuvenate existing garments through patchwork to create one-off pieces that will appeal to Gen Z consumers looking for individuality.

**Relevant for:** tops, bottoms, knitwear, jackets, socks, bags



[Waste Yarn Project](#) (France) repurposes surplus yarns to create unique knitwear made by hand



## Y2K futurism

**The concept:** the [#Y2K](#) trend matures for broader audiences, with a softened technological aesthetic. Commerciality meets futurism, expanding [bubble gum](#) patterns into logos and graphic opportunities.

**Design direction:** use clean and fluid shapes to create graphics and patterns, and use a gamified aesthetic to stylise icons. Ensure legibility for signature branding to maintain familiarity. Use [#ToneOnTone](#) and neutral colours to achieve a tech-meets-tranquil look.

**Ones to watch:** typography designer [hvnter](#) is a potential collaborator who designs creative logos and offers free [Y2K-style fonts](#) for commercial use. Young graphic designer [Dehbix](#) experiments with fluid and bubbly typography.

**Relevant for:** graphic tops, bottoms, denim, active, knitwear, accessories



US artist [@youngchickenpox](#) uses gamified graphics to energise vintage garments



Vectorized geometrics are an easy entry point for men's staples





## Ghostly illusion

**The concept:** the polycrisis era will see creatives explore darker surreal aesthetics that evoke escapism, fuelled by the rise of AI generative tech. A spirit of creative reconstruction will lead to the rise of dream-like and moody textures that relieve anxiety.

**Design direction:** use foggy and shadow effects to update #AbstractCamo florals and texture prints. The soft aesthetic works well for both formal and casual styles. Apply to multiple items across categories to maximise fabric usage.

**Colour:** work with reinvigorated neutrals and dusty hues to create an illusory impression. Muted tones will appeal to a mass audience.

**Relevant for:** shirting, tailoring, tops, knitwear, activewear, loungewear, soft accessories, digital fashion



## Action points

# 1

### Partner with digital creators and AI artists to enhance creativity

Balance hand-rendered artistic styles with AI-powered imagination, and collaborate with AI artists and digital creators to create surreal and interactive designs for digital impact and Web3 appeal. By 2025, AI tools will be mature and more embedded in our everyday lives

# 2

### Embrace chaotic expressions

Use expressive #Airbrush sprayed effects and #Graffiti to move on the lasting #JoyfulExpression trend, as consumers seek new ways to ease anxiety and emotions in an uncertain world

# 3

### Invest in mood-boosting and timeless perennials

Buy into energised core prints, including preppy stripes and prism geometrics, to create timeless statement looks. These commercial prints will appeal to value-conscious consumers as well as the rent and resale markets

# 4

### Experiment with innovative applications to bring interest

Explore possibilities in dye-sprayed knitwear, transformative inks and interactive AR effects to bring newness and uniqueness, but test in smaller quantities for hero pieces

## Influences



### STEPIC Innovations: AI Surrealism

During an era of polycrisis, artists and collaborators will react with a resurgence of creativity, fuelled by AI technology developments. Tap into the brighter, mood-boosting side and the deeper, surrealist darker aspects of this rapidly growing technology.



### CRMV

Ohio-based CRMV revamps thrifted garments with chaotic airbrush art, and each item is one-of-a-kind. The label's playful take on #Monster motifs results in a kitsch graphic style, which can be used to update youth and preppy ranges.



### Zero10 AR fashion platform

Zero10 aims to empower fashion companies to adopt virtual fashion with AR technology. The digital platform offers an affordable way to access digital fashion and create social-media-worthy content.



### Licong Gong

Based in London, Chinese menswear designer Licong Gong plays with geometrics and hyper brights that reimagine tailoring and smart casual styles.



### @yalocaloffgod

Young designer Drew (Hong Kong) is a key influence and a potential collaborator for the Gen Z market. Having gone viral on Instagram with his avant-garde 3D-printed headphone accessories, his fashion brand Bandage Boy is set to launch its debut collection.

## WGSN's forecasts are created by our global team of experts

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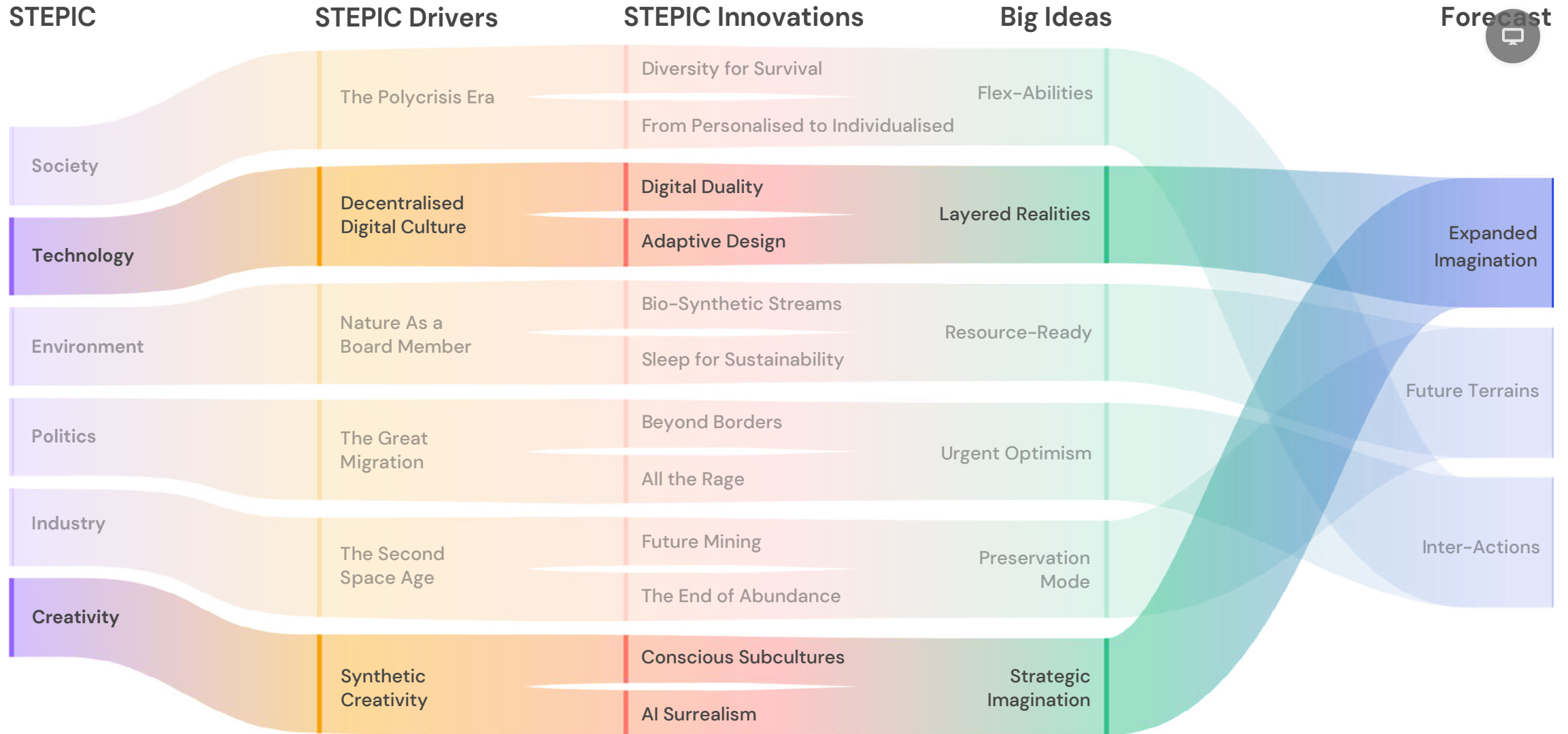
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# WGSN trend matrix 2025

Mapping the continuity between the themes covered in our STEPIC Drivers, STEPIC Innovations, Big Ideas and Product Forecasts.



# WGSN 2025 forecast schedule

Your guide to when WGSN's 2025 forecast reports will be published.

## STEPIC Drivers

The six global macro-economic drivers that will shape 2025, and strategies for success

Business Strategy  
Insight



November 2022

## STEPIC Innovations

The 12 areas of innovation that will lead transformation across industries in 2025 and their implications for business, culture and design

Business & Product Strategy  
Insight, Fashion, Beauty, Interiors,  
Food & Drink, Consumer Tech

## Big Ideas

STEPIC Drivers and STEPIC Innovations contextualised for the fashion, beauty, interiors, food and drink, and consumer tech industries

Product Strategy  
Fashion, Beauty, Interiors,  
Food & Drink, Consumer Tech



December 2022

## Future Consumer

The key consumer sentiments and profiles that will disrupt industries in 2025

Business & Consumer Strategy  
Insight



January 2023

## Personas/Product Opportunities

The Future Consumer profiles contextualised for the beauty, food and drink, consumer tech and interiors industries

Consumer Strategy  
Beauty, Food & Drink,  
Consumer Tech, Interiors



January- February 2023

## Product Forecasts

Product Forecasts present the design directions for each industry and product category, with more than 80 reports throughout the year across WGSN

Product Strategy  
Fashion, Beauty, Interiors,  
Food & Drink, Consumer Tech



December 2022 - March 2023

