

New York Fashion Week: Men's Need-to-Know A/W 23/24

The New York shows were marked by a balance of consumer-friendly design and norm-challenging fashion

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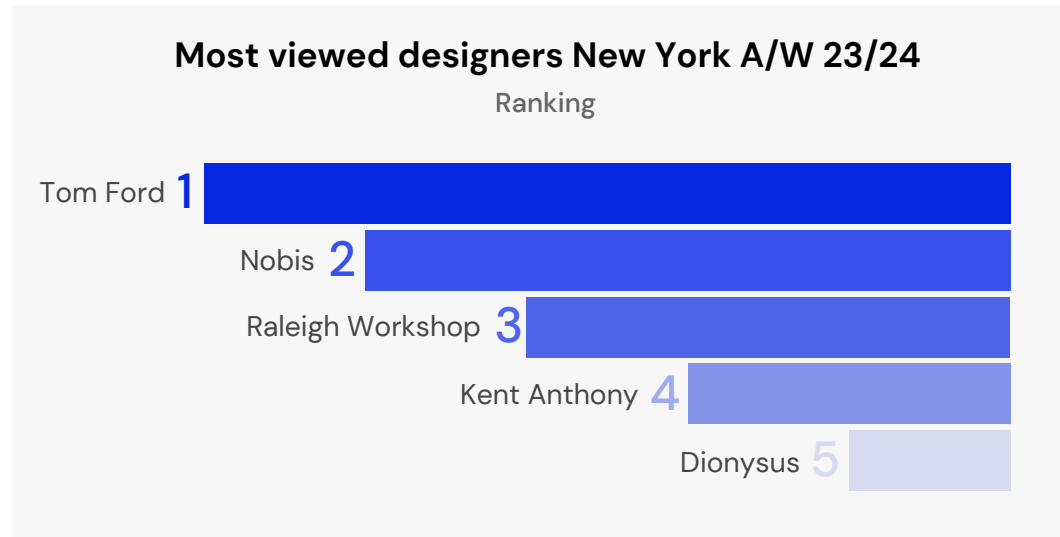


Overview

- The lens in New York is typically focused on more wearable design rather than pure art, and this season was no exception. However, the full integration of men's and women's shows allowed designers to play more with the concept of gender while simultaneously building more cohesive collections
- Men continue the post-pandemic movement to embrace a broader spectrum of masculinity, highlighted during NYFW with prominent trends that push gender-normative boundaries, including [#RedefiningMasculinity](#), [#SkirtsForAnybody](#) and [#SubversiveSexy](#)
- The current social climate was reflected in a dichotomy of designs, with designers tending to either show edgy, entirely [#BlackWithBlack](#) collections indicative of current global uncertainty, or bright colours and playful design, highlighting a more optimistic, escapist attitude

Head to [#CatwalksAutumnWinter23](#) to see the complete Fashion Feed coverage of the season.

WGSN Fashion Feed



WGSN Catwalk Gallery. Tom Ford is no doubt one of the most recognisable names in American fashion; the former Council of Fashion Designers of America chairman's collections are known for their luxe sophistication, and this season's black and white designs are a prime example of the edgy yet elegant trends seen on the catwalks



Key trends



#RedefiningMasculinity

A broader and more nuanced understanding of a man's place in society is reflected with the openness in which designers are willing to explore ideas previously considered feminine, resulting in this season's preeminent trend.



#SportSmart

Literal athleticwear derived from team uniforms is the bedrock of modern American male street fashion, and continues to be a point of inspiration for New York designers who elevate the pieces as catwalk fashion.



#90sGrunge

An eye for nostalgia brings familiarity, as focus turns to the gloomy, romanticised #90sGrunge trend. Shredded knitwear, clunky boots, chunky jewellery and even bleached centre-parted hair defined an era that continues to inspire designers.



#MainCharacterEnergy

During recent lockdowns the trend towards a more virtual life was accelerated rapidly with NFTs, Web3 and the #Metaverse all becoming part of common parlance. While some designers merely alluded to this shift, using digital colours and futuristic graphics, others bought into it wholesale, featuring images ripped straight from the #Metaverse.



#SubversiveSexy

Adjacent to #RedefiningMasculinity, this trend looks to embrace the more sultry and hedonistic side of the emboldened male persona by tapping into an almost fetishistic visual featuring #Leather, #Sheers and ample skin.

Colour



#BlackWithBlack

Black can convey several important current themes. It speaks to an increased interest in high fashion among men; to a certain seriousness indicative of current global uncertainty; and, it speaks to the move away from streetwear towards more traditionally sophisticated design.



#Whiteout

Completely opposite, yet not dissimilar to #BlackWithBlack, all-white looks also tend to make use of directional, sophisticated looks. While black may speak to a current heaviness, white explores a bright bleakness that is nevertheless indicative of political and social uncertainty.



#GetYourGreens

First called out in our S/S 23 North America Colour Forecast, #GetYourGreens has been a fresh and verdant story carrying through the S/S catwalk shows and now into the A/W shows as well.



#DigitalLavender

Pastels in general have been playing a surprisingly prominent role in A/W collections, but this particular shade goes further by alluding to a theme at the core of much of NYFW: that of the digital future.



#WinterBrights

There's an almost subversive, rebellious quality to bold, intense colours as part of cold weather collections, perhaps flowering from the #JoyfulExpression trend that emerged as an initial pushback against pandemic malaise several seasons ago.

Prints and graphics



#CalmingCamo

Camo is a perennial print that always seems to exist in the menswear collections. Yet, this washed-out, faded version is new for the season, building on the back of wellness trends.

#Psychedelic

While overt #60s retro psychedelia is no longer the reference point it was several years ago, much of the bold, eye-catching colour has been updated into digitally inspired prints giving way to a type of cyber psychedelia that feels more current.

#GamerGraphics

With #MainCharacterEnergy a major theme, there's little surprise that #GamerGraphics made a strong showing in New York as well this season, highlighting just how important this frontier is.

#Doodle

In opposition to the digitally designed culture that is so prevalent right now, some designers took a decidedly more outsider direction, opting to include simple graphics with a hand-drawn appearance.

#Geometrics

Surprisingly versatile, #Geometrics can be worked into globally crafted looks as well as more futuristic, angular designs. In its duality this represents a celebration of the past as well as a push towards the future, a juxtaposition deeply entrenched in the current fashion zeitgeist.

Materials and details



#HyperTexture

What began with some shaggy mohair cardigans and high-pile fleeces has evolved into designers working with increasingly exaggerated takes on texture. For A/W 23/24 look to #FauxFur with some arctic appeal as designers prep us for unnerving shifts in climate.



#Sheers

Sheer fabrics are a key component of the highly visible #RedefiningMasculinity story at the core of so many collections. It works particularly well when channelling some of the #SubversiveSexy attitude seen on the A/W 23/24 catwalks.



#Leather

#Leather looks have become increasingly prevalent of late, thanks in part to the rise of responsible #LeatherAlternatives. Regardless, from luxury #AviatorJackets to more subversive, moodier designs, the material is poised to continue making a strong statement going forward.



#Cutout

Whether playfully dispersed throughout a knit ensemble, used as statements on #SubversiveSexy, #BlackWithBlack looks, or incorporated into a craft inspired design, cutouts prove to be a favourite design detail for this season's designers.



#CargoPocket

Although the rugged outdoors gear that helped define the immediate response to the lockdown aesthetic has lost much of its lustre, perennial favourite details such as cargo pockets are still spotted on catwalks, often appearing on styles that may seem incongruous with the utilitarian detail.

Key items



#SkirtsForAnybody

Men's skirts have evolved from a niche concept only approached by a handful of directional designers to one of the most significant key pieces for A/W 23/24 – a clear indicator of just how much male perspectives have shifted.



#LeatherTrousers

While certainly not basic, designers have been treating #LeatherTrousers with a decidedly more laid back approach, often eschewing the skin-tight, embellished designs frequently associated with the style for a more relaxed and approachable look, and even pairing them with graphic tees for a #HighLowDressing look.



#PufferJacket

With our TrendCurve+ forecasts charting the puffer jacket's sustained growth in the outerwear category, our A/W 23/24 Buyers' Briefing outlines the newness that has now been confirmed on the catwalks. This season styles are worked into casual street-ready looks and more adventurous directional iterations, offering a place where designers can play with shape and proportion.



#WideLegTrousers

Key at a commercial level (especially in denim) in more mitigated proportions or on full-on voluminous display, the #WideLegTrousers has become a go-to design that continues to curry favour into the A/W 23/24 season.



#SkinRevealTop

Yet another hallmark of the #SubversiveSexy branch of #RedefiningMasculinity, designers are becoming increasingly creative – in both subtle and overt ways – in how they choose show off a little skin with their tops.

Footwear and accessories



#ElongatedScarf

Spotted first in Milan this season, but continuing throughout the fashion calendar, oversized scarves represent the rare type of statement accessory that is fairly wearable in the streets, but still creates an impact on catwalks.



#Balaclava

Existing at a strange crossroads of playful irreverence and #ProtectiveDesign, these #AddOnKnits have replaced hats and hoods and to some extent, medical face masks for the trend-led set, not only appearing on catwalks, but covering the faces of high-profile courtside NBA fans too.



#StatementTote

Perhaps the easiest entry-point into some of the accessories associated with #RedefiningMasculinity, men can be seen carrying everything from ubiquitous shoppers to luxury bags that take on a handbag-like look, offering a statement piece that still retains function.



#BikerBoot

With some designers beginning to steer the conversation back towards slimmer looks and focusing on edgy #Leather, the rocker-friendly biker boot has emerged as a footwear darling that can easily cross over for commercial appeal.



#BaseballCap

At this point, the cap is about as ubiquitous as hoodies for men, yet New York designers have embraced the almost mundane headwear, tapping into the type of casual, sporty style that is emblematic of American menswear.

Denim



#DistressedTexture

Even in these hyper-fast times filled with micro trends, it seems big trends still tend to swing on a 20-year pendulum. Distressed denim was king in the early noughties, and with the [#Y2K](#) look mostly being picked up by younger consumers in full swing, updated, maximalist versions of the era's denim have great appeal.



#ColourfulDenim

While blues and blacks are still by far the rulers of denim land, designers in New York managed to inject some colour, offering levity and an escape from the typically utilitarian [#Workwear](#). Solid, more sombre tones were present, but take note of the [#WinterBright](#) ombré styles that lean into some of the more upbeat, futuristic theme at play.



#Embellishment

For some, it feels like there is a denim renaissance happening, with designers experimenting in ways with denim not previously seen. Perhaps this shift away from traditionalism in denim aligns with [#RedefiningMasculinity](#) – allowing men to explore the previously shunned [#Embellishment](#) that is now celebrated by denim enthusiasts.



#RawEdge

Among all the bold details grabbing the denim spotlight, the raw edge stands out as a commercially viable, subtler design that can play especially well in [#90sGrunge](#) ensembles.



#DenimOnDenim

No longer a faux pas, [#DenimOnDenim](#) represents an almost confrontational presentation of the new attitude towards the category. Even in these head-to-toe looks, options go far beyond jeans and a trucker jacket, with New York designers opting to explore new silhouettes such as [#Patchwork](#) hoodies and panelled double-knee trousers.

Methodology

WGSN Fashion Feed

WGSN Fashion Feed

Updated daily, the Fashion Feed is our first stop for reporting on the global emerging trends, curated by our team of experts.

This report contains data from the Feed collected across men's A/W 23/24 catwalk shows from February 10-15 2023, produced by our team of experts.

WGSN Catwalk Gallery

Most viewed designers are collected from the WGSN Catwalk Gallery based on how many instances clients viewed a designer featured in the A/W 23/24 men's catwalks.