

Catwalk Trends

S/S19 YOUNG MEN & MEN

SOCK PATTERNS

Athleisure is ever so present in S/S19 styling, but unconventional dress socks may be on the horizon.



Death To Tennis



Dolce & Gabbana



Fendi



Athleisure is ever so present in S/S19 styling, with the majority of the patterns placed on performance socks and basic active socks. **Rugby stripes, varsity stripes and color-blocking are key.**

The nostalgia for the '80s and the '90s has brought back **neon colors and tie dye.**

Streetwear makes its mark with **typeface and branding.**

Mismatch styling starts to appear as a statement and a sign of self-expression.

Stella McCartney





RUGBY STRIPES

Bold rugby stripes are classic and sporty alternatives to varsity stripes. Striping throughout the leg make for statement socks, with vibrant color-blocking of blue, red and green hues. Socks are slouched down for casual styling or pulled up for a more athletic look.

Suggested Market: Young men



MULTI-STRIPES

Thin multi-stripes have pastel accents and heel-toe color-blocks on body colors of neutral greys and whites. Striped dress socks are styled with sandals for a casual sport look, while striped basic active socks are styled with sneakers for a more athletic look.

Suggested Market: Young men & men

Kenzo

SOCKTT

Lanvin



Prada



Walter Van Beirendonck

VERTICAL STRIPES

Not many socks with vertical stripes on the runway, but worth mentioning since they are perfect pattern alignments with S/S19 button downs and Polo shirts.

Prada and Walter Van Beirendonck used bold striping that changes significantly in tone depending on the body color of the sock - elevated sport vibes on black socks, playful and loud on white socks.

Suggested Market: Young men & men



Versace

SOCKTT



Iceberg

BRANDING

A variation of the retro socks with varsity stripes from S/S18, the geo elements in S/S19 become a perfect frame to highlight the brand. Popular in the Streetwear category, these patterns are a key component of the lifestyle look and strictly done on basic active socks.

Suggested Market: Young men

Dolce & Gabbana



Valentino



TYPEFACE

Branding becomes the statement and bold lettering covers the width or even the whole length of the sock. Valentino reworked the logo and created an all-over pattern motif, following in the footsteps of Fendi and Gucci.

Suggested Market: Young men

MSGM



Dyne



TIE DYE

With abstract splattered motifs and watercolor effects, designers are experimenting with printed socks. Tie dye patterns helped convey eccentric sporty vibes, but the interest for printed socks has great potential in the Dress category, in a way that we will probably see more of them in F/W19. Overlaid typeface looks towards the Lifestyle category.

Suggested Market: Young men



Heron Preston



Heron Preston

COLOR-BLOCK

Basic active socks in ankle silhouettes have color-blocking side stripes. Loud accents juxtapose neutral greys and basic whites. Typeface elements are signature of the Streetwear category.

Suggested Market: Young men & men



Willy Chavarria

SOCKTT



Thom Browne

MISMATCH PATTERNS

Mismatch stylings are very experimental, especially outside of the kids market, but it could become a trend among young men. Athletic socks share the same design elements, while dress socks share the same color palette.

Suggested Market: Young men



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For design and styling consultation
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