

2026 trends

MENSWEAR ACCESSORIES

the trend



CAMO BACKPACKS

The Herschel All Season Backpack Comes in Two Sizes



Fashion Studio SS26

Edited research



- Past 3 months
- First majority sell out
- Replenished twice
- Brand: Huckberry
- Price: R3,687

- Past 3 months
- First majority sell out
- Replenished 3 times
- Brand: Under Armour
- Price: R901



- Past 3 months
- First majority sell out
- Replenished once
- Brand: American Eagle
- Price: R1,310

- Past 3 months
- First majority sell out
- Replenished 4 times
- Brand: Sprayground on Superbalist
- Price: R1,999

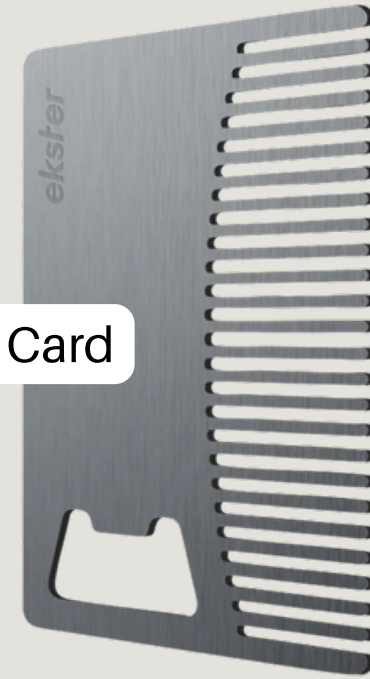


- Past 3 months
- First majority sell out
- Replenished once
- Brand: Huckberry
- Price: R3,523

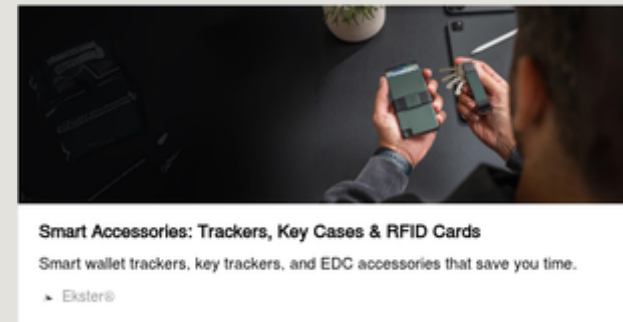
the trend



Comb Card



Key Case



Link to EKSTER website



Cardholder Pro for MagSafe



MagSafe Sticker



Tool Card

EKSTER BRAND

The Ekster Wallet Pro is Compact, Stylish and Convenient



SOLD AT NORDSTROM (US) & TARGET (US)

the trends

Travel Wallets



Multifunctional EDC Accessories



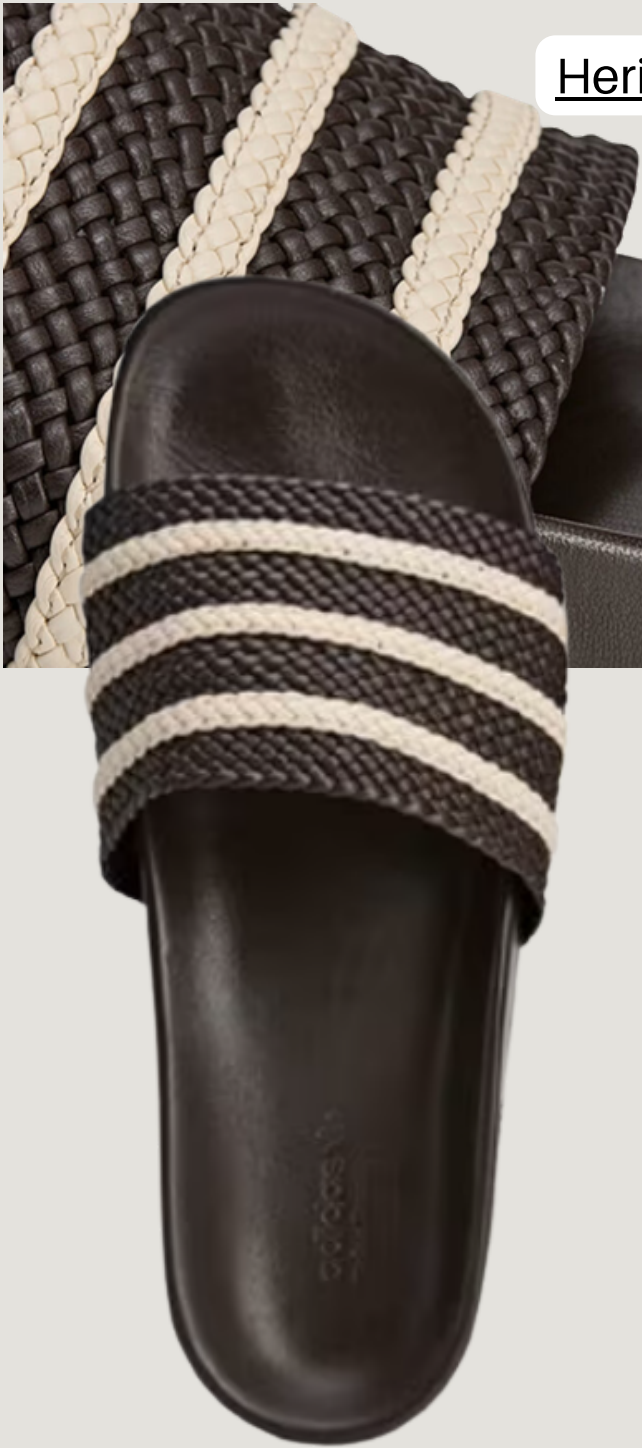
Wallet Stand



WALLET TRENDS
100 Gift Ideas for Sneakerheads



the trends



Heritage-driven Fashion



Barefoot-inspired Footwear



HOKA Speed Loafer



Hybrid Performance Footwear



Customizable Fashion Accessories



3D-Printed Flip Flops



Timberland Field Boot GTX



Hybrid Outdoor-urban Footwear



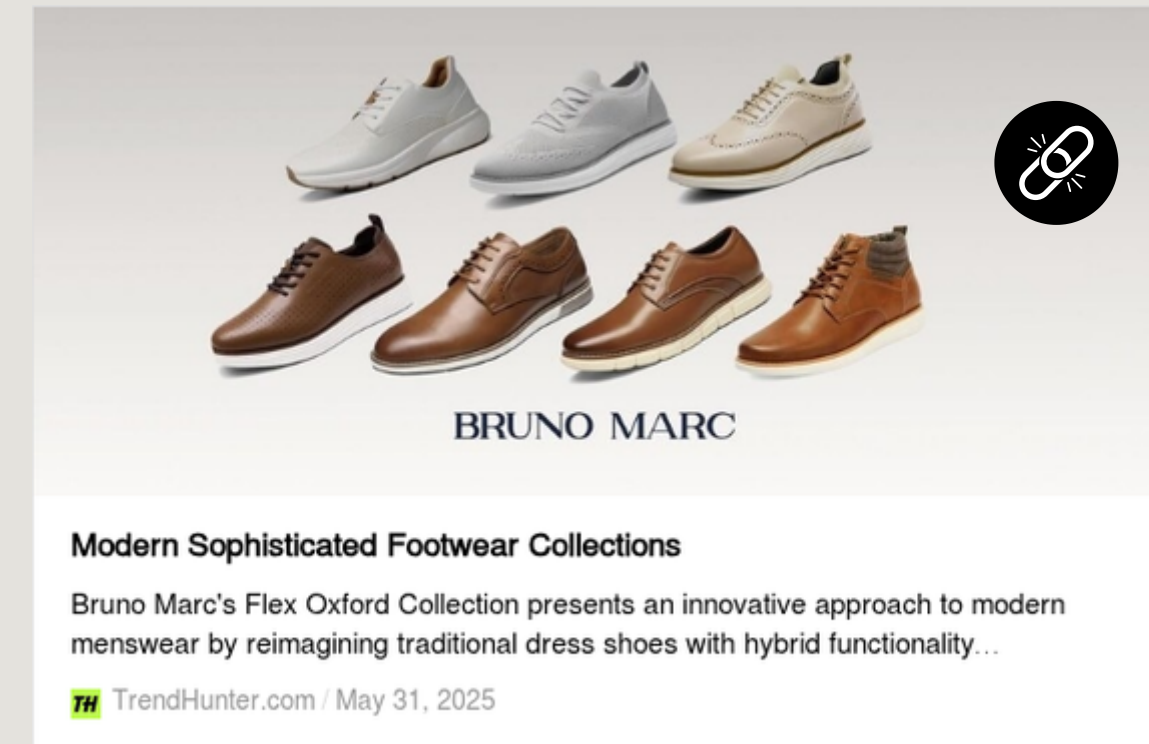
Triple-leather Construction

FOOTWEAR TRENDS
100 Gift Ideas for Sneakerheads



BRUNO MARC

1. Hybrid Footwear Evolution - Combining formal design with athletic comfort, hybrid footwear offers a new paradigm in shoe innovation that blends elegance with utility.
2. Performance-driven Dress Shoes - Incorporating gym shoe technologies into dress footwear caters to the growing demand for adaptable, activity-compatible business attire.



the trend

the trend

High-tech Men's Apparel



- Anti-Odor Technology
- Pristine Pouch
- Comfortable fabrics
- Moisture-wicking materials
- Breathable
- Temperature-regulating underwear

The Rise of "Underwear-as-Outerwear"

- Styling: This style is becoming part of modern fashion, seen in ways like boxer shorts peeking out from baggy jeans for a layered look, worn with an oversized shirt for a casual vibe, or as standalone shorts for quick trips out.
- **Premium & Luxury Adoption:** This trend is not about cheap products. High-end brands like Versace, Sunspel, and Brooks Brothers are selling expensive boxer shorts that can be worn as stylish loungewear or beach shorts.



Growth in Modal fabric

- It is the softest fabric in the segment
- Shrink resistance
- High wet strength



Sustainable Fabrics

- Organic cotton, bamboo fibers, and recycled materials like ECONYL® and REPREVE®
- Greener Factories
- Waste Reduction
- Responsible Chemistry
- Ethical Labor and Packaging

