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**2024 Men's
Style Survey**

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2024 HEADLINES

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More men **turn to social media for style advice** (68%) than friends (46.5%), magazines and newspapers (30%), or bloggers (10.5%).



Guys **love dressing up**, but few do so for work. Nearly 80% of guys are enthusiastic about custom suits, casual blazers and workleisure, but less than 4% are required to do so at the office.



Amazon is **the go-to digital department store** for guys. 44% of men chose Amazon as their favorite multi-brand clothing destination, followed by Macy's (22%) and Nordstrom (13.5%).



Work **dress codes are all over the place**, split largely between Business Casual (31.5%) and Smart Casual (22.5%). Nearly a third (28%) of workplaces don't have a dress code.



39% of guys **cited a major athletic company** (adidas, Nike or Under Armour) as their favorite clothing brand.

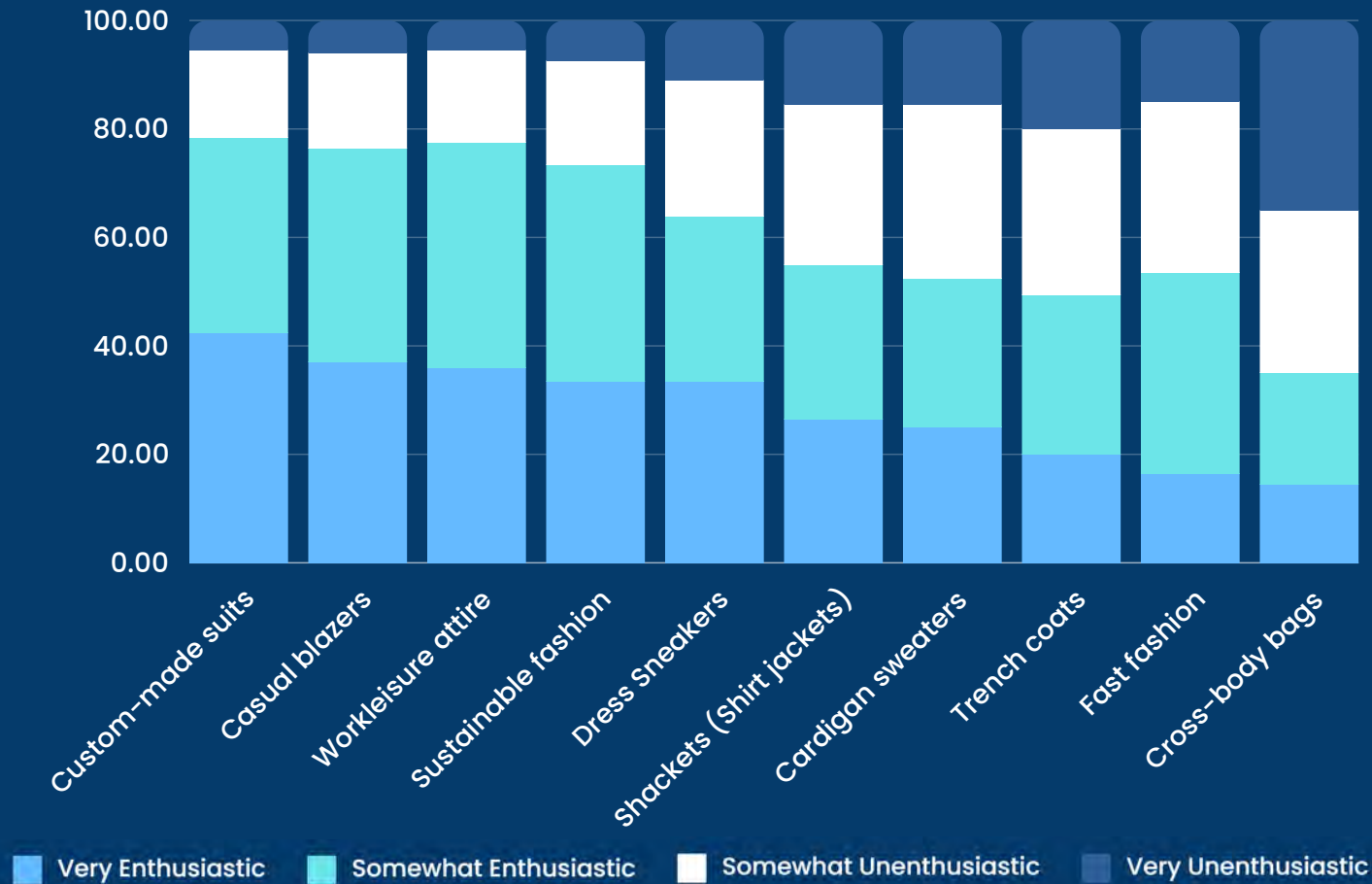


Significant majorities of men wear, or are open to wearing, **watches, jewelry, cologne and moisturizer**, but only 22% wear, or are open to wearing, makeup.

2024 Men's Style Trends

Guys are overwhelmingly enthusiastic about **custom suits, casual blazers and workleisure**

How do you feel about the following fashion trends for guys?



THAT'S HOT

* Percentage of men who are "very" or "somewhat" **Enthusiastic** about...

Custom-Made Suits	78.50%
Workleisure Attire	77.50%
Casual Blazers	76.50%
Dress Sneakers	64.00%

THAT'S NOT

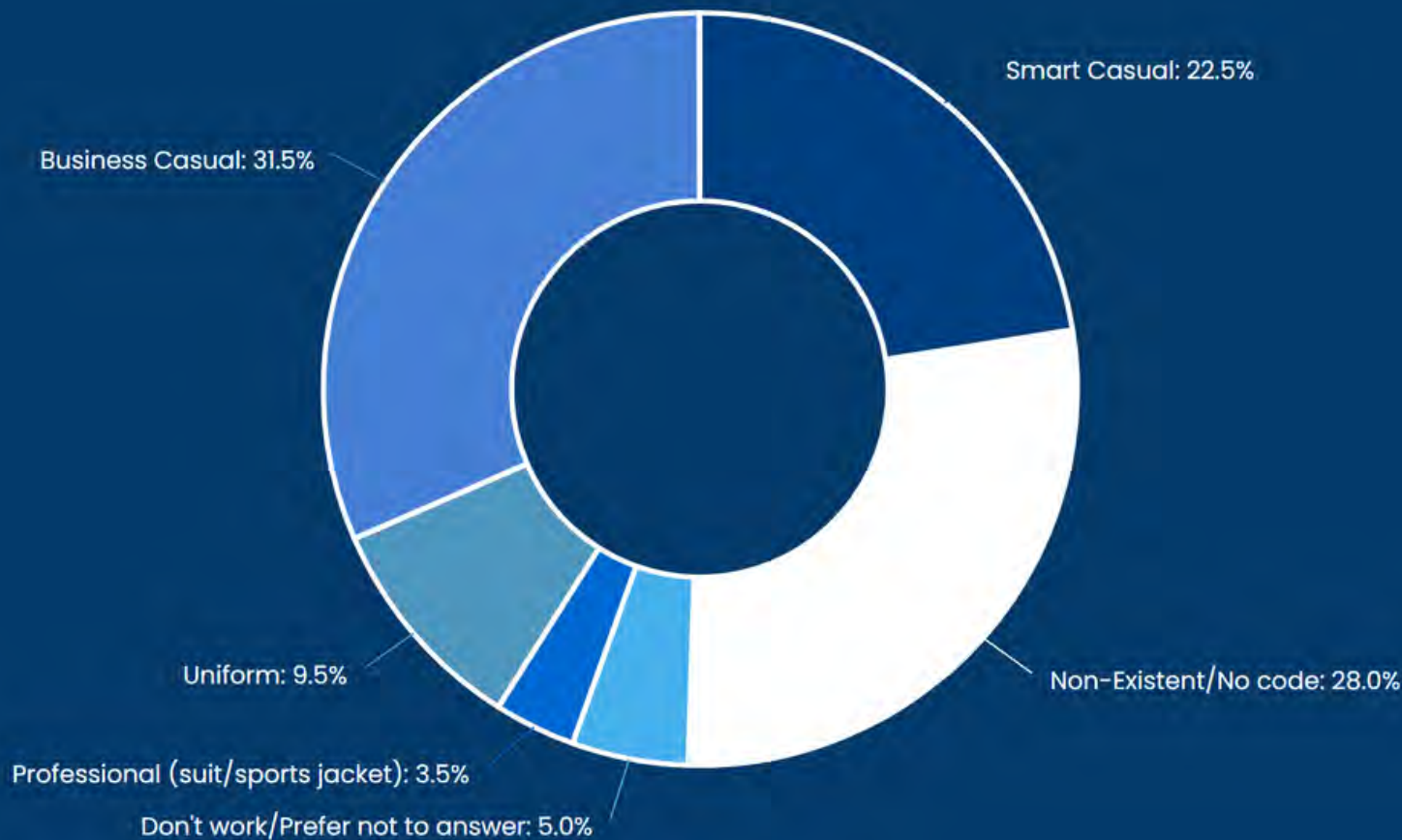
* Percentage of men who are "very" or "somewhat" **Unenthusiastic** about...

Cross-Body Bags	65.00%
Trench Coats	50.50%
Cardigan Sweaters	47.50%
Shirt Jackets	45.00%

Workplace Dress Codes Are All Over the Map

Almost nobody wears a suit to work anymore.

How would you describe your work dress code?



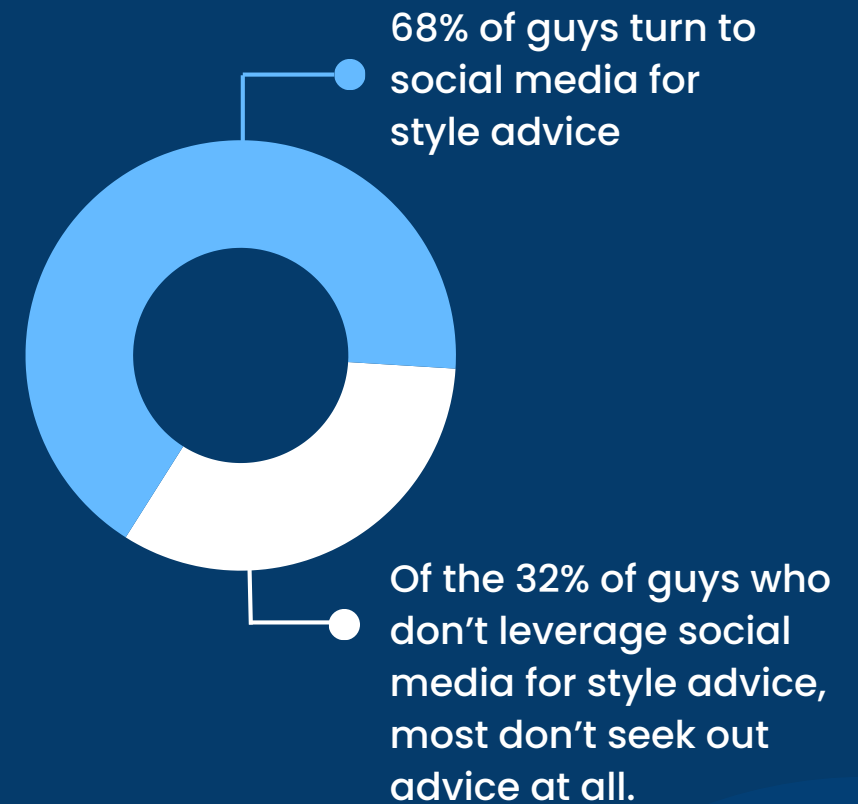
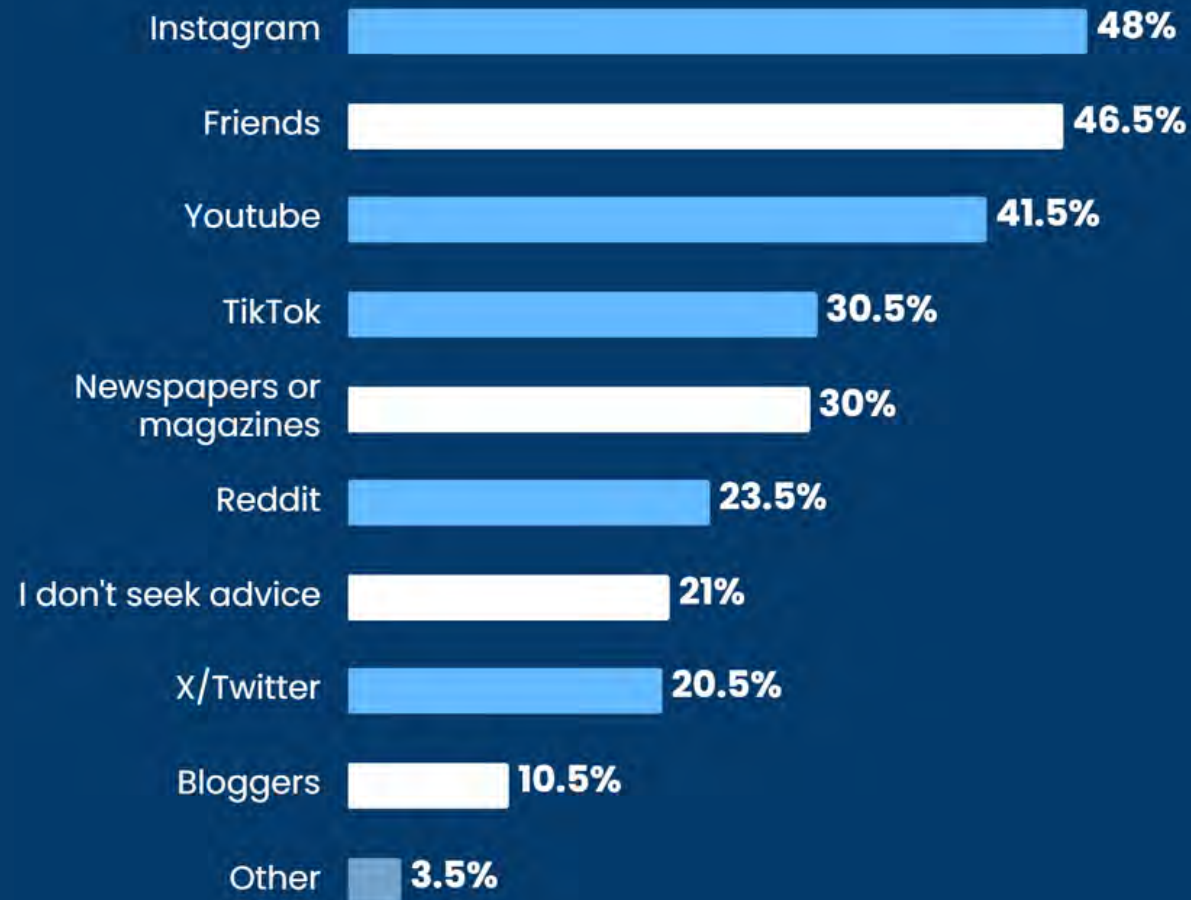
58%  of guys do not wear the same outfits for work as they do for socializing.

TAKEAWAYS

- Business Casual (31.5%) is the most prevalent dress code, followed by Smart Casual (22.5%).
- Nearly one-third of men don't face a specific dress code at work.
- Almost nobody (3.5%) wears a suit to work.

Most Men (68%) Turn to Social Media for Style Advice

Where do you turn to learn about fashion and style?



Guys Are Open to Jewelry, Skincare

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Just don't ask them to wear makeup.



Guys are open to wearing jewelry

A majority of men either wear or are open to wearing a ring (besides a wedding ring) (82%), a necklace (64%) and a bracelet (57%)



A majority of men still wear a wristwatch

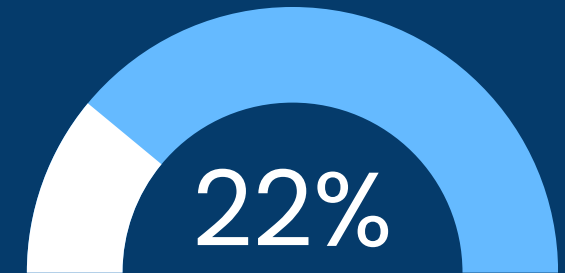
60.5% wear a regular wristwatch frequently or occasionally, while 51.50% wear a smartwatch frequently or occasionally



Skincare and cologne are in

72% of men wear cologne frequently or occasionally
71.50% of guys wear moisturizer frequently or occasionally

**BUT MAKEUP IS A
BRIDGE TOO FAR**

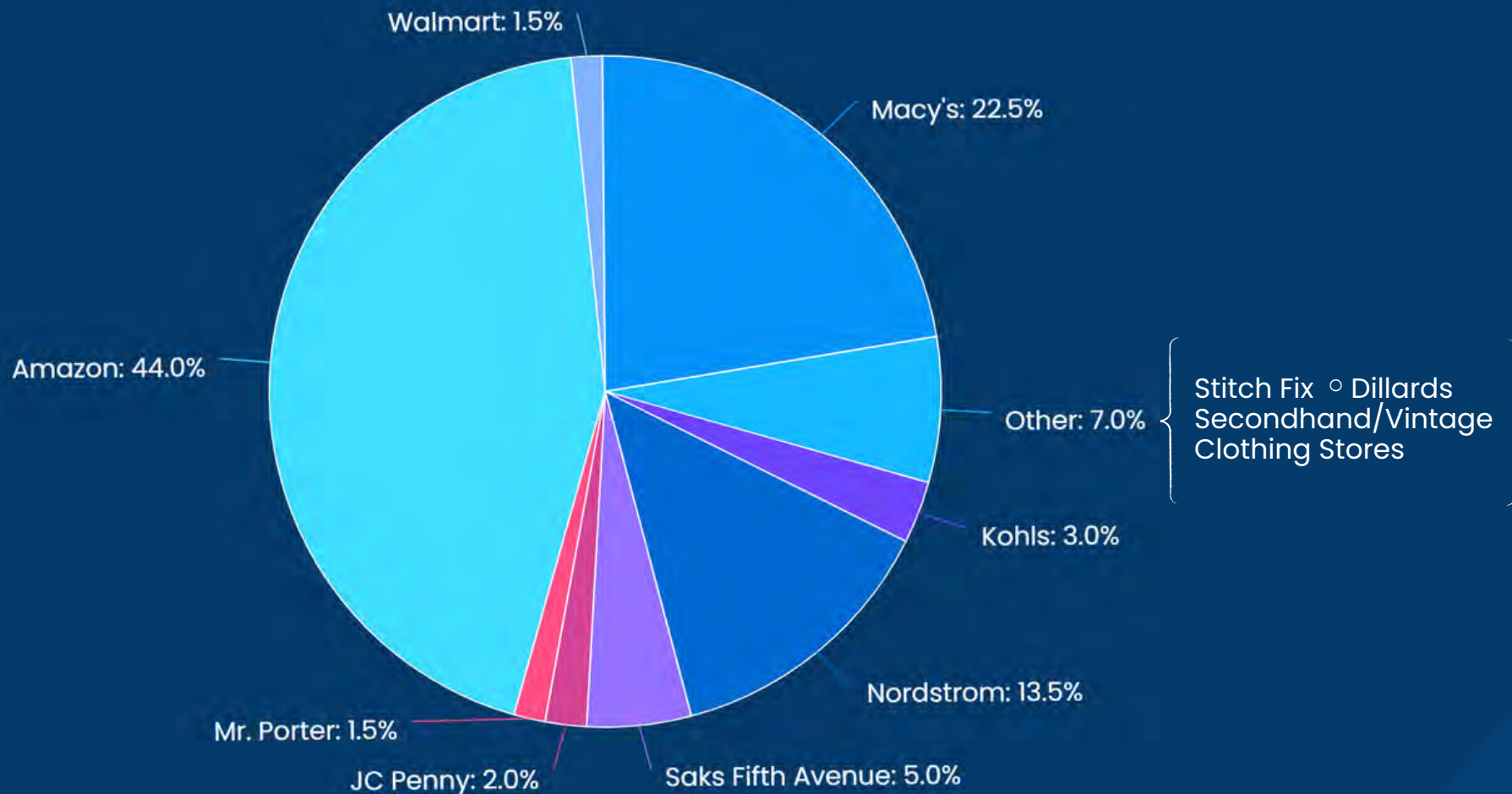


Percentage of men who wear, or are willing to try, makeup (like concealer)

Amazon is the Go-To Digital Department Store for Guys

Macy's is a surprisingly strong second.

What is your favorite multi-brand department store or online retailer to purchase clothing?



Major Athletic Brands Dominate Mindshare for Guys

What is your favorite clothing brand?

