

ISSUE #3 | Winter 2021

THE TREND REPORT

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01

OVERVIEW

In Issue #3, we're highlighting winter trends and data from December 2020 along with a new and exciting section that features user search data to provide insight as to what shoppers are looking for when it comes to the next big trend.

A collage of 25 fashion items and outfits, arranged in a grid-like fashion. The items include: a woman and a young girl in floral tank tops; a man in a dark blazer and white scarf; a grey sweater and brown boots; a blue jacket; a woman in a pink blazer; a woman in a black jacket and jeans; three people in ski gear; a man in a red beanie and sunglasses; a woman in a pink sweater; a woman in a black jacket and yellow shirt; a man in a blue t-shirt with 'DENVER Broncos'; a woman in a white top and black pants; a woman in a white polka-dot shirt; a woman in a blue lace top; a man in a black hoodie with 'DS'; a woman in a red leather jacket; a pair of orange and blue sneakers; a man in a green jacket; a man in a brown jacket; and a woman in a white jacket and red top.

METHODOLOGY

Popular Categories

Top-selling categories in September 2020. Top sellers are defined by order volume.

Trending Categories

High-growth categories in December 2020 are defined by the percentage growth in order volume compared to the previous month.

Popular Brands

Top-selling brands in December 2020 are defined by order volume.

Trending Brands

High-growth brands in December 2020 are defined by the percentage growth in order volume compared to the previous month.

Search Data

Trending search terms from December 9th, 2020 to January 9th, 2021 are defined by the percentage growth MoM.

2022

TRENDSPOTTING

Coat Check 2



Featured: @415sole, @nadiaaluzri

Winter is in full swing, which means it's time to bundle up with our favorite staple piece of the season—coats! We definitely have major coat envy after seeing different styles appear on celebs like Hailey Bieber with her collection of North Face puffers, or Nicole Kidman's variety of iconic trench coats that made a notable appearance on the cult-favorite TV series, *The Undoing*. From winter must-haves like snow jackets and [trench coats](#), to trendy cold-weather styles like [varsity jackets](#) and [puffers](#), coats are definitely on every shopper's mind.

Relevant Categories (Women)

1. Varsity Jackets
2. Ski & Snow Jackets

Relevant Categories (Men)

1. Ski & Snow Jackets
2. Windbreakers
3. Trench Coats
4. Puffers

Relevant Brands (Women)

1. Obermeyer
2. C.C
3. Burton
4. Khombu

Trending Search Terms

- Snowboard Jacket
- North Face Puffer

STAY CURRENT WITH POP CULTURE



Whether “TikTok made me do it” or Baby Yoda used the Force, it’s no surprise that viral trends sparked a rise in popularity with brands like [Barefoot Dreams](#) and Star Wars. Another notable mention was pop-icon, Taylor Swift, who not only blessed us with one but two album releases in a year which explains why fans can’t get enough of her and her merch.

Relevant Brands

1. Star Wars
2. Taylor Swift
3. Barefoot Dreams

Trending Search Terms

Baby Yoda

Accessorize



The best things come in small packages, but this next trend is sure to make a big statement. Small leather goods including [wallets](#) and [belts](#) and jewelry accessories like [rings](#) and [bracelets](#) are bound to elevate any outfit.



Your Life

Relevant Categories (Women & Men)

1. Wallets
2. Belts
3. Jewelry
4. Rings
5. Bracelets

Trending Search Terms

- Gucci Ring
- Michael Kors Wallets
- Pandora Bracelets
- Pandora Rings

Relevant Brands

1. Pandora
2. David Yurman
3. Louis Vuitton
4. Gucci
5. Michael Kors
6. Versace

reset & refresh your space

What better way to start your 2021 than by starting fresh and changing up the spaces in your home. While we're spending even more time at home, we want to ensure our abode reflects our mood—whether that's making small changes like rotating out pillows and blankets or completely going for it and giving your space a brand-new makeover.

Relevant Categories

Blankets & Throws

Pillows

Relevant Brands

Anthropologie

Target

Pottery Barn



03

START YOUR (SEARCH) ENGINES

SEARCH DATA

Have you ever wondered what other people are searching for when shopping on-line? Whether it's the newest it-brand or the viral bag that everyone is dying to get their hands on, you've come to the right place. These trending search terms are here to help you get one step closer to identifying what new trends are on the rise and which products are in demand.

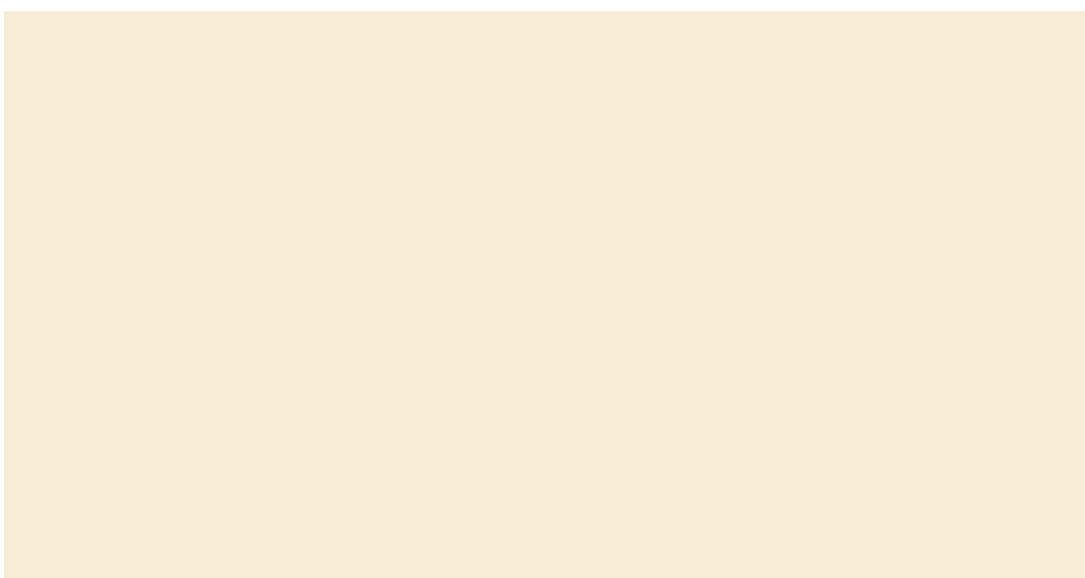
- Dyson Air Wrap
- North Face Puffer
- UGG Ultra Mini
- Peloton Shoes
- Aerie Crossover Leggings
- Telfar
- Lele Sadoughi Headband

Featured: @sarahb1999, @eshiomaajoku, @j1sandino, @sitpretty, @itslyddiaa



04

CATEGORIES



POPULAR CATEGORIES

1. Leggings
2. Sweatshirts & Hoodies
3. Blouses
4. Sneakers
5. Skinny Jeans
6. Ankle Boots & Booties*
7. Crew & Scoop Neck Sweaters*
8. Short Sleeve Tees
9. Cardigans
10. Mini Dresses

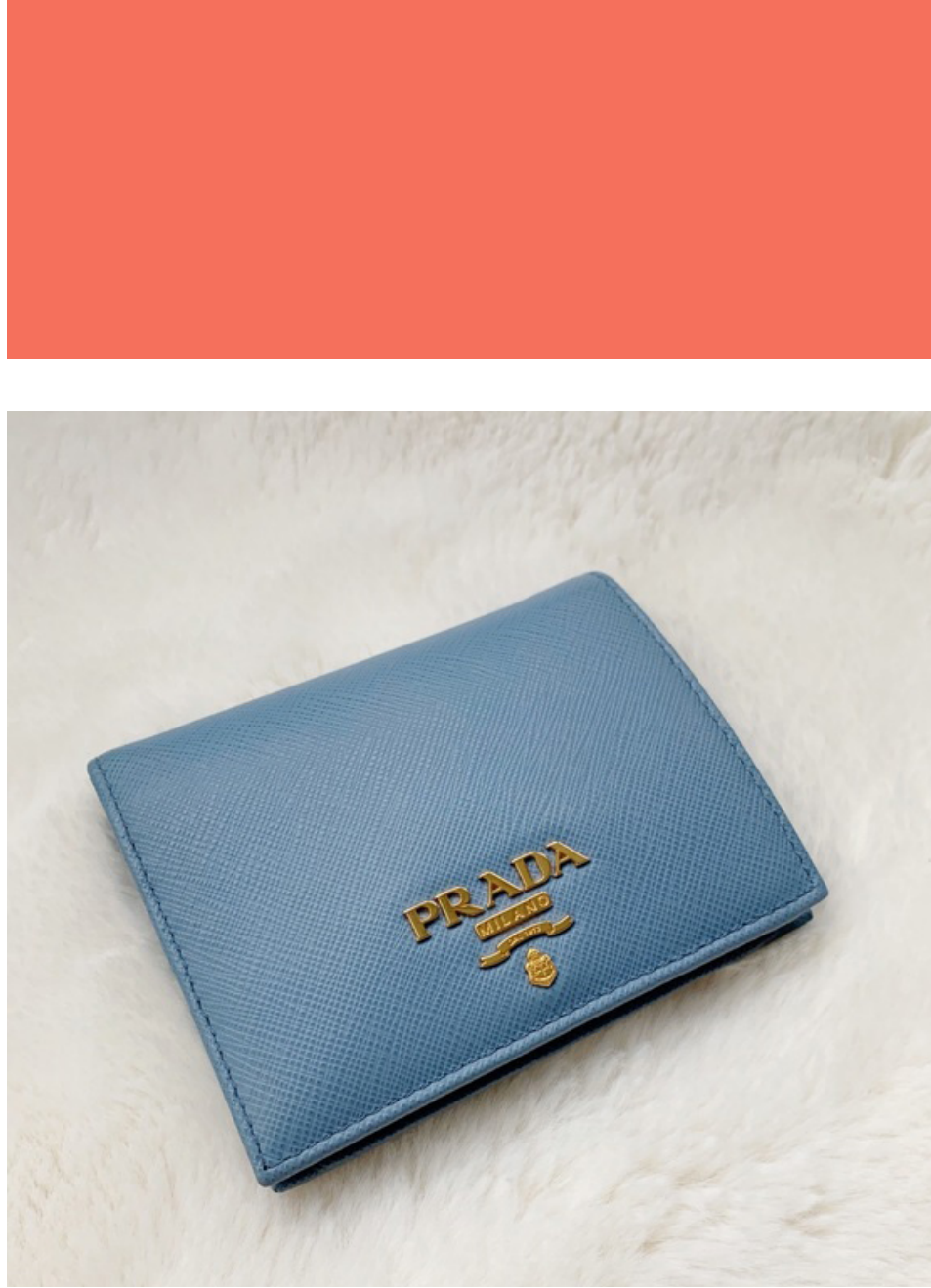
Ankle Boots & Booties and Crew & Scoop Neck Sweaters are two new categories added to the 'Popular Categories' this month that were not featured in Issue #2 of the Trend Report.

Featured: @klinkerbell, @rmrawls2001, @cobolensky, @vancouver_vogue, @brebreguh

TRENDING CATEGORIES

1. Wallets
2. Slippers
3. Rings
4. Gloves & Mittens
5. Varsity Jackets*
6. Ski & Snow Jackets
7. Bracelets
8. Robes
9. Cosmetic Bags & Cases
10. Necklaces

Featured: @instabeauty3, @peachandnectar, @kegrigoleit



Category Spotlight:

We all know fashion from previous decades tend to make their way back into the spotlight, so it's no surprise that varsity and letterman jackets have made a comeback. Originally known for being a typical sports uniform in school, varsity jackets are usually made from leather and wool with a ribbed collar and monogram or patch details. From school to streetwear and vintage gems to contemporary designs, pairing your bomber-style varsity jackets with a tee and some comfy jeans makes for the perfect casual winter outfit.



05

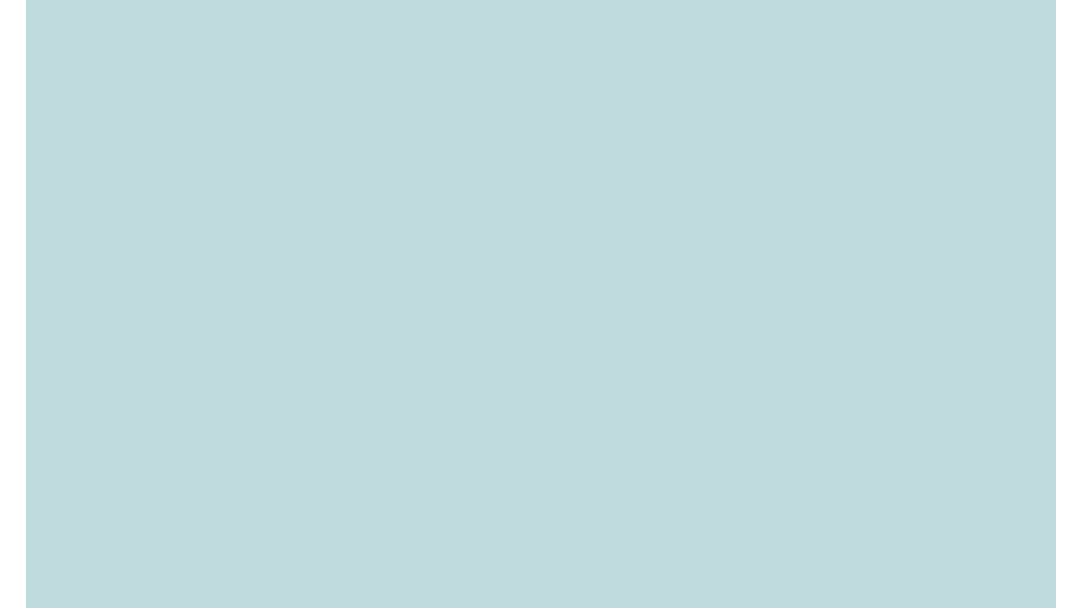
BRANDS

POPULAR BRANDS

1. lululemon athletica
2. Nike
3. Free People
4. Victoria's Secret
5. Coach
6. PINK Victoria's Secret
7. American Eagle Outfitters
8. J. Crew
9. UGG*
10. Michael Kors*

UGG and Michael Kors, two renowned brands that we know and love, are newly featured in this issue of the Trend Report.

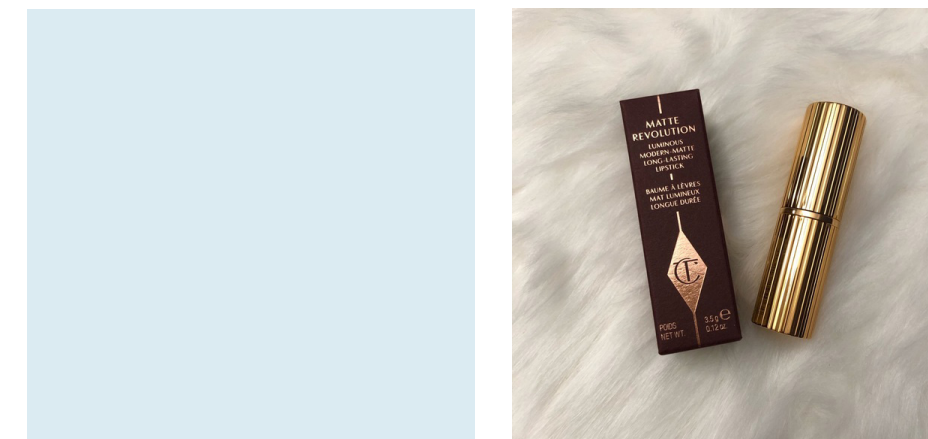
Featured: @nicole_ce, @decoratethesoul, @cassandram321, @fashion_trade



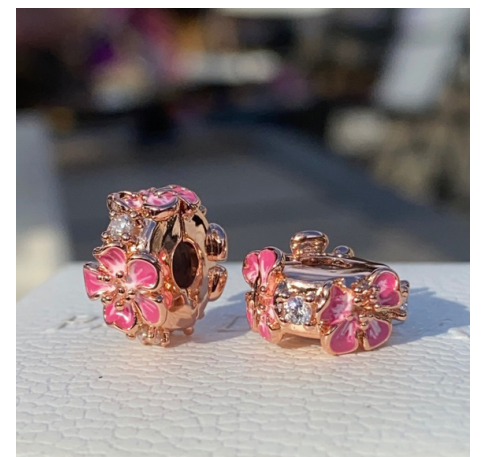
TRENDING BRANDS

1. Obermeyer
2. David Yurman
3. Charlotte Tilbury
4. Pandora
5. Star Wars
6. Taylor Swift
7. C.C
8. Burton
9. Barefoot Dreams
10. Peloton*

Featured: @paigeanddot, @gems_inmycloset, @_wildheartgypsy, @babyybair, @anne420



Brand Spotlight:
A new year means new fitness goals, and with so many at home now more than ever, [Peloton](#) has proven to be the new big kid on the block. Known for their exercise equipment, like indoor cycling bikes and treadmills, and their on-demand fitness classes that stream right at the comfort of your home, it's no surprise that Peloton apparel and accessories have risen in popularity.



06

DEPARTMENTS

MENS

All eyes are on the way you accessorize with top-trending categories like wallets, scarves, jewelry, and belts that help elevate any outfit. The winter season has also turned up the chill in the Men's category, giving casual jacket styles like windbreakers, trench coats, and puffers their time to shine.

Popular Categories

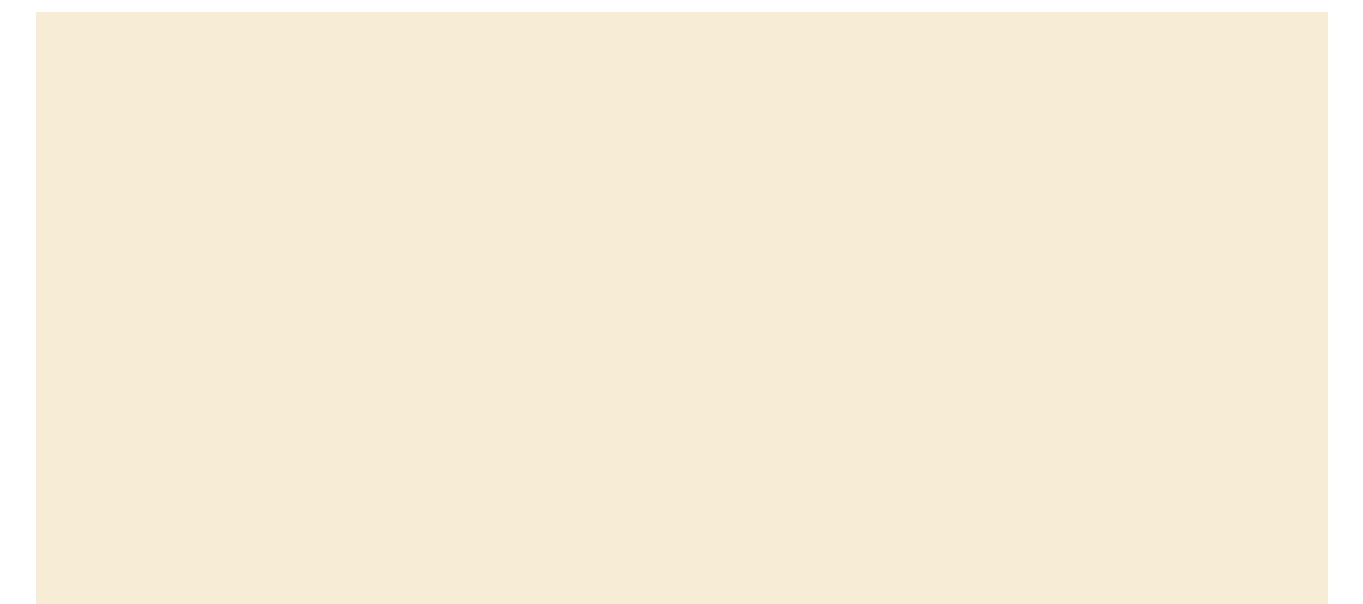
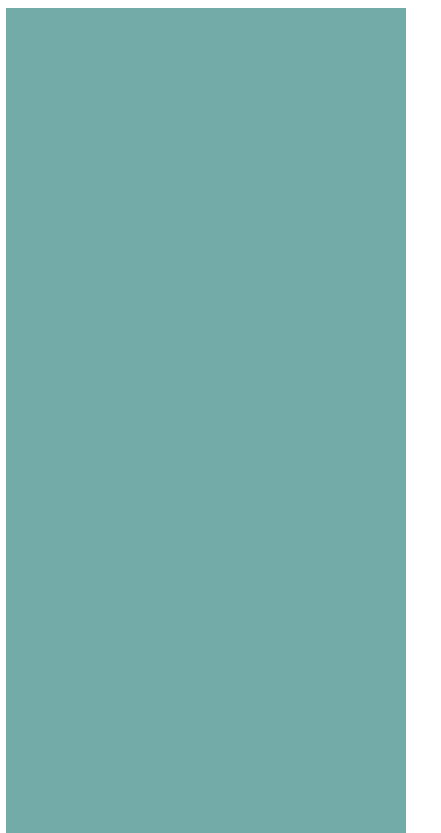
1. Short Sleeve Tees
2. Sneakers
3. Sweatshirts & Hoodies
4. Casual Button-Down Shirts
5. Athletic Shoes
6. Hats
7. Sweatpants & Jogger
8. Long-Sleeve Tees
9. Polos
10. Crewneck Sweaters*

Seems like men are truly embracing sweater weather as crewneck sweaters made their first debut for this issue of the Trend Report.

Featured: @byronpt, @nicoleswu, @shinelikeastar9, @sopothreads

Trending Categories

1. Wallets
2. Scarves
3. Ski & Snowboard Jackets
4. Gloves
5. Jewelry
6. Belts
7. Rain & Snow Boots
8. Windbreakers
9. Trench Coats
10. Puffers



MENS

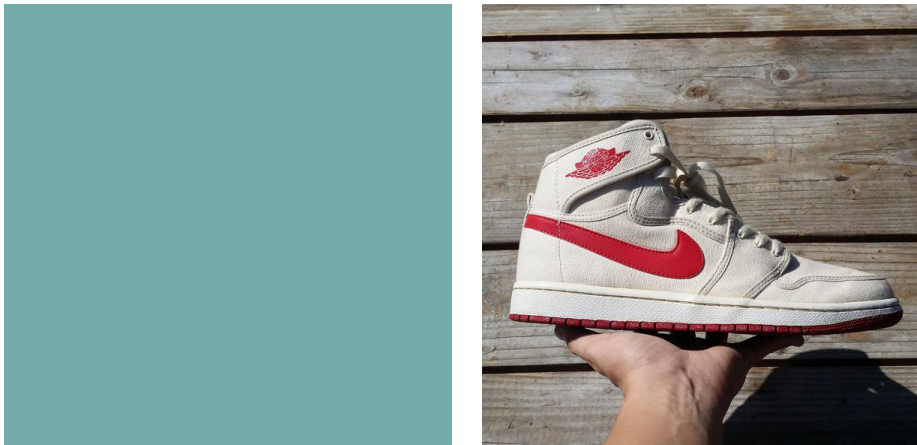
Popular Brands

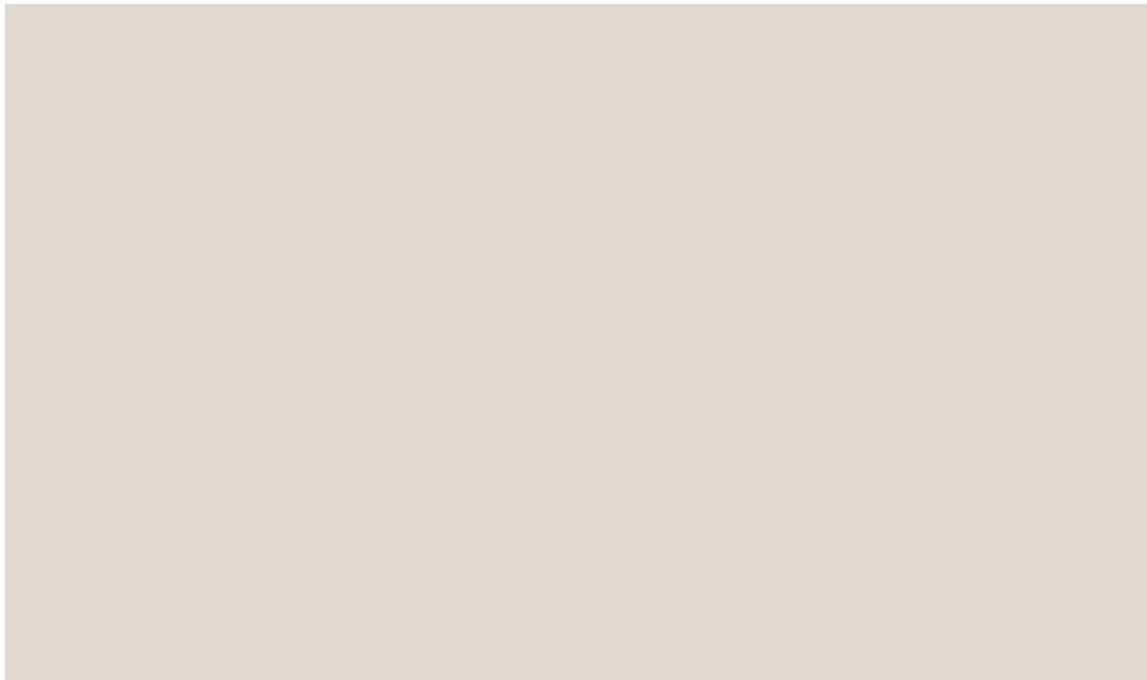
- 1. Nike
- 2. adidas
- 3. Polo by Ralph Lauren
- 4. Under Armour
- 5. Jordan
- 6. Levi's
- 7. The North Face
- 8. lululemon athletica
- 9. Patagonia
- 10. NFL

Trending Brands

- 1. Star Wars
- 2. Spyder
- 3. Majestic
- 4. Crocs
- 5. Louis Vuitton
- 6. FILA
- 7. Gucci
- 8. Gymshark
- 9. Michael Kors
- 10. Versace

👉 **Brand Spotlight:**
More than 100 years old, [FILA](#) is the quintessential sportswear and apparel brand that has truly made a comeback over the last few years. Known for their contemporary sneakers, FILA has more recently dabbled into the athleisure streetwear market, attracting influencers, celebrities, and fashion lovers alike to their iconic brand.





HOME

Some things change and some things remain the same, but home continues to be at the heart of most of our daily lives. So if you haven't already, make your house truly feel like a home by stocking up on all of the warm and inviting essentials like coffee & tea accessories, mugs, and other drinkware items or adding new elements into your living space with winter must-haves like blankets, throws, and candles.

Popular Categories

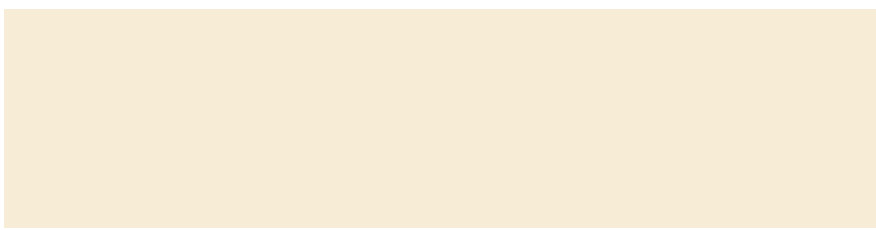
1. Holiday Decor
2. Ornaments*
3. Decor
4. Coffee & Tea Accessories
5. Candles & Holders
6. Drinkware
7. Blankets & Throws
8. Mugs
9. Dinnerware
10. Food Storage

Trending Categories

1. Ornaments
2. Mugs
3. Blankets & Throws
4. Drinkware
5. Storage
6. Cooking Utensils
7. Holiday Decor
8. Bakeware
9. Pillows
10. Coffee & Tea Accessories

True to the holiday spirit, ornaments made their way to the top of the Popular Categories for Issue #3.

Featured: @cotto_colon, @mkaay, @pinkj_boutique, @ladybirdapparel



HOME

Popular Brands

1. Rae Dunn
2. Vintage*
3. Disney
4. Starbucks
5. Hallmark*
6. Anthropologie
7. Bath & Body Works
8. Pottery Barn
9. Pier 1
10. kate spade

Trending Brands

1. Lenox
2. Lilly Pulitzer
3. Hallmark
4. Bath & Body Works
5. The Pioneer Woman
6. Starbucks
7. Disney
8. Anthropologie
9. Target
10. Pottery Barn

Popular Brands welcomed two newcomers to the list for Issue #3—Vintage and Hallmark made their way to the top of the list!

Featured: @glitteryandgold, @shopsanderling, @clariem, @posh_gal5

LUXURY

While the usual luxury brands that we know and love continue to thrive, emerging brands like Sonic Editions, Hublot, and Shun, are making major headway with unique luxury goods that are bound to make a statement.

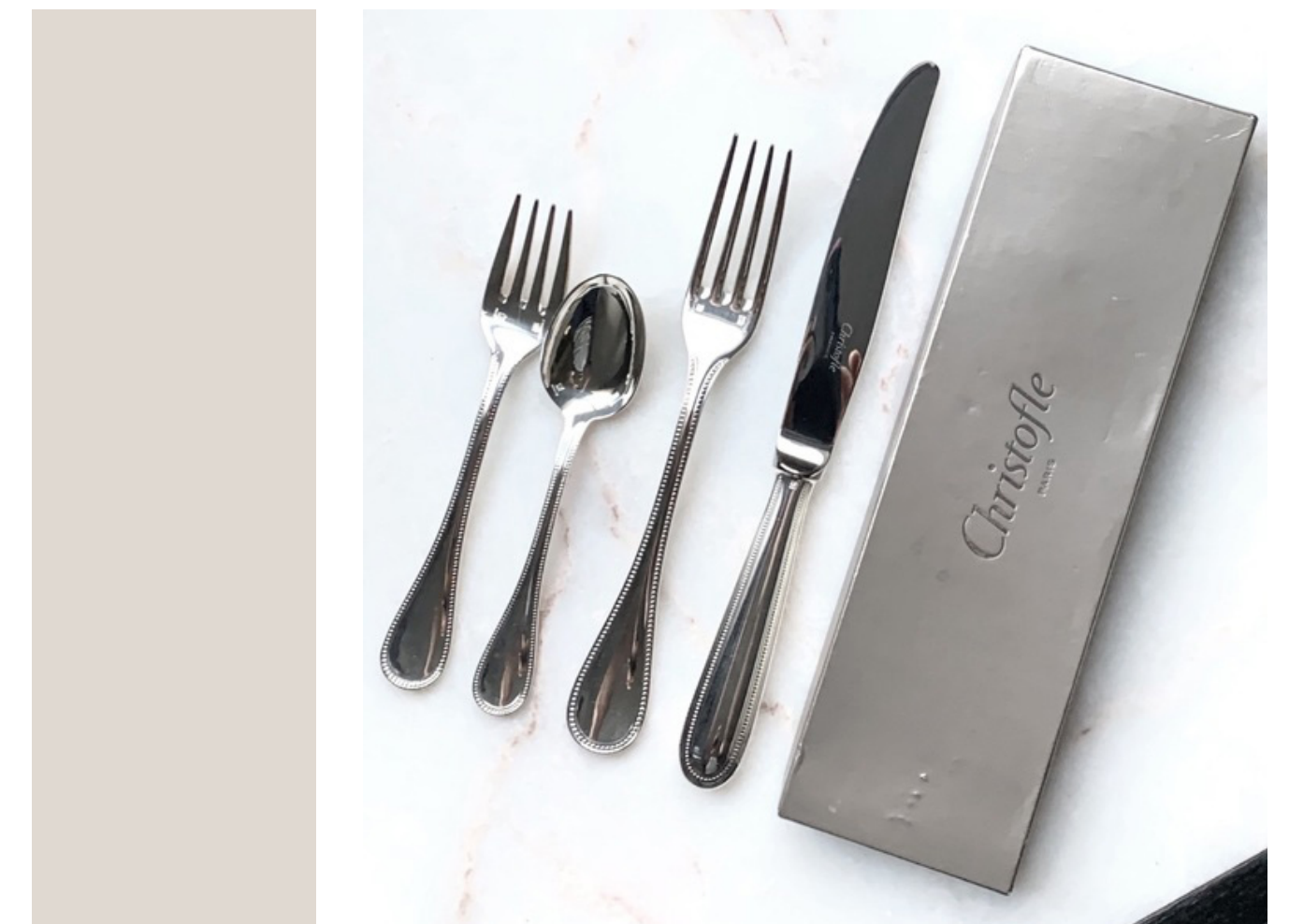
Popular Brands

1. Louis Vuitton
2. Gucci
3. CHANEL
4. Burberry
5. Christian Louboutin
6. Tiffany & Co.
7. David Yurman
8. Prada
9. Yves Saint Laurent
10. Dior

Trending Brands

1. Hublot
2. Laguiole
3. Atelier Swarovski
4. Ann Gish
5. A. Testoni
6. Georg Jensen
7. Christofle
8. Pologeorgis
9. Audemars Piguet
10. Juliska

Featured: @procured_stock, @lizas_treasures, @thefancycat, @goldenhourrrr



👉 **Style Spotlight:** [Christofle](#) is a fine silverware and tableware is most known for producing iconic, high-quality sterling silver and silver-plated flatware and tableware. Add some luxury sparkle to your dinner table and spice up your kitchen with elegant tableware that will last forever.



07

COMMUNITY POLLS

COMMUNITY POLLS

For this issue we wanted to hear from you, the community, on different trending brands and categories that are selling in your closets this winter season! We recently asked both U.S. and Candian community members on social media to vote 'This or That' based on the data from this report. See what brands and items came out on top.

Coat season is in full swing.
Are you selling more:

72%



Puffers

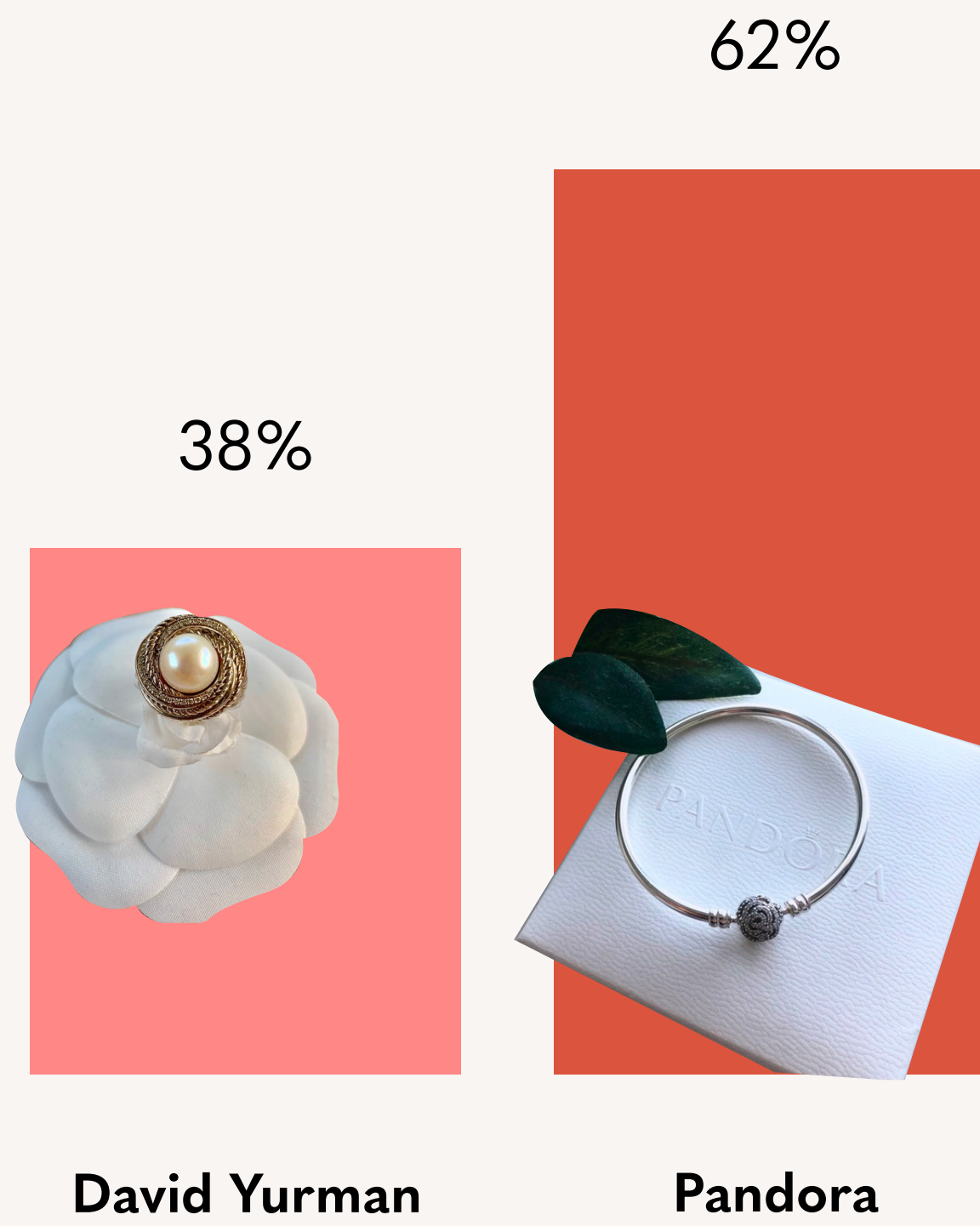
28%



Windbreakers

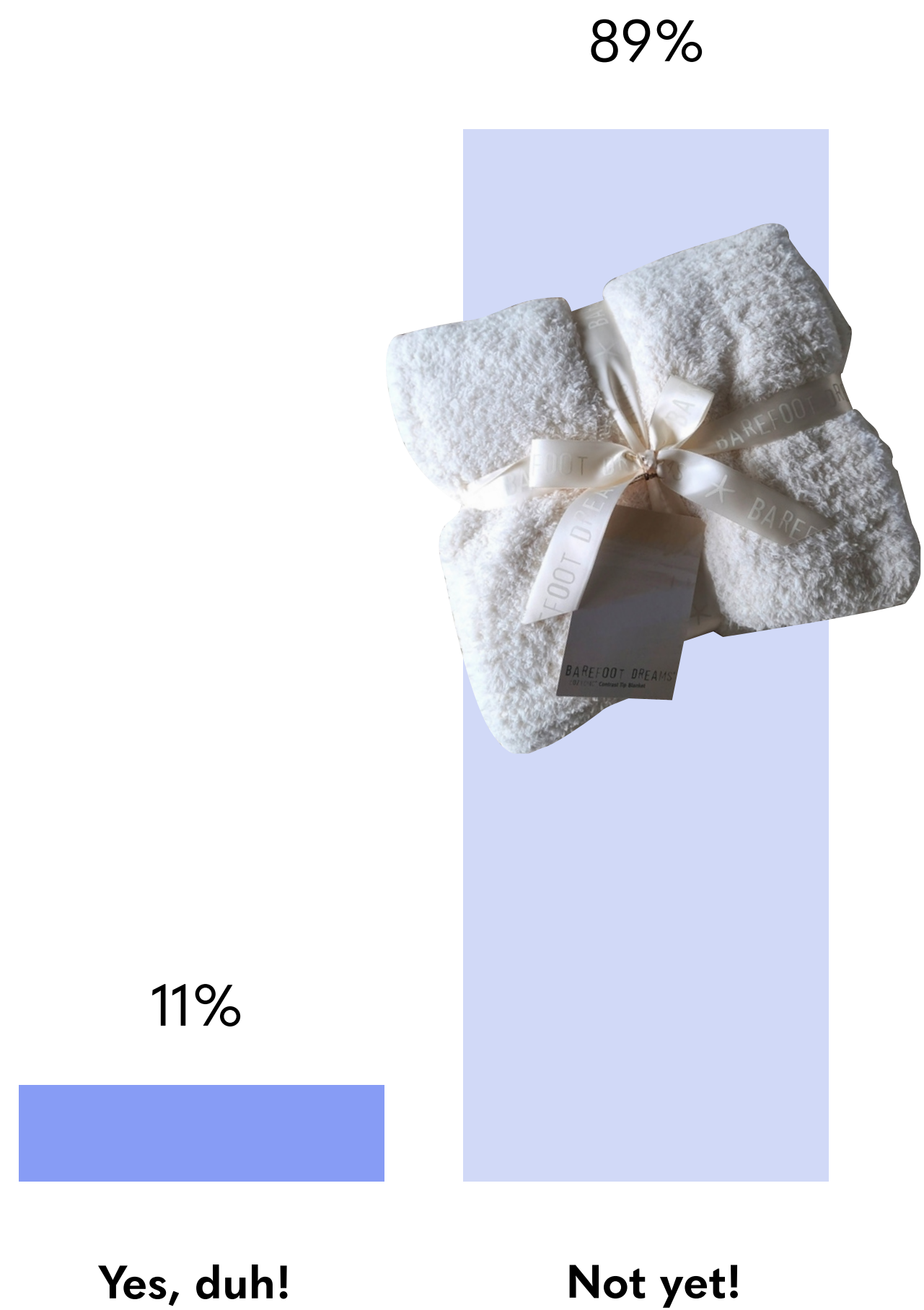
Jewelry & other things...

What jewelry brand sells more:



Have you sold

Barefoot Dreams blankets?



Home is where the heart is.
Are you selling more:



Live your best luxe life. Which
luxury brand have you recently
sold in your closet?



08

#POSHSTYLE



#POSHSTYLE

2021 has yet to disappoint us when it comes to all of your amazing new year, new #PoshStyle looks. We've seen you bring your A game with winter wonderland fits and beyond-cool styles that deserve to be shown off! Be sure to tag us on social using #PoshStyle to show off your favorite outfits (you might even be featured!).



@forensicfashionnotes's fun and colorful take on coat season puts us in a better mood instantly! Her bright green pea-coat is the perfect way to add something extra to an outfit while still keeping warm.

Featured on Instagram: @fabselects, @enajah.m, @whysothriftystore, @forensicfashionnotes

#POSHSTYLE

#POSHSTYLE

#POSHSTYLE

#POSHSTYLE

#POSHSTYLE

Featured on Instagram: @thriftdbybb_, @coneymadekidd, @stayflydiva, @jamiepurkovic

