

# TOP TRENDS

AUGUST 2021

WOMEN  
MEN  
BEAUTY  
KIDS



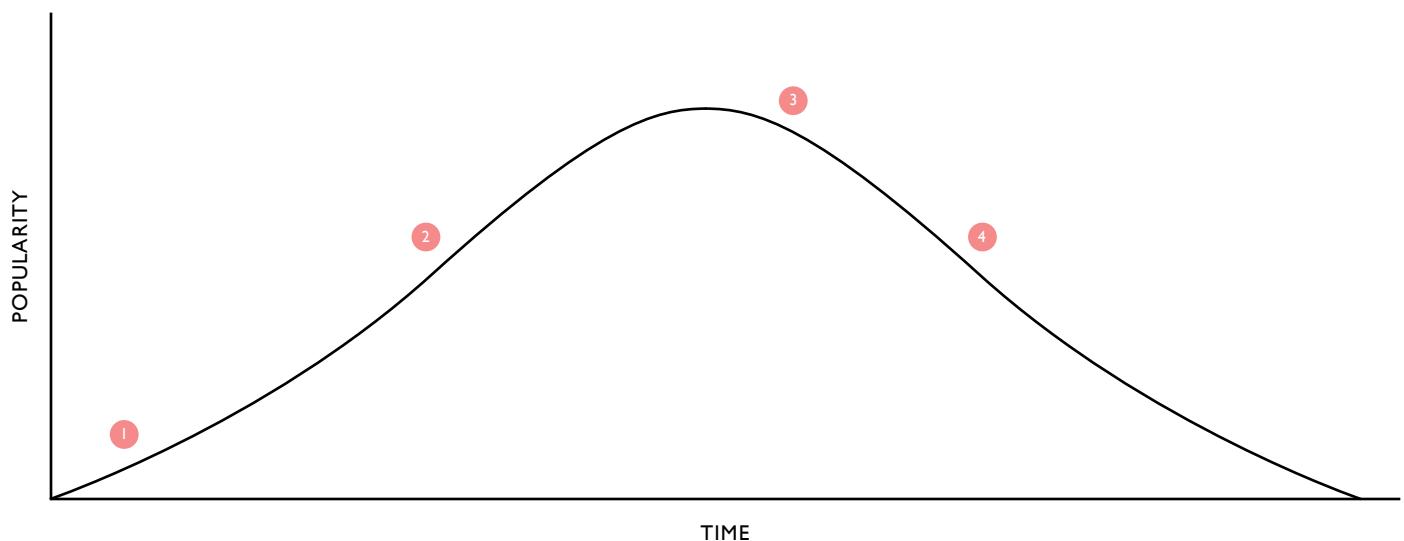
Rat & Boa

# METHODOLOGY / TOP TRENDS

## WHAT'S NEW

Using our proprietary algorithm, we've identified trends that are exhibiting four distinct behaviors: emerging, safe bets, peaking, and on its way out. Our goal is to help you make more forward-looking decisions by giving you the ability to capitalize on undiscovered trends rather than just jumping on the bandwagon. Each category represents not only where the trend is in its lifecycle, but also where it is heading. This will make it easier to invest in the right trends at the right time for your business.

## TREND BEHAVIORS: EXPLAINED



### 1 EMERGING

These trends are exhibiting emerging behavior and are likely to grow in the next few months.

### 3 PEAKING

These trends have been growing for a year or more and have reached their peak.

### 2 SAFE BETS

These trends have been growing for a year and will continue to grow for another year.

### 4 ON ITS WAY OUT

These trends are a year past their peak and exhibiting declining behavior.

### TL TIP

YoY growth helps you gauge the current state of a trend. These behaviors are predictive and offer a look into the future of a trend, so don't worry if an emerging trend shows negative YoY growth!

# WOMEN / KEY TAKEAWAYS



## WESTERN GLAM

Women are elevating classic western styles with luxe fabrications and glam styling. Even Beyoncé is jumping on board—announcing her latest [Ivy Park](#) collection with [Adidas](#) in a Rodeo-themed campaign video. Searches for [rhinestone cowboy hats](#) are +1,613% to last year, while other emerging trends like [silver cowboy boots](#) (+105% to LY) and [western shirts](#) (+28% to LY) are also experiencing accelerated growth.

## RIVIERA ROMANCE

Finally taking long awaited trips overseas, women are on the hunt for idealistic vacation styles. [Floral silk dresses](#) (+94% to LY), [romantic blouses](#) (+65% to LY), [tropical dresses](#) (+59% to LY), and [driving scarves](#) (+44% to LY) are emerging trends to watch. A safe bet, [flip flop heels](#) (+102% to LY) are expected to continue growing over the next year with 70% confidence.

## NOSTALGIC NIGHT OUT

Women look to decades past for inspiration as thrifting continues to gain popularity and retro styles make a resurgence. Infused with [70s](#) and [90s](#) nostalgia, going out attire such as [ring detail tops](#) (+76% to LY), [cowl necks](#) (+53% to LY), [hardware dresses](#) (+14% to LY), and [metallic sandals](#) (+21% to LY) are gaining popularity. Searches for [retro dress](#) are up +26% to last year, and market adoption is +30% in the last 30 days.

## EMERGING

<a href="#">Rhinestone Cowboy Hat</a>	+1,613%
<a href="#">Floral Silk Dress</a>	+94%
<a href="#">Ring Detail Top</a>	+76%
<a href="#">Romantic Blouse</a>	+65%
<a href="#">Tropical Dress</a>	+59%
<a href="#">Cowl Neck</a>	+53%
<a href="#">Cowboy Boots</a>	+35%
<a href="#">Metallic Sandals</a>	+21%
<a href="#">Silk Fringe</a>	+19%
<a href="#">Vintage Dress</a>	+15%

## SAFE BETS

<a href="#">Cow Print Boots</a>	+165%
<a href="#">Knit Halter Top</a>	+150%
<a href="#">Floral Corset</a>	+119%
<a href="#">Claw Hair Clip</a>	+114%
<a href="#">Flip Flop Heels</a>	+102%
<a href="#">Cropped Sweater Vest</a>	+77%
<a href="#">Scarf Top</a>	+64%
<a href="#">Leather Blazer</a>	+58%
<a href="#">Straight Leg Jeans</a>	+53%
<a href="#">Backless Top</a>	+52%

## PEAKING

<a href="#">Ribbed Bra</a>	+31%
<a href="#">Cargo Pants</a>	+25%
<a href="#">Birkenstock Clogs</a>	+21%
<a href="#">Daisy Chain Necklace</a>	+11%
<a href="#">Platform Slides</a>	+7%
<a href="#">Sweat Short</a>	+7%
<a href="#">Criss Cross Jeans</a>	+4%
<a href="#">Padded Shoulder</a>	+4%
<a href="#">Smocked Top</a>	-8%
<a href="#">Crochet Bikini Set</a>	-20%

## ON ITS WAY OUT

<a href="#">Lace Trim Cami</a>	-16%
<a href="#">Athleisure</a>	-17%
<a href="#">Distressed Jeans</a>	-25%
<a href="#">Bandana Print</a>	-31%
<a href="#">Milkm maid Top</a>	-36%
<a href="#">Cut Out Shoulder Top</a>	-37%
<a href="#">Button Front Midi Skirt</a>	-42%
<a href="#">French Terry Shorts</a>	-49%
<a href="#">Faux Fur Slides</a>	-50%
<a href="#">Tie Dye Sweatshirt</a>	-71%



# MEN / KEY TAKEAWAYS



## SOIRÉE IN STYLE

The rescheduling of events has men hitting refresh on their wardrobes. Formal attire is getting a fashion-forward revamp, and demand for suiting is strong—31% of new SKUs are out of stock. Options like [pink](#) (+126% to LY), [leather](#) (+54% to LY), and [velvet suits](#) (+54% to LY) are emerging trends to watch. Print-heavy pieces like [paisley shirts](#) (+43% to LY) and [floral pants](#) (+117% to LY) bring a touch of femininity to modern masculinity.

## BACK TO BUSINESS (CASUAL)

Men are returning to the office without their usual uniform of tailored suiting, instead opting for a [casual](#) (+45% to LY) variation. [Untucked dress shirts](#) (+178% to LY) and [non-iron dress shirts](#) (+398% to LY) are paired with [casual belts](#) (+239% to LY) and [slip-on shoes](#) (+35% to LY) for a comfortable 9 to 5 look. [Chinos](#) (+25% to LY) and [khakis](#) (+45% to LY) are top market movers; 46% and 30% of new SKUs are out of stock, respectively.

## DESERT DAYDREAM

Designers are drawing inspiration from the serene beauty of desert landscapes—[Dior's](#) Spring 2022 show paid tribute to the Texan desert, and early this year, [Gucci](#) collaborated with Desert X, an art installation in Palm Springs. Transitional pieces like [men's suede coats](#) (+73% to LY) and [belted coats](#) (+375% to LY) are exhibiting emerging behavior as are [men's desert boots](#) (+23% to LY).

## EMERGING

<a href="#">Mens Belted Coat</a>	+375%
<a href="#">Mens Camp Shirt</a>	+191%
<a href="#">Mens Ankle Pants</a>	+105%
<a href="#">Mens Suede Coat</a>	+73%
<a href="#">Mandarin Collar Shirt</a>	+55%
<a href="#">Mens Suit</a>	+49%
<a href="#">Casual Suit</a>	+45%
<a href="#">Mens Paisley Shirt</a>	+43%
<a href="#">Mens Desert Boots</a>	+23%
<a href="#">Mens Bead Necklace</a>	+7%

## SAFE BETS

<a href="#">Mens Oversized Polo</a>	+426%
<a href="#">Mens Graphic Hoodie</a>	+183%
<a href="#">Mens Jogger Set</a>	+177%
<a href="#">Nike Dunk Low</a>	+157%
<a href="#">Flannel Pajama Set</a>	+140%
<a href="#">Techwear</a>	+132%
<a href="#">Mens Matching Set</a>	+76%
<a href="#">Tan Slides</a>	+64%
<a href="#">Mens 5 Inch Shorts</a>	+55%
<a href="#">Waffle Knit</a>	+55%

## PEAKING

<a href="#">Denim Joggers</a>	+23%
<a href="#">Relaxed Pants</a>	+20%
<a href="#">Henley Tank</a>	+11%
<a href="#">Tan Sneakers</a>	+4%
<a href="#">Mens Graphic Tees</a>	+2%
<a href="#">Cargo Shirts</a>	+2%
<a href="#">Mens Trucker Hat</a>	-1%
<a href="#">Mens Golf Shoes</a>	-3%
<a href="#">Indoor Outdoor Shoes</a>	-17%
<a href="#">Cargo Pants</a>	-25%

## ON ITS WAY OUT

<a href="#">Mens Swimsuit</a>	-21%
<a href="#">Mens Camo Jacket</a>	-29%
<a href="#">Mens Athletic Shorts</a>	-36%
<a href="#">Grooming Kit</a>	-39%
<a href="#">Beard Care</a>	-43%
<a href="#">Mens Biker Shorts</a>	-43%
<a href="#">Mens Lounge Pants</a>	-44%
<a href="#">Beard Grooming Kit</a>	-49%
<a href="#">Chunky Knit Sweater</a>	-57%
<a href="#">Mens Fleece Sweater</a>	-68%



# BEAUTY / KEY TAKEAWAYS



## TIKTOK MADE ME DO IT

A one-stop-shop for the latest tips and tricks, TikTok's short-form videos make a lasting impact on consumers' lives, looks, and wallets. Health crazes like [chlorophyll](#) (+156% to LY) and cosmetic hacks like [faux freckles](#) (+36% to LY), [sock curls](#) (+13% to LY), and [sea salt spray](#) (+1% to LY) are captivating the app's primarily Gen Z audience. The latest in beauty-tainment—#emojimakeup—is makeup geared towards having fun, and includes looks like [mermaid tears](#) (+31% to LY), [lip art](#) (+20% to LY), and [floating eyeliner](#) (+62% to LY).

## HEAT WAVE

Temperatures are on the rise, driving demand for protective products like [reef safe](#) (+134% to LY), [spray-on](#) (+93% to LY), and [tinted sunscreen](#) (+63% to LY). [Acid deodorant](#) (+178% to LY), [deodorant wipes](#) (+33% to LY), and [deodorant spray](#) (+17% to LY) keep consumers smelling good, while [sweatproof makeup](#) (+8% to LY) and [heat protectant spray](#) (58% to LY) help looks withstand the heat.

## RETURN TO Y2K

Beauty looks of the early aughts are officially back and taking over TikTok, where #Y2K has over 2.3 billion views. Nail the nostalgic aesthetic with emerging trends like [tinsel hair](#) (+218% to LY), [side buns](#) (+89% to LY), [lip gloss](#) (+72% to LY), and a [french manicure](#) (+55% to LY). [Silver eyeshadow](#) (+100% to LY) and [floating eyeliner](#) (+62% to LY) complete the [Y2K makeup](#) (+130% to LY) look.

## EMERGING

<a href="#">Gold Lip</a>	+578%
<a href="#">Eye Palette</a>	+330%
<a href="#">Tinsel Hair</a>	+219%
<a href="#">Cluster Lashes</a>	+92%
<a href="#">Side Bun Hairstyle</a>	+89%
<a href="#">Beauty Drinks</a>	+79%
<a href="#">French Manicure</a>	+55%
<a href="#">Kohl Eyeliner</a>	+41%
<a href="#">Faux Freckles</a>	+36%
<a href="#">Bare Faced</a>	+32%

## SAFE BETS

<a href="#">Wolf Cut</a>	+4286%
<a href="#">Yin Yang Nails</a>	+952%
<a href="#">Smudged Eyeliner</a>	+486%
<a href="#">Shag Mullet</a>	+407%
<a href="#">Y2K Makeup</a>	+130%
<a href="#">Evil Eye</a>	+107%
<a href="#">Inner Corner Eyeliner</a>	+102%
<a href="#">Ombre Powder Brows</a>	+75%
<a href="#">Floating Eyeliner</a>	+62%
<a href="#">Ice Globes</a>	+57%

## PEAKING

<a href="#">Skin Barrier Repair</a>	+36%
<a href="#">Marine Collagen</a>	+26%
<a href="#">Omega-3</a>	+22%
<a href="#">Bangs</a>	+20%
<a href="#">Niacinamide Serum</a>	+17%
<a href="#">Salicylic Acid</a>	+5%
<a href="#">Cruelty-Free Skincare</a>	+5%
<a href="#">Matcha</a>	+0%
<a href="#">Soap Brows</a>	-3%
<a href="#">Tongue Scraper</a>	-10%

## ON ITS WAY OUT

<a href="#">Makeup Contouring</a>	-13%
<a href="#">Nailcare</a>	-16%
<a href="#">Hair Color</a>	-17%
<a href="#">Blonde Hair</a>	-17%
<a href="#">Highlighting</a>	-27%
<a href="#">Makeup Brush Set</a>	-28%
<a href="#">Face Oil</a>	-29%
<a href="#">Bath And Body</a>	-33%
<a href="#">Jade Roller</a>	-33%
<a href="#">Skincare Tools</a>	-35%



# KIDS / KEY TAKEAWAYS



## GLITZ AND GLAM

Parents always want to see their children shine, and this season they're proving that there's no such thing as too much sparkle. As a result, back-to-school is getting a glamorous makeover with glittery accessories like [hair clips](#) (+121% to LY), [scrunchies](#) (+117% to LY), [socks](#) (+114% to LY), [sneakers](#) (+8%), and [sequin backpacks](#) (+99% to LY), which are all emerging trends to watch.

## SPOOKY SEASON

Eager to return to trick-or-treating and the tradition of dressing up for Halloween, searches rise for costumes like [veterinarian](#) (+83% to LY), [scientist](#) (+80% to LY), [policeman](#) (+51% to LY), [fairy](#) (+38% to LY), [cowboy](#) (21% to LY) and [princess](#) (+9% to LY), which are all emerging trends to watch. A high volume term, there are 516K average weekly searches for [Halloween](#). In the market, Halloween-related merchandise is +16% within the last 30 days.

## 90S BABY

Taylor Swift said it best, "I come back stronger than a 90s trend," and kid's fashion is reflecting the iconic decade's return. Nostalgia-inducing denim, like [boy's vintage jeans](#) (+92% to LY) and [girl's boyfriend jeans](#) (+40% to LY), top this season's back-to-school shopping lists. [Hair clip sets](#) (+108% to LY), [butterfly glasses](#) (+9% to LY), and [baby bucket hats](#) (+8% to LY) have reached peak popularity.

## EMERGING

<a href="#">Kalediscope Top</a>	+169%
<a href="#">Halloween Headband</a>	+100%
<a href="#">Sequin Backpack</a>	+99%
<a href="#">Cowgirl Boots</a>	+62%
<a href="#">Policeman Costume</a>	+51%
<a href="#">Fairy Costume</a>	+38%
<a href="#">Girls Ruffle Shorts</a>	+25%
<a href="#">Leave-In Conditioner</a>	+24%
<a href="#">Cowboy Costume</a>	+21%
<a href="#">Girls Sequin Dress</a>	+11%

## SAFE BETS

<a href="#">Teddy Bear Slippers</a>	+419%
<a href="#">Rib Knit Cardigan</a>	+344%
<a href="#">Skeleton Hoodie</a>	+188%
<a href="#">Flannel Pajama Set</a>	+153%
<a href="#">Hair Clip Set</a>	+96%
<a href="#">Puff Sleeve Dress</a>	+87%
<a href="#">Straw Bucket Hat</a>	+84%
<a href="#">Elfie</a>	+83%
<a href="#">Clover Bracelet</a>	+72%
<a href="#">Flared Jeans</a>	+63%

## PEAKING

<a href="#">Girls Boyfriend Jeans</a>	+40%
<a href="#">Baby Cargo Pants</a>	+36%
<a href="#">Baby Graphic Tee</a>	+32%
<a href="#">Girls Beach Bag</a>	+9%
<a href="#">Butterfly Glasses</a>	+9%
<a href="#">Baby Bucket Hat</a>	+8%
<a href="#">Boys Cargo Joggers</a>	+7%
<a href="#">Baby Serum</a>	+2%
<a href="#">Boys Bucket Hat</a>	-7%
<a href="#">Girls Graphic Tee</a>	-31%

## ON ITS WAY OUT

<a href="#">Boys Corduroy Pants</a>	+31%
<a href="#">Baby Sets</a>	-19%
<a href="#">Baby Rompers</a>	-26%
<a href="#">Girls Halter Top</a>	-44%
<a href="#">Girls Tank Dress</a>	-46%
<a href="#">Kids Subscription Box</a>	-48%
<a href="#">Baby Joggers</a>	-51%
<a href="#">Girls Cami</a>	-51%
<a href="#">Boys Boxer Briefs</a>	-56%
<a href="#">Girls Jersey Shorts</a>	-68%



# TREND~~ALYTICS~~

We marry the art and science of retail to surface what consumers want today and tomorrow.

Our team of experienced retail professionals can provide a custom assessment of how you can integrate data analytics into your workflow. We have walked in your shoes and will partner with you to identify opportunities that will give your business a competitive edge.

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