
TOP TRENDS

MAY 2021

WOMEN
MEN
BEAUTY
KIDS

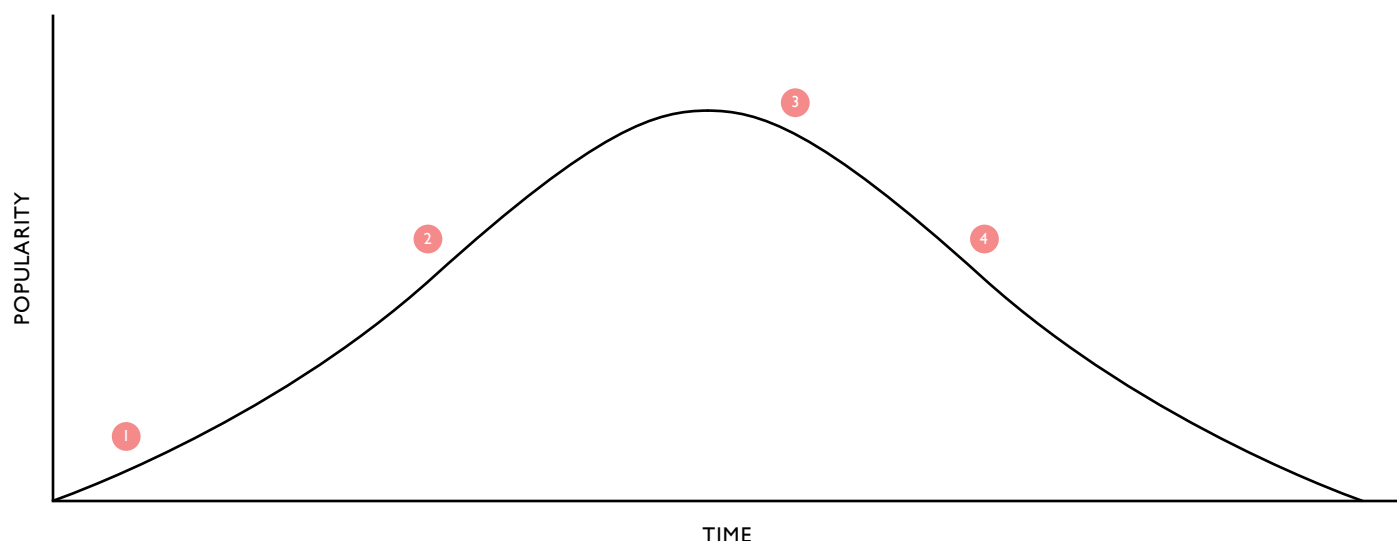


Holiday The Lab

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.

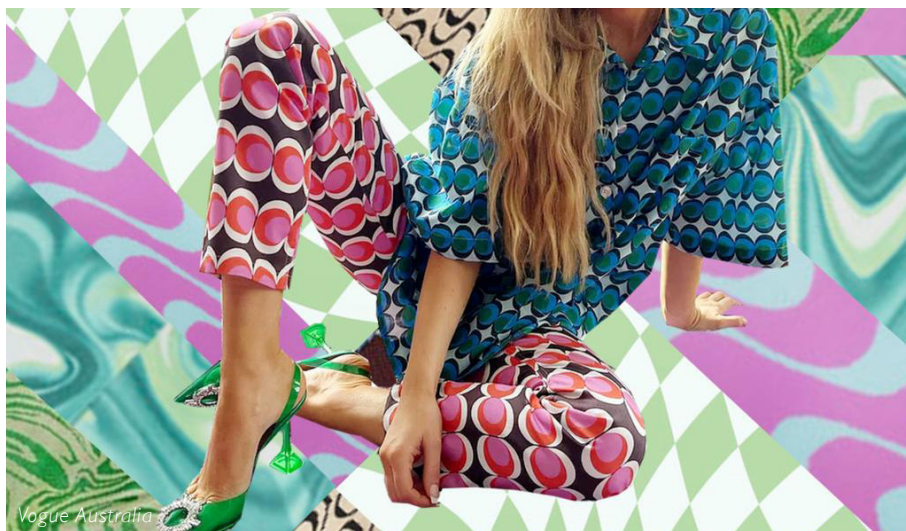
4 ON ITS WAY OUT

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



MODERN MAXIMALIST

Colorful patterns and standout accessories bring maximalism to the modern consumer. [Patterned pants](#) (+4% to LY) from [Gimaguas](#), [Holiday The Label](#), and [Hosbjerg](#) have quickly become cult favorites, while [intarsia knits](#) (+62% to LY), a safe bet, offer an eye-catching alternative to a wardrobe staple. Rounding out an ig-worthy fit, [checkered bags](#) (+35% to LY) and [clay rings](#) (+1,252% to LY) make an instant and long-lasting impression.

SUMMER OF LOVE

Drawing inspiration from hippie counterculture, the next generation is reinterpreting signature 60s and 70s styles. Safe bets like [tiered maxi dresses](#) (+58% to LY), [knit halter tops](#) (+197% to LY), and [Birkenstock clogs](#) (+73% to LY) embody flower child fashion. [Crochet dresses](#) and crafty accessories like [beaded bracelets](#) (+20% to LY) and [glass necklaces](#) (+15% to LY) are emerging trends, with searches for the former up +25% to last year.

CONTINUED COMFORT

As cities begin to reopen and we ease back into social settings, women are finding ways to retain the comfort of quarantine clothing. With the summer months ahead, emerging trends like [beach pants](#) (+24% to LY) and [linen trousers](#) (+35% to LY) turn casual comfort into effortless style. When paired with a cropped tee and oversized sunnies, [elastic waist pants](#) (+36% to LY) and [flared leggings](#) (+247% to LY) become foundational pieces to a trendy outfit.

EMERGING

Elastic Waist Pants	+36%
Checkered Bag	+35%
Backless Dress	+34%
Asymmetric Top	+30%
Crochet Dress	+25%
Beach Pants	+24%
Glass Necklace	+15%
Sheer Pants	+15%
Hand Painted Jeans	+11%
Patterned Pants	+4%

SAFE BETS

Clay Rings	+1,252%
Claw Hair Clip	+276%
Flared Leggings	+247%
Knit Halter Top	+197%
Scarf Top	+103%
Cut Out Pants	+96%
Platform Slides	+94%
Maximalism	+78%
Intarsia Knit	+62%
Tiered Maxi Dress	+58%

PEAKING

Lug Sole Boots	+51%
Baggy Sweater	+28%
Silk Pajamas	+25%
Printed Sweatshirt	+24%
Velour Tracksuit	+22%
Butterfly Necklace	+19%
Safety Pin Sweater	+10%
Sweatsuit	-3%
Fleece Jogger	-13%
Leather Cropped Pants	-19%

ON ITS WAY OUT

Printed Leggings	-2%
Bucket Backpack	-13%
Ruffle Sleeve Sweater	-15%
Animal Print Hat	-24%
Butterfly Print Dress	-24%
Tie Dye Tee	-24%
Cropped Hoodie	-27%
Gingham Mini Skirt	-38%
Bandana Scarf	-42%
Bleach Dye Hoodie	-69%

MEN / KEY TAKEAWAYS



SPRING CASUAL

Relaxed silhouettes and floral-inspired hues bring a casual aesthetic to menswear this spring. Men are hoping to look fresh and put together, with minimal effort involved. [Casual suits](#) (+36% to LY), [mens pink suit](#) (+44% to LY), [mens casual pants](#) (+47% to LY), and [mens floral pants](#) (-36% to LY) are all exhibiting emerging behavior, while formal trends like [geometric ties](#) (-56% to LY) are on their way out.

DENIM DAYS

From [chambray ties](#) (-2% to LY) to [straight leg jeans](#) (+60% to LY) to [striped denim shirts](#) (+114% to LY), men are searching for denim essentials as they get their Canadian Tuxedo on. They'll say goodbye to quarantine's [fleece sweatpants](#) (+19% to LY), which are currently peaking, as they experiment with [tapered](#) (+37% to LY) and [colored jeans](#) (-14% to LY).

CUSTOM MADE

Experimenting with details and silhouettes is top of mind, as men aim to make the most of every outfit. Cropped pants are a spring essential with [mens ankle pants](#) (+34% to LY) and [mens cropped trousers](#) (+59% to LY) exhibiting emerging search behavior. When it comes to customizing the rest of the fit, [patchwork jackets](#) (+114% to LY) are a safe bet, expected to continue growing over the next year with 70% confidence.

EMERGING

Mens Denim Shirt	+114%
Mens Cropped Trousers	+59%
Mens Casual Pants	+47%
Mens Pink Suit	+44%
Mens Tapered Jeans	+37%
Casual Suit	+36%
Mens Ankle Pants	+34%
Chambray Tie	-2%
Mens Colored Jeans	-14%
Mens Floral Pants	-34%

SAFE BETS

Mens Crew Sweatshirt	+184%
Mens Patchwork Jacket	+114%
Mens Flannel Jacket	+97%
Mens Graphic Tees	+87%
Mens Bucket Hat	+77%
Mens Crewneck	+62%
Mens Straight Leg Jeans	+60%
Mens Beanie	+58%
Mens Slides	+55%
Fisherman Beanie	+54%

PEAKING

Beard Growth Kit	+37%
Mens Pajama Pants	+36%
Mens Nike Joggers	+22%
Mens Sweatpants	+21%
Mens Fleece Sweatpants	+19%
Mens Oversized Hoodie	+11%
Mens Fleece Quarter Zip	+6%
Mens Stud Earrings	+2%
Mens Robe	-1%
Mens Thong Underwear	-12%

ON ITS WAY OUT

Mens Oversized Cardigan	-26%
Pattern Tie	-36%
Herringbone Tie	-43%
Mens Bead Necklace	-46%
Mens Silver Necklace	-47%
Hair Trimmer	-47%
Mens Utility Shirt	-52%
Mens Alpaca Sweater	-54%
Geometric Tie	-56%
Hair Clippers	-74%

BEAUTY / KEY TAKEAWAYS



#ALTGIRL BEAUTY

Social-born style tribes have accelerated in the age of TikTok, driving new niche aesthetics to the forefront of our cultural zeitgeist. With punk and goth undertones, #AltGirl is the latest TikTok aesthetic to take over. It is characterized by [goth makeup](#) (+56% to LY), [goth eyebrows](#) (+150% to LY), subversive [mullet](#)s (+71% to LY), and [black nail polish](#) (+27% to LY).

TRAVEL-FRIENDLY FORMATS

With vaccine optimism on the rise, consumers are embracing their newfound freedom and staying safe with touchless products that are ideal for life on-the-go post-pandemic. [Toothpaste tabs](#) (+358% to LY), [shampoo](#) (+28% to LY) and [conditioner bars](#) (+6% to LY), [cleansing](#) (+268% to LY) and [SPF sticks](#) (+65% to LY) are emerging trends to watch. Social buzz for SPF sticks is +150% to last year.

AROMA DISCOVERY

Masks, online shopping, and loss of scent threatened the fragrance industry, but demand for [perfume](#) (+32% to LY) is back and consumers are looking to discover new scents with perfume gift sets (+56% to LY). Notes of [oud](#) (+60% to LY), [tobacco](#) (+74% to LY), and [vanilla](#) (+63% to LY) are safe bets, while [clean, alcohol-free formulas](#) (+56% to LY) are exhibiting emerging behavior.

EMERGING

Toothpaste Tabs	+358%
Cleansing Stick	+268%
SPF Stick	+65%
Alcohol-Free Perfume	+65%
Clean Perfume	+34%
Perfume	+32%
Shampoo Bar	+28%
Black Nail Polish	+27%
Probiotic	+10%
Conditioner Bar	+6%

SAFE BETS

Smiley Face Nails	+405%
Goth Eyebrows	+150%
Graphic Eyeliner	+129%
Tobacco Perfume	+74%
Mullet	+71%
Postbiotics	+71%
Vanilla Perfume	+63%
Oud Perfume	+60%
Perfume Gift Set	+56%
Goth Makeup	+56%

PEAKING

Niacinamide	+132%
Acne Serum	+99%
Scalp Brush	+47%
Satin Lipstick	+17%
Facial Toning Device	+14%
Pedicure Tools	+7%
Shower Mirror	+5%
Sugar Scrub	+4%
Shiitake Mushroom	+3%
Bath Soak	+3%

ON ITS WAY OUT

Hand Mask	-77%
Nail Kits	-59%
Pastel Eyeshadow	-53%
At-Home Manicure	-42%
Face Wipes	-35%
Pore Strips	-33%
Pastel Hair	-33%
DIY Skincare	-30%
Nail Polish Remover	-24%
Bronzer	-12%

KIDS / KEY TAKEAWAYS



SUMMER MINDSET

With pool days and beach trips approaching, parents are getting in a summer shopping mindset. Beach essentials, including [girls beach cover up](#) (+15% to LY), [girls ruffle swimsuit](#) (+137% to LY), and [girls sundress](#) (+67% to LY), are all exhibiting emerging behavior. When it comes to getting on the water, [boys boat shoes](#) (-7% to LY) and [kids sunglasses](#) (+48% to LY) are just starting to grow, while [baby bucket hats](#) (+56% to LY) are already a safe bet.

RETURN TO SCHOOL

With the virtual school year coming to a close, parents' optimism for an in-person return this September is evident. Essentials needed for an in-person school year are top of mind, [boys uniform](#) (+28% to LY) and [sequin backpack](#) (+10% to LY) are exhibiting emerging behavior. Parents are excited to say goodbye to at-home school activities, including [doodle maps](#) (-92% to LY) and [educational games](#) (-52% to LY), as searches for [home game for kids](#) are -68% to last year.

BOY BAND

Boys are excited to bring out their edgy side this season. They'll look to pair boys [band t-shirts](#) (+333% to LY) with [boys camo hoodies](#) (+51% to LY) as they part ways with [boys black denim](#) (-26% to LY). Girls will hop on this trend as they embrace the emerging [girls leather leggings](#) (+27% to LY) as they do away with [girls leather jackets](#) (-20% to LY).

EMERGING

Boys Band T-Shirt	+333%
Girls Ruffle Swimsuit	+137%
Girls Sundress	+67%
Boys Camo Hoodie	+51%
Kids Sunglasses	+48%
Boys Uniform	+28%
Girls Leather Leggings	+27%
Girls Beach Cover Up	+15%
Sequin Backpack	+10%
Boys Boat Shoes	-7%

SAFE BETS

Girls Wide Leg Jeans	+163%
Girls Baggy Jeans	+107%
Kids Bucket Hat	+101%
Girls Birthday Dress	+91%
Boys Slippers	+81%
Kids Pajama Set	+78%
Baby Bucket Hat	+56%
Boys Bucket Hat	+56%
Girls Cargo Pants	+56%
Girls Mom Jeans	+52%

PEAKING

TikTok Girl	+83%
Snowman	+49%
Cozy Slippers	+43%
Baby Joggers	+27%
Butterfly Necklace	+19%
Girls Sweatshirt	+19%
Twisted Headband	+16%
Kids Shampoo	+15%
Wooden Jigsaw Puzzles	+13%
Boys Flannel	0%

ON ITS WAY OUT

Girls Grey Jeans	+6%
Kids Activewear	-10%
Girls Leather Jacket	-20%
Boys Skinny Jeans	-21%
Boys Black Denim	-26%
Chalk	-26%
Educational Games	-52%
Boys Mesh Shorts	-57%
Home Games for Kids	-68%
Doodle Map	-92%

TRENDALYTICS

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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