



Lisa Says Gah

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# MAXIMALISM

TRENDING THEMES

WOMEN  
MEN  
BEAUTY  
CHILDREN  
HOME

# METHODOLOGY

Trending Themes translates macro cultural shifts into product-level insight in order to offer a deeper understanding of the movements that will impact current and emerging design, consumer, and retail trends.

A common challenge faced by retail professionals is understanding the big picture of a trend in order to predict how it will impact their business. At Trendalytics, our goal is to help you understand the big picture. Our macro trends explore cultural conversations with cross-industry implications. Those concepts and conversations evolve over the year through our weekly insights that you have come to know and love.

Now, the Trending Themes report illustrates the connection between our macro trends and weekly insights. The interactive trend map found in this report guides you through the lifecycle of a trend, from inception to actualization, so you can better implement brand-right assortment strategies.



## ICON INDEX

### OO TRENDS TO WATCH

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

### ★ SAFE BETS

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

# TREND MAP

MACRO TRENDS



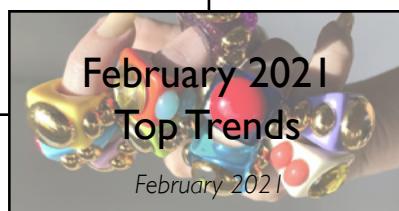
MICRO TRENDS



THEMES



REPORTS





House of Sunny



After a year of monochrome sweatsuits and comfort dressing, it's no wonder that women are re-emerging from lockdown ready to make a statement. Bright colors and mismatched prints have taken over our Instagram feeds as brands like [Paloma Wool](#), [House of Sunny](#), and [Lisa Says Gah](#) skyrocket in popularity. Dubbed 'avant basic' by editor and consultant Emma Hope Allwood for its cult-like following, this maximalist aesthetic is expected to be the cool girl's post-pandemic uniform.

### OO TRENDS TO WATCH

[FUR TRIMMED JACKET](#) +370% TO LY

[RUFFLE TIERED DRESS](#) +157% TO LY

[PATTERNEED PANTS](#) +4% TO LY

### ★ SAFE BETS

[CLAY RINGS](#) +1,252% TO LY

[CHECKERED PAJAMAS](#) +114% TO LY

[MAXIMALISM](#) +78% TO LY



## BRAND TO WATCH

# BALOU

Launched in March 2021, [BALOU](#) is a made-to-order brand based in France. Taking a zero-waste approach, the brand offers pre-orders for any piece and print in the collection. Inspired by an island called l'Île de Ré, the prints are the primary focus and bring each of the brand's classic styles to life. Every month, BALOU collaborates with another small business—recently, the brand's recognizable prints were featured on handmade rugs and ceramics.



## UPDATE

# RETRO-FUTURISM

A notable trend on the SS21 runway, retro-futurism blends the bright colors and one-of-a-kind statement pieces characteristic of maximalism with edgier silhouettes and unexpected details. Referencing 70s- and 90s-era styles, the future of maximalism is defined by sheer fabrics, trippy prints, extreme cutouts, and asymmetry. The head-turning designs at [Auné](#) embody this emerging trend, as do the printed corsets at [Charlotte Knowles](#) and strappy sets at [Kim Shui](#).



Men are embracing maximalism as they experiment with patterns, fabrics, and accessories. Emerging trends like [mens satin shirt](#) (+80% to LY) and [mens rectangle sunglasses](#) (+7% to LY) are experiencing accelerated growth. [Virgil Abloh](#) stressed 'more is more' in his FW2021 collection for [Louis Vuitton](#) that featured culturally-inspired accessories, including African wraps, red [cowboy boots](#), and [metallic](#) LV-patterned suits adorned with airplane buttons.

### 👀 TRENDS TO WATCH

<a href="#">MENS FLORAL PANTS</a>	-33% TO LY
<a href="#">MENS FEATHER NECKLACE</a>	-43% TO LY
<a href="#">MENS LEATHER SUIT</a>	+26% TO LY

### ⭐ SAFE BETS

<a href="#">MENS BUCKET HAT</a>	+77% TO LY
<a href="#">MENS FLANNEL JACKET</a>	+97% TO LY
<a href="#">MENS PATCHWORK JACKET</a>	+114% TO LY



### BRAND TO WATCH

## ENDLESS JOY

Founded by UK-based artists Stevie and Alexandra Anderson, Endless Joy is an art project that aims to elevate menswear through artistic expression. The brand presents original artworks that depict the human condition on eco-friendly fabrics. By doing so, they hope to achieve their goal of zero-waste. Viewing clothing as a canvas for the artist, Endless Joy connects a network of craftspeople, artisans, textile experts, and environmental stewards to elevate menswear as art.



## UPDATE OUTFIT ADDITIONS

As men continue to hop on the maximalist fashion trend, men will look to elevate their over-the-top looks by embracing [embellishment](#). When [Harry Styles](#) wore a custom pearl necklace from Miami-based jewelry company Eliou, their sales from male customers skyrocketed. Womens jewelry brands like [Kendra Scott](#) are looking to capitalize on this accessorizing opportunity. The brand is launching Scott Bros., its first line of men's jewelry, just in time for Father's Day.



At the start of the pandemic, consumer behavior drastically shifted. According to NPD, makeup sales fell 22% in Q1 2020. As lockdown continued and salons remained closed, beauty enthusiasts modified their routines, leaning into DIY forms of self-expression. The categories that were the first to fall—nail art, perfume, and lipstick—are re-emerging as trends to watch. Notable nail looks include [glitter](#) (+424% to LY), [evil eye](#) (+742% to LY), and [smiley face designs](#) (+405% to LY).

### 👀 TRENDS TO WATCH

[LIPSTICK](#) +15% TO LY

[NAIL ART](#) +14% TO LY

[COLORED MASCARA](#) +2% TO LY

### ⭐ SAFE BETS

[HEADBAND WIG](#) +1,259% TO LY

[GUA SHA](#) +314% TO LY

[GRAPHIC EYELINER](#) +129% TO LY

# BEAUTY

MAXIMALISM



BRAND TO WATCH

## YOUTHFORIA

[Youthforia](#) is going out makeup for sleeping in. Created and founded by Fiona Chan, Youthforia was inspired by the feeling of excitement and exhaustion that comes from a night out. Each product is formulated with USDA-approved botanical ingredients, so forgetting to wash your face is totally fine. For the testing process, Chan slept in Youthforia makeup and reported having better skin. Bold colors, innovative formulas, and interactive packaging define the brand.

# BEAUTY

MAXIMALISM



Tami Aftab

UPDATE

## ANTI-BEAUTY

The desire for experimentation and self-expression paired with the flood of online tutorials has resulted in an anti-aspirational aesthetic. With more confidence to step out of their comfort zones, consumers are dismantling traditional beauty norms with playful looks and radical self-acceptance. Brands are echoing this new lexicon, redefining the language used for a more inclusive industry. In March 2021, Unilever announced that they would be banning use of the word "normal."



With over a year of [Zoom](#) school under their belts, kids are ready to trade out their online school uniform of sweatpant sets with something more exciting. As they do away with casual and comfy, they'll embrace over-the-top styles like [girls ruffle swimsuits](#) (+137% to LY) and [sequin backpacks](#) (+10% to LY) to formalwear like [girls polka dot dresses](#) (+63% to LY) and [baby tulle dresses](#) (+37% to LY). Kids will rely on these outfits to express themselves in ways they couldn't during lockdown.

### 👀 TRENDS TO WATCH

[GIRLS TULLE SKIRT](#) +47% TO LY

[BOYS PLAID PANTS](#) +45% TO LY

[SEQUIN BACKPACK](#) +10% TO LY

### ⭐ SAFE BETS

[GIRLS WIDE LEG JEANS](#) +163% TO LY

[STRAWBERRY PRINT](#) +78% TO LY

[BOYS BUCKET HAT](#) +56% TO LY



### BRAND TO WATCH

## LOLA AND THE BOYS

Reimagining kids fashion to be outrageous and eye-catching, Lola and the Boys allows kids to have fun with everything they wear. Founded in 2016 by Irina Ovrutsky, Lola and the Boys promises to remain playful and affordable while offering kids an outlet to express their imaginations and creativity. Glitter, unicorns, tulle, and rainbows are a mainstay. The brand's designs, including matching sets for mom, can already be found at [Nordstrom](#).



## UPDATE

# EMBELLISHED ESSENTIALS

Kids' post-pandemic desire to get dressed up will impact the back to school market come this fall. With an IRL return imminent, kids will trade out sequin slippers for [sequin backpacks](#). They'll be sure to keep their styles recess-friendly as they look to pair [tulle skirts](#) with comfy sweatshirts and glitter sneakers. Retailers like [Target](#) are redefining the day-to-day essentials kids will live in, offering assortments full of [sequins](#), [rainbows](#), and [unicorns](#).



@\_homedreaming



A full year into lockdown, we've spent more time at home than ever before. Decorating our living spaces has become a priority and consumers are investing in objects that spark joy and express individuality. Fashion influencers are bringing interior design to the forefront, and, scrolling through a feed full of postmodern furniture (like the Ultrafragola mirror and the Murano glass mushroom lamp) and unexpected pops of color, it's clear that maximalism is resurfacing as a trend in the home market.

### 👀 TRENDS TO WATCH

[BEADED VASE](#)

+415% TO LY

[HANDMADE VASE](#)

+132% TO LY

[CANDLEABRAS](#)

+7% TO LY

### ⭐ SAFE BETS

[DECOR TRAY](#)

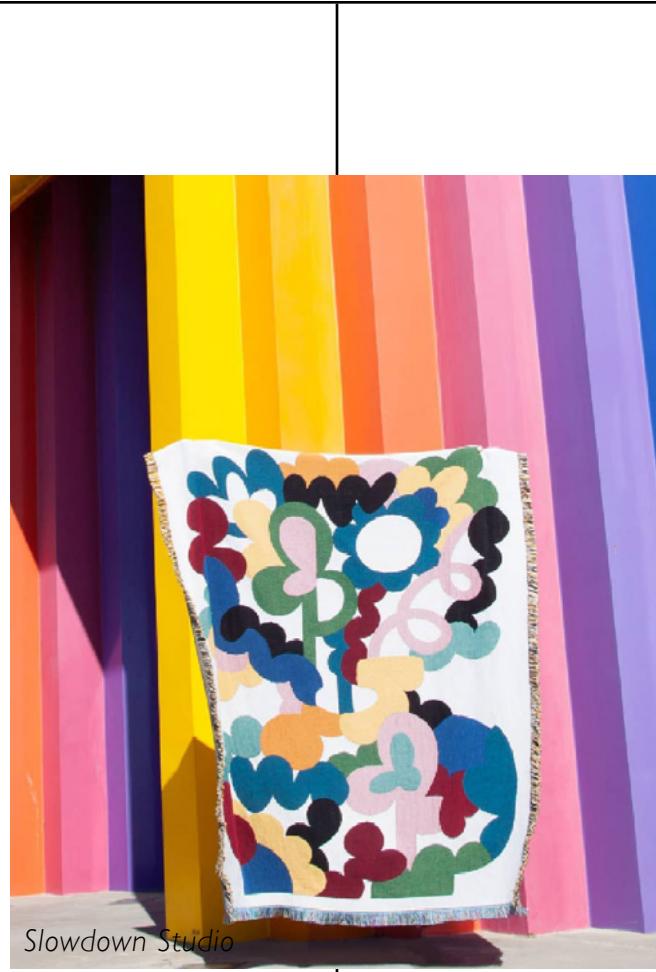
+124% TO LY

[PRINTED THROW](#)

+111% TO LY

[ABSTRACT RUG](#)

+63% TO LY



### BRAND TO WATCH

## SLOWDOWN STUDIO

Founded in LA in 2015, Slowdown Studio celebrates the discovery of emerging and established artists from across the globe. Slowdown Studio offers unique artist-designed blankets, rugs, towels, and other home goods from brands like Katie Gillies, Maison Balzac, and Neenineen. With over 350k followers on Instagram, Slowdown Studio is catering to a growing consumer base looking for standout decor. Mismatched colors, patterns, shapes, and textures bring maximalism to the home.

# HOME

MAXIMALISM



@societyssocial

UPDATE

## GRAND-MILLENNIAL

Grandma's decor is making a comeback. "Grandmillennial style is a generational rebellion against the sleek minimalism of midcentury modern design," explains Rebecca Breslin, senior design manager for Wayfair Professional. The trend is quickly growing in popularity as it spreads from living rooms and bedrooms to kitchens and bathrooms. Searches for [grandmillennial](#) are up +106% to last year and [#grandmillennialdecor](#) contains over 55k posts on Instagram.

# 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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