

5 Fashion Trends Worth Watching

The U.S. fashion industry is rapidly changing. At the same time, a flurry of factors – including shifts in consumer shopping behavior, retail closures, new celebrity influencers, and today’s macro trends – are having an impact on consumer spending. Here’s a look at 5 fashion trends we’re watching right now.



THE PRIVATE-LABEL REVOLUTION

Private label represents more than a third of sales for more than half of apparel categories. And through our partners at CivicScience, a next-gen polling company, we know 69 percent of consumers no longer think brand names are that important.



FESTIVAL FASHION

Festival season has managed to answer the “see now and wear now” desires of the consumer. Festival is no longer a fly-by weekend; it is a whole season of abundant product opportunities and even category collaborations across tech, beauty, footwear, and accessories. Hands-free accessories, like backpacks and crossbody bags, saw double-digit growth in dollar sales in April.



WEARER-VATION

In fashion, “wearer-vation” is the tangible benefits consumers want and expect from their apparel, today and in the future. Our Consumer Tracking Service shows dollar sales of apparel products featuring technologies like moisture control/wicking, stain-resistance, wrinkle-free, and odor-resistance are up by double-digits over last year.



THE RISE OF RESALE

Through NPD partner Stylitics, we learned Millennials love resellers because of the intimate shopping experience, a personal connection to the products, the “thrift and sift” thrill of the hunt, and big value for the small price.



BODY TYPE FAIRNESS

Also through our partners at Stylitics, we know plus-sized women want retailers and manufacturers to know quality is important. They want brands to acknowledge there are different body types among plus shoppers. These consumers enjoy fashion, expect to be treated with fairness and equality, and want accessible price points.

Learn more

Navigate the latest changes in fashion trends across all genders and fashion categories to identify opportunities and make data-driven business decisions. [Trend Tracker](#) helps you track and understand apparel, footwear, and accessories trends. Contact your NPD account representative, call us at 866-444-1411, or email contactnpd@npd.com.

