
TOP TRENDS

MARCH 2022

WOMEN
MEN
BEAUTY
KIDS



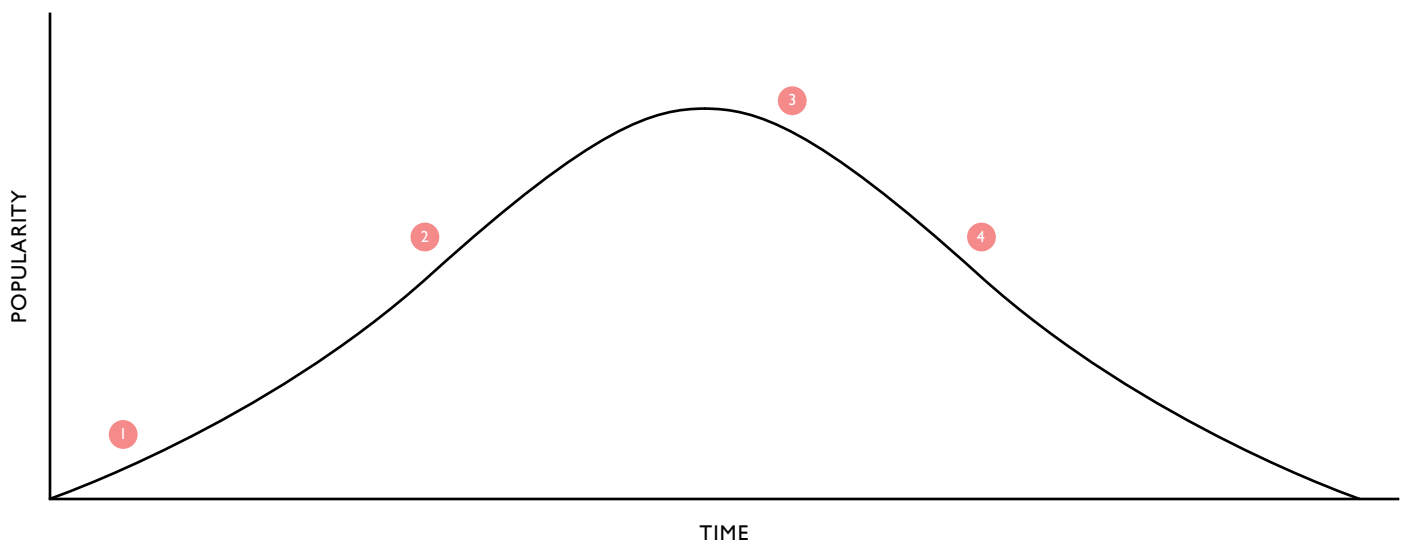
Djerf Avenue

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



THE DJERF EFFECT

For many of us, “What should I wear?” is a question quickly followed by a browse through [Matilda Djerf’s](#) social feed. Known for her simple, but chic style, Djerf has been a source of style inspiration for years, recently gaining traction on TikTok where #matildadjerf has over 44M views. Women are on the hunt for a Djerf-approved wardrobe filled with [oversized blazers](#) (+122% to LY), [casual button up shirts](#) (+62% to LY), [knit tube tops](#) (+127% to LY), and [cargo trousers](#) (+83% to LY). Spring friendly shoes like the [New Balance 990v4](#) (+30% to LY) are also on the rise.

LUXE LOUNGEWEAR

Luxury meets loungewear as women realize that time spent at home can be cherished. The company that can be credited for the boom in luxe loungewear, [Skims loungewear](#) (+10% to LY) is an emerging trend to watch. [Knit pajama sets](#) (+61% to LY), [silk pajama sets](#) (+10% to LY), and [lace camis](#) (+19% to LY) are also emerging, while [feather trim pajamas](#) (+154% to LY) are a safe bet.

RUNWAY TEXTURE

Textured bags are quickly becoming the accessory to watch for the next year. A runway trend—seen at [Blumarine](#) and [Fendi](#)—that has already sparked consumer interest, searches for [fur bags](#) are +29% to last year and [fluffy bags](#) are +16% to last year. [Shearling bags](#) (+53% to LY), [feather bags](#) (+62% to LY), and [sherpa bags](#) (+189% to LY) are safe bets.

EMERGING

Pinstripe Pajamas	+152%
Knit Tube Top	+127%
Normcore	+91%
Knit Pajama Set	+61%
Fur Leather Jacket	+30%
Fur Bag	+29%
Lace Cami	+19%
Summer Slippers	+13%
Silk Pajama Set	+10%
Romantic Blouse	+3%

SAFE BETS

Low Rise Skirt	+250%
Sherpa Bag	+189%
Feather Trim Pajamas	+154%
A-Line Mini Dress	+147%
Oversized Blazer	+122%
Black Wide Leg Trousers	+93%
Beige Suit	+91%
Cargo Trousers	+83%
Feather Bag	+62%
Midi Slip Dress	+59%

PEAKING

Mushroom Sweater	+112%
Corset Skirt	+61%
Faux Leather Shorts	+44%
G String Pants	+37%
Collared Sweater Vest	+16%
Cut Out Turtleneck	+12%
Oversized Collar	+8%
Fur Lined Clogs	-4%
Bustier Top	-6%
Athleisure Set	-13%

ON ITS WAY OUT

Tassel Bracelet	-7%
Breton Cap	-13%
Cigarette Pants	-14%
Asymmetric Jeans	-18%
Glove Boot	-19%
Suspender Dress	-24%
Cow Print Swimsuit	-28%
Resin Necklace	-31%
Color Block Bikini	-39%
Printed Denim Dress	-46%

MEN / KEY TAKEAWAYS



TRANSITIONAL DRESSING

Snowing one day and sunny the next, men are learning to layer with transitional jackets that promise to keep them warm, but not too warm. Easy to throw on, lightweight jackets including [men's quilted jackets](#) (+24% to LY), [men's nylon jackets](#) (+39% to LY), [men's packable jackets](#) (+52% to LY), and [men's car coats](#) (+30% to LY) are essentials for this season's unpredictable weather.

THE GREAT ESCAPE

Whether it be on the water, in the woods, or on the greens, men are getting outdoors this season. Emerging items are preparing men for the great outdoors, including [men's base layer tops](#) (+23% to LY) and [men's fisherman beanies](#) (+111% to LY). Staying active is top of mind as men search for [men's gym bags](#) (+90% to LY), [men's swim shorts](#) (+70% to LY), and [men's trainers](#) (+15% to LY).

SPRING SPECTRUM

With warmer temperatures just around the corner, men are brightening up their wardrobes to match the weather. [Men's color block shirts](#) (+42% to LY) and [men's green shorts](#) (+41% to LY) are currently exhibiting emerging behavior. Safe bets, including [men's floral pants](#) (+80% to LY) and [men's purple jeans](#) (+113% to LY), offer a breath of fresh air to the menswear market.

EMERGING

Mens Color Block Shirt	+42%
Mens Green Shorts	+41%
Mens Pink Jacket	+41%
Mens Nylon Jacket	+39%
Mens Boater Hat	+32%
Mens Base Layer Top	+23%
Mens Fleece	+5%
Mens Kimono Jacket	+3%
Mens Thermal Leggings	+1%
Golf Hoodie	-2%

SAFE BETS

Mens Purple Jeans	+113%
Mens Floral Pants	+80%
Double Breasted Jacket	+72%
Mens Swim Shorts	+70%
Mens Panama Hat	+66%
Mens Swim Shirt	+64%
Mens Baseball Jacket	+61%
Mens Brown Jeans	+55%
Mens Orange Sweater	+50%
Mens Car Coat	+30%

PEAKING

Mens Cargo Jacket	+49%
Mens Leather Pants	+43%
Mens Flannel Jacket	+31%
Mens Plaid Jacket	+29%
Mens Baggy Jeans	+26%
Mens Jogger Set	+16%
Mens Utility Pants	+16%
Mens Work Pants	+13%
Mens Yellow Beanie	-5%
Mens Fitted Cap	-26%

ON ITS WAY OUT

Mens Stonewash Jeans	-15%
Mens Fleece Pullover	-16%
Mens Joggers	-18%
Mens Mid Wash Jeans	-19%
Mens Anorak	-19%
Mens Tights	-21%
Mens Mountain Boots	-26%
Mens Patchwork Jeans	-32%
Mens Mustard Sweater	-38%
Mens Adidas Track Suit	-42%

BEAUTY / KEY TAKEAWAYS



BEACH BABE

In preparation for the warmer months—and vacations—ahead, we're embracing the [beach look](#) (+19% to LY), characterized by textured hair, minimal makeup, and sea-inspired smells. Emulating the salty hair and sun-kissed skin achieved after a day at the beach, we're searching for [texturizing powder](#) (+53% to LY), [fake freckles](#) (+26% to LY), and a [golden glow](#) (+12% to LY). [Coconut perfume](#) (+53% to LY) and [aquatic perfume](#) (+52% to LY) transport the wearer waterside.

GLOSSY FINISH

The [#CleanLook](#) (+15% to LY) continues to dominate the online beauty space with women shifting focus from color cosmetics to skincare. A glossy finish is the goal as we search for emerging trends like [dewy skin](#) (+13% to LY), [glass lips](#) (+20% to LY), and [hair gloss](#) (+5% to LY). In the makeup department, less is more. A natural look is achieved with [sheer foundation](#) (+4,922% to LY), [clear brow gel](#) (+21% to LY), and a [naked manicure](#) (+100% to LY).

INTRICATE EYES

Inspired by the runway, the second season of *Euphoria*, or just the desire to experiment, women are showing an interest in intricate eye makeup. Seen at [Gucci](#) and [Simone Rocha](#), [face gems](#) (+101% to LY) are finding their way onto the runway and searches for [rhinestone makeup](#) are +272% to last year. [Glitter eyeliner](#) (+43% to LY), [hair](#) (+117% to LY), and [lips](#) (+121% to LY) are experiencing accelerated growth.

EMERGING

Naked Manicure	+100%
Coconut Deodorant	+78%
Glitter Eyeliner	+43%
Fake Freckles	+26%
Clear Brow Gel	+21%
Glass Lip	+20%
Beach Look	+19%
Clean Look	+15%
Dewy Skin	+13%
Hair Gloss	+5%

SAFE BETS

Sheer Foundation	+4,922%
Rhinestone Makeup	+272%
Glitter Lip	+121%
Glitter Hair	+117%
Face Gems	+101%
Bare Faced	+68%
Cream Bronzer	+62%
Coconut Perfume	+53%
Texturizing Powder	+53%
Aquatic Perfume	+52%

PEAKING

Gender Neutral Perfume	+62%
Ice Globes	+47%
Mullet	+38%
Heatless Curling	+36%
Cooling Eye Drops	+22%
Clean Perfume	+20%
Inner Corner Eyeliner	+16%
Brown Nail Polish	+14%
Laminated Eyebrows	+6%
Bat Wing Eyeliner	-54%

ON ITS WAY OUT

Body Scrub	-10%
Shave Butter	-14%
Colored Mascara	-18%
Acne Serum	-21%
Braided Pigtales	-22%
Argan Oil Serum	-23%
Shea Shampoo	-25%
Alt Beauty	-47%
Puppy Dog Eyeliner	-48%
Frosted Eyeshadow	-51%

KIDS / KEY TAKEAWAYS



IN BLOOM

Butterflies, flowers, and pastels are set to take over kids' wardrobes this spring. [Butterfly tops](#) (+23% to LY) and [floral sneakers](#) (+24% to LY) are exhibiting emerging behavior. [Lilac dresses](#) (+66% to LY), [spring dresses](#) (+61% to LY), [ditsy floral dresses](#) (+56% to LY), and [floral boots](#) (+23% to LY) are safe bets that embody the spring spirit, bringing themes of romance and renewal into the coming months.

SPRING BREAKER

Spring break is here and vacation is on everybody's mind. Parents are searching for [baby bermuda shorts](#) (+60% to LY), [boys' pocket shirts](#) (+33% to LY), and [seashell earrings](#) (+21% to LY) for their little ones. [Beach cover ups](#) (+64% to LY), [crochet shorts](#) (+52% to LY), and [tropical dresses](#) (+58% to LY) are safe bets and are already being packed into kids' carry-ons.

HOLIDAY READY

With St. Patrick's Day and Easter on the way, parents are starting to shop for spring holidays. [Clover bracelets](#) and [clover necklaces](#) are the perfect accessories for a lucky St. Patty's Day. [Mommy and me tops](#) (+71% to LY) offer a fun option for family festivities, while [smocked dresses](#) (+63% to LY), [bow hair clips](#) (+53% to LY), and [pom pom shoes](#) (+32% to LY) give girls an Easter wardrobe to look forward to.

EMERGING

Denim Mini Dress	+60%
Baby Bermuda Shorts	+57%
Girls Tutu Skirt	+34%
Boys Pocket Shirt	+33%
Pom Pom Shoes	+32%
Butterfly Top	+23%
Seashell Earrings	+21%
Girls Pinafore Dress	+17%
Seersucker Dress	+10%
Floral Knot Headband	-13%

SAFE BETS

Clover Bracelet	+156%
Clover Necklace	+103%
Beach Cover Up	+64%
Cashmere Dress	+62%
Spring Dress	+61%
Tropical Dress	+58%
Ditsy Floral Dress	+56%
Lavender Jeans	+54%
Crochet Shorts	+52%
Floral Boots	+23%

PEAKING

Girls Wide Leg Jeans	+51%
Bunny Costume	+22%
Butterfly Long Sleeve	+20%
Girls Skirt Set	+11%
Baby Puffer Coat	+5%
Boys Shacket	+4%
Girls Cropped Cardigan	+3%
Teddy Bear Slippers	-2%
Girls Printed Dress	-8%
Boys Denim Joggers	-51%

ON ITS WAY OUT

Boys Tie Dye Shirt	+31%
Baby Pink Romper	+23%
Girls Denim Dress	-3%
Boys Cargo Shorts	-6%
Baby Tutu Dress	-11%
Floral Headband	-14%
Baby Denim Overalls	-19%
Butterfly Glasses	-23%
Girls Bermuda Shorts	-29%
Girls Floral Romper	-44%

TRENDALYTICS

We help you make more profitable decisions.

Trendalytics is a trend intelligence platform that helps you understand, validate and predict what your customers want. Get a customized working session with one of our trend experts today and find out why Trendalytics is the right choice for your business.

[LEARN MORE](#)