Tie-dye, denim, glitter tights, velour and Uggs to make 2021 comeback says PLT

By Sandra Halliday - March 19, 2021

Boohoo Group’s PrettyLittleThing (PLT) label has been looking at internal search data from last year and this to see what has been generating most interest and has identified some clear trends that are likely to be key for 2021.
It thinks denim is due for a comeback. Between June and October 2020, searches for jeans and denim were down more than 50% from the previous year. But as the second lockdown hit in November, split hems and a 70s flared jeans trend brought a 115% increase in searches across the site for denim (and talking of split hems, searches across PLT for split hem leggings have risen 4,415% and split hem jeans 220%).

A noticeable tie-dye trend is also expected to continue. Searches for tie-dye on PLT had risen 356% in May and June. And the trend continued later in the year as it saw an 87,000% increase in searches for tie-dye joggers on PLT and an 11,000% increase for tie-dye hoodies.

In November and December, the online retailer also saw a 2,900% increase in searches for shearing trim, white glitter tights searches rose 1,588%. Both of those surges came despite consumers being back in lockdown.

While Christmas celebrations were largely cancelled in the UK last year, until mid-December it looked like many of them might go ahead via a short-term lockdown relaxation. That makes sense of the increase in searches for glitter hosiery. Even though searches soon shifted away from glitter and shine towards more comfortable loungewear for many retailers, it all suggests that shimmer is still a key trend for the party season.

The company also saw a 1,025% increase in searches for furry boots and a 1,008% rise in specific Ugg boots searches. Meanwhile arm warmers rose 650% and legwarmers 517%.

That’s all reflective of a desire for comfort and warmth. But the interest in items such as legwarmers also suggests a retro trend and a focus on aerobic workouts. Legwarmers and arm warmers were both spotted at New York and Paris fashion weeks last autumn.

Other risers have included cow print as the key animal print trend and sleeveless sweaters, ribbed leggings, and velour. And corset searches in January were up 89%, with interest in styling them with denim.
The company also said brands that were huge in the early noughties are making a comeback with "Y2K living on" as Ed Hardy searches have risen 556%, alongside Von Dutch that's up 235% and Juicy Couture that's up 308% across PLT.

While key influencers on the site continue to be big names such as Kate Middleton, Ariana Grande, Meghan Markle, Zayn Malik and Drake, others are also rising. The names who are on the up include Charlie D'Amelio, Olivia Wilde, Regé-Jean Page, Noah Beck, Noah Centinio, Kat Dennings, Phoebe Dynevor, Timothee Chalamet, and Phoebe Waller-Bridge.

But the company added that it's seen some key downward trends too with neon, sequins and camo all on a downward curve of late. Of course, the sequins drop could be linked to the cancellation of social life for much of last year and during the party season. It will be interesting to see what happens on the sequin front this year.

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