Crochet tops are key 2022 trend says Pinterest data

By Sandra Halliday - February 23, 2022

Crochet tops are trending in 2022 with cutout dresses also strong, That’s according to value retailer New Look, which looked at Pinterest data to unearth the key fashion trends so far this year.

It looked at the most popular fashion terms and also the different Pinterest boards that had the fashion terms in their titles. It was then able to identify how many different items had been pinned in them to show how each item was trending on Pinterest.

So, as mentioned, crochet tops lead the list with 316,148 pins, ahead of cutout dresses on 88,027. Next comes preppy/varsity clothing with 74,400 pins.

Clearly, crochet tops are leading the pack by a very wide margin. The trend had made a strong comeback on the SS19 runways with luxury labels such as Chloé and Michael Kors making them a statement of their collections.
But the interruption to normal trend development in the past few years means crochet is still going strong in 2022. This was partly driven by people taking up crocheting as a hobby during the pandemic. But perhaps it’s also because consumers are looking forward to spring and summer seasons that could be almost back to normal with holidays, festivals and warm weather socialising all on the agenda.

But it’s not necessarily pure crochet that consumers are being drawn to with crochet-look laces and broderie anglaise also feeding into the same trend, as long as it has that airy, summery look.

The trend for cutout dresses has been driven by Maddie in the fictional TV show Euphoria. And preppy or varsity style clothing has been a favourite through the past couple of decades, made specifically popular by the likes of Gossip Girl and other influential TV shows.

Behind that look in fourth place on the list we find platform shoes (73,372), ahead of Mod pattern clothing (54,932), miniskirt suits (40,933), Peter Pan collars (19,935), and fringed clothing (39,142).

That all suggests a cross-over between smart and relaxed clothing with a distinct 1960s-70s influence also in there.

Surprisingly though, even after all the social media hype, with brands such as Jacquemus making them staple pieces in their collection, items such as micro bags and low-rise jeans are at the bottom of the list on 28,601 and 20,831, respectively. In the case of the bags, perhaps a return to the office has made bigger bags more of a focus. And while influencers are wearing low-rise, many mainstream consumers — having got used to higher waistlines — could take some time to return to their previous low-rise addiction.

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