Fashion Moving Forward

While fall fashion is front and center, Meredith Data Studio is looking beyond, predicting style trends for 2022. Some consumers remain comfortable in their sweats, and others are looking to go glam—but either way, many are looking for reasons to shop.

Implications for marketers:
- Showcasing small style tweaks to elevate looks is likely to resonate and reignite consumers’ passion for playing with fashion.

Implications for marketers:
- Comfort and versatility are core to purchase consideration as hybrid work schedules encourage hybrid work wardrobes.

Implications for marketers:
- Nostalgia is a powerful tool in reminding consumers of more favorable times and a good purchase motivator as a result.

Meredith knows what matters to women and what will resonate with them. Let us help you inspire and connect with our audience as they rediscover and reset their personal style.

Click here to learn more about Meredith’s 2022 fashion predictions.

But Wait, There's More!

Contact your Meredith Sales Representative to set up a meeting or get a complete list of our predictive trends reports.

Sources:
Meredith Data Studio: Predictive Forecast for October 2021–March 2022. Meredith Data Studio predictive forecasts use AI-driven models overlaid with historical and current content engagement patterns to predict future interests and behaviors.

What's Old is New Again

Relaxing in Denim:
Expect jeans and other “hard pant” styles to be back but in more relaxed fits that reflect consumers’ new lifestyles.

We’re watching a major resurgence of ’80s and ’90s styling, mom jeans, and boyfriend fits.

Meredith Forecast: +19% interest in pants

Smell Good to Feel Good:
Perfumes from the ’90s are enjoying a resurgence, like Clinique’s Happy and Coty’s Vanilla Fields. Consumers are also increasingly looking for fragrances with natural and organic ingredients.

Meredith Forecast: +59% interest in perfume and cologne

The Delight is in the Details

Reason to Shine:
Fashion enthusiasts are donning ritzy ’20s-inspired accessories and sparkly statement necklaces. Expect glitz and glamour to gain steam during the holidays.

Meredith Forecast: +68% interest in necklaces

Stylish Tips:
From matte neons to Mexican moons, mismatched colors, new shapes, and trendy stenciled designs will all be on display.

Meredith Forecast: +24% interest in nail polish

Comfort is Critical

Sweats ≠ Staying In:
Athleisure designs are becoming more office-friendly as women seek to add comfort pieces to their work wardrobes. We foresee an unprecedented blending of fashion worlds.

Meredith Forecast: +20% interest in workout clothes

Sneaking in Style:
Expect stylish sneakers and retro-colored running shoes to strut into the office this winter.

Meredith Forecast: +21% interest in athletic shoes

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Taking Small Steps:
Overall, women are looking for Ölking down simple styles that work well with professional attire, like flax, linen, and cotton blouses that pair with jeans or leggings.

In a post-pandemic fashion world, kitten heels are sort of like training wheels—the pit stop before we fully embrace outrageous fashion again."

SAMANTHA SUTTON
Senior Fashion Editor, InStyle

Meredith Forecast: +32% interest in athletic shoes

Time for New Style

Style is Back on the Move:
One in four consumers plan to spend more on fashion after the pandemic. Women are particularly interested in inclusive styles, Indigenous designers, and fan-powered line launches.

Meredith Forecast: +54% interest in fashion

Restyled:
Having had the time to reimagine their post pandemic lives, women are open to changing their styles dramatically as they revisit and refresh their routines.

As the world starts to reopen and people get excited about getting out, style will get more carefree and back to being a form of self-expression."

FLAVIA NUNEZ
Associate Fashion Editor, Real Simple

Meredith Forecast: +13% interest in makeovers

Implications for marketers:
- Comfort and versatility are core to purchase consideration on hybrid work schedule encouraging hybrid work schedules.

Implications for marketers:
- Sport simple ways women can turn up the volume on their style to reflect this new version of themselves.
- Start small. While some consumers are excited to invest in fashion, others will be working with limited budgets.

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