

RETAIL

## Millennial parents, pandemic trends fueling luxury childrenswear growth: Farfetch

October 4, 2021



More than 40 brands, including Gucci, sell childrenswear on Farfetch. Image courtesy of Gucci

By SARAH RAMIREZ

Social media trends are increasingly influencing parents' luxury clothing purchases for their children, according to new data from online retailer Farfetch.

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Farfetch's first **Luxury Kidswear Report** finds that almost half of Farfetch shoppers find their childrenswear inspiration on social media. Two-thirds also increased their spending on children's clothing during the COVID-19 pandemic.

"The category has grown enormously in five years, starting out as an assortment to complement the general offer as well as in response to the mini-me' trend that was gaining traction in Asia, in part due to the high penetration of social media there, and the aspiration among millennial parent to be like the key opinion leaders who championed it," said Jo Harris, senior category development manager for kids at **Farfetch**, London.

The report is based on internal data sources from Farfetch, as well as consumer survey in July 2021.

### Kids' wear kicks up a notch

Nearly three-quarters, 73 percent, of Farfetch customers are either Gen Z or millennials. Twenty-seven percent of these shoppers have children at home.

As millennial and Gen Z consumers grow up and become parents, they have different shopping behaviors and priorities than other generations. As a result, 46 percent turn to social media for ideas about children's clothing trends.

Sometimes the source of inspiration comes from children themselves, not only parents.

Some of the leading "kidfluencers" have gained more than 1 million followers before turning 10 years old. Sixteen percent of Farfetch customers are inspired by child influencers.

One growing social media trend is "sharenting." First coined by the *Wall Street Journal*, this refers to the practices of parents sharing digital content about their children whether they are celebrities, influencers or everyday users.



*Popularized in Asia, mini-me fashion is growing in popularity. Image courtesy of Farfetch*

Among Farfetch shoppers with children younger than 13, 22 percent say their kids have their own social media accounts. Fifty-three percent of all respondents regularly include their children on their own social media content.

"It was interesting to see how kids have a point of view regarding the clothes they want to wear from such a young age," Ms. Harris said. "This has become increasingly apparent due to social media."

"Brands and content creators recognize the value of putting out compelling and engaging content which sparks interest," she said.

Originating in China, "mini-me" is a trend in which parents dress their children in the same, or very similar, outfit as themselves. Forty-one brands sold on Farfetch sell mini-me kids' wear versions of adult pieces, including Balenciaga and Gucci.

The pandemic has also impacted the childrenswear category.

Since March 2020, the average weekly gross merchandise value (GMV) for children's clothing has grown 57 percent. Two-thirds of Farfetch shoppers also report increasing their spending on childrenswear.

In 2020, the number of units sold for babies doubled 2019 figures, while the number of childrenswear items increased 140 percent year-over-year. In the second quarter of 2020 alone, kids' outerwear sales nearly doubled y-o-y.

"As leisure pursuits were limited during the pandemic, going for a walk outside became one of the most popular ways to fill our time," Ms. Harris said. "Additionally, research suggests the number of women who have recently given birth or are expecting a baby is on the rise."

COVID-19 has also accelerated affluent consumers' interest in sustainable purchases, and childrenswear is no exception. In the nine months since March 2020, Farfetch saw almost 9 million more average monthly sessions for Conscious kids' clothing compared to the three months before March 2020.

Kids' streetwear is also seeing strong growth, with GMV climbing 57 percent from July 2020 through July 2021.

Streetwear brands including Golden Goose, Nike and Yeezy account for half of the most searched for kids' wear brands on Farfetch. Children's sneakers sales have also grown 106 percent y-o-y.

With a global presence, the online retailer also noted that childrenswear spending has jumped around certain holidays in specific regions.

In the Middle East, childrenswear sales boomed in the lead-up to Eid Al Fitr and Eid Al Adha, two important, family-oriented Muslim holidays. During Ramadan in 2021, the region's share of global kids' wear GMV nearly doubled.

Children's Day on May 5 known as Kodomo No Hi in Japan and Eorini-nal in South Korea also correlates with an increase in sales. Japan and South Korea accounted for 22 percent of global children's GMV in May 2020, compared to a monthly average of 18 percent.

Family-friendly fashion

More luxury labels are adding pint-sized designs as part of capsule collections or permanent lines.

Released this summer, the second collaboration Italian fashion label Dolce & Gabbana and DJ Khaled features ready-to-wear and accessory options for the whole family.

The new Caribbean blue pattern is splashed across ready-to-wear, beachwear and accessories for men, women and children. In promotional images, DJ Khaled poses alongside his wife Nicole and their two sons ([see story](#)).

Childrenswear is also a driving force in China's luxury market. Baby apparel has witnessed the fastest growth in China with a 17.2 percent increase, and the high-end market has been expanding quickly, too ([see story](#)).

"Farfetch is now one of the largest global destinations for luxury kids' wear, offering an unparalleled range of choice and it has become a significant part of our business," Ms. Harris said. "We've seen brands such as Thom Browne, Palm Angels and Off-White launching kids' wear collections.

"And in the future, I think we'll see more of the new-gen, emerging brands stepping into this market."

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