

APPAREL AND ACCESSORIES

Subversive styles continue thriving on TikTok: report

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Six major fashion trends are expected to develop throughout 2022 due to heightened activity and demand on TikTok. Image credit: Farfetch

By NORA HOWE

Video-sharing platform TikTok has quickly climbed the ladder of digital entertainment, but more so has served as a trend incubator over the last year.

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From pop-punk fashion to the resurgence of Y2K, TikTok has become a hotbed of fashion inspiration and collaboration, and there are few signs of it slowing down. Based on TikTok activity and click increases, online fashion and lifestyle platform Stylight predicts six major fashion trends this year: checkerboard prints, catsuits, ballet aesthetics, oversized accessories, feathers and subversive basics.

"TikTok has become a platform where people share their experiences and exchange information, from clothing hauls and get ready with me' videos to do-it-yourself tutorials," said Rebekah Ortquist, junior content marketing manager, U.S. at [Stylight](#), Munich. "This kind of content works so well because it's seen as genuine and viewers not only trust it but relate to it."

The report is based on an analysis of the shopping and search behavior of Stylight's 160 million annual online shoppers, comparing product category clicks between Dec. 1, 2021 and Jan. 10, 2022 with those of the previous year.

Stylight also looked at search interest on Google during the same period as well as views on TikTok for the hashtags mentioned in the report.

2022's top fashion trends

The classic 1960s-inspired checkerboard print has made its way back into the 21st century due to an influx of TikTok influencers adopting the design into their wardrobes.

The hashtag #checkerboardoutfit has collected more than 334,000 views on the app and on Stylight and clicks on checked garments have increased by 28 percent compared to the same period last year.

The catsuit, which had a 920 percent increase in clicks on Stylight, has been seen on celebrities like Kim Kardashian, Hailey Bieber and Olivia Rodrigo.

"A lot of fashion trend influence stems from pop-culture, and we've seen this with shows like Euphoria,' Emily in Paris' and Bridgerton,'" Ms. Ortquist said. "Celebrity style will also always have an impact on fashion trends."



Kim Kardashian in a hot pink Balenciaga bodysuit. Image credit: Kim Kardashian

However, TikTok users are taking this high-profile look and styling it in a more casual manner.

"Now, it's more common to see content curators on TikTok taking crazy, over-the-top looks from celebs and tweaking them to fit a more normal, wearable aesthetic," Ms. Ortquist said. "For example, Kim Kardashian wears a hot pink Balenciaga catsuit, but on TikTok, we might see a plain black catsuit styled with a blazer and sneakers.

"In this way, it's become the new version of the 'steal the style' from magazines, but as user-generated content."

A third trend rising on the TikTok charts is the ballet aesthetic, which has garnered more than 5.2 million views on the app through the hashtag #balletaesthetic.

On Stylight, clicks have risen by 33 percent for ballet pumps, 58 percent for tulle dresses and 55 percent for lace garments.

[@sailorkiki](#) I gave Maison Margiela all my money #tabis #maisonmargiela #lanadelrey #balletaesthetic Dealer by Lana del Rey - elliot

Minis, make way for oversized accessories. While tiny purses and micro-glasses have been popular over the last few years, 2022 may see the return of maxi styles.

On Stylight, clicks for oversized bags increased 1,655 percent and clicks for oversized 70s-inspired sunglasses increased 1,739 percent.

While fur is on its way out of the luxury fashion industry, feathers are in. The hashtag #FeatherDress has amassed more than 2.6 million views on TikTok, as "dopamine dressing" continues to gain traction among Gen Z consumers.

Search interest for "feather dress" on Google rose 65 percent between December and January.

Lastly, TikTok users are increasingly looking to incorporate a deconstructed take on basic pieces into their styles, or subversive basics, a term coined by trend forecaster and TikTok user [Agustina Panzoni](#).



Cut-out top from the Chlo spring/summer 2021 runway show. Image credit: Chlo

Subversive style is all about strategic cuts, sheer pieces, asymmetrical straps and layers.

There has been a 67 percent increase in search interest on Google for "subversive basics" and, on Stylight, clicks for cut-out tops have increased by 94 percent.

"The impact of genderless fashion is playing a role in the formation of trends, and, as a social media channel, TikTok serves as a space for communities and groups that identify as non-binary or genderfluid," Ms. Orquist said.

"Subversive basics, for example, have been going viral on TikTok and they are one of the trends that have been labeled as genderless fashion," she said. "The virality of these kinds of trends prove that there is a need and a voice for genderless style and TikTok is often the place for it."

Luxury on TikTok

The luxury fashion industry has been entering the TikTok world over the last few years, with some brands more readily adapting to new trends than others.

Last week, Italian fashion house Prada secured its highest-ever ranking on the Lyst Index thanks to various celebrity endorsements, including Russian influencer Nastya Ivleeva and a viral bucket hat challenge on TikTok ([see story](#)).

"If brands are aware of the content people are looking for or the kind of content people engage with on TikTok, they can take advantage of the viral impact," Ms. Orquist said. "It's crucial for luxury brands to consider letting go of their traditional forms of communication and trust the content creators who are often the voice of their audience."

As part of its ongoing collaboration with The North Face ([see story](#)), Italian fashion Gucci tapped train-enthusiast and popular TikTok user Francis Bourgeois for its most recent Gucci x North Face campaign.

Mr. Bourgeois entire TikTok account is dedicated to trainspotting an activity most people would not necessarily associate with luxury fashion. However, his audience is highly engaged and dedicated to his content about railways and railroads.

"Influencers are becoming the go-to experts, so it can be useful for luxury brands to take note of what people are saying about their brands and their products," Stylight's Ms. Orquist said. "News travels fast on TikTok and a good review, or a bad one, could have huge impacts on a brand."