

APPAREL AND ACCESSORIES

Disney to Dior: where luxury childrenswear stands today

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

By NORA HOWE

While the days of unicorn, kitten and firetruck embellishments are not of the past, childrenswear has upgraded and emerged as a legitimate fashion category.

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Bright colors and dynamic materials will never go out of style for young fashionistas, but similar to their adult counterparts, the pandemic introduced new codes for blending individuality and sensibility. Social media is also assuming a bigger role in kidswear trends as millennials become the next generation of parents.

"Many of the trends that exist in adult clothing are being interpreted for children," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "In looking at colorways that will dominate various brands' assortments, you'll find a number of cool beachy tones as well as neutrals, which are classic."

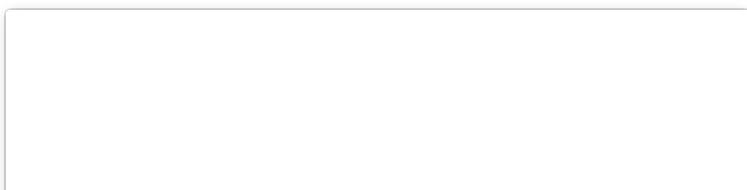
Top trends

Streetwear and athleisure have quickly accelerated within the ranks of luxury fashion, and childrenswear is mirroring this shift.

"We are seeing increased popularity in logo products and mini-me styles continue to be amongst our best-seller," said Jo Harris, senior category development manager for kids at [Farfetch](#), London.

"Sneakers and streetwear continue to be a huge growth category for the business with conscious brands delivering huge growth year to year."

Brands like Nike and Off-White started dropping childrenswear lines as the hype for streetwear grew, while Yeezy and Stone Island became some of the most searched kids' streetwear brands.



[View this post on Instagram](#)

A post shared by Off-White Kids (@off__white__kids)

Sneaker culture has become a major part of this streetwear shift, and sneaker-obsessed parents are starting to rub off on their kids.

Further, millennial values of sustainability and self-expression will continue to drive responsibility and flare in childrenswear.

"Sustainability is a huge element of apparel and will continue to be implemented in the use of textiles and embellishments," Athleisure Mag's Ms. Smith said. "Bold prints will continue to be available from stripes, polka dots, animal prints and more."

Due to the increase in outdoor activity caused by the pandemic, children's outerwear has become a major selling point, and parents are looking toward functional and stylish apparel.

"As leisure pursuits were limited, being outdoors was one of the only things we could do," Farfetch's Ms. Harris said. "For instance, March is not typically a key time for outerwear, but we saw a big jump in sales during the pandemic versus last year, which contributed to some of the growth this year."

Mini-me

From "mini-me" dressing to "kidfluencer" culture on Instagram and TikTok, many of today's childrenswear trends are products of social media.

The art of dressing a child in the same outfit as their parent, or the "mini-me" trend, originally emerged in China, where the concentration of social media use is high. Since then, brands like Gucci, Balenciaga and Chlo have launched kidswear pieces replicating adult collections.

Parents and designers alike still aim to provide children with agency and freedom of expression through style, but the replica trend can foster a connection between parent and child.



Popularized in Asia, mini-me fashion is gaining momentum in Western culture. Image courtesy of Farfetch

With the rise of social media came the influencer market, and, ultimately the "kidfluencer" many of whom have stepped away from "mini-me" dressing to discover their own stylistic voices.

According to online retailer Farfetch, some kidfluencers reached more than one million followers before the age of 10, and use their platforms to provide style inspiration.

Adjacent to this type of content is "sharenting."

A term first coined by *The Wall Street Journal*, it is a trend in which parents digitally share content of their children with all their bells and whistles.

In 2018, Kylie Jenner posted a photo pushing her daughter Stormi in a Fendi stroller. With Ms. Jenner's massive Instagram following, the stroller went viral.

As more parents engage, communicate and buy through social media, it will continue to have a major impact on luxury childrenswear consumption.

"Social media is such a huge part of people's lives it's such a visual medium," Farfetch's Ms. Harris said. "Both brands and influencers recognize that putting out compelling and engaging content sparks interest and offers inspiration to customers.

"The rise of kidfluencers and sharenting has had such a large impact on the kids market."

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