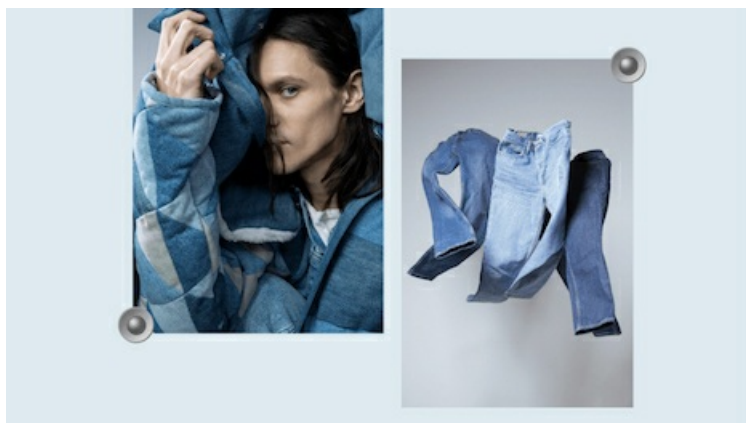


APPAREL AND ACCESSORIES

## Up 1,000pc, sustainable denim searches dominate 2022 trends: report

September 28, 2022



*Stylight's 2022 Denim Report offers insight into growing preferences and popular trends within the denim space. Image credit: Stylight Insights*

By AMIRAH KEATON

Awareness of denim's environmental impact is growing, according to a new report from Stylight Insights.

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The data-driven search platform for fashion, beauty and design has released **Denim Report 2022**, detailing growing denim trends and trendsetters for fits, washes and styles. The report also zooms in on sustainability and inclusivity within the industry, offering interesting insights by way of informative infographics.

"According to the stats from our report, 85% consider jeans to be wardrobe staple," said Rebekah Ortquist, Junior Content Marketing Manager, U.S. at **Stylight Insights**, Mnchen.

"The importance of creating denim that fits a wide range of body types - investing in methods, materials, etc that make their denim look good on everybody [is of particular relevance for today's luxury executive.]"

For its report, Stylight analyzed the shopping and browsing behavior of the platforms 160 million annual yearly users across 16 different markets worldwide including its top five Germany, United States, France, United Kingdom and Switzerland between Jan. 1, 2022, and July 31, 2022, comparing data to the same timeframe in 2021 (YoY). Any analysis falling outside of these parameters is clearly stated in respective text paragraphs within the report.

Stylight also compared data from over 1,500 shops that host over 50,000 brands. Analysts reviewed different keywords and query data based on topics that are relevant to the denim industry to understand where there were increases in demand and interest from users.

### Denim dossier

Stylight's latest report reflects that ethical consumption and inclusionary practices are top-of-mind for denim dwellers this year, as the global denim market is set to spike to \$76.1 billion by 2026.

The all-American fabric's environmental footprint is of rising concern to consumers who are becoming increasingly knowledgeable of denim's drastic impact: manufacturing a single pair of non-organic jeans takes the same amount of water as 287 showers, more than 7000 liters.

With nearly 2.3 billion pairs sold each year, the outrage is justified.

However, newly-published survey results from Stylight suggest that consumers don't want to give up jeans entirely, unsurprisingly, as 85 percent of participants admitted that they consider jeans to be a staple of their wardrobe. Instead, these consumers are looking for eco-friendly alternatives.

According to the firm, which found that 60 percent of women and 56 percent of men have deemed jeans their favorite of all clothing pieces, searches for both "sustainable denim" and "sustainable jeans" jumped over 1000 percent during the timeframe analyzed.

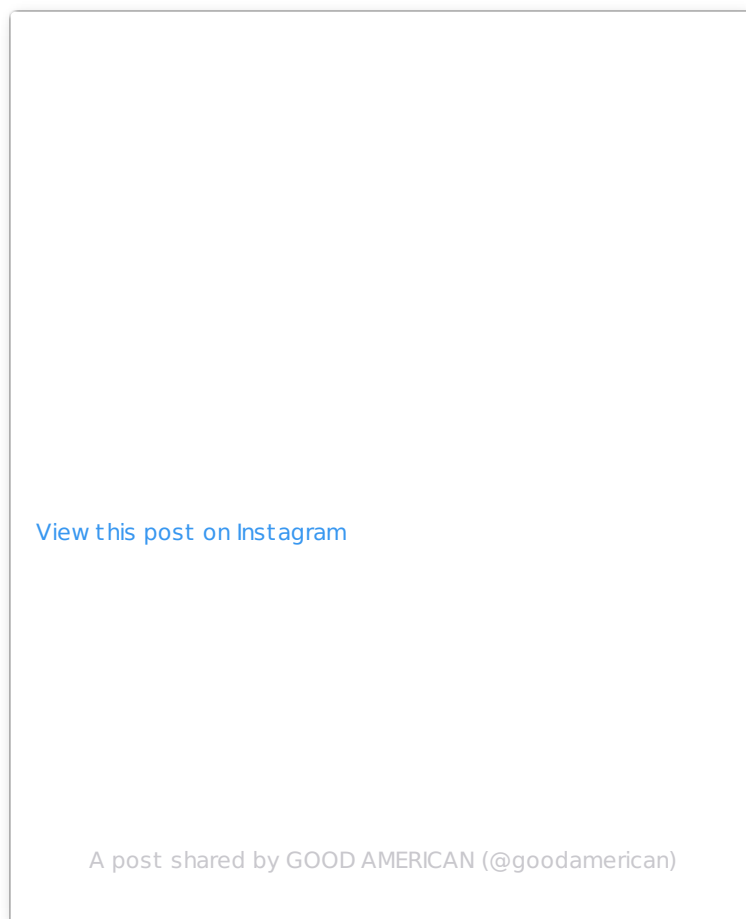
MUD jeans and Boyish are among the brands receiving greater exposure as a result, with a 44 and 42 percent increase in clicks, respectively.

Conversations are also reaching new heights in the important and ever-evolving area of inclusivity, as many denim brands continuously fail to deliver extended sizing. Subsequently, many full-figured consumers struggle to find their perfect pair.

Searches for plus-size denim display the largest increase listed throughout Stylight's report, growing by 483 percent in the last year.

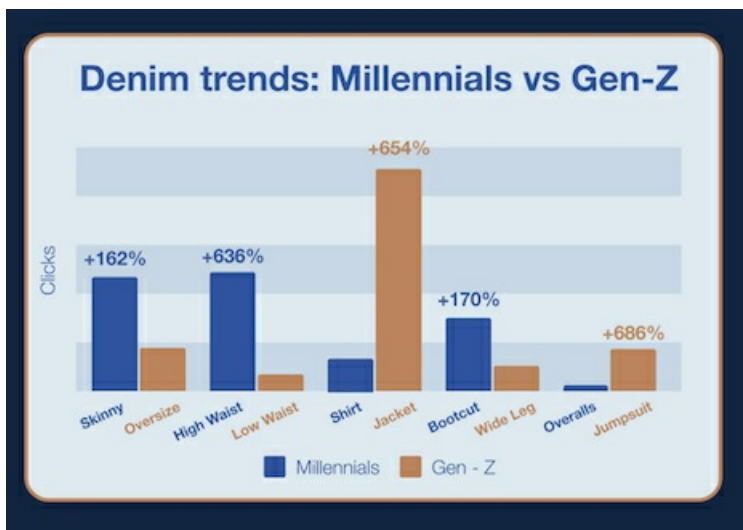
In good news, some newcomer companies have made it a mission to combat this exact challenge.

U.S. denim label Good American offers sizes 00-24 for their denim options, opting to only work with department store partners that agree to stock the full range. Clicks for the body-positive brand on Stylight's platform increased by over 1000 percent this year.



Unisex denim is also growing in popularity, having increased in searches by over 1000 percent in the timeframe studied, according to the report.

Additionally, demographic differences are emerging within the industry. Millennials' affinity for high-waisted jeans rivals Generation Z's preference for lower-rise pairs.



An infographic details generational denim divides. Image credit: Stylight

When it came down to style, skinny jeans beat out oversized options, denim shirts overrode jackets of the same variety, bootcut jeans rose above a wide leg, and overalls beat out jumpsuits in popularity. Millennials are most closely associated with the former trends mentioned, while Gen Zers are overwhelmingly engaging with the latter.

"Our data team was not surprised by the number regarding sustainability and inclusivity as these trends have been getting more and more attention from both brands and consumers," Ms. Ortquist said.

"However we were surprised to discover that certain 'millennial' attributed trends were, in the end, more clicked upon compared to Gen Z," she said. "For example, in the media, the return of the low-rise jeans has been getting a lot of hype with trend forecasters saying that Gen Z has ruled the high waisted mom jean styles as 'out.'"

"But what our data showed was that while it is true low rise jeans have seen an increase in demand in comparison to past years and seasons, high waisted jeans are still the most clicked upon when it comes to what consumers are shopping for online."

Last, but certainly not least and in fact, arguably most interesting, were results from questions regarding denim habits.

40 percent of those surveyed would wear jeans to the office, 73 percent for a night out, 63 for a date, and a surprising 31 percent to a formal event such as a wedding, signaling a shift in formality, likely a lasting effect of the pandemic's "casualization" of dressing across the board.

Stylight's denim star is

Dubbed Stylight's denim queen of the year, actress Julia Fox is seemingly leading the trend charge.

Her daring denim-on-denim looks, having worn the fabric head-to-toe on many a recent occasion, has driven virality in the virtual sphere.

A front row shot of Ms. Fox and then-boyfriend Kanye West in matching indigo outfits at a Kenzo show in Paris on Jan. 24 garnered a 50 percent increase for the search term "double denim" in the week after, as compared to the week prior ([see story](#)).

In another, more risqu run to the grocery store, the actress infamously opted for a denim blazer atop a simple underwear set. Boots and bag of matching material in tow, the rising fashion figure caused interest in denim coats to skyrocket by 92 percent on the day after her May 17 appearance.

With denim's toll in mind, upcycling serves as a new and exciting frontier for luxury fashion brands.

Prada-owned Miu Miu is a great example, having debuted a few related activations in recent years including the roll out of an upcycled collection for the fall/winter 2022 season ([see story](#)) and a the release of a co-branded collection of reworked Levi's denim with Miu Miu embellishments last year ([see story](#)).

For those without in-house recycling capabilities, partnerships with entities like luxury resale platform TheRealReal could work to achieve similar results.

The recent arrival of "ReCollection 04," which featured 90 repurposed pieces, marked another sustainable drop for

the company. The world's largest online marketplace for authenticated, resale luxury goods showcased the benefits of the circular economy, employing methods that extended beyond methods its resale roots ([see story](#)).

Data stands at the base of any strong sustainability initiative, and of many recent studies, Stylight's compelling data works in tandem with an incredibly engaging interface, presenting figures with an approachable frame.

"Our trend reports are not only data driven, they're beautifully designed - which we take pride in," Ms. Ortquist said.

"Data doesn't always have to be just numbers - our goal is make our analysis eye-catching and engaging!"

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