

APPAREL AND ACCESSORIES

Consumers put new spin on old fashion trends for 2023: report

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Stylight's *Fashion Recap* also explores which, of this year's trend items pictured above, will stand the test of time. Image credit: Stylight Insight

By AMIRAH KEATON

Luxury fans are reinterpreting runway styles from 2022 as they head into the new year, according to a new report.

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The fashion industry's ever-increasing pace sees to it that, just as quickly as consumer style trends die out, new additions are poised to pounce. Stylight's [Fashion Recap 2022](#) covers next year's apparel and accessory obsessions while delivering forecasts on the fads set to fade, as well as options from 2022 that are opting to stay a while longer.

"For luxury executives, when looking at trends it's crucial to discern which trends are here just for a brief moment and which will have a lasting impact for both consumers and brands," said Rebekah Ortquist, junior content marketing manager, U.S., at [Stylight Insights](#), Mnchen.

"It's clear to see from our report that the fashion trend cycle is speeding up."

For the report, Stylight analyzed the browsing behavior of the platform's 160 million annual yearly users between Jan. 1, 2022, and Oct. 31, 2022, for the 18 trends featured. The 9 "On the Rise" trend percentages compare July, August and October 2022, focusing in on end-of-year demand.

Luxury-led trends for 2022

A new report from Stylight Insights takes a look back at this year's top styles by the numbers, ahead of the new year.

[Fashion Recap 2022](#)'s themes fall into three buckets: silhouette, fabrication and colorway, involving a range of categories such as accessories, hats, handbags and shoes.

"In a year where 'what goes around comes around' probably best defines the aesthetics that came back, we've seen trends showing a peak in interest that faded away pretty quickly, and others that seem to have left their mark for the future," said Ilenia Sarma, vice president of brand marketing and customer experience at Stylight Insights, Mnchen.

"It is difficult to predict when and if the old fashion trends will become 'hot' again who would have said that about low-rise jeans? but the recent boom of second-hand retail and the constantly rising awareness of a more sustainable way of shopping has made keeping up with these comebacks way more sustainable and long-term efficient for the

industries and for the shoppers too."

First up are colors of the hot pink and emerald green varieties.

Popularized by Italian fashion label Valentino, Pierpaolo Piccioli's signature "Pink PP" shade was a 2022 mainstay, manifesting itself everywhere from star-studded campaigns ([see story](#)) to everyday household items involving Pantone ([see story](#)).



Stylight says the Barbiecore color pictured left peaked in September, whereas emerald green appears to be on the up and up for fall 2022 headed into winter 2023. Image credit: Stylight

The dual tones are the report's sole colorway competitors.

Diving further into report insights regarding fabrication, Stylight shares that low-rise jeans and extra-long skirts both deal in denim are coming up, with a reported 18 percent increase in demand for the Y2K-inspired wear in the last two months.

Similar to, and sparked by, creative director Ricardo Tisci final presentation at British heritage brand Burberry for spring/summer 2023, Stylist sees the "Canadian Tuxedo" concept of head-to-toe denim hitting from high-street to Soho Avenue within the next year.

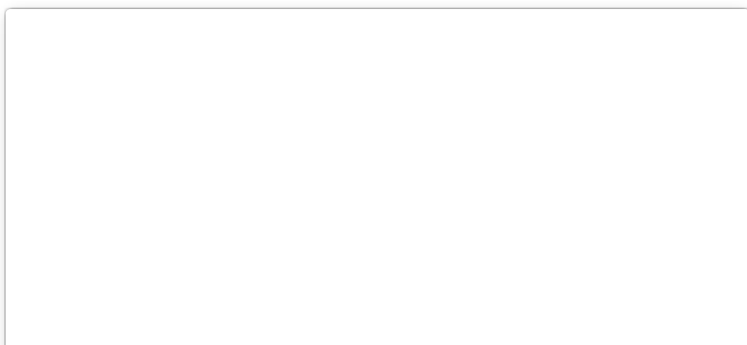


Mr. Tisci, pictured with his spring/summer 2023 creations, stepped down from the brand's chief creative post earlier this year. Image credit: Burberry

Switching to silhouettes, one sphere is gone for good according to the company's reports.

Mini bags are "out," per 2022's fashion recap. In its place arrives its mid-sized and macro counters. Big, slouchy bags have been seen on many a celebrity as of late.

Whereas micros peaked in January 2022 marked by the "Le Chiquito" craze surrounding womenswear designer and fashion darling Jacquemus' selections the hobo has yet to on this side of the millennium.



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Saint Laurent's larger hobo bag style was in high demand this year and as compared to the last two months, the demand for hobo bags on Stylight has increased by 29 percent.

For footwear, platform pumps also a Valentino-backed item, had a moment in the spotlight, reaching new heights in July 2022 before simmering down and making way for the ballet.

The feminine flat proved to be spring/summer 2023's standout, running the runways of Simone Rocha to Miu Miu and sported by celebs like Gigi Hadid, Alexa Chung, Jeanne Damas and Katie Holmes.

Stylist has seen a steady increase in ballet flat inquiries in recent weeks, up 30 percent over the last two months on the platform, thus the ballet flat's reign pivots into 2023, continuing to restore comfort to the masses after a post-pandemic dress-up party of sorts.

"In a world of the uncertain economic climate, where the most traditional social networks have lost their grip, where fast-fashion and second-hand are clashing, self-expression remains essential for shoppers all over the world," Ms. Sarma said.

"And the emerging aesthetics, sometimes very niche and specific, are confirming this," she said. "While big brands still have a strong influence on high street trends just think of the Valentino pink or the MiuMiu ballerinas comeback pop culture, social and cultural movements, and channels such as TikTok continue leaving their mark on fashion trends and as a consequence on online shopping."

Fashion's emerging era re: 2023

Now live, one item that Stylight's report does particularly well with is naming 2023's emerging equivalent for 2022 trends.

Others listed amid its pages lean more toward mass-market than high-end. These trends are also influenced by both runway looks, but are filed under general market verticals.

Some were inescapable, equally fueled by fast-spreading digital tools such as ByteDance's TikTok, whose impact on fashion as a whole ([see story](#)), and sports sunglasses, in particular, was poignant in 2022. Luxury brands like Prada rose to the top of luxury this year ([see story](#)) on the back of the familiar frames ([see story](#)), but the scrolling video platform advised many audiences to head to their local drugstores for more accessible, discounted pairs to satisfy the assignment.

Meanwhile, viewers were turned onto certain trends by popular streaming sensations like Netflix's "Bridgerton" the program spiked corset searches in January 2022 and caused an equally-viral vest top flare-up for 2023, according to Stylight's experts and "Emily in Paris" this one drove a barrage of interest away from bucket hats and onto berets ([see story](#)) versus fashion week.

"As an ecommerce platform we have to keep this in mind every day: it's not just a matter of knowing what the top brands are offering in their inventory, but of constantly keeping an eye on pop platforms, fashion icons, social media users even without a big following and cultural changes that are quite likely going to have an impact on tomorrow's hyped trend - no matter how long it will last," Ms. Sarma said.

Endemic to the cyclical nature of all trends is the threat of reintroduction and the return past styles, at any price point or point in time. This premise keeps fashion moving forward.

"Not all trends are made to stay - nowadays more than ever," Ms. Sarma said.

"But them not staying in that same year doesn't mean they'll never come back."

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