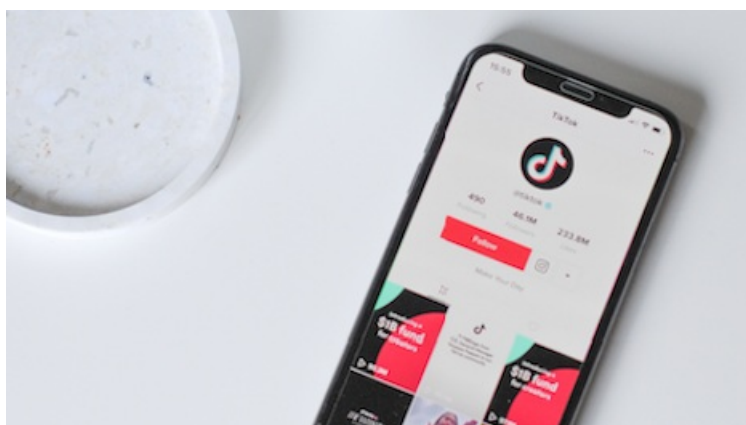


RESEARCH

TikTok mentions up 85pc in last two years on personal styling platform, Instagram mentions tank 72pc

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Travel, time and TikTok dominated this year's Stitchfix findings. Image credit: Unsplash

By AMIRAH KEATON

A new report sheds light on areas of opportunity for industry professionals when it comes to styling, as millennials' struggle with age-appropriate style and the return to office wave sparks widespread fears of a formalwear comeback, among other current consumer attitudes and behaviors that surround the act of getting dressed.

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Online personal styling service Stitch Fix is out with **Style Forecast 2023**. The annual effort details consumer sentiments regarding the real-world wear of fashion wardrobes.

For the report, all Stitch Fix sales and "Fix" request statistics refer to the calendar year 2022 to publish date, from Jan. 2, 2022, to Nov. 26, 2022, and comparisons to the prior year refer to the calendar year 2021, from Jan. 3, 2021, to Nov. 27, 2021. The report's FY2022 references pertain to Stitch Fix's fiscal year 2022, from Aug. 1, 2021, to July 30, 2022, and any comparisons to the prior fiscal year refer to the 2021 fiscal year, from Aug. 1, 2020, to July 31, 2021.

Runway to real life

Falling into three key themes, this year's survey results suggest that travel, time and TikTok remained top of mind, trending amid consumer interests, and presented here by Stitch Fix.

Comparatively, **Style Forecast 2023** offers more data than many retailers are willing to part ways with. After analyzing client responses and requests by way of billions of data points from almost four million clients, the company has paired insights with interpretations from expert stylists and in-house trend forecasters on what discoveries could signal for 2023.



Stitch Fix looks back at this year's consumersentiment drivers. Image credit: Stitch Fix

To start, clients are continuing to fly the coup, enlisting their closets in an aim to dress the part.

Back in February, Stitch Fix shared that unit sales of women's linen styles were up 51 percent year over year.

Moreover, 91 percent of survey respondents mentioned summer travel plans that were firmed up by the spring and, during the season, beachy looks accounted for nearly 40 percent of Stitch Fix's men's on-demand shop sales.

With consideration for Stich Fix's ad spend per both company earnings and analysis from leading sales prospecting tool **Winmo** which appears to be heavily skewed towards the 27-42 year-olds, the report hones in quite deeply on this age group, who express a collective time-related insecurity.

As the cohort matures, more than one-third report a personal struggle to incorporate current styles in age-appropriate ways.



Stitch Fix's report purports that in general, new-age trends and technology are throwing elder generations' styling sentiments for a loop. Image credit: Stitch Fix

Nearly half of this group feels too old for trends but wants to look stylish and current and, apparently, millennial clients' biggest challenge is translating trends in a way that feels age-appropriate, according to 80 percent of Stitch Fix stylists.

Perhaps the concern is, at least in part, due to one of the busiest event seasons yet happening in the background of 2022, as the age group dressed up to get down at nuptial gatherings that occurred year-round.

According to Stitch Fix, wedding-specific Fix Request Notes styling-specific comments that flow from clients to its team of in-house curation experts increased by 21 percent this year.

Bachelorette party dressing needs also rose nearly two-fold. The annual figure landed at 42 percent.

Finally, pervasive online influences are shifting sources of inspiration for those getting dressed in the digital age. TikTok has prevailed in recent years, as evidenced by client requests.

Between 2020 and 2022, clients referencing TikTok in Fix Request Notes increased 85 percent, while Instagram mentions fell by 72 percent, as an exhaustive trend cycle made keeping up the looks of late nearly impossible, a trend that rapidly trickles down from the top.

Pandemic pressures

It appears that remnants of pandemic-era style codes still stand, as realities such as the return to office wave also continue to impact sentiment.

According to the company, one in three survey respondents would rather relinquish a vacation day than return to

formal workwear, for instance, while roughly three in four, 76 percent exactly, expressed a preference for clothing that works both ways, whether it be for a weekday or weekend affair.

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