

# 'Americana Chic' on the rise: 1stDibs

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*Nostalgia was at the forefront of customers' minds last year. Image credit: 1stDibs*

By ZACH JAMES

Online design marketplace 1stDibs is detailing the interests of its consumers over the past calendar year.

In the [2025 Luxury E-Commerce Report](#), the company speaks on the central trends that guided the furniture & lighting, art, watches and jewelry, handbags and fashion categories last year. Throwback products and looks from the early 2000s and Art Deco era gained favor among consumers last year, rising above the rest to define home decor and secondhand fashion during the period.

"Twenty-five years into the new millennium, design lovers are showing nostalgia for creations dating back to the beginning of the 21st century, as evinced by the resurging popularity of Y2K fashion," said Anthony Barzilay Freund, editorial director and director of fine art at 1stDibs, in a statement.

"Looking further back, design movements from the early 1900s namely Art Deco, which was officially launched by a famed Paris exposition in 1925, and Art Nouveau have seen an uptick of interest from 1stDibs shoppers," Mr. Freund said. "Also trending: Tiffany lighting, Old Masterinspired oil paintings and jewelry from such legacy brands as Tiffany & Co, Cartier and Van Cleef & Arpels.

"These are just a few examples of the heritage pieces that collectors are turning to as they aim to bring richness and historical character to both their interiors and wardrobes."

The annual report is based upon analysis of the company's internal sales data across the categories of furniture & lighting, art, watches and jewelry, handbags, and fashion.

## Past prizes

Through the first half of 2025, high-profile engagements, such as that of athlete Travis Kelce and singer-songwriter Taylor Swift, were on the minds of consumers.

Due to this event, among other celebrity weddings and proposals, interest in the bridal category, specifically what the company dubs "Heirloom Bridal." This designation describes the then-in-demand vintage wedding dresses and jewelry that the public figures flaunted; searches for "wedding gown dresses" surged by 231 percent in Q1, with "east west ring" following suit with a 98 percent uptick after actress Zendaya revealed her engagement ring on the red carpet.



"Sex and the City clothing" was one of the platform's top search terms last year. Image credit: 1stDibs

By the end of May, the conversation had splintered to also prop up Y2K luxury fashion, with items from Versace, Roberto Cavalli, Louis Vuitton Dior and Voyage from the time increased. 1stDibs attributes this trend to the premiere of the final season of HBO's "And Just Like That," the sequel series to "Sex and the City."

Around the same time, singer Beyoncé began the "Cowboy Carter" tour, beginning a year-enduring trend of interest in Western and Americana-centric art, fashion and design. Equestrian motifs were popularized in the art sector, with "cowboy boots" reigning as a top-40 search term by the end of 2025 and indigenous craft was given a second wind, gaining double-digit search boosts.

Tied into the Heirloom Bridal movement was the popularity of Art Deco and other early 20th century designs. Referred to as "Classic Glamour," the cross-category phenomenon was led by decor, with searches for "art deco chandelier" jumping 99 percent and rings bearing the design ranked as high-volume items.



Naturalist pieces, such as jewelry and furniture forged from biomorphic materials, also trended throughout the year. Image credit: 1stDibs

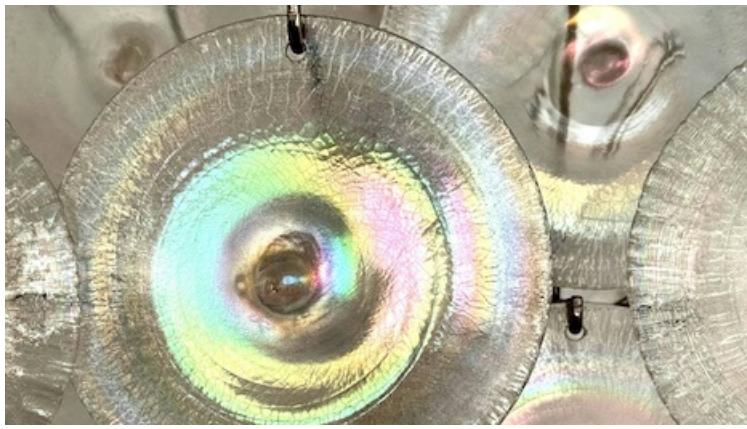
By sales, jewelry from Tiffany & Co. was the most in-demand for the category, rising 4 percent y-o-y, taking the top spot from Cartier. The latter brand also ranked second in watch-based revenues, with Rolex taking the top spot both houses saw their sales decline by high-single digits.

Herms remained the leading fashion label by volume ([see story](#)), though Chanel topped the handbag charts, eclipsing the industry leader in the accessory category.

### The road ahead

Looking forward, 1stDibs predicts home decor trends to shift slightly from current interests in throwback designs.

While vintage is expected to remain in the conversation, consumers are increasingly taking notice of more eclectic and maximalist works, with those two looks leading mindshare according to recent polling ([see story](#)).



Resale and pre-loved high-end goods are benefiting from the strained primary market. Image credit: 1stDibs

Meanwhile, research from consulting firm McKinsey & Co. and The Business of Fashion foretells of a challenging year ahead for the apparel sector, with tech wearables and resale highlighted as potential bright spots ([see story](#)). The secondhand prestige fashion sector is predicted to balloon in value in the coming years, with analysts expecting the industry to be worth up to \$360 billion by 2030 ([see story](#)).

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