

Trends

Revivals



Setting the scene

Revivals

Around the world, COVID restrictions are easing. People are gathering in large groups again, and travel is slowly but surely resuming.

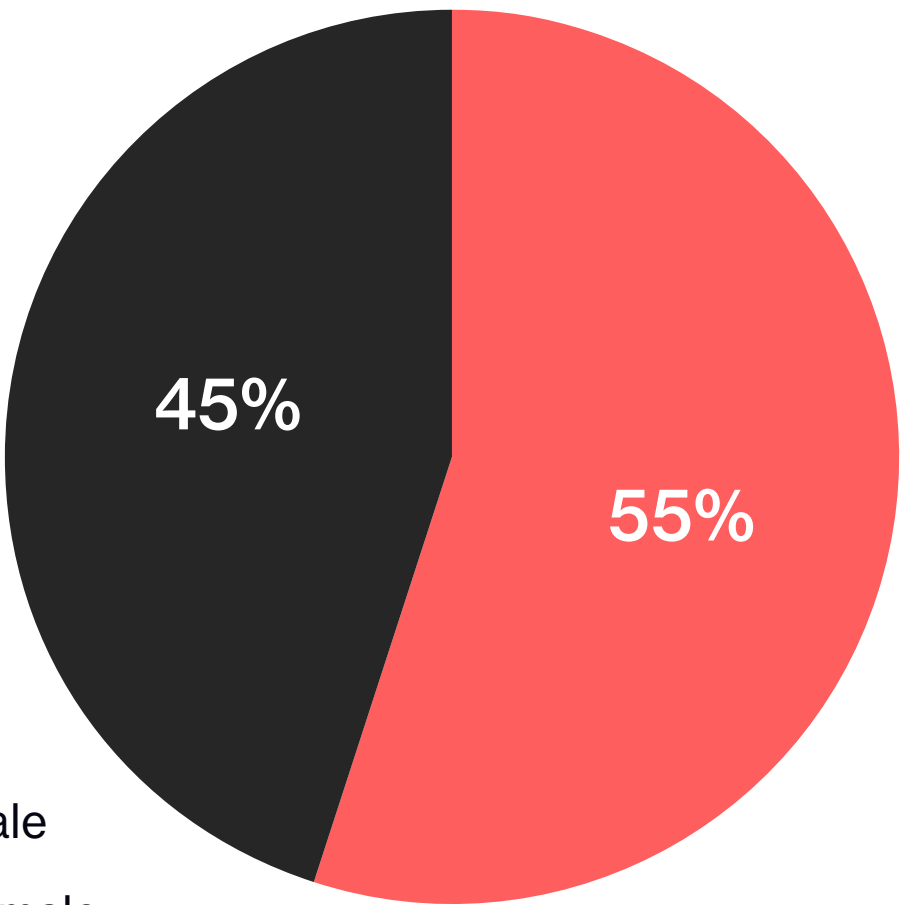
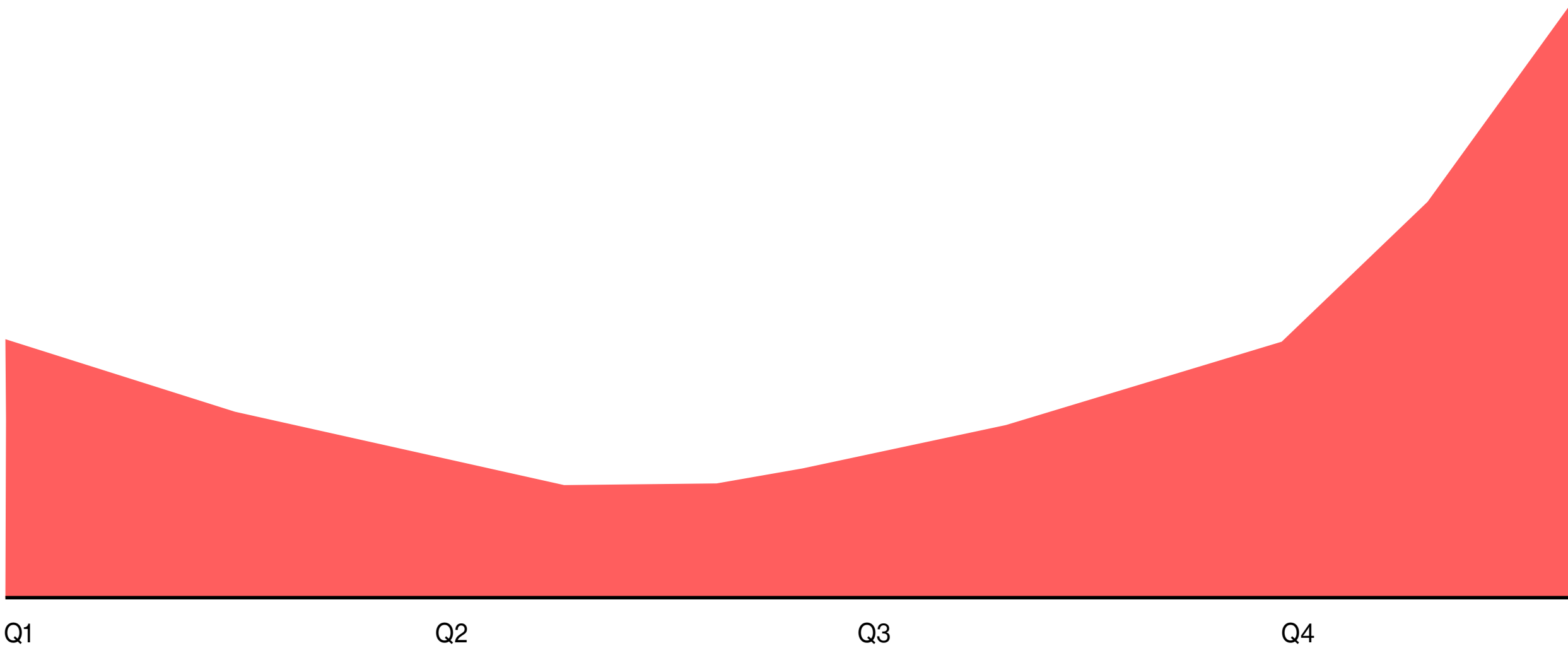
With the pandemic not completely beaten – and worries about war and inflation weighing on people's minds – we're not seeing the dawning of a new "Roaring 2020s" as some predicted last year. Instead, we're seeing a more measured celebration of a return to normal life.

This week, we look at a few manifestations of popular culture, fashion and everyday products that signal what people are thinking about as they re-emerge into the world.



Vinyl pants add a touch of shine to casual dressing

vinyl pants outfit: 43.70% growth*



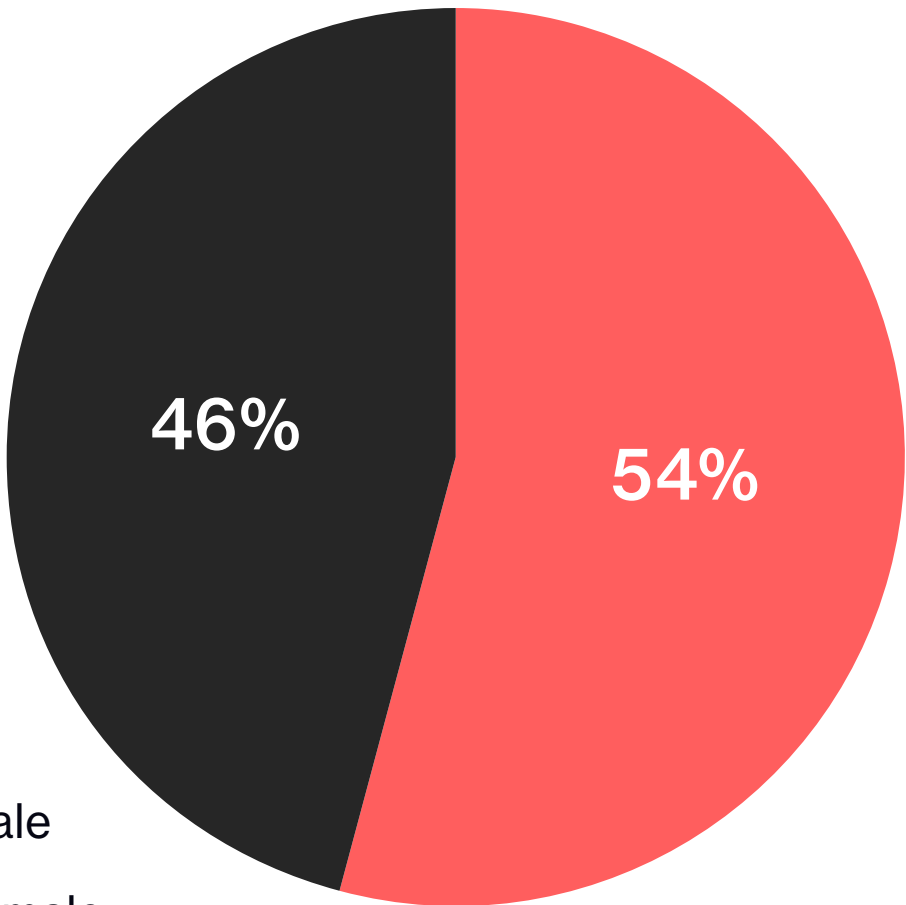
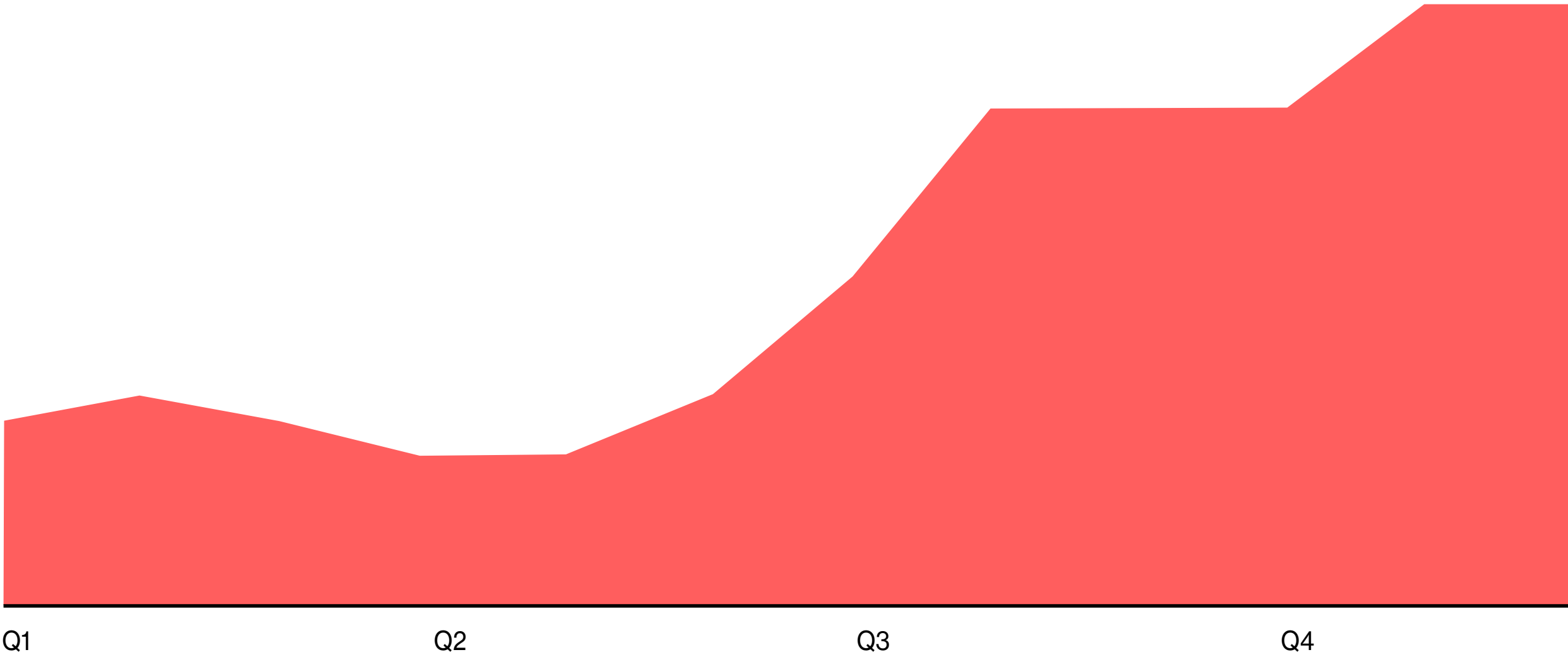
Male
Female

Vinyl trousers have been increasingly visible on **Pinterest** as fashionistas seek a to add an eye-catching, retro vibe to everyday outfits.



Platform heel loafers elevate everyday style

platform heel loafers: 202.38% growth*



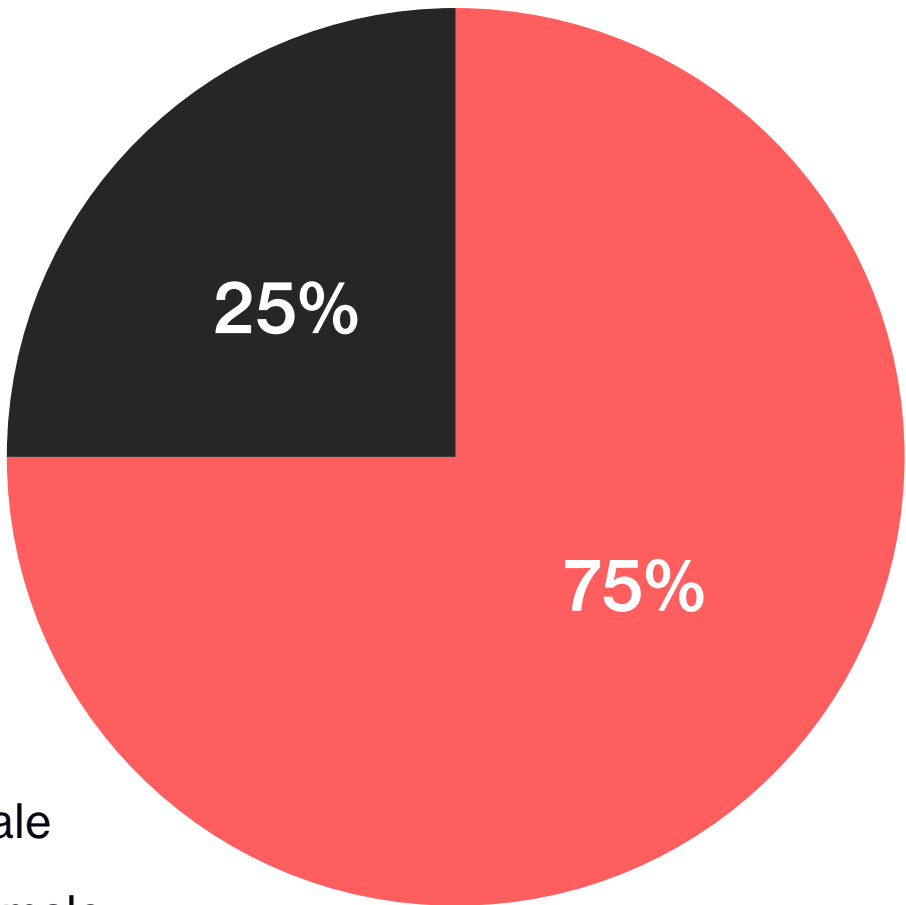
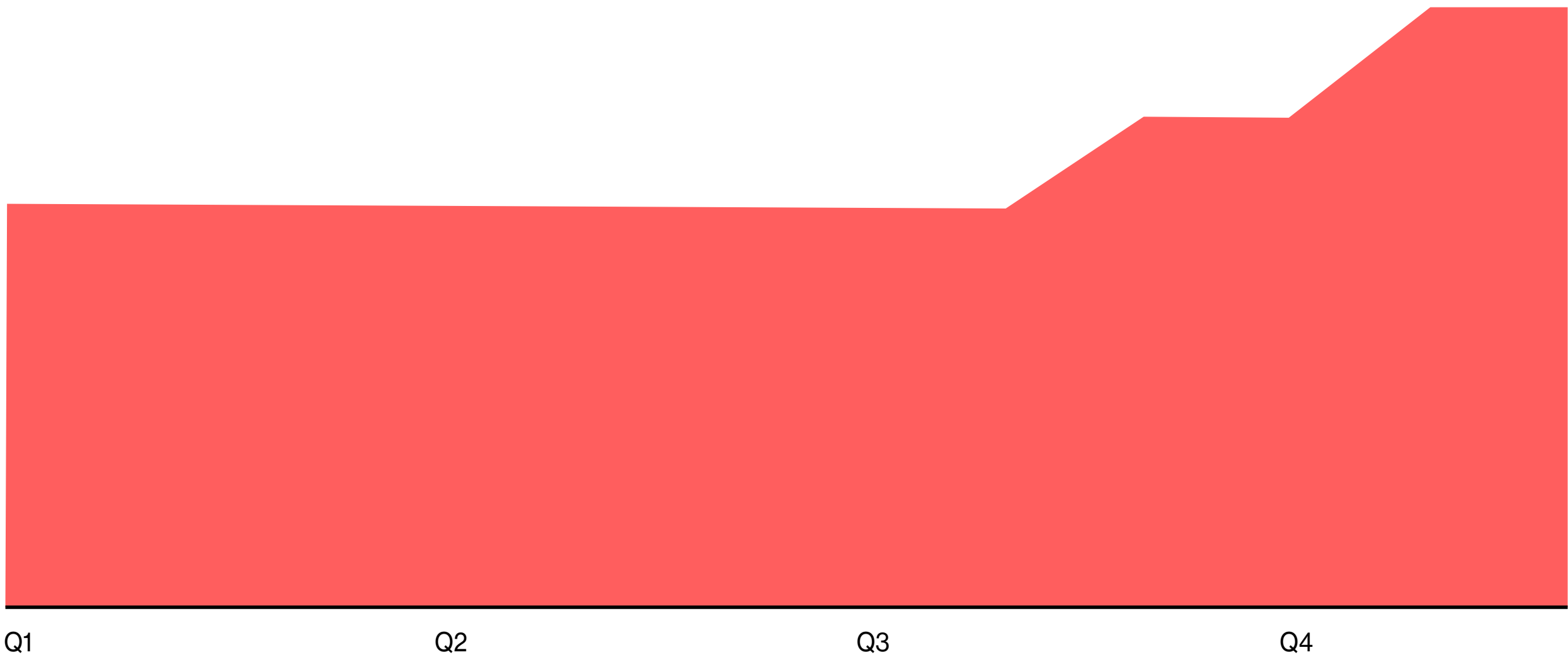
Male
Female

Younger netizens seem to be driving the growing interest in platform heel loafers – a style of shoe that gives everyday comfort a touch of disco or 90s swagger.



Tar shampoos prevent flakes... and flaking out

tar shampoo: 39.09% growth*



Male
Female

Re-emerging into the world isn't just about looking and feeling cool. Concerns like dandruff that might have been back-burnered while isolating are top-of-mind again; people are looking to products like tar shampoos to manage these issues.



Key brand takeaways

1

Go for glamour

Brand and design teams should experiment with visuals and styles that balance the joyful and celebratory with the cautious and practical, taking inspiration from fashion trends like vinyl pants and platform heel loafers that seem to be capturing the zeitgeist of 2022.



Key brand takeaways

2

Feel free to look back

People are looking back to look forward, drawing on happy memories of the TV shows, music and fashion of their youth to help them create new joyful memories amidst a world that continues to be uncertain. This is particularly true for Generation Z, who are finally old enough to dabble in nostalgia.

Keep an eye out on the latest pop cultural revivals, and consider being part of those conversations and celebrations.



To find out more, contact us at
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