

think with Google™

# Fashion Trends 2016

US & UK Report

[fashiontrendsreport@google.com](mailto:fashiontrendsreport@google.com)



# Intro

With every query typed into a search bar, we are given a glimpse into user considerations or intentions. By compiling top searches, we are able to render a strong representation of the population and gain insight into this population's behaviour.

In our second iteration of the Google Fashion Trends Report, we are excited to introduce data from multiple markets. This report focuses on fashion trends from the United States and United Kingdom to enable a better understanding of how trends spread and behaviours emerge across the two markets.

We are proud to share this iteration and look forward to hearing back from you.

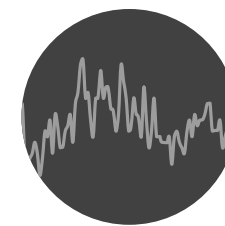
Olivier Zimmer | Trends Data Scientist  
Yarden Horwitz | Trends Brand Strategist



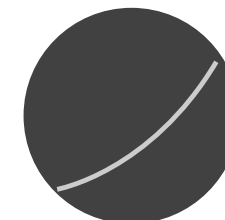


# Methodology

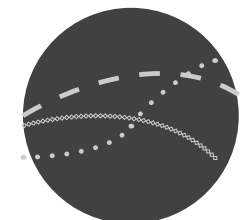
To compile a list of accurate trends within the fashion industry, we pulled top volume queries related to the fashion category and looked at their monthly volume from May 2014 to May 2016. We first removed any seasonal effect, and then measured the year-over-year growth, velocity and acceleration for each search query. Based on these metrics, we were able to classify the queries into similar trend patterns. We then curated the most significant trends to illustrate interesting shifts in behaviour.



Query



De-seasonalised  
Query



Trend  
Characteristics

## **Part 1**

Top Risers  
and Decliners

## **Part 2**

a Spotlight on  
Top Trending  
Themes

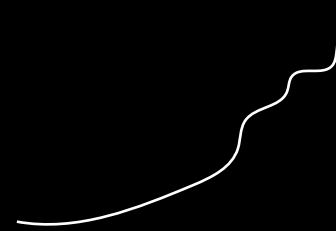
## **Part 3**

an Extensive List  
of the Top Volume  
Fashion Trends

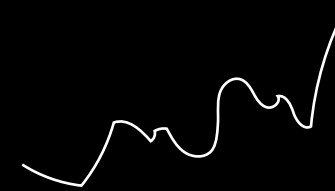


# Trend Categories

To identify top trends, we categorised past data into six different clusters based on similar behaviours. This section distinguishes between the trends to watch and the trends to forget.



Sustained  
Risers



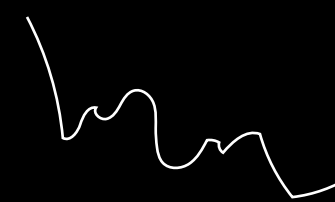
Seasonal  
Risers



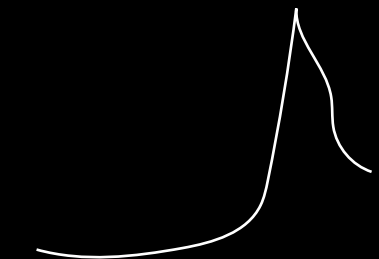
Rising  
Stars



Sustained  
Decliners

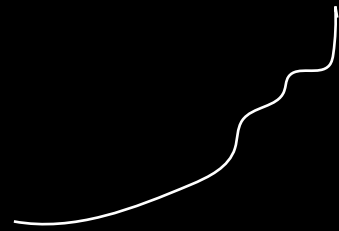


Seasonal  
Decliners



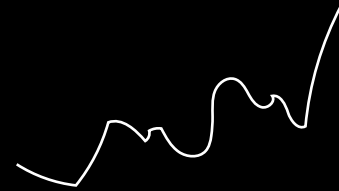
Falling  
Stars

# Risers



Sustained  
Risers

Steady growth over the past years, these trends are safe bets.



Seasonal  
Risers

Seasonal trends that are likely to come back even stronger.



Rising  
Stars

Sudden growth within the past months, these trends might not last.



# Risers



## Sustained Risers

Biker Pants

Ripped Jeans

## Seasonal Risers

Kimono Dress

Romper

Coatigan

Shirt Dress

Bomber Jacket

Boho Dress (US Only)

## Rising Stars

Off-the-shoulder Top

Bodysuit

Lace-up Top (US Only)

Bralette

Co-ord (UK Only)

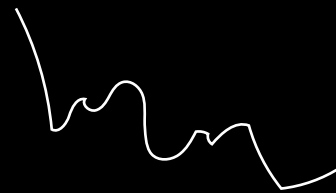
Dashiki Dress

# Decliners



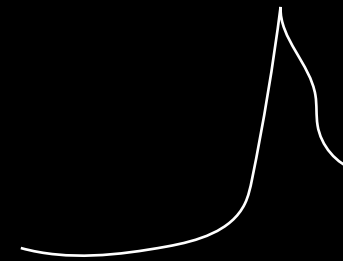
Sustained Decliners

Steady decline over the past years, these trends are fading out.



Seasonal Decliners

Seasonal trends that are likely to decrease in demand every year.



Falling Stars

Fads that have reached their peak and have already started to decline rapidly.



# Decliners



## Sustained Decliners

Drop-crotch Trousers  
See-through Clothes  
Acid-wash Jeans  
Babydoll Dresses

## Seasonal Decliners

Asymmetrical Skirt  
Sleeveless Waistcoat (UK Only)  
Waist Trainer  
Maxi Shirt (US Only)

## Falling Stars

Suede Skirt  
Lace-up Top (UK Only)  
Burkini (UK Only)  
Cord Pinafore Dress (UK Only)

## **Part 1**

Top Risers  
and Decliners

## **Part 2**

a Spotlight on  
Top Trending  
Themes

## **Part 3**

an Extensive List  
of the Top Volume  
Fashion Trends



# Deep Dive



**Military Chic**



**Free-spirited**



**Ready-to-go Outfits**

# Deep Dive



**Military Chic**



**Free-spirited**



**Ready-to-go Outfits**



# Military Chic: Trending Items

While both the UK and US have embraced biker chic trends such as bomber jacket, ripped jeans and biker jeans – there's more interest in the UK for trends around camo jackets and tracksuits.

## Ranked by volume of searches:

○ Indicates similarities between the US and UK.



bomber jacket ○

ripped jeans ○

biker jeans ○



bomber jacket ○

ripped jeans ○

camo jacket

camo tracksuit

biker jeans ○



Deep Dive

# bomber jacket





# Bomber Jacket 🇺🇸 🇬🇧

Summer 2015 was a point of inflection in which the bomber jacket trend turned into a rising star – at that point in time, the UK demonstrated stronger growth in search interest for the bomber jacket.

Search interest has continued to grow in 2016. This April, bomber jackets grew 297% YoY in the UK and 612% YoY in the US. As the trend continues to gain traction, there has been more search interest year-round and the spike in spring has become more prominent than ever.





# Top Associated Keywords

Phrases searched along with the term “bomber jacket” are similar in the US and UK – even searches for “nasa” and “baseball” styles.

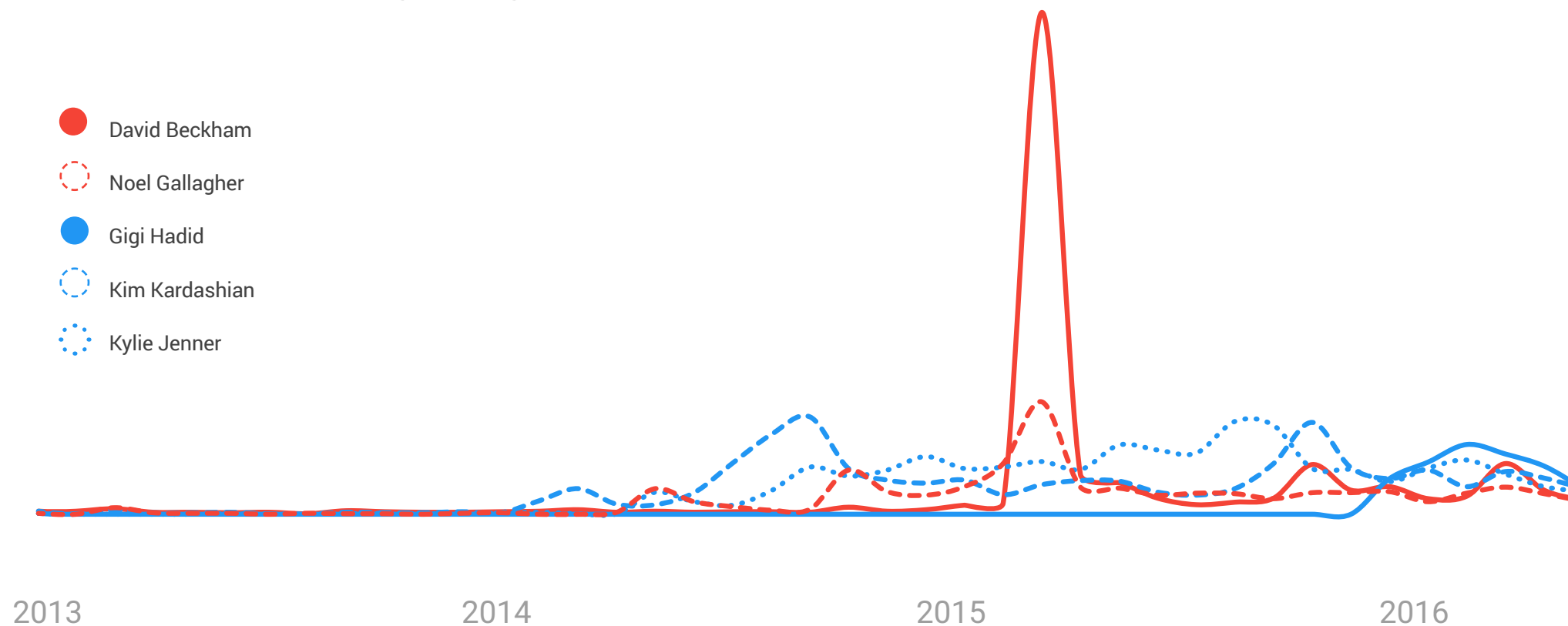
From babies to adults, the bomber jacket is a trend for everyone.

women's	longline	ma1	japanese
men's	lightweight	nasa	souvenir
ladies	reversible	army	chinese
girls	oversized	baseball	asian
kids	collar	varsity	korean
plus size	padded	flight	
boys	cropped	scout	
baby	thin	pilot	
toddler			



# Top Celebrity Associations (UK)

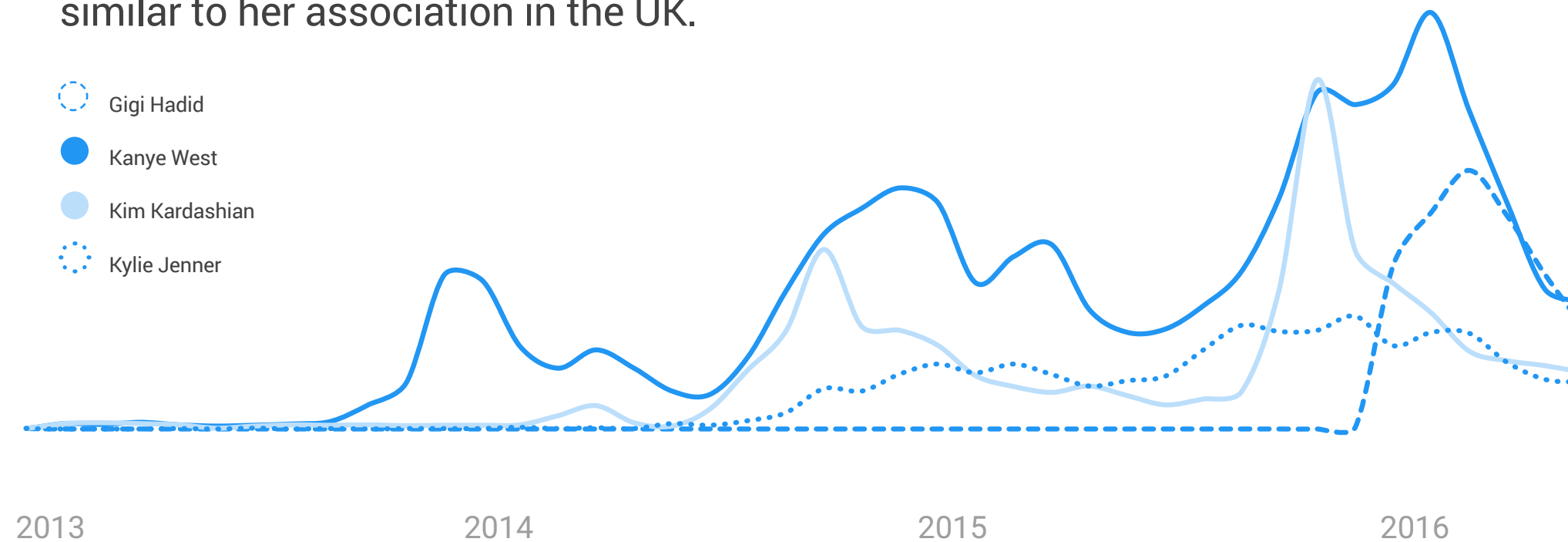
David Beckham was highly associated with this trend in the UK in March 2015. Gigi Hadid had the highest association with bomber jacket searches in the UK at the beginning of 2016.





# Top Celebrity Associations (US)

Kanye tops the charts as the celebrity most associated with the bomber jacket in the US. While Kanye and Kim have been associated with this trend over the last few years on a seasonal basis, Gigi Hadid has been associated with the trend only recently, starting in December 2015 – similar to her association in the UK.





# Top Colours

While military colours are dominating colour-related searches for bomber jackets, interest in pink bomber jackets is seeing the highest amount of growth among top 10 colours in both markets.

## Ranked by volume of searches:



● black	+305%
● pink	+2662%
● green	+224%
● olive	+160%
● blue	+465%
○ white	+249%
● red	+339%
● burgundy	+496%
● navy	+309%
● brown	+89%



● black	+159%
● khaki	+293%
● green	+263%
● pink	+3317%
● navy	+322%
● grey	+341%
● red	+324%
● blue	+280%
○ white	+153%
● burgundy	+298%



# Top Patterns

Despite being a fierce military look, bomber jackets are being searched along with embroidered more than camo in both markets. Search volume and growth for camo patterns are bigger in the UK than in the US.



embroidered	2610%
floral	150%
camo	329%
patches	559%
rose	1637%
printed	371%
flower	150%
patterned	105%



embroidered	3465%
camo	942%
floral	495%
rose	5370%
printed	473%
flower	614%
patterned	391%
patches	876%





# Top Fabrics

Although leather is still the top fabric searched along with bomber jackets, more lightweight materials such as satin and silk are showing the strongest growth in both markets.



leather	+57%
satin	+876%
silk	+819%
quilted	+108%
suede	+190%
denim	+155%
nylon	+98%
fur	+120%
sequin	+394%
velvet	+435%



leather	37%
satin	1204%
suede	200%
silk	694%
quilted	207%
fur	252%
denim	99%
sequin	463%
velvet	170%
sateen	4826%



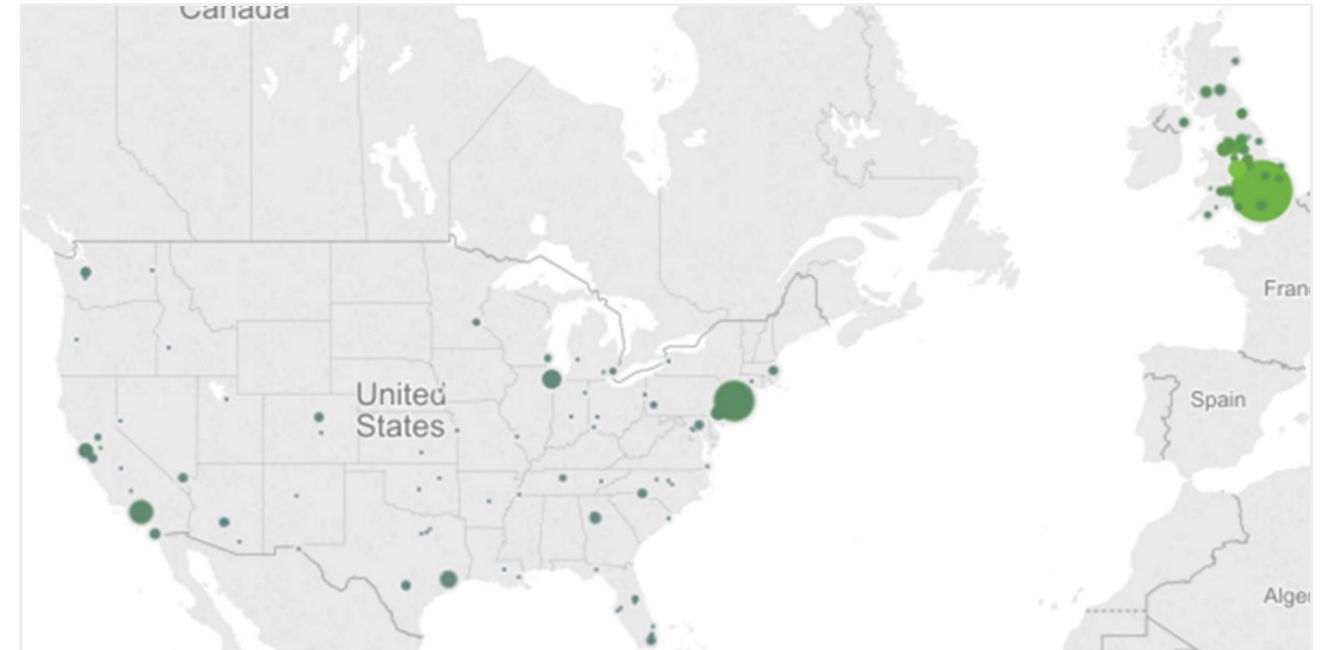


# Search Interest by City

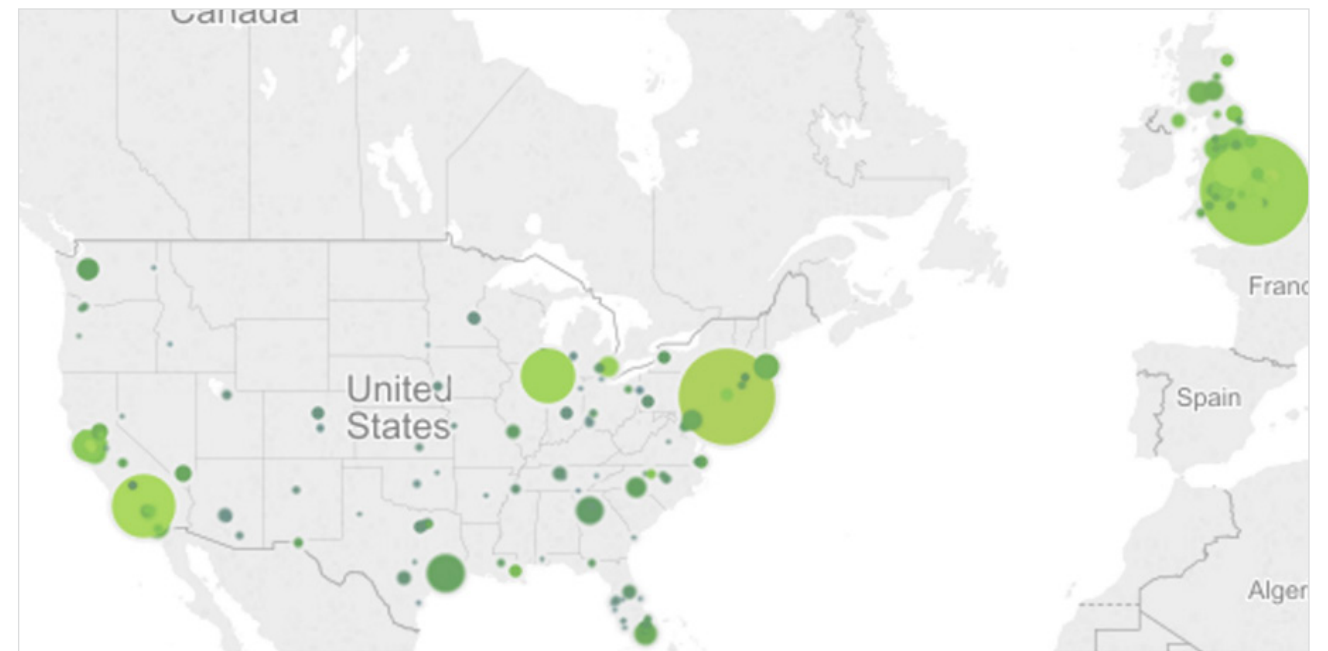
During a point of inflection for the bomber jacket trend (Summer 2015), Birmingham and London in the UK demonstrated higher interest in searches for this fashion item.

By early 2016, the trend had spread across to most urban cities in the US and UK, with the highest search interest index in New York City. The bomber jacket, however, is not seeing high interest in the southernmost US (i.e. Miami).

Size of circle represents search volume;  
brightness of colour indicates a higher index.



Summer 2015



Early 2016

# “Fierce” Has a New Face

The bomber jacket is the top trending item within the Military Chic theme. As the trend continues to grow, the jacket is evolving and taking on new forms.

Starting in the UK, search behaviour for the bomber jacket has been shifting in seasonality. With consumers becoming more interested in bomber jackets for warmer seasons, they are looking for different variations of the style. Searches for lightweight materials and shades of pink are experiencing higher growth, year on year.

As seasonal lines begin to blur, so do age, size and gender associations. Search behaviour indicates that the bomber jacket is a look that works for everyone. Top celebrities are playing a big role in bringing this trend to mainstream audiences in the UK and US.

**Brands have an opportunity to tap into new seasonal trends by using different colours or fabrics to dictate the item’s wearability. Demo-neutral content strategies that connect with consumers via cultural references provide an opportunity to engage bigger audiences.**





# Deep Dive



**Military Chic**



**Free-spirited**



**Ready-to-go Outfits**



# Free-spirited: Trending Items

The off-shoulder top is the highest volume “free-spirited” trend in both markets this year.

While the kimono dress is trending in both markets, the boho dress is only a trending style in the US.

## Ranked by volume of searches:

○ Indicates Similarities between the US & UK



- off-shoulder top ○
- off-shoulder dress ○
- boho dress
- cold shoulder top ○
- kimono dress ○



- off-shoulder top ○
- off-shoulder dress ○
- cold shoulder top ○
- kimono dress ○





Deep Dive

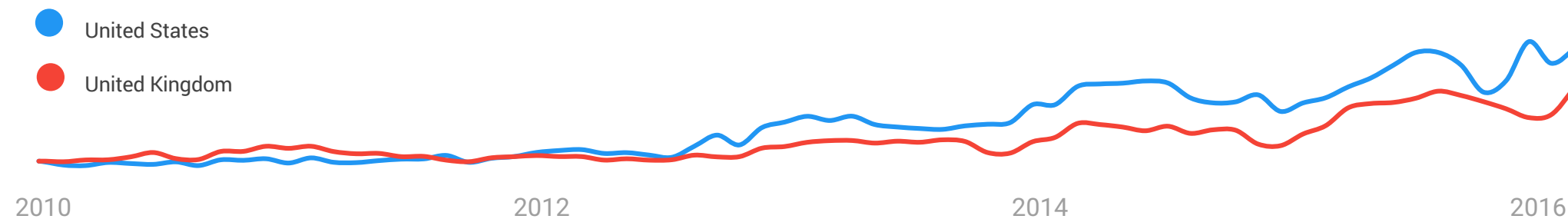
# off-the-shoulder



# Off-the-shoulder 🇺🇸 🇬🇧

Prior to 2016, the off-shoulder look was a sustained seasonal trend with higher search interest growth in the UK than the US.

By May 2016, the off-shoulder look had become a rising star with 261% growth in the UK and 347% growth in the US compared to December 2015.





# Top Associated Keywords

The off-the-shoulder look is being searched across sizes, silhouettes and fashion items (even bikinis) – making the trend adaptable for any activity or event, whether it's formal or casual.

Consumers are searching for inspiration on how to wear the look, turning to co-ordinates and chokers.

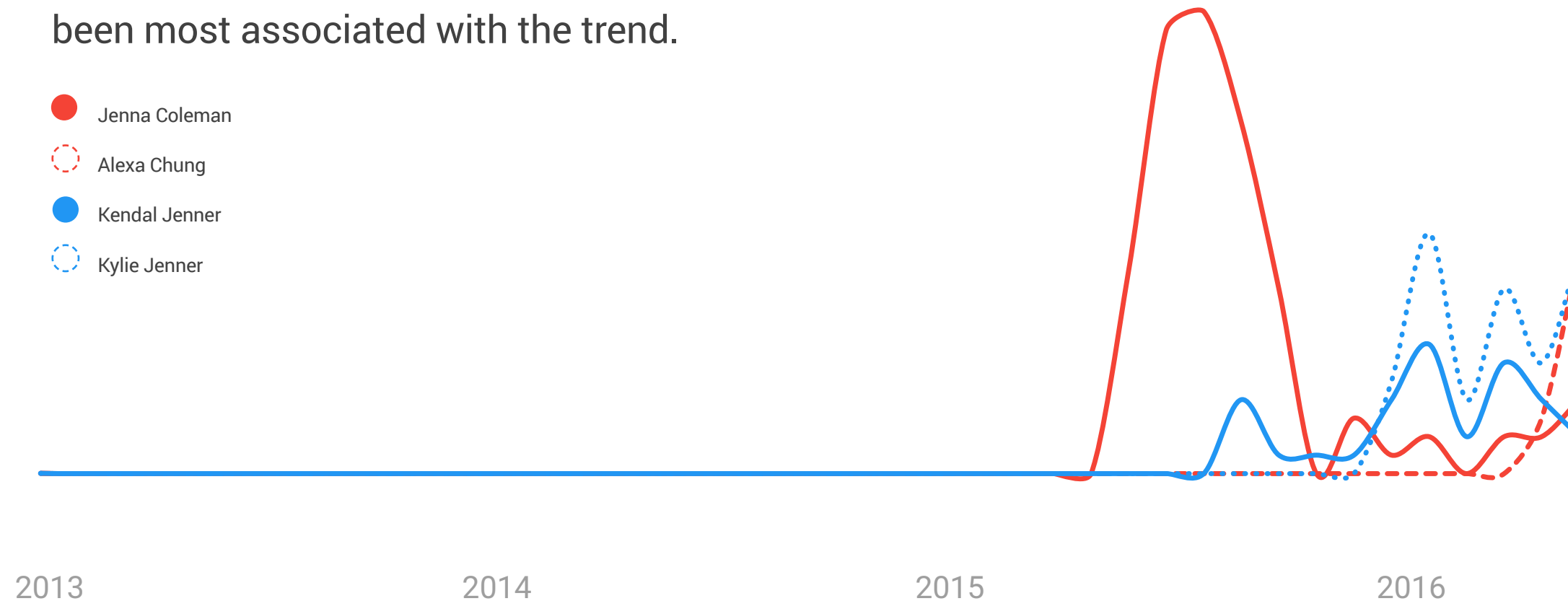
dress	wedding	maxi	plus size	set
tops	prom	long sleeve	maternity	choker
shirt	cocktail	midi	women	co-ord
blouse	summer	ruffle	baby	
sweater	formal	bodycon		
jumpsuit	bridesmaid	crop		
romper	evening	skater		
jumper	casual	boho		
bodysuit	beach	tunic		
bikini		frill		



# Top Celebrity Associations (UK)



Although showing low volume rates in celebrity association, the off-shoulder look has been associated with celebrities in the UK starting with Jenna Coleman in June 2015. Most recently, Kylie Jenner and Alexa Chung have been most associated with the trend.



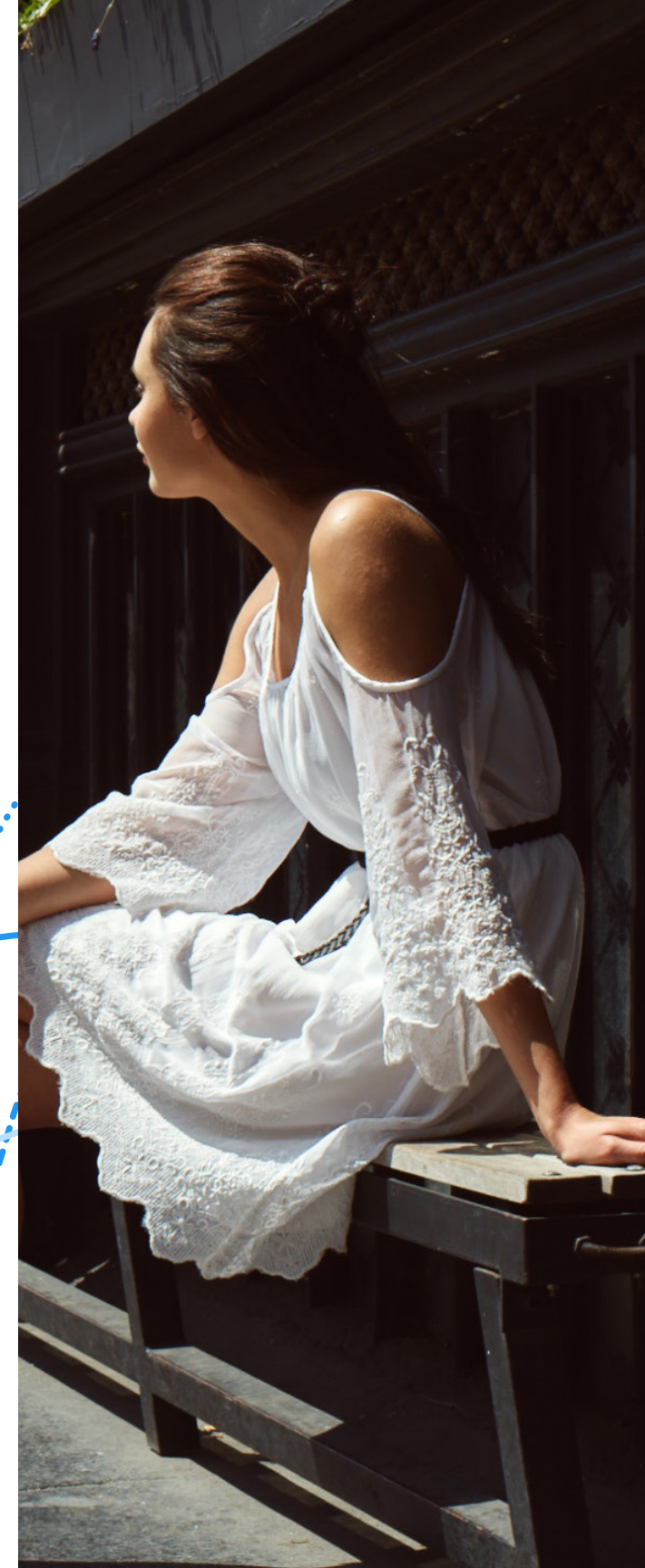
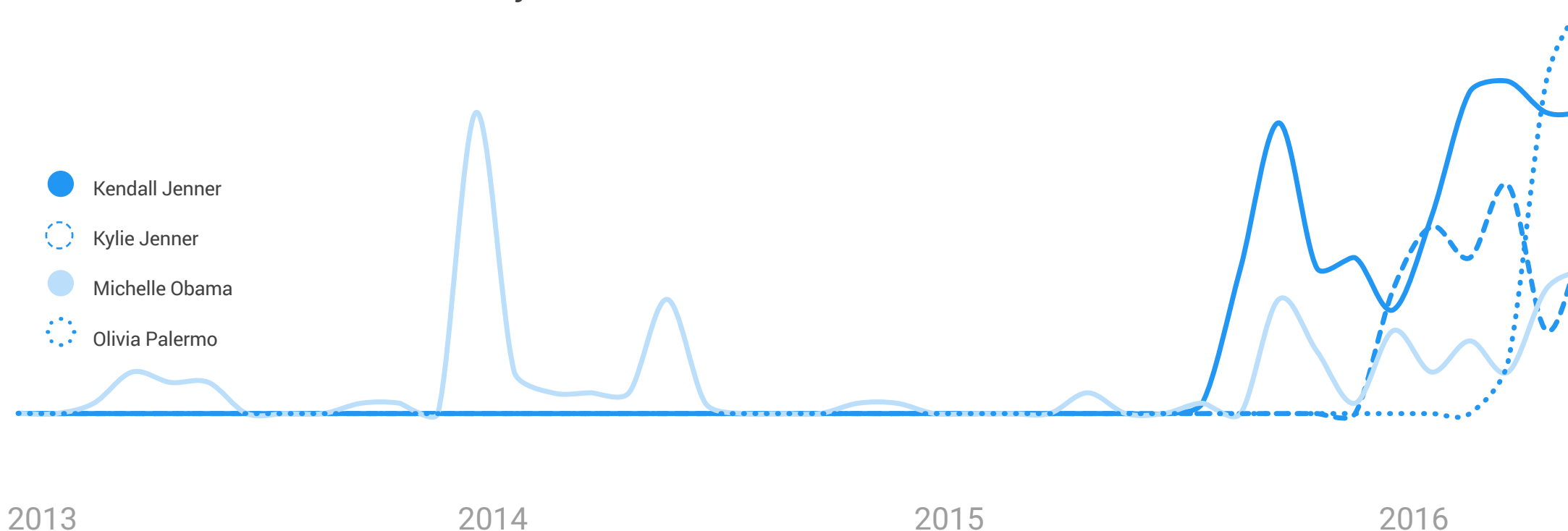


# Top Celebrity Associations (US)

Similar to the UK, volume of searches for celebrities associated with the off-shoulder trend is low in the US.

While Kendall and Kylie Jenner had the highest level of association with the start of the trend in 2015, Olivia Palermo took over the trend starting April 2016.

Michelle Obama was already associated with the off-shoulder trend in 2013.





# Top Colours

A rising tide floats all boats: There is strong growth across all colours for this rising-star trend. The top colours are similar in both markets, except for burgundy in the US and grey in the UK.



○ white	+212%
● black	+184%
● red	+172%
● blue	+319%
● pink	+220%
● yellow	+337%
● navy	+376%
● green	+162%
● burgundy	+403%
● orange	+351%



● black	+190%
○ white	+238%
● red	+191%
● blue	+430%
● navy	+324%
● pink	+282%
● yellow	+162%
● grey	+221%
● orange	+354%
● green	+171%





# Top Patterns

There is strong growth in searches across the different patterns. While smaller in search volume relative to floral and stripes, embroidery is the highest-growing pattern in both markets.



floral	466%
striped	528%
pattern	134%
embroidered	683%
paisley	233%



striped	286%
floral	257%
pattern	92%
embroidered	620%
paisley	228%





# Top Fabrics

Lace is the top fabric in the UK and US, but denim and chambray are seeing strong growth in both markets.



lace	+75%
denim	+3772%
chambray	+5036%
sequin	+263%
cotton	+586%
chiffon	+35%
crochet	+73%
velvet	+290%
satin	+67%



lace	104%
denim	2248%
sequin	616%
cotton	766%
crochet	41%
chiffon	53%
chambray	20900%
knit	291%
velvet	37%



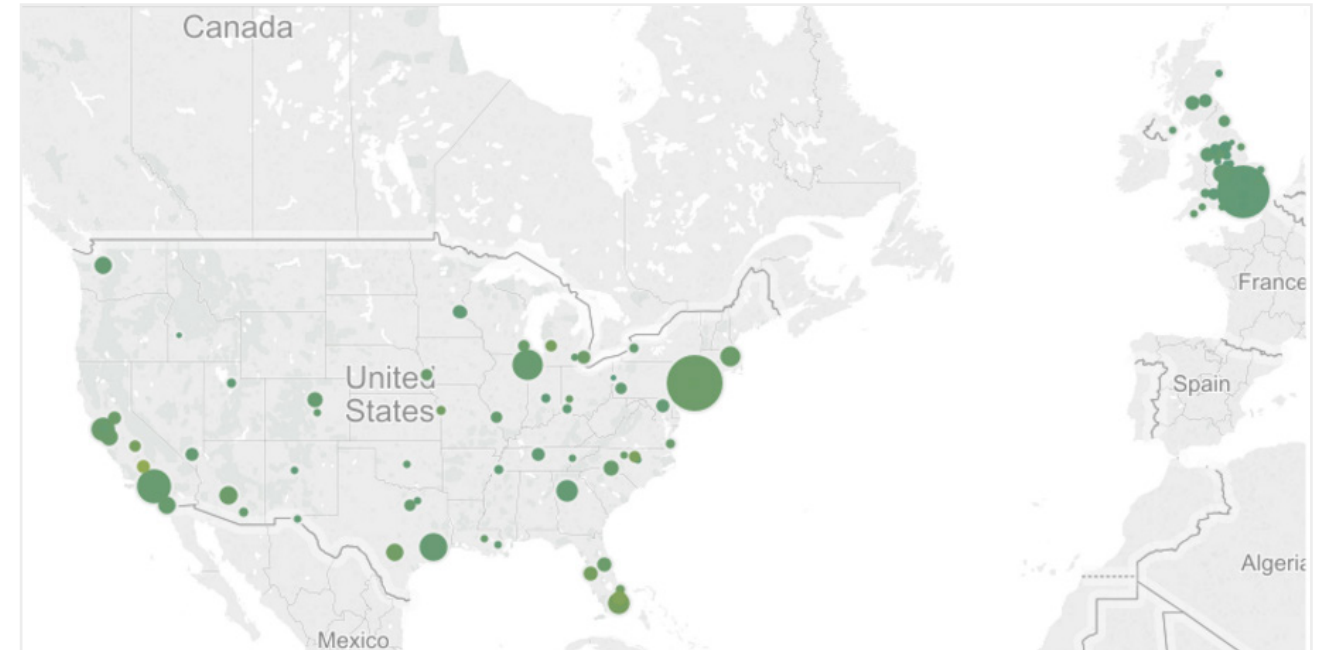


# Search Interest by City

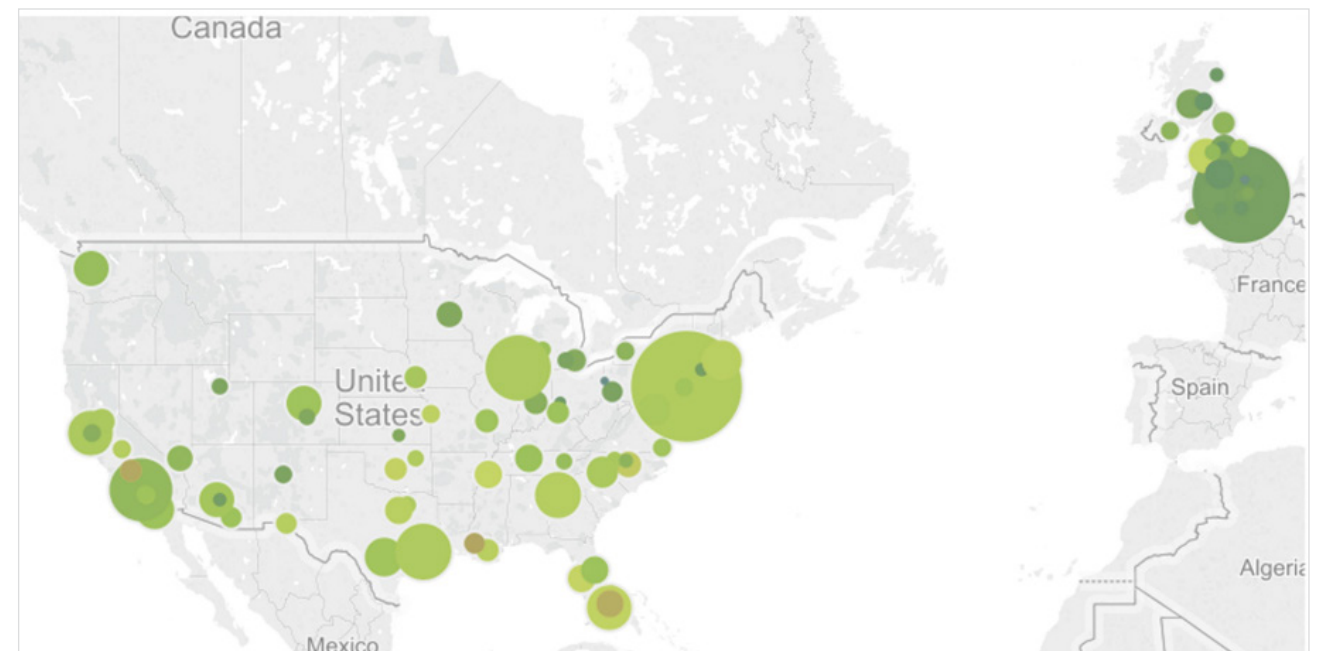
In January 2016, the off-shoulder trend was not experiencing higher search interest in any city within the US or UK.

By May 2016, the off-shoulder trend began to see traction across all major cities in the US and UK.

Size of circle represents search volume;  
brightness of colour indicates a higher index.



January 2016



May 2016

# A Rising Star for Any Occasion

While boho dresses are only trending in the US, other free-spirited items such as off-the-shoulder and kimono dresses are trending in both the UK and US. Off-the-shoulder tops and dresses are the top volume trend in both markets. This look is considered a rising star as consumer search interest began to accelerate in 2016. Within just a few months, the trend had gained traction in all major cities across the two markets.

This rising star has proven to be very versatile. It's a style that can work for any item, any event and any age – consumers are exploring all the options. This trend is being embraced by all and adapted for anything. Regardless of whether clothing is maternity, plus size, for the beach or for kids – consumers are looking for trendy solutions.

**Brands that specialise in niche audiences, such as kids or maternity, should integrate top rising-star trends from other mainstream audiences. Campaigns can be used to educate consumers on the different ways to wear a trend for each event.**





# Deep Dive



**Military Chic**



**Free-spirited**



**Ready-to-go Outfits**

# Ready-to-go: Trending Items

Full-outfit-fashion items are trending in both markets. While the romper is the top trending item by volume in the US, the playsuit – the UK counterpart – is the second top trending item by volume in the UK.

## Ranked by volume of searches:

○ Indicates similarities between the US and UK.



romper ○

jumpsuit ○

two-piece dress ○

playsuit ○



jumpsuit ○

co-ord

playsuit ○

two-piece dress ○

romper ○





Deep Dive

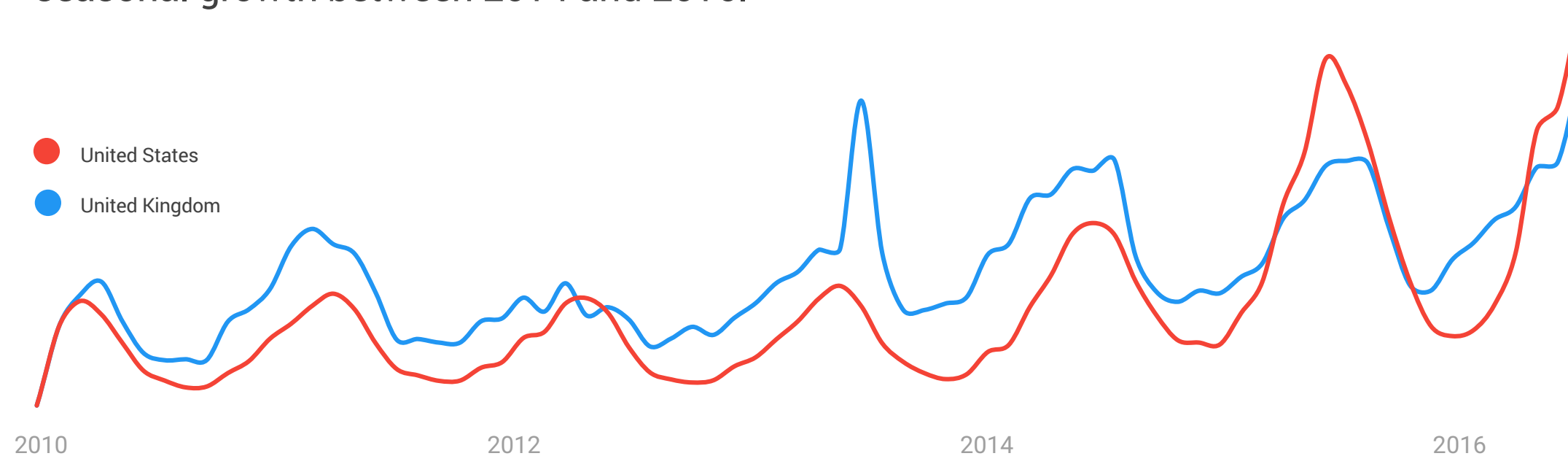
# romper/ playsuit



# romper/playsuit

While British consumers led the romper/playsuit trend in 2013, Americans embraced it two years later in a much bigger way.

In the US, interest in the romper/playsuit has seen steady seasonal growth between 2014 and 2016.





# Top Attributes: US vs. UK.

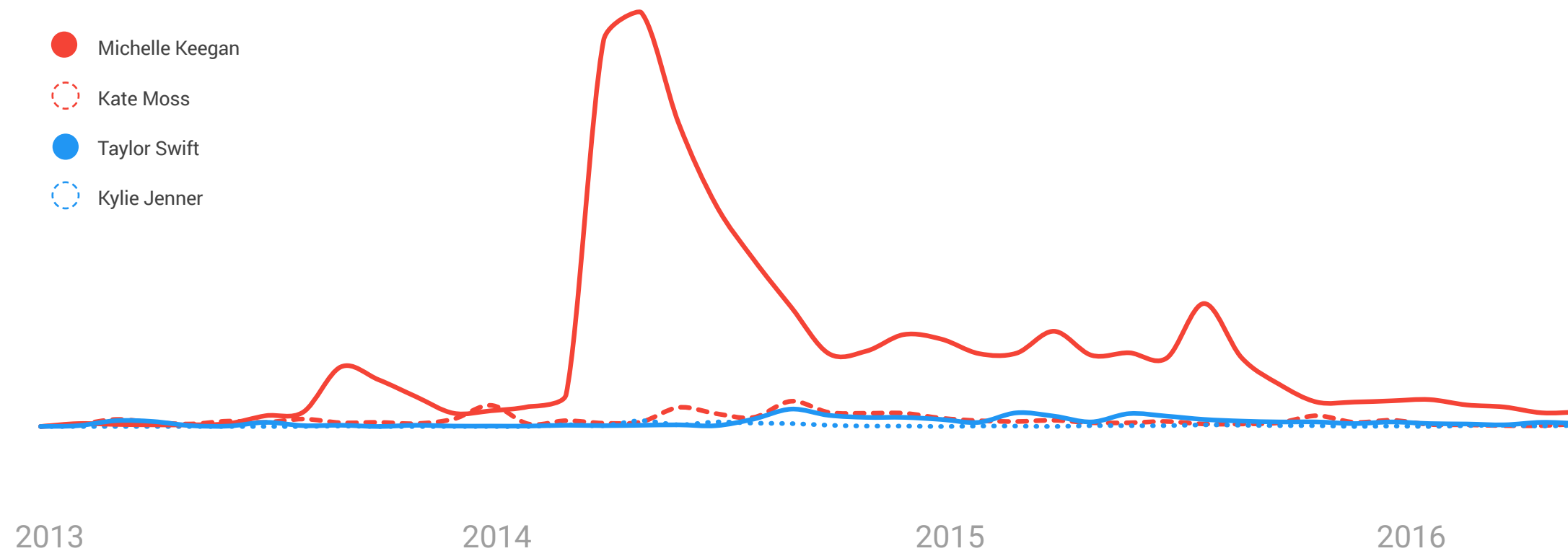
According to search behaviour, the romper is a look that can be sexy or cute, fancy or casual, for winter or summer. No matter the event, age or gender – there’s a romper that will fit your needs.

plus size	long sleeve	cute	summer
women	strapless	sexy	beach
baby	plunge	dressy	festival
maternity	bodycon	casual	wedding
toddler	bardot	formal	party
tall	wrap	fancy	spring
kids	cut out		holiday
adult	fitted		
petite	sleeveless		
men’s	spaghetti strap		
teens	harem		



# Top Celebrity Associations (UK)

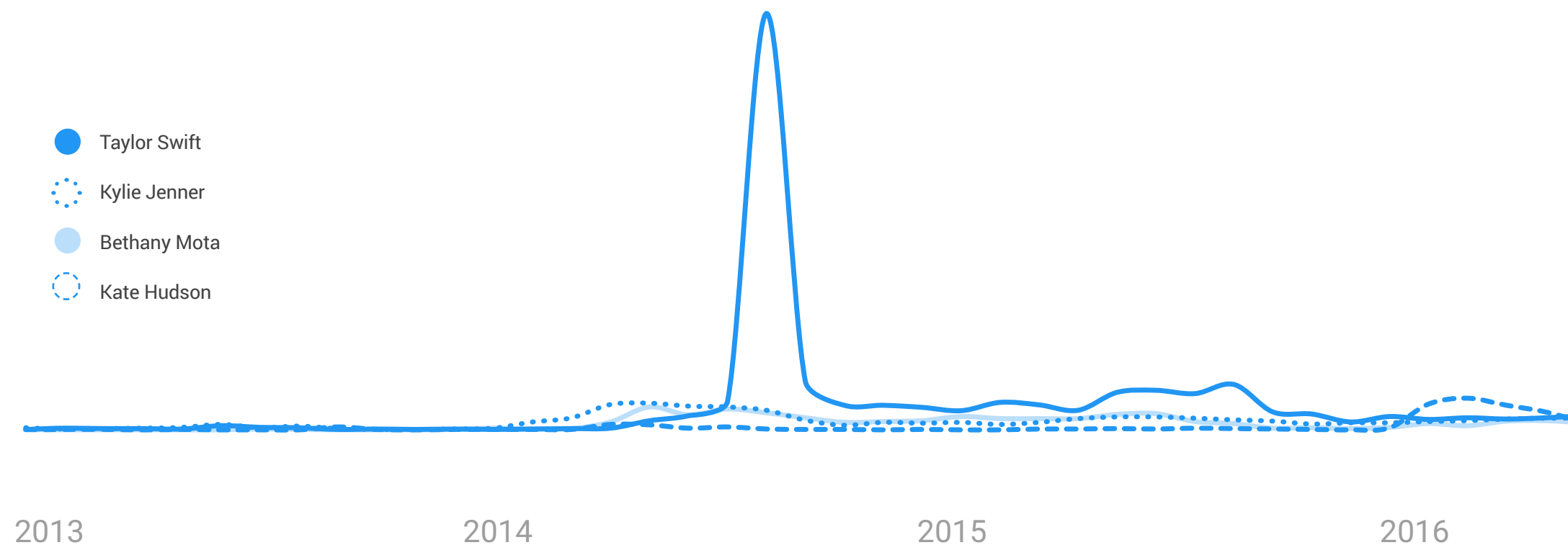
Michelle Keegan is owning the playsuit look in the UK. While first associated with this trend in 2013, she was most searched along with the fashion item in 2014. Although search association has declined since then, Michelle Keegan continues to own this trend in the UK.





# Top Celebrity Associations (US) 🇺🇸

Taylor Swift turned heads with her 2014 romper look, but has lost traction since. Now she shares the title with other top celebrities such as Kylie Jenner, YouTube star Bethany Mota and Kate Hudson for association with this trend in the US.



# Top Colours

There is growth among all top colours for rompers/playsuits in both markets. While olive and green are the highest-growing associated colours in the US, grey and nude are the top-growing colours in the UK.



○ white	44%
● black	53%
● blue	56%
● red	43%
● pink	56%
● green	116%
● navy	68%
● yellow	55%
● olive	328%
● purple	91%



● black	63%
○ white	40%
● khaki	62%
● red	72%
● blue	50%
● navy	97%
● green	65%
● pink	53%
● grey	279%
● nude	130%





# Top Patterns

Embroidery is bigger in the US than UK, but embellishments and stripes are top-growing patterns in both markets. Gingham and pinstripe are different iterations of stripes that are seeing big growth in the UK only.



floral	+31%
tie dye	+28%
pattern	+29%
striped	+65%
print	+32%
polka dot	-4.3%
paisley	+3%
embellished	+118%
embroidered	+174%
leopard	0%



floral	+16%
gingham	+965%
striped	+259%
embellished	+154%
pattern	+79%
tie dye	+44%
paisley	+13%
print	-33%
pinstripe	+155%
leopard	-33%



# Top Fabrics

Both markets are showing stronger growth in search interest for rompers/playsuits that come in fancier materials such as sequin, satin, velvet and silk.



lace	+48%
denim	+45%
sequin	+79%
crochet	-12%
chambray	+31%
silk	+73%
cotton	+50%
velvet	+143%
jersey	+59%
knit	+99%



lace	+47%
denim	+83%
sequin	+216%
crochet	+15%
silk	+128%
satin	+133%
jersey	+59%
velvet	+49%
mesh	+89%
chiffon	-16%



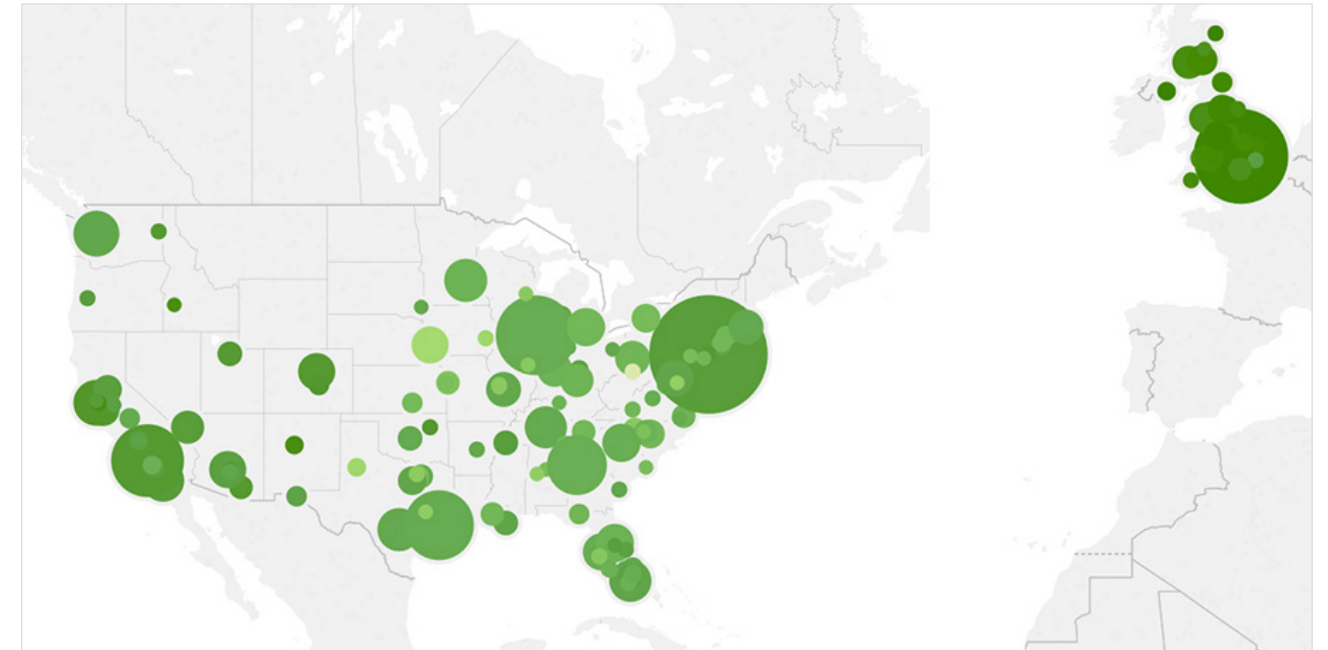


# Search Interest by City

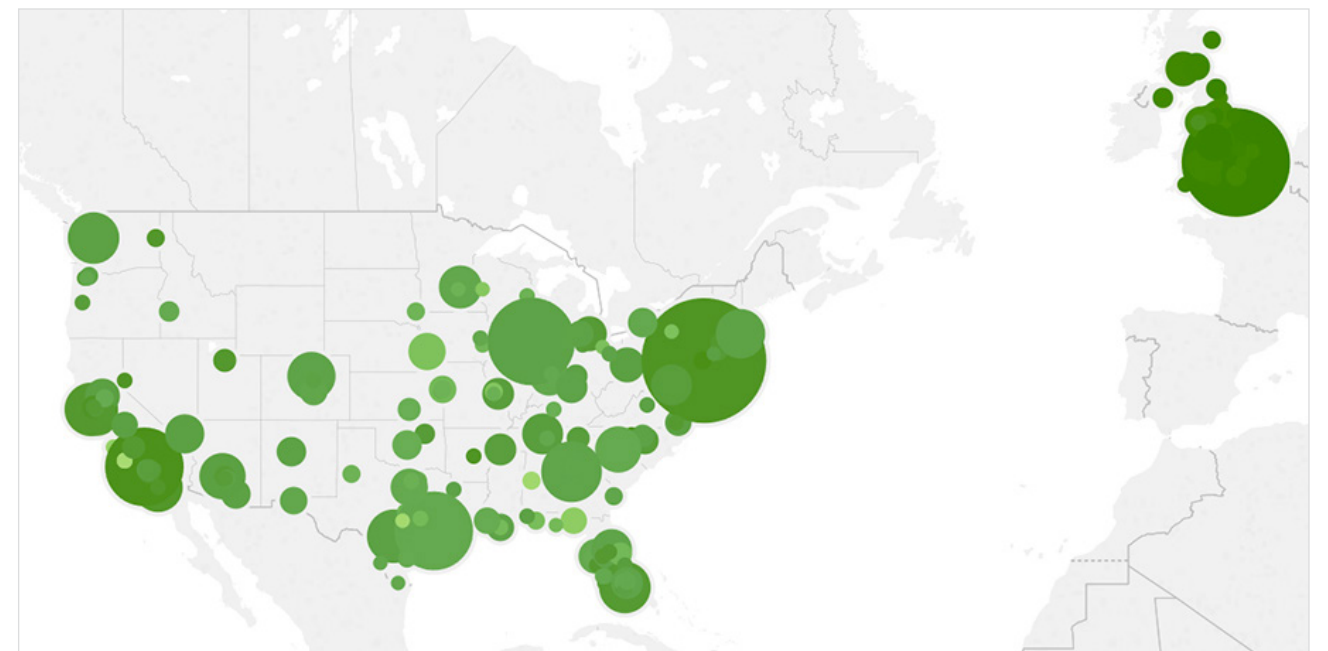
As a sustained seasonal trend in the US, the playsuit/romper was already seeing high search interest in cities such as Omaha, Iowa City and Lubbock by May 2015.

By May 2016, rompers and playsuits have become more of a mainstream item. Search interest rates are lower in specific markets because cities are increasingly searching for the look but at a more equal level of intensity. Hence, the size of circles are bigger while the colours are more uniform.

Size of circle represents search volume;  
brightness of colour indicates a higher index.



May 2015



May 2016

# Style That's Ready to Go

Full outfits have become a wardrobe staple, with rompers being the top volume trend in the US. Between the holidays, festivals and weddings, there isn't much time (or energy) left to match an outfit. Consumers want to take the fuss out of fashion, while still looking their very best.

Their “best” comes in many variations. From top to bottom, consumers are looking for rompers and playsuits of different silhouettes and styles. Interest for rompers/playsuits in dressy materials such as silk, satin, velvet and sequins is growing, while top search associations include “wedding”, “formal” and “fancy”. Consumers are giving their nod of approval for rompers and playsuits as formal attire.

Similar to the other trends, consumers of all ages, sizes and genders are embracing the “ready to go” trend, too.

**Consumers are looking for easy options that come with many styles to choose from. Whether it's innovation in product or content strategies that enable easy co-ordination of outfits, consumers are seeking full solutions for everyday living – both casual and formal.**





# Common Behaviours Across Themes

## **Children are dressing like grown-ups, and vice versa.**

The top trending items are being searched along all ages, from “infant” to “adult”. Similarly, searches indicate that the top trending items are also beginning to blur the lines of size and gender. Items such as the bomber jacket, off-shoulder tops/dresses and rompers/playsuits are being adapted to work for everyone.

## **Consumers are searching for items by occasion or activity.**

Whether it’s a romper for a festival, an off-the-shoulder bikini for the beach or a lightweight floral bomber jacket for the springtime – occasions are driving searches for the top-trending items.

## **Top trends are being adapted to fit consumer needs.**

Search behaviour across the top trends indicate demand for variety in silhouettes – from cropped to longline bomber jackets, tunic to bodycon off-the-shoulder dresses, and fitted to harem rompers. One style does not fit all.

**While the trends may span different lifestyles or moods, consumers are showing common behaviours across the different themes. There is new opportunity for brands to identify top trends and adapt them for any age, gender, size, format and occasion.**



## **Part 1**

Top Risers  
and Decliners

## **Part 2**

a Spotlight on  
Top Trending  
Themes

## **Part 3**

an Extensive List  
of the Top Volume  
Fashion Trends



US Bottoms



# Query

# Index

# Growth

trousers	100	129
palazzo pants	81	-20
jeans	77	43
shorts	76	27
maxi skirt	75	-14
ripped jeans	63	141
boyfriend jeans	61	-10
high-waisted shorts	60	-20
khaki pants	53	15
tulle skirt	48	-5
culottes	48	-3
high-waisted jeans	47	4
pencil skirt	47	-2
skirts	41	-3
cargo pants	39	19
cargo shorts	38	19
harem pants	37	-14
skirt	37	35



# Query

# Index

# Growth

booty shorts

34

-4

biker jeans

33

162

mum jeans

32

56

maxi skirts

32

-31

board shorts

31

3

short

31

42

midi skirt

31

-11

short shorts

28

-3

distressed jeans

27

60

bermuda shorts

26

19

linen trousers

25

18

poodle skirt

24

35

denim skirt

23

15

jean shorts

23

31

blue jeans

22

17

skinny jeans

22

24

skater skirt

21

-40

parachute pants

20

5

# Query

# Index

# Growth

capri pants

20

30

jeans for women

19

15

jeans for men

18

51

white jeans

18

15

gaucho pants

18

-8

khaki shorts

18

31

wide leg trousers

18

51

pleated skirt

17

33

a-line skirt

16

21

mini skirt

15

15

long skirts

15

-1

black jeans

15

56

black ripped jeans

14

215



UK Bottoms



# Query

# Index

# Growth

ripped jeans	100	104
jeans	78	9
culottes	77	45
maxi skirt	67	26
mum jeans	66	111
boyfriend jeans	65	39
midi skirt	64	62
men's shorts	59	32
men's jeans	54	23
shorts	54	15
skirts	54	37
high-waisted jeans	51	-5
culotte jumpsuit	49	300
pencil skirt	47	15
denim skirt	44	18
tulle skirt	44	76
harem pants	40	-8
high-waisted shorts	40	26



# Query

# Index

# Growth

trousers	39	0
work trousers	39	27
palazzo pants	36	-24
denim shorts	35	32
wide-leg trousers	35	40
cigarette trousers	33	33
leather skirt	30	44
waterproof trousers	29	39
maxi skirts	29	9
linen trousers	29	-5
pleated skirt	28	93
skater skirt	27	14
a-line skirt	27	43
maternity jeans	27	34
cargo shorts	26	45
white jeans	26	-34
short prom dresses	25	0
men's ripped jeans	25	205

# Query

# Index

# Growth

skinny jeans

24

5

short wedding dresses

23

28

black jeans

23

18

leather trousers

21

21

men's swimming shorts

21

23

jeans for men

21

16

black ripped jeans

21

117

high-waisted trousers

21

32

trousers

21

3

cargo trousers

20

11

combat trousers

20

10

walking trousers

19

26

mini skirt

18

25



# US Tops



# Query

# Index

# Growth

polo	100	12.6
custom t-shirts	38	7.1
polo shirts	35	36.9
shirts	34	132.4
t-shirt dress	31	75.8
sweatshirt	29	530.1
t-shirt design	24	-8.1
t-shirt	22	43.9
cardigan	19	14.1
custom shirts	19	8.5
t-shirt printing	18	6.2
tie dye shirts	14	-17.6
hawaiian shirts	12	16.6
blouse	11	22.1
sweater	11	35.7
make your own shirt	10	-4.3
funny t-shirts	9	-3.5
flannel shirts	9	-7.9



# Query

# Index

# Growth

plaid shirts	9	15.2
chambray shirt	8	6.3
kimono cardigan	7	78.8
men's dress shirts	7	14.1
denim shirt	7	-15.2
cardigans	6	-12.0
tuxedo shirt	6	19.4
dashiki shirt	5	160.3
sweatshirt dress	5	665.8
cardigans for women	5	127.6
men's shirts	5	31.8
vintage t-shirts	5	36.2
white t-shirt	5	20.7
blouses	5	17.8
long-sleeve shirts	5	126.5
cool shirts	4	32.4
denim shirt dress	4	-7.3

UK Tops





# Query

# Index

# Growth

shirt dress	68	69
tankini	37	23
t-shirt printing	36	5
polo	25	1
hoodies	23	23
polo shirts	23	8
men's shirts	22	6
t-shirts	19	-6
cardigan	17	13
t-shirt dress	16	54
t-shirt	16	16
sweatshirt	15	192
shirts	15	15
denim shirt dress	13	50
hawaiian shirts	13	33
denim shirt	12	16
men's hoodies	10	39
white shirt dress	10	69

# Query

# Index

# Growth

blouse	10	39
tank top	10	11
shirt dresses uk	9	561
personalised t-shirts	9	1
sweatshirts	8	23
black shirt dress	8	92
shirts for men	8	-4
white blouse	8	48
white shirt	8	32
blouses	8	8
cardigans for women	7	70
men's polo shirts	7	19
men's t-shirts	7	-21
black cardigan	6	14
long cardigan	6	31
shirt dress uk	6	22
long shirt dress	6	62
white t-shirt	6	13



# Query

# Index

# Growth

t-shirt design

6

-8

hoodies for men

6

22

hoodies for women

6

34

maxi shirt dress

5

25

t-shirt printing

5

15

flannel shirts

5

-2

t-shirt printing uk

5

-32

design your own t-shirt

5

12

maternity tankini

5

17

short-sleeve shirts

5

24

black shirt

5

35

custom t-shirts

5

-3

men's cardigans

5

16

# US Outerwear





# Query

# Index

# Growth

blazers	100	100
bomber jacket	77	518
leather jackets	22	34
trench coat	18	26
denim jacket	14	61
jean jacket	12	45
bomber jacket men	10	330
windbreaker jacket	9	101
parka	8	8
leather jackets for women	8	51
blazers for women	8	36
rain jacket	8	61
raincoat	6	43
spring jackets	6	3
black leather jacket	5	70
bomber jacket women	5	159
waterproof jacket	5	361
anorak jacket	5	33

# Query

# Index

# Growth

blazers for men	5	19
faux leather jacket	5	107
red jacket	5	-8
white blazer	5	-2
varsity jackets	5	21
windbreaker jackets	5	111
pink bomber jacket	4	inf
sport coat	4	23
camo jacket	4	178
cape blazer	4	37
jackets for men	4	36
smoking jacket	4	18
black bomber jacket	3	299
bolero jacket	3	30
trench coat women	3	84
women's rain jacket	3	101
flight jacket	3	66
green jacket	3	56



# Query

# Index

# Growth

military jacket

3

25

suit jacket

3

71

waistcoat

3

11

rain jackets

3

11

souvenir jacket

3

inf

sports coat

3

23

sports jacket

3

28

trench coat men

3

22

utility jacket

3

47

yellow blazer

3

-18

# UK Outerwear





# Query

# Index

# Growth

bomber jacket	100	221
leather jackets	30	12
denim jacket	25	29
trench coat	24	11
bomber jacket women	21	72
men's jackets	20	45
coats	18	49
bomber jacket men	16	191
jackets	14	22
leather jacket	14	12
jackets for women	14	62
black bomber jacket	13	130
khaki bomber jacket	13	151
duster coat	13	-1
men's blazers	12	5
tweed jacket	12	6
leather jackets for women	12	28
men's leather jackets	12	10

# Query

# Index

# Growth

camo jacket	12	463
women's bomber jacket	11	100
camel coat	11	10
blazer	11	12
waterproof jacket	11	330
pink bomber jacket	10	inf
waistcoat	9	-5
ladies jackets	9	29
men's coats	9	62
sleeveless jacket	9	0
summer jackets	8	13
oversized denim jacket	8	79
girls coats	8	111
green bomber jacket	8	175
puffer jacket	8	241
jackets for men	8	39
camouflage jacket	8	439
leather jackets for men	7	24



# Query

# Index

# Growth

black denim jacket	7	98
coats and jackets	7	281
quilted jacket	7	59
blazer dress	7	264
trench coat women	7	37
parka coats	7	30
white blazer	7	6
ladies bomber jacket	6	284
bomber jacket men's	6	922
ladies coats	6	89
suede jacket	6	123
waterfall jacket	6	30
bolero jacket	6	44

# US Dresses & One pieces





# Query

# Index

# Growth

prom dresses	100	-1
wedding dresses	62.2	20
maxi dresses	24.6	5
bridesmaid dresses	22.3	2
plus size dresses	19.5	0
mother-of-the-bride dresses	17.6	24
cocktail dresses	15	13
maternity dresses	13.8	28
romper	12.9	53
formal dresses	12.6	11
white dress	12.1	62
summer dresses	12	-11
flower girl dresses	10.5	5
t-shirt dress	7.5	76
black dress	7.1	80
little black dress	6.7	11
red dress	6.3	-8
sundresses	6.3	-7

# Query

# Index

# Growth

beach wedding dresses	6.2	36
plus-size prom dresses	6.2	19
black prom dresses	5.5	72
bodycon dress	5.4	44
overalls	5.4	29
white maxi dress	5	31
jumpsuits for women	4.9	60
two-piece prom dresses	4.9	41
homecoming dresses	4.8	14
jumpsuit	4.8	49
sexy dresses	4.8	1
plus-size maxi dresses	4.7	25
red prom dresses	4.7	27
cute dresses	4.5	10
spring dresses	4.5	29
denim dress	4.4	61
short prom dresses	4.4	-1
black dresses	4.3	10



# Query

# Index

# Growth

white lace dress

4.3

35

evening dresses

4.2

-4

white dresses for women

4.2

156

boho dresses

4.1

152

two-piece dresses

4

65

white jumpsuit

4

32

semi-formal dresses

3.9

28

skater dress

3.9

8

vintage dresses

3.9

16

lace dress

3.8

16

vintage wedding dresses

3.7

18

yellow dress

3.6

25

# UK Dresses & One pieces



# Query

# Index

# Growth

dresses	100	9
prom dresses	90	2
wedding dresses	85	-2
bridesmaid dresses	58	22
maxi dresses	47	2
wedding guest dresses	41	54
mother-of-the-bride dresses	28	36
summer dresses	27	3
evening dresses	26	-3
dress	25	-13
prom dresses uk	25	-30
shirt dress	24	69
occasion dresses	23	29
fancy dress	23	-20
jumpsuits	22	2
party dresses	22	13
jumpsuit	19	89
maxi dress	18	9



# Query

# Index

# Growth

prom dress	18	20
skater dress	17	39
black dress	16	117
cocktail dresses	16	10
white dress	16	67
bodycon dress	15	34
denim dress	15	67
maternity dresses	14	28
playsuits	14	14
flower girl dresses	14	30
midi dress	14	24
red dress	13	60
going-out dresses	13	27
little black dress	13	37
playsuit	12	54
prom dresses 2016	11	inf
80s fancy dress	11	16
bandage dress	9	33

# Query

# Index

# Growth

vintage dresses

8

27

black jumpsuit

8

51

diy dress

8

108

petite maxi dresses

8

24

shift dress

8

15

petite dresses

8

21

shirt dresses

8

153

girls dresses

7

32

ladies dresses

7

15

bardot dress

7

162

culotte jumpsuit

7

300

pinafore dress

7

159

formal dresses

7

2

black dresses

7

8

# Contacts



Torrence Boone

VP, Global Agency Sales & Services



Olivier Zimmer

Trends Data Scientist



Yarden Horwitz

Trends Brand Strategist



Arielle Ehnevid

Sr. Analytical Consultant, Branding, UK



Claire O'Brien

Analytical Consultant,  
Luxury + Beauty, UK



Guillaume Cieutat

Sr. Analytical Consultant, Luxury, US



# Thank You

Kewei Cai

Sr. Analytical Consultant, Google

Dain Van Schoyck

Think with Google, Creative Lead

Alli Mooney

Think with Google, Trends Editor

Julia Wacławiczek

Sr. Analytical Consultant, Google

Colm O'Grada

Data Scientist, Google

Ed Westberg

Data Scientist, Google

Stefanie Schutzbank

Research Manager, Google

Alex Scott

Quantitative Manager, Google

Georg M. Goerg

Statistician, Google

Yijia Feng

Quantitative Analyst, Google

Jessica Schisano

Luxury Fashion Account Executive, Google

Ellen Sideri

CEO, Founder, ESP Trendlab

think with Google™

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