



Fashion Trends for Spring 2015 as Told by Google Data

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Consumers turn to Google Search in the moments that matter when it comes to fashion, giving us a glimpse into the latest up-and-coming trends for spring. By looking at search demand patterns, geographic data, and co-search behavior, we can see what trends are top of mind this season.

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Spring fashion season is upon us. As the snow melts and the temperatures start to rise, we're swapping out our winter coats and earmuffs for cardigans and light scarves. In addition to pulling out our old favorites, we're looking to find the latest trends for the style season ahead. Naturally, people are turning to Google Search in the moments that matter when it comes to their wardrobe this spring. Here we look at Google Search data to identify and curate the up-and-coming fashion trends for the spring season.

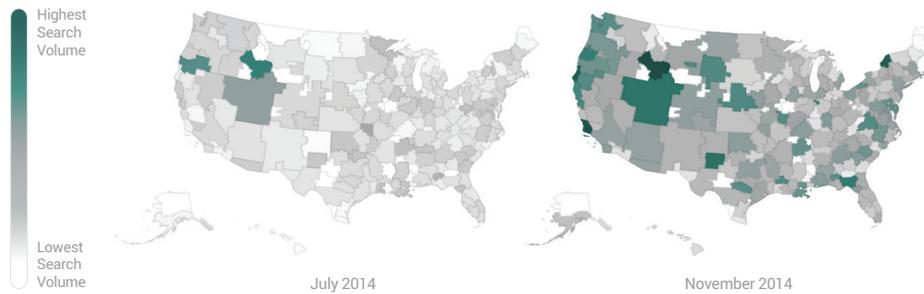
By categorizing past apparel-related queries based on similar search-demand patterns, we were able to distinguish between the trends to watch and the trends to forget. And by looking at geographic data along with co-search behavior (such as words and phrases being searched alongside a particular fashion), we can get consumer insights into fashions that will be hot this season. Below are three up-and-coming fashion trends for spring 2015.

Tulle skirts spread in popularity

Who says you need to be a ballerina to wear a tulle skirt? According to trending Google apparel searches, tulle skirts are growing in popularity just in time for spring fashion, up 34% from January 2014 to January 2015.

Originating on the West Coast, the tulle skirt trend is making its way across the U.S. according to Google searches. Consumers are seeking this skirt in all colors of the rainbow (and even *in* rainbow), but the most popular colors are the classics: black and white.

Search Interest by Geography



Source: Google Internal Data, July 2014 versus November 2014, United States.

Consumers aren't interested only in *buying* tulle skirts, either. Top searches indicate that a majority are feeling inspired to get crafty and make their own. Armed with more than 20,000 tulle skirt tutorial videos on YouTube, we can understand why.

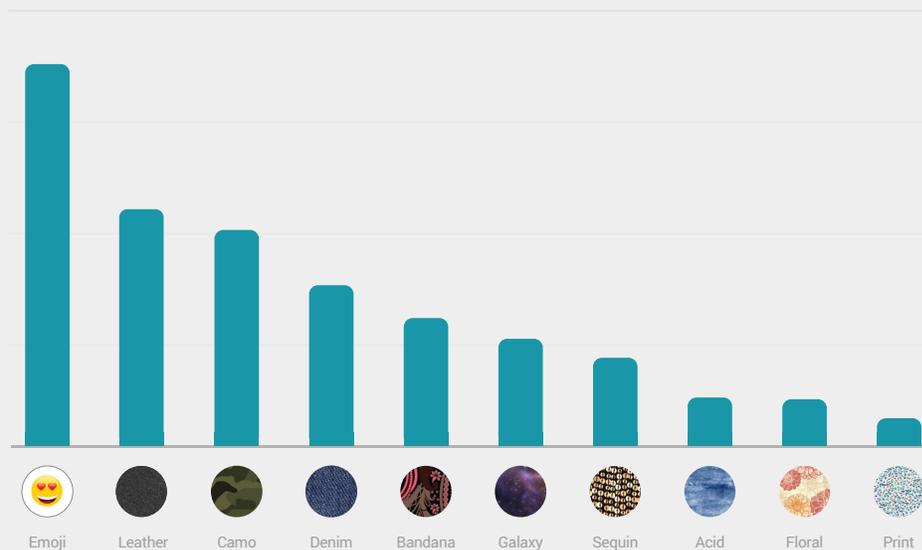
Jogger pants see mass appeal

While tulle skirts may not be for everyone, jogger pants are a trend that just about anyone can get excited about. We're seeing top searches for jogger pants for men, women, boys, girls, and even toddlers, indicating mass appeal for this apparel item.

Looking at the terms often searched in conjunction with jogger pants (such as men's, women's, brand names, and styles), it seems that consumers are already well-versed in jogger pants and are turning to Google Search to learn more about them by searching which brands offer the best selection and deals.

In looking at the particular styles of jogger pants searched, we see that people are willing to step out of their comfort zone on this trend. The most-searched style? Emoji jogger pants.

Top Styles Co-Searches With Jogger Pants

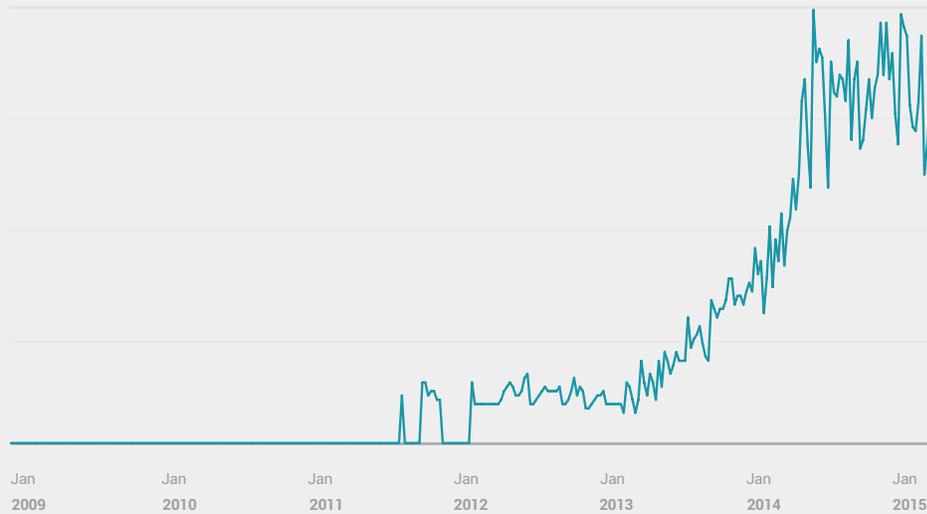


Source: Google Internal Data, Indexed Search Query Volume.

Midi skirts catch on with a little inspiration needed

Not quite a maxi skirt, and definitely not a mini skirt, the midi skirt is a revived trend from the 1960s. Recently brought back in the U.K. in 2013, the trend is making its way back to the U.S. While lower in search volume than tulle skirts or jogger pants, the midi skirt has seen 9X growth in searches over the past three years—and is still in its early stages of growth within the U.S. market.

Search Interest Over Time for Midi Skirts



Source: Google Internal Data, Indexed Search Query Volume, January 2009–January 2015.

Top searches about midi skirts, such as “how to wear” and “outfits,” demonstrate a lack of education on how to incorporate the trend. Consumers are turning to Google Search for advice and inspiration on styling a midi skirt as part of their daily outfit.

Because the trend has been growing in the U.K. over the past couple of years, there are already so many variations of silhouettes and styles displayed on the internet. Top silhouettes include pleated, pencil, A-line, high-waisted, skater, circle, and flared, to name a few. With such an overwhelming list of styles, it’s no wonder consumers are seeking tips on how best to pull them off.

Interested in learning more about fashion trends based on Google Search data? Check out our [Spring 2015 U.S. Fashion Trends Report](#).



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