High-summer sunshine trends see surging searches says Stylight

By Sandra Halliday - May 11, 2022

In the first summer season that could justifiably be described as 'post-pandemic', consumers appear to be embracing sunshine trends with the latest report from Stylight showing some key directions.

The fashion search engine said orange is a major colour trend and has seen a 19% rise in clicks. That's being driven by celebs and influencers — such as supermodel Winnie Harlow being spotted in head-to-toe tangerine as she launched CaySkin at Sephora. But orange is also being used as a 'pop' colour to add a summer edge via accessories to more toned down looks.

And some consumers are also choosing a subtler colour story with brown trending as well. The company has seen a 99% increase in traffic for brown items.

Platform — and also flat platform — sandals are trending too with 16% higher clicks on the site and 46% higher search interest on Google. Among the trendsetters here is actress Simone Ashley, from the successful second season of Bridgerton, who's been seen wearing the look. And the platform trend has also been underlined by other search engines with the latest Lyst Report referencing it as a key shoe direction.
The platform trend links to a more general fondness for higher heels that has been reported by a number of footwear specialists – such as Kurt Geiger – in recent months.

With that in mind, Stylight said plateau high heels have seen a massive 3,100% increase in traffic on the site. They come with a platform to add further to the height, as well as chunky or fine heels.

On the accessories front, raffia crochet bags are continuing their moment in the sun and strengthening their hold on summer shopping lists. They include the pink Cleo bag by Prada carried by German influencer Veronika Heilbrunner that has seen a 128% rise in search interest on Google and 112% increase in traffic on Stylight.

Meanwhile for clothing, neckholder tops — 2022’s take on the classic halter top — have seen a 65% rise in traffic with styles that criss-cross across the chest proving popular. This could be linked both to the widely discussed resurgence of holiday bookings this year, but also the return to event dressing as consumers seek something different for their wardrobes with social life almost back to normal.

Woven or knitted/crochet sets are also on many wishlists for summer with a 33% rise in search interest on Google. This is a pure high-summer trend that almost morphs into beachwear. And it’s no surprise that some other trends are developing that work well with the look.

For instance, zebra and tiger prints have been spotted on a number of celebrities during the reborn festival season and Google has seen a 33% rise in search interest, with Stylight calling this one of the “must-have” print stories of the season.

Nineties beaded necklaces also work well with the woven or knitted sets and print pieces. With the return of the 90s and Y2K trends Stylight has seen beaded necklaces become more popular over the last year. For summer it’s seeing necklaces with micro-beads, often in neon colours like the one worn by Gigi Hadid. It’s seen a 41% increase in traffic on the site.

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