

STITCH FIX



STYLE FORECAST

2024



It was a big year for dressing up, from stylish TV and movie premieres—hi, Barbie!—to the collision of Taylor Swift’s and Beyoncé’s world tours. These moments provided reasons to get together, have fun and break free from the confines of sweatpants. However, with more events and social gatherings comes the inevitable challenge of making decisions about what to wear.

Enter Stitch Fix.

By delving into the billions of data points at our fingertips from over 100 million Fixes, plus feedback from our clients, Stylists and trend experts, we’ve identified a common struggle faced by the majority of our clients: decision fatigue.

In response to this, we’re thrilled to present the **Stitch Fix 2024 Style Forecast**, which takes a closer look at what our clients are looking for and why—and highlights the key trends we’ll be seeing in 2024.

Our Stylists have crafted an easy-to-implement wardrobe-building technique that not only simplifies the process of trying new trends, but also empowers our clients to save time and get the most value out of their wardrobes (Girl Math, anyone?).

We’re so excited about the year ahead—here’s to 100 million more Fixes!

Methodology

Unless otherwise noted, all Stitch Fix sales and “Fix” request statistics refer to calendar year 2023 to date (from January 1, 2023 to November 20, 2023). Comparisons to the prior year refer to calendar year 2022 (from January 1, 2022 to November 27, 2022). Get the detailed methodology [here](#).



66% of our clients
say that **Stitch Fix**
helps them save time
deciding what to wear

09 YEAR IN REVIEW

The pop culture moments that influenced the ways we dressed in 2023

11 FINDINGS IN BRIEF

TL;DR: Standout themes that will have the biggest impact in 2024

13 COLOR OF THE YEAR

An unexpected shade Stylists think clients should invest in

15 WHAT WE'LL WEAR IN 2024

Seven key fashion trends that will define the next year

A LOOK BACK AT 2023 /

Clients said these **pop culture moments and figures** had the biggest impact on style



From top to bottom: photos by Jamie Schwaber/Sport, Vittorio Zunino Celotto/Entertainment, Kevin Winterf/Entertainment, Jon Kopaloff/Entertainment, Brad Smith/Sport, Dimitrios Kambouris/Entertainment via Getty Images

FINDINGS IN BRIEF

Stitch Fix data reveals **what** shoppers are looking for, **why** and **how** we can help them find it

Major cultural moments continue to provide reasons to dress up and break routine

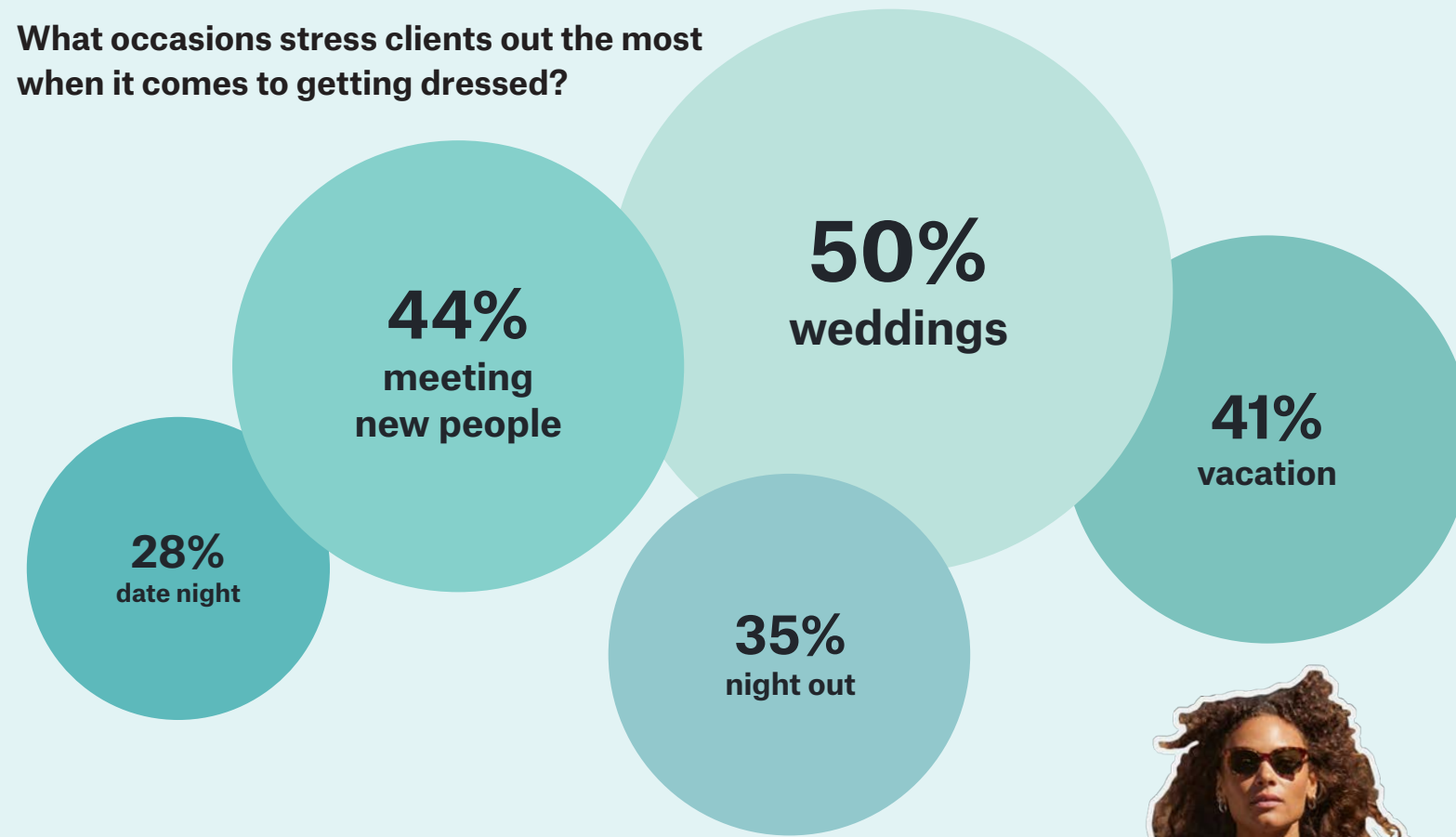
Fix Requests, or personal requests sent from clients to Stylists, rose nearly **300%** for Barbie-inspired styles, and **975%** for “quiet luxury” this year. **81%** of clients say that blockbusters, concerts and sporting events will continue to influence fashion trends in 2024—it is an Olympic year, after all—and **92%** of our Stylists agree.

But more places to go, people to see and things to do mean more decisions to make

Although clients clearly enjoy getting out of the house, more than half say they feel mentally overwhelmed or stressed when selecting clothing items to wear.



What occasions stress clients out the most when it comes to getting dressed?



Our Stylists have identified 7 key trends to make shopping and dressing easier

With so many “-cores” out there, it can be hard to keep up. Our Stylists have identified what to focus on next year, and developed an easy, wardrobe-building technique that will not only save clients time and energy getting dressed, but also money.

82% of Stylists say that **social media** has impacted client requests





STITCH FIX
COLOR OF THE YEAR
MATCHA

This fresh shade of green is a versatile-yet-unique addition to any wardrobe

"Channel your inner maximalist and style matcha with other shades of green for a look that will turn heads."

- Mika, Stitch Fix Stylist

Don't shy away from a full matcha monochrome look!

60% of Stitch Fix Stylists suggest pairing a **statement matcha piece** with neutrals

STITCH FIX / 13

THE TRENDS WE'LL SEE IN 2024 / Based on data and insights from our Stylists and clients

59% quiet luxury **book smart** maxi dresses **revival style** linen **modern utility** cargo details
wardrobe builders metallic **everyday vaycay** neutrals **texture play** matcha color **sporty-ish**





2024 TRENDS /

WARDROBE BUILDERS

Wardrobe Builders are **essential clothing items** that are versatile, timeless and can be mixed and matched for different occasions. Each piece should reflect a **person's unique style** and be relevant to their daily lives and needs.

88%

of clients say that this is the trend they're most likely to try in 2024



Requests for "solid" styles increased

100%

Women are requesting "timeless" pieces **80%** more than last year



2024 TRENDS / WARDROBE BUILDERS / STYLIST SPOTLIGHT

Stitch Fix Stylist, Jessica, shares **3 ways to style a button-down**



Stitch Fix Math:
1 item worn 3 different ways
= **3x more value**

21%
increase in requests
for button-downs

UNTUCKED

“When worn untucked, a crisp button-down achieves a polished-yet-casual vibe. Pair with the denim silhouette you feel most confident in, and complete the look with a chunky loafer—they’re always in style.”



TUCKED

“A tucked in button-down is a timeless look. For an office-ready ensemble, style with wide-leg denim and throw on a tie-waist trench coat, worn open to show off the rest of your ‘fit.’”



HALF-TUCK

“This trend-forward styling technique can take you seamlessly from day to night. Wear denim and your favorite sneakers during the day, then swap with heels when you’re ready for a night out.”



2024 TRENDS / WARDROBE BUILDERS / Clients and Stylists can't get enough of these 4 key staples

1 **KNITS** continue to climb in interest as a wardrobe staple for women's clients



2 **BASIC TOPS** are delivering the most satisfaction, meaning clients are keeping them more than any other style



3 **BLAZERS** are flying off the shelf, growing 25% year over year in sales



4 **STRAIGHTFORWARD DENIM** 49% of clients say they are most excited to wear straight-leg jeans





35%
of clients are
interested in trying
a **varsity jacket**

“Try experimenting with **plaid skirts**
and **trousers** that can easily be dressed
down with a graphic tee while still
maintaining a polished, preppy look.”

- Stephanie, Stitch Fix Stylist



46% of clients say they are interested in
having **loafers** in their wardrobe next year



2024 TRENDS /

BOOK SMART

This grown-up take on preppy styles
incorporates academia-inspired elements

55%

of clients say they are most
interested in incorporating
plaid styles in 2024

Stylists say it will be the most
important pattern for clients



Oversized
blazers



2024 TRENDS /

EVERYDAY VAYCAY

Effortless vacation vibes cross into the everyday in this evolution of the "Europecore" trend

62%

of Stylists see **wide-leg pants** being the most popular silhouette



We saw more than 77,000 searches for "maxi dresses"

60%

of Stylists say that women's clients are prioritizing **linen** for their vacation wardrobes

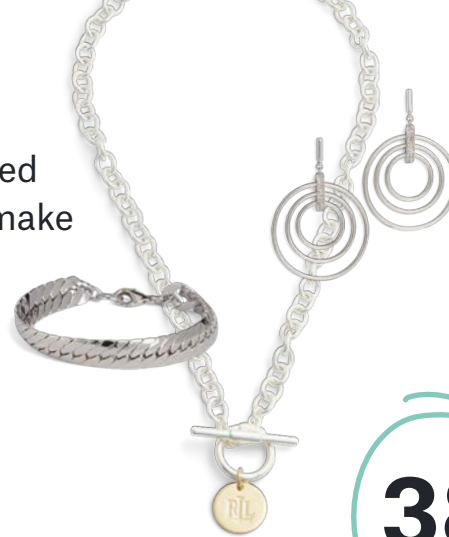


52% of clients say they incorporate their **vacation wardrobe** into their everyday wardrobe, with the majority traveling to seaside or coastal destinations

Maxi denim skirts are high in search results



Clients are most excited to see **silver jewelry** make a comeback in 2024



38%

of clients want **ballet flats** to "boomerang" back in style



2024 TRENDS /

REVIVAL STYLE

Inspired by nostalgic styles from the early 2000s, and modernized to feel relevant today

Requests for cargo styles are up **+256%**

"Whether you're after a more utilitarian, street-style approach or looking for an **elevated cargo pant** that can be dressed up, there's a style to match everyone's unique taste."

- Emiko, Stitch Fix Stylist

These are two pieces our clients are loving the most





2024 TRENDS /

TEXTURE PLAY

It's about unexpected ways to mix it up
with contrasting textures



19%

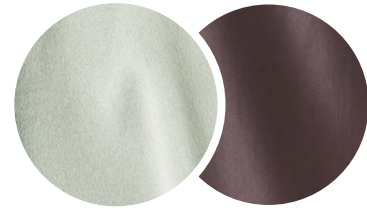
of clients are comfortable
wearing **sparkle** during
the day



30% of clients are excited to try
embroidery, and 27% are excited
to try **faux leather**. We say: Do both!

2024 TRENDS / TEXTURE PLAY / GUEST EDITOR /

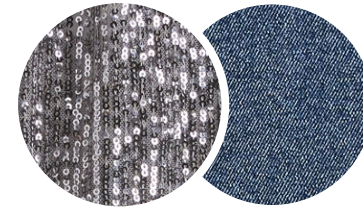
Tips from **Allison Bornstein** on how to add texture to your wardrobe in unexpected ways



SILK + LEATHER



“Start with a **soft silk** blouse or dress and add **hard leather** touches for edge and structure.”



SEQUINS + DENIM



“The easiest way to make a **glitzy piece** feel more casual is to pair it with **denim.**”



EMBROIDERY + METALLIC



“This look contrasts **‘boho’** and **‘glam’** in a way that feels unexpected and cool.”

@allisonbornstein6
Style Expert

“A great rule of thumb when styling a look is to use a method coined by Stitch Fix called the **‘Two Texture Technique.’**”

If an outfit feels like it’s missing something, ask yourself: do I have at least two textures present? It’s as easy as it sounds, and they can be subtle, too. The key is the contrast!”



2024 TRENDS /

MODERN UTILITY

The rugged-yet-sophisticated world traveler wearing earthy hues of sand, brown and green

32%

of men's clients want to try **utility jackets**, but feel unsure how to wear them.

(Spoiler alert: with everything!)

"Master this trend by trying Stitch Fix's **'3 Layer Rule'**: Start with a neutral tee as your base, add a lightweight sweater over that, then top with an earth-toned sport jacket for a polished finish."

- Christie, Stitch Fix Stylist



Our buy for men's linen increased

211%



Commuter pants have been one of our most successful & kept styles growing **670%** in sales



2024 TRENDS /

SPORTY-ISH

A sporty-meets-stylish trend that often incorporates golf, tennis or pickleball-inspired styles

15%
of clients
say that **golf**
will inspire
their style



POV: he looks the part, but is more about the 19th hole

“Level-up your look with **breathable polos and wrinkle-resistant chinos** that can have you ready for a business meeting on or off the golf course.”

- Ray, Stitch Fix Stylist

46%

of men’s clients say that **moisture-wicking fabric** is the performance quality most important to them

