# STITCH FIX

Rin



ear **straight-leg jeans** loafers **+63% slingback heels & flats** modern utility natcha monochrome neutral tops 60%

35%

faux leathe

+60% leat

35% bomber vacationcore leather skirts texture play high-rise ieans utility cargo book club cargo plaid styles 15% golf den

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sparkles & metallics

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revival stv

l **style** maxi dress

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

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

11

13

15

An unexpected shade Stylists think clients should invest in

WHAT WE'LL WEAR IN 2024 Seven key fashion trends that will define the next year

#### YEAR IN REVIEW

#### **FINDINGS IN BRIEF**

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

#### **COLOR OF THE YEAR**

# A LOOK BACK AT 2023 / Clients said these **pop culture moments and figures** had the biggest impact on style

MOST

INFLUENTIAL

MUSICAL EVENT:

**TAYLOR SWIFT:** 

THE ERAS TOUR

**78%** are serious Swifties, and said she had the year's most

stylish tour

FALL'S MOST-WANTED: WARDROBE **BUILDERS** 

88% said they're most likely to try this trend in 2024, building upon last year's Intentional Wardrobe

#### MOST ENVIABLE MEN'S STYLE: RYAN **REYNOLDS**

**44%** said they covet the celebrity's wardrobe

#### TIKTOK TREND OF THE YEAR: **QUIET LUXURY**

**59%** said that "stealth wealth" was their favorite, influenced, in part, by Succession

MOST INFLUENTIAL MALE ATHLETE: LEBRON JAMES

100

**25%** admire the NBA all-time scorer for his style

#### MOST **ENVIABLE** STYLE: **JENNIFER** LOPEZ

**35%** said the singer is the best-dressed celebrity

#### **MOVIE WITH** THE BIGGEST IMPACT: BARBIE

47% wanted to dress like Barbie, and were also inspired by her

### MOST INFLUENTIAL

FEMALE real-life counterpart, ATHLETE: Margot Robbie ALEX **MORGAN 30%** said they admire the FIFA Women's World Cup player for her style

From top to bottom: photos by Jamie Schwaberow/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.



### DECISION FATIGUE

[dih-sizh-uhn fuh-teeg] noun

The average adult is said to make about 35,000 decisions a day. Added up, so many small calculations can take a big mental and emotional toll

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

> 44% meeting new people

28% date night

#### **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.

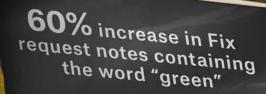


6 Stylists say that social meets has impacted client requests of Stylists say that **social media** 

#### 50% weddings







# STITCH FIX COLOR OF THE YEAR MATCHA

0

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

STATES OF STATES

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

revival style linen modern utility cargo details **book smart** maxi dresses metallic everyday vaycay wardrobe builders

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# neutrals textureplay matchacolor sporty-ish stal clas her dery cha color blid styles metallics ther skirts

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STITCH FIX / 15 S

2024 TRENDS / RARDROBE BUILDERS

Requests for "solid" styles increased 100%

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

> 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

#### **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."

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





increase in requests for button-downs

21%

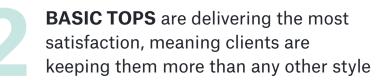
#### HALF-TUCK

"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

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



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





#### STRAIGHTFORWARD DENIM

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



interested in trying a **varsity jacket** 

# 2024 TRENDS / BOOK SNART

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



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

Stylists say it will be the most important pattern for clients



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





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



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



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



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

# 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



**38%** of clients want **ballet flats** to "boomerang" back in style





These are two pieces our clients are loving the most

# 2024 TRENDS / TEXTURE DLAY

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



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



@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!"



**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."

32%

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

(Spoiler alert: with everything!)

# 2024 TRENDS / MODERN UTILITY

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

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



"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

#### STITCH FIX / 33

Our buy for men's

linen increased

211%



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

SPORTALSH



polos and wrinkle-resistant chinos that can have you ready for a business meeting on or off the golf course."



of men's clients say that moisturewicking fabric is the performance quality most important to them

### MEET OUR **STYLISTS**

A few of our Stylists share the looks they are most looking forward to in 2024



MIKA Stylist since 2020

"I'm looking forward to the return of fringe—a great way to add movement to any outfit!"



**EMIKO** Stylist since 2015

"I'm loving all the minimal lines and silhouettes that are trending. They bring a sleek twist to statement dressing!"



**JESSICA** Stylist since 2019

"I hope the cargo pant trend sticks around for a long time! They're easy to dress up and down."



**RAY** Stylist since 2020

"I love the idea of investing in timeless, versatile pieces that I know I'll love for years to come."



**CHRISTIE** Stylist since 2018

"I'm excited about the modern monochromatic look for women's workwear—simple elegance."



**STEPHANIE** Stylist since 2020

"I'm most excited about denim on denim! It's classic without being too dressy or casual."

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