

STITCH FIX



STYLE FORECAST 2025

Our top trends, based on data and insights from our Stylists and clients

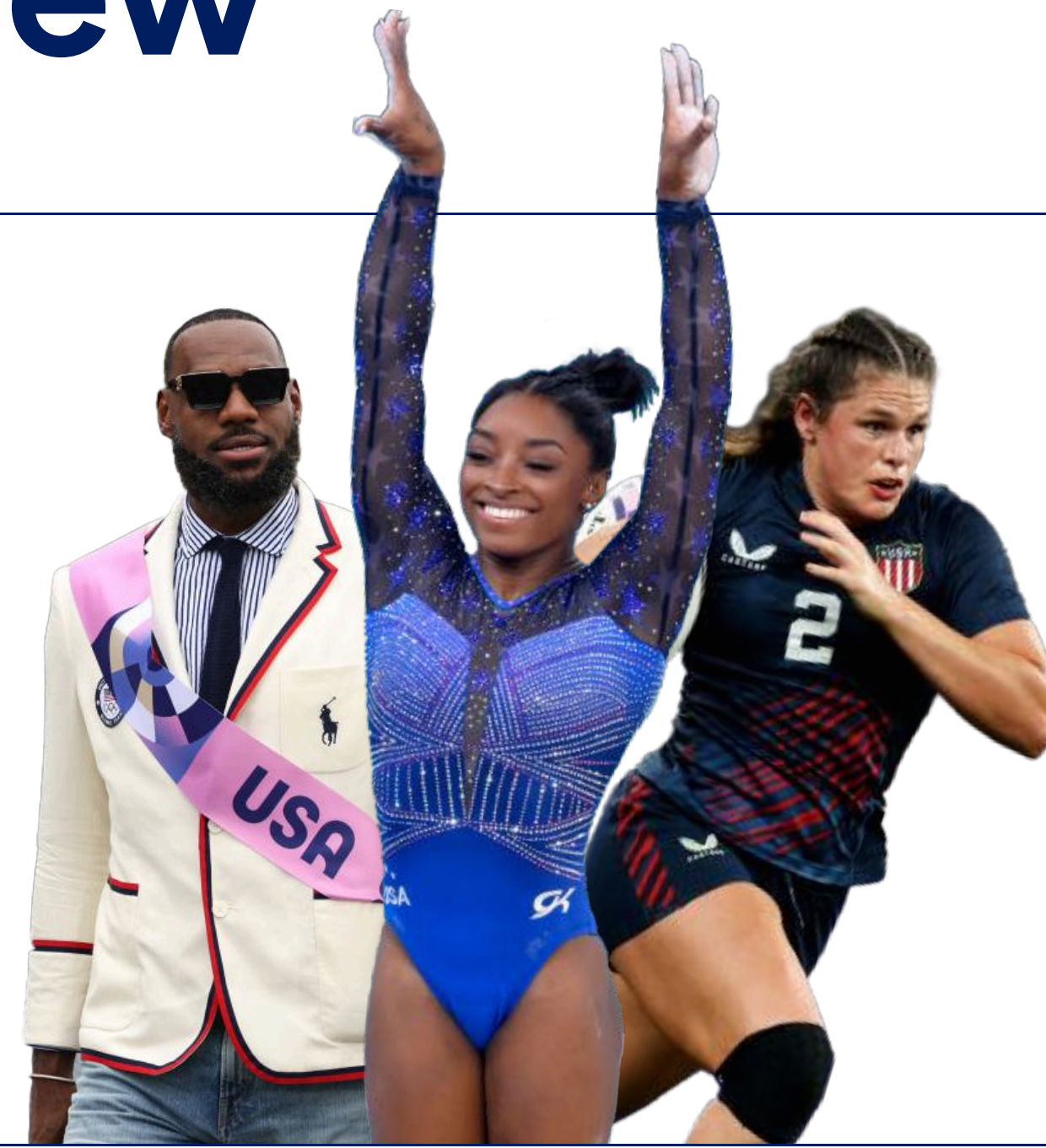
2024 Year in Review

To help us predict what our clients will love for 2025, we started by examining their 2024 obsessions



Le best

Our Stylists and clients named Emily in Paris as the show with the best overall style—trés chic!



Style gold

In the sport of style influencing, the Olympics were the champs with our clients



The Bridgerton effect

Dearest gentle reader, client requests for “coquette” style increased 100%—call it the Bridgerton effect

And the winner is...

When it comes to most-enviable on-screen style inspo, Emily Blunt, Anne Hathaway and Jennifer Aniston lead the pack.



Big time

We saw triple-digit growth in oversized sweaters + blazers



High-demand denim

With a 354% rise in sales, wide-leg denim was our highest selling and most requested silhouette



So demure

“Demure Fall” rose to the top for social media trends for 55% of our clients—very mindful, very stylish



In your Taylor era

'Cause she never goes out of style. Client requests mentioning Taylor Swift jumped by 60%

Unless otherwise noted, all Stitch Fix sales and “Fix” or “Client” requests statistics refer to calendar year 2024 to date (from January 1, 2024 to November 22, 2024). [Get the detailed methodology here.](#)

From top left, Gotham/GC Images, Quinn Rooney/Sport, Eileen Langsley/Popperfoto, Michael Steele/Sport, Marc Piasecki/GC Images, Michael Buckner/SXSW Conference & Festivals, Kevin Mazur/Entertainment, MEGA/GC Images via Getty Images

Color of the Year: Wisteria

Inspired by the delicate Wisteria flower, this beautiful range of purples has something for everyone.

“

Wisteria evokes an individuality that feels both luxurious and intriguing. Make a statement in a head-to-toe look, or add as a pop of color.”



-Michelle, Stylist since 2020

The perfect way to make classic shapes feel fresh



Purple reign

Over the last year, clients are purchasing a lot more purple:

+21%
in dresses

+70%
in blazers
+ coats

+53%
in denim

It's elevated night-out style for maximum confidence. We're making plans with luxe leather, strategic cut-outs and pops of animal print.

Corner Booth



Bold prints and unexpected silhouettes let you lean into that 'it girl' energy. I love to spice things up with pops of zebra, snake and leopard.”



-Landess, Stylist since 2020



400%+

Client searches for leopard + animal print increased over 400% from June to September 2024

KEY ITEM:
The going-out top

92% of our Stylists see this style—featuring embellishments, cut-outs or eye-catching fabrics—as their most exciting piece for 2025



AS SEEN ON YOU

Easy Street

It's all about a relaxed silhouette—and attitude. Think: slouchy tailoring, wide-leg pants and loosely woven knits.



94%

of Stylists predict that **wide-leg denim** will be the style clients are most excited to try in 2025



“

"Easy Street is defined by its relaxed styles, oversized shapes and that effortless slouch...so chic."



-Missy, Stylist since 2021



The secret to styling this trend? Our exclusive **1-2-1 Rule!** See the next spread for details.



AS SEEN ON YOU





An Easy Formula: The Stitch Fix “1-2-1” Rule

The key to a successfully styled Easy Street oversized look? "Balance volume with structure," says our Stylist, Dania.

The “how” behind that might be a little intimidating at first, so, with Dania’s help, we’ve created a simple formula to make relaxed dressing, well, easy.

It’s called the **1-2-1 RULE:**

1 PART FITTED

for a sleek foundation

2 PARTS SLOUCHY

to create that relaxed vibe

1 PART STRUCTURED

to punctuate the look with contrast



This simple rule makes nailing the oversized trend easy as...1-2-1”



-Dania, Stylist since 2020



EASY PIECE:

Oversized button-down

“Nothing beats a crisp, oversized button-down—it’s easy yet polished.”

-Dania

1 PART FITTED

A bodysuit makes the perfect fitted base.

2 PARTS SLOUCHY

Oversized button-down + wide-leg jeans.

Tip: Go for a lightweight denim for that drapery feel and tuck a shirt tail in to define the waist.

1 PART STRUCTURED

Leather or suede sneakers ground the look



EASY PIECE:

Wide-leg pants

“Wide-leg pants are a power move—they give unexpected confidence.”

-Dania

1 PART FITTED

A body-skimming top, worn tucked

2 PARTS SLOUCHY

Relaxed cargos + chunky pullover.

Tip: Drape the sweater over the shoulders to add texture

1 PART STRUCTURED

A lug-sole boot adds polish

Ranch Revival

Western inspo takes a sophisticated turn with more refined denim on denim, prairie-print florals and a country-in-the-city feel.

“

Nostalgic western prints and fabrics blend with modern silhouettes for sophisticated style.”



-Lorraine, Stylist since 2017



AS SEEN ON YOU



2X

Sales of western-inspired boots have more than doubled this fall



KEY DUO:
Feminine dresses + cowboy boots

82% of Stylists predict that this pairing will be a client fave

Flight

Polished and put together, this first-class take on travel-ready athleisure combines comfort with cool: Hybrid pants, bomber jackets, track sets and performance sneakers.



Club

“

Comfortable yet cool, it's the wardrobe upgrade you've been waiting for.”



-Victoria, Stylist since 2020

60%

of men's clients are into the **elevated athleisure** trend



KEY ITEM:
The Traveler Pant

Wrinkle resistant and high stretch, these versatile pants have **quadrupled in growth** over the past year



AS SEEN ON YOU

Equal parts rugged and refined, it's about new classics for true originals: denim, plaid, shackets and retro sneakers.

Modern Maverick



Timeless yet fresh, I love mismatched denim: Just mix contrasting washes or colors for pants and shirts."



-Mathew, Stylist since 2022



STYLING TIP:
The 3-Layer Rule

- + Classic tee
- + Button-up shirt
- + Utility jacket



KEY ITEM:
Straight-leg denim

Our best-selling men's style



80%

of our Stylists say our men's clients will gravitate towards **classic neutral sneakers** in 2025

