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# Y2K FASHION

THE ANATOMY  
OF A TREND

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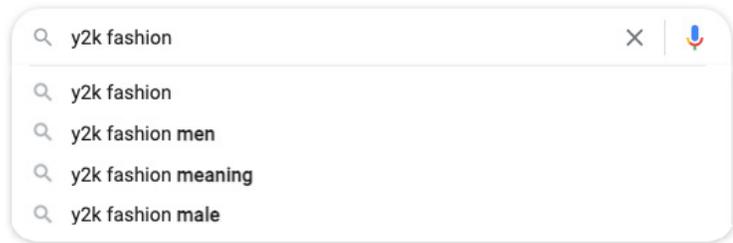
# THE ANATOMY OF A TREND

The Anatomy of a Trend connects the dots between cultural conversations and the data found within the Trendalytics platform as we follow the growth of a popular trend through its lifecycle. Starting with cultural context, a trend must coincide with cultural events that lay the foundation for its popularity. It must then generate search and social interest among influencers with highly engaged audiences and trend savvy consumers. This buzz will lead to market penetration as brands in every segment attempt to capitalize on the trend. Finally, the trend must exist within an ecosystem that extends its life and prevents consumers from tiring of it. This report illustrates the journey of Y2K fashion.

## CULTURAL CONTEXT / 02



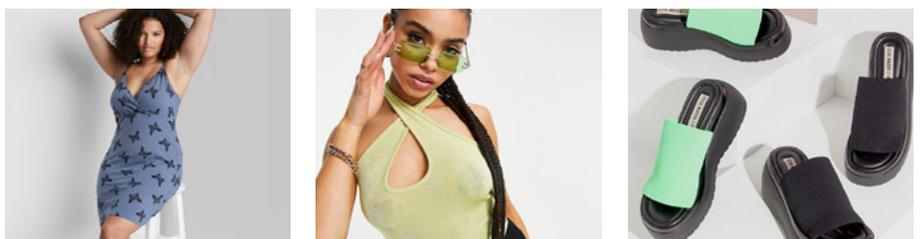
## SEARCH INTEREST / 04



## SOCIAL BUZZ / 05



## MARKET ADOPTION / 08



## TREND ECOSYSTEM / 11

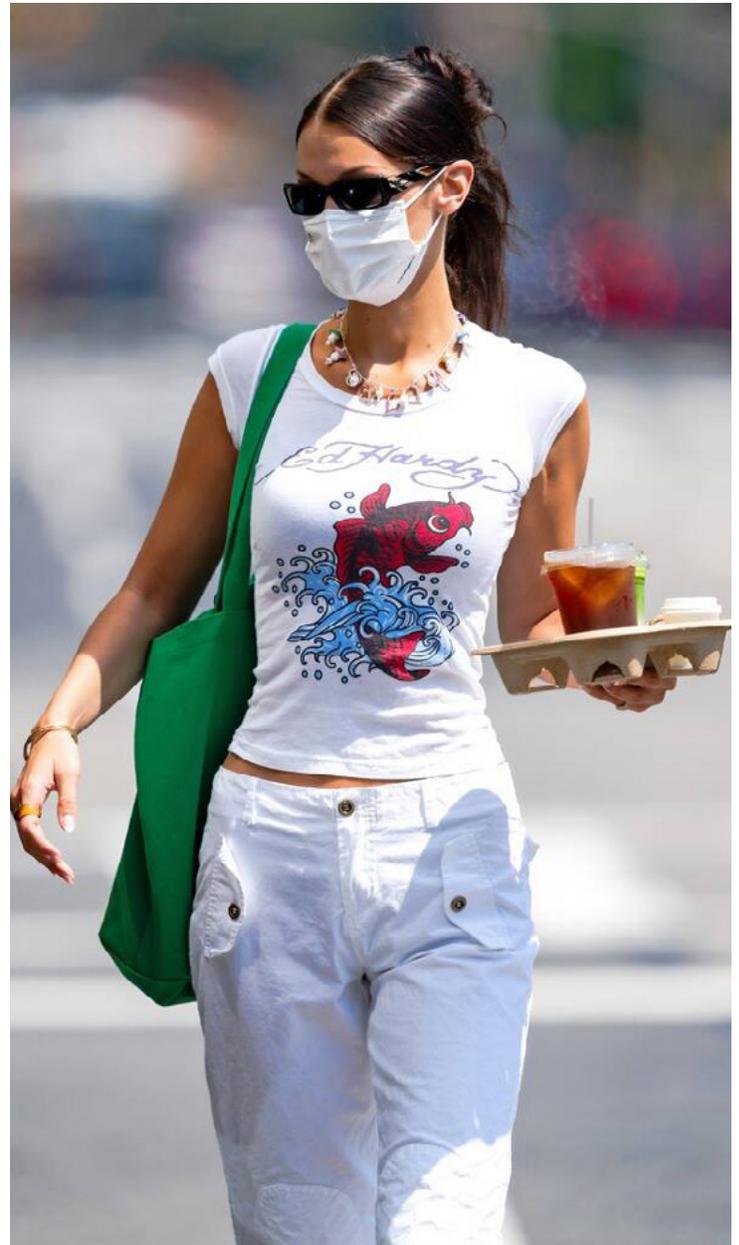


## CULTURAL CONTEXT

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The pandemic has steered us into uncharted territory, changing our present lives and future plans. During uncertain times, consumers gravitated towards familiarity and the comfort of childhood nostalgia. Found rummaging through their parents' closets, sorting through racks of clothing at Goodwill, or splurging on a rare Depop find, Gen Z spent the last year rediscovering vintage gems from eras past. Since the beginning of the pandemic, thrifting saw a sharp increase in popularity, and with it, came the rise of Y2K fashion. An indicator of emerging trends, TikTok has flooded with thrift hauls and Y2K fashion inspiration—#thrifting has garnered over 2B views and #y2kfashion has almost 170M.

Our newfound fascination with 2000s style took root as pop culture icons were thrust back into the spotlight. Shared across social platforms, #FreeBritney brought awareness to Britney Spears' ongoing conservatorship, while J Lo rekindled her relationship with former beau, Ben Affleck. Sex and the City's highly anticipated reboot is expected to reimagine Carrie Bradshaw's infamous looks for the next



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# CULTURAL CONTEXT

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generation of viewers and brands are launching a wave of nostalgia-themed collections, from Morphe's Lisa Frank makeup collection to Colourpop's collaboration with Disney's Lizzie McGuire. Juicy Couture relaunched Juicy 2.0 and reported comeback sales are up by more than 300% across all stockists, making it one of the best-performing brands in lockdown. Supermodel Bella Hadid starred in Miss Sixty's global Spring 2021 and Fall 2021 collections, as the denim brand attempts to make a comeback. Another staple brand, Von Dutch, is capitalizing on the Y2K resurgence with a Fall 2021 collection that

features low-rise flare jeans and their signature trucker hat.

These brands couldn't choose a better time to re-emerge as consumers gravitate towards bright colors and expressive styles following a year of sweatpants and slippers. Searches for maximalist fashion are +219% to last year and nostalgia-inducing brands like Ian Charms and Chunks are on the rise. Post-pandemic fashion is sure to reflect the endless hours spent scrolling for vintage style inspo as Y2K fashion captivates the masses.

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## WHAT IS Y2K?

Short for "the year 2000," Y2K is a zeitgeist of the late 90s and early 2000s with its peak years being 1993 to 2003. First used by David Eddy, the term originally referred to a computer programming shortcut that was expected to cause havoc as the year changed from 1999 to 2000. Now describing an aesthetic, Y2K brings to mind styles of the late 90s to early to mid 2000s primarily dictated by the pop culture icons of the era.

# SEARCH INTEREST

Searches for Y2K fashion are +193% to last year, having more than doubled since January 2021. Search interest began growing in January 2020—directly correlated with the growth of TikTok. In 2020, TikTok increased its US user base by 85% compared to the previous year and the obsession with 2000s fashion began. In 2021, Y2K fashion gained mass popularity after high-profile celebrities started sporting the look.



## +193%

Searches for [Y2K fashion](#) are +193% to last year. Searches for [Y2K makeup](#) are +130% to last year.

## 2x

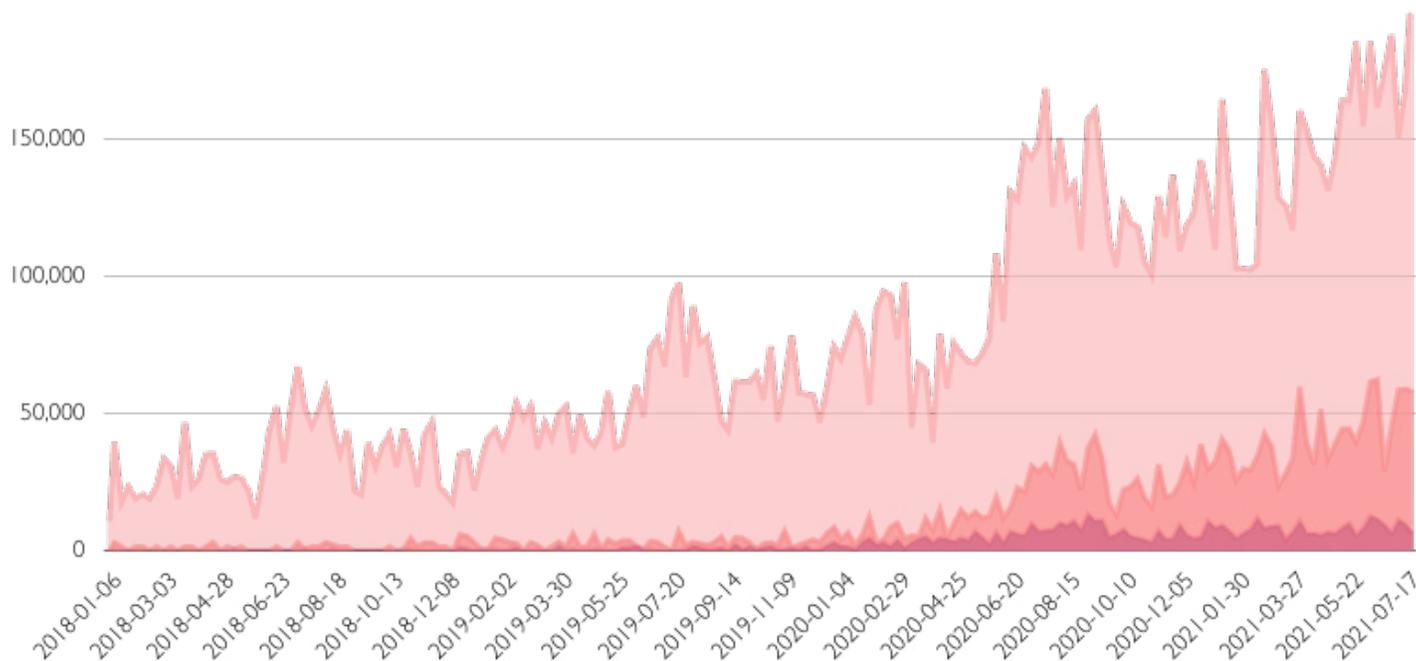
Searches have more than doubled since January 2021 and are currently at their highest point.

## 39K

On average, there are 39K weekly searches for [Y2K fashion](#) and 3k weekly searches for [Y2K makeup](#).

### SEARCH INTEREST COMPARISON

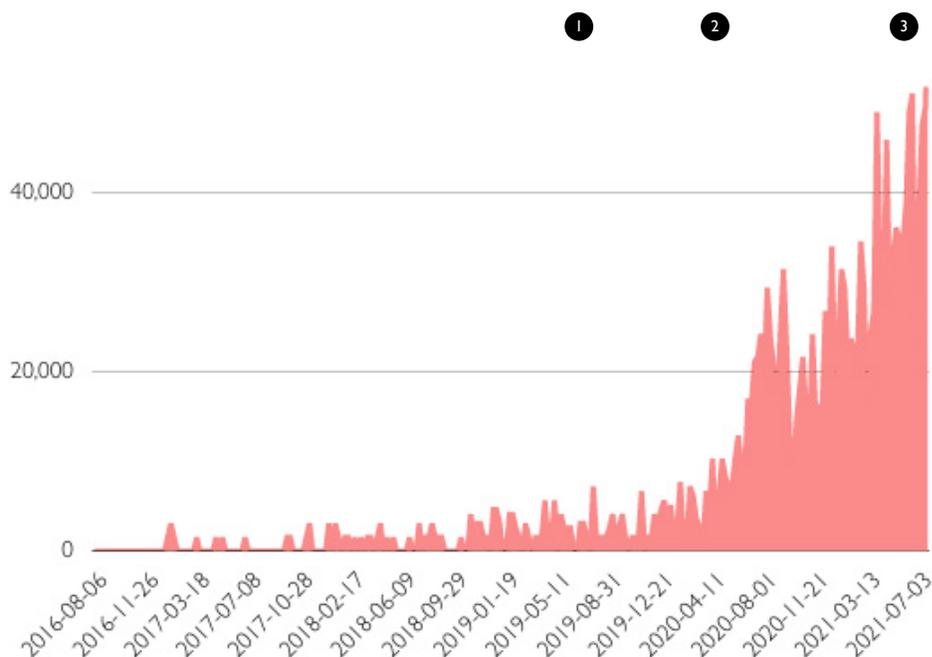
■ TIKTOK FASHION 
 ■ Y2K FASHION 
 ■ THRIFTING



# SOCIAL BUZZ

Over the past 3 years, Y2K has been mentioned by influencers, brands, and publications, generating engagement on Instagram. The top social posts mentioning Y2K, ranked by total number of social actions, correlate to spikes in search interest for the term. First mentioned on IG in April 2019 by Vogue, Y2K was then mentioned by KKW and Iggy Azalea in 2020, before Bella Thorne mentioned it earlier this year.

## SEARCH INTEREST: Y2K FASHION



## SOCIAL BUZZ TRACKER

Top 3 social posts by engagement, in order of posting date

1 Kim Kardashian-West posts a throwback to New Years Eve 1999 on January 25, 2020.



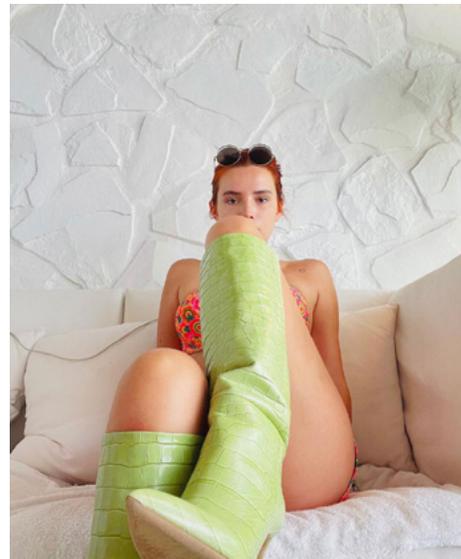
 **kimkardashian** I remember this night well.... Y2K- New Years Eve 1999 about to be 2000. We thought the world was gonna be over going into 2000 so we stayed inside in our pj's just in case!

2 Iggy Azalea posts a picture in a hot pink Fashion Nova sweatsuit on August 30, 2020.



 **thenewclassic** Take me back to the Y2K 🥰🥰sweatsuit by @fashionnova

3 Bella Thorne posts a picture sporting lime green knee-high boots on June 1, 2021.

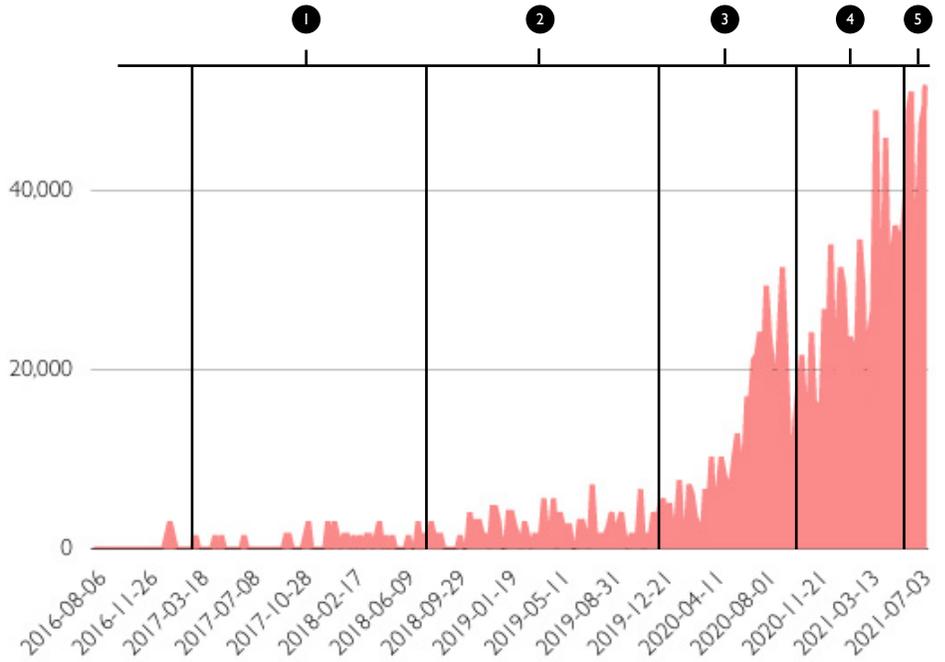


 **bellathorne** ready for hot girl summer with these fuckin booots 💚💚 what vibe does this look give u?? feelin very y2k

# TREND EVOLUTION

Y2K fashion trends began growing at different times over the past several years. Gaining popularity at the end of 2018, the bucket hat and baguette bag are easy entry points for consumers looking to experiment with the aesthetic. This year, halter tops, platform sandals, and cut out dresses gained popularity after being spotted across social media. Looking ahead, strappy dresses are starting to grow and chain belts are emerging.

## SEARCH INTEREST: Y2K FASHION



Y2K trends in order of when they started to grow

**SAFE BETS:**

These trends have been growing for a year and will continue to grow for another year.

### 1 JUN 2018 - JUN 2019

- [Wide Leg Jeans](#)
- [Bucket Hat](#)
- [Baggy Jeans](#)
- [Butterfly Clips](#)
- [Low Rise Jeans](#)
- [Baguette Bag](#)

### 2 JUN 2019 - JUN 2020

- [Baby Tee](#)
- [Butterfly Top](#)
- [Flared Jeans](#)
- [Velour Tracksuit](#)
- [Scarf Top](#)
- [Trucker Hat](#)

### 3 JUN 2020 - DEC 2020

- [Beaded Choker](#)
- [Body Chain](#)
- [Low Rise Skirt](#)
- [Frosted Lipstick](#)
- [Denim Mini Skirt](#)
- [Shimmer Lip Gloss](#)

### 4 JAN 2021 - JUN 2021

- [Beaded Necklace](#)
- [Halter Top](#)
- [Platform Sandals](#)
- [Cut Out Dress](#)
- [Clear Heels](#)
- [Mini Dress](#)

### 5 STARTING TO GROW

- [Embellished Belt](#)
- [Strappy Dress](#)
- [Acrylic Nails](#)
- [Platform Sandals](#)
- [Sequin Mini Dress](#)
- [Sparkly Heels](#)

### EMERGING

- [Chain Belt](#)
- [Lavender Eyeshadow](#)
- [Clear Shoes](#)
- [Mini Skirt](#)
- [Shimmer Eyeshadow](#)
- [Strappy Kitten Heel](#)

# BRAND HIGHLIGHTS

## VON DUTCH

**+69% TO LAST YEAR**

**62K WEEKLY SEARCHES**

[Von Dutch](#) released a Fall 2021 collection that features low rise flare jeans, crop tops with decals, and their signature trucker hat.



## JUICY COUTURE

**+18% TO LAST YEAR**

**130K WEEKLY SEARCHES**

[Juicy Couture](#) launched Juicy 2.0 and reported that comeback sales are up by more than 300% across all stockists.



## ED HARDY

**+9% TO LAST YEAR**

**70K WEEKLY SEARCHES**

[Ed Hardy](#) is undergoing a successful relaunch. Recently, Bella Hadid was spotted in a cap sleeve Ed Hardy t-shirt and Addison Rae in a hot pink Ed Hardy dress.



# MARKET ADOPTION / MINI

We analyzed noteworthy Y2K attributes—mini, halter, and platform—to see how they translate to different market segments. There are 270k weekly searches for mini dress/skirt trends, up +32% to last year. Most searches are for mini dress (208k). Mini skirt (40k) is an emerging trend and is expected to start growing over the next few months. Mini currently represents 18% of total dresses/skirts in the market.

## FAST FASHION



Products	27k (21% of assortment)
Categories	Dresses, Skirts
Average Price	\$30
Top Attributes	Sheer, Work, Spandex
Top Colors	

## MASS MARKET



Products	2k (8% of assortment)
Categories	Dresses, Skirts
Average Price	\$62
Top Attributes	Cotton, Ruffle, Pockets
Top Colors	

## LUXURY



Products	7k (15% of assortment)
Categories	Dresses, Skirts
Average Price	\$820
Top Attributes	Cotton, Silk, High Waisted
Top Colors	

# MARKET ADOPTION / HALTER

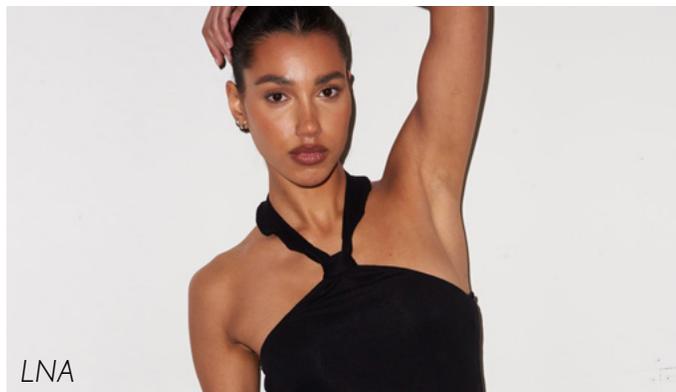
Halters were seen on FW2021 runways, and started to grow in searches March 2021. There are currently 140k weekly searches for halter trends, +39% to last year and growing. While halter styles still represent only 3% of dresses and tops in the market, new products have grown +25% over the last 30 days, with the most growth coming from Fast Fashion.

## FAST FASHION



Products	11k (5% of assortment)
Categories	Swimwear, Tops, Dresses
Average Price	\$15
Top Attributes	Open Back, Cut Out, Floral
Top Colors	

## MASS MARKET



Products	1k (1% of assortment)
Categories	Swimwear, Dresses, Intimates
Average Price	\$72
Top Attributes	Cover Up, Floral, Lace
Top Colors	

## LUXURY



Products	720 (1% of assortment)
Categories	Dresses, Swimwear, Tops
Average Price	\$539
Top Attributes	Cover Up, Open Back, Silk
Top Colors	

# MARKET ADOPTION / PLATFORM

Platforms were prominent on the FW2020 runway and been seen every season since. The style started to grow in searches March 2021. There are currently 285k weekly searches for platform trends, +36% to last year. Top searches include platform sandals (70k), platform shoes (50k), and platform boots (35k). Platforms represent 14% of shoes in the market. New products are up +28% over the last 30 days.

## FAST FASHION



Products	2k (5% of assortment)
Categories	Sandals, Boots
Average Price	\$94
Top Attributes	Straps, Leather, Faux Leather
Top Colors	

## MASS MARKET



Products	8k (15% of assortment)
Categories	Sandals, Sneakers
Average Price	\$110
Top Attributes	Leather, Straps, Casual
Top Colors	

## LUXURY



Products	3k (7% of assortment)
Categories	Sandals, Boots
Average Price	\$586
Top Attributes	Leather, Straps, Buckle
Top Colors	

# RELATED TRENDS



Trendalytics users can check out our [Y2K Trend Type](#) and explore the trends below to better understand how Y2K can work for their business.

[Baby Tee](#)

[Belly Chain](#)

[Bootcut Jeans](#)

[Butterfly Bucket Hat](#)

[Charm Hoop](#)

[Claw Clip](#)

[Clear Heels](#)

[Crochet Halter Dress](#)

[Crop Halter Top](#)

[Cut Out Dress](#)

[Flare Pants](#)

[Frosted Lipstick](#)

[Fur Choker](#)

[Go Go Boots](#)

[G String Pants](#)

[Handbag Charms](#)

[Holographic Boots](#)

[Knit Halter Dress](#)

[Low Rise Leggings](#)

[Low Rise Mini Skirt](#)

[Mini Handbag](#)

[Platform Thong Sandals](#)

[Rhinestone Drop Earrings](#)

[Shimmer Lip Gloss](#)

[Spaghetti Strap Denim Dress](#)

[Strappy Kitten Heel](#)

[Trucker Hat](#)

[Tube Top](#)

# TRENDALYTICS

We marry the art and science of retail to surface what consumers want today and tomorrow.

Our team of experienced retail professionals can provide a custom assessment of how you can integrate data analytics into your workflow. We have walked in your shoes and will partner with you to identify opportunities that will give your business a competitive edge.

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