

# 2020 FASHION NUMBERS & TRENDS SUM UP



# INTRODUCTION

THE FASHION INDUSTRY WENT THROUGH HIGHS AND LOWS OVER THE LAST SIX MONTHS. TAGWALK HAS SUMMARISED THE KEY NUMBERS SINCE FEBRUARY 2020 AND THE MAIN CHANGES IN FASHION FROM THE TOP TEN MODELS TO THE OVERALL BEST PERFORMING BRANDS.



# AGENDA

- WHAT HAVE PEOPLE SEARCHED FOR THE MOST POST-CONFINEMENT?
- MORE SHOWS OR LESS SHOWS?
- TOP PERFORMING BRANDS
- TOP RESORT AND MENSWEAR TRENDS
- SUSTAINABILITY IN FASHION
- MODELS





CHAPTER I  
WHAT HAVE PEOPLE  
SEARCHED FOR THE MOST  
POST-CONFINEMENT?



# MOST INCREASING TAGS

EVOLUTION DATA FROM 11TH MAY 2020 – 31ST JULY 2020



T-SHIRT  
+182%



SPORT  
+67%



PLAID  
+30%



WIDE LEG  
OVERSIZE PANTS  
+159%



VOLUME  
+34%



# CHAPTER 2

# MORE SHOWS OR LESS SHOWS?



# OVERVIEW OF SHOW NUMBERS: WOMENSWEAR

DATA UP UNTIL 31ST JULY 2020

FALL/WINTER 2019

FALL/WINTER 2020

RESORT 2020

RESORT 2021

278  
SHOWS

255  
SHOWS

90  
COLLECTIONS

39  
COLLECTIONS

-8,3%

-56,7%

# OVERVIEW OF SHOW NUMBERS: MENSWEAR

DATA UP UNTIL 31ST JULY 2020

SPRING/SUMMER 2020

SPRING/SUMMER 2021

13

MENSWEAR  
SHOWS  
WERE MIXED

-16,6%  
IN TOTAL

132  
SHOWS

78  
SHOWS

-40,9%



# CHAPTER 3

# TOP PERFORMING BRANDS

## MENSWEAR AND WOMENSWEAR



# TOP PERFORMING BRANDS: MENSWEAR & WOMENSWEAR

FROM 01/02 TO 30/07 – % SHARE OF VIEWS

#1



SAINT LAURENT

5,4%

#2



DIOR

4,6%

#3



VALENTINO

4,5%

#4



CELINE

4,3%

#5



LOUIS VUITTON

4,1%

#6



DOLCE & GABBANA

3,9%

#7



GUCCI

3,5%

#8



BALENCIAGA

3,4%

#9



JACQUEMUS

3,2%

#10



GIVENCHY

2,7%



# CHAPTER 4

# TOP RESORT AND MENSWEAR TRENDS



# TOP 10 TRENDS OF RESORT 2021 - WOMENSWEAR

#1



MINIMAL

#2



BELT OVER

#3



COLOUR BLOCK

#4



FLARE

#5



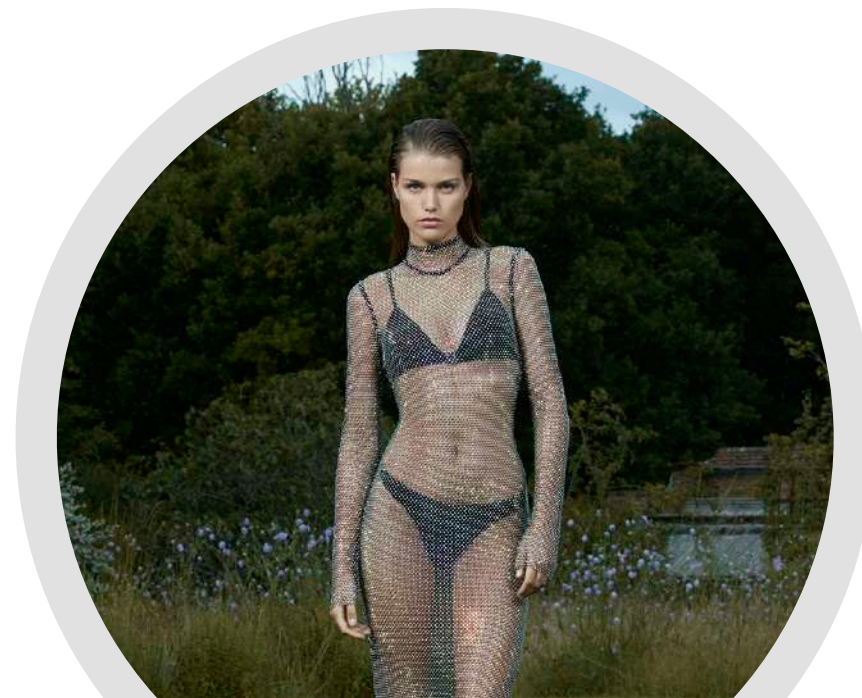
PINK

#6



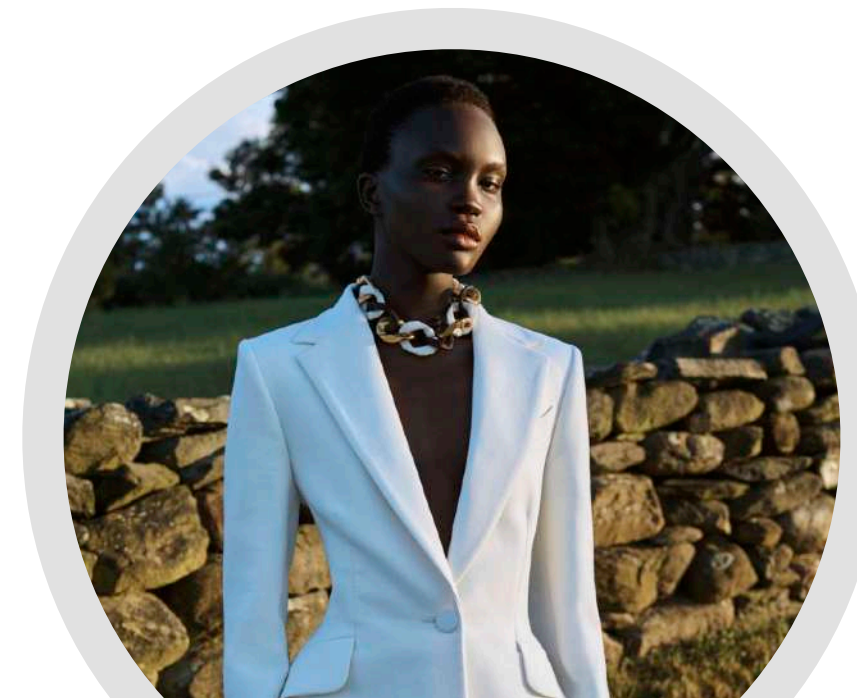
PATTERN  
ALL OVER

#7



LINGERIE

#8



SUIT

#9



VOLUME

#10



CUT OUT



# TOP 10 TRENDS OF SPRING/SUMMER 2021 - MENSWEAR

#1



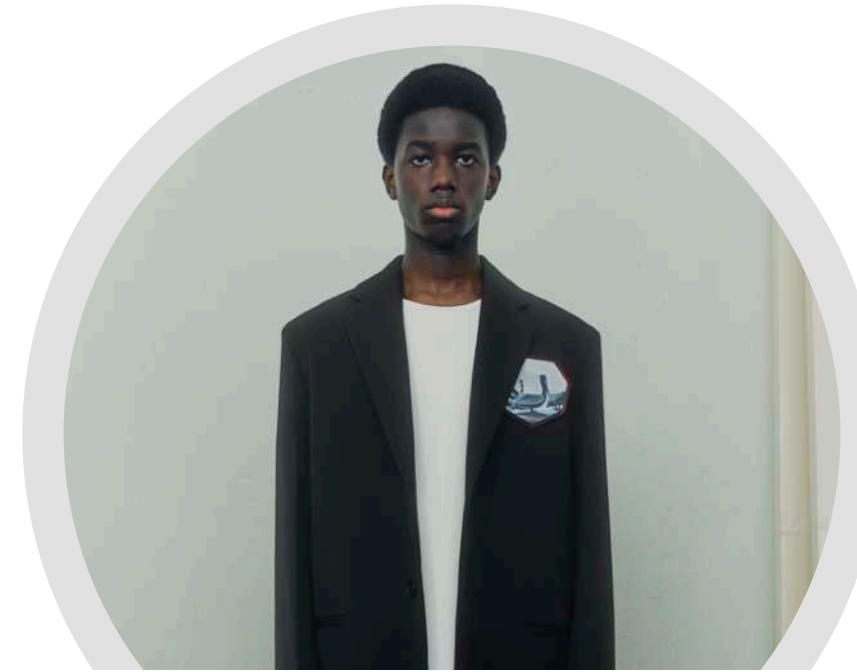
UTILITY

#2



TIE DYE

#3



MINIMAL

#4



ART

#5



LEISUREWEAR

#6



ARMY

#7



PASTEL-SORBET

#8



VERTICAL  
STRIPES

#9



BOLD SHOULDERS

#10



POLO



# CHAPTER 5

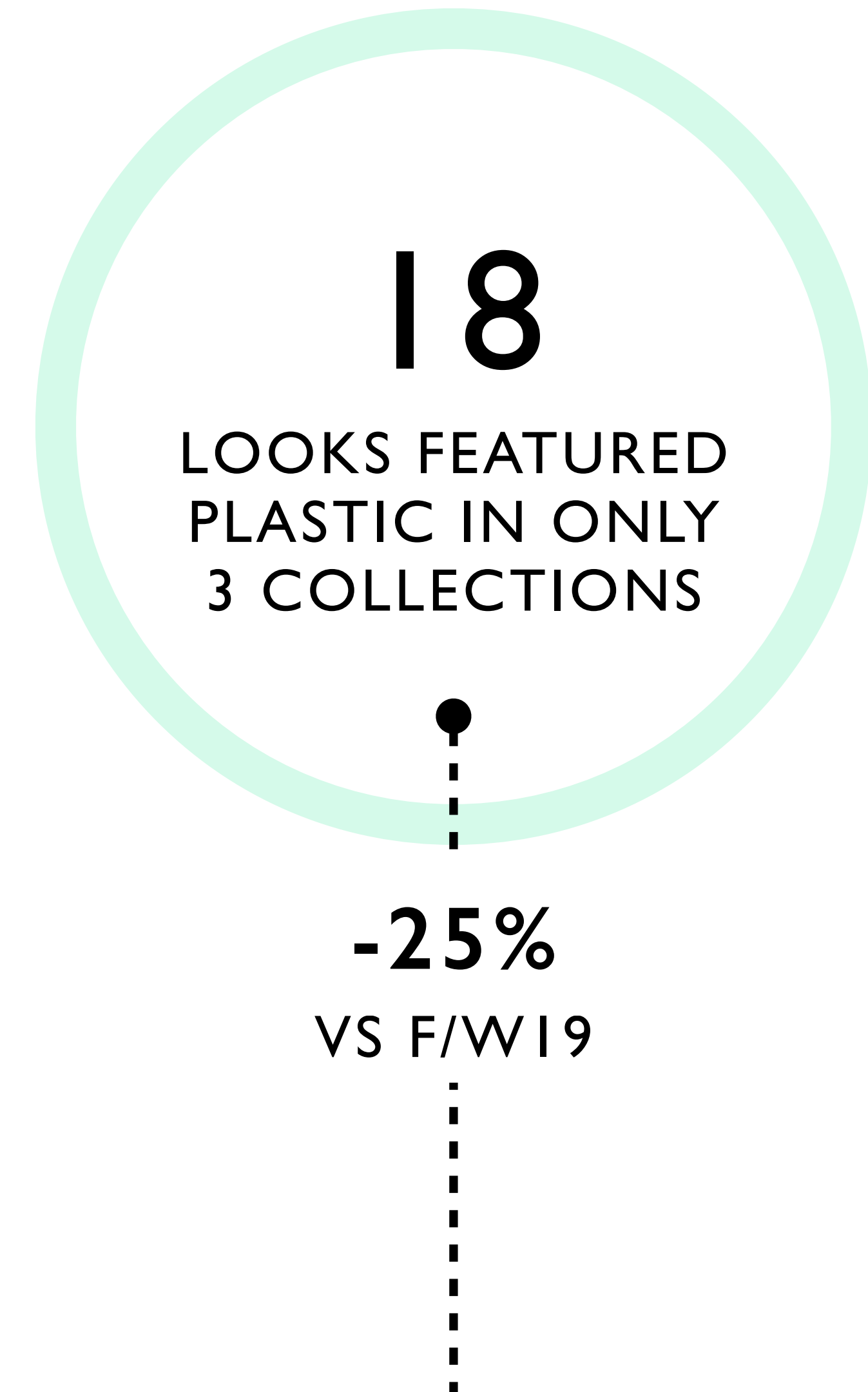
# SUSTAINABILITY

# IN FASHION



# SUSTAINABILITY IN FASHION

- MOST OF POLLUTANT MATERIALS SAW A DROP OF USAGE IN THIS FALL/WINTER 2020 COMPARED TO FALL/WINTER 2019.
- INCLUDING 1 MAJOR BRAND, JW ANDERSON, WHO USED **PLASTIC IN 32% OF ITS LOOKS**, PVC DROPPED IN USAGE AS WELL, WITH ONLY 1 DESIGNER USING IT (VS 15 IN FALL/WINTER 2019).
- NEW ECO-FRIENDLY OR CRUELTY-FREE MATERIALS MADE THEIR ARRIVAL.
- **VEGAN LEATHER** WAS USED BY STELLA MCCARTNEY AND ATLEIN, VEGETABLE LEATHER WAS FEATURED IN SALVATORE FERRAGAMO'S COLLECTION.
- DESPITE AN INCREASE IN ECO-CONSCIOUS INITIATIVES FROM MANY BRANDS, MATERIALS SUCH AS LEATHER OR FUR ARE STILL USED, WITH RESPECTIVELY 9% AND 2% OF THE LOOKS, BUT FROM LESS DESIGNERS: **63%** FEATURED AT LEAST **ONE LOOK FROM LEATHER** (VS 67% IN F/W19) AND **35%** FEATURED AT LEAST **ONE LOOK WITH FUR** (VS 46% IN FW19).







# FALL/WINTER 2020 WOMENSWEAR

**FAUX  
FUR**

61 LOOKS



**ORGANIC  
COTTON**

17 LOOKS



**FAUX  
LEATHER**

12 LOOKS





## MOST USED MATERIALS WHICH ARE 100% SUSTAINABLE

**KNIT**

**22% OF  
SUSTAINABLE  
LOOKS**

**LACE**

**10% OF  
SUSTAINABLE  
LOOKS**

**DENIM**

**5% OF  
SUSTAINABLE  
LOOKS**

**LEATHER**

**4% OF  
SUSTAINABLE  
LOOKS**



## MOST USED UPCYCLED MATERIALS WHICH ARE 100% SUSTAINABLE

**DENIM**

**35,6% OF  
UPCYCLED  
LOOKS**

**LACE**

**14,9% OF  
UPCYCLED  
LOOKS**

**KNIT**

**9,9% OF  
UPCYCLED  
LOOKS**

**LEATHER**

**6,9% OF  
UPCYCLED  
LOOKS**



# CHAPTER 6 MODELS





# FEMALE MODELS WHO WALKED THE MOST SHOWS IN 2020

FALL/WINTER 2020 & SPRING/SUMMER 2021 (WOMEN, MENSWEAR & COUTURE)

#1



FELICE NOORDHOFF  
49 SHOWS

#2



SORA CHOI  
47 SHOWS

#3



YILAN HUA  
43 SHOWS

#3



CYRIELLE LALANDE  
43 SHOWS

#4



HANNAH MOTLER  
42 SHOWS

#4



JOSEFINE LYNDERUP  
42 SHOWS



# MALE MODELS WHO WALKED THE MOST SHOWS IN 2020

FALL/WINTER 2020 & SPRING/SUMMER 2021 (WOMEN, MENSWEAR & COUTURE)

**#1**



**MALICK BODIAN**  
41 SHOWS

**#2**



**JONAS GLÖER**  
28 SHOWS

**#3**



**LEON DAME**  
26 SHOWS

**#4**



**XU MEEN**  
21 SHOWS

**#5**



**RISHI ROBIN**  
16 SHOWS





THANK YOU!

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