

STITCH FIX / Style Forecast



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Since day one, Stitch Fix has combined our personal stylists' expertise with data science to help our clients answer the question: What should I wear? Today, as we return to our offices, gatherings and vacations, it's a more interesting question than ever before.

Every day, people trust us with their style hopes and quandaries, so that we can improve their shopping experiences. For our 2023 Stitch Fix Style Forecast, we've mined billions of data points from nearly four million clients along with key insights from our stylists and merchants.

This rich trove of research allows us to understand how people are living, shopping and dressing today — and where trends are headed tomorrow. (We see you baggy pants!)

We will continue to lead the way in personal shopping and styling in 2023, using our sartorial expertise and data to help our clients look and feel their best.

Stitch Fix

2022: A Look Back

The year we got excited to re-emerge in style.

In 2022, we saw a 21% increase of wedding-specific Fix Request Notes, and a 42% jump for bachelorette party dressing. Come spring, 91% of clients had summer travel plans. Even our social media accounts got the travel bug, thanks to TikTok trends like Vacationcore. Here are the pop culture moments that most impacted style in 2022.

Most Influential Music Festival:

A Tie! Coachella tied with country music festival **Stagecoach** for appearances in Fix Request Notes for stylists in March and April.

Most Stylish Celeb:

Margot Robbie was spotted shooting the “Barbie” movie in June. Barbiecore ensued, as predicted by Stitch Fix’s 2022 Color of the Year, Vibrant Magenta. Freestyle sales of pink styles spiked in July by 79% year over year. 39% of Stitch Fix clients voted Robbie the most stylish celebrity of 2022.

Most Influential Athletes:

Venus and Serena Williams played their first doubles match together since 2018 at the US Open in September. Sales of a hooded cardigan and matching skirt from Venus’s activewear line, more than tripled (+225% month over month) following the tournament.

Most influential TV character:

“Emily in Paris”. Nearly one-quarter of clients said this show most heavily influenced 2022 style. Season 3 debuts December 21, 2022.

Best Style Revamp:

Steve Harvey was literally smoking on the February cover of Paper, further solidifying the television host’s style icon status. More than one-quarter of clients agreed.

TikTok Trend Of The Year:

Vacationcore was voted the favorite trend by our clients. The look has European flair and so did our Fix Request Notes in spring 2022: Italy, Paris, London and Portugal all featured heavily.

Most Enduring Style:

Coastal Grandmother — with **Diane Keaton** in the 2003 film “Something’s Gotta Give” as its poster girl — first appeared on TikTok spring 2022, and peaked in Fix Request Notes in September. Our clients also named Keaton a 2022 style icon.

Fall’s Most-Wanted:

Straight-leg jeans and **trench coats** were voted clients’ top “must-have” items for autumn 2022. 73% said they’re prioritizing transitional items when they shop.

Methodology

Unless otherwise stated, all Stitch Fix sales and “Fix” request statistics refer to calendar year 2022 to date (from January 2, 2022 to November 26, 2022). Comparisons to the prior year refer to calendar year 2021 (from January 3, 2021 to November 27, 2021). FY2022 refers to Stitch Fix’s fiscal year 2022 (August 1, 2021 to July 30, 2022), and any comparisons to the prior fiscal year refer to fiscal year 2021 (August 1 2020 to July 31, 2021). Get the detailed methodology [here](#).

Findings In Brief

The Intentional Wardrobe is the new capsule wardrobe.

The Intentional Wardrobe takes the concept of a capsule wardrobe and personalizes it. In today's economy, people are prioritizing **high-quality, versatile** and **trend-proof** clothing. 80% of our clients want to be more thoughtful when shopping for clothes, and **90% prize quality over quantity** — and our data shows they are willing to pay more for it. As the line between workwear and weekend-wear continues to dissolve, we predict that Business Comfort will evolve to 24/7 Dressing, utilizing elevated essentials for a variety of end uses.

These seven fashion trends will update wardrobes in 2023.

With the help of data, stylists and client insights, we've identified these key looks for the year ahead: **Beachcomber**, a vacation-for-everyday look, and **Garden State**, a subtle approach to florals, will lighten the wardrobes of men and women alike. For women, we also see **Maximalism**, a mashup of saturated shades, rich textures and bold prints; **Prep School**, a sweet, sophisticated take on preppy dressing; and **Proportion Play**, an embrace of oversized silhouettes. For men, **Commutercore** features performance fabrics for professional pieces while **Cabincore** brings the outdoors in with rugged and utilitarian details.

Gen Z and millennials have a generational style divide.

Our data shows that some clothing items unite Gen Z and millennial clients, while others divide them. **Straight-leg jeans** are the **#1 denim silhouette** that clients want to try in 2023, but Gen Z and millennial clients style them differently. Gen Z pairs their straight-legs with crop tops, shackets and lug-sole boots, while millennials go for blouses, cardigans and versatile sneakers. A cross-generational combo? A fitted knit, blazer and block-heeled bootie.

Fit continues to be shoppers' #1 challenge.

Two-thirds of clients say finding clothes that fit is a leading wardrobe challenge. We continue to invest in size inclusivity, with a 49% increase in Plus style options and **30 new Stitch Fix Plus brands** in FY2022 as compared to the prior year. Our overall Petite assortment grew by 20% and Petite dress sales increased by one-third year over year. Overall, 85% of clients leave detailed feedback at checkout. When it comes to jeans, the news is good: Our women's denim "Like/Love" score for fit is nearly 70%. That means women love how seven out of 10 pairs of our jeans fit.

The 2023 Stitch Fix Color of the Year is Clementine.

This saturated, juicy orange shade will give our closets and moods a boost. Sales of this bright citrus hue are already **up 36%** year over year, and in summer 2022, we saw a 22% jump in client requests for "orange" compared to the previous summer. The color plays well into **Maximalism** — one of our key trends for 2023.

Silhouettes are relaxing.

Sales revenue for women's **wide-leg** bottoms more than **doubled** in 2022, and unit sales of high-end **straight-leg** jeans and pants more than **tripled**. Oversized blazers ranked high among stylists' must-have items for 2023, and 74% of clients said they'll opt for longer hemlines in the year ahead. **Proportion Play** — the embrace of oversized looks and falling hemlines — is one of our most important trends for 2023. 91% of our stylists predict that low heels or flats will dominate women's shoes to complement the look.

Vacation dressing is a lifestyle.

Our clients named "Vacationcore" the TikTok trend of the year in 2022, and "Coastal Grandmother" featured in client requests into autumn. In February, unit sales of **women's linen styles** were **up 51%** year over year. In spring, beachy looks accounted for nearly 40% of sales in our men's on-demand shops. We predict the fashion holiday will continue into 2023 with **Beachcomber**, which sees men and women integrating tropical prints and breezy fabrics into their everyday wardrobes.

Commuter styles are driving sales.

Classic men's silhouettes in performance fabrics — a category known as commuter styles — are on the rise. Sales of men's commuter pants have doubled in growth year over year, while performance polos now account for 60% of men's polo sales overall. **70%** of male clients want to wear **performance fabrics** for everyday living. Stitch Fix stylists rank **Commutercore** as **men's #1 trend for 2023**, with nearly four out of five classifying it a "must-have."

The Intentional Wardrobe

The Intentional Wardrobe takes the concept of a capsule wardrobe — a tightly edited assortment of versatile, trend-proof investment pieces — and makes it personal.

2023 New Year's Resolutions

Nearly three-quarters of Stitch Fix clients acknowledge that the economy will impact the way they shop for clothes.

Set intentions. 80% want to be more thoughtful when shopping for clothes.	80%
Quality over quantity. 90% intend to invest in higher quality pieces, over quantity.	90%
Slow down. 72% want to invest in timeless pieces, and 57% want to cut back on fast fashion.	72% 57%

Elevated Essentials:

Basics — foundational wardrobe pieces in neutral colors and prints — made up 30% of women's sales in 2022.

Sales of women's basics with price tags over \$150 increased 80% Year over year.

Unit sales of women's straight-leg pants and jeans with price tags over \$150 more than tripled year over year.



It's not just "the" perfect button-down. It's *your* perfect button-down.

“ Capsule wardrobes typically combine essential items like denim, black pants, layering pieces (blazers, sweaters, jackets), dresses and basic tees and blouses to create endless outfits. ”

—KATIE E.,
Stitch Fix stylist

FIX REQUEST NOTE:

noun. A personal request from a client to their Stitch Fix Stylist, expressing all manner of fashion preferences, anxieties, hopes and wishes for their styling Fix.

ex: Fix Request Notes containing the word "timeless" are up one-third year over year. Mentions of "capsule" have shot up 81%.



The Intentional Wardrobe

24/7 Dressing

Forget about separate wardrobes for weekdays and weekends.

In 2022, Stitch Fix predicted the rise of **Business Comfort**, combining professional polish with work-from-home ease. Now, as we return to workplaces, schools and social gatherings, this approach will evolve to **24/7 Dressing**.

Nearly one in three people would rather give up a vacation day than return to formal workwear.

76% prefer clothing that can be worn for work and the weekend.



Men's Most Wanted

The athleisure category — including versatile commuter and golf styles — grew 13% year over year.

Polos are the #1 knit top for men, outselling tee shirts.

Leather sneakers are outpacing men's shoes overall (+14% year over year).



“As clients head back to the office, we’ve noticed many dress codes shift. High-end denim paired with blouses, blazers and sweaters is a more common request.”

—KATIE E.,
Stitch Fix stylist

Women's Wardrobe Heroes

The majority of Stitch Fix stylists ranked elevated white tees and button-downs as top “must-have” items for 2023.

Sales of blazers are up 40% year over year, with casual styles driving growth.

Tribal stretch woven FIA pants have generated more than \$20 million in sales in calendar year 2022.

Sales of high-end straight-leg jeans nearly doubled in 2022 year over year.

The Trends We'll See In 2023

What looks will define 2023? With data and insights from our stylists and clients, we've identified the following seven key trends.

Beachcomber

Coastal vibes will wash over our everyday wardrobes.

Nearly **half** of clients want **breezy looks** for 2023.



Two out of three men prefer to buy **vacation clothes** they can wear **every day**.



Women are **buying linen outside of summer**: in **February 2022** unit sales were up **51%** year over year.



“ To incorporate vacation-wear for every day, we love layering gauzy cotton or flowy linen with a blazer, sweater, or denim. Strappy flat sandals are great with a beautiful trouser.

—ALEX R.,
Stitch Fix stylist

”

In March and April 2022, **beachy looks** accounted for nearly **40% of sales** in our men’s on-demand shops, where **large palm prints** drove **15% of sales** for short-sleeve woven shirts.

2023 Trends //

Garden State

Subtle florals will bloom.

One in three women's stylists predict this will be the **most important trend** for 2023.

Navy and black-based floral patterns made up **one-third** of women's floral sales



“Tight patterns of tiny flowers are more neutral than many expect. Try mixing florals into an outfit just like a stripe or a plaid.”

—JESS S.,
Stitch Fix stylist



Sales of **small floral patterns for men** increased **35%** year over year.

Maximalism

We'll splash out in optimistic prints, colors and textures.



Polka dots have staying power:

64%

of clients who receive polka-dotted styles rate them with a "like/love."

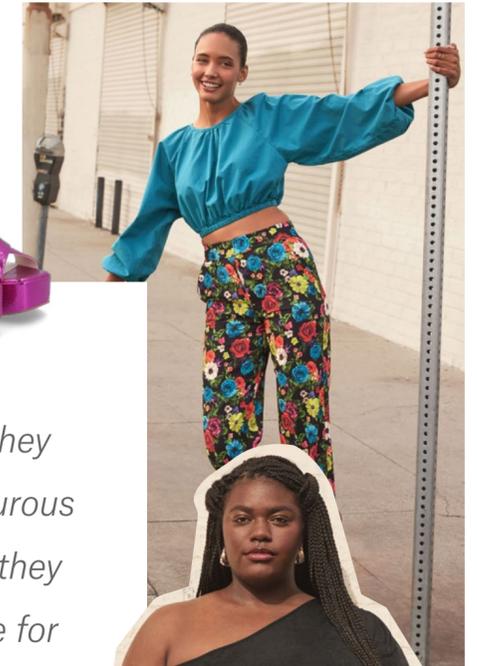


“Clients are telling me they want to be more adventurous with shades and prints they wouldn't usually choose for themselves — often it's why they sign up for Stitch Fix to begin with!”

—JESS S.,
Stitch Fix stylist



One in four stylists rank maximalism as their top trend for 2023.



60% of women are excited to try more color and prints in 2023, and one-third rank bold pattern-mixing as their second-favorite look for the year ahead.

Prep School

Gossip Girl grows up.



Blazers are up **40%**
year over year, with oversized and plaid versions in starring roles.

“Mini skirts, pleats and prim button-ups are perennial pieces of this look. Add an oversized blazer or a chunky loafer for an easy update.”

—JESS S.,
Stitch Fix stylist



Loafers are up **38%**
year over year.



2023 Trends //

Proportion Play

We're going big, with relaxed fits and dropped hemlines.

Sales of women's **wide-leg bottoms** more than **doubled** (+125% year over year), and the majority of clients preferred relaxed denim to skinny.

Nearly all (97%) Stitch Fix stylists like to **style baggy trousers** with **fitted tops** or **bodysuits**, and more than **half (54%)** also go for **boxy cropped tees**.

Form-fitting tops were Stitch Fix stylists #1 **must-have item** for 2023, followed closely by **oversized pants**.

The Hemline Index Theory posits that women's skirts follow the economy — higher hemlines for higher times. As experts forecast a downturn in 2023, we predict hemlines will fall accordingly — and 74% of clients agree.

“Oversized fashion makes it easier than ever to feel comfortable. Try pairing midi dresses or wide-leg pants with your favorite blazer — a bit on the longer side — to emphasize the style.”

—JESS S.,
Stitch Fix stylist

Footnote:

91%

of stylists predict that low heels or flats will dominate women's shoes in 2023.



Commutercore

Tech Fabrics will perform an everyday role.

COMMUTER (kuh-myoo-ter):
noun. A person who regularly travels between home and work.

adjective. A style of clothing that utilizes performance fabrics – often with stretch and moisture-wicking properties – in clean, professional silhouettes.

ex: Sales of men's commuter shirts and pants have doubled in growth year over year.



70%
of men want to wear performance fabrics for everyday living.

“ Once you’ve worn a polo or pants with stretch, breathability and crease-resistance, it’s hard to go back. Don’t overthink it — pair commuter styles with your favorite pieces in your closet, and enjoy feeling comfortable while looking polished. ”

—GILL M.,
Stitch Fix stylist

Stitch Fix stylists rank **Commutercore** as men’s **#1 trend** for 2023, with nearly four out of five (79%) classifying it a **must-have**.

Athleisure — as opposed to lounge or athletic-wear — **accounts for 60%** of total men’s activewear sales.

Performance polos now account for **60%** of men’s polo sales overall.

Cabincore

Utilitarian fabrics and details bring the outdoors in.



Men's top performing outerwear includes **work jackets, hooded flannels, and lightweight puffers.**

Vest sales are **up 64%** — the highest growth in men's outerwear — driven by **puffers** and **fleece.**

“It's all about the layers! Varied textures of flannels, knitwear and puffers within the same color family can create a cohesive look.”

—ALICIA L.,
Stitch Fix stylist

55%

of clients favor this ruggedly refined look.



Flannel is our second-highest selling shirt fabric, with plaid prints leading the charge.

STITCH FIX'S 2023

COLOR OF THE YEAR



Clementine

This saturated, juicy orange will give our closets — and moods — a boost.

“ I love this shade because it’s flattering across a variety of skin tones, and looks gorgeous in so many different materials, whether sumptuous knits or strappy heels. It’s impossible to be in a bad mood when you’re wearing this color!”

—ALEX R.,
Stitch Fix stylist



22%

increase in Fix Request Notes containing the word “orange” in summer 2022 compared to summer 2021



Sales of this bright citrus hue are up **36%** year over year, and expected to keep growing.

>19,500 searches for “orange” on Stitch Fix between July and November 2022



The New Neutrals.

Our accessories will shift accordingly, from cool to warm tones — think brown over black and camel over gray. Already, sales of camel and brown styles are up 21% and 12%, respectively, year over year.



How We're Shopping

Our insights show a generational style divide, and how finding the right fit remains the greatest shopping challenge.



Social media will continue to speed up and splinter the trend cycle — and widen the generation gap when it comes to style.

Although clients mention Instagram more frequently than TikTok, Fix Request Notes referencing TikTok increased by 85% between 2020 and 2022. Instagram mentions plummeted 72% during the same period.

More than one-third of millennials (ages 26 to 41) say they feel too old for trends — already! — but want to look fashionable. Four out of five Stitch Fix stylists say millennial clients' biggest challenge is incorporating trends.

Socially conscious shopping

The majority of Gen Z clients want to shop from more sustainable brands in 2023. Gen Z and millennial clients are more than three times as likely to prioritize supporting brands owned by people of color than older generations. But most clients (84%) say they don't research brands' values before they shop.

One shortcut: Shop [the Elevate collections](#), from the winners of Stitch Fix's [mentorship and grant program](#) for Black entrepreneurs.

Another: Just ask your Stitch Fix stylist.

Sustainability Goals

We're [working toward](#) sourcing 100% of our main materials more sustainably for Stitch Fix exclusive label products by 2025. Here's how we're doing:

Cotton	48%
Polyester	28%
Viscose	93%

In FY22 we reached 59% of our total goal, utilizing textiles that reduce the use of water, chemicals and virgin materials.

Styling the straight-leg jean: Gen Z vs. millennials

Our data shows that some clothing items unite Gen Z and millennial clients, while others divide them. Case in point: Everyone agrees on the straight-leg jean, but the two generations style them differently.

Straight-leg is the **#1 denim silhouette** that clients are excited to try in 2023.



GEN Z

Gen Z goes for crop tops, shackets and lug-sole booties.



CROSSOVER FAVORITES

Everyone loves fitted knits, blazers and block-heeled booties.



MILLENNIALS

Millennials favor blouses, cardigans and versatile sneakers.

“ I want to get out of an elder millennial cheugy skinny jeans/going-out top/booties rut, without looking like a 35-year-old trying to be a cool TikTok youth. Maybe ‘effortlessly chic French girl’ or Dakota Johnson vibes? ”
- FIX REQUEST NOTE, Illinois

The #1 Shopping Challenge: 'Fits That Fit'

Two-thirds of Gen Z and millennials say they struggle to find clothes that fit.

We're helping clients solve their trickiest shopping challenges.

Finding clothes that fit well	67%
Defining personal style	49%
Finding sizes outside the industry standard	34%

How we do it: Fit one's body and one's personal style

We know how to find your size — and we carry it.

We combine stylists' fit expertise with data to find clients' perfect fit — from size 00—24W, XS—3X, Petite, Plus and Maternity.

We're invested in Plus

150: Stitch Fix Plus brands

49%: growth in Plus style options offered in FY2022 from FY2021

30: Brands added to Stitch Fix Plus in FY2022

10+: brand collaborators created first-ever Plus collections for Stitch Fix

Big love for petites.

Nearly half (47%) our Petite clients have been with Stitch Fix for three years or more. In 2022, Petite dress sales increased by one-third (32%) year over year, and our overall Petite assortment grew by 20%.

Better feedback = Better fit

85% of clients leave detailed feedback at checkout, after they've tried on their items. That means we know not only when a style is running too large or too small, but exactly how the fit is off so we can help a brand partner correct it.

Our clients actually *love* trying on jeans.

Imagine bringing 10 pairs of jeans to a fitting room and loving how seven of them fit. Our women's denim "Like/Love" score for fit is nearly 70%.



“

It's so important to understand how different styles fit different bodies. With that knowledge and our extensive fit data — and access to such a wide range of sizes across styles — I really can find clients their perfect fit.

”

— ALICIA L.,
Stitch Fix stylist

Our clients say it best:

"I signed up for Stitch Fix in an effort to accept and be loving to my current body instead of buying cheap and ill-fitting items 'just until I fit back into my clothes.' My first box came today and I picked three lovely pieces of clothing I feel confident in! 🙌" @THE_CADEN_