



LTK Summer Style Trends Report 2023

LTK conducted a survey of consumers about the top trends for the summer and how they find their style inspiration, below are the key findings:

Gen Z: Fashionable & Happy

- Gen Z says style is important to their happiness – with 81% of Gen Z women saying that style matters to them because it makes them happy. (compare to 53% for total population)
- Gen Z thinks it's the most fashionable generation and is twice as likely to say their style is fashionable and trendy (41%) compared to general population (20%).

Sparking Inspiration

- Apart from their friends, Gen Z women say they turn to TikTok and creators for style inspiration. As for Gen Z's beauty inspiration – creators ranked #1 as their main source of inspiration.
- When it comes to which social platforms, Gen Z prefers TikTok for fashion inspiration while millennials seem to still be turning to Instagram.

Top Summer Trends

- The number one style trend for summer 2023 across all regions and Gen Z / Millennials is clean girl aesthetic, with florals as a close second.
- When choosing between popular trends, Gen Z style is gravitating more toward Goth/grunge over the Barbiecore aesthetic that's been so popular over the last year.
- Across the board generationally, everyone wants to experiment more in their style and be more bold.
- Unsurprisingly, Gen Z is the most experimental in their style with 72% of saying they love trying and buying clothes for new trends, compared to Millennials (66%) and Gen X (58%)

Summer Staples

- Gen Z and Millennials are still against the skinny jean, wide-leg jeans are the most popular for this summer.

- Feeling nostalgic, the denim skirt is making a strong comeback across all generations with nearly half of Gen Z planning to incorporate into their style this summer.
 - Searches from shoppers on LTK for denim skirt is up an overwhelming 72%
- Love them or hate them, 40% of Gen Z women say they plan to be rocking Crocs this summer.
 - In the past month alone, shopper searches on LTK for Crocs is up 53%
- Keeping things light and airy, sundresses and maxi dresses are the top dress style for the summer.
- Despite traditional summer colors, Gen Z is loving neutrals (70% say they prefer to wear these neutral colors).

Style Across the U.S.

- Women in the Northeast and South seem to care more about their style, while women in the Midwest seem to be more easygoing and care less.
 - This is evidenced by women in the Northeast and South being more likely to say they love trends and buying clothes to reflect those trends.
- Following the clean girl aesthetic, every region loves neutrals – saying black and grey are their most preferred colors to wear.
- Only in the South, Barbiecore is a top style trend for the summer. (top 6)
- The majority of shoppers in every region plan to spend between \$100 – \$250 on their new summer wardrobe.

Methodology

The LTK Summer Style Trends Report 2023 survey was conducted in May 2023 among 1,044 participants, reflective of the US female population with 97% confidence.

