



VICE MEDIA GROUP

# 2024 Fashion *Forecast*

2024  REFINERY29 VICE INSIGHTS

# UNDERSTAND KEY SHIFTS IN CULTURE AND HOW THEY ARE MANIFESTING IN THE WORLD OF FASHION

## METHODOLOGY

We analyzed quantitative and qualitative data across several studies run through our proprietary insights communities, VICE Voices and Mad Chatter, and our global audience of engaged readers. We then tapped into the deep cultural understanding of our fashion experts, editors, and creatives, and cross-referenced trends with top performing fashion & style content across VICE Media Group sites and social channels.

### CULTURE

CARLI WHITWELL  
Senior Director, R29 Editorial

IRINA GRECHKO  
Fashion Director

EBONY-RENEE BAKER  
Fashion Editor

FRANCES SOLA-SANTIAGO  
Fashion Writer

### CONSUMERS

VICE Media Group, VICE Voices & Mad Chatter Weekly Polls, 2023-2024

VICE Media Group, Mind, Body, Community, Global, 2023

VICE Media Group, The Great Vibe Shift, Global, 2023

VICE Media Group, State of Youth, Global, 2022

VICE Media Group, Investing in Happiness, Global, 2022

VICE Media Group, Next Gen Leaders, Global, 2022

VICE Media Group, The Culture of Trust, Global, 2021-2022

### CONTENT

Traffic analysis on top engagement content

Sales analysis of affiliate sales driving features

Conversation analysis of comments and engagement





# The world around us has *changed*

**95%** of young  
people say:  
**they have changed  
something in their life  
over the past 5 years**

# CULTURE SHIFTS

**01** INFLATION  
NAVIGATION

**02** INFORMATION  
MEETS INTUITION

**03** RULE  
MAKERS

**04** SELF-CARE  
SOCIAL CARE





Culture Shift 01

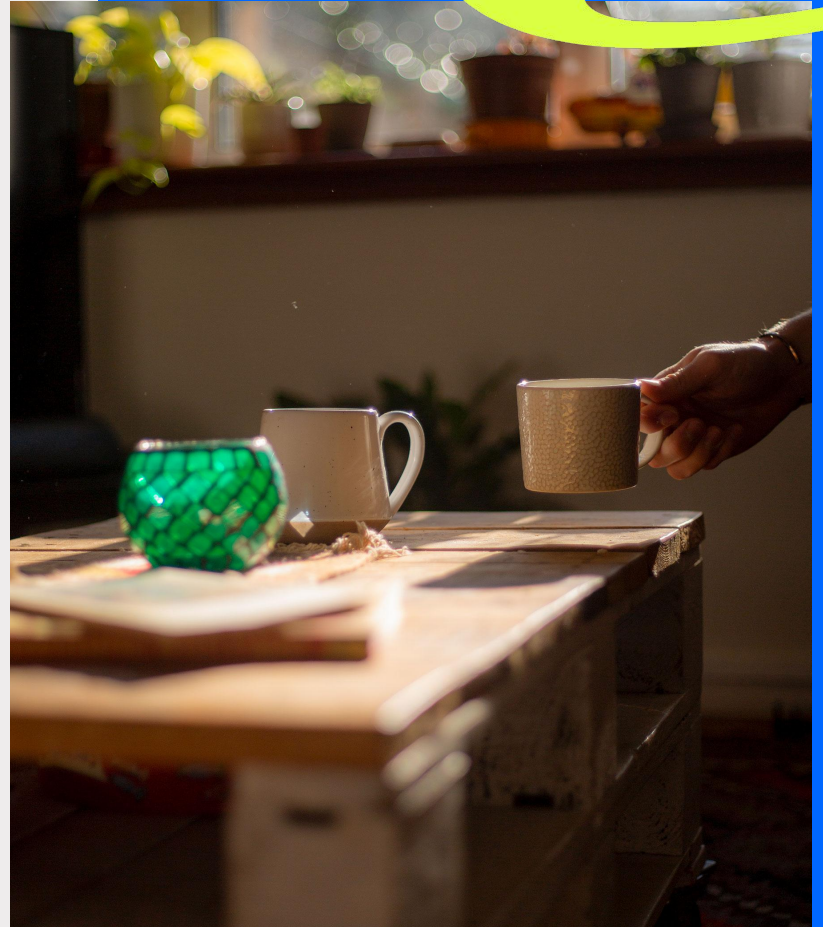
# Inflation *Navigation*

# THE INCREASED COST OF LIVING HAS MADE MONEY A MAJOR CONCERN

What are you feeling most concerned about in your life?

**#1** Finances

- #2** Mental Health
- #3** Career/Job Security
- #4** Physical Health
- #5** Family/Friends
- #6** My Safety
- #7** Social Life
- #8** Education





CULTURE SHIFT 01: INFLATION NAVIGATION

# YOUNG PEOPLE ARE BECOMING MORE STRATEGIC WITH THEIR FINANCES

## 8 IN 10

Young people use research-based strategies/approaches when investing money

## 1 IN 2

Young people use professional tracking tools to monitor investment performance and health

SOURCE: VICE MEDIA GROUP, INVESTING IN HAPPINESS, 2022, GLOBAL



CULTURE SHIFT 01: INFLATION NAVIGATION

# THEY ARE ALWAYS SEEKING WAYS TO SUPPLEMENT THEIR INCOME WITH SIDE HUSTLES

## 9 IN 10

Gen Z have thought about starting their own business

## 1 IN 5

Gen Z already have started their own business

SOURCE: VICE MEDIA GROUP, NEXT GEN LEADERS, 2022, GLOBAL





# What does this mean for *fashion*?

They are rethinking fashion  
ownership.

- A. Investment Properties
- B. Style Shares
- C. Closet Longevity



# YOUNG PEOPLE ARE SHOPPING WITH 'RETURN ON FASHION INVESTMENT' IN MIND

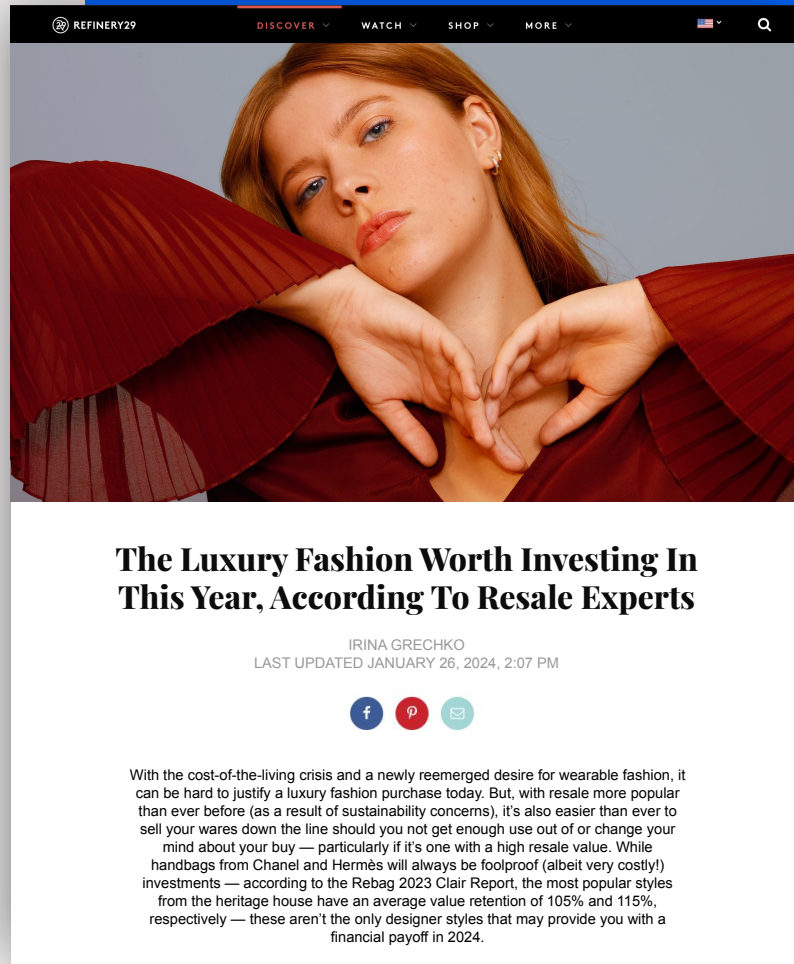


With the cost of living straining people's wallets, a dopamine hit is no longer enough for them to justify a large fashion purchase. That, combined with the gig economy (and reality that they may never purchase a home), is leading young people to rethink what it means to "invest."

**Young people are now using resale sites and apps to forecast the value retention** of a designer bag, watch, coat, etc., so that before they purchase, they have a better sense of what they'll get in return. Their luxury pieces are their property after all, even if they don't come with a white picket fence.



IRINA GRECHKO  
FASHION DIRECTOR, R29 EDITORIAL





# THEY ARE MAKING MONEY ON WHAT THEY OWN BY RENTING OUT THEIR WARDROBES

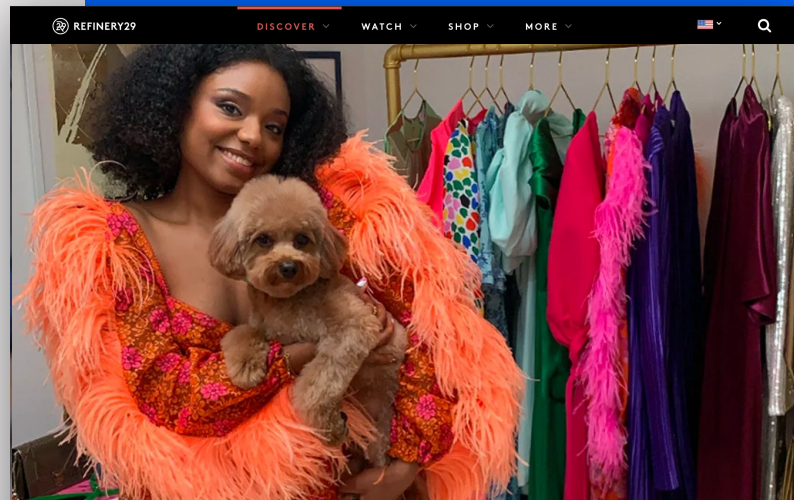


The cost of living has led young people to rethink their closets. And not just in terms of what they add or don't add, but what they *gain* from what they have.

**Many are now renting their own clothes to earn some money, using apps to run their closets as counters.** It's sort of like Airbnb for your wardrobe: you set the rental period, the restrictions, the wash instructions. **This also helps young people justify those bigger purchases, because they're now considering how they could earn on what they own.**



EBONY-RENEE BAKER  
FASHION EDITOR, R29 EDITORIAL



## The Women Making £££ By Lending Out Their Wardrobes

EBONY-RENEE BAKER  
LAST UPDATED 26 APRIL 2023, 14:00



The idea of renting a stranger's clothes might've sounded outlandish just a few years ago, but in 2023 renting a dress for your friend's wedding is just as conceivable as buying one new. With various fashion rental platforms growing in user base — from peer-to-peer options like HURR and By Rotation to stylist-based and hybrid services like Front Row and Hirestreet — more people than ever are wearing designer styles for a fraction of the retail price.

# THEY ARE EXTENDING THE LIFESPAN OF THEIR CLOSETS BY LEARNING WAYS TO REWEAR PIECES

“

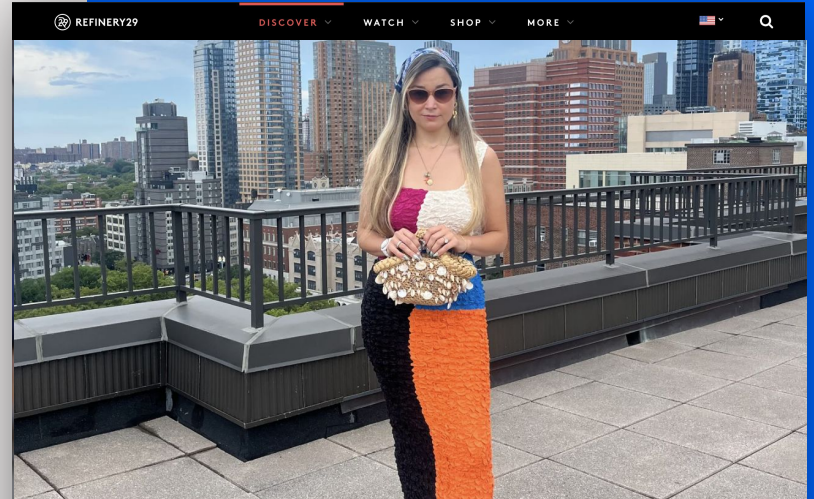
We are celebrating wearing the same things over and over and over. **With both their budgets and the environment in mind, young people are looking to extend the lifespan of the things they own.** And that means ways to rewear.

Our audience loves inspiration for ways to restyle staples and mix and match to make old pieces feel new. They're using forms of restriction (e.g. No Buy Month) to increase their creative use of what they already own.



CARLI WHITWELL,  
SENIOR DIRECTOR, R29 EDITORIAL

**2 in 3 young people say they have or would engage in "no spend" monthly challenges as a way to save money.**



## How To Style The Same Wedding Guest Look For Different Dress Codes

IRINA GRECHKO  
LAST UPDATED JULY 11, 2023, 11:19 AM



If your itinerary of weddings to attend shows no sign of slowing down this summer, you might feel like you're going through wedding guest looks faster than swimsuits. With every occasion a direct reflection of the couple and their tastes, no two affairs — or dress codes — are the same. But while venues may range from an indoor ballroom to a beach wedding within a single month, and clothing suggestions from black-tie to tropical cocktail to match, there's no need to shop for a new look every time an invitation lands in the mail. Instead, invest in a few good dresses that you can see staying in your closet for a while, and give them a second (and 10th and 20th) life by rotating the accessories.

# What does this mean for *brands*?

Brands must offer more than ownership.

Young people are getting savvy with their use of style. Their pieces are not just something they buy to wear, but something they use for income, payouts, and long term restyling opportunities. **Brands must support these new purchase motivations and position fashion as more than something the consumer will simply wear.**





Culture Shift 02

# Information Meets *Intuition*

CULTURE SHIFT 02: INFORMATION MEETS INTUITION

# YOUNG PEOPLE HAVE AN ENDLESS THIRST FOR KNOWLEDGE

## 7 IN 10

Young people say, "I'm always looking for more in-depth information on the topics I'm interested in."

## 2 IN 3

Of young people say, "Exploring and learning about all different places around the world is important to me."

SOURCE: VICE MEDIA GROUP, STATE OF YOUTH, 2022, GLOBAL



# BUT THEY ARE WARY ABOUT THE INFORMATION THEY INTAKE

# 64%

Of Gen Z say "I am less trusting of others than before (the pandemic)"

# -5%

Gen Z's trust in the government is 5 percentage points less than Millennials

# -7%

Gen Z's trust in the media is 5 percentage points less than Millennials

# -7%

Gen Z's trust in brands is 5 percentage points less than Millennials



# THEY BRIDGE INFORMATION WITH INTUITION TO CREATE THEIR OWN CONCLUSIONS

INFORMATION

x

INTUITION

#1

The #1 thing that makes a source reliable is access to the data.

1 IN 2

Over half of young people say they confer a multitude of sources (“anything I can get my hands on”) to create their own opinion.

9 IN 10

Young people say they trust ‘themselves.’

“I think it’s important to learn to trust ourselves, to know our own gut and intuition. To trust what we do know and what we don’t, so you know when to ask for help.”

– GEN Z, FEMALE



CULTURE SHIFT 02: INFORMATION MEETS INTUITION

# What does this mean for *fashion*?

**They want to feel more  
autonomy in their choices.**

- A. Getting Personal, vs. Prescriptive
- B. Seeking the Source
- C. Quiet Influencing

CULTURE SHIFT 02: INFORMATION MEETS INTUITION  
*GETTING PERSONAL, VS. PRESCRIPTIVE*

# THEY DON'T WANT TO BE TOLD WHAT TO BUY; THEY WANT TO CHOOSE WHAT FEELS RIGHT FOR THEM

“

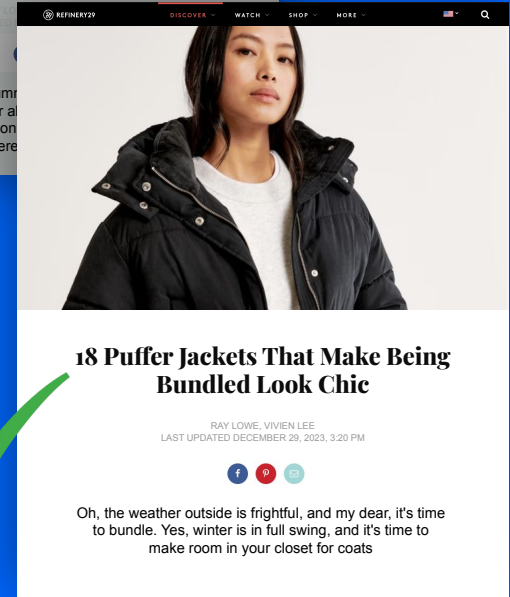
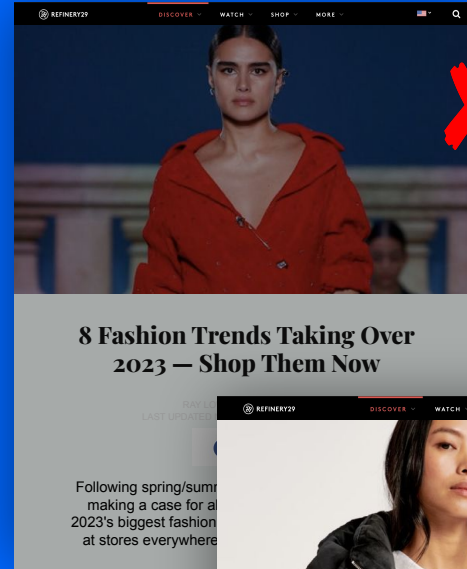
In an era that celebrates personal style, the last thing young people need is to be told where they should be spending their money. In the past, we might have covered shopping trends by using phrases like “what to shop now.”

Recently, we’ve noticed much **more traffic to articles that actually omitted the word “shop” altogether and instead used words that presented styles as options** they could choose from, versus styles we’d suggest they buy.

”



CARLI WHITWELL,  
SENIOR DIRECTOR, R29 EDITORIAL





CULTURE SHIFT 02: INFORMATION MEETS INTUITION  
**SEEKING THE SOURCE**

# THEY WANT TO HEAR DIRECTLY FROM STYLE SOURCES & EXPERTS

“

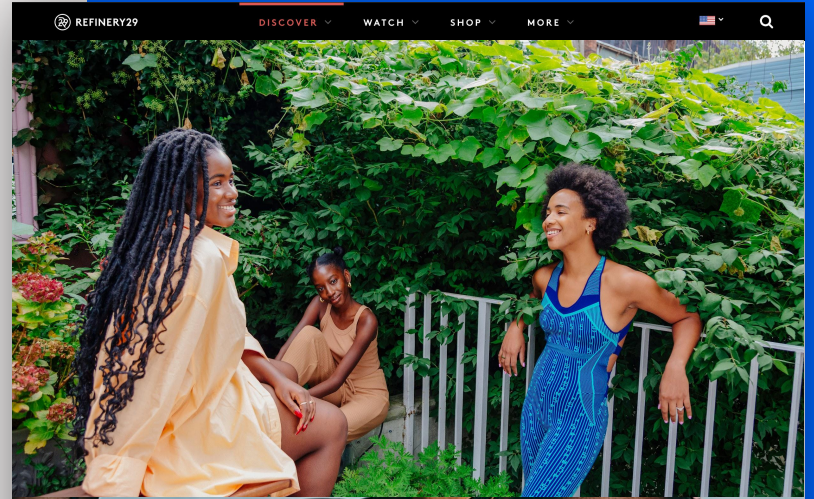
Young people are extreme skeptics. With so much content at their fingertips, they are quick to call BS on anything that seems to push an agenda. Which is why there's been a shift in where and who they turn to for information.

**Young people are turning more towards the actual sources of information so they can use it to form their own opinions.** As a media company, that means we work to empower and uplift expert voices through our own coverage and our own taste making.

”



EBONY-RENEE BAKER  
FASHION EDITOR, R29 EDITORIAL



## How Finding Your Personal Style Can Change Your Life, According To Stylist Karla Welch

FRANCES SOLÁ-SANTIAGO  
LAST UPDATED FEBRUARY 23, 2023, 3:39 PM



Personal style is an enigma. For decades, magazines have claimed that each season, a new set of trends are the key to honing your personal style, while, in recent years, content creators have paraded their own versions on Instagram and TikTok, offering their followers a glimpse into how they unlocked theirs. Over time, I've started to wonder if personal style is actually something that we could learn instead of being born with.

# THEY ARE IGNORING 'TRENDS' AND FINDING INSPO IN THE UNEXPECTED

“

We have been seeing this idea of “de-influencing” for a while now, and when it comes to fashion, it couldn't be more applicable.

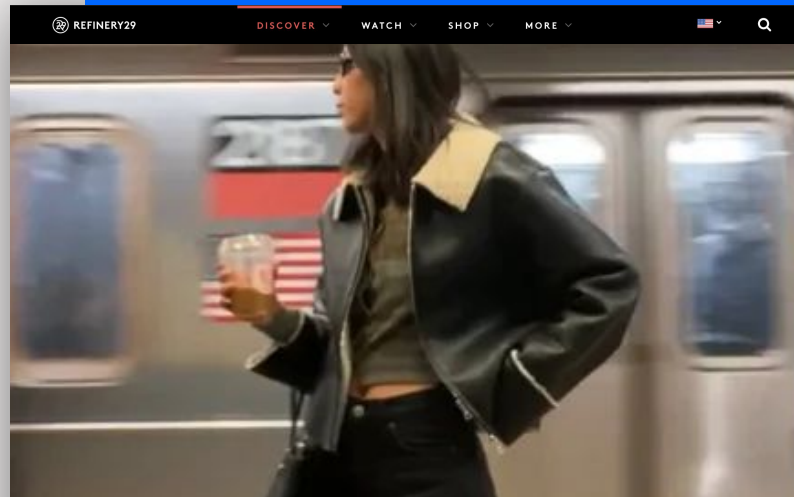
They're not turning to fashion influencers to get styling tips. **Instead, they're being influenced by each other via Subway style videos and more realistic content on TikTok, proving that fashion is what we make of it.**

”



FRANCES SOLA SANTIAGO  
FASHION WRITER, R29 EDITORIAL

**Youth's #1 source of style inspo: The things I see people wearing when out and about (on the subway, on the street, etc.)**



## How Subway Fits Became The New Street Style

FRANCES SOLÁ-SANTIAGO  
LAST UPDATED NOVEMBER 10, 2023, 3:01 PM



Tina Zhang, a New York-based creator, recently started posting videos of her everyday outfits on TikTok. Yet, she didn't film them at home before heading out or on the street as she stopped for coffee. Instead, Zhang propped up her phone on a wall to film herself on a subway platform.

"For me, it's [about] practicality," she says. "It's literally what I'm wearing to work, as I'm taking the train."

CULTURE SHIFT 02: INFORMATION MEETS INTUITION

# What does this mean for *brands*?

**Brands must inspire them in uncommon style spaces.**

Young people are digesting information at nearly all hours of the day, but it is their gut that tells them what *feels* right. **Fashion brands must cut through fashion noise by showing up in spaces that are closer to who the consumer *is*, what they trust and what they care about - whether that's aligning with a passion point or giving them intel from an expert.**





Culture Shift 03

# Rule *Makers*

CULTURE SHIFT 03: RULE MAKERS

# YOUNG PEOPLE DO NOT SEEK TO BE SEEN AS “NORMAL”

**86%**

OF YOUNG  
PEOPLE

Say it's normal to be weird

**67%**

OF YOUNG  
PEOPLE

Say it's weird to be normal

SOURCE: VICE INSIGHTS COMMUNITIES, WEIRDNESS, 2023, GLOBAL







CULTURE SHIFT 03: RULE MAKERS

# “NORMAL” NEVER STAYS THE SAME (AND NEITHER DO THEY)

“

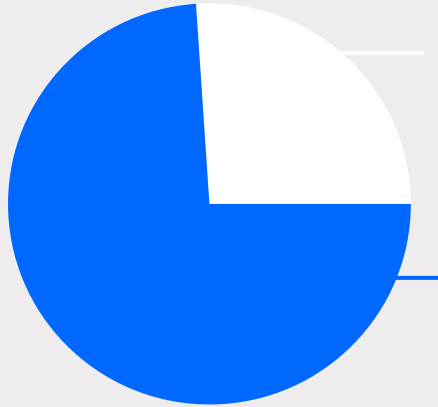
**Normal is a social construct and illusion, what's 'normal' changes constantly. It might be normal to try to meet these arbitrary ever changing criteria but to be weird you just have to be yourself. We're all weird, let your freak flag fly."**

**- Millennial**

”



# THEY ACTIVELY VENTURE FROM WHAT SOCIETY TELLS THEM THEY "SHOULD" DO



**26%**

Stay tried and true to the rules.

**74%**

Of young people say they abide only a little to life's rules or they game the system entirely.





CULTURE SHIFT 03: RULE MAKERS

# What does this mean for *fashion*?

Young people are *countering* the  
fashion codes.

- A. The Wrong Style Theory
- B. Boring Outfit Era
- C. From “Who,” to You

# YOUNG PEOPLE DON'T WANT THE RULES; THEY WANT THE TOOLS

“

More and more, we're seeing our audience shy away from mass trends and move towards things that make them stand out – especially among Gen Z.

For example: The Wrong Style Theory. Stemming from the Wrong Shoe Theory, in which they'll take a chunky sneaker and pair it with a dainty dress (for example), the Wrong Style Theory is young people's continued way of defying what's expected. Furthermore, **it only works because they make it work; a trend didn't tell them to do it.**

”



IRINA GRECHKO  
FASHION DIRECTOR, R29 EDITORIAL

REFINERY29 DISCOVER WATCH SHOP MORE

## 16 Outfits That Prove the “Wrong Shoe Theory” Right

PATRICIA KAROUNOS  
LAST UPDATED JUNE 29, 2023, 2:41 PM

f p e

If your FYP looks anything like ours, then you've been seeing TikTok after TikTok of people styling outfits with shoes that appear to be aesthetic opposites — at least on the surface. Dubbed the “wrong shoe theory” by stylist Allison Bornstein, it's the idea that you should wear a shoe that would traditionally be considered antithetical to your given outfit to create a more interesting look. Think: flip-flops with tailored trousers, heels with sweatpants, dad sneakers with maxi dresses, or any other combo that sounds “wrong” when you think of it, but, in practice, is just...right.



# THEY'LL TRY ON THE COMPLETE ANTIDOTE OF STYLE

“

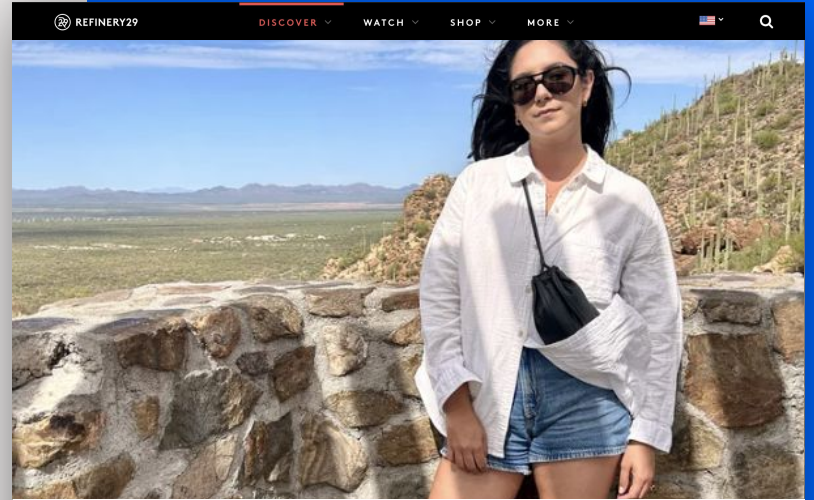
Style often requires thought, creativity, and self-expression. While our audience loves applying those principles to their look, sometimes they direct their creative energy elsewhere.

The Boring Outfit Era gives them permission to not just defy the fashion rules, but ignore them altogether. It may seem weird to show up to the office in a tee shirt and joggers without a cool shoe or accessory to dress them up, but **leave it to young people to convey the simplest look, yet embody the most complex personality.**

”



EBONY-RENEE BAKER  
FASHION EDITOR, R29 EDITORIAL



## I Entered My Boring Outfits Era — Why You Should, Too

FRANCES SOLÁ-SANTIAGO  
LAST UPDATED AUGUST 23, 2023, 5:14 PM



There was a time in my life when wearing a pair of athletic sneakers, a T-shirt, and jeans to even run errands was unimaginable to me. But these days it's my Saturday uniform. Since leaving New York City for suburban New Jersey earlier this year, I've entered what I am dubbing "my boring outfits era."

Before the move, no matter how casual or fancy the day's events were, I would often spend nearly two hours getting dressed. First, I'd scroll Pinterest, Instagram, and Vogue Runway for outfit inspiration.

## THEY ARE LESS FOCUSED ON BRAND NAME, AND MORE FOCUSED ON MAKING IT THEIR OWN

“

Young people have been long-over the labels. In the fashion world, that sentiment also spills over into designer labels. They don't expect the brand name to dictate someone's cool-factor. Rather, **they want to see how people make brands and styles their own.**

They're looking for the surprising way someone paired a designer piece with a thrift shop steal, a luxury shirt with a dupe pant, etc.

”



IRINA GRECHKO  
FASHION DIRECTOR, R29 EDITORIAL

REFINERY29 DISCOVER WATCH SHOP MORE

### The 5 Best Plus-Size Swim Brands, According To A Beach Lover Who's Tried Them All

SARAH CHIWAYA  
LAST UPDATED MAY 29, 2023, 8:00 AM

f p e

As a plus-size fashion expert who focuses on fit and style — and who absolutely loves being in the water — swimwear is a favorite of mine. But I know firsthand that it is also a category that inspires a lot of shopping anxiety, especially when the best plus-size swim options are online only, meaning you never know what you are going to get.

CULTURE SHIFT 03: RULE MAKERS

# What does this mean for *brands*?

## Brands must embrace the unexpected.

Young people are constantly reinventing themselves, and fashion trends are often too one-dimensional for their self expression. **Brands must embrace their consumers' desire to turn a style on its head, and leave more creative autonomy in the hands of these rule-makers.**





Culture Shift 04

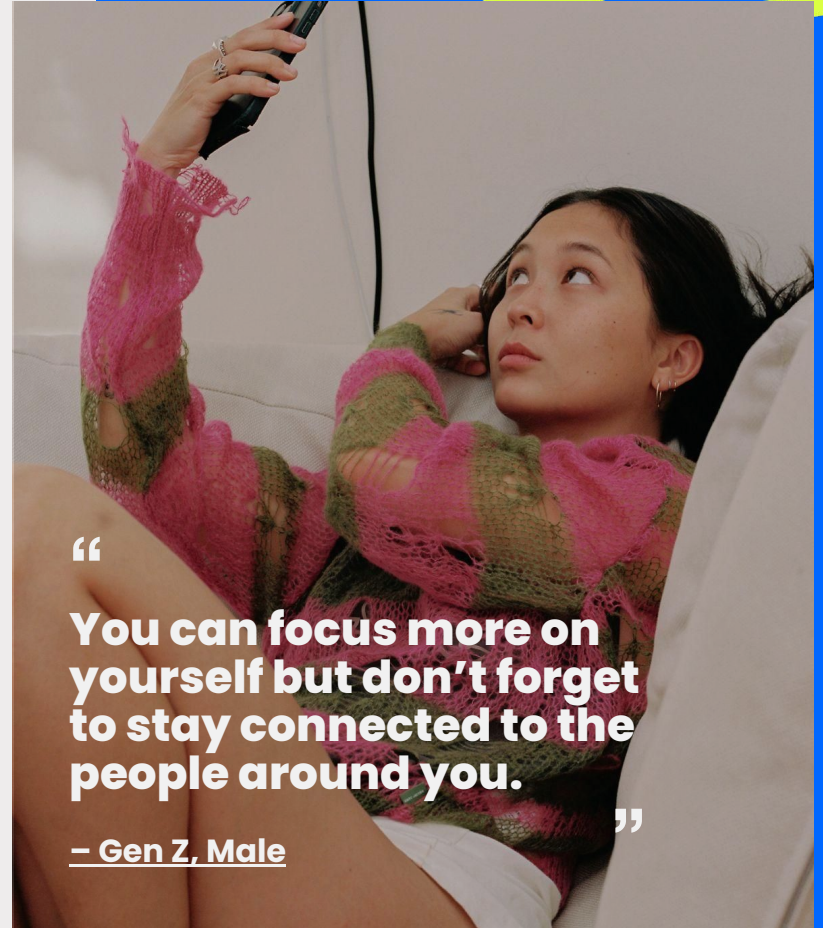
**Self care**  
*Social Care*

# SELF-CARE IS GOING BEYOND THYSELF

71%

Of young people say aspects of community are essential to being “healthy”

- Having a strong support system or community
- Making time for people that matter to you
- Engaging in meaningful experiences



“

**You can focus more on yourself but don't forget to stay connected to the people around you.**

”

– Gen Z, Male



CULTURE SHIFT 04: SOCIAL CARE

# YOUNG PEOPLE ARE PRIORITIZING THEIR SENSE OF COMMUNITY & CONNECTION

## 2 IN 3

**Young people have made resolutions to stay more connected:**

- Create more meaningful relationships
- Focus more on their love life
- Be more connected with their community







CULTURE SHIFT 04: SOCIAL CARE

# What does this mean for *fashion*?

They are building community  
via clothing.

- A. Feminism Subverted
- B. Fashiontainment
- C. Connective Nostalgia

CULTURE SHIFT 04: SOCIAL CARE  
**FEMINISM SUBVERTED**

# YOUNG WOMEN ARE COMING TOGETHER AROUND “GIRL” FASHION

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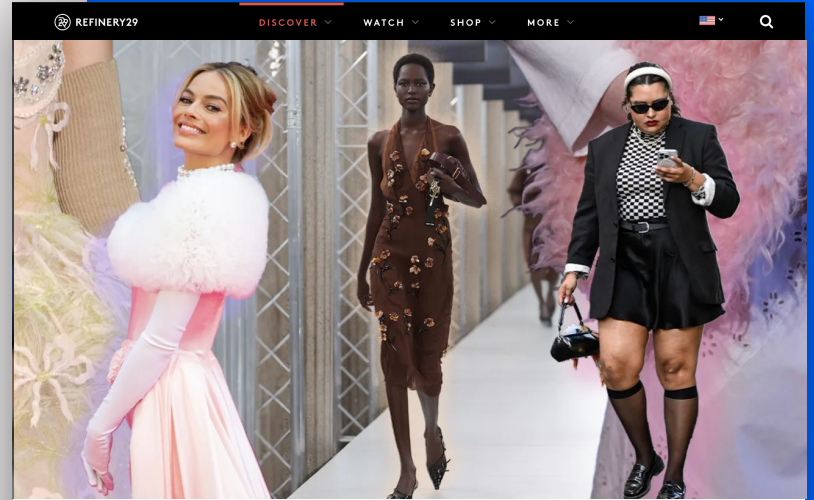
Provoked largely by Barbiecore and the resurrection of Y2K styles, ultra-femme fashion is permeating style culture. But **beneath it is something bigger: an unspoken agreement amongst young women to bond under the subversion of feminist narratives.**

Traditionally, feminism suggests that women harness their power by embracing masculine ideals. “Girl” fashion dictates just the opposite – that women can unapologetically tap into their girliness and use it as their unique superpower. And by doing so, they also **inspire each other.**

”



FRANCES SOLA SANTIAGO  
FASHION WRITER, R29 EDITORIAL



## From Barbiecore To Bows: How Girls Are Winning Fashion Right Now

FRANCES SOLÁ-SANTIAGO  
LAST UPDATED DECEMBER 27, 2023, 9:00 AM



The girlies won fashion in 2023. In a year marked by “girl trends” — from girl math and girl dinner to the pop culture frenzy of the Barbie movie — 2023 fashion seemed to give femme people the empowerment to embrace their girliness and scream about it at the top of their lungs. Or at least, wear it head to toe.

“Because we’re going through a time that is so difficult for girls, they are kind of having a cultural moment by reclaiming the word ‘girl,’” says Agustina Panzoni, Depop’s Trend Specialist. “‘Girl’ also has become a communal element.”

# FASHION HAS BECOME PART OF YOUTH'S EXPERIENCE & EXPRESSION AS FANS, CREATING COMMUNITY AROUND IT

“

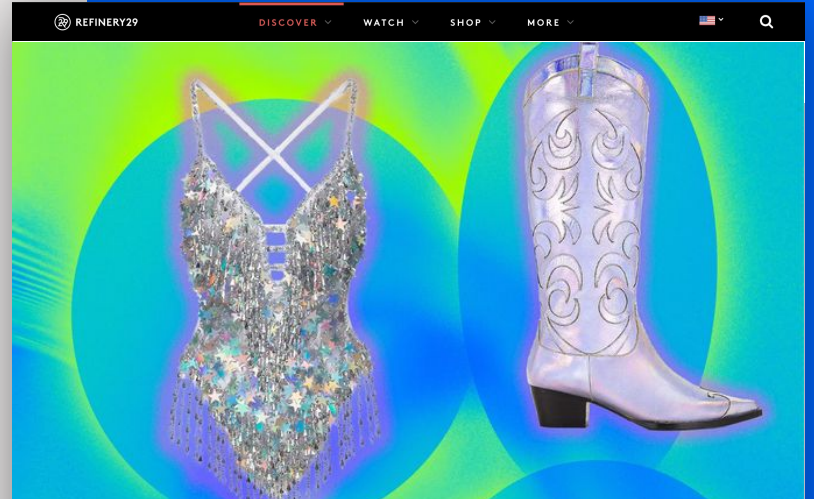
It's normal for people to get dressed up for events, and we love covering the styles people wear to music festivals, etc. But experiences like the Eras Tour are proving that entertainment can birth new fashion movements.

**New fashion communities (e.g. bonds over friendship bracelets) and subcultures (e.g. Barbicore) are serving as modes of connection through clothes.**

”



CARLI WHITWELL,  
SENIOR DIRECTOR, R29 EDITORIAL



## A Swiftie's Fashion Guide & What To Wear To The Eras Tour Movie

MERCEDES VIERA, ESTHER NEWMAN, CHARLOTTE LEWIS  
LAST UPDATED SEPTEMBER 14, 2023, 11:06 AM



When Taylor Swift played her last 2023 US tour date at SoFi Stadium in Los Angeles on August 9, I could feel everyone around me breathe a collective sigh of relief. That's because all my fellow Swifties and I have done since the tour kicked off earlier this year is talk about it nonstop. Sorry not sorry, but when Taylor Swift tours, it's more than a big deal. It's my birthday, Halloween, and New Year's all rolled into one. So when Taylor took her final stateside bow and prepared to embark on her international tour dates (much, much further from my own time zone), I felt an acute loss. Anyone who has live-streamed the concert each night from some fellow fan's shaky iPhone, if only to catch what the night's secret songs will be, understands my plight.



CULTURE SHIFT 04: SOCIAL CARE  
**CONNECTIVE NOSTALGIA**

# YOUNG PEOPLE ARE UNPACKING THEIR BUREAU-BACKSTORIES TO CONNECT WITH HISTORIC FASHION FIGURES

“

We see fashion trends recycle themselves every 10–15 years. But what we’re seeing now is that young people are exploring old trends in new ways. **There’s a big curiosity component of nostalgia; they want to know why historic fashion icons or individuals made (or are remaking) their mark on society.**

This new lens makes them feel connected to trends in a different and deeper, more informed way. ”



FRANCES SOLA SANTIAGO  
FASHION WRITER, R29 EDITORIAL

REFINERY29 DISCOVER WATCH SHOP MORE

## 16 Years Later, Why Is Louis Vuitton's Neverfull Tote More Appealing Than Ever?

FRANCES SOLÁ-SANTIAGO  
LAST UPDATED JUNE 27, 2023, 12:57 PM

f p e

Utah-based content creator Serena Neel bought her first-ever designer handbag in May. To mark the occasion, she chose a Louis Vuitton Neverfull, the signature tote that's been a part of the house's heritage offerings since it was first introduced in 2007. "It's always been my absolute favorite bag," says Neel.

Characterized by thin straps and a monogram print, the handbag comes in three sizes, all meant to be carry-alls that, as the name suggests, never get full. Over the years, it has been reworked in new styles (like Damier Ebene, Damier Azur, and Epi leather), and through seasonal collections and collaborations (like the one with the Japanese artist Yayoi Kusama earlier this year).

# What does this mean for *brands*?

## Brands must sew the connective fabric.

Young people are using fashion as a tool to come together around key moments and movements. **Brands can play a bigger role in these movements by collaborating with non-fashion categories (e.g. entertainment), or by telling stories that help young people connect to each other or to past generations of creators.**





# Key Takeaways



# WHAT'S NEXT

Key Takeaways & Thought Starters for Brands



Inflation Navigation



**Offer more than ownership.**

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Information Meets Intuition



**Inspire them in uncommon places.**

Young people are digesting information at nearly all hours of the day, but it is their gut that tells them what feels right. **Fashion brands must cut through fashion noise by showing up in spaces that are closer to who the consumer is, what they trust and what they care about - whether that's aligning with a passion point or giving them intel from an expert.**



Rule-Makers



**Embrace the unexpected.**

Young people are constantly reinventing themselves, and fashion trends are often too one-dimensional for their self expression. **Brands must embrace their consumer's desire to turn a style on its head, and leave more creative autonomy in the hands of these rule-makers.**



Social Care



**Sew the connective fabric.**

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# DEFINE THE FUTURE WITH US

**VICE Insights analyzes shifts in culture and consumer behavior to predict what tomorrow might look like. Combining art and science to uncover insights, we leverage access to proprietary sources from global editors to our beauty consumer communities and content analytics.**

**We believe it's our job to help predict, contextualize and shape the future for ourselves and with clients. We want to hear your thoughts and provocations.**

**Let's not go blindly into the future, let's build it together!**

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# Thank You!

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