



clearpay[↔]

The 2022 Spring Summer Global Trend Report



About the Report

We have aggregated recent purchases made by our global customer base of over 19 million, across our catalogue of 122,000+ brands and retailers, to identify the season's key trends and shopping patterns.

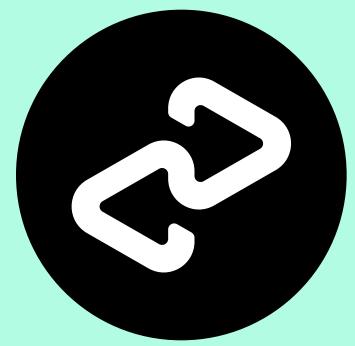
What sets our report apart is our use of real-time customer purchase data looking into sales, coupled with the fact that an overwhelming majority of Clearpay users are categorised as **Millennials and Gen Z**, the world's highest-value and most powerful demographic.

Let's take a deeper look at the trends and purchasing behaviours taking over this spring and summer >>

For more information

Check out our full company overview and fast facts [here](#).





Meet Clearpay's industry experts who validate, educate, and inform us on the "why" behind the trend.



Shakaila Forbes-Bell is a Fashion Psychologist, consultant, founder of the platform *Fashion is Psychology* and author of the book *Big Dress Energy*. As the current in-house fashion psychologist for Clearpay, she helps brands and consumers alike understand the psychological significance of fashion and beauty trends.

Zanna Roberts Rassi is a New York-based, award-winning fashion and beauty journalist, stylist, television host, and co-founder of Milk Makeup. She is currently the Fashion-Editor-at-Large for Marie Claire, E! News fashion correspondent, NBC Today Show fashion contributor, and Target Stylist.





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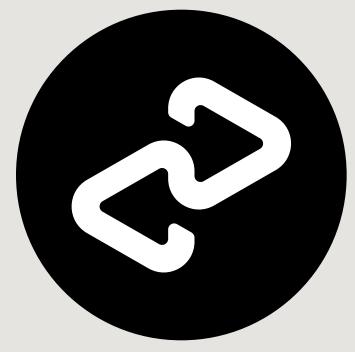
REGIONAL TRENDS:

United Kingdom

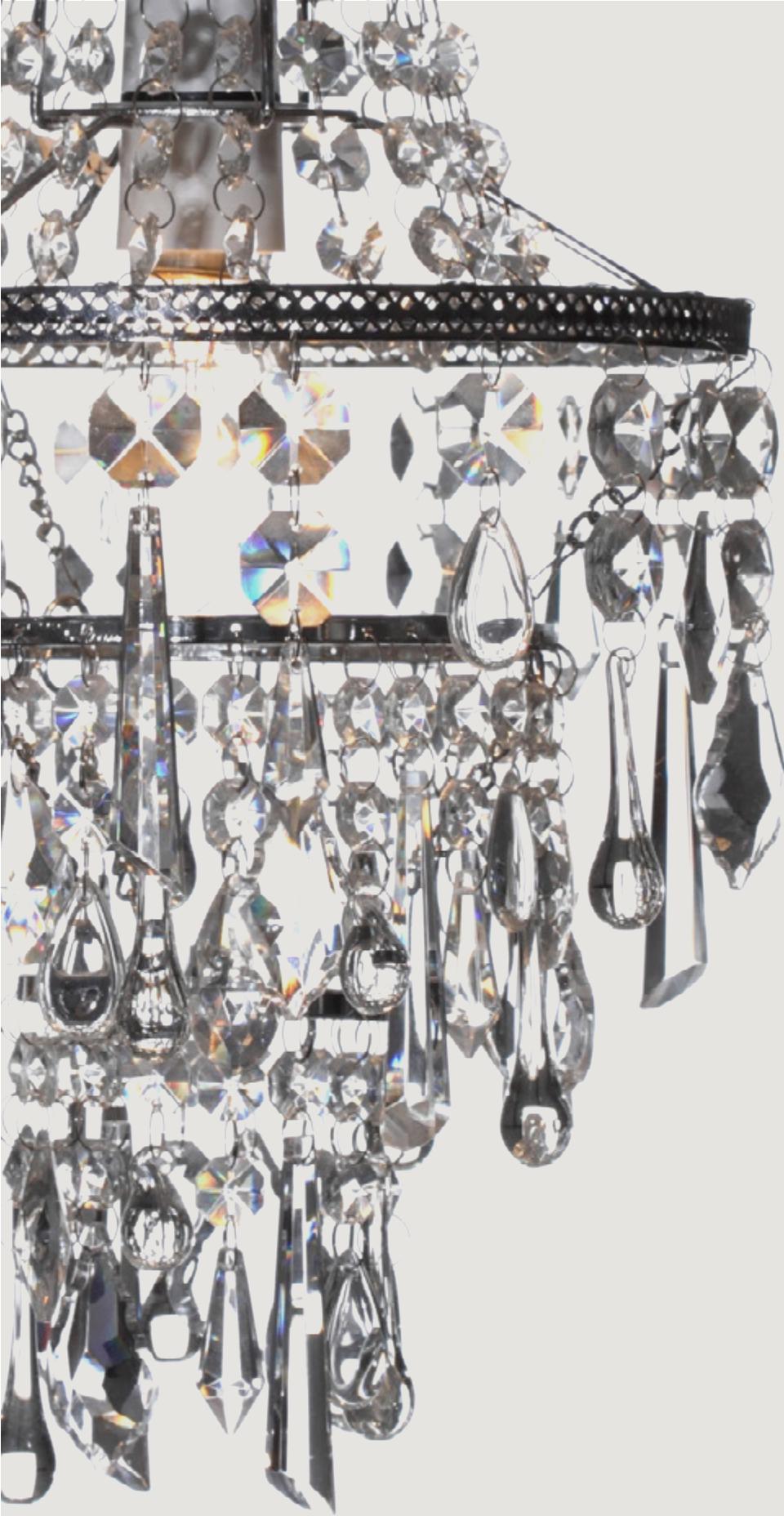
Welcome to the UK section of the Global Trend Report, where we take a closer look at what Brits are shopping for this season. The weather is warming up and we're excited at the prospect of more open travel this summer, however, shoppers are still very mindful as the cost of living is impacting decision making.

Find out what the hottest trends and items across the following categories look like:

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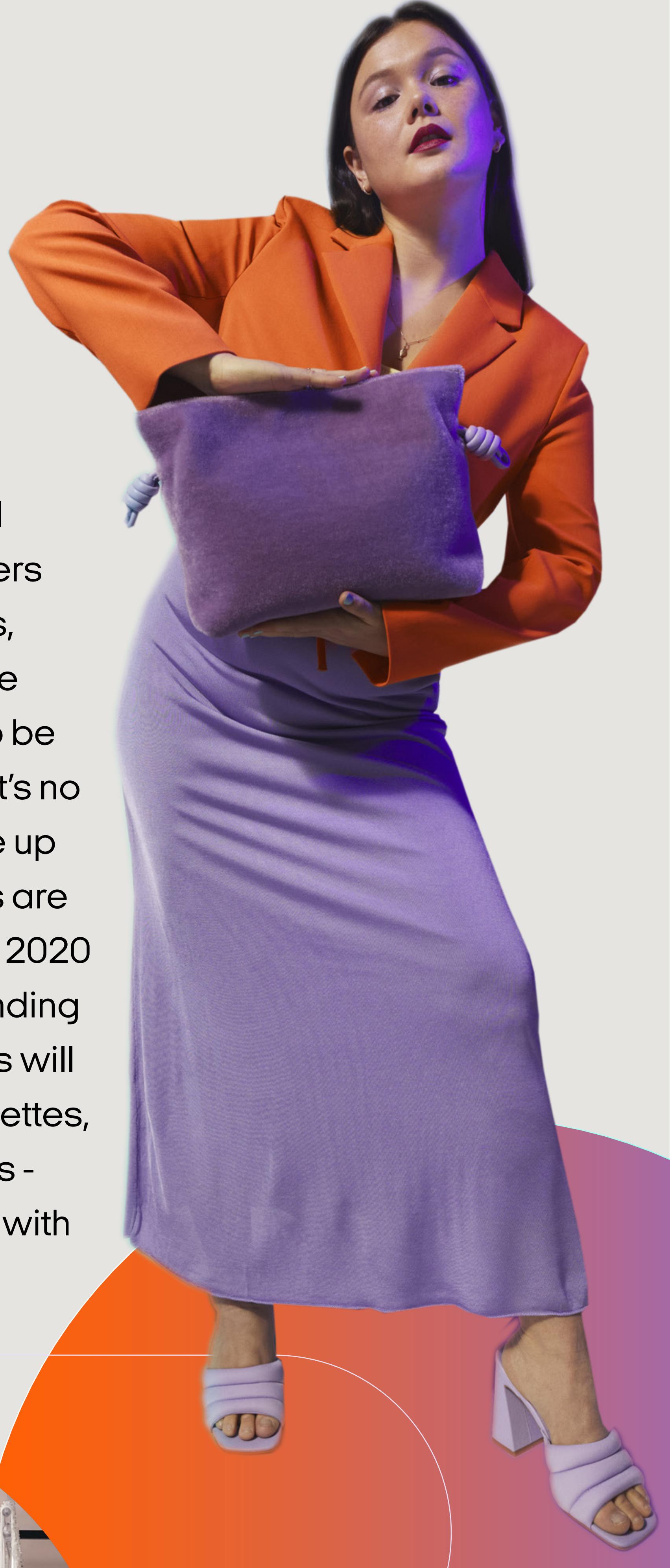


Fashion



Becoming The Season's Diamond

After two-years of postponed or cancelled events, consumers are ready to attend weddings, parties and special events like never before. With 2022 set to be a bumper year of weddings, it's no surprise that midi dresses are up 178% YoY, while heeled styles are fast replacing the top shoe of 2020 - the slipper. Consumers attending spring and summer weddings will choose figure-hugging silhouettes, waist cutouts and lace fabrics - combining both regencycore with the sexy dressing trend.





Fleur Du Mal



Rihanna PFW 2022

From Sexy to Naked

As a result of being cooped up indoors, the sexy silhouette trend that bubbled up at the start of the pandemic is evolving into 'barely there' clothing. Lingerie styles are creeping into everyday wear, with the world's favourite Bad Gal, Rihanna, pushing the envelope and normalising this trend for all body shapes and sizes. Bodycon dresses have been Clearpayed the most as the top purchased dress style topping the charts. For those ready for a warm holiday getaway, lacy swimsuits and plunge styles are among the top designs in the swim category.

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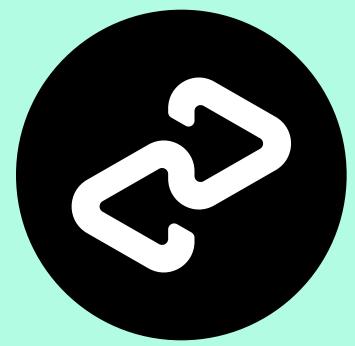
Fashion

A Psychedelic Timewarp

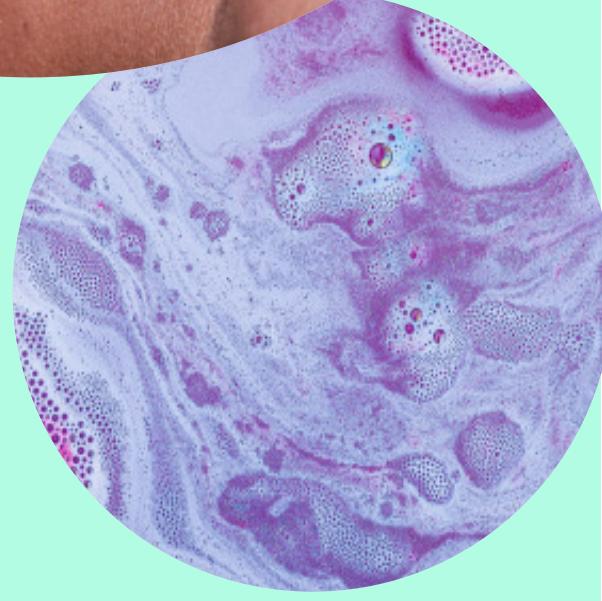
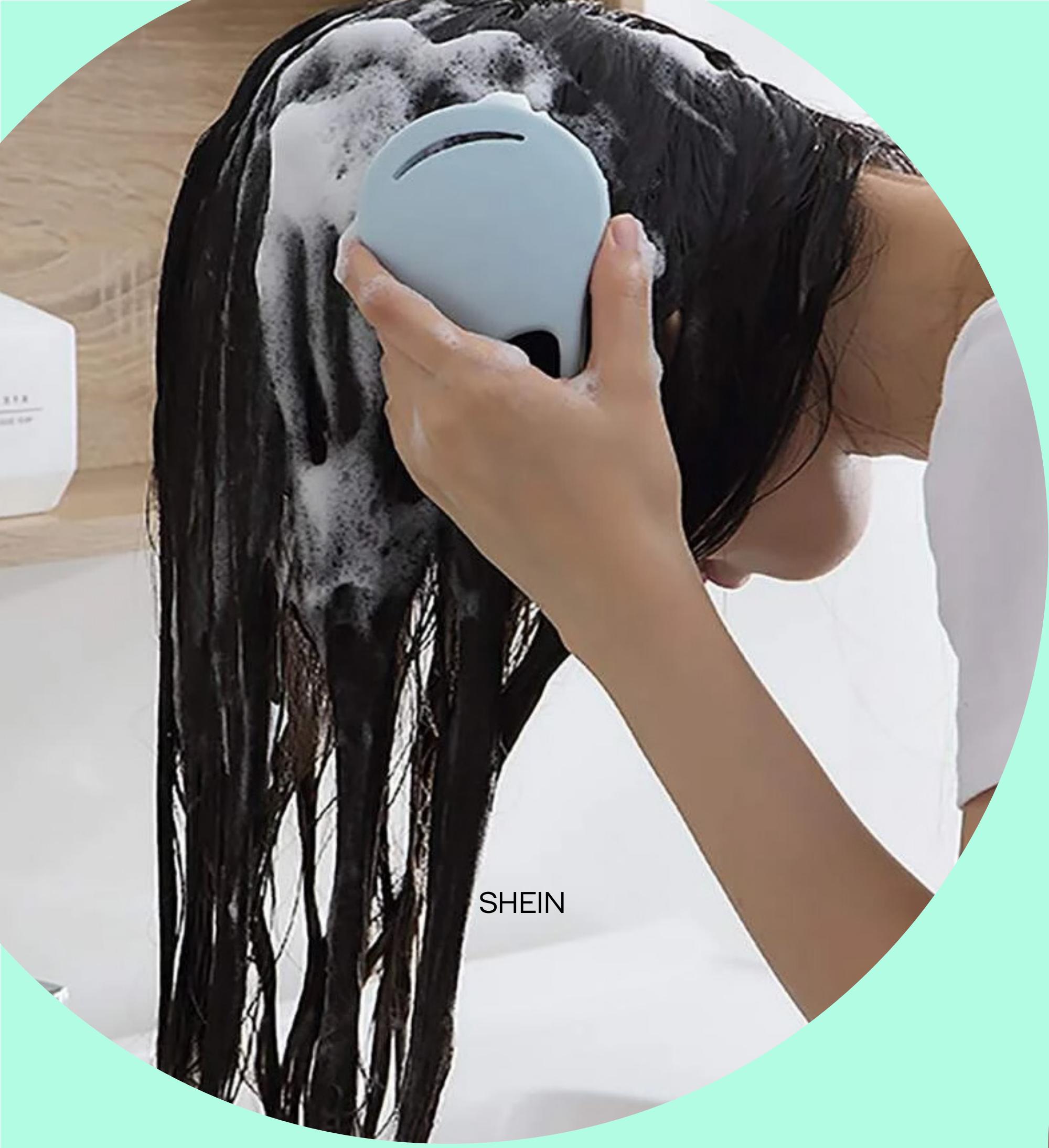
While it's no surprise that Y2K is the most popular style decade at the moment, nostalgia is also playing out in different iterations of 60s and 70s fashion.

Celebrity inspiration from Harry Styles to teasers of Tom Holland in *The Crowded Room* are sustaining these decades' staying power in the modern-day era. Over the past six months, Clearpay sales for floral prints have skyrocketed 23%, with daisy prints predominantly used in the form of crochet tops, abstract printed dresses and matching sets. Other plays on the 60s and 70s have been represented in an uptick of clogs and wide leg denim.

ASOS



Beauty



An Emphasis On Scalp Care

Thanks to a few viral TikToks, scalp care education is having a moment as more consumers learn about its importance to overall hair health. The Olaplex range continues to rank as one of the most beloved hair care products, with the No.4 shampoo and No.5 condition at the top purchased list. Clearpay shoppers are showing a particular interest in scalp tools including scalp masks, exfoliating treatments and scalp brushes, which top all beauty purchases in the region.

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Studies show that a good hair day can positively impact your mental health, and with campaigns such as the Halo Code, consumers feel a liberation to express themselves however they choose.

Shakaila Forbes-Bell,
Clearpay's in-house Fashion Psychologist



Beauty

All That Glitters Is Not Gold

HBO's *Euphoria* has redefined character storytelling through the power of makeup - inspiring fans of the show to experiment with makeup in a bolder way this season. Gen Z and Millennials are donning messy glitter eyeshadow via wet application for nights out and gigs. In anticipation for the season two premiere, and since the show ended, Clearpay searches for face gems are soaring in popularity.

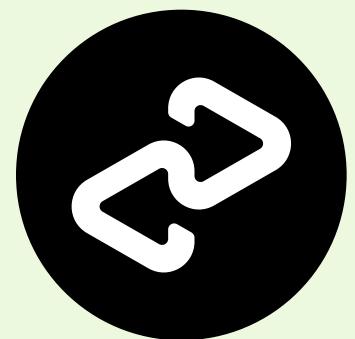
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While travel restrictions are easing, studies show that people are still seeking escapism through their favourite shows by emulating makeup looks as a form of creativity and self-expression.

Shakaila Forbes-Bell,
Clearpay's in-house Fashion Psychologist



Desi Perkins



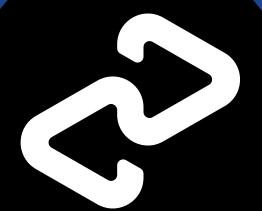
Beauty



The Clean Girl Look

The “clean girl look” is all over TikTok, with Clearpay data revealing shoppers are embracing the ‘no makeup, makeup look’ this spring and summer. Dewy, lightweight foundation topped Clearpay sales as consumers looked to these products to achieve a soft glam look. This also meant UK shoppers reached for skincare items over more full coverage makeup products, with an aim for their glow to come from within. Charlotte Tillbury’s Flawless Setting Spray that emphasised this look has seen an increase in sales, growing +304% YoY.





Accessories



Festival Fashion is Back!

As Glastonbury officially sets its schedule, Clearpay data reveals that festival fashion is also making a comeback in 2022. Sales and searches for festival essentials such as bold accessories, and fairy/pastel colours are on the rise. Bucket hats have replaced beanies as the most popular accessory purchased on Clearpay, showing it's the hat to sing-a-long in this summer.





Accessories



The Rise of The Baguette

The 'It' handbag of the 90s, The Baguette Bag, has found itself amongst Clearpay's top 10 accessories, following Gen Z's revival of the Y2K trend across TikTok. Regularly paired with low-rise jeans and crop tops, creators are pointing to the revival of another icon - *Sex and the City* fashion-majesty herself, Carrie Bradshaw as a source of style inspiration.



Staud



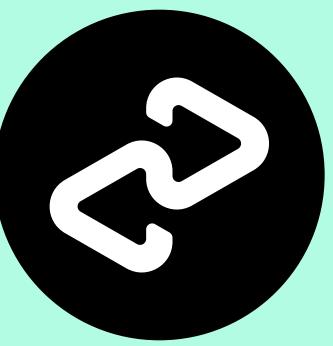


Accessories

Chain Reaction

Clearpay data shows that shoppers are toughening up their accessories this season, with big, bold hardware adorning handbags and grungy chain necklaces ranking high on the most popular accessories list. Following a pop-punk revival consumers are opting to give an added edge to their preferred styles with their purchases this season.



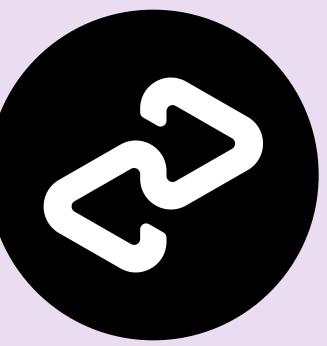


Oliver Bonas

A Home Fit for a Queen

A decadent trend, dear reader, has piqued the interest of shoppers across the UK, with Google searches for ‘the regency era’ soaring +550%, following the new release of the Ton’s most popular show. It’s obvious that regencycore is here to stay, and Gen Z Clearpay customers want to emulate the gorgeous Aubrey Hall of the *Bridgerton* family. Baby blue, cream and light pink accents are among the top purchased colours for home accessories, while fabrics including lace and satin are trending up in both clothing and homeware items. Shoppers will be sure to add a royal element to give their homes a royal look this summer.





Lifestyle



Marks & Spencer

A Splash of Pastel

Like many other trends, this new take on the Danish home originated from TikTok, with features of pastel colours and fun prints that's all the rage for spring and summer. Most elements are typically DIY'ed, but shoppers are refining their homes with accessories for a budget-friendly new touch look.

Marks & Spencer's heart light-up candle and pastel coloured bath towels have added the accent that's needed to complete this aesthetic.



Marks & Spencer



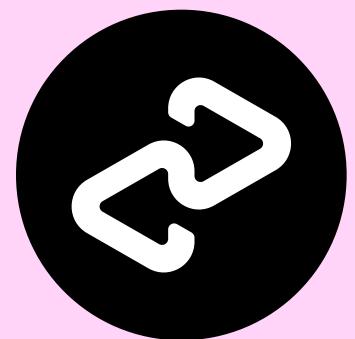
Lifestyle



Dopamine Dressing for the Home

As a trend that originated from fashion, Dopamine Dressing is moving from our wardrobes into our homes. British consumers are reeling to express themselves in and out of their homes by embracing a maximalist mindset. This goes against the minimalist Hygge style that was popularised by the Scandinavians. This spring and summer, consumers will swap out their plain white pillow shams and bedsheets in exchange for spring greens and pinks - two top colours Clearpay users have already bought into.





The IT List

What were the runway trends seen during the recent fashion shows that are already trickling down to the mass market?

Pink

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Valentino

Valentino's recent runway show was a nod to old Hollywood highlighting pink in various eye-catching looks. This romantic shade will be stocked everywhere as consumers will be aching to wear pinks as the weather warms up.

Zanna Roberts Rassi, Clearpay Brand Ambassador



Boohoo

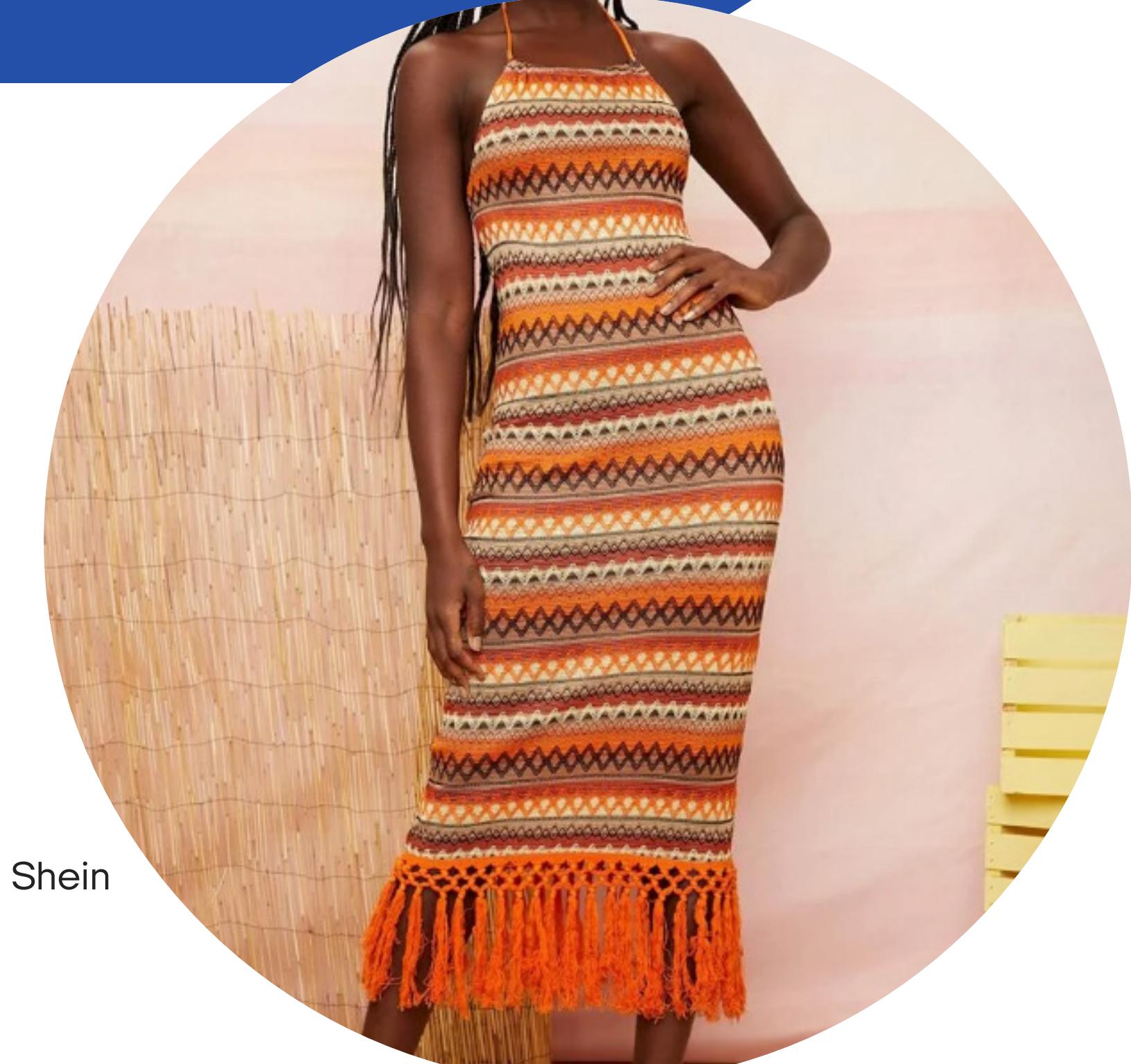
Halpern

Fringe

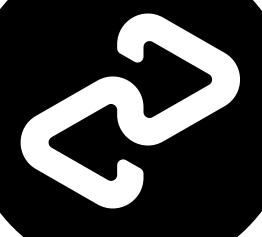
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Obsession with the 70s has not waned in designer looks as seen through Halpern's incredible FW22 fringe dress. In the coming months, we expect festival and holiday-goers to adorn more fringe

Zanna Roberts Rassi, Clearpay Brand Ambassador



Shein



The IT List

Sexy dressing

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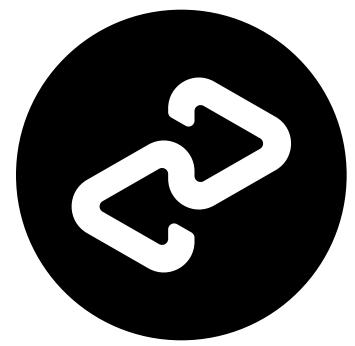
Cut-outs were everywhere on the runway - one look at David Koma's show will sum up this sexy dressing trend is here to stay. As people prepare for warmer weather, they'll incorporate more daring looks into their summer wardrobe like this Missguided dress.

Zanna Roberts Rassi,
Clearpay Brand Ambassador

Missguided

David Koma





The IT List

Mini skirts

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It's going to be the season of the mini skirt for sure, with designers including Supriya Lele showing that this aspect of the Y2K trend isn't going anywhere soon. Retailers from high-end luxury brands to more affordable online retailers will be sure to have this in stock in every colourway to match all your spring/summer looks.

Zanna Roberts Rassi,
Clearpay Brand Ambassador



Pretty Little Thing



Supriya Lele



The IT List

Poster Girl

Serotonin dressing

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The dopamine dressing trend has been all over the internet, and now we're seeing it evolve into the serotonin dressing trend, where shoppers want clothes that make them feel confident. We'll be sure to see more serotonin dressing as we head into spring/summer.

Zanna Roberts Rassi,
Clearpay Brand Ambassador

ASOS





Up & Coming Trends

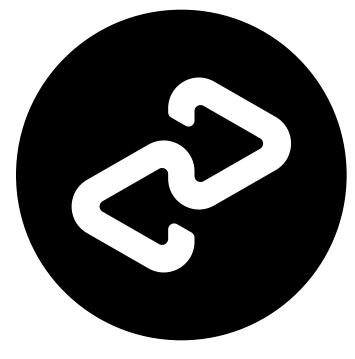
Looking beyond the spring and summer seasons, here are the trends to keep an eye out for year-round.

The New Business Casual

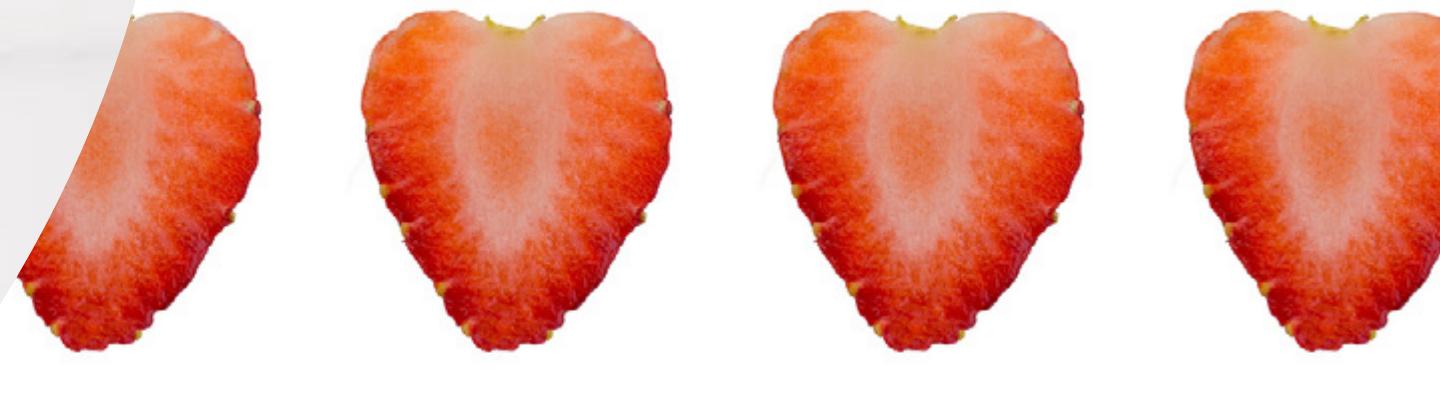
With office spaces reopening nationwide, consumers are avidly shopping for workwear options. Gen Zs, who entered the workforce in a virtual world, are combining the comforts of loungewear with the relaxed, oversized shapes of streetwear. The new work wardrobe will include neutral sneakers and looser, wide leg fits such as matching plisse sets.

Song of Style



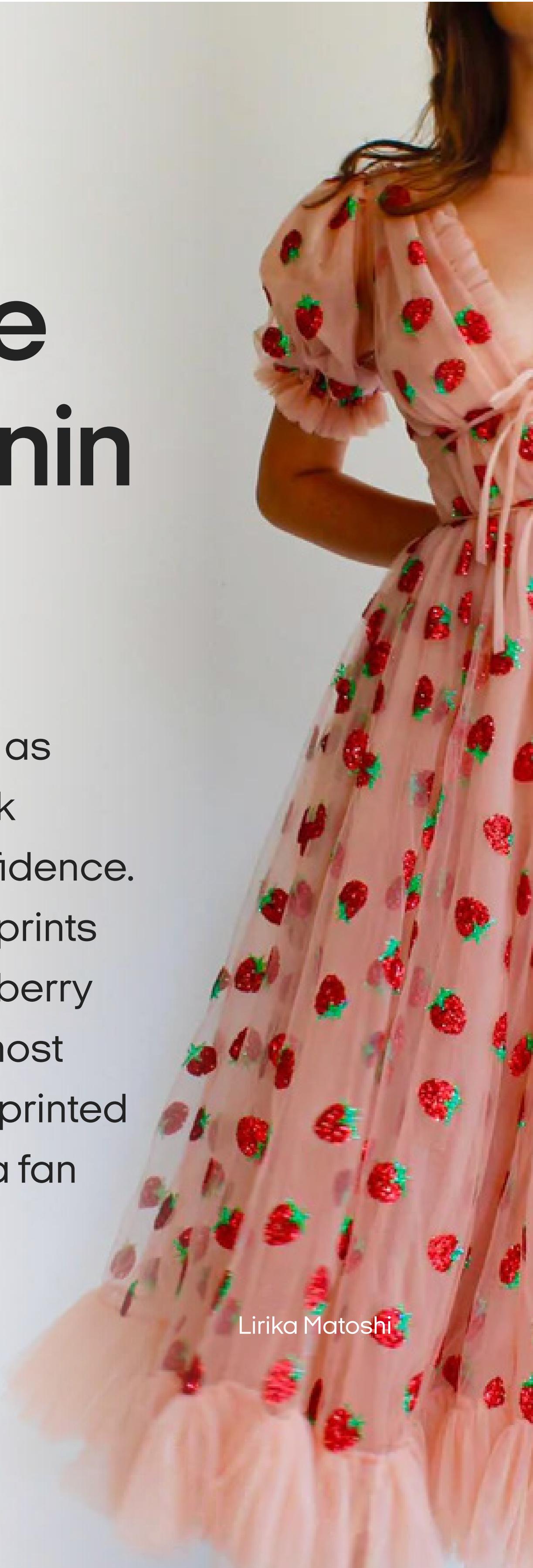


Up & Coming Trends



The Confidence Boost in Serotonin Dressing

An update to the ever-present dopamine dressing, serotonin dressing is emerging as a more risqué version as consumers seek clothing options that boost their self-confidence. People are shopping for unconventional prints to embody this trend, with leopard, strawberry and heart shaped patterns topping the most purchased list. Expect to see more heart printed items throughout the year as it's already a fan favourite in the UK.





Up & Coming Trends

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While dopamine dressing has remained a fun way to incorporate colour into your wardrobe, a global survey investigating the mood-altering effects of clothing revealed that clothes don't simply make people feel good. 42% of respondents believed that certain outfit choices made them feel more relaxed and thus more confident.⁴ When we wear these types of outfits, they foster the release of Gamma Aminobutyric Acid or 'GABA' neurotransmitters in the brain that produce a calming and relaxing effect on the body - what I've labelled as 'GABA dressing'.

Shakaila Forbes-Bell,
Clearpay's in-house
Fashion Psychologist





¹NPR and The Wedding Report

²Physical Activity Council 2021 Study

³Based on Google Trends searches for regency between 25 March 2022 to 25 April 2022

⁴Source: Young, S [2019]. Women choose outfits based on how clothes make them feel while men care more about what others think.
The Independent. Retrieved 19 April 2022.

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