

deepop

2026 TREND REPORT: *THE EDITED SELF*



The world today is shaped by a mix of economic anxiety, political noise, environmental worry and constant digital chatter. But within all of this, people are finding clarity.

Fashion is still moving fast, yet individuals aren't moving with it in the same way. Trend cycles keep accelerating, while attention, money and energy feel tighter than they were a few years ago. The result is that trends are no longer taken so seriously.

Alongside the constant newness, a different behavior is emerging: selectivity. Not everything deserves a reaction anymore, let alone a purchase. At the same time, public life is pulling focus again. Collective cultural moments and shared rituals are creating new reasons to gather, to be seen, to dress with presence rather than on autopilot.

It is within this tension between speed and restraint, chaos and control, trend and taste, solitude and collective experience that the defining behaviors of 2026 begin to take shape.



2026: THE YEAR OF **THE EDITED SELF**

In 2026, style becomes sharper and more intentional. People keep what feels true, repeat the silhouettes that work, and refine their wardrobes into something lived-in and personal. *The Edited Self* captures a shift away from accumulation toward authorship: pieces that earn their place, clothes that carry meaning, wardrobes shaped by what you return to rather than what's new.

This is dressing with conviction. Consistency over churn. Signature over spectacle. Fashion moves from chasing trends to expressing taste through repetition, refinement, and restraint.

2026 is also a year with a shared stage. Global moments, from the World Cup to the U.S. 250th, pull people back into public life and collective emotion. Sport, culture, and everyday ritual overlap. What people wear becomes a way of signaling identity, affiliation, and presence in real time.

Functional staples sit alongside remixed nostalgia and elevated sportswear, styled not for performance but for belonging.

Across wardrobes, the instinct is the same. People aren't reinventing themselves every week; they're refining their signatures. Repeating outfits. Trusting silhouettes. Letting clothes move comfortably across work, leisure, and social life. Editing wardrobes the way you edit a playlist, cutting the noise, keeping what lands, adding just enough contrast.

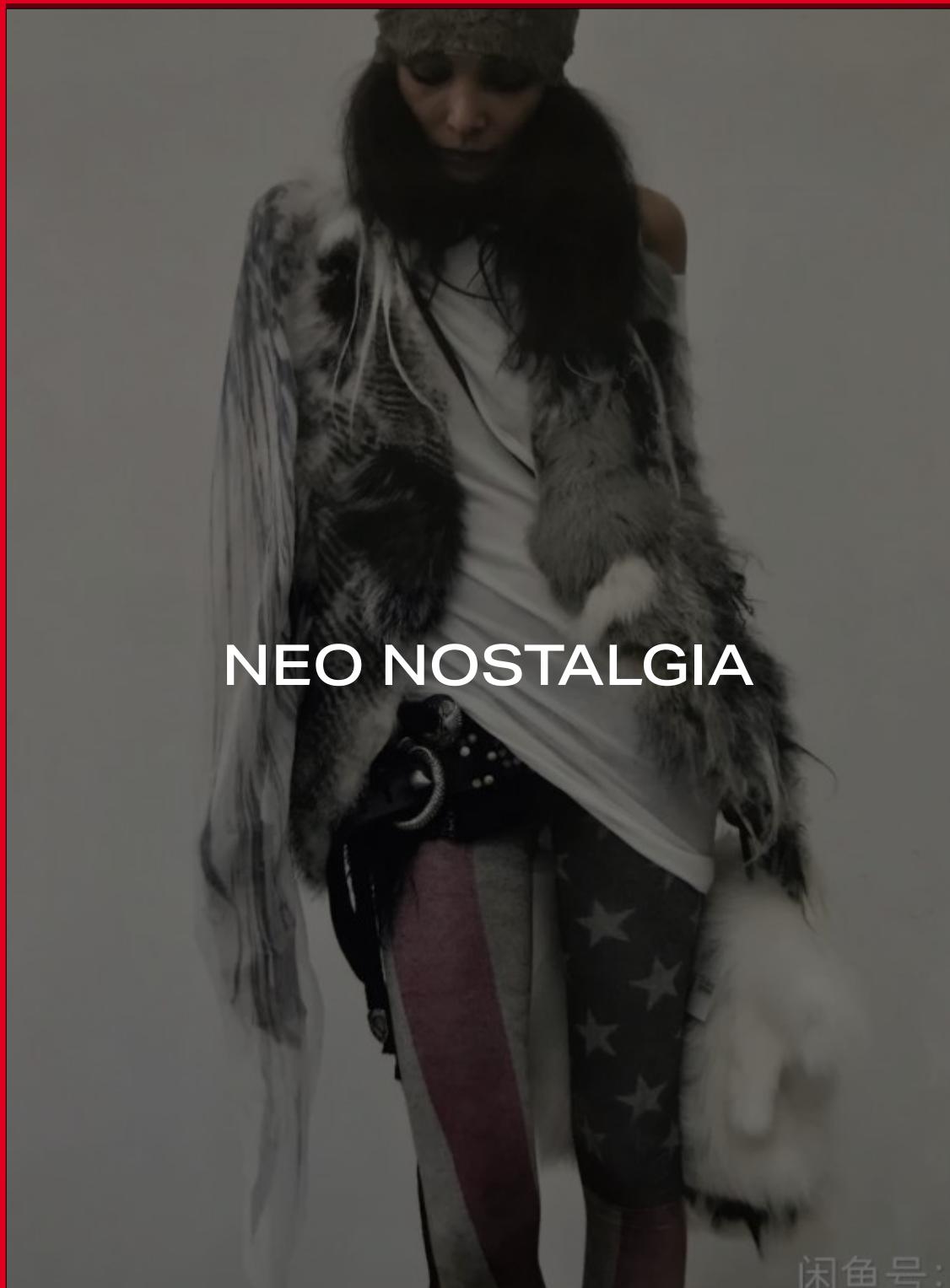
The Edited Self reflects this cultural reset. Style as taste, not volume. Clothes chosen with intention, worn with confidence, and recognized across moments.

2026 is shaped by discernment: curate what matters, refine what stays, let your edit be seen.

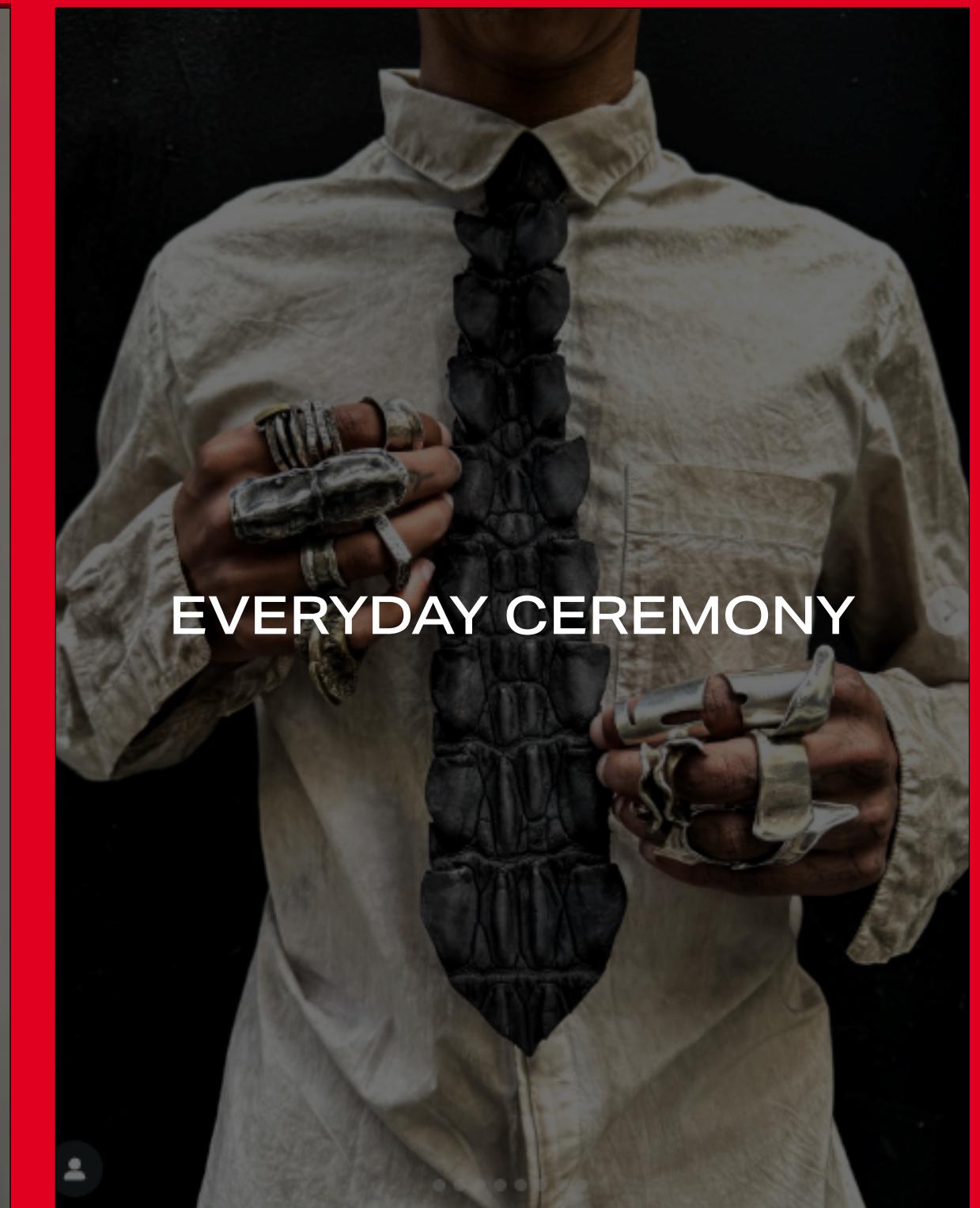
2026: THE YEAR OF *THE EDITED SELF*



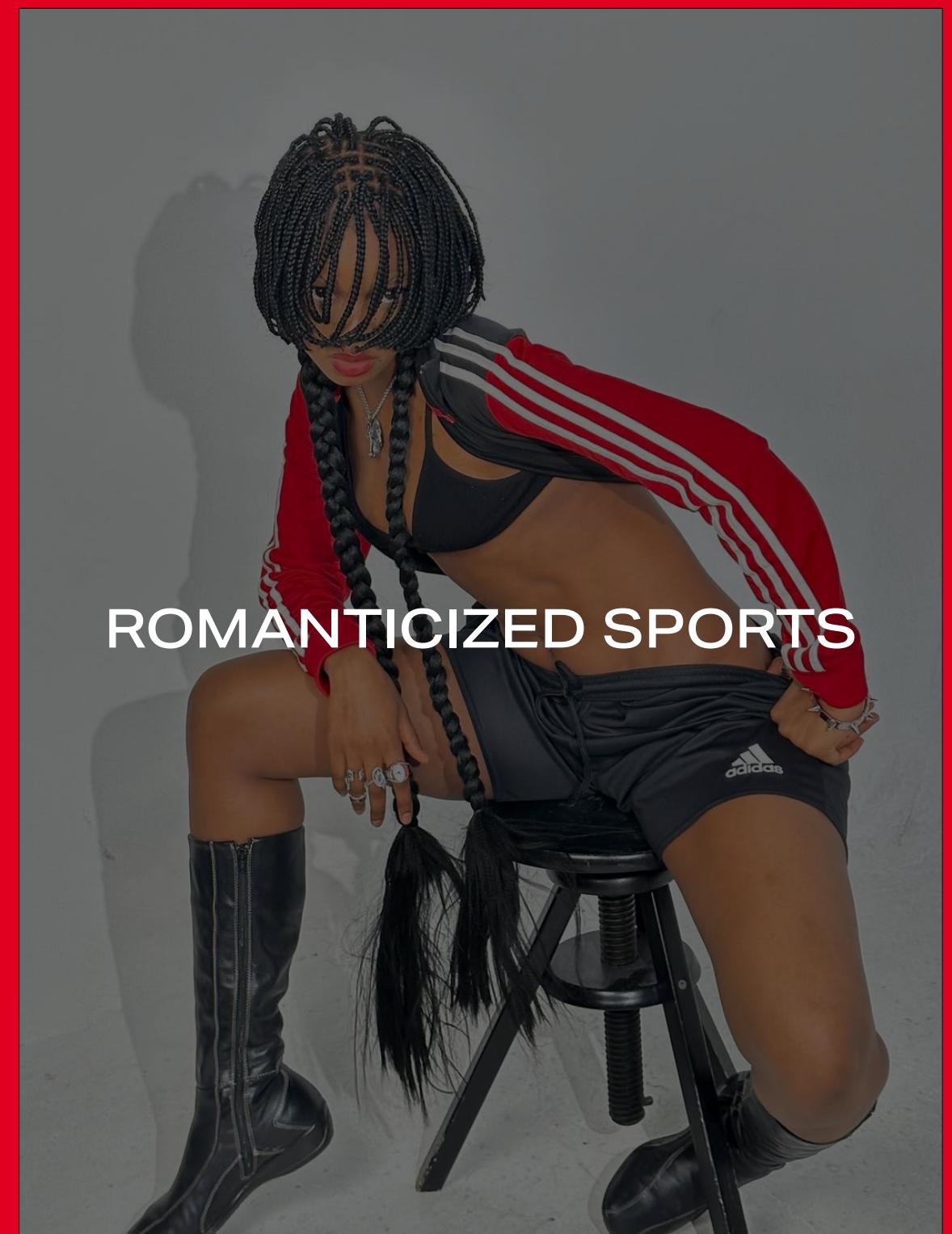
MODERN UNIFORMS



NEO NOSTALGIA



EVERYDAY CEREMONY



ROMANTICIZED SPORTS

MODERN UNIFORMS

CONSISTENCY BECOMES THE NEW FLEX, AND TASTE BECOMES THE THROUGHLINE.

Modern Uniforms is about dressing with clarity and conviction. In 2026, people are craving style that comes from within and choosing pieces that are built to last. Dependable silhouettes and repeatable styles replace the need – or even the desire – to keep up with the trend cycle.

Quiet confidence is shown through trusted staples that anchor the wardrobe. Allowing space for personal expression with interest created through texture rather than print, tailored pants, sharp outerwear and crisp button-down shirts are the cornerstones of this style. In a world that feels chaotic, consistency brings a sense of calm.



Intentional fashion is about wearing stuff you love, that fits your life, and that lasts. Instead of following every trend, a stylistic uniform can be affected by shape, color, silhouette, proportions, or any combination thereof.

HIGHNOBIETY



Key silhouettes: Sharp-shouldered tailoring, boxy knits, cropped outerwear

Key styling behaviors: Outfit repetition, neutral palettes, subtle proportion play

Key categories: Structured blazers, pleated trousers, button-down shirts, knitwear

The modern uniform allows room for play, whether through texture, silhouette or the occasional statement accessory. It's about building a wardrobe that works as a reliable framework while leaving space for individuality.

HARPER'S BAZAAR



Depop is where Modern Uniforms take shape, allowing people to build personal wardrobes from repeatable silhouettes, archival tailoring, and refined staples that hold over time.



MODERN UNIFORMS

The capsule wardrobe market was valued at USD 1.3 billion in 2023 and is projected to reach USD 2.6 billion by 2030, growing at a CAGR of 10.5%. strategic market research**

"How to capsule wardrobe" google searches increased by as much as 100% in the last 12 months.

8 in 10 people (78%) report often or always repeating the same outfits or silhouettes, and 52% it to be freeing*



TRENDING SEARCHES

Workwear jacket +579

Peacoat +499%

Quarter zip +405%

Button-down shirt +179%

Office shirt +173%



Everyone who reports being affected by current world events also finds emotional comfort important. 86% of them are repeating outfits often or always*

9 in 10 people are experiencing some frequency of decision fatigue when they're getting dressed, with 4 of those 9 experiencing it often*

TRENDING BRANDS

COS +696%

Charlie Beads: +180%

The Row +83%

Ralph Lauren +60%

Jil Sander +37%

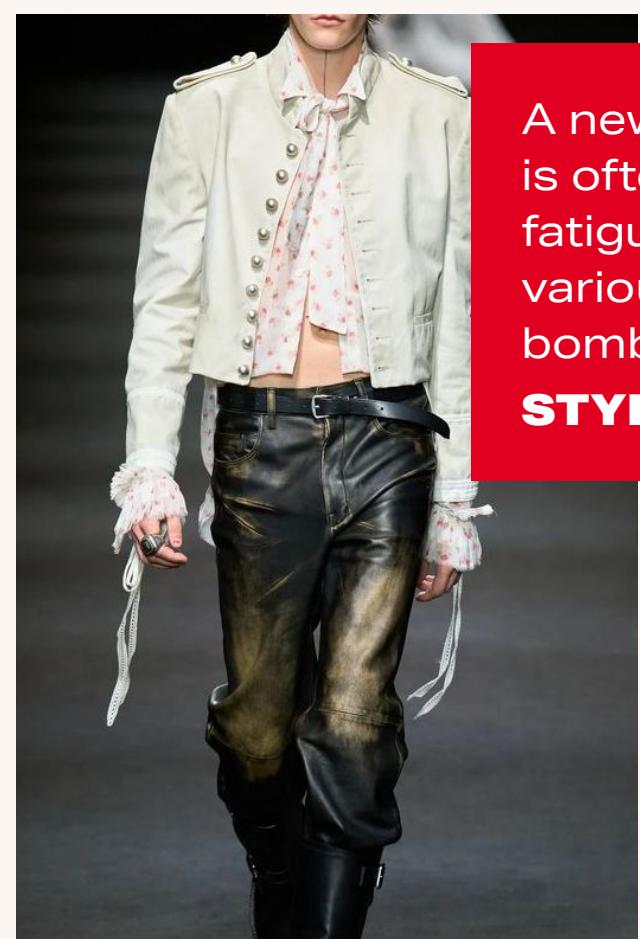
NEON NOSTALGIA

IN A HYPERMODERN ERA, NOSTALGIA BECOMES A COPING MECHANISM.

Neo Nostalgia creates emotional grounding in the present through the blending of fragments of the past. In a world that feels unsteady, people reach for eras that feel slower, softer, romantic, and more human.

This isn't new. Historically, whenever reality feels dark or uncertain, culture turns toward fantasy, medieval romanticism, and archival references, a pattern we see repeating now.

But this time, it's about editing rather than recreating the past. Different time periods are layered together through archival pieces that feel familiar; '90s knits are paired with '70s coats or '00s accessories in a way that's personal rather than historically accurate. In 2026, nostalgia will continue to offer comfort, control, and a sense of self.



A newfound interest in otherworldly fantasy is often attributed to the widespread stress, fatigue, and anxiety stemming from the various looming threats that are constantly bombarding us on social media.

STYLE ANALYTICS

Style becomes a timeline built from memory, mood, and myth, a visual language for emotional continuity.



"I use the old pieces most times as the statement piece of the outfit, as it stands out because of its uniqueness."

- Taoheed, 26, Minnesota



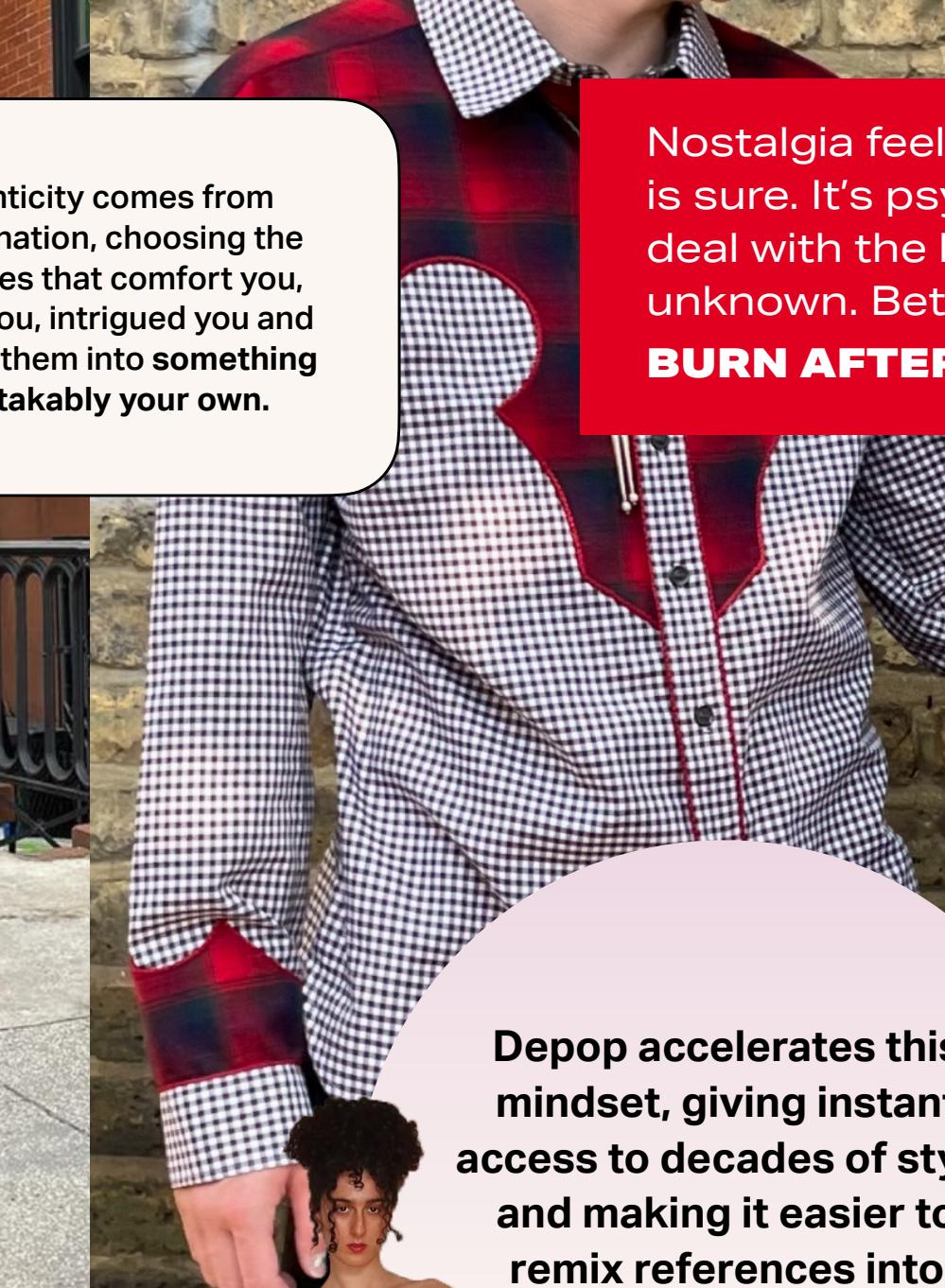
Key silhouettes: Layered proportions, relaxed fits, elongated tops, asymmetry

Key styling behaviors: Era-mixing, archival remixing, expressive layering

Key categories: Vintage knits, long skirts, printed tops, metallic belts



Authenticity comes from recombination, choosing the references that comfort you, shaped you, intrigued you and collaging them into something unmistakably your own.



Nostalgia feels safer because the past is sure. It's psychologically safer to deal with the known than to face the unknown. Better the devil you know.

BURN AFTER READING



"In a scenario of uncertainty and global anxiety, consumers of all ages seek refuge, escapism and joy in references to the past"

WGSN

Depop accelerates this mindset, giving instant access to decades of style and making it easier to remix references into something distinctly individual.



"I love wearing vintage pieces in a modern way. I also love to rework clothes, thrifting older pieces and making them shorter/longer, and altering them into my modern interpretation of the piece." - Kethia, 22, Virginia

NEO NOSTALGIA

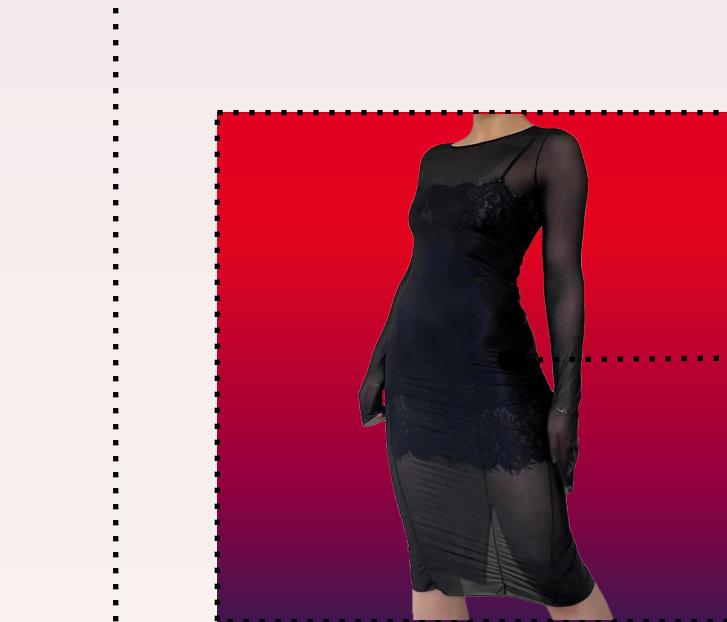
II

In a scenario of uncertainty and global anxiety, consumers of all ages seek refuge, escapism and joy in references to the past, especially in products, experiences and brands that evoke childhood or adolescence.

- **WGSN Kidult Trend**

II

71% of people that are affected by current events are drawn to styles from past eras. 58% of people that are concerned about the environment are drawn to past eras. 70% of people who seek comfort in clothing. 42% of people overwhelmed by trends*



TRENDING SEARCHES

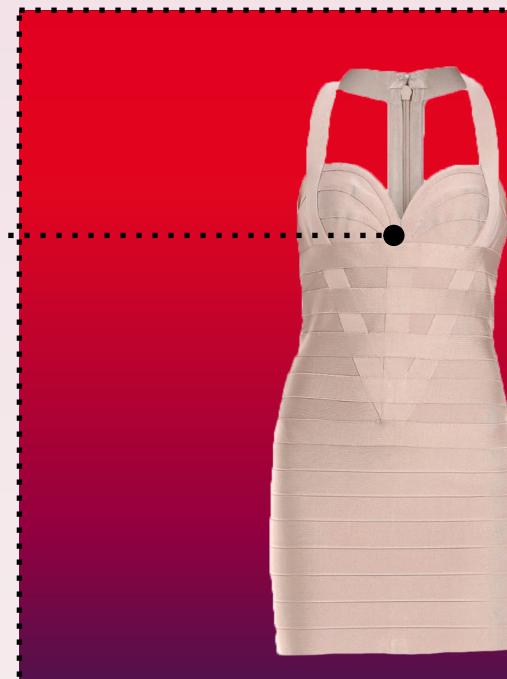
Bandage dress +542%

JNCO jorts +495%

'90s slip dress +306%

Medieval +240%

Hollister babydoll top +217%



8 in 10 people mix references from different eras in their outfits*

TRENDING BRANDS

Emilio Pucci +207%

Missoni +164%

Roberto Cavalli +159%

Von Dutch +79%

Ed Hardy +68%

Two thirds of people (65%) are drawn to styles or items from past eras*

EVERYDAY CEREMONY

THE MOMENT DOESN'T HAVE TO BE BIG, THE OUTFIT MAKES IT MATTER.

Everyday Ceremony turns getting dressed into a small ritual that gives meaning to the day. Simple moments are elevated through the intentional touches that add atmosphere to routine. Texture, color and silhouette are all used to shift the mood, with tailored coats, metallic pieces, romantic silhouettes and statement jewelry bringing magic to everyday routines.

For Everyday Ceremony, there is no such thing as too much. Even running errands can become a style moment. With an increasing desire to feel more present and alive in our daily lives, fashion is a way to romanticize real life.

The day doesn't have to offer a sense of ceremony, the outfit supplies one.



What separates those who dress for the day from those who greet the day to get dressed is the passion for the art of inflicting individuality into their sartorial decisions with great care and intention.

ELENA OSSOKI, RODEO SUBSTACK

"I dress like I have somewhere to be, even when I don't" - **Michelline, TikTok Creator and Stylist**



"Dressing up makes me feel ready and confident, particularly at work, because that's where I spend most of my time." - **Halailah, 23, Austin**



How can you go out looking like you're going nowhere and you're not going to run into anyone.

NANCY SCULLY

People are going out less, so dressing with intention, even for small things, becomes a subtle way of reclaiming presence.



Depop is where Everyday Ceremony comes to life, surfacing expressive, intentional pieces that elevate daily routines.



Key silhouettes: Draped tailoring, cinched waists, sculptural lines

Key styling behaviors: Elevating the everyday, statement details, mood-led dressing, jewelry-led looks

Key categories: Military wear, draped skirts, kitten heels, boho skirts,

"Clothing is an unspoken expression of who I am, so when I show that through dressing up, I feel even more like myself, which makes me more confident in my everyday life."

- Kethia, 22, Virginia

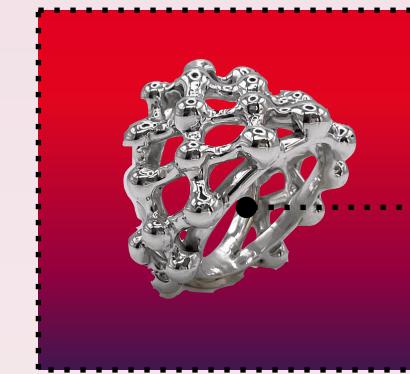
Fashion becomes a way to punctuate the week, to add contour to the blur of work, screens, and repetition.



EVERYDAY CEREMONY

|| The rise in demand of luxury vintage shows me that people are going for an elevated bold "everyday" look more commonly these days.
- **@dutchfonzie,**
Depop Seller ||

Not a single person reported never dressing up for an everyday moment, nearly 7 in 10 say they're doing it often if not all the time*.



TRENDING SEARCHES

Napoleon jacket +1202%

Metallic skirt +239%

Structured blazer +221%

Kitten heels +153%

Men's jewelry +87%



Nearly two thirds (61%) of people say that confidence is the primary reason they dress up on regular days*

TRENDING BRANDS

Willy Chavarria +254%

Reformation +112%

Miu Miu +86%

Amina Muaddi +62%

Vivienne Westwood +35%

67% of people for whom emotional comfort is important, often dress up for everyday moments. 64% of those who feel highly perceived do so.

ROMANTICIZED SPORTS

WHERE SPORTSWEAR DOESN'T DOMINATE THE OUTFIT, BUT RELAXES IT.

Romanticized Sports softens athletic style into something elegant, playful and escapist. It's where sportswear is elevated, elevated, styled with intention and edited through a fashion lens – it's worn for leisure rather than performance.

Practicality is not a concern. Tennis whites, vintage jerseys, ski silhouettes and sporty stripes are paired with silk, lace or tailoring to create outfits that balance ease with polish. Alpine-inspired layers, country club touches and soccer shirts are all woven into everyday outfits.

In a World Cup year, this shift takes on added meaning, sportswear becomes a way of signaling affiliation and cultural belonging, not just fandom. But at its core, Romanticized Sports is also about fashion that feels aspirational, effortless and fun.



Sportswear becomes a styling language rather than a lifestyle uniform.



"I like to look good while still knowing that I'm ready for whatever the day can throw at me." - **Joey, 35, Seattle**



A romanticizing of leisure, off-duty moments, and visible ease, showing how sport and elegance can coexist in one look. The tone is playful, relaxed but intentional.



White-collar sportswear is the idea of dressing up athletic pieces so they don't read as athleisure, but something a little more considered.

CULTURED SWINE SUBSTACK



This isn't athleisure's obsession with comfort alone. Romanticized sports prioritizes proportion, texture, and contrast.

The preferred styling method for these sportif staples? Pairing them with regular pieces like shirts, ballet flats and elevated leather handbags – to seamlessly incorporate athletic flair into everyday, rather than go full gym-core.

VOGUE



Key silhouettes: Cropped athletic tops, elongated jerseys, streamlined track shapes, body-skimming layers

Key styling behaviors: Softening sportswear, high-low mixing, elegance over performance

Key categories: Soccer jerseys, track jackets, bike shorts, ballet flats

Romanticized Sports shows up on Depop through vintage jerseys, resold pieces from designers shaping the category, and reworked sportswear.



"Comfort and function rule for me so when I've made comfortable look good I know I've done something right." - **Ceephias, 30, Minnesota**

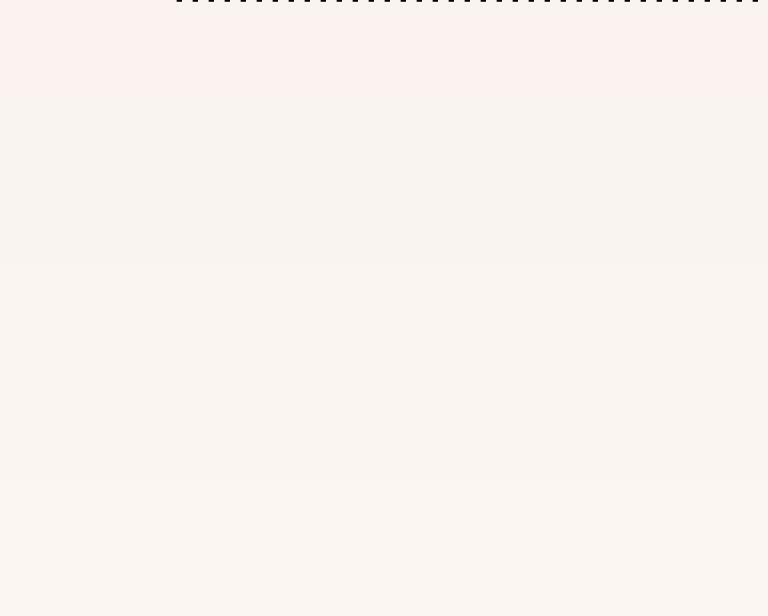


ROMANTICIZED SPORTS

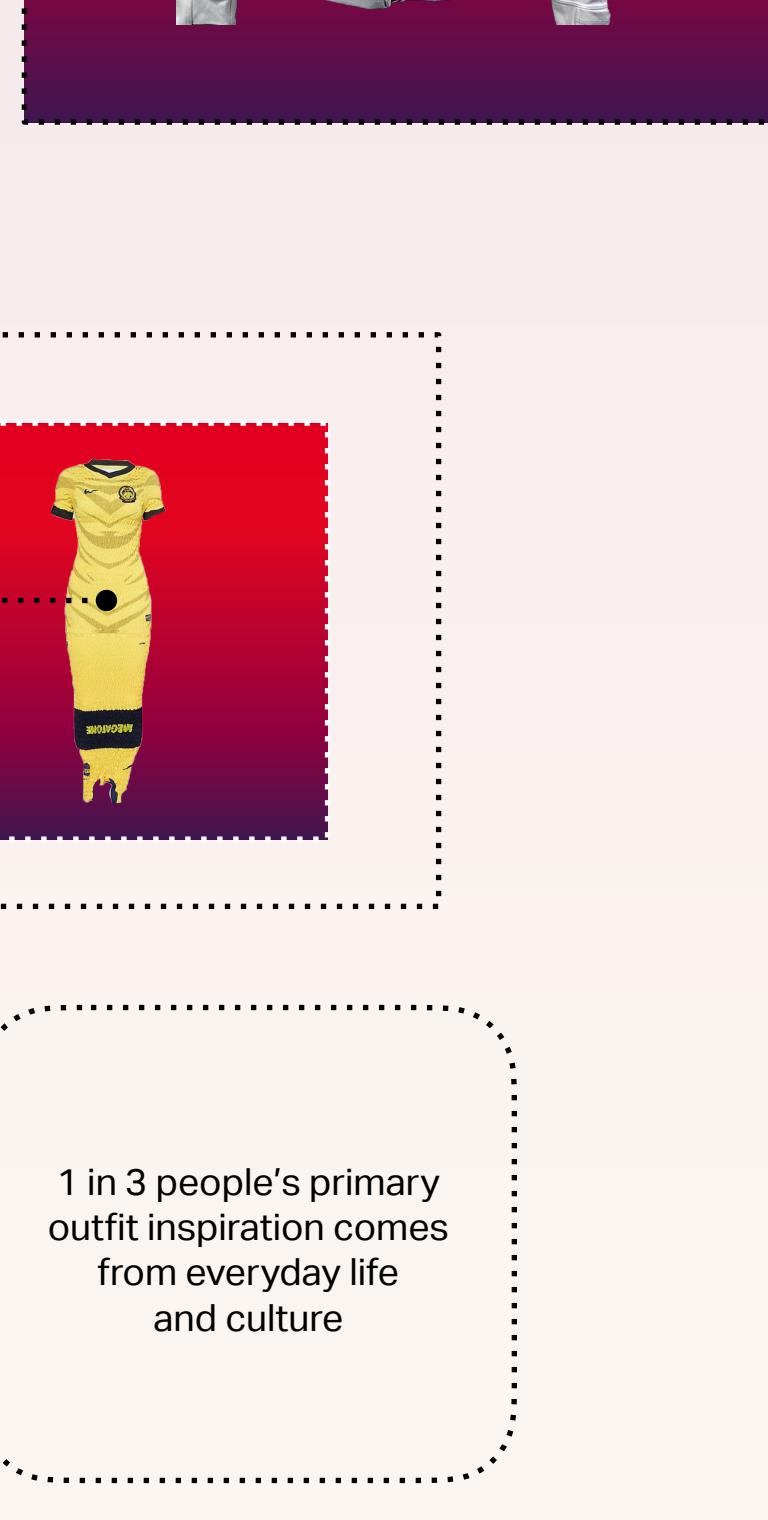
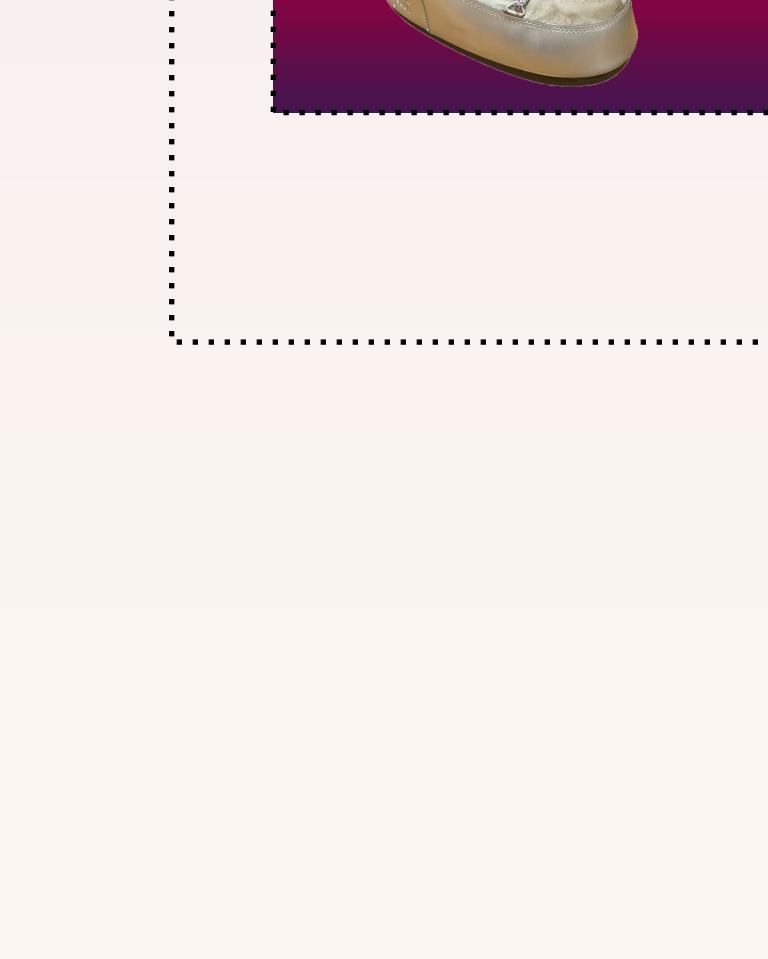
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Unlike pure athleisure, which focuses mostly on workout, sporty chic style prioritizes aesthetics and balance. You're not dressing for the gym, but rather, styling activewear-inspired pieces with a touch of sophistication that are suitable for brunch dates, travel, or even casual Fridays at the office.

- **Sumissura**



8 in 10 people report comfort to be the primary reason they turn to an outfit



TRENDING SEARCHES

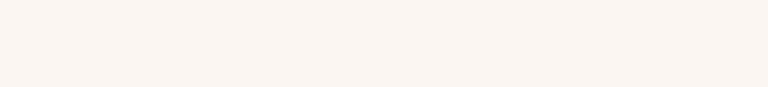
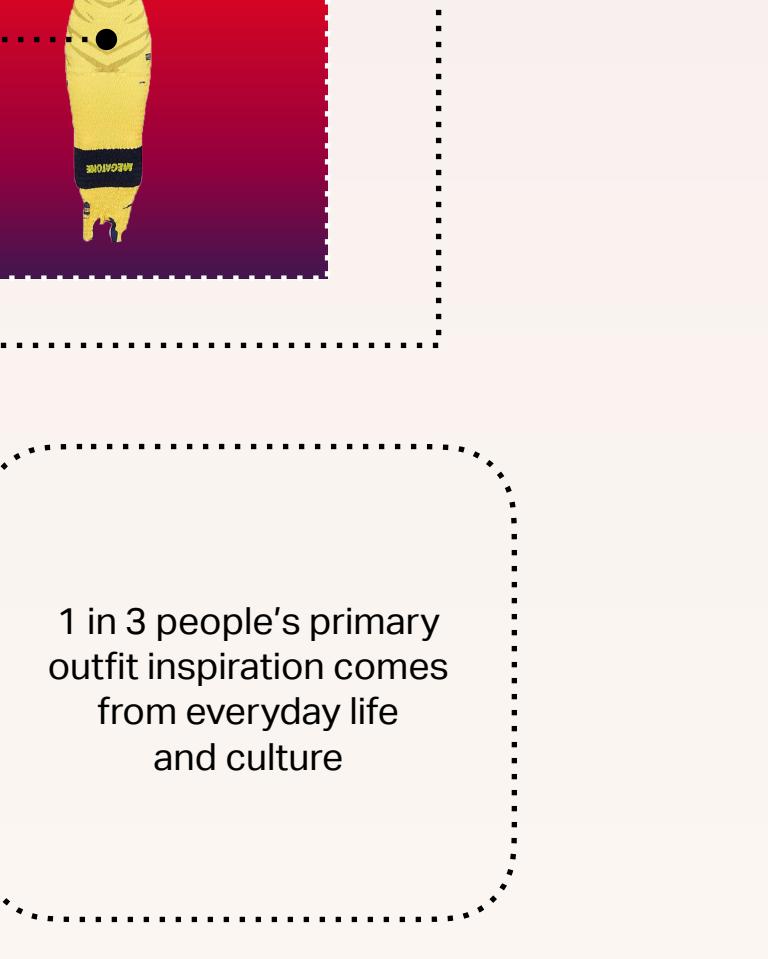
Vintage Lululemon +1689%

Upcycled jersey +233%

Ski wear +228%

Jersey dress +163%

Bike shorts +133%



TRENDING BRANDS

Cecilie Bahnsen +314%

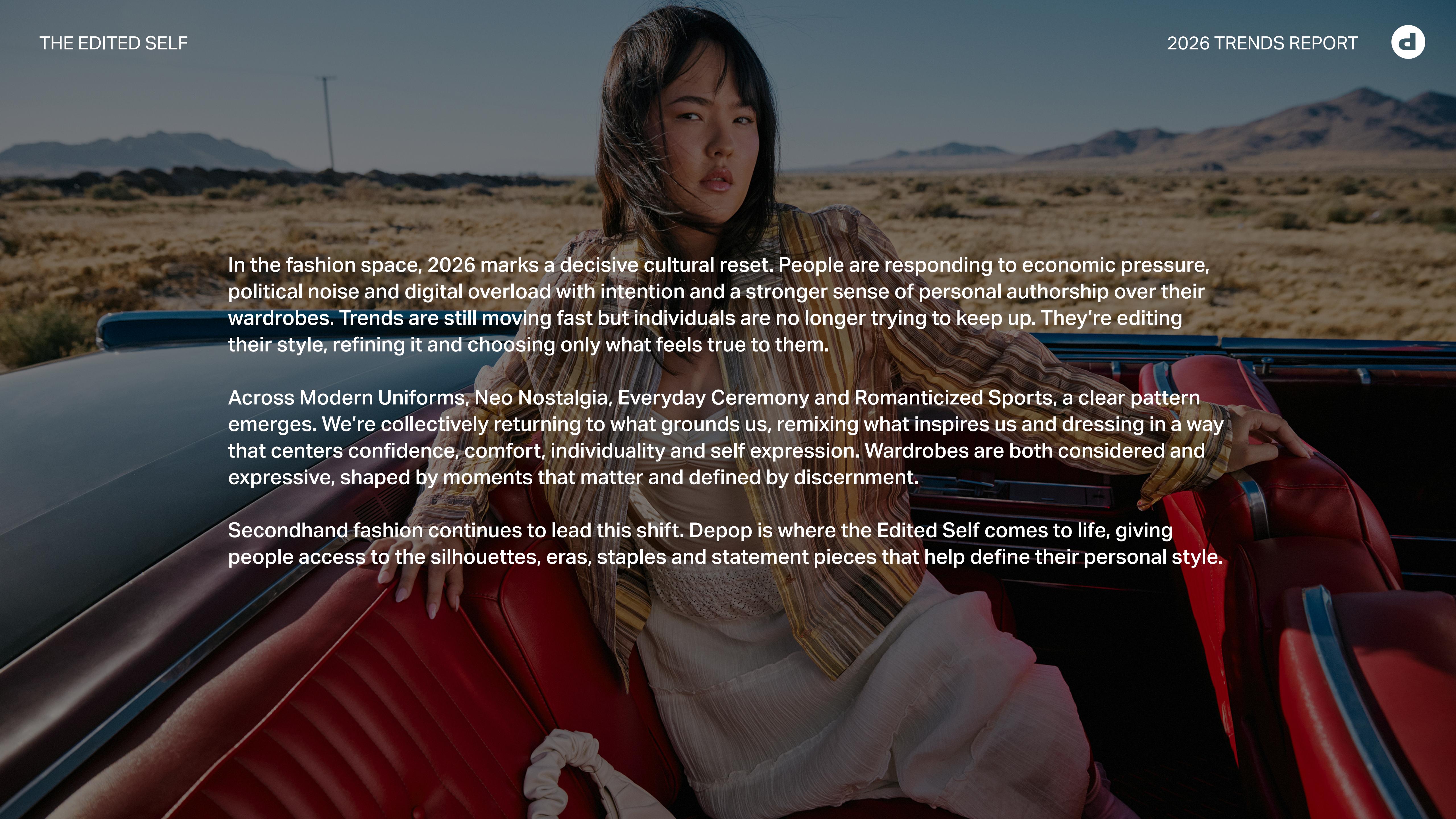
Connor Ives +233%

Oakley +180%

Prada Linea Rossa +41%

Martine Rose +24%

"Long sleeve soccer jerseys have been a huge hit (especially if they're vintage)" - @HipsterHut, Depop Seller



In the fashion space, 2026 marks a decisive cultural reset. People are responding to economic pressure, political noise and digital overload with intention and a stronger sense of personal authorship over their wardrobes. Trends are still moving fast but individuals are no longer trying to keep up. They're editing their style, refining it and choosing only what feels true to them.

Across Modern Uniforms, Neo Nostalgia, Everyday Ceremony and Romanticized Sports, a clear pattern emerges. We're collectively returning to what grounds us, remixing what inspires us and dressing in a way that centers confidence, comfort, individuality and self expression. Wardrobes are both considered and expressive, shaped by moments that matter and defined by discernment.

Secondhand fashion continues to lead this shift. Depop is where the Edited Self comes to life, giving people access to the silhouettes, eras, staples and statement pieces that help define their personal style.