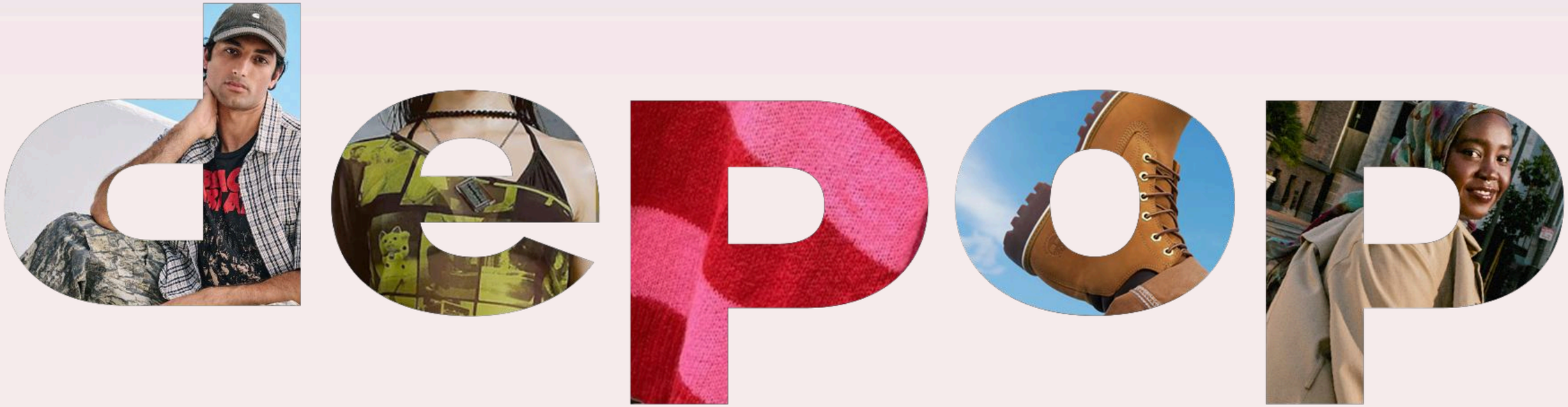
# 2025




# TRENDS REPORT

Cultural dynamics from 2024 have laid the groundwork for “The New Fundamentals.” As we head into 2025, Depop, with the help of our friends at EDITED, the world's leading AI-driven retail intelligence platform, is forecasting a stronger focus on versatile, timeless pieces that embrace sustainability, authenticity and allow the expression of personal style.

2024 marked a cultural shift in fashion and pop culture. After years of niche micro-trends and increasingly divisive algorithms pulling us further apart, people are returning to the timeless connection of IRL and mass community.

As consumers recalibrate after years of whiplash from fleeting micro-aesthetics, we're witnessing a shift toward "fundamental dressing” and a focus on durable, versatile pieces that form the building blocks of personal style. This reflects a growing consumer awareness of sustainability and a desire for authentic, high-quality fashion. Amid economic and social uncertainty, shoppers are prioritizing intentional purchases and embracing secondhand items for their history and uniqueness.

Meanwhile, the secondhand-first mentality continued to gain ground – seen not just as the right thing do, but as the desirable thing to do – as consumers became increasingly fatigued by the rapid trend cycle. Increasingly savvy consumers saw through global fast fashion brands trying to rebrand themselves as people and planet first, and instead flocked to vintage IRL and online marketplaces, seeking unique pieces and sustainable choices.

Online, resale marketplaces are known for prioritizing circular fashion and innovative collaborations, putting responsible consumption at the center of their brand platforms.

A COLLECTIVE RESPONSE TO ECONOMIC, SOCIAL, AND ENVIRONMENTAL INFLUENCES.

# INTO THE ZEITGEIST

In 2025, we are gravitating towards lasting, versatile styles, driven by a desire for sustainability, simplicity and personal expression. The New Fundamentals signifies a shift from fleeting trends to enduring, adaptable aesthetics that form the foundation of modern wardrobes. This movement aligns with a broader cultural craving for balance and authenticity amidst uncertainty. Consumers prioritize quality, timeless design and versatile staples that allow for personal expression while embracing a collective aesthetic.

## INTRODUCING

# THE NEW FUNDAMENTALS

FAMILIAR TRENDS, BOLD
INDIVIDUALITY - OWN YOUR STYLE.




**The Origin:** Prep. Academia. Heritage.

**The Style Code:** Quality + Subtlety > Flash.

**CONTEMPORARY CLASSICS**




**The Origin:** Normcore. Quiet Luxury.

**The Style Code:** Clean, Neutral + Timeless.

**MINIMALIST RENAISSANCE**




**The Origin:** Streetwear + Vintage Athletic Wear.

**The Style Code:** Nostalgia + Functionality.

**RETRO SPORTSWEAR**




**The Origin:** Grunge. Punk. Rock & Roll.

**The Style Code:** Rebellious + Carefree.

**INDIE VANGUARD**

***CHOOSE YOUR AESTHETIC;***
***REMIX YOUR STYLE***

# THE NEW FUNDAMENTALS

# CONTEMPORARY CLASSICS

Contemporary Classics dots the Is and crosses the Ts on preppy style by fusing Ivy League pieces with countryside aesthetics. Tailored blazers, polos, pleated skirts and cable-knit sweaters are given a fresh overhaul with pops of color and contemporary cuts.

A collective yearning for stability and uniformity are influencing shoppers to invest in their wardrobes with purpose and intent by turning to reliable, versatile pieces that will last.

Shows like Capote and The Swans and pop-icons like Sabrina Carpenter have reintroduced preppy styles from the 20th Century to a new generation.  Simultaneously, preppy design houses like Ralph Lauren are showcasing a more inclusive and gender-fluid interpretation and reimagining the preppy aesthetic for now.

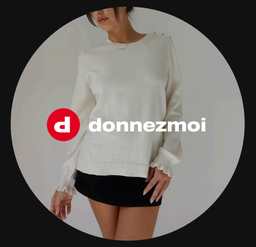


# CONTEMPORARY CLASSICS

"New generations are breathing life into classic 20th-century styles. In 2025 we are drawing inspiration from the well-worn elegance of collegiate New England, focusing on timeless pieces that reflect the understated patina of age and history."

***AGUS PANZONI***
*DEPOP TREND SPECIALIST*

## *SELLERS TO SHOP*










## *TRENDING SEARCHES**

- ACADEMIA **+411%**
- TENNIS **+150%**
- BARN JACKET **+3138%**

## *TRENDING BRANDS**

- RALPH LAUREN **+70%**
- GAP **+210%**
- J CREW **+91%**

## *EDITED INDUSTRY INSIGHTS ***

- GOLD BUTTON CARDIGANS **+70%**
- CABLE KNITWEAR **+12%**
- PLEATED SKIRTS **+25%**

*All data shows percentage increases for search terms searched on Depop since the start of the 2024 calendar year

**All EDITED data shows Majority SKU Sell Out: When 51% or more of sizes that EDITED has seen available to buy sell out. To be presented as a percentage increase/decrease YoY to demonstrate if demand for a product or trend is heating up or cooling off.

# MINIMALIST RENAISSANCE

Before the word core became synonymous with trends, normcore was here – born out of an opposition to excess. 2025 doubles-down on this sense of understated elegance and everyday style.

More recently characterized by the quiet luxury movement, quality and craftsmanship are prioritized over logos and print. Searching for clean lines, neutral colors and timeless pieces like tailored coats and cashmere knits, consumers are adopting a "buy less, buy better" mentality and opting for a purposeful dressing approach that transcends seasonal trends.

Vintage markets see a resurgence as shoppers seek luxury pieces with lasting value, while brands such as COS and The Row are thriving, embodying this sophisticated approach to fashion.



# MINIMALIST RENAISSANCE

"In an era where style exploration is often co-opted and flattened into manufactured subjectivities, we find ourselves retreating to what was once prescribed: uniforms."

*AGUS PANZONI*
*DEPOP TREND SPECIALIST*

## *SELLERS TO SHOP*










## *TRENDING SEARCHES**

- CASHMERE **+135%**
- WIDE LEG PANT **+767%**
- MINIMAL **+803%**

## *TRENDING BRANDS**

- PHOEBE PHILO **+200%**
- THE ROW **+126%**
- COS **+360%**

## *EDITED INDUSTRY INSIGHTS ***

- YELLOW **+30%**
- WOOL COATS **+179%**
- LINEN **+25%**

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# RETRO SPORTSWEAR

Retro sportswear emerges as a dominant trend in 2025, drawing inspiration from ‘70s tracksuits, ‘80s windbreakers and ‘90s athletic silhouettes. This trend successfully merges vintage sports aesthetics with workwear pieces, reflecting a desire for nostalgia, functionality and as well as self expression through fashion.

Niche-sport culture is also influencing this category as interests in sports and athletic hobbies like roller skating, breakdancing, pickleball, BMX, water polo and shuffleboard surge in popularity.

Brands like adidas and Nike are reviving their throwback styles, thrifted vintage sportswear sees a resurgence and high-fashion labels like Off-White and Aimé Leon Dore lead the charge in blending casual and formal elements.



# RETRO SPORTSWEAR

"Sport continues to blend into the broader cultural zeitgeist in 2025, becoming a key source of sartorial inspiration. More than ever, people are turning to sports and athletics spaces as community-first, fashion-forward social hubs."

*AGUS PANZONI*
*DEPOP TREND SPECIALIST*

## *SELLERS TO SHOP*










## *TRENDING SEARCHES**

- WINDBREAKER **+114%**
- JAPANESE DENIM **+227%**
- SOCCER JERSEY **+117%**

## *TRENDING BRANDS**

- RALPH LAUREN **+70%**
- GAP **+210%**
- J CREW **+91%**

## *EDITED INDUSTRY INSIGHTS ***

- RED **+41%**
- RECYCLED NYLON **+19%**
- STRIPES **+29%**

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# INDIE VANGUARD

2025 is merging the rebellious and carefree spirit of last year's BRAT summer with the continued reinterpretation of hipster culture into the new indie vanguard.

This fun fusion features confident minimalist silhouettes alongside eclectic early '00s elements like graphic tees, micro shorts, knee-high boots and bold accessories. It's all about embodying the "undone" aesthetic that's reminiscent of 2010s fashion.

NYC's vibrant nightlife scenes inspire a collective sartorial moment that resonates with audiences who are seeking connection. As skinny jeans, graphic tees, and vintage aesthetics resurface, brands like Converse and Ed Hardy are trending – reflecting the return of this playful yet confident style.



# INDIE VANGUARD

"Fashion is set to embrace a hedonistic edge, fueled by a nostalgia for hipster club culture that once thrived on spontaneity and DIY spirit… we're already watching it take shape with DJs transforming unexpected spaces — laundromats, coffee shops — into club-like hubs."

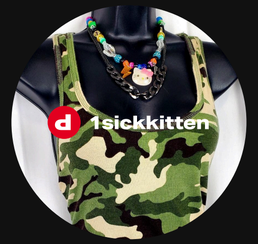
***AGUS PANZONI***
*DEPOP TREND SPECIALIST*

## *SELLERS TO SHOP*










## *TRENDING SEARCHES**

- BRAT **+98%**
- LOW-RISE JEANS **+800%**
- CHEETAH PRINTS **+103+**

## *TRENDING BRANDS**

- VIVIENNE WESTWOOD **+27%**
- MINGA LONDON **+83%**
- DR. MARTENS **+41%**

## *EDITED INDUSTRY INSIGHTS ***

- METALLICS **+83%**
- LEATHER APPAREL **+165%**
- BUBBLE HEM SKIRTS **+70%**

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# APPENDIX

**Regions:** US & UK combined
**Dates:** Jan 1 - Oct 31, 2024 vs. 2023
**Marker sector:** Mass market, online only

*Percentages shown represent the percentage increase in the number of searches on Depop for the relevant search term since 1 January 2024, as at 31 October 2024

**All EDITED data (Reported as "EDITED Industry Insights") shows Majority SKU Sell Out: When 51% or more of sizes that EDITED has seen available to buy sell out.

