

global  sources

Fashion Trends in 2021



Apparel & Fabrics

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Introduction

No doubt 2020 will go down in history as the year that changed it all. The coronavirus outbreak had not only wrought global health havoc, but it had also gravely affected almost every industry, forcing many businesses to close.

With the entrance of 2021 comes new opportunities to get back on track. While the new year continues to be a process of navigating the uncharted, it brings some exciting trends for the coming seasons for buyers to tap and propel their business success.

This e-book will serve as a guide for buyers to prepare for upcoming fashion trends and help them make the best sourcing decisions possible.



About this e-book

Recognizing the need for buyers to source products that will drive businesses in 2021, we have compiled a list of the latest trends in the fashion industry.

Fashion Trends in 2021 highlights the top trends in apparel and fabrics that will take the spotlight this year. The book offers fashion-savvy buyers valuable insights on the primary drivers of these trends, which they can leverage to tap business opportunities in 2021 and beyond.



Overview of the apparel market

to US\$635.17 billion in 2021 at a compound annual growth rate (CAGR) of 20.5 percent. This growth can be attributed to companies reorganizing their business operations, investing in the latest digital technology, and recovering from the impact of COVID-19. The apparel market is projected to reach US\$842.73 billion in 2025 at a CAGR of 7 percent.

In 2020, Asia Pacific accounted for 33 percent of the global apparel market share, with Western Europe coming in second at 28 percent, and Africa, the smallest market.

Industry forecast

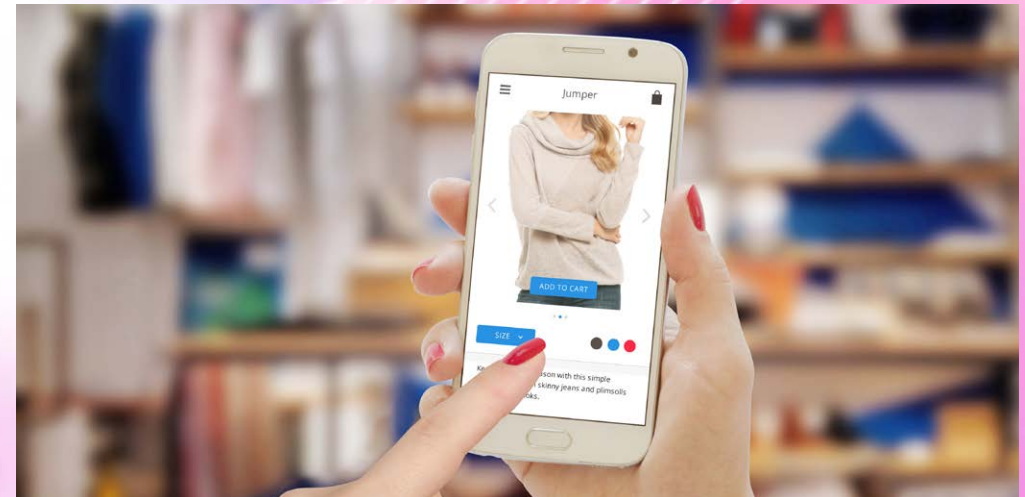
Over the past year, the global apparel and fashion industry, in general, has seen some major shifts. As the industry tries to re-invent itself and get back on track, here's the outlook for this year:

- **Women's apparel will be the largest segment**

According to a report from Statista, the industry's largest segment will be women's apparel with a market volume of US\$876,710 million in 2021. On a global scale, the most revenue will be generated in China, valued at US\$321,275 million.



Based on "The Apparel Global Market Report 2021: COVID-19 Impact and Recovery to 2030" by Research and Markets, the global apparel market is estimated to grow from US\$527.08 billion in 2020



- **Online shopping will continue to grow**

Even before the pandemic hit, e-commerce has already been fast becoming the norm. With lockdowns, social distancing measures, and brick-and-mortar store closures, consumers are resorting more to online shopping – so it's likely e-commerce will continue to grow.

- **Comfortable clothing will see an uptick in demand**

Since the advent of COVID-19, consumers have been prioritizing comfort – resulting in a significant increase in sales of comfortable clothing such as athleisure and loungewear. Primary drivers of this demand are work-from-home setup, an emphasis on health and wellness efforts, and an overall shift to casualization. With uncertainty still looming, there's a possibility the comfort movement could be around for a while longer.

2021 fashion trends at a glance

As stay-at-home living now becomes the norm, ease, comfort and function are among consumers' top priorities when it comes to fashion apparel.

In an article on Yahoo Finance, Aya Kanai, Pinterest's new head of content and editorial partnerships and the former editor-in-chief of Marie Claire shared that "In 2021, comfort will be crucial in fashion while at the same time keeping the look."

What are the trends set to take over this year?

- Personalization is expected to be a big trend, with paint-on denim and custom hoodie among the most in-demand by consumers.
- As many are still working from home, casualwear will remain a huge trend in 2021 – but it will get fancier. Women will be opting for apparel that are easy, breezy and comfortable to wear yet stylish.
- Environmentalism will be reflected in the new designs of fashion pieces made using eco-friendly, vegan and sustainable materials.





Top fashion apparel trends in 2021

Go with the athflow

First, there was athleisure. Then glamleisure followed suit. And now, make way for the new athleisure – athflow. According to Pinterest, athflow is when “athleisure meets elegance.” While athleisure is often associated with sportswear, athflow is all about “chic comfort” and casual, stylish clothing.

Pinterest predicts that athflow will be one of the biggest fashion trends in 2021, with flowy pants, casual jumpsuits, knit sets and oversized outfits replacing athletic clothing as the new go-to loungewear. These styles of apparel are perfect for lounging and impromptu workouts but still professional enough for the office.

Among the trending searches online include home dress women, oversized outfits, soft outfits, cotton jumpsuits for women, and co-ord outfits two pieces.

Bottoms up

Working eight hours a day hunched on a chair and taking part in Zoom meetings require much more than just an exciting top.

That's where power pants come in. These oversized, wide-leg trousers are not only easy-to-wear and comfortable, but they are also versatile and allow for a wide range of movement – so one can go from sitting to going out without changing. Available in knit, denim and vintage styles, these pants pick up on '80s revival fashion that's sure to improve the bottom line.



Don't sweat it

Since the onslaught of the pandemic, loungewear has been flying off the rack – with sweatsuits emerging as the new workwear. With work from home now becoming the new norm, sweats are not saying goodbye anytime soon.

Expect to see more stylish options coming out in 2021 as many fashion brands have elevated the sweatsuit look. Among the new leisurewear must-have is an oversized cropped sweatshirt in a soft color. It's comfortable just as it's versatile. Its shape is also more modern than the classic sweatshirt. Plenty of variations of this style have been seen, including bell sleeves, raw hems and drop shoulders.

Power shoulders

Big shoulders and dramatic paddings are nothing new. 2021 is bringing back power on the shoulders with the 80s-inspired pointy shoulder blazers and oversized boyfriend jackets.



Pointy shoulder blazers

Rocking the runways at Fashion Weeks, this new style has reimagined the wide shoulder look of the 80s by combining the softer silhouette of a blazer with a dramatic, high-arched shoulder design. This new trend is described as “perfect for cutting through the chaos of the world” and was declared a hit by Vogue.



Oversized boyfriend jackets

Over time, the line between men’s and women’s clothing is blurring. It’s not surprising then that oversized men’s jacket is making a comeback. Perfect for dressing professionally and casually, this trend brings versatile materials such as wool, cashmere, cotton, linen and denim.

Make sure you put power back on your offerings by introducing these apparel trends to your market.



Make a statement

Looking for coat-spirations to add to your 2021 outerwear catalog? Statement coats are just what you need. Not only are they easy to style, but they also suit every body type. Leather trenches with faux fur trims and intricate folk-inspired coats are among the outerwear trends that will be on the spotlight this year.



Meet the shacket

Wondering what exactly is a shacket? It's basically a classic flannel shirt meets coat. It is made of thicker material and is slightly heavier than a plaid shirt but not as bulky as a coat – making it a good outerwear alternative to denim jackets. Shackets come in a variety of fabrics ranging from corduroy to fleece, and can be styled in many ways – wear open, with belt or layers. This shirt jacket trend is on track to be the rage in 2021, so be sure to add it to your catalog and get ahead of the competition!



Minimalism is the way to go

A huge trend a few seasons ago, the monochromatic look is “in” this 2021. After the challenges of 2020, simplicity is the way to go this year. Expect apparel in neutral tones, clean lines and solid monochrome colors to be trending.



Sorbet pastel tone is the new neon

Neon was so last season. As the world is trying to regain a semblance of normalcy, a style trend has emerged, reflecting the optimism and apprehension of this time: pastel and sorbet shades. These colors are the perfect option for summer, plus they suit a variety of skin tones. Blazers, suits, coats, knitwear, dresses and separates in soft and light to dark shades of blue, pink, green, and purple will surely make a refreshing addition to your 2021 apparel collection.



While fast fashion allows consumers to shop affordable and trendy clothing, it comes at an environmental cost. According to a report by ResearchGate, the fashion industry is the second largest industrial polluter in the world, accounting for up to 10 percent of global pollution.

Increasing awareness on environmental preservation and sustainable fashion has resulted in upcycling rapidly gaining popularity today. The coronavirus pandemic has accelerated this shift to greener, more sustainable fashion and strengthened consumers' demand for eco-friendly products.

Now is a good time to stock up on upcycled clothing curated from previous collections and deadstock fabrics.

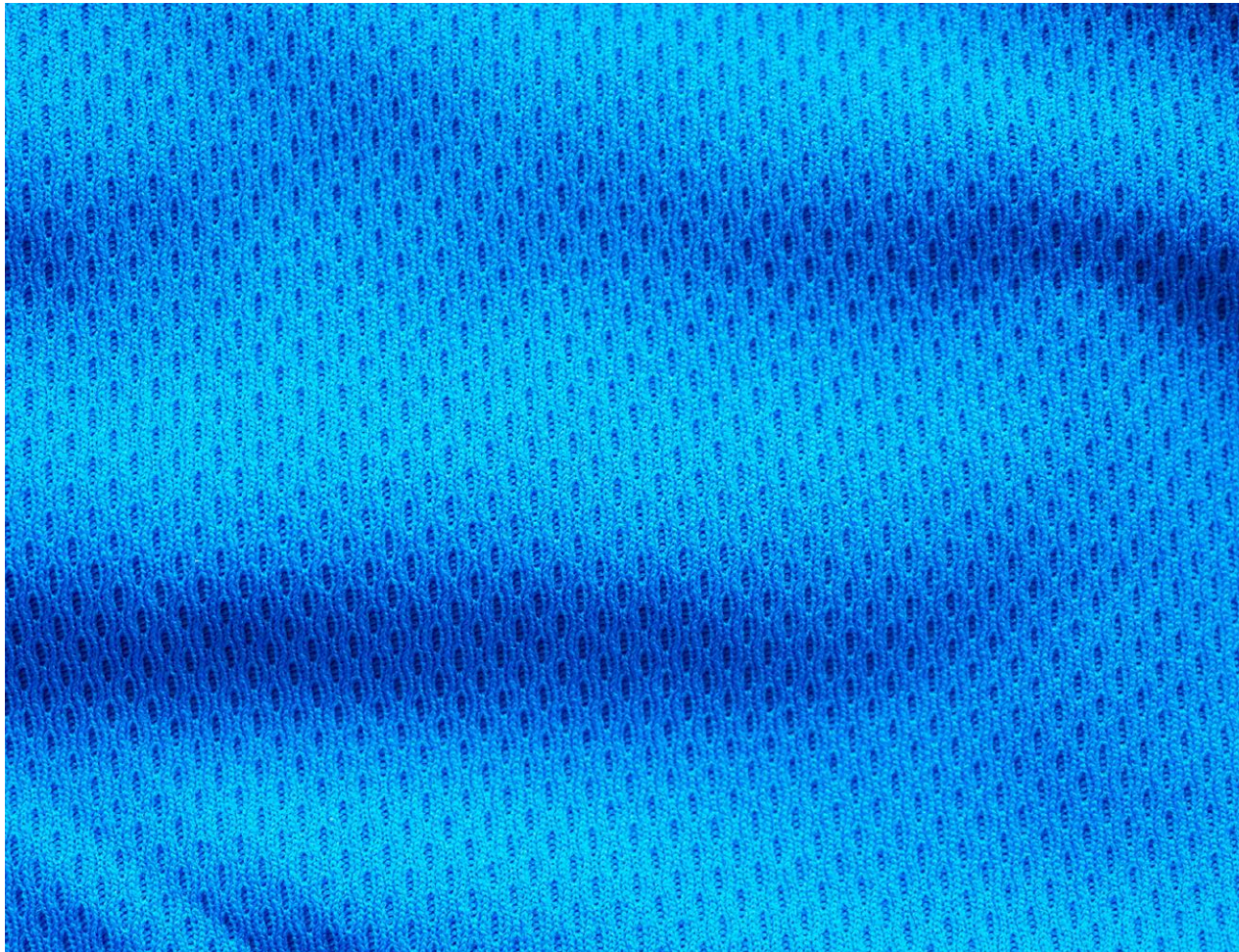


Fabric Trends

When it comes to textiles and fabrics, technology is proving to be at the core of emerging trends post-COVID-19. In 2021, highlights will be on comfort, functionality, sustainability, and anti-viral features.

Comfortable function

Spurred by the popularity of the athleisure trend, more and more brands are transferring sporty performance silhouettes into everyday casual wear. Knitted fabrics that are soft and breathable, feel like the second skin, and with good air permeability and high stretchability will continue to see an uptick in demand this year.



Protective features

Whether it's at home, in the office or at the gym, the need for protection is important. It's no wonder stain- and odor-resistant fabrics are in high demand – propelling manufacturers to combine more features such as moisture management and UV protection into the development and production of textiles.

Anti-viral technology

The fusion of fashion and technology is nothing new. With high importance placed on hygiene and immunity, anti-viral textile technologies are fast becoming a trend and could soon become a source of revenue to tap.

Thermoregulation features

Climate change and erratic weather conditions have driven for more specific functional features such as cooling when it's hot into the protective wear of the future. Many have started using graphene print as it boasts good heat and electrical conductivity, as well as strength and bacterial resistance. According to the blog article on the Top 5 Sportswear Fabric Trends for SS2021 from Eysan Fabrics, graphene is the new black for temperature control.



Sustainability

Rising environmental concerns toward the detrimental impact of textile wastes – which end up in a landfill every year – is the primary driver for the increasing demand for recycled and biodegradable fabrics. Based on a report from GlobeNewswire, the global textile recycling market grew at a CAGR of around 19 percent during 2014 to 2019.

While usage of renewable plant-based materials and reduction in the use of plastic still pose a big challenge for textile producers, recycling has emerged as an effective method for sustainability development. Recycled textiles are now widely used in applications including apparel, home furnishing, and other industrial sectors.

About Global Sources

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