

Retviews Barometer

Activewear and loungewear, this autumn's two major fashion trends

- What's become of business wear?
- Warm, muted colors for staying in this autumn
- Children's collections inspired by sustainability

Paris, September 7, 2020

During the lockdown, activewear separates were without a doubt some of the best-selling clothing items. After the lockdown ended, loungewear remained a top seller, while floral patterns became a popular summer fashion trend. So what do fashion brands' latest collections feature in this most unusual start to autumn? To find out, Retviews' teams analyzed ranges available online in France, Italy and Germany, assessing featured items showcased by major fashion brands. Continued emphasis on stay-at-home style and comfort is among the main findings of this new Retviews Barometer.

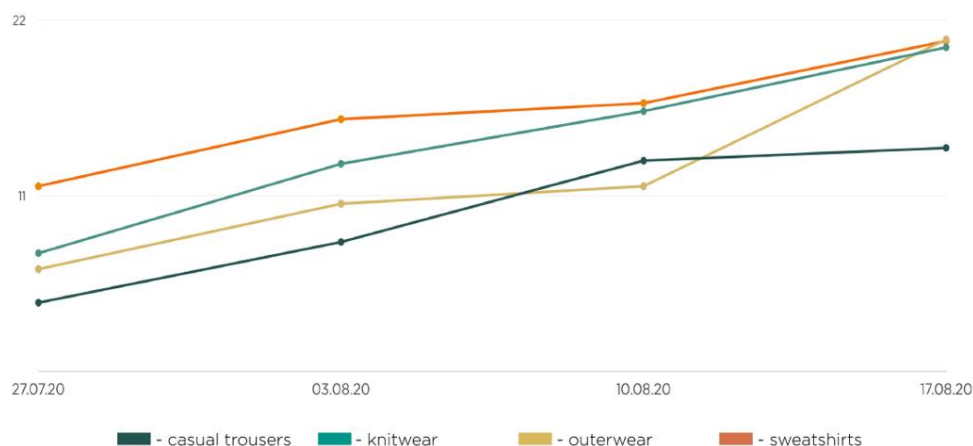
Collections that keep it real with “cozy-comfort” styling

Even though this season's collections include many dresses and t-shirts, **sweatshirts, cardigans and outdoor clothing predominate** this autumn.

Unlike in previous years, less business wear—such as suits and fitted shirts—is on offer, in favor of more comfortable clothing. These types of garments reflect the current expectations of consumers, who seem to want relaxed fit instead of restrictive clothing. The growing popularity of loose-fitting clothing marks a revival of 80s fashion, with straight-leg denim jeans. Will fashion companies set new trends with these featured items? We'll know in the coming weeks.

New arrivals by category

Retviews 2020, Women and Menswear

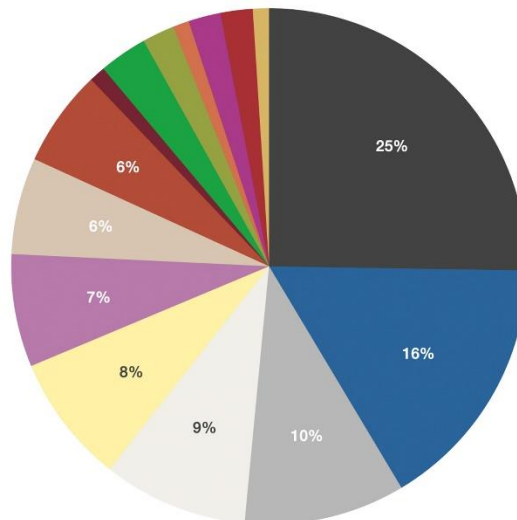


A muted color palette

This autumn's seasonal color palette comprises neutral shades centered on brown, terracotta, chestnut, powder pink and beige. Black remains a perennial favorite. With magazines presenting many pieces in red, orange, plaids, zebra stripes, and leopard and floral prints, it remains to be seen whether consumers ease into loungewear or take a fancy to the prints featured on magazine covers.

Back-to-work color trends

Retviews 2020, Womenswear



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Sustainable fashion, the new credo of childrenswear companies

Exit the flashy colors. Children's collections follow in the same suit as fashion for grown-ups, with a greater prevalence of activewear including sweatshirts—this autumn's staple.

Apart from the styles showcased by brands, environmental responsibility is gaining momentum this autumn. A growing number of brands recognize that their customers seek to consume more sustainably, consistent with the findings of the [last Retviews survey](#). H&M and C&A, for example, have launched autumn campaigns inspired by this sustainable fashion positioning. For these two brands, 33% and 11% of their childrenswear collections, respectively, form part of their sustainable fashion initiative, in line with their overall strategy (which amounts to 30% and 9% of their complete offering*).

Another point worth noting in this back-to-school season—which typically influences household consumption—surprisingly, no childrenswear brands have offered special deals for the moment (such as 3 items for the price of 2).

*Source: Sustainable fashion: Retviews July 2020

Methodology: Using proprietary technology powered by artificial intelligence and big data analytics, Retviews analyzed new arrivals between July 1 and August 25, 2020 at 15 major fashion brands (with special focus on H&M, Mango, Uniqlo, C&A and Zara) to identify the current autumn fashion trends.

About Retviews:

Facing more intense competition than ever, fashion industry decision-makers need to rely on a benchmarking automation solution designed specifically for their sector, to enable them to make the best decisions faster. Founded in 2017 and [recently acquired by Lectra](#), Retviews has developed an innovative proprietary technology based on a model combining artificial intelligence and big data analytics. The Retviews solution enables fashion brands to analyze markets efficiently and in real time, giving them a 360° view of their competitors.

More information: <https://retviews.com/>

About Lectra:

For companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra is crafting the premium technologies that facilitate the digital transformation of their industry. Lectra's offer empowers brands, manufacturers and retailers from design to production, providing them with the market respect and peace of mind they deserve. Founded in 1973, today Lectra has 34 subsidiaries across the globe, serving customers in over 100 countries. With close to 1,800 employees, Lectra reported revenues of 280 million euros in 2019. Lectra is listed on Euronext (LSS).

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