

**depop**

# TREND REPORT

## 2024



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A place where millions of users come to celebrate their style and discover culture, Depop is a global marketplace making it easy to choose fashion that's kinder to people and the planet.

2023 was the year of **#Barbiecore**, **#Gorpcore**, and **#Quietluxury**.

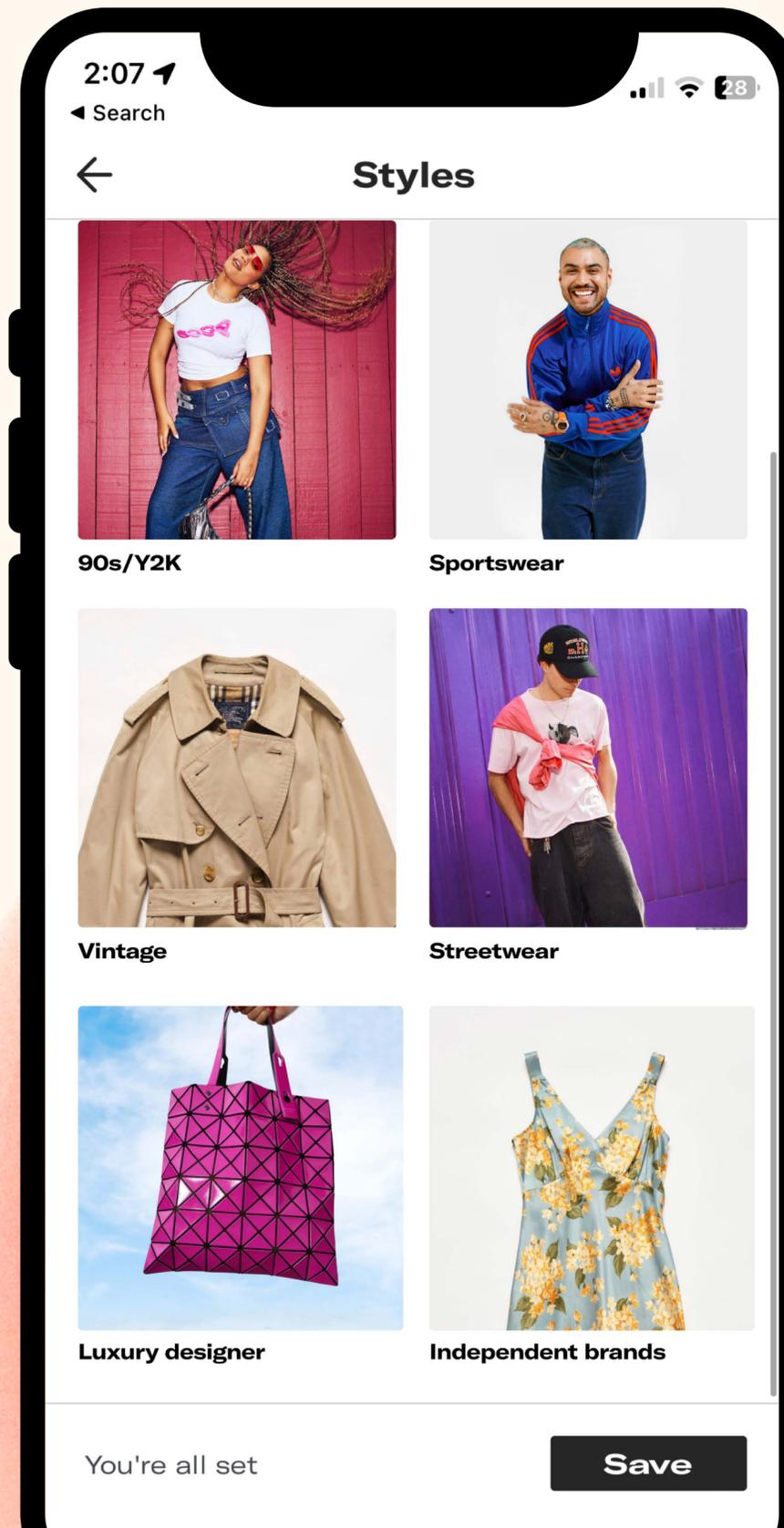
Beyonce, Harry Styles and Taylor Swift redefined what it meant to "go on tour" and Rihanna shut down the Superbowl. Quiet quitting, nepo babies, sports mania and Kenergy dominated our social media feeds.

We've witnessed the continued acceleration of tech and its integration into our lives, while climate concerns, global conflicts and financial insecurities are reaching breaking point. We're moving further away from the new normal, but no one wants to go back to the way things were.

Our 30M+ community were in the thick of it, expressing their point of view on the cultural climate, prioritising mental wellbeing and joy whilst still taking ownership of their unique style. With all of this in mind, they kept it circular by shopping secondhand over new. Since 2021, they've given a second life to over 25M items that already existed\* – and they're still going.

We've collaborated with trend specialist, and former Depop Category Manager, Agustina Panzoni, to look back on the past year and give us a heads up on what's to come in 2024.

\*Relates to items tagged as in used condition - brand new and no condition items are excluded



Agus Panzoni is known for unearthing the narrative that connects art, design and culture. She is a published trend forecaster specializing in fashion and media. With more than 400K followers across her social channels, Agus' TikTok page (@theAlgoRythm) and Instagram (@AgusPanzoni) focuses on trend reporting where she has coined terms such as #SubversiveBasics



## 2023 RECAP



We've mined the data from 2023 to bring you the top style headlines from Depop – from the hottest trends to new circular fashion destinations.

### Y2K



It's no surprise that Y2K came out on top as the most-loved style era this year, with

**8 million**

listings on Depop

### SPORTS MANIA



**6 million**

listings in 2023

### BARBIECORE



**Up 135%**

in the first half of 2023

### AUSTIN, TX



Austin, Texas is a US secondhand hotspot. It's where we saw the most new sales this year

**Up 70%**

from last year

### MINIMALISM



**52%**

increase in searches across 2023

### AQUASCAPE



**71%**

increase in searches across 2023

### NIKE



Nike was our top-selling brand of 2023

### GLASGOW



And in the UK, Glasgow is the new destination for buying preloved - with new sales

**Up 140%**

from last year

# 2024 THEME: DUAL REALITY

2023 was the year of extremes: Festival and concert-goers brought out their best and brightest looks, summer blockbusters inspired pop-culture phenomenons like **#Mermaidcore** and **#Barbenheimer**, and **#cores** became so popular, even your grandma had one.

Fashion has always been a means for us to embrace a sense of community, a phenomenon turbocharged online by fast-paced micro-trends amid the isolation felt by an increasingly digital generation. The post-covid cultural renaissance of 2023 gave plenty of opportunity to escape through surreal and fantasy aesthetics, but as our daily realities are getting tougher, once more we're looking for something more tangible.

### Welcome: **Dual Reality**

As we blend irony and sincerity to host multiple truths, we are redefining established narratives and imagining new possibilities. Dual Reality is influencing not only in the way we dress, but how we carry ourselves in every way, everyday.

In 2024, we're balancing chaos and order by blending comfort and familiarity with individuality and unique style. Realism is back in vogue, but in a way we've never experienced before.

As we blend irony and sincerity to host multiple truths, we are redefining established narratives and imagining new possibilities. We're bringing our individual points of view to play with established norms — formal wear is reinterpreted with a touch of nonchalance, romance sobers up, intellectualism provokes and performance becomes performative.

In this dance of chaos and structure, our fashion choices become a narrative, where the only constant is change, and authenticity lies in the balance.

Through searches, listings, purchases, offers, and more, Depop's community of buyers, sellers, and explorers continue to hint at what will be the next "big thing" - far ahead of the masses. For 2024, data from the depop community is predicting **Sleaze Academia, Lazy Luxe, Post Romance** and **Sports Quest** will be the most popular trend categories on Depop - and around the world.

**- Agustina Panzoni**





Honor roll meets rock + roll. It's the age old question: Homework or a night out?



Quiet Luxury's makeunder, less is more as laziness is redefined



Girl Culture is glowing-up and pink is flirting with red



Street style for playing on the field or in the virtual world



# SLEAZE ACADEMIA

by Agustina Panzoni

Coming as a response to thematic dressing (read: all the 'cores), Sleaze Academia makes a statement by subverting academic uniforms.

This trend streamlines its look with minimalist pieces, skewed with pins, cut outs and awkward layering. The focus is on inner substance, outwardly expressed with books as accessories and ironic slogan tees.

## Top searches

- Button-up Shirts (+112%)
- Mini Skirts (+98%)
- Americana (+77%)
- Wednesday (+150%)
- Margiela Tabis (+150%)

## Quote from @M4xinefischer

"Sleaze Academia couches my love for the classic 20th century aspirational British and Americana prep aesthetics while making room for the influence of a modern casual sensibility."

## Top brands

- Gap (+34%)
- Polo Ralph Lauren (+49%)
- Tommy Hilfiger (+12%)
- Coach (+85%)



# LAZY LUXE

by Agustina Panzoni

*Less is more, laziness is refined. In 2024, we draw inspiration from classic formulas and muted color palettes, infusing playfulness with proportion and deconstruction. We're shifting away from the fantastical, turning workwear essentials into a canvas for reinvention, challenging established systemic narratives.*

## Top searches

- Leather (+88%)
- Trench Coat (+62%)
- Tailored (+97%)
- Office/Work (+56%)
- Minimal (+52%)

## Top brands

- The Row (+38%)
- UGG (+15%)
- COS (+245%)
- SKIMS (+121%)

## Quote from @heavenknows\_

"My favorite wardrobe pieces are always high-quality, perfectly-fitting staples. Ultimately, I think that's what lazy luxury is about: an outfit where the fit and quality make their own statement."



# POST ROMANCE

by Agustina Panzoni

While 2023's girlhood trend offered an escape into the simpler joys of our youth, 2024 is ushering in a wave of realism. Girlhood's playful, whimsical spirit is spilling over into the real world, rewriting the narratives that once defined us.

Ribbons are now adorning the mundane, florals are taking on practical roles, and in this mature aesthetic, red is the new pink.

## Top searches

- Ballet Flats (+428%)
- Mini Skirt (+98%)
- Mary Janes (+115%)
- Balletcore (+119%)
- Ruffles (+105%)

## Top brands

- Sandy Liang (+169%)
- Doc Martens (+61%)
- Vagabond (+59%)
- Simone Rocha (+42%)

## Quote from @marieangele

"Post Romance is all about romanticizing life! With the chaos around our everyday lives, we're all wanting to surround ourselves with pretty things."



# SPORTS QUEST

by Agustina Panzoni

The influence of sport remains a strong force in streetwear staples for 2024. As athletics continue to shape fashion trends and gaming's cultural impact grows, we're witnessing the emergence of anti-utilitarian sportswear.

Sports Quest blends the practicality of performance with purely stylistic fashion elements. This aesthetic, which includes some cyber Y2K nods, echoes the growing presence of digital spaces in real life.

## Top searches

- Jersey (+134)
- Sambas (+96%)
- Baseball Hat (+79%)
- Puffer (+41%)
- Blokecore (+393%)

## Top brands

- Adidas (+67%)
- Corteiz (+43%)
- Salomon (+31%)
- Arc'teryx (+20%)

## Quote from @sistermoon

"Sister Moon Shop blends vintage and individuality. Our sporty pieces are good to go on and off the field and our collection draws inspiration from the timeless allure of 80's and 90's fashion, promising each ready to wear piece will have a touch of flair and personality."



## THE WRAP UP

With 'Dual Reality' set to take hold in 2024, people will be playing with **Sleaze Academia**, **Lazy Luxe**, **Sports Quest**, and **Post Romance** to redefine established style narratives that fuse collective comfort with individual expression.

We see this next iteration of trends emerging earlier on Depop as our community react in real-time to their cultural influences and style inspirations - with a circular mindset they are choosing which trends to invest in, which ones they can list from their wardrobes, and how they can bring it all together to create their own spin on what's bubbling up.

Whether you're adopting a 'less is more' attitude to office wear, grunging your prep, embracing grown-up girlhood, or trying out stylistic sportswear - when you keep it circular with Depop you can explore the latest trends without costing your wallet, or the planet.



# APPENDIX

## **SLEAZE ACADEMIA - PAGE 6:**

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*Imagery supplied by Jacopo Raule/Getty Images Entertainment via Getty Images.*

*Imagery supplied by Edward Berthelot/Getty Images Entertainment via Getty Images.*

## **LAZY LUXE - PAGE 7:**

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*Imagery supplied by Jeremy Moeller/Christian Vierig via Getty Images.*

*Imagery supplied by Jeremy Moeller/Getty Images Entertainment via Getty Images.*

## **POST ROMANCE - PAGE 8:**

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## **SPORTS QUEST - PAGE 9:**

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**THANK YOU**

