

# Always ahead: The map you should follow to become a trendsetter

You never know where they'll take you!

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Fashion is a language that transcends borders and cultures, weaving its vibrant tapestry across the globe. Have you ever wondered how those runway trends make their way from New York to Sydney, Paris to London, or Milan to Los Angeles? Well, we've embarked on an exciting journey to unravel the mystery behind the geographic movement of fashion trends. So, grab your passport and join us as we explore the world of fashion through a global lens.

## The Pulse of Fashion Trends

Fashion trends are like the beating heart of the industry, forever in motion, constantly evolving. But have you ever wondered how trends find their way into different corners of the world? We delved into the **data**, diving deep into the archives of Google Trends to **uncover the hidden patterns of fashion's** global migration.

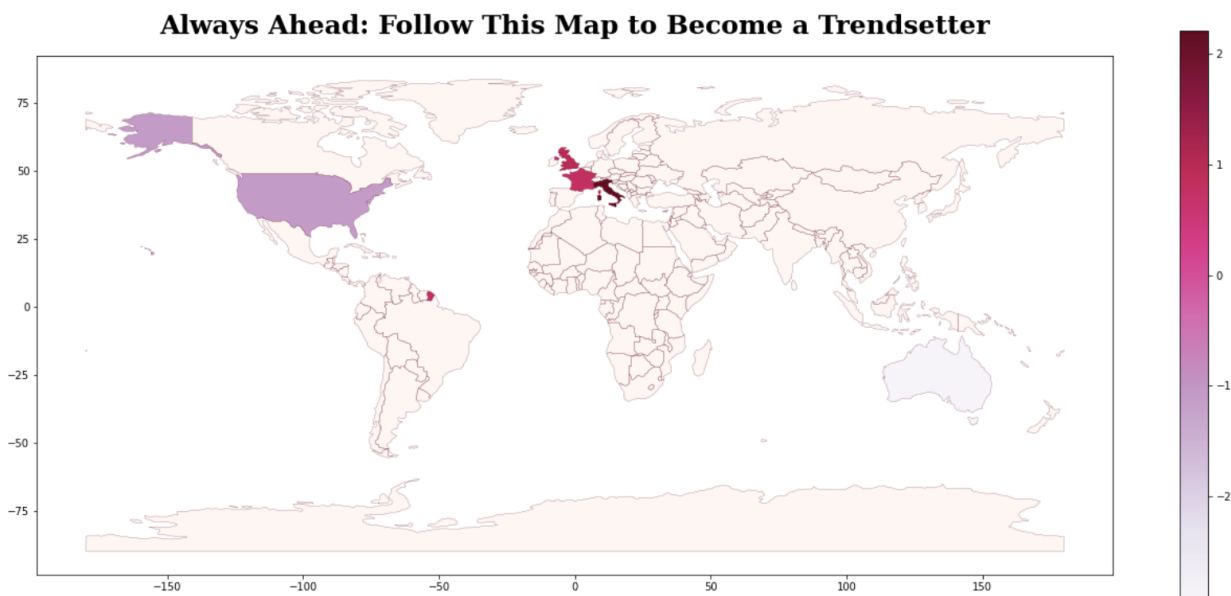
## The Quest for Data

Our adventure began with the quest for data. We combed through Google Trends, a treasure trove of information that paints a vivid picture of public interest in various topics. We carefully selected fashion items with a consistent global appeal and a rich history of interest over time. From classic sneakers to timeless denim, these fashion staples became our compass on this thrilling expedition.



To understand how fashion trends traverse the globe, **we needed a roadmap**. We meticulously analyzed data from five fashion-forward countries: the United States, Australia, France, the United Kingdom, and Italy. Each country's fashion landscape is unique, influenced by its distinct culture and lifestyle. We set out to differentiate these nations by examining when trends peaked in each one.

Our journey led us to a **fascinating revelation: fashion trends experience delays as they traverse the planet**. Australia emerged as the trendsetter, with the shortest delay, while the United States followed closely behind. The delay grew as we ventured into Europe, with France and the United Kingdom showing moderate delays. Italy, with its rich fashion history, exhibited the longest delay, suggesting it looks to larger Western countries for trend inspiration.



Note: The higher the number the greatest the delay (in weeks). Light pink countries are still not included in the study.

## A Global Fashion Hierarchy

What does this mean for fashion brands and enthusiasts? It unveils a global fashion hierarchy, where the **United States and Australia take the lead** in trendsetting. American and Australian consumers are quick to embrace and lead new trends, making them the trend pioneers of the fashion world. For brands, it's a clear sign to keep a watchful eye on these fashion-forward nations.

Our journey was not without its challenges. Google Trends, the source of our valuable data, was a tough nut to crack. Google's protective algorithms made data scraping a challenging task, but we persevered in the name of fashion exploration. Additionally, compiling code from various sources and ensuring compatibility was a puzzle we had to solve along the way.

Our fashion odyssey doesn't end here; it's just the beginning. As we look to the horizon, we see opportunities for further exploration. A better API for scraping Google Trends data could provide us with a more comprehensive global outlook. We can also imagine an interactive dashboard that allows users to trace the path of fashion trends from one country to another.

## The Global Fashion Frontier

In the ever-changing world of fashion, trends move like the winds, and we've captured their essence. Our expedition has revealed the intricate dance of fashion trends across continents, from the bustling streets of New York to the sun-kissed beaches of Sydney. As we wrap up this chapter of our journey, we leave you with a glimpse into the world of fashion's global odyssey, where trends travel the world, connecting us all in the language of style.

So, the next time you spot a trend on the runway or in your favorite fashion magazine, remember that it's part of a global narrative, a story that unfolds across oceans and continents. Fashion, after all, is not just about what we wear; it's about how we express ourselves and connect with the world.

Stay tuned for more adventures in the world of fashion, as we continue to unlock its secrets, one trend at a time. Until then, keep rocking your unique style and embracing the global fashion journey!

