

## **Wells Fargo** says '**retro**' has peaked, goodbye logo **sweatshirt**

Retro style — a hot fashion trend that's boosted **nostalgic** labels from decades past — may have reached its peak.

Wells Fargo 富国银行

retro 复古的

sweatshirt 运动衫

nostalgic 怀旧的; 复古的

"Looking back over the past several months, we are beginning to view this trend as **waning**," Wells Fargo analysts including Ike Boruchow wrote in a note to clients Wednesday. "At a high level, it seems clear that the recent inflection in the **apparel** space was short lived."

waning 减弱; 渐亏的

apparel 服装; 衣服

Wells Fargo **singled out** Champion, the **throwback** label owned by parent HanesBrands Inc., as the brand that may be most affected.

single out 挑出

throwback 复古的

The analysts monitored Google searches and saw declines in consumer engagement among various retro brands. They also noted heavy discounting of throwback brands at Urban Outfitters Inc., which they said was a likely effort to clear **excess inventory**.

Champion has enjoyed a **renaissance** in recent years. HanesBrands Chief Executive Officer Gerald Evans Jr. declared it one of its company's three growth drivers earlier this year, after it posted double-digit gains through the holiday season. Last quarter, Evans said Champion is outpacing its \$2 billion sales goal for 2022. Champion searches on Google are still up, Wells Fargo said, but rising at a slower rate than before.

excess inventory 过量库存

renaissance 复兴

HanesBrands spokesman Matt Hall said Champion's business strategy doesn't rely too heavily on a specific trend and is constantly changing its product offerings based on consumer demand.

“Champion is much more than a ‘so-called’ retro brand,” he said in an emailed statement.  
“The casual **athleticwear** mega-trend is not going away in the United States or anywhere else globally, as consumers continue to demand comfort.”

athleticwear 运动服