

AUGUST 2022

LIZ LYON

Trends in *Fashion*



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Agenda

Objectives

Exploratory analysis

Methods

Findings

Worn IRL

Data source: <https://www.kaggle.com/code/sasakitetsuya/shirt-jeans-watch-and-bag-trend-analysis/notebook>

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TRENDS IN FASHION

Objectives



Objective 1

Identify primary categories for analysis.

Objective 2

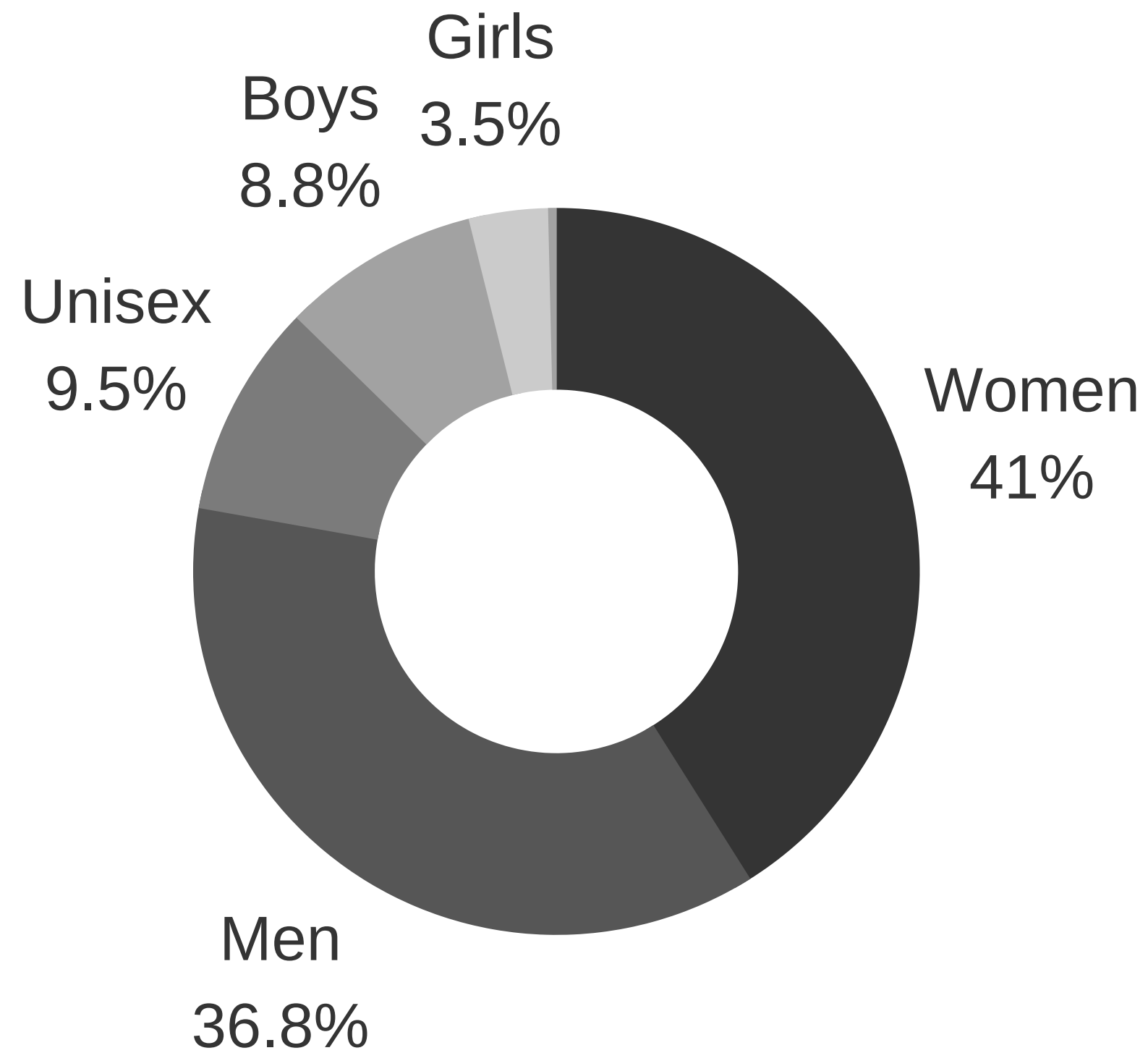
Identify trends within specific categories.

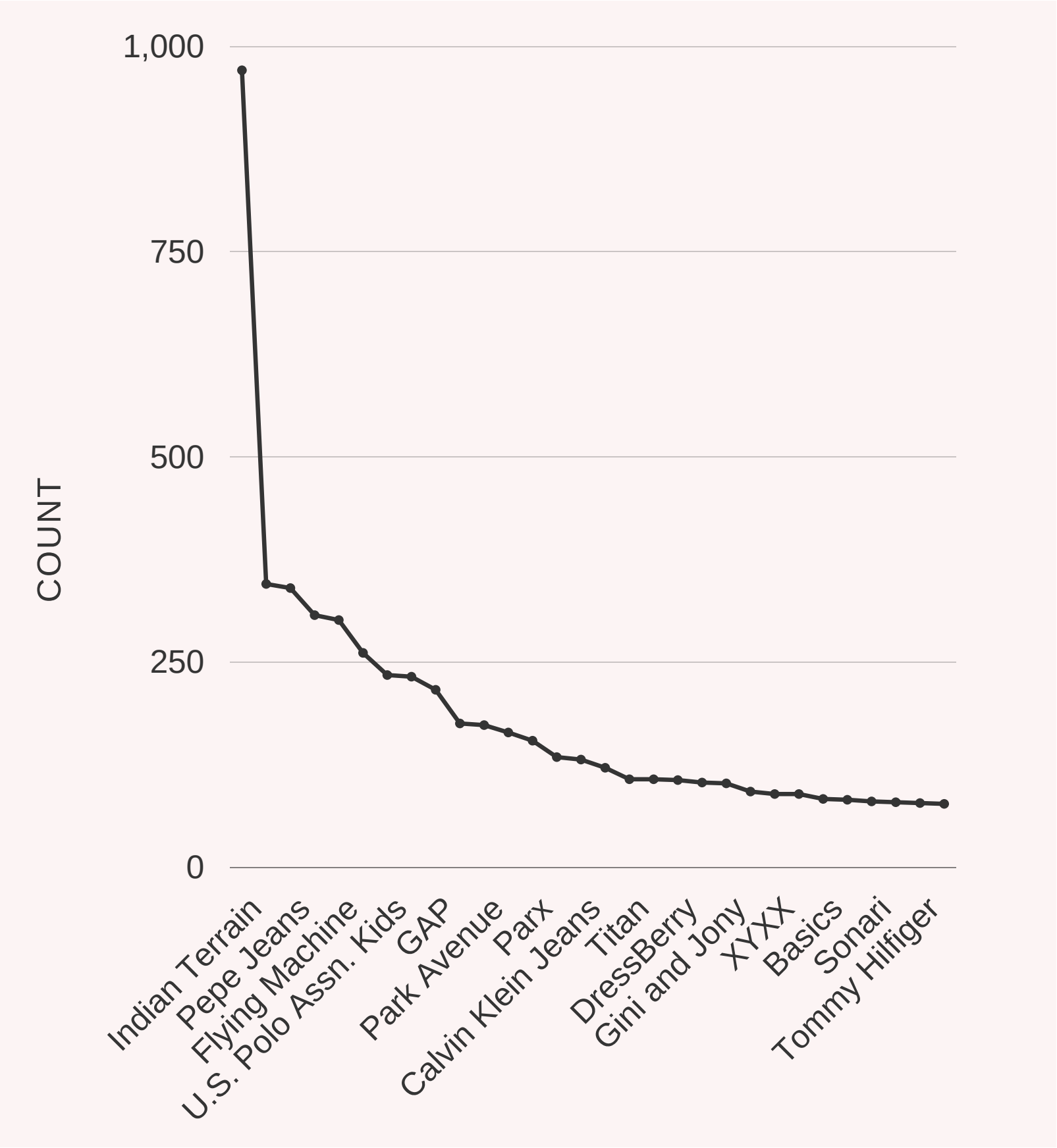
Objective 3

See how trends translate in the 2022 market.

Catalog

by gender





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Top 30 Brands

with the most skus

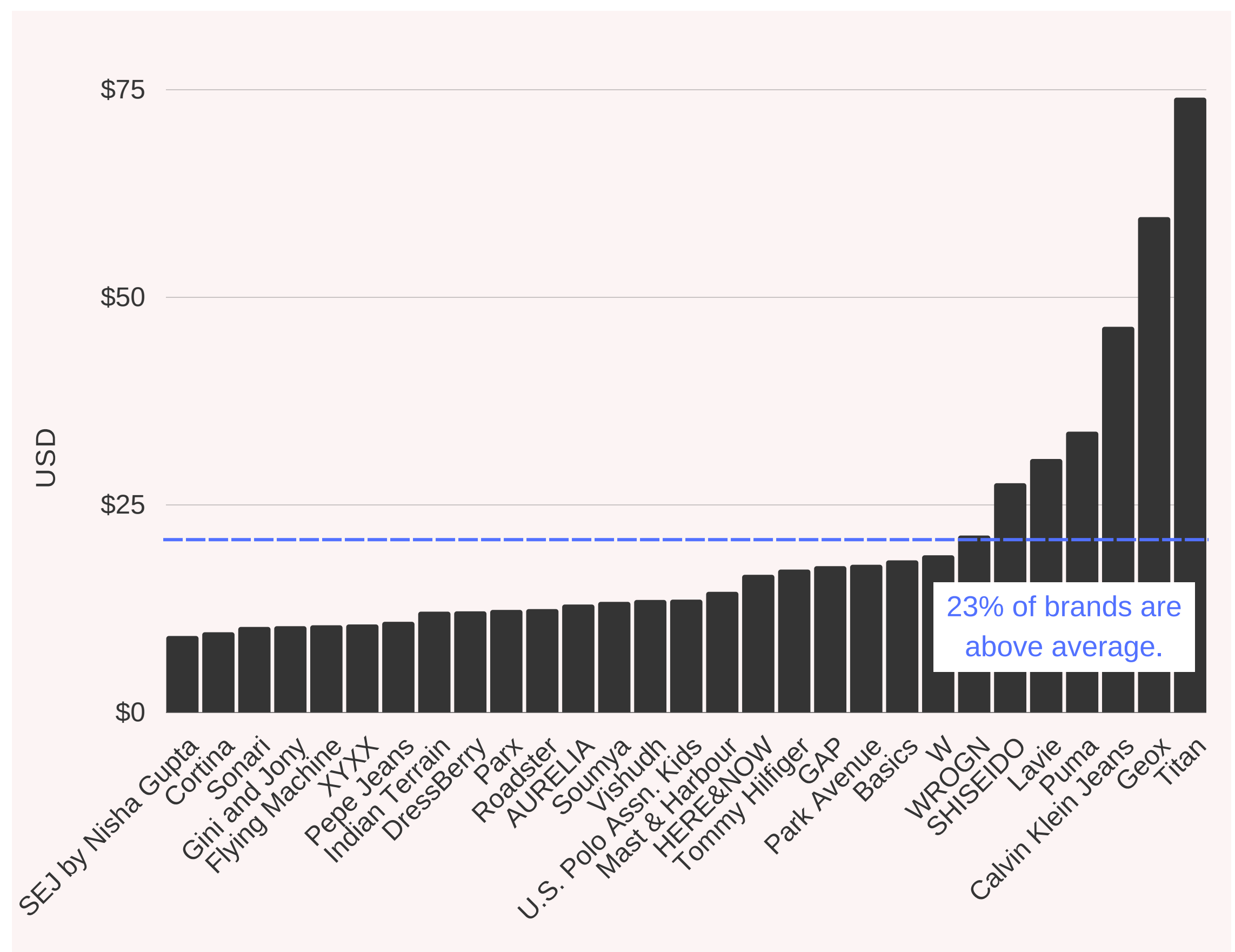
population size of 676 brands.



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Average Price per Brand

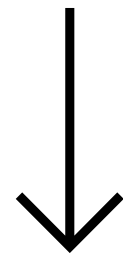
sampling from top 30 brands.



Methods

Objective 1:

categories

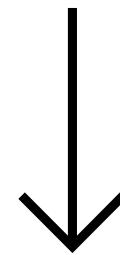


used NLP to tokenize columns
'ProductName' & 'Description'.

sorted ProductName in
ascending order to identify the
highest frequency categories:
shirts, jeans, and bags.

Objective 2:

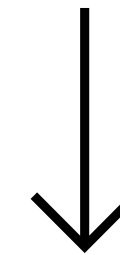
trends within each category



used WordCloud to search the
descriptions of the
identified categories to
understand trends occurring.

Objective 3:

implementation



gathered the trending
components to then search
Pinterest to see how these
styles are worn outside
the scope of this analysis.

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[illegible]

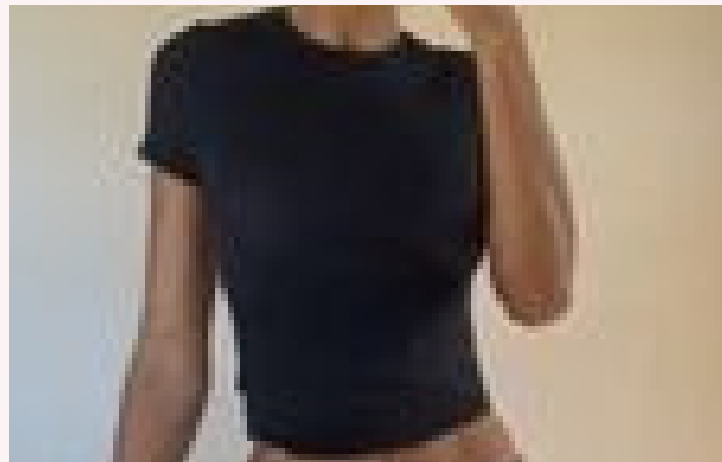
jeans|Jeans

A word cloud visualization showing various terms related to jeans. The most prominent words are "blue", "tshirt", "highrise", "pocket", "midrise", "wash", "dark", "round", "collar", "spread", "pink", "shirt", "dt", "low", "rise", "jeans", "nec", "polo", "grey", "Name", "printe", "c", "green", "ankle", "length", "object", "burgund", "sho", "medium", "gth", "striped", "lack", "crip", "tion". The words are arranged in a dense, overlapping manner, with colors ranging from light blue to dark red.

[illegible]

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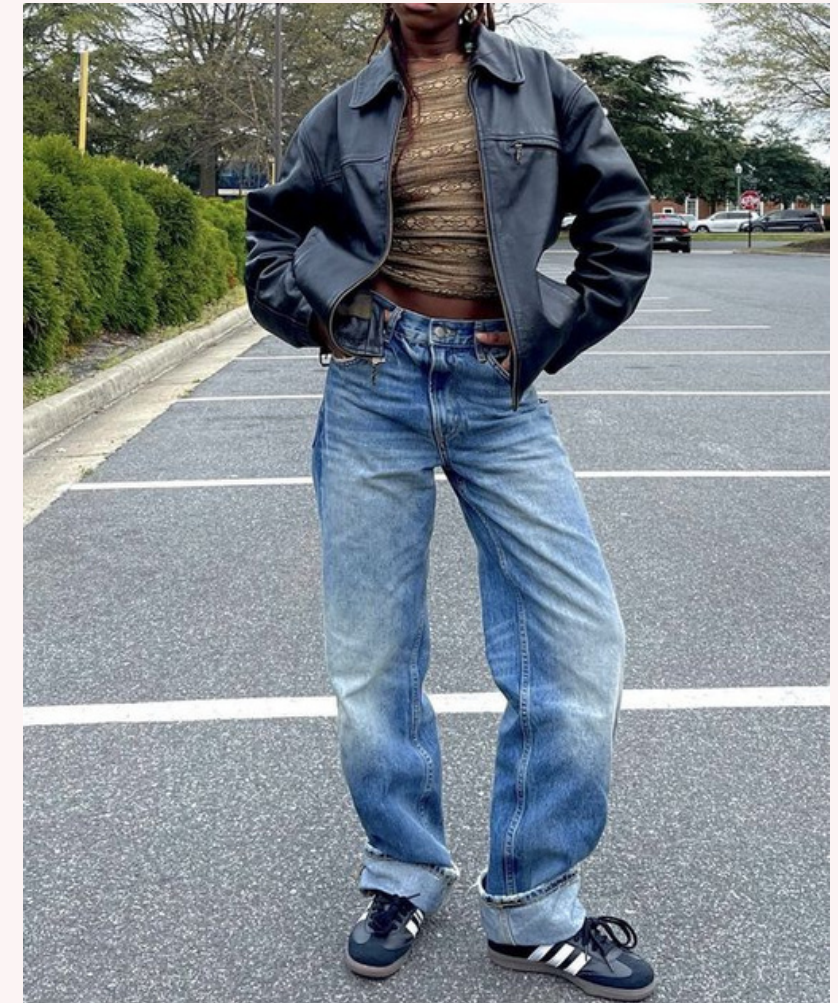
Worn IRL

shirts|Shirts



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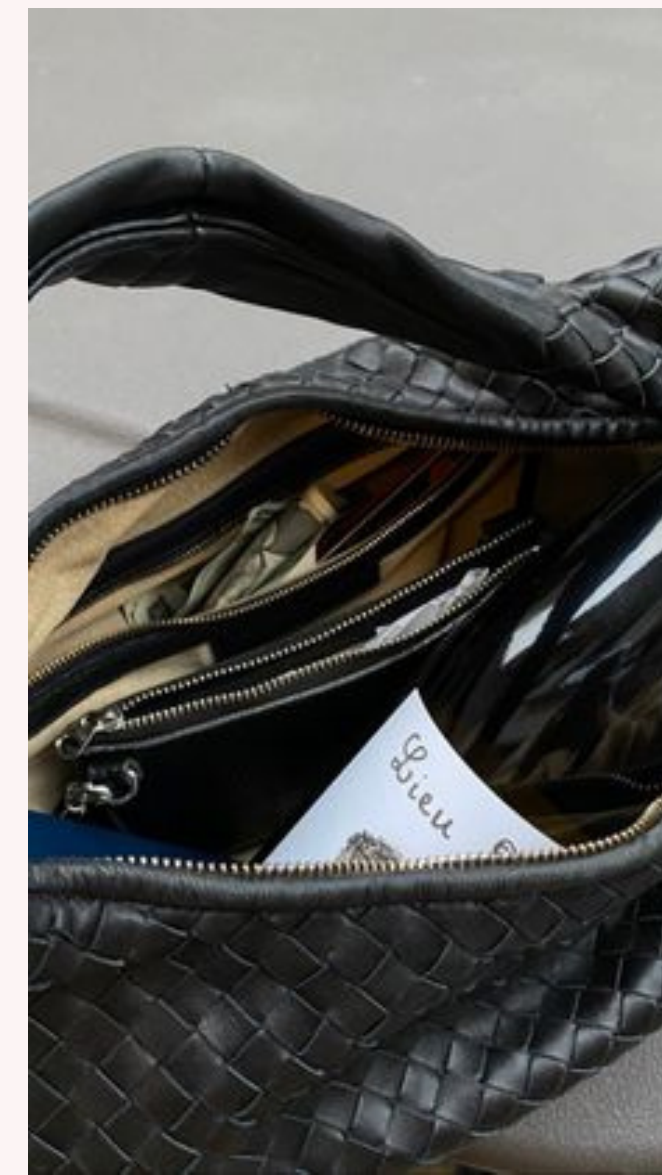
TRENDS IN FASHION



Worn IRL

jeans|Jeans





Worn IRL

bag|Bags



Thank you!

