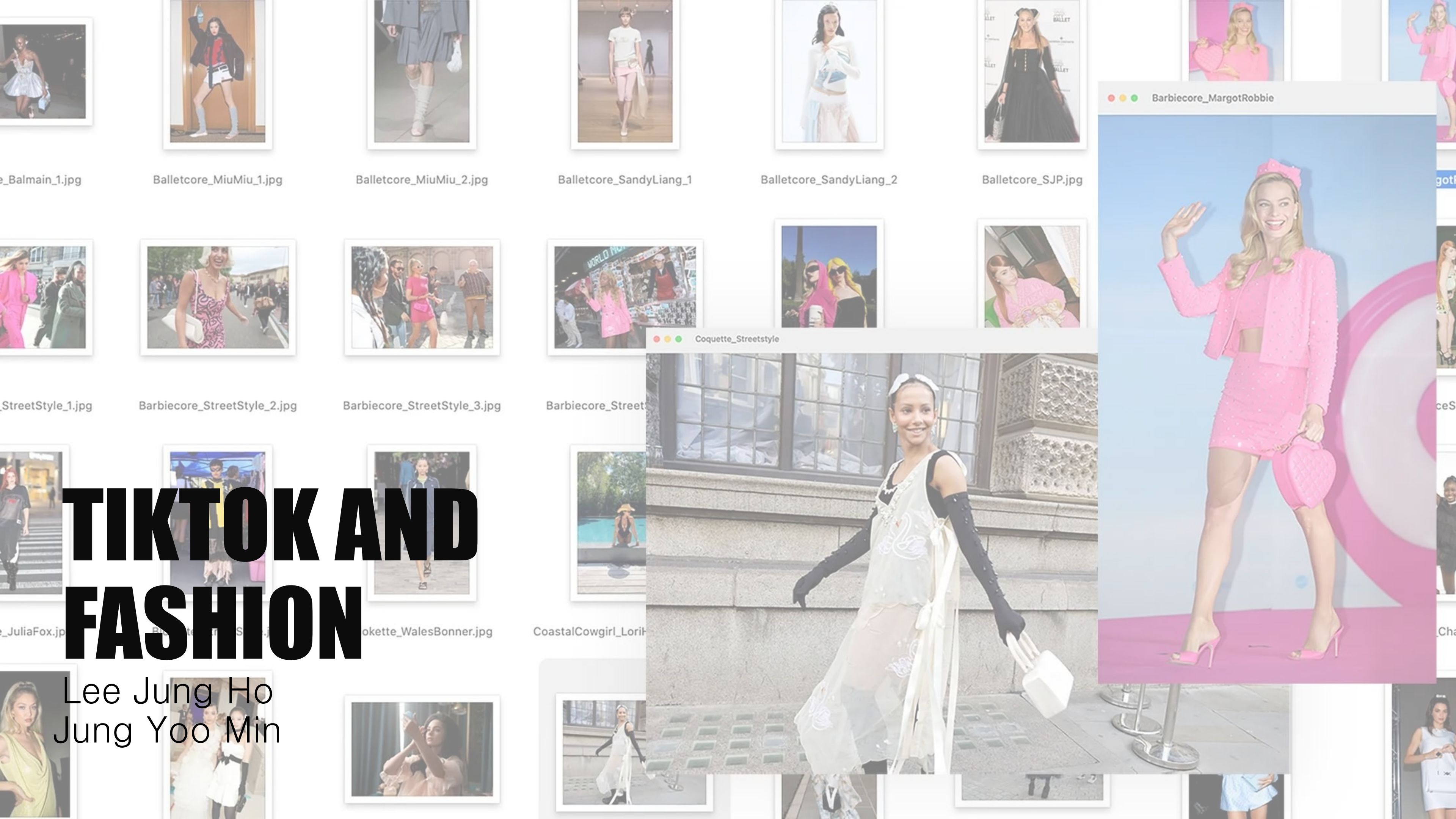
TIKTOK AND FASHION

Lee Jung Ho
Jung Yoo Min



This report explores the commercial viability of TikTok driven fashion trends. As one of the most powerful platforms in shaping fashion culture, TikTok regularly launches aesthetics that dominate social feeds. We asked ourselves how many of these trends go beyond virality and influence what we actually wear? Over a 4 month period, the project tracked major fashion trends from 2023~2024 including **Quiet Luxury, Barbiecore, Tomato Girl, Mermaidcore, Blokecore, and Coastal Cowgirl**.

METHODOLOGY

TikTok Engagement Metrics

Luxury Runway

Sentiment Analysis

SPA Collection

Trend Lifecycle Mapping

Fashion Reports/Articles

METHODOLOGY

This project reviewed how TikTok trends were adopted by both luxury runways and SPA brands. For the runway analysis, five leading brands—Loewe, Miu Miu, Prada, Bottega Veneta, and Saint Laurent—were selected based on their frequent mentions in Lyst's 2023 and 2024 reports. For SPA brands, H&M, Zara, and Uniqlo were chosen due to their global reach and fast product cycles. Because of time and resource limits, only each brand's official seasonal collections were analyzed, not weekly drops. H&M showed strong alignment with several TikTok trends, while Zara had minimal connection, and Uniqlo remained focused on simple, timeless styles. This approach aimed to capture broader patterns, though smaller releases or niche items may not be fully reflected.

QUIET LUXURY – TREND OVERVIEW

Quiet Luxury surged in popularity in Q2 2023, with over **172 million** mentions on TikTok, a **667%** increase in Google searches, and widespread coverage from major media outlets. The trend emphasizes a lifestyle rooted in understated and enduring wealth, highlighting high-quality, logo-free pieces instead of flashy branding.

172 M+

Rise in TikTok Mentions

Bella Hadid in Quiet Luxury

KEY CULTURAL DRIVERS

- **TV Series:** *Succession* (especially its final season) emphasized minimalist, stealth-wealth wardrobes worn by the Roy family.

- **Gwyneth Paltrow's Court Case:** Her courtroom outfits sparked the microtrend *"courtcore"*, exemplifying Quiet Luxury's appeal.

- **Sofia Richie's Wedding:** Played a dual role, contributing to both Quiet Luxury and the Old Money revival.

GWYNETH PALTROW'S COURTROOM STYLE

SEARCH AND COMMERCIAL IMPACT

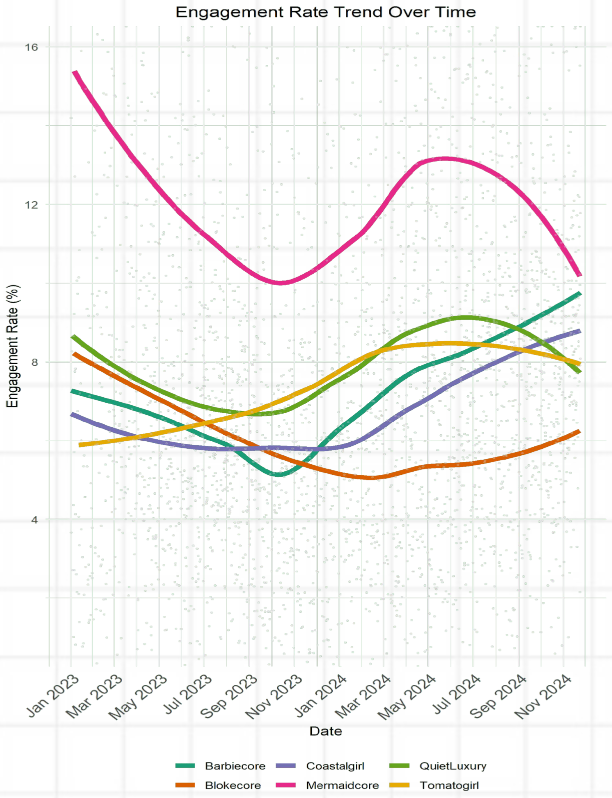
Quiet Luxury had a strong influence on consumer behavior. From March to June 2023, Google searches related to the trend rose by over **667%**, and TikTok posts using #QuietLuxury reached 111 million views. Luxury brands benefited as well: searches for The Row rose **93%** in Q4 after joining the Lyst Index, and brands like Bottega Veneta, Savette, Celine, and Loro Piana saw increases between **17%** and **550%**. Loewe’ s Anagram logo gained cult status, turning basics like tank tops and jeans into must-have pieces. Their subtle, recognizable branding helped boost the trend’ s appeal while keeping its clean and minimalist feel.

Loewe Anagram Logo Top

Specific products also gained attention during the rise of Quiet Luxury. The "ludicrously capacious" Burberry tote saw a **130%** increase in search volume. Acne Studios' patch sweatshirt, featured in *Succession*, rose by **393%**, while Margaux's bag experienced a **63%** spike in Q4 and a **198%** increase over the year. Even fast fashion responded to the trend. Zara's $60 neutral-toned blazer became a popular choice for shoppers looking to adopt the look at a more affordable price point, showing that Quiet Luxury appealed across different market levels.

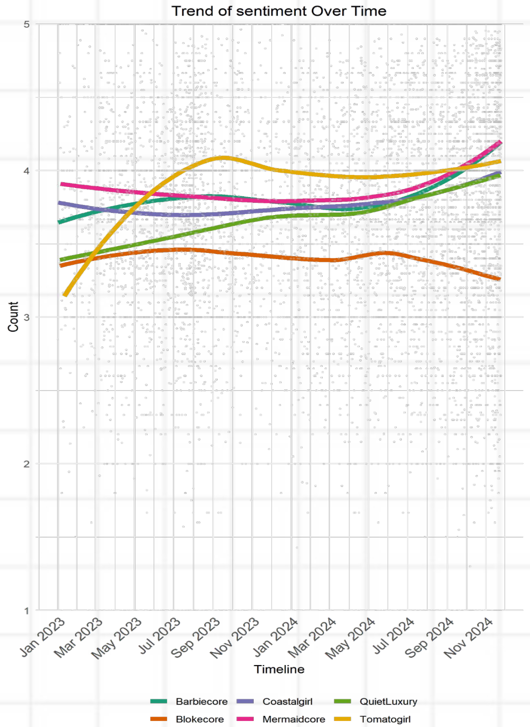
Jennifer Lawrence Carrying Margaux Bag

QUANTITATIVE DATA OVERVIEW



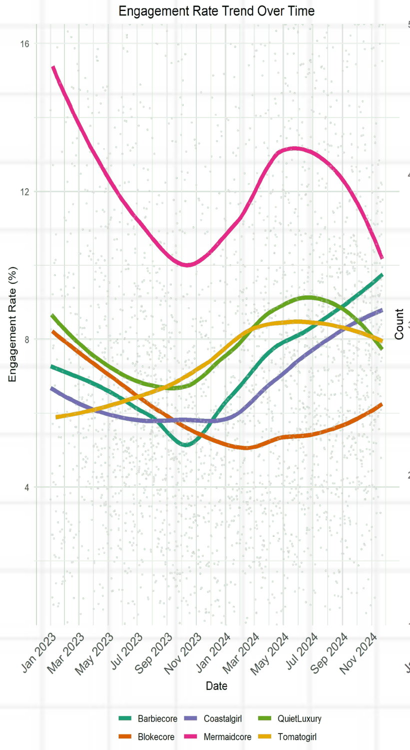
Although Quiet Luxury was widely regarded as one of the most influential trends of 2023 in qualitative research, the TikTok engagement data shows an unexpected downward trend during that period. This contrast may reflect limitations in the scraped data or the nature of the trend itself—minimalist and anti-viral by design. However, the graph also reveals that Quiet Luxury maintained one of the highest sustained engagement levels across the entire period, second only to Mermaidcore. This suggests that while it didn’t rely on viral spikes, Quiet Luxury achieved lasting relevance through steady interest, reinforcing the importance of using both qualitative and quantitative perspectives when evaluating trend impact.

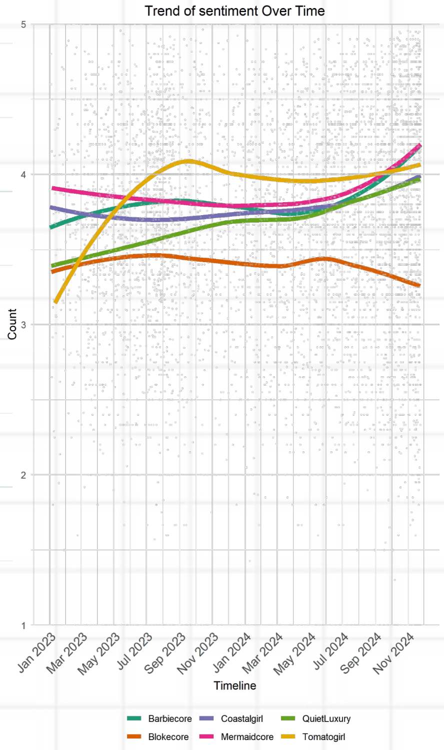
QUANTITATIVE DATA OVERVIEW



The sentiment line for Quiet Luxury shows a clear upward trajectory from January 2023 through to late 2024, reflecting a steady increase in positive reception over time. Although there's a slight plateau between January and March 2024, the overall trend remains optimistic — suggesting that even if engagement or virality fluctuates, the public's perception of Quiet Luxury continues to mature and strengthen. This reinforces the idea that trends driven by values like timelessness and quality may generate slower, but more enduring, cultural resonance.

QUANTITATIVE DATA OVERVIEW





Together, the engagement and sentiment trends suggest that Quiet Luxury gained long-term cultural value by connecting with people on a deeper level. It shows that slower, value-driven trends can have lasting impact, even without viral moments.

RUNWAY INTEGRATION


Bottega Veneta SS23


Bottega Veneta FW23


Bottega Veneta FW23


Prada SS23


Loewe FW23


Loewe FW24


MiuMiu FW23


MiuMiu FW24

SPA
INTEGRATION


H&M FW23


H&M FW23


H&M FW23

TOMATO GIRL– TREND OVERVIEW

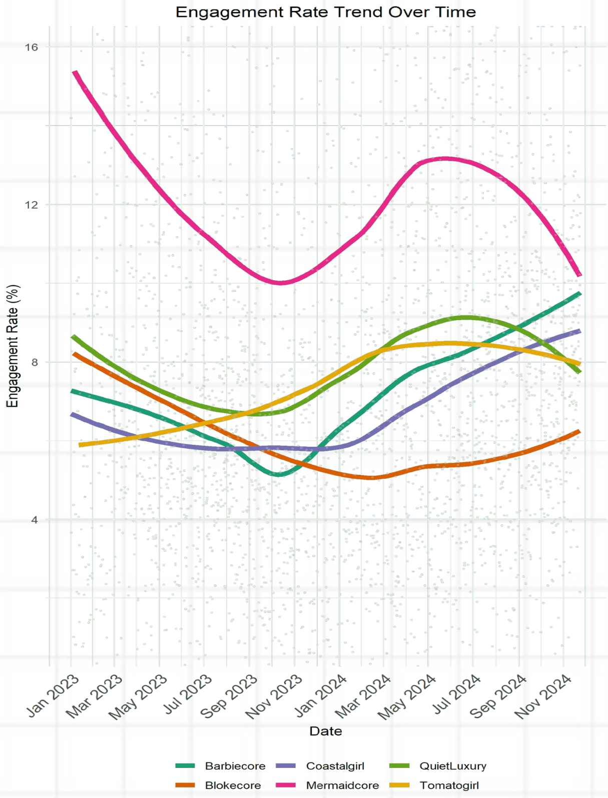
Hailey Bieber's Tomato Girl Inspired Social Media Post

Tomato Girl became popular on TikTok in late June to early July 2023, during peak summer travel to places like Italy. The trend featured soft, romantic styles like white linen, headscarves, slip skirts, and red accents. Although it gained quick attention, it was short-lived and often seen as a "summer fling" with little long-term impact. In Fall 2023, a bold red shade appeared on many runways. While it looked similar, it was not directly connected to Tomato Girl and became a separate seasonal color trend.

Kylie Jenner in an All-White Dress

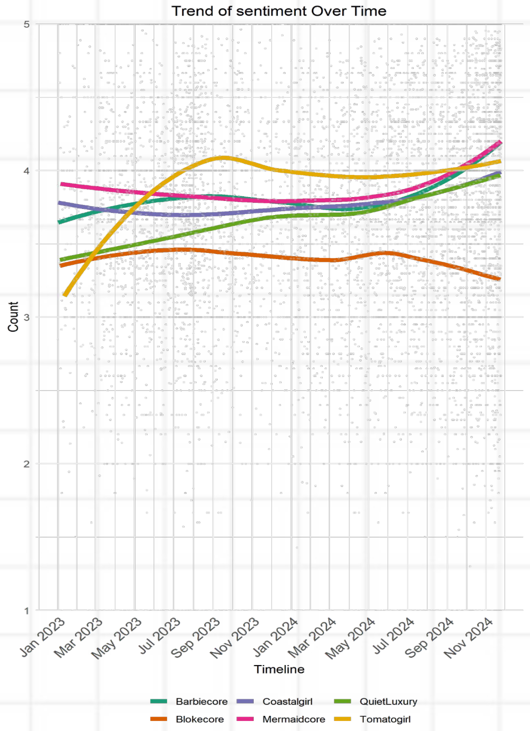
Europe Core became popular in summer 2023, around the same time as Tomato Girl. It featured similar styles like linen dresses, bikinis, and vacation looks. The trend gained **3.3 million** TikTok views and led to a Target fashion edit. Like Tomato Girl, it faded quickly. Both trends appeared during the rise of the Old Money style, and their overlap in visuals may have caused them to lose attention as people turned to more classic fashion.

QUANTITATIVE DATA OVERVIEW



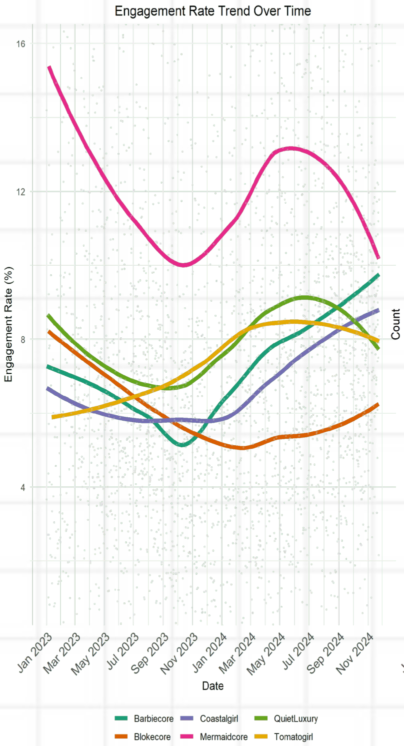
The Tomato Girl trend flourished briefly in late June through early July 2023 and also appeared across several Fall 2023 runway collections. It emerged alongside Europe Core during summer, which may have either boosted Tomato Girl's engagement or diluted it by drawing attention to a visually similar aesthetic. However, the TikTok engagement graph shows a steady rise from January 2023 to March 2024, without reflecting the expected spike in early summer. This discrepancy could be due to limitations or blind spots in the data scraping process, such as missed posts or incomplete hashtag coverage. Still, the gradual growth suggests that Tomato Girl may have gained momentum more slowly than anticipated or experienced delayed recognition beyond its peak cultural moment.

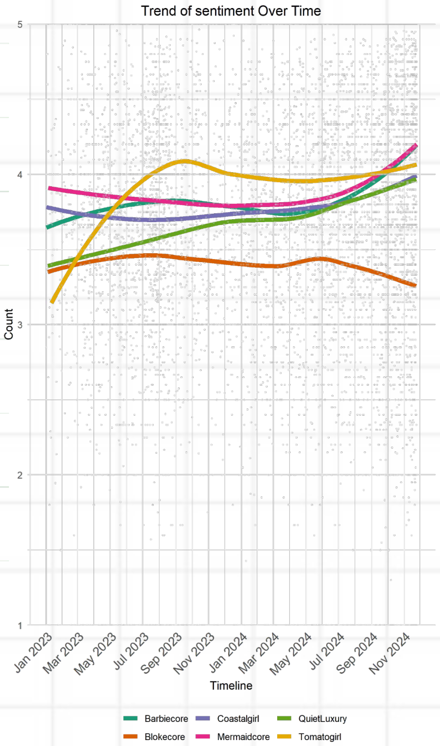
QUANTITATIVE DATA OVERVIEW



The sentiment data for Tomato Girl shows a sharp rise from January to September 2023, followed by a decline until May 2024, and then a small rebound. This likely reflects early interest and positive association with summer fashion, as consumers moved past winter and began preparing for travel and seasonal shopping. The trend’s romantic, Mediterranean aesthetic resonated with people emotionally, even before its peak styling moment in late June and early July. The drop in sentiment after summer may indicate seasonality, as interest naturally faded with colder months.

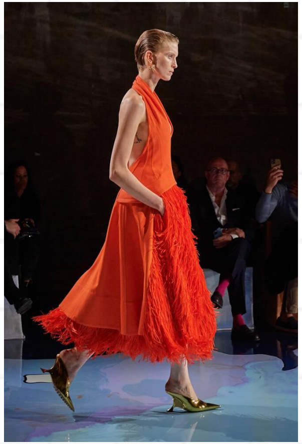
QUANTITATIVE DATA OVERVIEW





While engagement for Tomato Girl continued to grow steadily through early 2024, the sentiment data tells a different story. Sentiment peaked between January and September 2023 before gradually declining, suggesting that while the trend stayed visible and active on TikTok, the emotional connection or excitement around it weakened over time. This gap between engagement and sentiment reflects how a trend can maintain digital presence and interaction even as public enthusiasm begins to fade.

RUNWAY INTEGRATION


Bottega Veneta SS23


Bottega Veneta SS23


Bottega Veneta FW23


Prada SS23


MiuMiu FW23


Loewe FW24

SPA
INTEGRATION

H&M SS23

H&M SS23

H&M SS23

COASTAL COWGIRL– TREND OVERVIEW

Coastal Cowgirl blended beachwear with Western elements—think bikinis, cowboy boots, flirty dresses, and straw hats. It peaked in April 2023 as a standout seasonal trend and quickly took off on TikTok, amassing over **213.5M** views across related hashtags.

213.5 M+

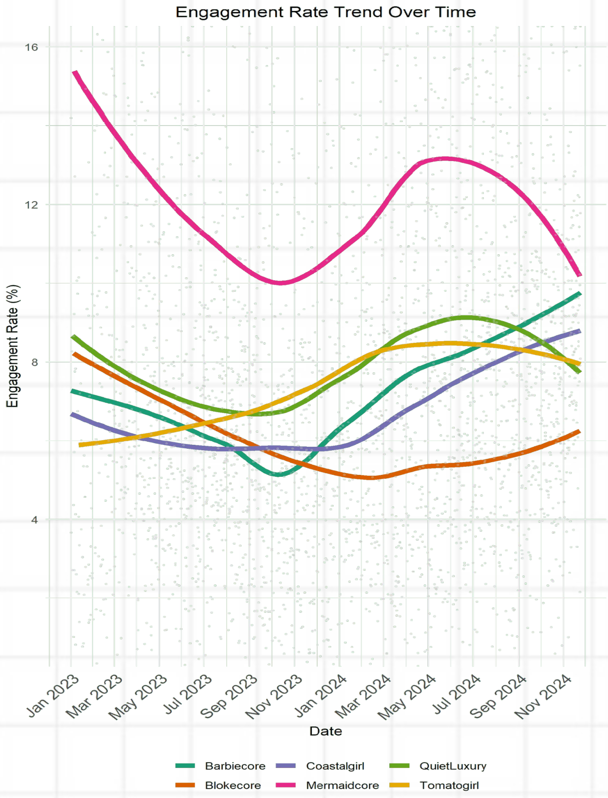
TikTok Views

Lori Harvey Wearing a Cowboy Hat

In 2024, the Coastal Cowgirl trend continued to evolve through the broader rise of Cowboycore, which saw a **27%** increase in search interest over the past year. This shows that western-inspired fashion stayed relevant but started to shift in style. Brands like Ganni helped bring it back with pieces like mid-shaft biker boots. While the 2023 version focused on light, beachy looks, the 2024 version became more rugged and urban in its interpretation.

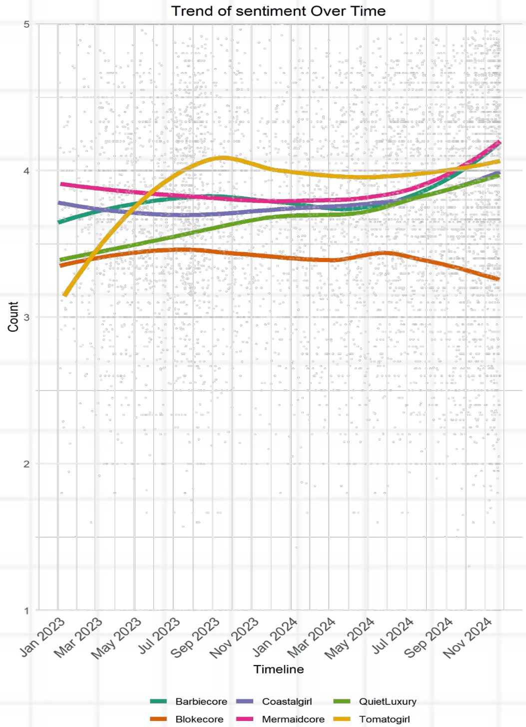
Ganni Black Midshaft Biker Boots

QUANTITATIVE DATA OVERVIEW



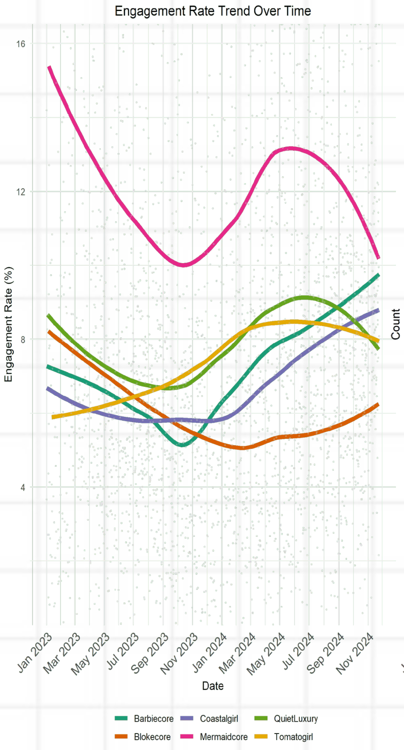
Qualitative findings show that Coastal Cowgirl peaked in April 2023, standing out as a seasonal trend with strong TikTok presence and visual appeal. In 2024, the trend continued through the rise of Cowboycore. However, the engagement graph does not show a clear spike in April 2023. Instead, engagement stayed steady throughout 2023 and only began to rise noticeably in March 2024. This gap may be due to delayed content circulation, different hashtag use, or missing data. It also suggests that while the trend looked strong in early 2023, it regained digital momentum in 2024 through its evolution into Cowboycore.

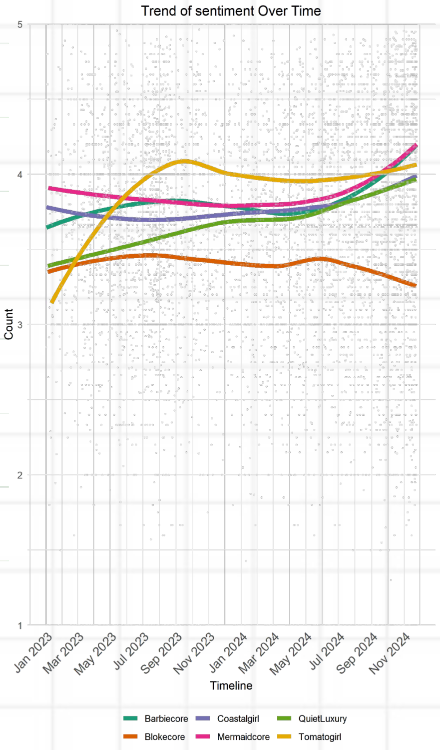
QUANTITATIVE DATA OVERVIEW



The sentiment data for Coastal Cowgirl shows an overall positive trend. There was a slight dip from January to July 2023, even though the trend peaked in April, possibly due to early saturation or mixed reactions. From mid-2023 to mid-2024, sentiment gradually improved, likely as the trend evolved into more refined styles like Cowboycore. By late 2024, sentiment rose more clearly, suggesting renewed interest or wider acceptance. Overall, the trend started with some hesitation but ended with stronger public support, showing how seasonal styles can grow into longer-lasting trends.

QUANTITATIVE DATA OVERVIEW





These two datasets together suggest that Coastal Cowgirl didn't fully resonate with audiences at the early on, either emotionally or in terms of long-term digital traction. However, as the aesthetic evolved into Cowboycore in 2024, it gained renewed popularity and stronger sentiment, which helped the trend build lasting momentum. In other words, the later rise in both sentiment and engagement suggests that Coastal Cowgirl's true influence developed gradually rather than all at once.

BLOCKCORE TO BLOKETTE

Instagram Celebrity @irislovesunicorns' Blokette Inspired Outfit

In 2023, the Blokecore trend, inspired by British football fashion, gained new momentum with the rise of Blokette. This TikTok-driven aesthetic combined sporty items like football jerseys and Adidas Sambas with feminine touches such as ribbons, mini skirts, and bare skin. The mix reflected Gen Z's interest in quirky contrasts and DIY styling, and the trend peaked in July 2023. With over **60 million** views on TikTok, it became known for blending casual and designer pieces in a playful, secondhand-inspired way

KEY CULTURAL DRIVERS

Messi in Inter Miami’s Pink Jersey

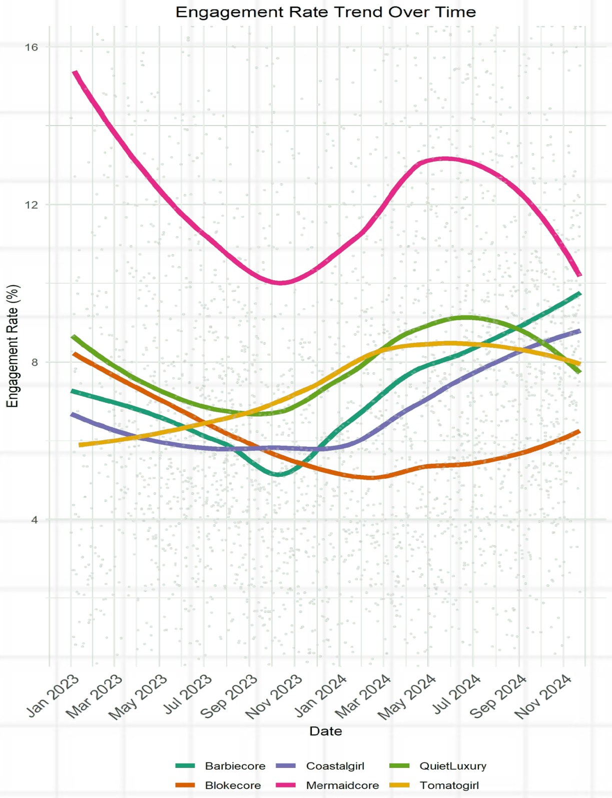
One standout moment was Lionel Messi’s move to Inter Miami, which brought viral attention to the team’s pink jersey. It became a crossover between football fashion and the season’s Barbie-pink trend. This helped increase soccer’s presence in fashion, along with renewed interest from the Beckham documentary.

FURTHER INCLUSION

MiuMiu SS24

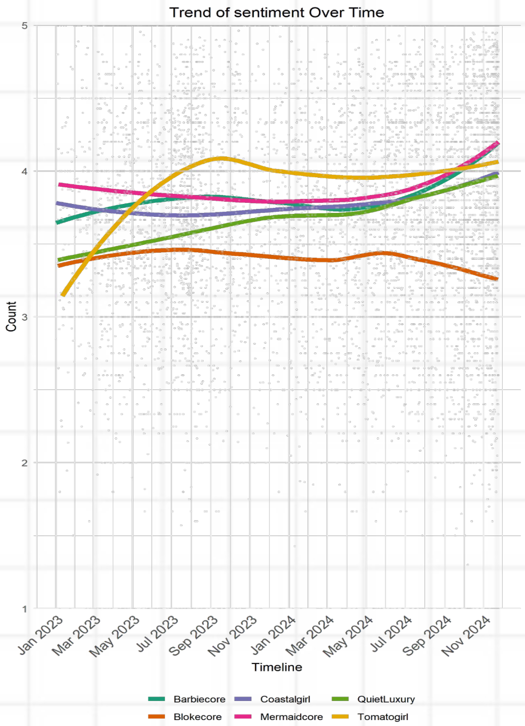
By 2024, the sportswear trend shifted toward a cleaner look known as "Athletic Sophistication." The casual, rugged feel of Blokecore gave way to more polished styles like Tenniscore. TikTok trends and sales data reflected this change, with retro football sneakers growing by **225%** and tennis mini skirts up by **26%**. Mass-market brands began embracing this refined athletic style. The smooth shift shows that the sportswear trend stayed strong, even as its style evolved from casual to sleek.

QUANTITATIVE DATA OVERVIEW



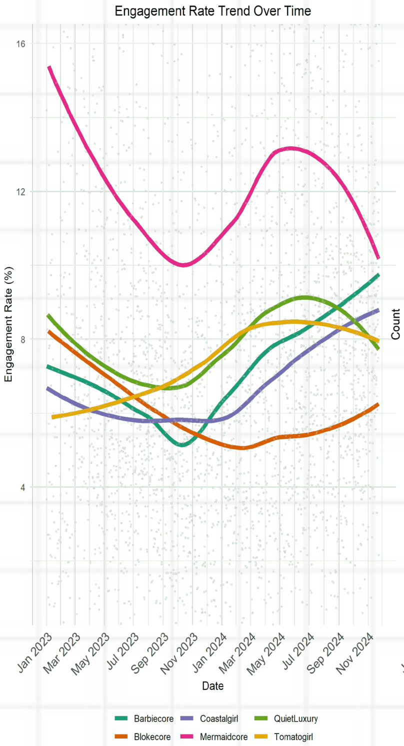
Qualitative insights show that Blokecore gained renewed attention in mid-2023, especially with the rise of its feminine counterpart, Blokette, and peaked in July 2023. However, the engagement data tells a different story. It shows an early peak in January 2023, followed by a steady decline through early 2024, with only a small rise starting in March 2024. This difference may mean the trend was already growing before it gained wide cultural attention, or that the Blokette revival wasn't fully captured by the hashtags used. It could also suggest that content visibility and user engagement didn't fully align. Still, the slight increase in 2024 supports the idea that Blokette helped keep interest in the broader Blokecore style alive.

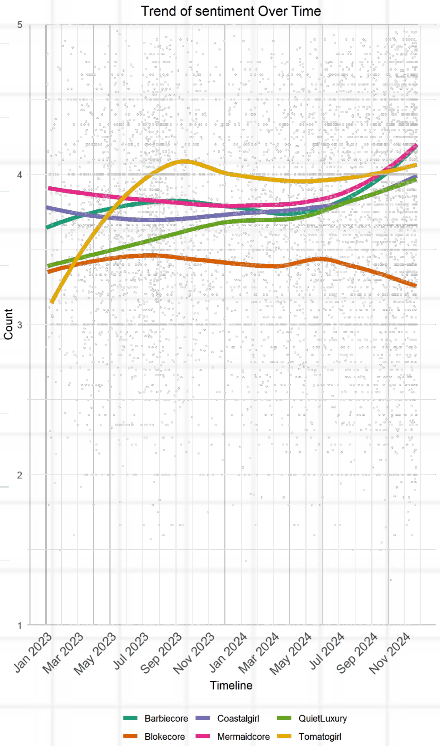
QUANTITATIVE DATA OVERVIEW



The sentiment data for Blokecore shows a steady rise until July 2023, suggesting growing interest and positive reception during the first half of the year. From there, sentiment gradually declined until March 2024, followed by a brief recovery leading up to May. However, sentiment dropped again through November 2024, ending at a lower level than where it began. This pattern may indicate that while the trend gained early excitement, it struggled to maintain lasting emotional appeal. The repeated dips suggest that Blokecore may have lacked the versatility or cultural depth to hold long-term interest.

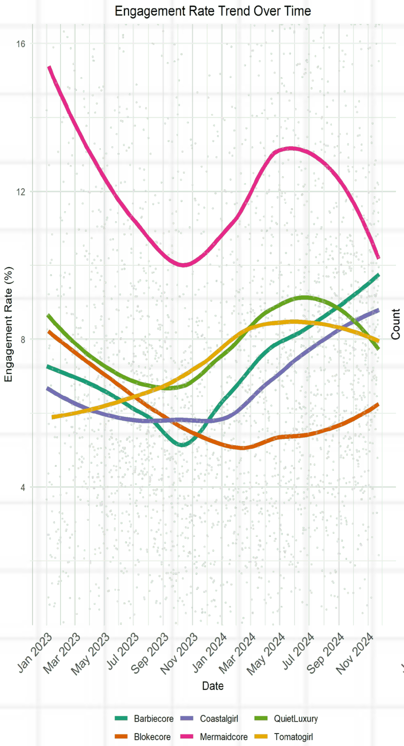
QUANTITATIVE DATA OVERVIEW

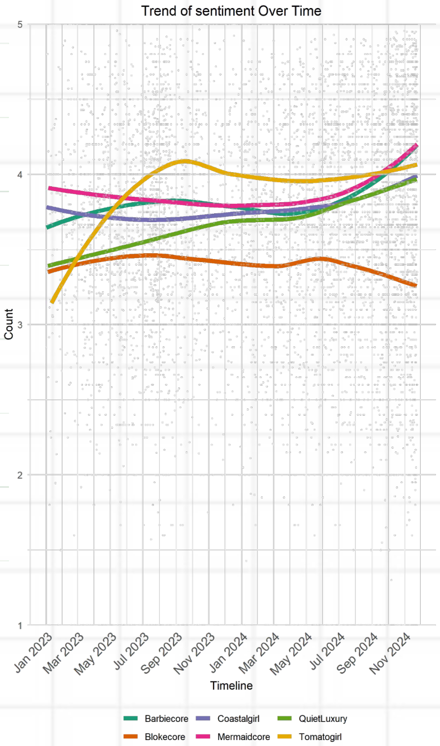




The engagement and sentiment data for Blokecore show early interest but weak long-term appeal. Engagement peaked in January 2023, which is earlier than the cultural spotlight in July. After that, it steadily dropped, with only a small increase in March 2024. This could mean the trend was already circulating before it became widely recognized, or that Blokette content wasn't fully tracked with the same hashtags.

QUANTITATIVE DATA OVERVIEW

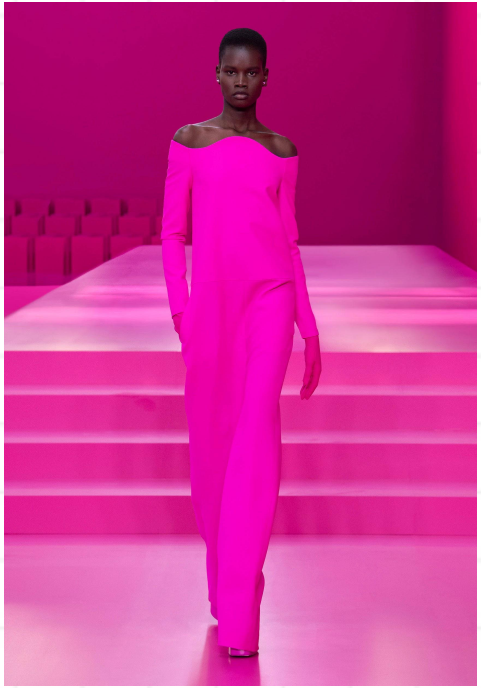




Sentiment tells a slightly different story. It grew steadily until July 2023, matching the Blokette moment, then slowly declined. A small rise appeared in May 2024, but by the end of the year, sentiment was lower than where it started. This suggests that while people liked the trend at first, it didn’t hold emotional appeal over time. Together, the data shows Blokecore had a strong start but struggled to stay relevant.

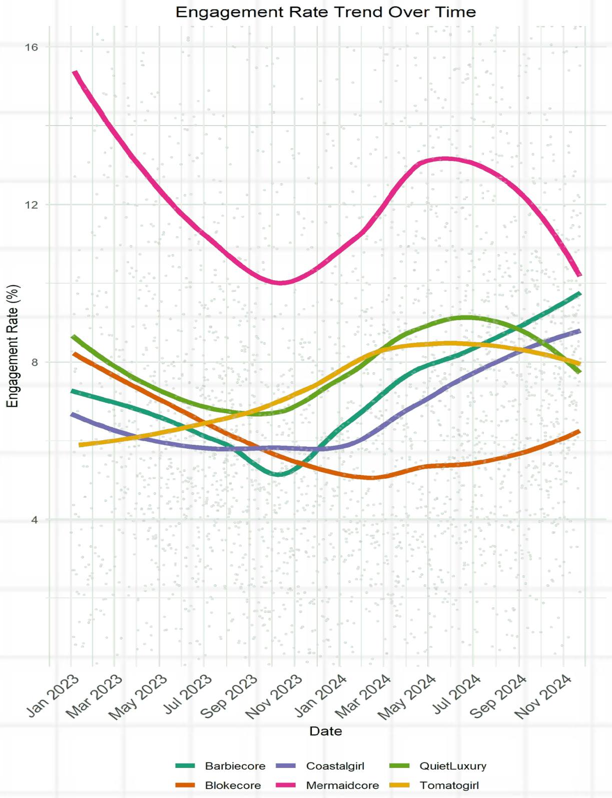
BARBIECORE– TREND OVERVIEW

Barbiecore exploded in July 2023, driven by Greta Gerwig’s Barbie movie and viral set photos featuring bold, hot pink looks. The trend was inspired by Pierpaolo Piccioli’s Valentino runway and spread quickly across TikTok and Instagram, leading to a **300%+** surge in global search interest that month (Google Trends). Mattel, the company behind Barbie, took full advantage of the hype with over **100** brand collaborations, including Forever 21, Balmain, and Crocs. This helped turn Barbiecore into both a cultural moment and a major commercial success.



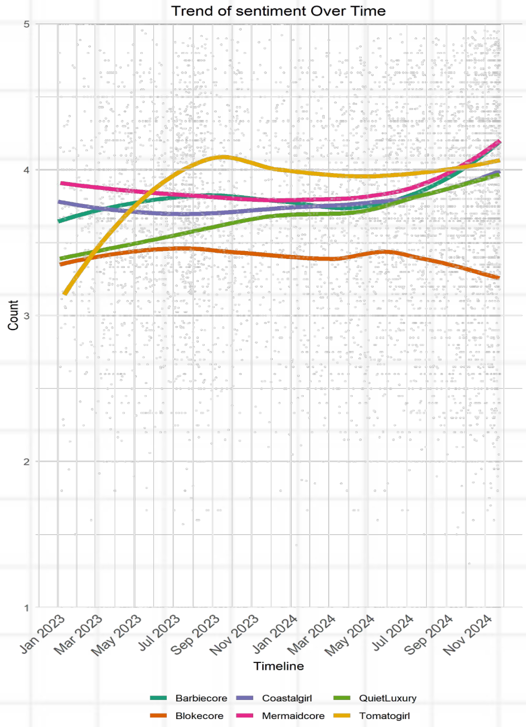
Valentino Pink PP Collection FW22

QUANTITATIVE DATA OVERVIEW



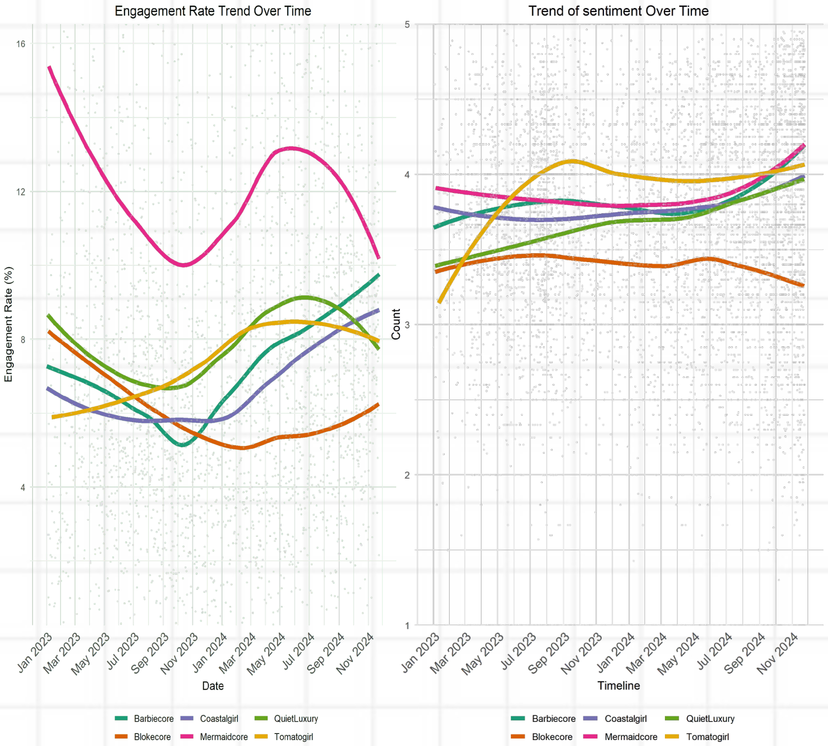
Qualitative findings show that Barbiecore peaked in July 2023, pushed by major cultural moments like Greta Gerwig’s Barbie movie and the Valentino Pink PP collection. However, the engagement graph tells a different story. Instead of peaking in July, engagement steadily dropped through the rest of 2023 and only started rising again in November. This gap could be due to delays in content tagging, changes in hashtag use, or missing data. It might also reflect a delayed viral comeback, with users revisiting the trend months later. Either way, the late spike shows that Barbiecore stayed relevant beyond its original peak, possibly helped by ongoing brand collaborations and seasonal fashion shifts.

QUANTITATIVE DATA OVERVIEW



The Barbiecore sentiment trend shows a gradual increase from January to September 2023, reflecting steady growth in interest during its cultural peak. After that, there’ s a slight decline from late 2023 to March 2024. However, starting in May 2024, the trend experiences a sharp rise, with exponential growth continuing through November 2024. This suggests a renewed wave of excitement, possibly driven by ongoing collaborations, nostalgic appeal, or seasonal reinterpretations that helped bring the aesthetic back into the spotlight.

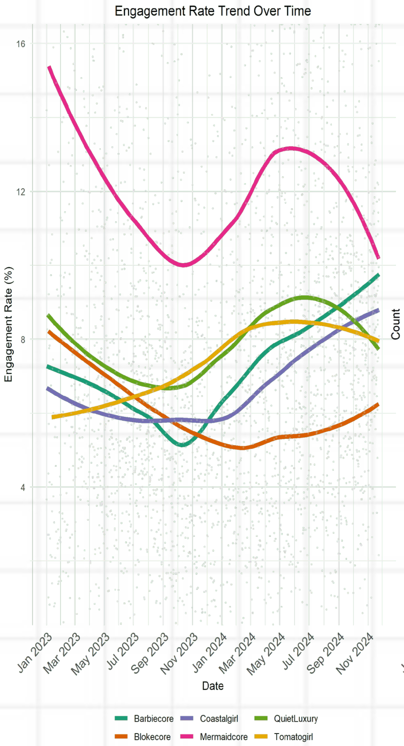
QUANTITATIVE DATA OVERVIEW

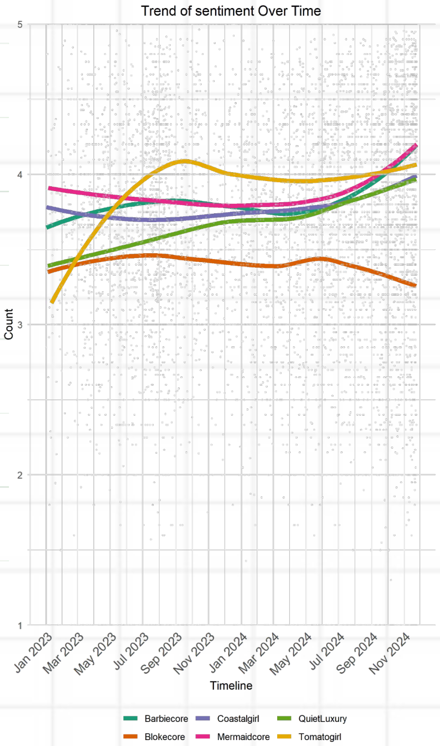


Barbiecore reached its cultural peak in July 2023, led by the Barbie movie and Valentino’s Pink PP collection. But the engagement data tells a different story. Instead of spiking in July, engagement dropped through the rest of 2023 and only began rising again in November. This may be due to delays in tagging, changes in hashtag use, or a renewed wave of interest later on.

Meanwhile, sentiment data shows a steady rise from January to September 2023, suggesting that emotional connection with the trend was strong even as engagement was falling. After a small dip through early 2024, sentiment picked up again in May and kept rising through November—matching the late engagement spike.

QUANTITATIVE DATA OVERVIEW





Together, the data shows that Barbiecore stayed relevant in different ways. Even when fewer people were interacting with the trend, many still felt positively about it. This emotional connection likely helped fuel its comeback in 2024.

SPA INTEGRATION

H&M SS23

H&M SS23

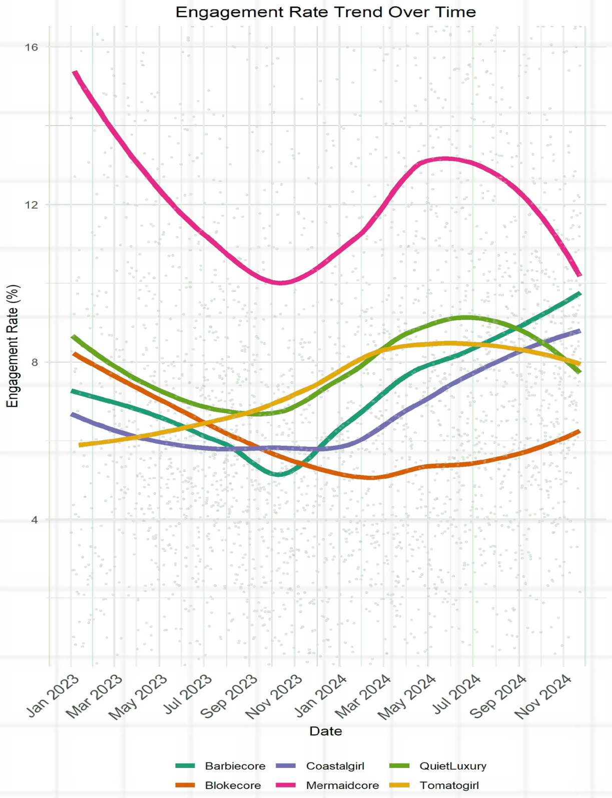
H&M SS23

MERMAIDCORE– TREND OVERVIEW

Dua Lipa’ s Fishnet Bottega Veneta Dress at the Barbie Premiere

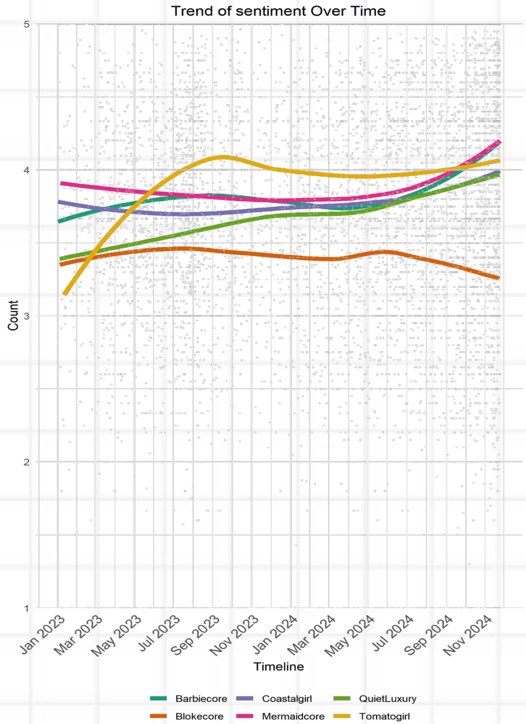
Mermaidcore became popular during The Little Mermaid press tour in May 2023, blending ocean-inspired fantasy with high fashion. The trend featured fish-scale sequins, shimmering fabrics, pearls, and blue-toned makeup, focusing more on sea-glam than traditional nautical style. Red carpet appearances helped boost its visibility, with standout looks like Dua Lipa’ s fishnet Bottega Veneta dress at the Barbie premiere. Big fashion houses like Givenchy, Loewe, and Versace embraced the trend, and its influence even extended into beauty at New York Fashion Week.

QUANTITATIVE DATA OVERVIEW



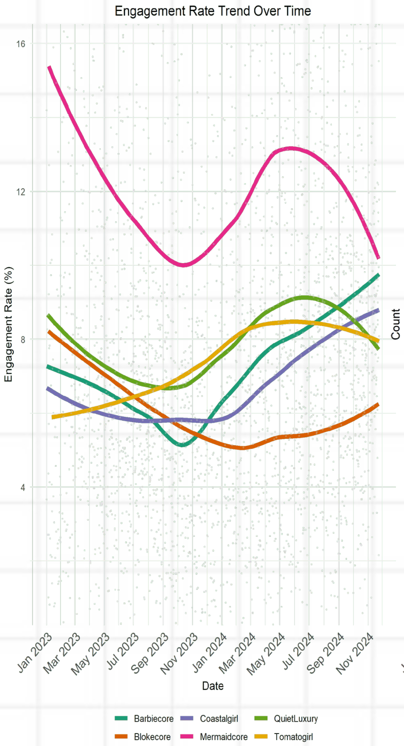
Qualitative research shows that Mermaidcore peaked in May 2023 during The Little Mermaid press tour, with standout moments like Dua Lipa's fishnet Bottega Veneta dress helping to boost its red carpet appeal. However, the quantitative graph shows unusually high engagement across the entire timeline, much higher than any other trend. This big difference may be due to issues in the data, such as scraping errors or uneven hashtag use. While Mermaidcore follows a similar pattern to Barbiecore until mid-2024, the extremely high numbers suggest we should be careful when interpreting the results and recognize the limits of the data.

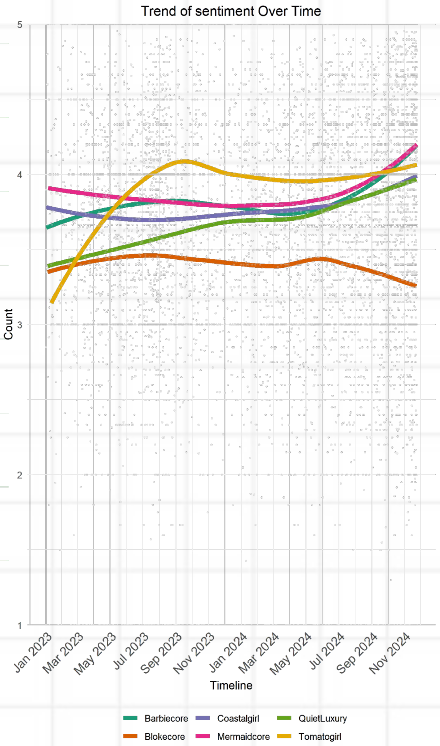
QUANTITATIVE DATA OVERVIEW



In contrast, the sentiment data shows a steady decline until March 2024, suggesting that emotional interest in the trend was fading. However, sentiment starts to rise again in April and grows sharply from May to November 2024. This may reflect renewed excitement, possibly from seasonal styling or nostalgic appeal.

QUANTITATIVE DATA OVERVIEW





Together, the two data sets show that Mermaidcore remained highly visible, but emotional connection returned only later—showing the need to look at both engagement and sentiment to fully understand a trend.

RUNWAY INTEGRATION

Bottega Veneta SS23

Bottega Veneta FW23

Loewe FW23

LEAD, NOT FOLLOW

Despite TikTok virality driving explosive trend visibility, our findings show that sustained engagement and lasting commercial influence are rare for most viral aesthetics. Trends like Tomato Girl and Barbiecore achieved cultural dominance for brief periods, but the majority peaked fast and faded, often lacking long-term runway or retail integration.

In contrast, luxury brands that initiated or reinterpreted trends through their own lens – such as *Loewe's quiet luxury positioning*, *Valentino's PP Pink*, or *The Row's anti-logo aesthetic* – cemented influence over multiple quarters. These were not reactive, but intentional narratives crafted from the top.

The engagement data also suggests that audiences rewarded brands who created distinct identity-led stories, rather than those who mimicked fast-moving aesthetics. Even when TikTok engagement declined, the qualitative presence of brands like Prada, Miu Miu, and Bottega Veneta remained consistently dominant in Lyst rankings and fashion reporting.

LIMITATIONS

Data Coverage Was Incomplete: Hashtag-reliant scraping, inconsistent metrics, and tool limitations restricted comprehensive trend tracking.

Analytical Methods Were Simplified: Engagement rates lacked contextual weighting, and outlier anomalies were not filtered or adjusted.

Qualitative Sources Were Selective: Only five luxury brands and three SPA brands were examined, with limited retail data and subjective item-trend associations.

Resource Constraints Shaped Scope: As a student-led project with no API access or premium tools, time and manpower placed limits on depth and scale.