



# Top Five Trends in Apparel and Footwear

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## TOP FIVE TRENDS IN APPAREL AND FOOTWEAR

Scope

Our expert's view of apparel and footwear

Key findings

### INTRODUCTION

Macro and climate forces continue to impact the outlook for fashion

Global sales experience subdued growth, amidst market uncertainty

Top five trends in apparel and footwear

Top five trends uncovered

### ECONOMIC VOLATILITY AND IMPACT OF TARIFFS

Despite more resilience than expected in 2025, the global outlook remains fragile

As downside risks still dominate, market players seek to diversify their operations

ASICS to increase production from 30% to 40% in India, amidst regulatory changes

Shein is diversifying its export markets and regionalising its production hubs

Market players pursue geographic diversification to mitigate their risk

### PRICE SENSITIVITY AND INTENTIONAL CONSUMPTION

Technology and price sensitivity fuel a rise in more intentional and rational consumption

Consumers increasingly prioritise a broad range of benefits when assessing value

Inditex Group is rolling out its budget Gen Z concept Lefties across Europe

H&M opens its first Beverly Hills store as it continues to elevate its shopping experience

Fashion players need to offer customers clear short- and long-term incentives

### WELLNESS AND LONGEVITY: FASHION'S NEW FRONTIER

Holistic wellness and longevity are becoming a spending priority, across all age groups

Tech-driven wellness permeates fashion and leads to the exploration of new territories

Nike debuts "neuroscience-based" footwear and taps into the mind-body connection

ASICS walking shoes leverage the belief that good health is achieved through movement

The pursuit of holistic wellness and technology opens new horizons in fashion

### SUSTAINABILITY REFRAMED

Amid volatility and geopolitical risks, is sustainability being pushed aside?

The industry shifts its approach to sustainability from cost centre to profit driver

Ralph Lauren brings resale in-house, taking back control of its heritage and brand value

Puma has boosted its profit margins through massive water-efficiency programmes

Sustainability as a business case to add new revenue streams and improve margins

### AI AND THE SHIFT TO EXPERIENTIALISM

Digital transformations and AI are redefining shopping behaviours and strategies

The new retail playbook is about emotions, cultural relevance and capturing occasions

During Ramadan 2025, Lacoste Indonesia deployed AI-powered marketing assets

Nike reinterprets the sacred ritual of Cantonese soup-making through the lens of sports

Creating emotional connections becomes key to foster deeper brand loyalty

### CONCLUSION

Top five trends in apparel and footwear: Future implications

Top five trends in apparel and footwear: Action to build resilience and unlock growth

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