



Fall 2026 Fashion Capitals Report

London

Top trending fashion trends

- **“empire waist”** is the top fashion trend search in London in 2026, reaching an all-time high in the apparel category. When the trend first broke out earlier this year it was being searched with **1960s styles**. The trend continues to be highly searched this September, evolving from being searched exclusively with formalwear e.g **“mother of the bride empire waist dress”**, **“empire waist occasion dress”**, to more casual searches this September e.g. **“empire waist sundress”**, **“empire waist babydoll dress”** (breakouts).
- **“double layer”** is being searched more than ever in 2026. Breakout related searches this September include: **“double layer tank top”**, **“double layer t shirt”** and **“double layer bikini”**
- This September, **“rihanna skirt jean fashion trend”** is the top “fashion trend” search in London

The top trending shoe styles

- **“barefoot shoes”** was a breakout search over the past month, however, the top trending related topic was **Chanel**, which suggests this curiosity is driven by Margaret Qualley’s barefoot shoe red carpet moment, as opposed to the practical trekking shoe style - could this signal an expansion in the quirky shoe trend we’ve seen over the past few years (e.g. tabis, jelly shoes).
- This past month, **“knee high boots”** was the top trending fashion item searched with Autumn. We see the trend peak annually in November, but the related searches reveal different styles that drive the trend each year. The top trending knee high boot styles over the past month are **Equestrian**, **Slim Fit** and **Slouch**

Top trending accessories

- The top trending accessories this fall are for hair. **“designer hair accessories”** (#1) is a breakout search over the past month, **“headband”** is also up +50%. **“blue hair band”**, **“tartan headband”** and **“burgundy headband”** are related breakout searches.
- **“sling bag”** (breakout) is the top trending bag style this past month and is currently at an all-time high. Over the past 30 days, **Suede** is the top trending material being searched with sling bag, and **Leopard** is the top trending print. The trend is being searched equally with luxury brands (**Gucci**, **Prada**, **Chanel**), and practical/utility brands



(Lululemon, Carhart, North Face). “**dog sling bag**” (i.e. large enough that you can carry a small dog in it), is also a breakout related search

Top trending men’s fashion

- This past month, **Corduroy** was the #1 trending material and the #5 trending topic overall in the Men’s Clothing category. “**mens corduroy blazer**” is a breakout related search
- This year **Olive** is being searched more than ever in the Men’s Clothing category, doubling in search compared to 2025. “**olive polo shirt**” and “**olive green linen shirt**” are the top trending olive men’s clothing items.
- **Barbour** is the top trending brand in the Men’s Clothing category this past month. Since 2004 the UK has consistently been the top nation worldwide searching for **waxed jacket**.
- This September “**black blazer casual outfit**” is the top trending “**outfit**” search in the Men’s Clothing category

Top trending women’s fashion

- **Hems:** This summer, “**handkerchief hem**” was the top trending hemline search in the Apparel category. However, in September, “**step hem jeans**” (breakout) surpassed it in growth. “**bubble hem jacket**” reached an all-time high earlier this year, before declining in the summer, and spiking again by +50% this September.
- “**Cinch,**” as it relates to apparel, is currently at an all-time high. Breakout related searches this past month include: “**waist cinch clip**”, “**levi’s cinch barrel jeans**” and “**cinch waist blazer**”
- “**Palazzo pants**” is currently being searched at the second highest level ever, spiking +300% this September, searched most in black, then white.

Other notable trends

- **Kate Middleton** was the top trending person in the Women’s Clothing Category in London over the past month, with the query “**kate middleton blue suit**” becoming a breakout search. “**Blue suit**” subsequently reached an all-time high in the Women’s Clothing category.
- **Kate Middleton** is also the top trending person being searched with “**waxed Jacket**” & “**barbour jacket**”



New York 🇺🇸

Top trending fashion trends

- **Accessory-Driven Draping:** Unbranded styling queries regarding alternative garment construction are surging this fall. "**how to style large silk scarf**" has emerged as a breakout search over the past month, supported by niche concert-wear styling spikes such as "**how to style silk scarf as a top for concert**", "**easy way to tie silk scarf over slip dress**", and "**scarf around dress trend**".
- **High-Rise Wide Leg Denims:** Transitioning into autumn utility, "**high rise wide leg jeans**" is a breakout search, reflecting an unbranded pivot away from restrictive cuts toward architectural, relaxed proportions.

The top trending shoe styles

- **Gorpcore & Minimalist Flat Duality:** Technical footwear is led by "**salomon sneakers**" as a breakout search, while editor-approved minimalist flats are captured by "**margaux shoes**" and "**sam edelman flats**", both appearing as breakout searches.
- **Running Shoes Surge:** Technical running footwear experiences massive year-over-year momentum in the NYC market, surging **+750%** compared to the same time last year.

Top trending accessories

- **Sculptural Handbag Architecture:** "**curve bag**" is an explosive breakout search ranking #1 in accessories, accompanied by "**curve tote bag**" and "**pierre laborde bags**" as breakout searches, indicating a sharp decline in rigid rectangular totes in favor of organic, curved silhouettes.
- **Brand & Retailer Momentum:** Luxury accessory search growth is led by "**gucci bags**" up **+535%** year-over-year, alongside contemporary alternatives like "**cos bag**" (+310%) and "**coach tote bag**" (+265%).

Top trending men's fashion

- **Tailored Linen & Suiting Specifics:** Rather than generic suit queries, menswear search behavior is heavily focused on seasonal transition and specific tailoring details, led by "**men's linen suits for beach weddings**", "**blue linen shirt**", and precise coordination inquiries like "**what color tie to wear with a charcoal suit**", all appearing as breakout searches.



- **Preppy Foundations:** "polo shirts" are up **+435%** year-over-year, solidifying classic sportswear staples as autumn social calendars fill up across the city. "pink polo shirt" was a breakout search in NYC this September

Top trending women's fashion & declining trends

- **Hems & Necklines:** "handkerchief hem women's skirt" leads hemline interest as a breakout search, while "tied up in elegance halter midi dress" and "high neck line ribbed tank" are breakout searches dominating transitional dress queries.
- **In Decline:** Volumetric bubble hems are experiencing a steep retreat this September; searches for "maxi skirt with bubble hem" dropped **-70%** and "bubble hem maxi dress" plummeted **-90%** compared to last year, as consumers actively trade puffed volumes for fluid draping and raw-edge finishes.

Paris

Top trending fashion trends

- **Slingback Footwear & Tailored Separates:** Parisian footwear trends this September are heavily anchored by "escarpins slingback pointus" (pointed-toe slingback pumps) and classic "mocassin" (loafers), with traditional deck shoe brands like **sebago** surging **+220%** year-over-year. In parallel, tailoring curiosity focuses on "bermuda de tailleur" (tailored bermuda shorts) and structured layering such as "peplum structure" (structured peplum).
- **Decline in Puma Speedcats:** Racing-inspired footwear trends seen earlier in the year are cooling down significantly in Paris, with searches for "baskets speedcat puma" (puma speedcat sneakers) dropping **-80%** compared to last September as consumers rotate back toward classic loafers and pointed heels.

The top trending shoe styles

- **Loafers & Ballet Hybridization:** "mocassin" (loafers) and "ballerines" (ballet flats) dominate search in the footwear category.
- **Technical & Running Growth:** Technical sneaker adoption remains robust in the French capital, with "on chaussures" (on running shoes) and "asics gel" (asics gel sneakers) becoming breakout queries this September



Top trending accessories

- **Bag Charms & Soft Shopper Totes:** The accessorizing landscape in Paris is defined by personalization and unstructured carryalls, led by breakout queries for "**bijoux de sac**" (bag charms/jewelry) and "**sac cabas en daim souple**" (soft suede shopper bag).
- **Luxury & Contemporary Brand Growth:** Traditional luxury handbag queries are surging year-over-year, with "**sac chanel**" (chanel bag) up **+325%** and "**sac goyard**" (goyard bag) up **+180%**, while contemporary local favorites like "**sac soeur**" (soeur bag) rise **+85%**.

Top trending men's fashion

- **Textured Outerwear & Collar Details:** Menswear searches in Paris focus heavily on autumn layering textures, led by breakout interest in "**veste de campagne huilee**" (oiled field jacket), "**blouson aviateur use**" (distressed aviator jacket), and "**col cheminee**" (funnel neck / chimney collar).
- **Tailored Suits Momentum:** General men's suiting queries are up **+58%** year-over-year, reflecting strong demand for professional tailoring and classic wardrobe investments heading into the autumn season.

Top trending women's fashion

- **Hems & Necklines:** Relaxed styles are taking center stage in women's apparel, highlighted by breakout searches for "**ourlet mouchoir**" (handkerchief hem), "**top licol col benitier**" (cowl neck halter top), and "**col bardot**" (bardot neckline).
- **Layered Silhouettes:** Skirt styling is shifting toward complex layering and tactile contrasts, driven by breakout queries for "**jupe sur pantalon**" (skirt over trousers) and "**jupe transparente superposee**" (layered sheer skirt). *Similar to the layering and skirt jean trends seen in London*

Milan

Top trending fashion trends

- **Micro Shorts & Stirrup Pants:** Milanese search interest is leaning heavily into lower-body contouring and transitional tailoring. "**micro shorts trend 2026**" (micro shorts trend 2026) stands as a breakout search leading the apparel category, closely



accompanied by **"pantaloni con staffa"** (stirrup pants), which represents a breakout trend signaling a resurgence in sleek, equestrian-inspired legwear for autumn.

- **Empire Waist Revival:** In apparel structure, **"abito da sposa stile impero"** (empire waist wedding dress) and general **"stile impero"** (empire waist) queries are surging as breakout searches, demonstrating how high-waisted, Regency-inspired draping is capturing consumer curiosity across both formal and casual Italian womenswear.

The top trending shoe styles

- **Loafers & Slingbacks Surge:** Footwear search in Milan is heavily anchored by classic flats and transitional heels. **"slingback"** (slingback shoes) is up **+110%** year-over-year, while classic loafers (**"mocassini"** / loafers) have surged **+95%**, and women's loafers (**"mocassini donna"** / women's loafers) are up **+90%** compared to this time last year.
- **Comfort & Utility Growth:** Casual footwear brands and warm-weather hybrids are seeing massive spikes, led by **"crocs"** up **+210%**, **"clarks"** up **+140%**, and **"havaianas"** up **+135%** year-over-year.

Top trending accessories

- **Fine Jewelry & Heirlooms:** Accessory queries are heavily skewed toward precious metals and jewelry craftsmanship rather than handbags alone. **"gioielleria"** (jewelry store) ranks as the top accessory breakout search, supported by **"sketch your jewelry"** (sketch your jewelry), which is up **+95%** year-over-year, indicating that Milanese consumers are actively designing and investing in custom heirloom pieces.

Top trending men's fashion

- **Traditional Tailoring & Neckwear Heritage:** Menswear search behavior in Italy's fashion capital remains rooted in artisanal craftsmanship and sharp suiting. **"suit supply"** (Suit Supply) and **"marinella cravatte"** (Marinella ties) lead the category as breakout searches.

Top trending women's fashion

- **Boat Necks & Halter Silhouettes:** Neckline searches in Milan emphasize collarbone-framing cuts for transitional weather. **"arket camicia azzurra scollo a barca"** (Arket light blue boat neck shirt) and **"completo estivo da donna con top corto halter scollo a v"** (women's summer outfit with halter v-neck crop top) are top breakout queries.



- **In Decline in Women's Apparel:** Camisoles and under-jacket layers are seeing sharp declines; "**sottogiacca bianco**" (white under-jacket camisole) dropped **-70%** and women's formal suits ("**tailleur donna**" / women's suit) fell **-50%** compared to last year.

Other notable trends

- **The Tailoring Alteration Culture:** Rather than off-the-rack purchasing, Milanese search data reveals a heavy focus on bespoke tailoring modifications ahead of Fashion Week. Breakout queries like "**segna orlo da sarta**" (mark hem with a seamstress) and "**riparazioni orlo pantaloni bicocca milano**" (trouser hem repair in Bicocca, Milan) highlight that locals are heavily focused on custom-fitting and preserving existing wardrobes.

Tokyo

Top trending fashion trends & Footwear Innovations

- **Ballet Shoes & Platform Footwear:** Japanese footwear searches in the past month showcase a strong feminine-utility contrast. "**バレエ シューズ**" (ballet shoes) and "**厚底靴**" (platform shoes/boots) are the top trending footwear queries. Meanwhile, "**レインブーツ レディース**" (women's rain boots) surged **+395%** year-over-year, and "**nike ローファー**" (Nike loafers) jumped **+350%**, highlighting a distinct cross-category appetite for hybrid athletic-formal footwear.

Top trending accessories & sustainable carryalls

- **Eco-Bags & Storage Solutions:** Tokyo accessory search behavior leans heavily into practical urban functionality and compact organization. "**エコ バッグ**" (eco-bag/tote) experienced an explosive surge of **+605%** year-over-year, while general "**バッグ**" (bag) searches rose **+250%**, and "**キャリー バッグ**" (carry-on/travel bag) climbed **+240%**, reflecting preparations for autumn travel and daily commuter versatility.

Top trending men's fashion

- **Checkered Shirts & Formal Prep:** Men's transitional wear in Tokyo is anchored by classic patterning and professional wear. "**チェック シャツ**" (checkered shirt) surged **+105%** year-over-year as an essential autumn layering staple. In parallel, formal accessories like "**結婚 式 ネクタイ**" (wedding tie) rose **+55%** and "**エルメス ネクタイ**"



(Hermes tie) gained **+45%**, pointing to strong autumn wedding season and corporate gifting interest.

Top trending women's fashion

- **Layering Tops & Cut-and-Sew:** Women's apparel interest is driven by transitional layering separates. "カットソー" (cut-and-sew knitwear/top) surged **+565%** year-over-year, alongside "タンクトップ" (tank top) up **+150%** and "ブラウス レディース" (women's blouse) up **+95%**, signaling a consumer shift toward adaptable layering pieces as temperatures shift.
- **Raincoats:** This September, **raincoat** is the top trending topic in the Apparel category in Tokyo, and it's currently being searched at an all-time high. 顔が濡れないレインコート, (face shielding raincoat) and ワークマン ポンチョ (workman raincoat) are breakouts this September. **Transparent raincoats** are being searched more than any other colour/material.

In Decline in Tokyo

- **Racing Aesthetics:** Contrasting with earlier-year enthusiasm, racing-inspired sneakers experienced a steep retreat in Tokyo; "スピード キャット" (Speed Cat) searches dropped **-45%** and "puma スピード キャット" (Puma Speed Cat) fell **-55%** year-over-year.

Copenhagen 🇩🇰

Top trending fashion trends

- **Checkered Patterns & Quiet Luxury Inspo:** Danish apparel searches this past month highlight a strong shift toward heritage patterns and minimalist aesthetic inspiration. "**ternet skjorte**" (checkered shirt) and "**ternet skjorte dame**" (women's checkered shirt) rank as top breakout queries in menswear and general apparel. Simultaneously, styling curiosity leans into quiet luxury aesthetics, highlighted by specific inquiries like "**foreslå en the row inspireret stil og angiv mærker som er mindre dyre**" (propose a The Row-inspired style and suggest less expensive brands).
- **Contrast Layering:** Creative layering queries are capturing consumer attention for transitional weather, led by breakout searches like "**sort stropkjole udover hvid skjorte**" (black strap dress over white shirt).



The top trending shoe styles

- **Robust Boots & Heritage Footwear:** Footwear searches in Copenhagen show an immediate transition into heavy-duty autumn weather. **"boots"** and **"vinterstøvler børn"** (children's winter boots) lead breakout volume, while heritage bootmaker **"angulus"** surged **+285%** year-over-year, general **"vinterstøvler"** (winter boots) jumped **+235%**, and **"timberland støvler"** (Timberland boots) rose **+190%** compared to last September.
- **Loafer Evolution:** **"new balance loafers"** (New Balance loafers) is a top breakout shoe query, showcasing Copenhagen's appetite for hybridized athletic-formal footwear.

Top trending accessories

- **Heirloom Jewelry & Woven Totes:** Accessory searches in the Danish capital focus heavily on fine local craftsmanship and practical carryalls. **"georg jensen smykker"** (Georg Jensen jewelry) surged **+160%** year-over-year, reflecting strong demand for iconic Scandinavian silver design. In parallel, unbranded woven and tote carryalls like **"tøte bag"** (tote bag) rank as a top breakout search.
- **In Decline in Accessories:** Playful bag charms are experiencing a steep retreat in Denmark; **"taskevedhæng"** (bag charm) dropped **-88%** and **"taskevedhæng kirsebær glitter"** (glitter cherry bag charm) fell **-61%** year-over-year as consumers pivot away from novelty accessories toward understated leather goods.

Top trending men's fashion

- **Flannel & Tailored Separates:** Men's autumn styling in Copenhagen centers around tactile comfort and professional tailoring. **"hørbukser mænd"** (men's linen trousers) and **"flannel skjorte"** (flannel shirt) are top breakout queries, while general **"suits"** searches are up **+56%** year-over-year.

Top trending women's fashion

- **Knitwear & Square Necklines:** Women's apparel search interest is anchored by transitional knitwear and geometric framing. **"knit"** and **"funel gilet women"** (funnel neck gilet/vest) rank as top breakout queries. In neckline searches, **"dress with square neckline"** (dress with square neckline) emerges as a key breakout trend.



Other notable trends

- **The Rise of Japanese-Inspired Minimalism:** Beyond local Nordic design, breakout general styling queries highlight a distinct curiosity for eastern-influenced minimalism, with "**japansk inspireret tøj**" (Japanese-inspired clothing) emerging as the top trending inspo fashion query in Copenhagen this past month.

Sao Paulo 🇧🇷

Top trending fashion trends

- **Scarf & Shawl Styling:** Demonstrating a powerful cross-hemisphere parallel with New York, São Paulo consumers are heavily focused on innovative draping. "**como usar echarpe para cobrir os braços**" (how to use a scarf/shawl to cover arms) emerged as a breakout search this September, highlighting a practical yet sophisticated styling solution for transitional weather.
- **Neck Scarf Versatility:** In parallel, "**como usar lenço no pescoço**" (how to wear a neck scarf) stands as a breakout search

The top trending shoe styles

- **Classic Flat & Rain Boot Surge:** Footwear search momentum is heavily driven by practical weather adaptation and timeless flats. "**galocha**" (rain boots) surged **+675%** year-over-year, "**galocha feminina transparente**" (transparent women's rainboots) is the top trending boot style in the past month, synergistic with Tokyo's transparent raincoat trend.
- "**sapatilha**" (ballet flats/flats) jumped **+375%** compared to this time last year. "**sapatilha**" is also currently at a 5-year high and "**sapatilha pata de vaca**" (tabi style split toe flats) is the top trending flat style this past month, signalling the tabi trend which is still a somewhat underground/niche style elsewhere is top of consumer shoe interest in Brazil.

Top trending accessories

- **Structured Tote & Carryall Evolution:** Accessory curiosity in São Paulo highlights a strong preference for everyday utility bags. "**bolsa sacola**" (tote bag/shopper bag) surged **+160%** year-over-year, accompanied by rising interest in large cross-body silhouettes ("**bolsa transversal feminina grande**" / large women's cross-body bag).



- **Handmade & Artisanal Crafting:** Craft-based accessories are gaining momentum, led by rising interest in "**bolsa de crochê fácil e rápida**" (easy and quick crochet bag) +240% YoY, reflecting a strong local DIY accessory culture where consumers make or source handmade woven bags. [Brazil has been the #1 country worldwide searching for Crochet](#) since 2004

Top trending men's fashion

- **Formal Tailoring & Statement Suiting:** Menswear search behavior in São Paulo reflects a strong appetite for elevated formal wear. "**terno transpassado**" (double-breasted suit) surged **+305%** year-over-year, positioning sharp, structured tailoring as a key focal point for upcoming social events.
- **Questions:** "**qual blazer masculino usar com calça jeans**" (what men's blazer to wear with jeans) is the top trending menswear question this September, resonant with the "**blazer outfit**" trending query in London
- **Weather-Responsive Clothing:** "**bota impermeável masculina**" (men's waterproof boots) emerges as a breakout search, reflecting immediate practical adaptation to transitional weather and seasonal rainfall across the city. "**jaqueta dupla face masculina**" (men's reversible jacket) is also a breakout, showing consumer demand for versatile, multi-functional outerwear pieces that bridge changing temperatures.

Top trending women's fashion

- **Tulle:** Women's apparel interest is anchored by romantic textures and structured necklines. "**saia tule**" (tulle skirt) jumped **+270%** year-over-year. "**blusa tule zebra**" (tulle zebra top) is the #2 trending tulle search in Sao Paulo this September. The material is searched most in the colour purple - "**saia de tule roxa**" (purple tulle skirt) is a breakout search this September. "**calça tule**" (tulle trousers) is being searched more than ever in 2026
- **High Necks:** "**macacão elegante gola alta**" (elegant high-neck jumpsuit) surged **+180%**. "**jaqueta gola alta**" (high neck jacket) is a breakout search this September, and also reached an all-time high in 2026. The topic **Bun (hairstyle)** is a breakout related search with the **High Neck** topic, suggesting a shift towards more conservative styling in apparel and hair together.
- **Summer transition:** As the only Southern hemisphere city in this list, it is worth noting swimwear search interest is on the rise in Sao Paulo. This September, "**biquini sem amarração**" (tie-free bikini) is the top trending Bikini style, as consumers look for the string bikini aesthetic without the fuss of having to tie and untie them. "**biquini**



marrom” was the breakout colour last summer (reaching an ATH in Jan 2026). This September **“biquini azul marinho”** (navy blue bikini) is the top trending colour. **“como fazer um biquini de micanga”** (How to make a beaded bikini) is also a breakout search this year, further exemplifying the DIY trend

Other notable trends

- **DIY Garment Customization:** Brazilian search data reveals a strong interest in garment alteration and repair rather than immediate replacement. Queries such as **“pé de passar viés no tecido”** (bias tape foot for sewing fabrics) surged **+320%**, and **“como consertar um zíper que soltou”** (how to fix a loose zipper) climbed **+135%**, highlighting an active local culture of wardrobe maintenance and bespoke tailoring.

Comparing the Cities

1) Neo-Regency

- **Empire Waist & Sundresses (London & Milan):** Rising interest in **“empire waist sundress”** and **“empire waist babydoll dress”** as breakout queries, accompanied in Milan by **“stile impero”** and **“abito da sposa stile impero”** (empire waist wedding dress).
- **Ballet & Pointed Flats (Paris & Tokyo):** Strong breakout adoption of classic ballet flats (**“ballerines”** / **“バレエ シューズ”**) and pointed-toe slingback pumps (**“escarpins slingback pointus”**).
- **Tulle & Halter Necklines (Sao Paulo, London & Milan):** Elevated eveningwear detailing driven by searches for **“tied up in elegance halter midi dress”** and historical-leaning tulle necklines (**“black gown with tulle neckline”**).

2) Urban Utility

- **Technical Weatherwear & Rain Boots (Tokyo & New York):** Massive year-over-year growth in wet-weather gear, led by **“レイン ブーツ レディース”** (women's rain boots, up **+395%**) and technical running footwear surge up **+750%**.
- **Reversible & Protective Outerwear (São Paulo & Paris):** Practical versatility driving searches for **“jaqueta dupla face masculina”** (men's reversible jacket) and **“veste de campagne huilee”** (oiled field jacket).



- **Oversized Carryalls & Gym Totes (São Paulo & London):** Large utility capacity reflected in breakout searches for **"bolsa de academia grande"** (large gym bag, up +155%) and **"dog sling bag"** (breakout)

3) Sculptural Fluidity

- **Sculptural Handbags (New York):** An explosive breakout search for **"curve bag"** ranking #1 in accessories, supported by **"curve tote bag"** and **"pierre laborde bags"**.
- **Soft Suede Shoppers (Paris):** Unstructured luxury carryall momentum captured by breakout queries for **"sac cabas en daim souple"** (soft suede shopper bag).
- **Fluid Draping & Cowl Necklines (Paris & Milan):** Soft architectural shaping driven by searches for **"top licol col benitier"** (cowl neck halter top) and boat neck shirts (**"scollo a barca"**).

4) Improvised Styling

- **Scarf-as-Top Styling (New York):** **"how to style large silk scarf"**
- **Layered Silhouettes (Paris & Copenhagen):** Creative hybrid styling queries for layering dresses and skirts over separates, including **"jupe sur pantalon"** (skirt over trousers) and **"sort strokjole udover hvid skjorte"** (black strap dress over white shirt).
- **Custom Tailoring & Alteration Culture (Sao Paulo, Milan):** Local engagement focused on preserving and modifying existing wardrobes ahead of Fashion Week, highlighted by breakout queries like **"segna orlo da sarta"** (mark hem with a seamstress) and **"riparazioni orlo pantaloni"** (trouser hem repair). For swimwear: **"como fazer um biquini de micanga"** (How to make a beaded bikini)

Methodology:

- "This past month" refers to September 2026
- "Breakout" means the search term had a tremendous increase, in some cases because these queries are new and had few (if any) prior searches.
 - Unless otherwise noted, breakout searches and % changes refer to a Sept 2026 vs Sept 2025 YoY comparison
- Top or Most Searched: The "most searched" queries are those that rank highest by search volume for a given timeframe and location.
- Trending Searches: "Trending" queries are the search terms that had the highest spike in traffic over a given time period as compared with the previous equivalent period.
- For more information about our methodology and How to interpret the data, please read our [FAQs](#).