think with Google[®] Fashion Trends 2016

U.S. & U.K. Report

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Intro

With every query typed into a search bar, we are given a glimpse into user considerations or intentions. By compiling top searches, we are able to render a strong representation of the population and gain insight into this population's behavior.

In our second iteration of the Google Fashion Trends Report, we are excited to introduce data from multiple markets. This report focuses on apparel trends from the United States and United Kingdom to enable a better understanding of how trends spread and behaviors emerge across the two markets.

We are proud to share this iteration and look forward to hearing back from you.

Olivier Zimmer | Trends Data Scientist Yarden Horwitz | Trends Brand Strategist



Methodology

To compile a list of accurate trends within the fashion industry, we pulled top volume gueries related to the apparel category and looked at their monthly volume from May 2014 to May 2016. We first removed any seasonal effect, and then measured the year-over-year growth, velocity, and acceleration for each search query. Based on these metrics, we were able to classify the queries into similar trend patterns. We then curated the most significant trends to illustrate interesting shifts in behavior.





Query

Deseasonalized Query



Trend Characteristics

Part 1 Top Risers and Decliners

Part 2 a Spotlight on Top Trending Themes

Part 3 an Extens of the To Fashion

sive List p Volume Trends

Trend Categories

To identify top trends, we categorized past data into six different clusters based on similar behaviors. This section distinguishes between the trends to watch and the trends to forget.







Risers



Sustained Risers

Steady growth over the past years, these trends are safe bets.



Seasonal Risers

Seasonal trends that are likely to come back even stronger.



Sudden growth within the past months, these trends might not last.

Risers



Sustained Risers

Biker Pants

Ripped Jeans

Seasonal Risers

Kimono Dress Romper Coatigan Shirt Dress Bomber Jacket Boho Dress (US Only)

Rising Stars

Off-the-shoulder Top Bodysuit Lace-up Top (U.S. Only) Bralette Coord (U.K. Only) Dashiki Dress

Decliners



Steady decline over the past years, these trends are fading out.



Seasonal Decliners

Seasonal trends that are likely to decrease in demand every year.



Falling Stars

Fads that have reached their peak and have already started to decline rapidly.

Decliners



Sustained Decliners

Drop-crotch Pants See-through Clothes Acid-wash Jeans Babydoll Dresses

Seasonal Decliners

Asymmetrical Skirt Sleeveless Waistcoat (U.K. Only) Waist Trainer Maxi Shirt (U.S. Only)

Falling Stars

Suede Skirt Lace-up Top (U.K. Only) Burkini (U.K. Only) Cord Pinafore Dress (U.K. Only)

Part 1 Top Risers and Decliners Part 2 a Spotlight on Top Trending Themes

Part 3 an Extens of the To Fashion

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Deep Dive



Military Chic

Free-spirited

Ready-to-go Outfits

Deep Dive



Military Chic

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Military Chic: Trending Items

While both the U.K. and U.S. have embraced biker chic trends such as bomber jacket, ripped jeans, and biker jeans — there's more interest in the U.K. for trends around camo jackets and tracksuits.

Ranked by volume of searches:

O Indicates similararites between the U.S. and U.K.

			_		
18					
					_
				_	
_	_	_			_

bomber jacket ○
ripped jeans ○
biker jeans ○



bomber jacket ripped jeans camo jacket camo tracksuit biker jeans o



Deep Dive

bomber jacket



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Bomber Jacket 📰 🚟

Summer 2015 was a point of inflection in which the bomber jacket trend turned into a rising star — at that point in time, the U.K. demonstrated stronger growth in search interest for the bomber jacket.

Search interest has continued to grow in 2016. This April, bomber jackets grew 297% YoY in the U.K. and 612% YoY in the U.S. As the trend continues to gain traction, there has been more search interest year-round and the spike in spring has become more prominent than ever.





Top Associated Keywords

Phrases searched along with the term "bomber jacket" are similar in the U.S. and U.K.—even searches for "nasa" and "baseball" styles.

womens	longline	ma1	ja
mens	lightweight	nasa	SC
ladies	reversible	army	cł
girls	oversized	baseball	as
kids	collar	varsity	ko
plus size	padded	flight	
boys	cropped	scout	
baby	thin	pilot	
toddler			

apanese souvenir chinese asian

korean

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Source: Google Internal Data, U.S. and U.K., associations are defined as phrases searched with "bomber jacket," Mar.–May 2016 vs. Mar.–May 2015.



Top Celebrity Associations (U.K.) ₩

David Beckham was highly associated with this trend in the U.K. in March 2015. Gigi Hadid had the highest association with bomber jacket searches in the U.K. at the beginning of 2016.



think with Google Source: Google Internal Data, U.K., associations defined as phrases searched with "bomber jacket," Jan. 2013–May 2016.



Top Celebrity Associations (U.S.)

Kanye tops the charts as the celebrity most associated with the bomber jacket in the U.S. While Kanye and Kim have been associated with this trend over the last few years on a seasonal basis, Gigi Hadid has been associated with the trend only recently starting in December 2015 similar to her association in the U.K.





Top Colors

While military colors are dominating color-related searches for bomber jackets, interest in pink bomber jackets is seeing the highest amount of growth among top 10 colors in both markets.

Ranked by volume of searches:







Top Patterns

Despite being a fierce military look, bomber jackets are being searched along embroidered more than camo in both markets. Search volume and growth for camo patterns are bigger in the U.K. than in the U.S.

embroidered	2610%
floral	150%
camo	329%
patches	559%
rose	1637%
printed	371%
flower	150%
patterned	105%



embroidered	3465%
camo	942%
floral	495%
rose	5370%
printed	473%
flower	614%
patterned	391%
patches	876%



Top Fabrics

Although leather is still the top fabric searched along with bomber jackets, more lightweight materials such as satin and silk are showing the strongest growth in both markets.

ather	+57%
atin	+876%
lk	+819%
uilted	+108%
lede	+190%
enim	+155%
/lon	+98%
r	+120%
equin	+394%
elvet	+435%
atin lk uilted uede enim /lon r equin	+876% +819% +108% +190% +155% +98% +120% +394%

leather	37%
satin	1204%
suede	200%
silk	694%
quilted	207%
fur	252%
denim	99%
sequin	463%
velvet	170%
sateen	4826%



Search Interest by City

During a point of inflection for the bomber jacket trend (Summer 2015), Birmingham and London in the U.K. demonstrated higher interest in searches for this apparel item.

By early 2016, the trend had spread across to most urban cities in the U.S. and U.K., with the highest search interest index in New York City. The bomber jacket, however, is not seeing high interest in the southernmost U.S. (i.e., Miami).

Size of circle represents search volume; brightness of color indicates a higher index.



Summer 2015





"Fierce" Has a New Face

The bomber jacket is the top trending item within the Military Chic theme. As the trend continues to grow, the jacket is evolving and taking on new forms.

Starting in the U.K., search behavior for the bomber jacket has been shifting in seasonality. With consumers becoming more interested in bomber jackets for warmer seasons, they are looking for different variations of the style. Searches for lightweight materials and shades of pink are experiencing higher growth, year over year.

As seasonal lines begin to blur, so do age, size, and gender associations. Search behavior indicates that the bomber jacket is a look that works for everyone. Top celebrities are playing a big role in bringing this trend to mainstream audiences in the U.K. and U.S.

Brands have an opportunity to tap into new seasonal trends by using different colors or fabrics to dictate the item's wearability. Demo-neutral content strategies that connect with consumers via cultural references provide an opportunity to engage bigger audiences.



Deep Dive



Military Chic

Free-spirited

Ready-to-go Outfits

Free-spirited: Trending Items

The off-shoulder top is the highest volume "free-spirited" trend in both markets this year.

While the kimono dress is trending in both markets, the boho dress is only a trending style in the U.S.

Ranked by volume of searches:

O Indicates Similarities between the U.S. & UK



off shoulder top o	off shoulder top \circ
off shoulder dress o	off shoulder dress \circ
boho dress	cold shoulder top \circ
cold shoulder top \circ	kimono dress o
kimono dress o	



Deep Dive

off-the-shoulder



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Off-the-shoulder 📰 🚟

Prior to 2016, the off-shoulder look was a sustained seasonal trend with higher search interest growth in the U.K. than the U.S.

By May 2016, the off-shoulder look had become a rising star with 261% growth in the U.K. and 347% growth in the U.S. compared to December 2015.



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Source: Google Internal Data, U.S. and U.K., indexed by May 2010 search volume for "off shoulder dress," "off shoulder top," "off the shoulder dresses," "off the shoulder tops," "off the shoulder



Top Associated Keywords

The off-the-shoulder look is being searched across sizes, silhouettes, and apparel items (even bikinis) — making the trend adaptable for any activity or event, whether it's formal or casual.

Consumers are searching for inspiration on how to wear the look, turning to coordinates and chokers.

dress	wedding	maxi	plus size	set
tops	prom	long sleeve	maternity	choker
shirt	cocktail	midi	women	co-ord
blouse	summer	ruffle	baby	
sweater	formal	bodycon		
jumpsuit	bridesmaid	crop		
romper	evening	skater		
jumper	casual	boho		
bodysuit	beach	tunic		
bikini		frill		

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Source: Google Internal Data, U.S. and U.K., associations are defined as phrases searched with "off shoulder dress," "off shoulder top," "off the shoulder dresses," "off the shoulder tops," "off t



Top Celebrity Associations (U.K.)



Although showing low volume rates in celebrity association, the off-shoulder look has been associated with celebrities in the U.K. starting with Jenna Coleman in June 2015. Most recently, Kylie Jenner and Alexa Chung have been most associated with the trend.



2013

2014

2015

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Source: Google Internal Data, U.K., associations are defined as phrases searched with "off shoulder dress," "off shoulder top," "off the shoulder dress," "off the shoulder tops," "off the shoulder



Top Celebrity Associations (U.S.)

Similar to the U.K., volume of searches for celebrities associated with the off-shoulder trend is low in the U.S.

While Kendall and Kylie Jenner had the highest level of association with the start of the trend in 2015, Olivia Palermo took over the trend starting April 2016.

Michelle Obama was already associated with the off-shoulder trend in 2013.

2013



2015 2016 2014 Source: Google Internal Data, U.S., associations are defined as phrases searched with "off shoulder dress," "off shoulder top," "off the shoulder dress," think with Google "off the shoulder top," "off shoulder dresses," "off shoulder tops," "off the shoulder dresses," "off the shoulder tops," (combined), Jan. 2013–May 2016



Top Colors

A rising tide floats all boats: There is strong growth across all colors for this rising-star trend. The top colors are similar in both markets, except for burgundy in the U.S. and grey in the U.K.

\bigcirc	white	+212%
	black	+184%
	red	+172%
	blue	+319%
	pink	+220%
	yellow	+337%
	navy	+376%
	green	+162%
	burgundy	+403%
	orange	+351%

	black	+190%	
\bigcirc	white	+238%	
	red	+191%	
	blue	+430%	
	navy	+324%	
	pink	+282%	
	yellow	+162%	
	grey	+221%	
	orange	+354%	
	green	+171%	





Top Patterns

There is strong growth in searches across the different patterns. While smaller in search volume relative to floral and stripes, embroidery is the highest-growing pattern in both markets.

floral	466%
striped	528%
pattern	134%
embroidered	683%
paisley	233%

striped	286%
floral	257%
pattern	92%
embroidered	620%
paisley	228%



Top Fabrics

Lace is the top fabric in the U.K. and U.S., but denim and chambray are seeing strong growth in both markets.

lace	+75%
denim	+3772%
chambray	+5036%
sequin	+263%
cotton	+586%
chiffon	+35%
crochet	+73%
velvet	+290%
satin	+67%

lace	104%
denim	2248%
sequin	616%
cotton	766%
crochet	41%
chiffon	53%
chambray	20900%
knit	291%
velvet	37%



think with Google Source: Google Internal Data, U.S. and U.K., Mar.–May 2016 vs. Mar.–May 2015.

Search Interest by City

In January 2016, the off-shoulder trend was not experiencing higher search interest in any city within the U.S. or U.K.

By May 2016, the off-shoulder trend began to see traction across all major cities in the U.S. and U.K.

Size of circle represents search volume; brightness of color indicates a higher index.



January 2016





A Rising Star for Any Occasion

While boho dresses are only trending in the U.S., other free spirited items such as off-the-shoulder and kimono dresses are trending in both the U.K. and U.S. Off-the-shoulder tops and dresses are the top volume trend in both markets. This look is considered a rising star as consumer search interest began to accelerate in 2016. Within just a few months, the trend had gained traction in all major cities across the two markets.

This rising star has proven to be very versatile. It's a style that can work for any item, any event, and any age—consumers are exploring all the options. This trend is being embraced by all and adapted for anything. Regardless of whether clothing is maternity, plus size, for the beach, or for kids – consumers are looking for trendy solutions.

Brands that specialize in niche audiences, such as kids or maternity, should integrate top rising-star trends from other mainstream audiences. Campaigns can be used to educate consumers on the different ways to wear a trend for each event.



Deep Dive



Military Chic

Free-spirited

Ready-to-go Outfits

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Ready-to-go: Trending Items

Full-outfit-apparel items are trending in both markets. While the romper is the top trending item by volume in the U.S., the playsuit—the U.K. counterpart—is the second top trending item by volume in the U.K.

Ranked by volume of searches:

O Indicates similararites between the U.S. and U.K.

romper o	jumpsuit o
jumpsuit o	co ord
two piece dress \circ	playsuit o
playsuit o	two piece dress $_{\odot}$
	romper o



Deep Dive romper/ playsuit

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While British consumers led the romper/playsuit trend in 2013, Americans embraced it two years later in a much bigger way.

In the U.S., interest in the romper/playsuit has seen steady seasonal growth between 2014 and 2016.





Top Attributes: U.S. vs. U.K.

According to search behavior, the romper is a look that can be sexy or cute, fancy or casual, for winter or summer. No matter the event, age, or gender—there's a romper that will fit your needs.

plus size	long sleeve	cute	summer
women	strapless	sexy	beach
baby	plunge	dressy	festival
maternity	bodycon	casual	wedding
toddler	bardot	formal	party
tall	wrap	fancy	spring
kids	cut out		holiday
adult	fitted		
petite	sleeveless		
mens	spaghetti strap		
teens	harem		



Top Celebrity Associations (U.K.)

Michelle Keegan is owning the playsuit look in the U.K. While first associated with this trend in 2013, she was most searched along the apparel item in 2014. Although search association has declined since then, Michelle Keegan continues to own this trend in the U.K.





Top Celebrity Associations (U.S.)

Taylor Swift turned heads with her 2014 romper look, but has lost traction since. Now she shares the title with other top celebrities such as Kylie Jenner, YouTube star Bethany Mota, and Kate Hudson for association with this trend in the U.S.



think with Google Source: Google Internal Data, U.S., indexed by May 2010 search volume for "romper," "rompers," "playsuit," "playsuits" (combined), May 2010–May 2016.



Top Colors

There is growth among all top colors for rompers/playsuits in both markets. While olive and green are the highest-growing associated colors in the U.S., grey and nude are the top-growing colors in the U.K.

🔘 white	44%	\bullet	black	63%
black	53%	\bigcirc	white	40%
blue	56%		khaki	62%
e red	43%		red	72%
p ink	56%		blue	50%
green	116%		navy	97%
navy	68%		green	65%
yellow	55%		pink	53%
olive	328%		grey	279%
purple	91%		nude	130%



Top Patterns

Embroidery is bigger in the U.S. than U.K., but embellishments and stripes are top-growing patterns in both markets. Gingham and pinstripe are different iterations of stripes that are seeing big growth in the U.K. only.

floral	+31%
tie dye	+28%
pattern	+29%
striped	+65%
print	+32%
polka dot	-4.3%
paisley	+3%
embellished	+118%
embroidered	+174%
leopard	0%

floral	+16%
gingham	+965%
striped	+259%
embellished	+154%
pattern	+79%
tie dye	+44%
paisley	+13%
print	-33%
pinstripe	+155%
leopard	-33%



Top Fabrics

Both markets are showing stronger growth in search interest for rompers/playsuits that come in fancier materials such as sequin, satin, velvet, and silk.

lace	+48%
denim	+45%
sequin	+79%
crochet	-12%
chambray	+31%
silk	+73%
cotton	+50%
velvet	+143%
jersey	+59%
knit	+99%

\mathbb{N}

lace	+47%
denim	+83%
sequin	+216%
crochet	+15%
silk	+128%
satin	+133%
jersey	+59%
velvet	+49%
mesh	+89%
chiffon	-16%



Search Interest by City

As a sustained seasonal trend in the U.S., the playsuit/romper was already seeing high search interest in cities such as Omaha, Iowa City, and Lubbock by May 2015.

By May 2016, rompers and playsuits have become more of a mainstream item. Search interest rates are lower in specific markets because cities are increasingly searching for the look but at a more equal level of intensity. Hence, the size of circles are bigger while the colors are more uniform.

Size of circle represents search volume; brightness of color indicates a higher index.



May 2015



Style That's Ready to Go

Full outfits have become a wardrobe staple, with rompers being the top volume trend in the U.S. Between the holidays, festivals, and weddings, there isn't much time (or energy) left to match an outfit. Consumers want to take the fuss out of fashion, while still looking their very best.

Their "best" comes in many variations. From top to bottom, consumers are looking for rompers and playsuits of different silhouettes and styles. Interest for rompers/playsuits in dressy materials such as silk, satin, velvet and sequins is growing, while top search associations include "wedding," "formal," and "fancy." Consumers are giving their nod of approval for rompers and playsuits as formal attire.

Similar to the other trends, consumers of all ages, sizes, and genders are embracing the "ready to go" trend, too.

Consumers are looking for easy options that come with many styles to choose from. Whether it's innovation in product or content strategies that enable easy coordination of outfits, consumers are seeking full solutions for everyday living – both casual and formal.



Common Behaviors Across Themes

Children are dressing like grown ups, and vice versa.

The top trending items are being searched along all ages, from "infant" to "adult." Similarly, searches indicate that the top trending items are also beginning to blur the lines of size and gender. Items such as the bomber jacket, off-shoulder tops/dresses, and rompers/playsuits are being adapted to work for everyone.

Consumers are searching for items by occasion or activity.

Whether it's a romper for a festival, an off the shoulder bikini for the beach, or a lightweight floral bomber jacket for the springtime—occasions are driving searches for the top trending items.

Top trends are being adapted to fit consumer needs.

Search behavior across the top trends indicate demand for variety in silhouettes – from cropped to longline bomber jackets, tunic to bodycon off-the-shoulder dresses, and fitted to harem rompers. One style does not fit all.

While the trends may span different lifestyles or moods, consumers are showing common behaviors across the different themes. There is new opportunity for brands to identify top trends and adapt them for any age, gender, size, format, and occasion.



Part 1 lop Risers

Part 2 Themes

Part 3 an Extensive List Fashion Trends

of the Top Volume

U.S. Bottoms



Query	Index	Growth
pants	100	129
palazzo pants	81	-20
jeans	77	43
shorts	76	27
maxi skirt	75	-14
ripped jeans	63	141
boyfriend jeans	61	-10
high waisted shorts	60	-20
khaki pants	53	15
tulle skirt	48	-5
culottes	48	-3
high waisted jeans	47	4
pencil skirt	47	-2
skirts	41	-3
cargo pants	39	19
cargo shorts	38	19
harem pants	37	-14
skirt	37	35
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Query	Index	Growth
booty shorts	34	-4
biker jeans	33	162
mom jeans	32	56
maxi skirts	32	-31
board shorts	31	3
short	31	42
midi skirt	31	-11
short shorts	28	-3
distressed jeans	27	60
bermuda shorts	26	19
linen pants	25	18
poodle skirt	24	35
denim skirt	23	15
jean shorts	23	31
blue jeans	22	17
skinny jeans	22	24
skater skirt	21	-40
parachute pants	20	5
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Query	Index	Grow
capri pants	20	30
jeans for women	19	15
jeans for men	18	51
white jeans	18	15
gaucho pants	18	-8
khaki shorts	18	31
wide leg pants	18	51
pleated skirt	17	33
a line skirt	16	21
mini skirt	15	15
long skirts	15	-1
black jeans	15	56
black ripped jeans	14	215

U.K. Bottoms



Query	Index	Growth
ripped jeans	100	104
jeans	78	9
culottes	77	45
maxi skirt	67	26
mom jeans	66	111
boyfriend jeans	65	39
midi skirt	64	62
mens shorts	59	32
mens jeans	54	23
shorts	54	15
skirts	54	37
high waisted jeans	51	-5
culotte jumpsuit	49	300
pencil skirt	47	15
denim skirt	44	18
tulle skirt	44	76
harem pants	40	-8
high waisted shorts	40	26
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Query	Index	Grow
trousers	39	0
work trousers	39	27
palazzo pants	36	-24
denim shorts	35	32
wide leg trousers	35	40
cigarette trousers	33	33
leather skirt	30	44
waterproof trousers	29	39
maxi skirts	29	9
linen trousers	29	-5
pleated skirt	28	93
skater skirt	27	14
a line skirt	27	43
maternity jeans	27	34
cargo shorts	26	45
white jeans	26	-34
short prom dresses	25	0
mens ripped jeans	25	205

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Query	Index	Grow
skinny jeans	24	5
short wedding dresses	23	28
black jeans	23	18
leather trousers	21	21
mens swim shorts	21	23
jeans for men	21	16
black ripped jeans	21	117
high waisted trousers	21	32
pants	21	3
cargo trousers	20	11
combat trousers	20	10
walking trousers	19	26
mini skirt	18	25

U.S. Tops



Query	Index	Growth
polo	100	12.6
custom t shirts	38	7.1
polo shirts	35	36.9
shirts	34	132.4
t shirt dress	31	75.8
sweatshirt	29	530.1
t shirt design	24	-8.1
t shirt	22	43.9
cardigan	19	14.1
custom shirts	19	8.5
t shirt printing	18	6.2
tie dye shirts	14	-17.6
hawaiian shirts	12	16.6
blouse	11	22.1
sweater	11	35.7
make your own shirt	10	-4.3
funny t shirts	9	-3.5
flannel shirts	9	-7.9
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Query	Index	Grow
plaid shirts	9	15.2
chambray shirt	8	6.3
kimono cardigan	7	78.8
mens dress shirts	7	14.1
denim shirt	7	-15.2
cardigans	6	-12.0
tuxedo shirt	6	19.4
dashiki shirt	5	160.3
sweatshirt dress	5	665.8
cardigans for women	5	127.6
mens shirts	5	31.8
vintage t shirts	5	36.2
white t shirt	5	20.7
blouses	5	17.8
long sleeve shirts	5	126.5
cool shirts	4	32.4
denim shirt dress	4	-7.3

U.K. Tops



Query	Index	Grow
shirt dress	68	69
tankini	37	23
t shirt printing	36	5
polo	25	1
hoodies	23	23
polo shirts	23	8
mens shirts	22	6
t shirts	19	-6
cardigan	17	13
t shirt dress	16	54
t shirt	16	16
sweatshirt	15	192
shirts	15	15
denim shirt dress	13	50
hawaiian shirts	13	33
denim shirt	12	16
mens hoodies	10	39
white shirt dress	10	69

Query	Index	Grow
blouse	10	39
tank top	10	11
shirt dresses uk	9	561
personalised t shirts	9	1
sweatshirts	8	23
black shirt dress	8	92
shirts for men	8	-4
white blouse	8	48
white shirt	8	32
blouses	8	8
cardigans for women	7	70
mens polo shirts	7	19
mens t shirts	7	-21
black cardigan	6	14
long cardigan	6	31
shirt dress uk	б	22
long shirt dress	6	62
white t shirt	6	13

Query	Index	Grow
t shirt design	б	-8
hoodies for men	6	22
hoodies for women	6	34
maxi shirt dress	5	25
tshirt printing	5	15
flannel shirts	5	-2
t shirt printing uk	5	-32
design your own t shirt	5	12
maternity tankini	5	17
short sleeve shirts	5	24
black shirt	5	35
custom t shirts	5	-3
mens cardigans	5	16

U.S. Outerwear



Query	Index	Growth
blazers	100	100
bomber jacket	77	518
leather jackets	22	34
trench coat	18	26
denim jacket	14	61
jean jacket	12	45
bomber jacket men	10	330
windbreaker jacket	9	101
parka	8	8
leather jackets for women	8	51
blazers for women	8	36
rain jacket	8	61
raincoat	6	43
spring jackets	6	3
black leather jacket	5	70
bomber jacket women	5	159
waterproof jacket	5	361
anorak jacket	5	33
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Query	Index	Grow
blazers for men	5	19
faux leather jacket	5	107
red jacket	5	-8
white blazer	5	-2
varsity jackets	5	21
windbreaker jackets	5	111
pink bomber jacket	4	inf
sport coat	4	23
camo jacket	4	178
cape blazer	4	37
jackets for men	4	36
smoking jacket	4	18
black bomber jacket	3	299
bolero jacket	3	30
trench coat women	3	84
womens rain jacket	3	101
flight jacket	3	66
green jacket	3	56

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Query	Index	Grow
military jacket	3	25
suit jacket	3	71
waistcoat	3	11
rain jackets	3	11
souvenir jacket	3	inf
sports coat	3	23
sports jacket	3	28
trench coat men	3	22
utility jacket	3	47
yellow blazer	3	-18

vth

U.K. Outerwear



Query	Index	Grow
bomber jacket	100	221
leather jackets	30	12
denim jacket	25	29
trench coat	24	11
bomber jacket women	21	72
mens jackets	20	45
coats	18	49
bomber jacket men	16	191
jackets	14	22
leather jacket	14	12
jackets for women	14	62
black bomber jacket	13	130
khaki bomber jacket	13	151
duster coat	13	-1
mens blazers	12	5
tweed jacket	12	6
leather jackets for women	12	28
mens leather jackets	12	10



Index

camo jacket	12	463
womens bomber jacket	11	100
camel coat	11	10
blazer	11	12
waterproof jacket	11	330
pink bomber jacket	10	inf
waistcoat	9	-5
ladies jackets	9	29
mens coats	9	62
sleeveless jacket	9	0
summer jackets	8	13
oversized denim jacket	8	79
girls coats	8	111
green bomber jacket	8	175
puffer jacket	8	241
jackets for men	8	39
camouflage jacket	8	439
leather jackets for men	7	24

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Growth



Query

Index

black denim jacket	7	98
coats and jackets	7	281
quilted jacket	7	59
blazer dress	7	264
trench coat women	7	37
parka coats	7	30
white blazer	7	6
ladies bomber jacket	6	284
bomber jacket mens	6	922
ladies coats	6	89
suede jacket	6	123
waterfall jacket	6	30
bolero jacket	6	44

Growth

U.S. Dresses & One pieces



Query	Index	Grow
prom dresses	100	-1
wedding dresses	62.2	20
maxi dresses	24.6	5
bridesmaid dresses	22.3	2
plus size dresses	19.5	0
mother of the bride dresses	17.6	24
cocktail dresses	15	13
maternity dresses	13.8	28
romper	12.9	53
formal dresses	12.6	11
white dress	12.1	62
summer dresses	12	-11
flower girl dresses	10.5	5
t shirt dress	7.5	76
black dress	7.1	80
little black dress	6.7	11
red dress	6.3	-8
sundresses	6.3	-7

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Query	Index	Grow
beach wedding dresses	6.2	36
plus size prom dresses	6.2	19
black prom dresses	5.5	72
bodycon dress	5.4	44
overalls	5.4	29
white maxi dress	5	31
jumpsuits for women	4.9	60
two piece prom dresses	4.9	41
homecoming dresses	4.8	14
jumpsuit	4.8	49
sexy dresses	4.8	1
plus size maxi dresses	4.7	25
red prom dresses	4.7	27
cute dresses	4.5	10
spring dresses	4.5	29
denim dress	4.4	61
short prom dresses	4.4	-1
black dresses	4.3	10

Query	Index	Grow
white lace dress	4.3	35
evening dresses	4.2	-4
white dresses for women	4.2	156
boho dresses	4.1	152
two piece dresses	4	65
white jumpsuit	4	32
semi formal dresses	3.9	28
skater dress	3.9	8
vintage dresses	3.9	16
lace dress	3.8	16
vintage wedding dresses	3.7	18
yellow dress	3.6	25

vth

U.K. Dresses & One pieces



Query	Index	Grow
dresses	100	9
prom dresses	90	2
wedding dresses	85	-2
bridesmaid dresses	58	22
maxi dresses	47	2
wedding guest dresses	41	54
mother of the bride dresses	28	36
summer dresses	27	3
evening dresses	26	-3
dress	25	-13
prom dresses uk	25	-30
shirt dress	24	69
occasion dresses	23	29
fancy dress	23	-20
jumpsuits	22	2
party dresses	22	13
jumpsuit	19	89
maxi dress	18	9

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Query	Index	Grow
prom dress	18	20
skater dress	17	39
black dress	16	117
cocktail dresses	16	10
white dress	16	67
bodycon dress	15	34
denim dress	15	67
maternity dresses	14	28
playsuits	14	14
flower girl dresses	14	30
midi dress	14	24
red dress	13	60
going out dresses	13	27
little black dress	13	37
playsuit	12	54
prom dresses 2016	11	inf
80s fancy dress	11	16
bandage dress	9	33

Query	Index	Grow
vintage dresses	8	27
black jumpsuit	8	51
diy dress	8	108
petite maxi dresses	8	24
shift dress	8	15
petite dresses	8	21
shirt dresses	8	153
girls dresses	7	32
ladies dresses	7	15
bardot dress	7	162
culotte jumpsuit	7	300
pinafore dress	7	159
formal dresses	7	2
black dresses	7	8

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