

SHOPPEROO

THE WOMENSWEAR ISSUE

About to Trend

A monthly read of
what shoppers want next.

What new trends
are just getting started

Which big trends are rising,
and which are cooling

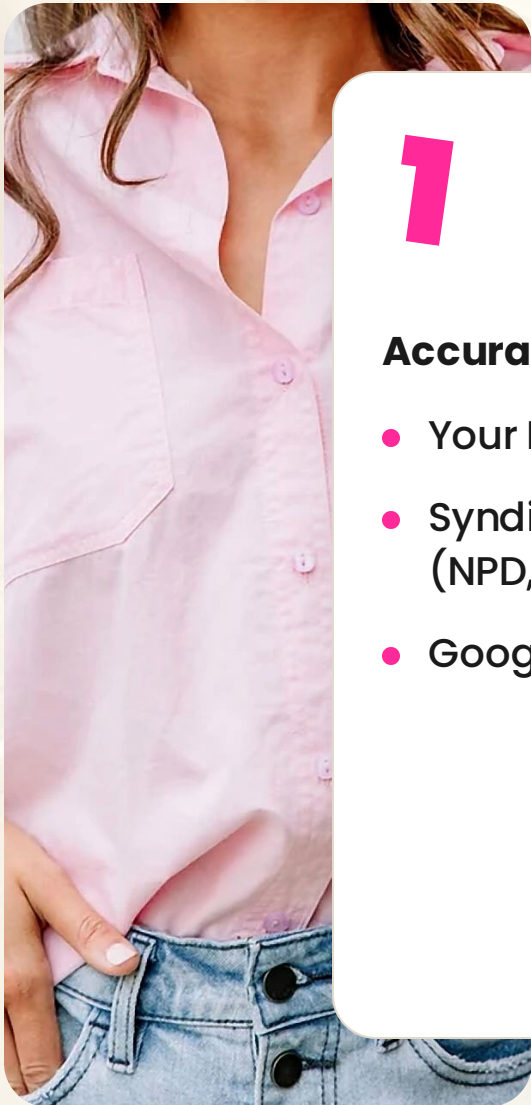


TIKTOK • INSTAGRAM • REDDIT • AMAZON

H2 2026 • 28,700 POSTS • 1.4 MILLION COMMENTS

You bet inventory money months ahead of demand—and pay for the misses in chases, cancels, and eventually markdowns.

Every tool you'd bet with today fails one of two ways.



1

Accurate, but late.

- Your POS and sales history
- Syndicated panels (NPD, Circana)
- Google Trends

2

Early, but not evidence.

- Trend forecasters (WGSN, Pantone)
A call ahead of time is an opinion, with no underlying data to check it against.

Shopperoo

Early and evidence-based.

The only in-season assortment tool that reads real shopper demand months before POS, and tells you what to change in your catalog.

Gets you up to 3× more margin.

Shopperoo answers the three questions that decide the season.

1

EMERGING

What new trends are just getting started, while you still have time to react?

2

RISING & COOLING

Which big trends are still rising, and which are already cooling?

3

CATALOG EXPOSURE

How much of your catalog and open orders are exposed to cooling trends?



EMERGING

White & cream
linen sets



RISING

Linen trousers
+3,380%



COOLING

Oversized button-
ups -35%



COOLING

Long coats &
trenches -88%

Demand forms on social, long before POS. So we run one of the largest AI reads of social to answer the assortment questions.

Not counting likes, but studying the images and shopper comments — to learn which trends are just getting started, which big ones are rising or cooling, and how it all maps to your catalog.

THIS IS WHAT WE ANALYZED FOR THIS READ:

28,700 posts. Over 1.4 million comments.

Across TikTok, Instagram and Reddit.



@dressedbydee

TikTok



 48,211

 1,904

linen trousers on repeat this month #ootd
#linen

THE COMMENTS BENEATH IT

Pink = buying intent

M

@mia.styles Where did you get these jeans? I prefer the white regular length

J

@jjenna_k I love this look! Where did you get the tops?

L

@laur.el this again? we just escaped 2014 🤔

P

@petitegrace I love 1, where did you buy it?

V

@vintagevera Where's your top from girly!! Xx

Here are the 8 looks defining social today — ranked by share of the conversation, the top five rising and the top cooling looks.

Read from 28,700 posts and 1.4 million comments — across TikTok, Instagram and Reddit.

Rising



01
Linen & earth-tone trousers



02
Ruffle-trim blouses



03
Worn denim shorts



04
Flowy pleated maxi skirts

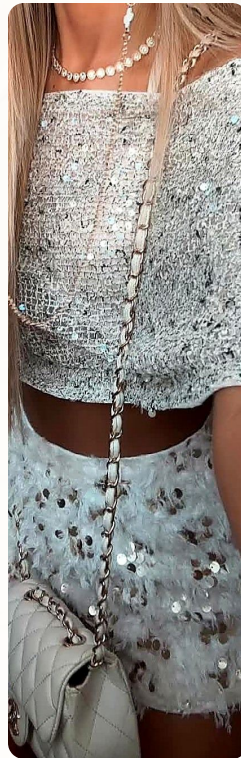


05
Vest layering

Cooling



06
Long coats & trenches



07
Sequin minis



08
Oversized button-ups

Each trend has two measures: conversation share — how much people are talking about it — and buying intent — how much people want to buy it.

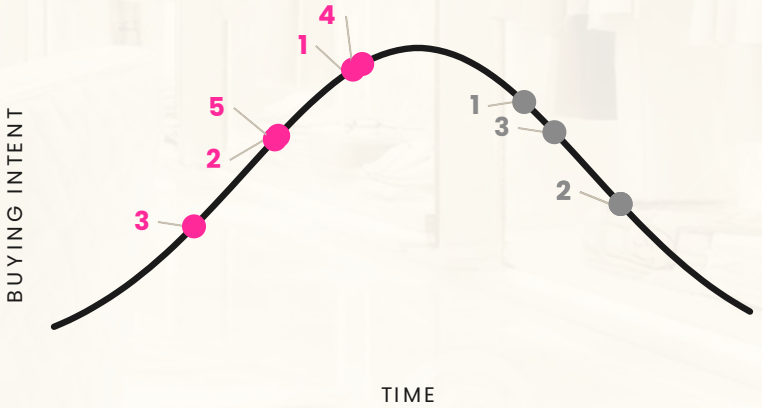
Rising and cooling is the direction the mainstream conversation is moving.

Rising	CONVERSATION SHARE GROWTH, 6 MO	CONVERSATION SHARE CURRENT	BUYING INTENT
1. Linen & earth-tone trousers	+3,380%	2.1%	52%
2. Ruffle-trim blouses	+898%	1.7%	30%
3. Worn denim shorts	+549%	3.1%	11%
4. Flowy pleated maxi skirts	+208%	1.7%	54%
5. Vest layering	new	1.8%	31%

Cooling	CONVERSATION SHARE GROWTH, 6 MO	CONVERSATION SHARE CURRENT	BUYING INTENT
1. Long coats & trenches	-88%	1.5%	41%
2. Sequin minis	-36%	1.0%	15%
3. Oversized button-ups	-35%	6.8%	32%

BUYING INTENT LIFE CYCLE

Buying intent lags the trend. High buying intent on a cooling trend is expected until the mainstream fully cools.



Rising ordered by share growth, largest first; cooling smallest first — the grey arrows mark the sort; “new” (no prior base) listed last. Share growth compares the last six months with the prior six; very large percentages reflect small starting bases. Buying intent = share of comments actively seeking or reporting a purchase; the corpus-wide average is 21%, driven by “where can I buy this” reply culture — read values as relative signals, not purchase probabilities. Seasonal screen: trenches -61% YoY; leather jackets and baby tees, which dip in-window but grow YoY, are excluded as seasonal effects.



RISE · NO. 1

Womenswear Trend · the fastest-rising mainstream conversation

Linen & Earth-Tone Trousers

About the trend

Relaxed, earthy trousers — linen and linen-look, cream through olive and tobacco — have more than tripled their share of the conversation in six months, and carry the strongest buy signal of any about-to-trend look at scale: over half of all comments on this look are people trying to buy it. None of the 675 best-selling Amazon SKUs we track match this look yet. Our early-adopter panel — accounts with a verified record of being early — is entering faster than the mainstream: the classic pre-trend signature.

+3,380%

conversation share
gained over 6 months

2.1%

of all womenswear
conversation

52%

of mentions express
purchase intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @the....
- 2 @sty....
- 3 @sil....
- 4 @jul....
- 5 @_t....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 Zara
- 2 Amazon
- 3 Quince
- 4 SHEIN
- 5 Abercrombie & Fitch



COOLING · NO. 1

Womenswear Trend · the fastest-falling mainstream conversation

Long Coats & Trenches

About the trend

The fastest-falling conversation in the read: down 88% in six months and -61% year over year — decay, not season. Share now sits at 1.5% and sliding, while buying intent holds 41%: the mainstream is peak-buying into the fade. That is a mature trend past peak — hold core depth, stop chasing breadth, and time reorders and markdowns before POS confirms what social already shows.

-88%

conversation share
change over 6 months

1.5%

of all womenswear
conversation

41%

of mentions express
purchase intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @mor....
- 2 @the....
- 3 @jul....
- 4 @uni....
- 5 @som....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 Farfetch
- 2 Zara
- 3 Max Mara
- 4 Bershka
- 5 H&M

The trajectory check (reddit read, 24-month window)

Down 88% in six months and -61% year over year — decay, not season. Intent still runs 41%: peak-buying into the fade.

Every influencer claims to be a trendsetter, but almost none are.

But we can use the data to find the few accounts that are consistently early at posting tomorrow's trends. These are the internet's true trendsetters. Seeing where they're going next gives us the emerging trends.



No. 1

@mor....

Early on 13 trends



No. 2

@the....

Early on 12 trends



No. 3

@sty....

Early on 11 trends



No. 4

@err....

Early on 10 trends



No. 5

@lay....

Early on 10 trends



No. 6

@dre....

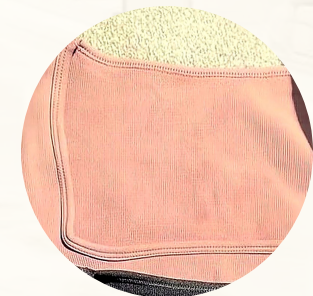
Early on 9 trends



No. 7

@sil....

Early on 9 trends



No. 8

@nad....

Early on 8 trends

A true trendsetter doesn't have to be a professional influencer — it can be a store, a stylist, or just someone with a great eye. All that matters is they were early.

The Emerging Trends List: the top five looks our trendsetters are posting right now, before they're big enough to count.

This is where the bets go: small, early positions on the looks our trendsetters say are next.

🔥 Heat = how strongly our trendsetter panel is over-indexing ahead of the mainstream — the ranking metric for this list.



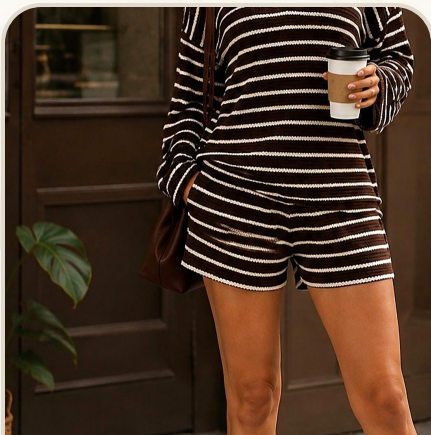
White & cream linen sets
Cream & white linen co-ords — strongest panel acceleration; 42 posts asking to buy.



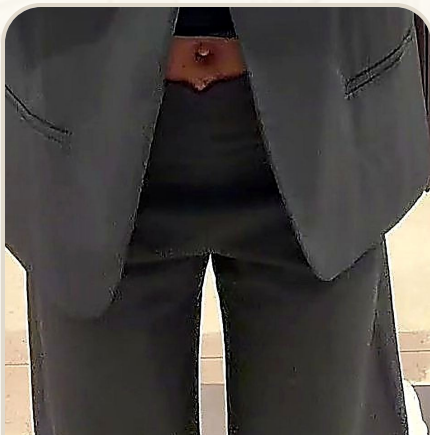
Tailored city shorts
Crisp tailored shorts — 77% purchase intent, 21% Amazon repurchase.



Heritage gold-button blazers
Pyjama stripes worn out of the house — 23% purchase intent.



Striped pyjama & lounge sets
Navy, racing green & black, gold hardware — 45% purchase intent.



Black dress trousers & flares
Sharp black trousers, flared kick — panel entering, 20% purchase intent.



The top 30 brands & retailers shoppers name across the rising, cooling and emerging conversations.

Rising				Cooling			
BRAND / RETAILER	CONVERSATION SHARE	CONVERSATION SHARE GROWTH TREND	SENTIMENT TREND	BRAND / RETAILER	CONVERSATION SHARE	CONVERSATION SHARE GROWTH TREND	SENTIMENT TREND
1 SHEIN	7.0%	↗	→	16 Levi's	0.7%	↗	↗
2 Zara	6.1%	↗	↗	17 Primark	0.6%	↗	↗
3 H&M	2.9%	↗	→	18 Mango	0.6%	↗	↗
4 Amazon	2.5%	↗	↗	19 Temu	0.6%	↗	→
5 Quince	1.8%	↗	↗	20 Free People	0.5%	↗	↗
6 LTK	1.6%	↗	↗	21 SKIMS	0.5%	↗	→
7 dresslink	1.4%	↗	—	22 ASOS	0.5%	↗	↗
8 Aritzia	1.3%	↗	↗	23 Gap	0.5%	↗	↗
9 Hollister	1.1%	↗	→	24 Stradivarius	0.5%	↗	—
10 UNIQLO	1.0%	↗	↗	25 Walmart	0.5%	↗	↘
11 Mr Price	0.9%	↗	→	26 Farfetch	0.5%	↘	↘
12 Bershka	0.9%	↗	↗	27 Depop	0.4%	↗	↗
13 Old Navy	0.9%	↗	↗	28 Pretty Little Thing	0.4%	↗	→
14 Chanel	0.7%	↗	↗	29 Fashion Nova	0.4%	↗	↗
15 Target	0.7%	↗	↗	30 Coach	0.4%	↗	→

Get your brand’s sentiment breakdown — what shoppers praise, and what they complain about vs your rivals. namrata@shopperoo.us

Shopperoo is the in-season management tool that didn't exist previously: the earliest forecaster of your sales data.

Use it to time your chases and reorders, to place small bets on emerging trends, and to choose which influencers to use.



1

Chases & reorders

The same calls, months earlier.

2

Emerging-trend bets

Point research time at the Emerging Trends List, and back the best with small bets.

3

Influencer spend

Pay by proven record, not follower count.



Next Step

Start with a pilot.

Pick one category — we'll tailor this read to it.

namrata@shopperoo.us

Want proof first?

Name anything that rose substantially in your POS — we'll show you the trend on social media months before.

For free.

APPENDIX

Every ranked look, one page each.

Ruffle-trim blouses

Ruffle-trim blouses hold 1.7% of the womenswear conversation, with conversation up 898% in six months — the second-fastest mainstream acceleration in the read — and 30% of comments classified as active purchase intent. The look is scaling from a small base, which is where the sharpest percentage moves live; the direction is the signal. The play: build depth ahead of the crowd and let sell-through confirm the slope.

+898%

conversation share gained
over 6 months

1.7%

of womenswear conversation

30%

of mentions express
purchase intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @mor....
- 2 @the....
- 3 @sil....
- 4 @_.t....
- 5 @thr....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 Zara
- 2 H&M
- 3 SHEIN
- 4 Amazon
- 5 Gap

Worn denim shorts

Worn denim shorts hold 3.1% of the womenswear conversation, with conversation up 549% in six months and 11% of comments classified as active purchase intent. Our early-adopter panel — accounts with a verified record of posting looks months before their peak — is already in, ahead of the mainstream. 106 distinct posts show shoppers actively asking where to buy: the window is before the chase starts.

+549%

conversation share gained
over 6 months

3.1%

of womenswear conversation

11%

of mentions express
purchase intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @sil....
- 2 @kri....
- 3 @mkm....
- 4 @the....
- 5 @dia....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 Hollister
- 2 Zara
- 3 SHEIN
- 4 Depop
- 5 Cotton On



RISE · NO. 4

Flowy pleated maxi skirts

Flowy pleated maxi skirts hold 1.7% of the womenswear conversation, with conversation up 208% in six months and 54% of comments classified as active purchase intent. Our early-adopter panel — accounts with a verified record of posting looks months before their peak — is already in, ahead of the mainstream. 354 distinct posts show shoppers actively asking where to buy: the window is before the chase starts.

+208%

conversation share gained
over 6 months

1.7%

of womenswear conversation

54%

of mentions express
purchase intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @mor....
- 2 @the....
- 3 @sty....
- 4 @lay....
- 5 @dre....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 dresslink
- 2 Zara
- 3 LTK
- 4 Ganni
- 5 H&M

Vest layering

Vest layering hold 1.8% of the womenswear conversation, with a conversation growing from zero this window and 31% of comments classified as active purchase intent. Our early-adopter panel — accounts with a verified record of posting looks months before their peak — is already in, ahead of the mainstream. 92 distinct posts show shoppers actively asking where to buy: the window is before the chase starts.

new

conversation share gained over 6 months

1.8%

of womenswear conversation

31%

of mentions express purchase intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @mor....
- 2 @nad....
- 3 @thr....
- 4 @liv....
- 5 @eil....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 SHEIN
- 2 Temu
- 3 Anna James The Label
- 4 Hot Topic
- 5 Belle So Chic

Sequin minis

Sequin minis sit at 1.0% of the read with the early panel exiting — the accounts that called this look early are moving on, and conversation down 36% in six months confirms the direction. Purchase intent runs 15%: real demand remains, but it is late-cycle demand. The play is discipline: hold core depth, stop chasing breadth, and time reorders and markdowns before your POS confirms what social already shows.

-36%

conversation share change
over 6 months

1.0%

of womenswear conversation

15%

of mentions express
purchase intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @the....
- 2 @war....
- 3 @bhu....
- 4 @rag....
- 5 @sty....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 SHEIN
- 2 LTK
- 3 Prada
- 4 Zara
- 5 Chanel

Oversized button-ups

Oversized button-ups hold 6.8% of the womenswear conversation — the largest cooling look in the read — with conversation down 35% in six months and 32% of comments classified as active purchase intent. Amazon corroborates the fade: repurchase intent runs 16%, bottom-4 of the 36 stocked looks against a 27% median — volume without loyalty. The play: protect core depth, cut fashion-forward variants first, and time markdowns before POS confirms the slide.



-35%

conversation share change
over 6 months

6.8%

of womenswear conversation

32%

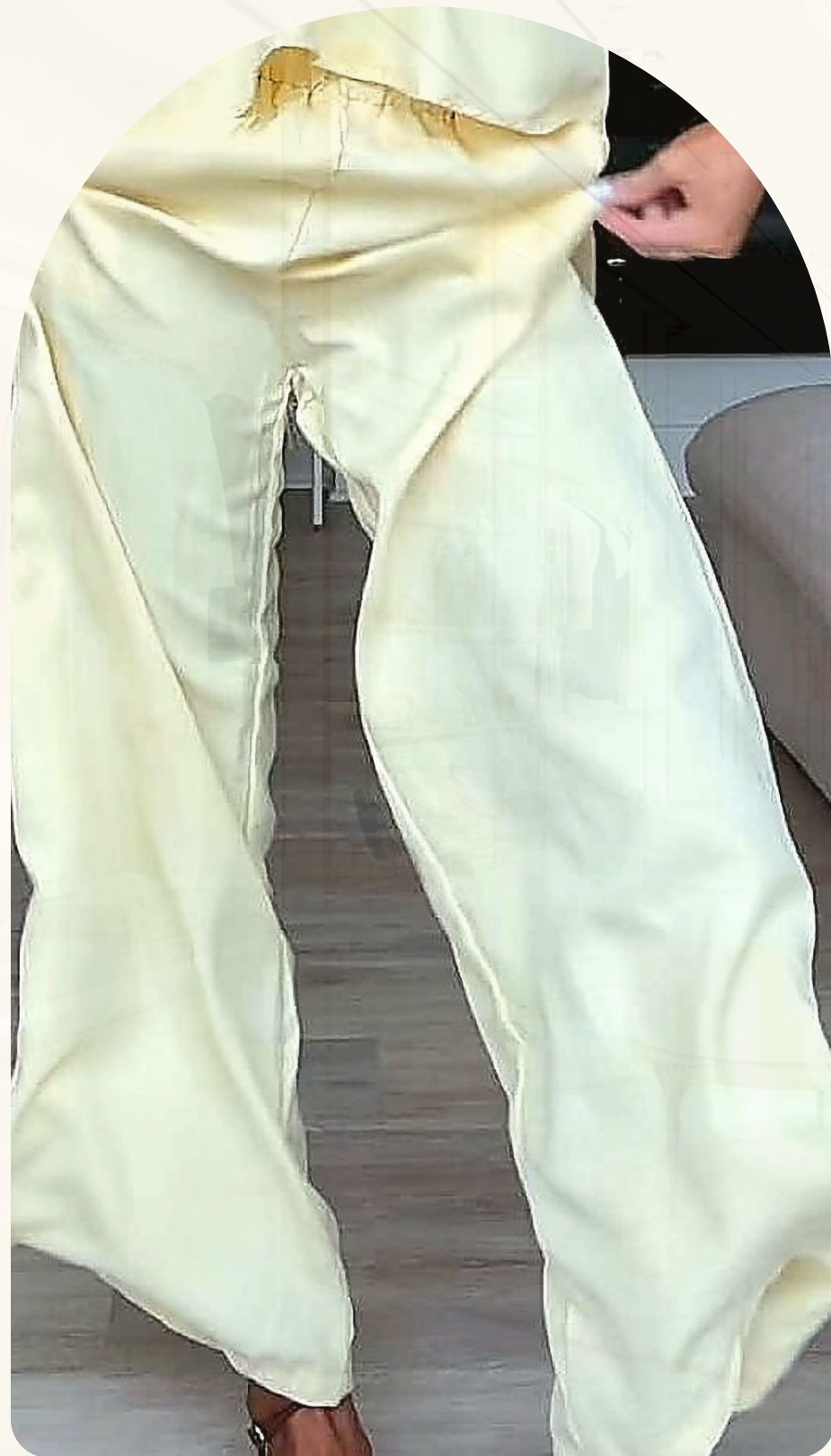
of mentions express
purchase intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @mor....
- 2 @the....
- 3 @lay....
- 4 @sil....
- 5 @nad....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 Zara
- 2 Old Navy
- 3 SHEIN
- 4 LTK
- 5 H&M



EMERGING · NO. 1

White & cream linen sets

White & cream linen sets are still small on the mainstream read — 0.6% of conversation — but our early-adopter panel is over-indexing hard, the classic pre-trend signature. Intent is already at 20% of mentions, and the conversation shows conversation up 1,399% in six months. This is the moment the deck exists for: a small, cheap bet placed before the look is big enough for anyone else to count.

+1,400%

conversation share gained
over 6 months

0.6%

of womenswear conversation

20%

of mentions express
purchase intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @gir....
- 2 @nit....
- 3 @mac....
- 4 @see....
- 5 @str....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 Amazon
- 2 Zara
- 3 Aritzia
- 4 Ardene
- 5 Free People



EMERGING · NO. 2

Tailored city shorts

Tailored city shorts are still small on the mainstream read — 0.1% of conversation — but our early-adopter panel is over-indexing hard, the classic pre-trend signature. Intent is already at 77% of mentions, and the conversation shows conversation up 8% in six months. This is the moment the deck exists for: a small, cheap bet placed before the look is big enough for anyone else to count.

+8%

conversation share gained
over 6 months

0.1%

of womenswear conversation

77%

of mentions express
purchase intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @flo....
- 2 @clo....
- 3 @fas....
- 4 @sho....
- 5 @pin....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

Brand-light — demand is forming with no major brand attached. That is retail whitespace.

Heritage gold-button blazers

Heritage gold-button blazers are still small on the mainstream read — 0.1% of conversation — but our early-adopter panel is over-indexing hard, the classic pre-trend signature. Intent is already at 45% of mentions, and the conversation shows conversation up 48% in six months. This is the moment the deck exists for: a small, cheap bet placed before the look is big enough for anyone else to count.

+48%

conversation share gained
over 6 months

0.1%

of womenswear conversation

45%

of mentions express
purchase intent

TOP TRENDSETTERS POSTING THIS LOOK

1 @thr....

2 @ish....

3 @eco....

4 @new....

5 @att....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

Brand-light — demand is forming with no major brand attached. That is retail whitespace.

Striped pyjama & lounge sets

Striped pyjama & lounge sets are still small on the mainstream read — 0.1% of conversation — but our early-adopter panel is over-indexing hard, the classic pre-trend signature. Intent is already at 23% of mentions, and the conversation shows a conversation growing from zero this window. This is the moment the deck exists for: a small, cheap bet placed before the look is big enough for anyone else to count.

new

conversation share gained
over 6 months

0.1%

of womenswear conversation

23%

of mentions express
purchase intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @hig....
- 2 @sho....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 Aerie
- 2 Amazon
- 3 Edikted
- 4 Pretty Little Thing
- 5 Rick Owens

Black dress trousers & flares

Black dress trousers & flares are still small on the mainstream read — 0.5% of conversation — but our early-adopter panel is over-indexing hard, the classic pre-trend signature. Intent is already at 20% of mentions, and the conversation shows conversation up 815% in six months. This is the moment the deck exists for: a small, cheap bet placed before the look is big enough for anyone else to count.

+810%

conversation share gained
over 6 months

0.5%

of womenswear conversation

20%

of mentions express
purchase intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @sty....
- 2 @poo....
- 3 @mod....
- 4 @nor....
- 5 @fal....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 Quince
- 2 Zara
- 3 COS
- 4 Bershka
- 5 Amazon