

NetElixir™ Shopping

TREND

PREDICTIONS

Trends You'll See In 2023





Take a look into the future with NetElixir. Find out what's expected to trend this year in fashion, beauty, home décor, and so much more. Learn about the trends we predict you will see and get inspired on how you could take advantage of these trends for your business.

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Copper Hair

Home
Accent
Colors

Iridescent
Glassware

Rainbow
Fashion

Life In Technicolor

Paint the town red — and every other color of the rainbow, too! 2023 is all about rocking colors all year, all the time. Whether they're seen in your clothes, your home, or even your hair, bright and bold colors are in. While 2022 brought the trend of modern and muted hues, this year will see vibrant pinks, greens, and oranges added to the mix.

Incorporating rainbows into your business' offerings all year is also a great way to avoid the rainbow-washing that's unfortunately seen in June. Remember — being inclusive and accepting aren't just one-month commitments.

And let's not forget the copper hair trend that's been rocked by trendsetters like Emma Chamberlain, Kendall Jenner, Ken Eurich, and more. Searches for copper hair have seen an enormous 8,000% uplift in December 2022 alone.



High-
Necked
Dresses

Ballet Flats

Pointed-Toe
Kitten Heels

Bloomers

Leg
Accessories

Renaissance
Corsets

A Renaissance Of Renaissance Fashion

The puff sleeve came back bigger and better than ever in 2022. Whether seen in streetwear or on a bridal gown, this 1980s-style sleeve was a hit.

In 2023, puff sleeves are just the beginning of the Renaissance fashion that's expected to trend. From high-necked dresses to ballet flats and pointed-toe kitten heels, to a modern take on bloomers and corsets with patterns inspired by the Renaissance period, it's safe to say that the Renaissance era is having a renaissance itself in 2023 fashion.



Letter Hair
Clips

Hair
Charms

Curly Hair
Scrunching

Designer
Barrettes

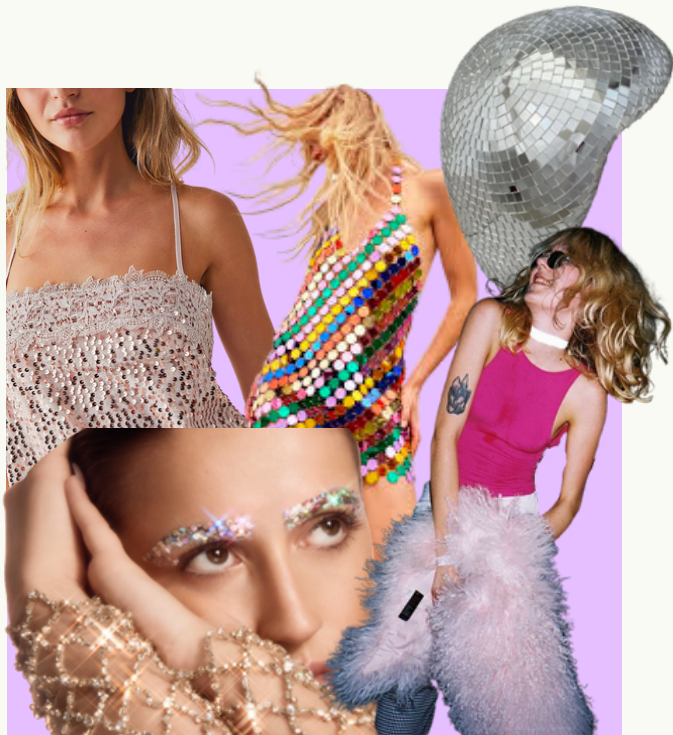
Side Parts

Hair Expressions

Have you found yourself missing the crunchy, flakey, and stiff curls you used to get from Dep and LA Looks gels? Neither do we. In 2023, the gel curls are back, but in an elevated way that will leave you with the perfect look.

In addition to gel curls, hair accessories are also set to make a major comeback. Pearl-encrusted hair clips, barrettes with letters, and embellished bobby pins are an easy way to combine style and functionality.

Lastly, for all the millennials out there who have been endlessly scrutinized for their side part, it's officially back. The side part's comeback will be in full swing in 2023 with many ways to wear it from tossed, mussy, and slightly grungy, to glam and voluminous, to slick and sleek.



Party Brows

Rave
Culture

Sparkly
Dresses

Melted
Disco Balls

Large
Sequins

Studio 54 Meets Club Rat Culture

If 2023 trends tell us one thing, it's that there's no time for neutrals! 2023 is all about embodying your inner club rat and expressing yourself through bold outfits and makeup — à la the celebs at the notorious '70s club.

One of the biggest makeup trends we expect to see in 2023 is “party brows.” Party Brows will shake up the clean girl aesthetic that took over in recent years and instead brows will feature rhinestones, colors, and glitter. Pair your party brows with the shiniest, sparkly dress you can find. If it's made with sequins, even better.

Take the club aesthetic to your home decor with the melted disco ball. Not all disco balls need to be round in 2023! Melted disco balls perfectly embody the chaos of a night at the club and will catch the attention of anyone who steps into your space.



Heart Cakes

Heart-
Shaped
Jewelry

Argyle
Sweater
Vests

Vintage
Lawn
Ornaments

Food As
Furniture

Kitschy Cool

Trust us when we say kitschy is cool in 2023. “Camp” was the 2019 Met Gala theme, and the trend has since made its way from haute couture to everyday life. Items people would have previously described as ugly or low quality are now considered vintage and trendy. Emma Chamberlain, the Gen Z style icon, is a spearheader in the “kitschy cool” movement. Her recent home tour, which has over 6 million views since being posted 3 months ago, took Gen Z by storm.

One kitschy item people loved, in particular, was her corn-on-the-cob stool. It’s not only functional, but it’s also hilarious and a conversation starter that’s perfect to spruce up a space.

Food-inspired furniture isn’t the only kitschy decor making a comeback. Vintage-looking plastic lawn ornaments called blow molds are expected to be seen on lawns everywhere in 2023. Heart-shaped items like jewelry and cakes some may refer to as tacky are also coming back. This year expect to see an abundance of heart-shaped birthday cakes with tons of piping and fun sayings on your social feed.



Black
Sambas

Skulls

The 1975

Thick
Eyeliner

2014
Tumblr Era

Punk Allure

It's not just a phase, Mom! My Chemical Romance, Paramore, and Avril Lavigne are releasing new music, Bamboozle is back, and Blink-182 sold out stadiums around the country. Keep an eye out for emo, punk, and scene trends from the early 00's to return, too.

Following the recent passing of punk fashion icon Vivienne Westwood, the punk movement she started in the 70s is expected to have a resurgence. With telltale signs like skulls, thick eyeliner, voluminous shapes, pierced details, studs, grommets, and more, punk is expected to make a huge return in 2023. And of course, the black sambas that started to dominate the sneaker game in 2022 are going nowhere in 2023.

In addition to punk fashion, the grunge makeup style is en route for a return. Before the Netflix hit Wednesday took the world by storm, searches for 'Avril Lavigne's makeup' increased by 39% in 2022, and they're continuing to grow. Smudgy, heavy liners, faux freckles, and deeper lip colors are coming.

People are also embracing the cringe that often goes hand-in-hand with punk and scene kids. In line with this, Matty Healy and The 1975 are expected to have a major comeback following their recent "cringe moments," like doing push-ups on stage and using auto-tuned mics to yell at security. Keep an eye out for more cringeworthy moments to come in 2023.



Content

Strategy

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SEO

Social Media

Analytics

Web Development

Design

Marketplace

LXRInsights

LXRGuide

NetElixir is an independent growth marketing agency for leading retail, DTC, and B2B brands. We have been driving profitable growth for e-commerce businesses since 2004, by combining a high-tech and high-touch approach to digital marketing. Our strategic insights empower brands to humanize their customer relationships and draw the line between invasive and inventive marketing.