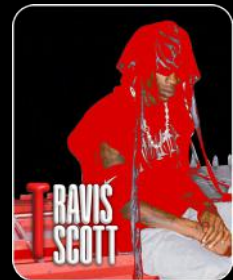
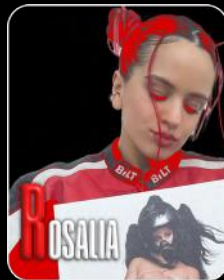
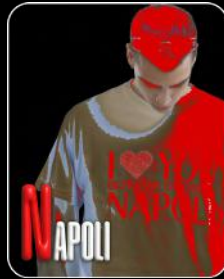
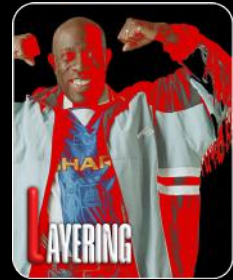
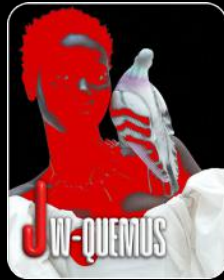
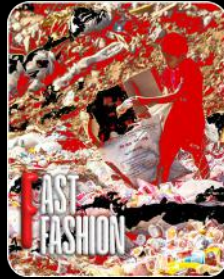
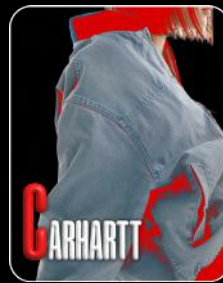


Digital Cover N°16

curated by
NSS



THE ALPHABET OF FASHION



The year 2023 is about to come to an end, but fashion continues to move at an incessant pace. **Technological advancements** in the textile and digital fields have allowed the fashion industry to take giant leaps, experimenting in both ateliers and online with marketing and artistic strategies capturing audiences worldwide. Phenomena that have gone viral on social media in the past twelve months have not only influenced brands and their creative direction but also their revenue, confirming the increasingly cohesive bond between the internet and reality. Today, trends and aesthetics emerging among **the youngest TikTok users** carry the same media weight as images captured by paparazzi during Paris Fashion Week. In an era where everything can be reality, yet nothing is truly, fundamentally real, and consumers are bombarded daily by new micro-trends, we have attempted to provide clarity, narrating through data what will remain of 2023. Thus, Fashion Alphabet is born, an ABCs tracing **the most followed trends of the past year according to the results of our report.**

Fashion Alphabet examines the landscape of contemporary fashion emphasising the most significant phenomena on Instagram and TikTok. The report involved a thorough study of over 10,000 posts published between January 1, 2023, and October 31, 2023, carefully selected by the nss editorial team. To highlight the most relevant topics, the most popular hashtags and mentions on the platforms were extracted and then measured based on the total number of likes to create a sentiment-based ranking. On FashionTok, over 5,500 videos were analysed to complete a granular mapping of the most followed moments. Our Fashion Alphabet fully reflects the dynamism that has characterised the world of fashion in 2023, a true time capsule that will retain its value even years from now.



In 2023, AI's potential became mainstream. The hashtag **#Aifashion** reached 43.1 million views on TikTok, with Google searches experiencing a +300% growth. On Instagram, content saw a significant boom from the beginning of the year: 8.3 million interactions and 11,000 cross-platform posts, a +360% increase compared to 2022. This surge occurred despite Elon Musk's continued emphasis on its dangers.

A close-up, high-contrast image of Margot Robbie as Barbie. She has voluminous, bright pink hair that fills most of the frame. Her face is partially visible on the right side, showing her eye with pink makeup, her nose, and her lips. The background is a soft, out-of-focus pink.

BARBIE

The Barbie film dedicated to the famous Mattel doll grossed a billion worldwide, leaving a cultural impact beyond numbers. Greta Gerwig's excellent work, the soundtrack created by global pop stars and the movie's **tailored promotional strategies** for Margot Robbie and Ryan Gosling contributed to 96.6 billion TikTok views and 802 million interactions on Instagram (particularly during the summer of 2023).





CARHARTT

In 2023, vintage and second-hand shopping gained popularity, reflected in the rise of Carhartt, the epitome of American workwear, achieving record figures. Cargo, Jet Pants, and Detroit Vintage Jackets garnered 2.9 billion TikTok views, and Google searches rose in the summer of 2023. The Gen Z cool kids showed love for vintage workwear, especially when it bears the Carhartt label.





DIESEL

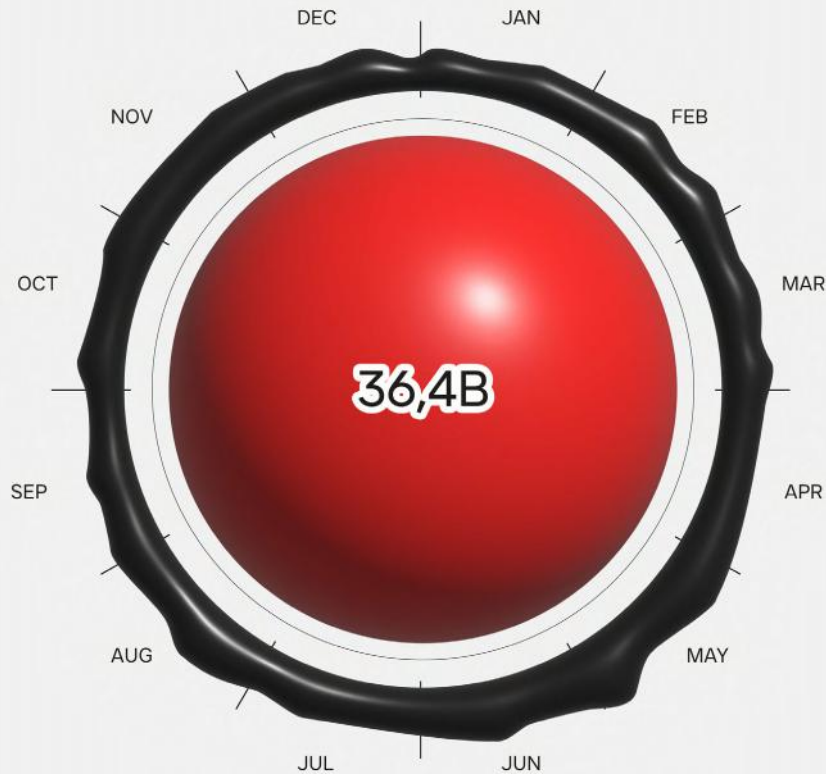
Gen Z's overwhelming passion for denim in 2023 was fully embodied by Diesel, turning jeans into an art form. Through ultra-sexy and captivating looks and accessories, along with a vintage yet futuristic aesthetic, Glenn Martens transformed the brand into one of the new generation's favourites. Diesel's belt, puffer jacket, and jeans became highly sought-after items online, accumulating a staggering 202 billion Instagram interactions in recent months.





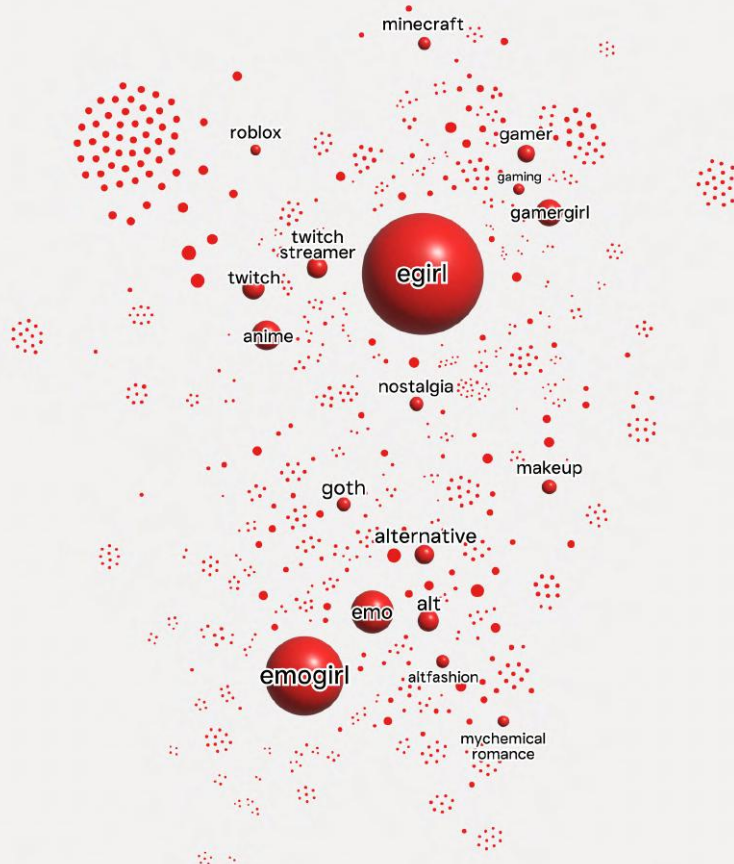
EMO GIRL

With the worldwide debut of Wednesday, the Netflix series starring Jenna Ortega that captivated audiences in December 2022, the emo aesthetic experienced an unexpected revival in 2023. With over 36 billion views, the term Egirl reached its peak early in the year thanks to the viral dance by Wednesday's protagonist to Lady Gaga's "Bloody Mary." Ortega's school prom dance provided redemption for viewers identifying with her unconventional personality.



HOW TO READ

The central graph illustrates the total number of TikTok views, presented to scale. The surrounding black graph depicts how this search query has been trending this year across social media and Google.



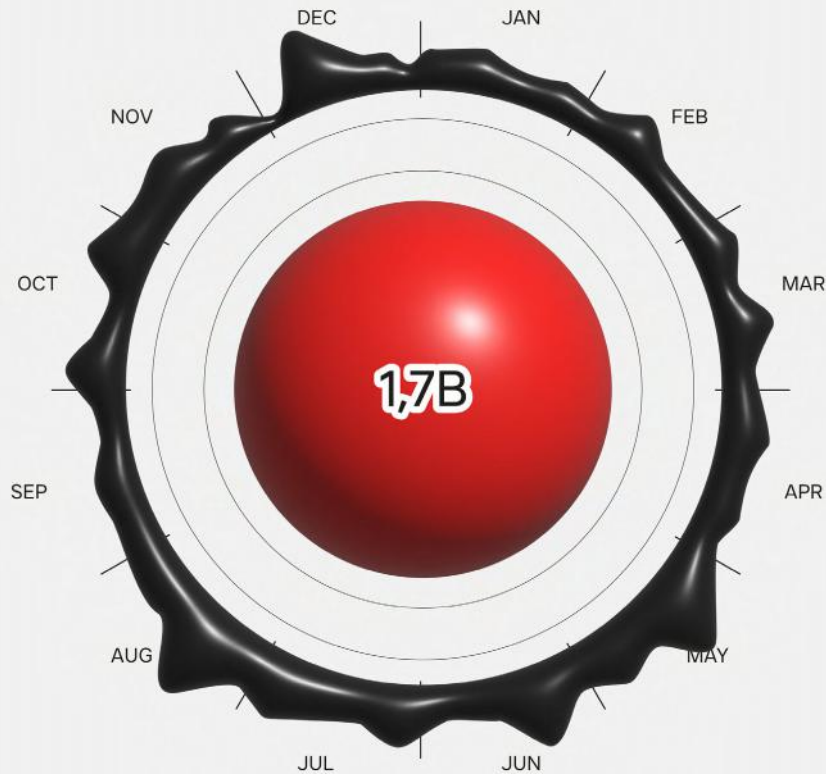
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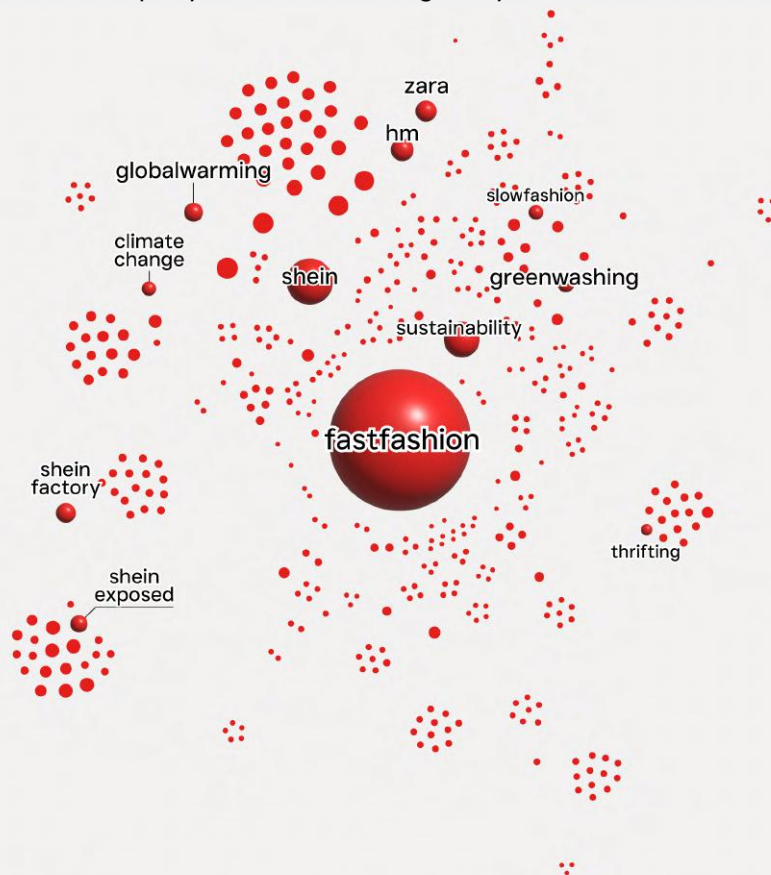
FAST FASHION

Despite increasing controversies around fast fashion chains, interest in the phenomenon continues to grow. From Shein's fake press trip to the ongoing factory worker strikes, fast fashion faced criticism on all fronts in 2023, both online and in real life. The hashtag [#fastfashion](#) has 1.7 billion views on TikTok, with narratives like [#haul](#) and [#stopfastfashion](#) presenting contrasting aspects of the phenomenon.



HOW TO READ

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GUCCI

2023 marked a new beginning for Gucci. From the final bow of former creative director Alessandro Michele to the entirely team-designed show, various themes made the brand a viral phenomenon. In particular, the remix of Mark Ronson's "Ancora, Ancora, Ancora" played during Sabato De Sarno's presentation, with 1.6 million streams on Spotify.





HAUL

On the internet, trends disappear in the blink of an eye, replaced weekly by users' new interests. One format, however, continues to withstand the test of time: hauls. Showing your followers what you've just purchased remains the best way to build a strong community. With nearly 60 billion views on TikTok, hauls are one of the most followed trends on the platform in 2023.



Haul



Top

Videos

Users

Sounds

LIVE

Places

Has



18h ago



in b10 XXL Black Friday Haul 🛍️✨ selbstgekauft...



lara

♡ 4327



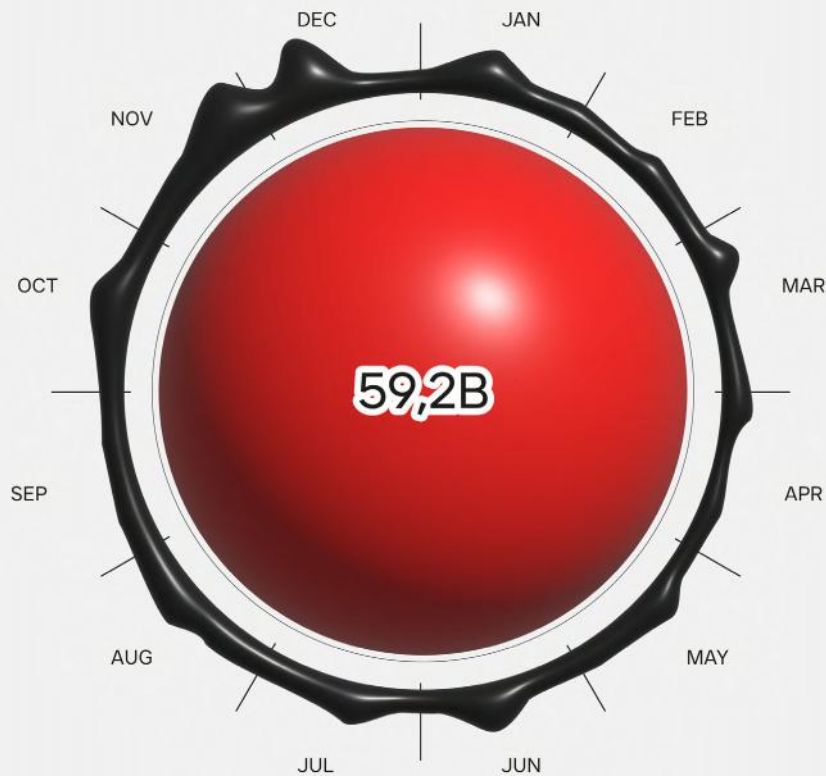
Emmiol's year-end sale is here with huge saving opt...



Emmiol

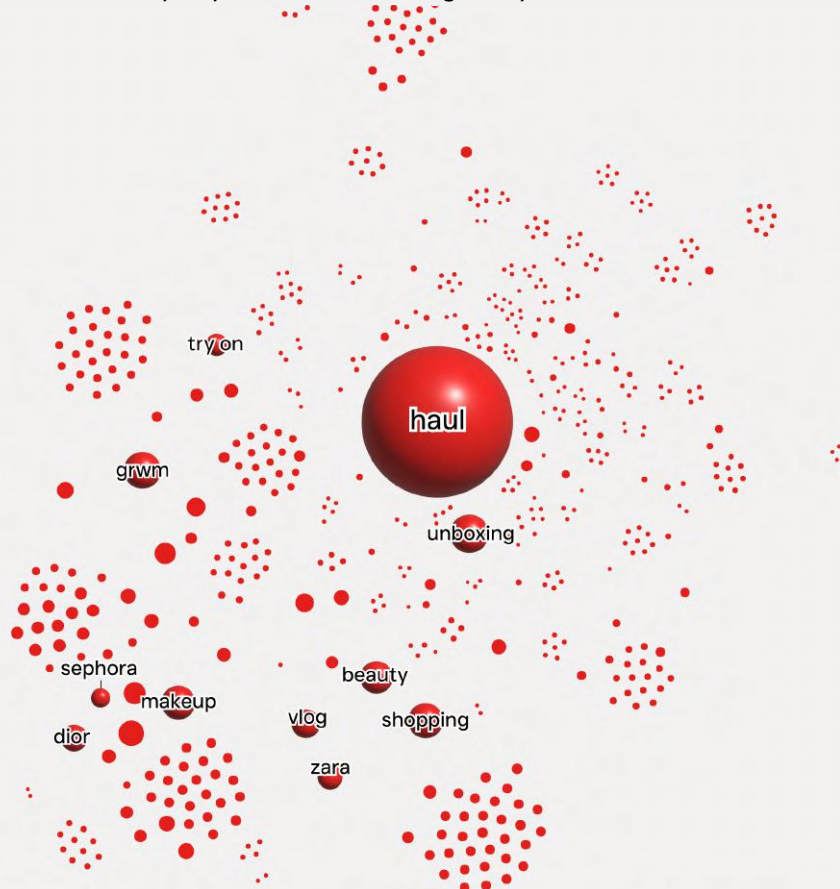
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HOW TO READ

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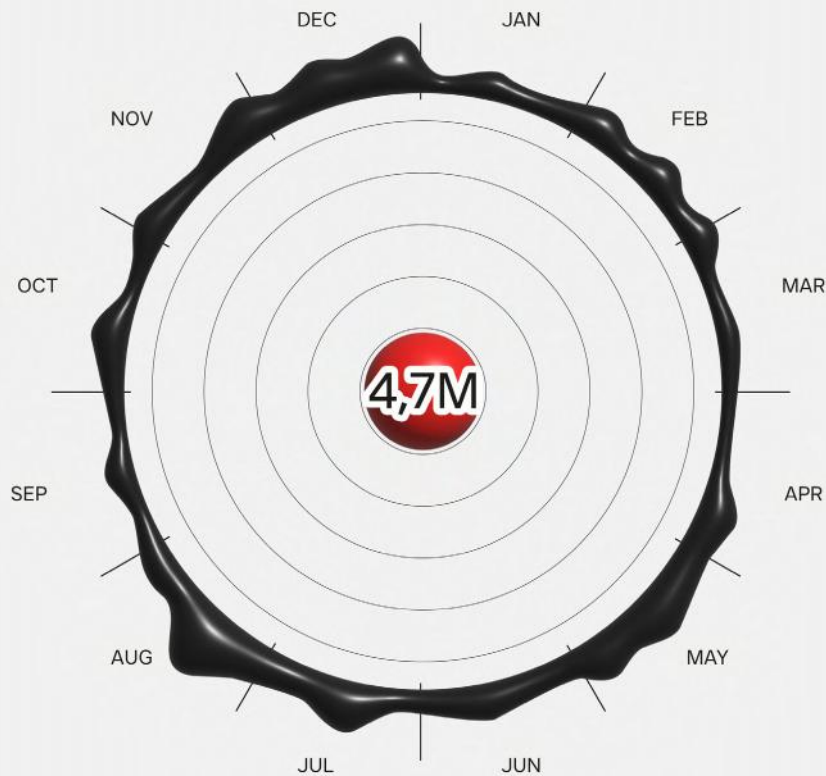
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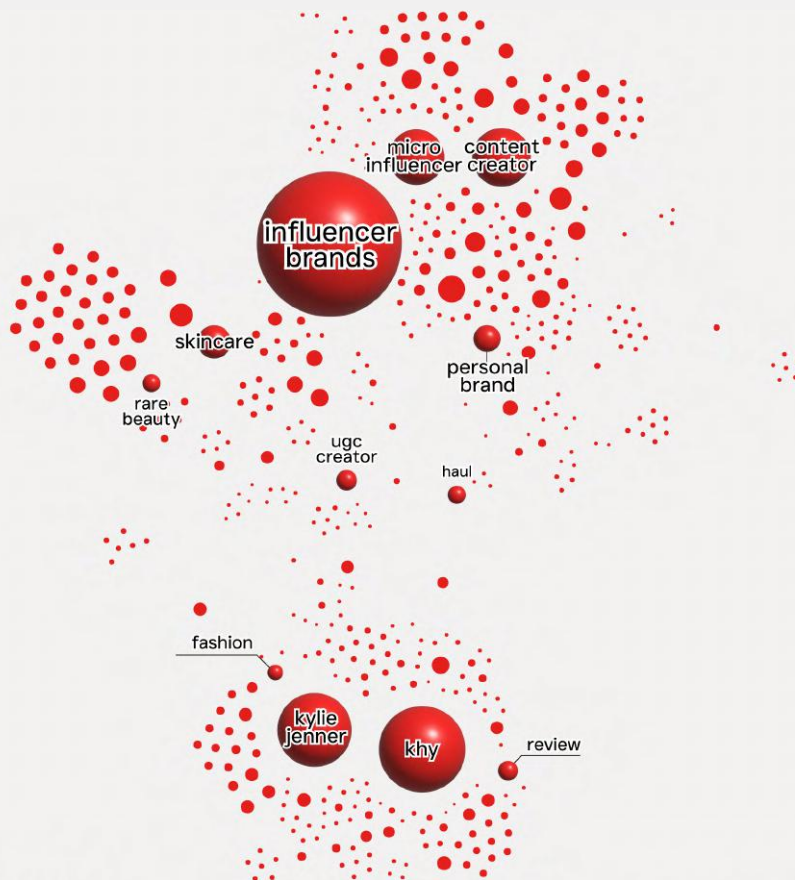
INFLUENCER BRAND

From Hailey Bieber's skincare brand Rhode to Selena Gomez's makeup line, launching a beauty brand seems to be celebrities' new favourite pastime. With numerous controversies arising, Instagram has remained interested in the topic, with over 13,000 posts shared since the beginning of the year.



HOW TO READ

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JW-QUEMUS

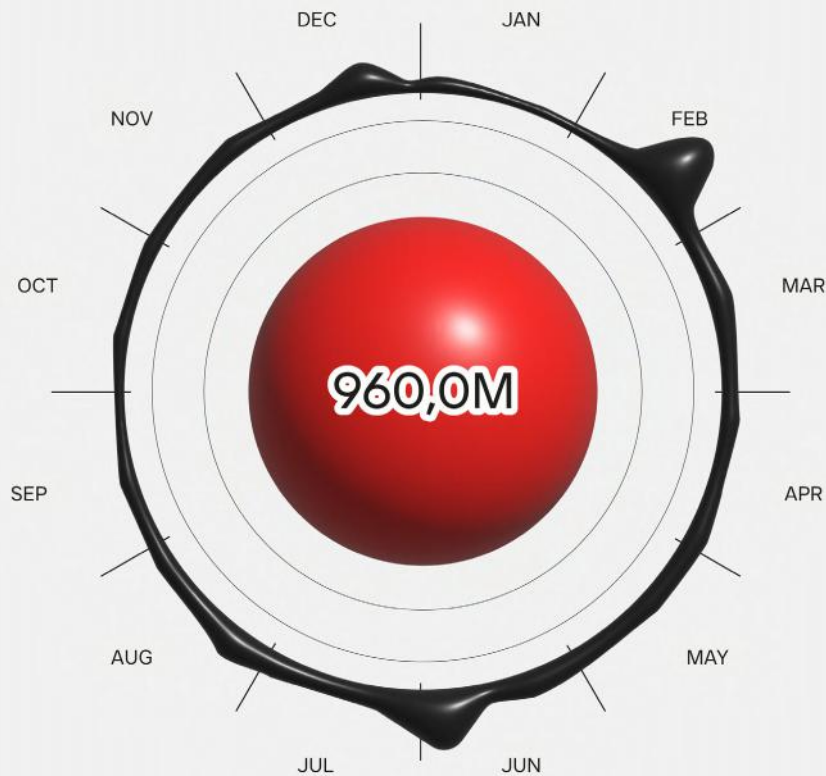
JW Anderson and Jacquemus represent a new generation of designers, albeit with very different styles. Jacquemus is the epitome of the French dream, *La Vie en Rose*, which, in the case of the maison, turned cherry red in 2023 with over 130,000 Instagram interactions. Meanwhile, JW's TikTok is dominated by vibrant shades, plastic shapes, and childhood themes, amassing 5.6 million likes.





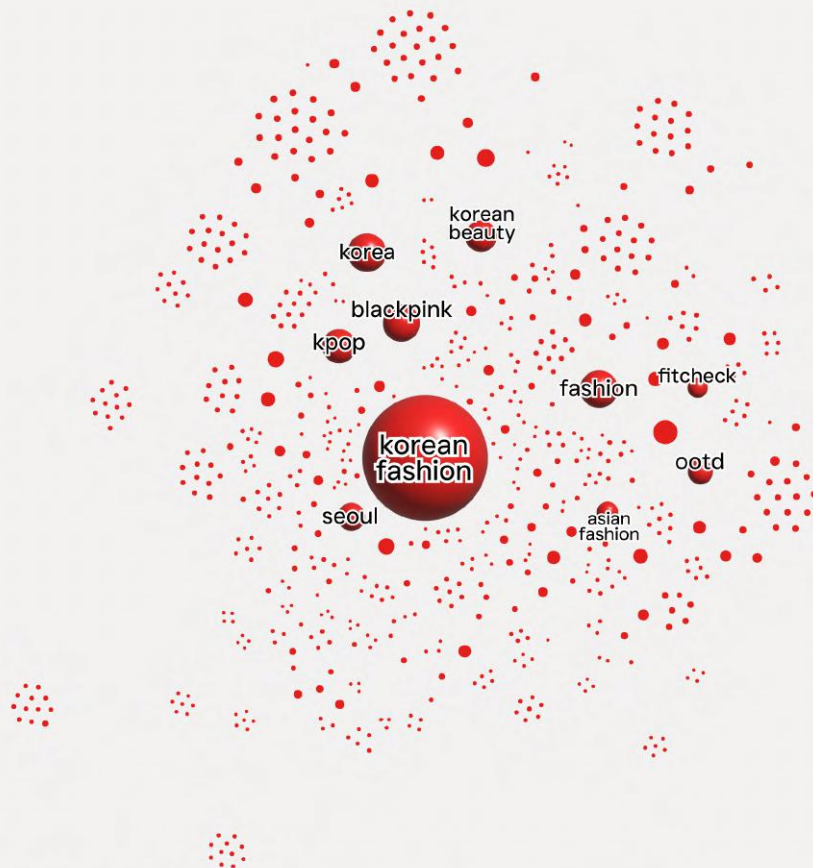
KOREAN FASHION

Viral phenomena in Korea are commonplace. Just as K-Pop stars Jimin, Lisa, Jennie, Rosé, V, and Byun Baek-hyun captured the hearts of many, drawing the attention of luxury brands that chose them as ambassadors, Korean fashion in 2023 saw sensational success. It gathered 15.2 million engagements on Instagram and 960 million views on TikTok, with global interactions growing +600% after the Seoul Fashion Week.



HOW TO READ

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HOW TO READ

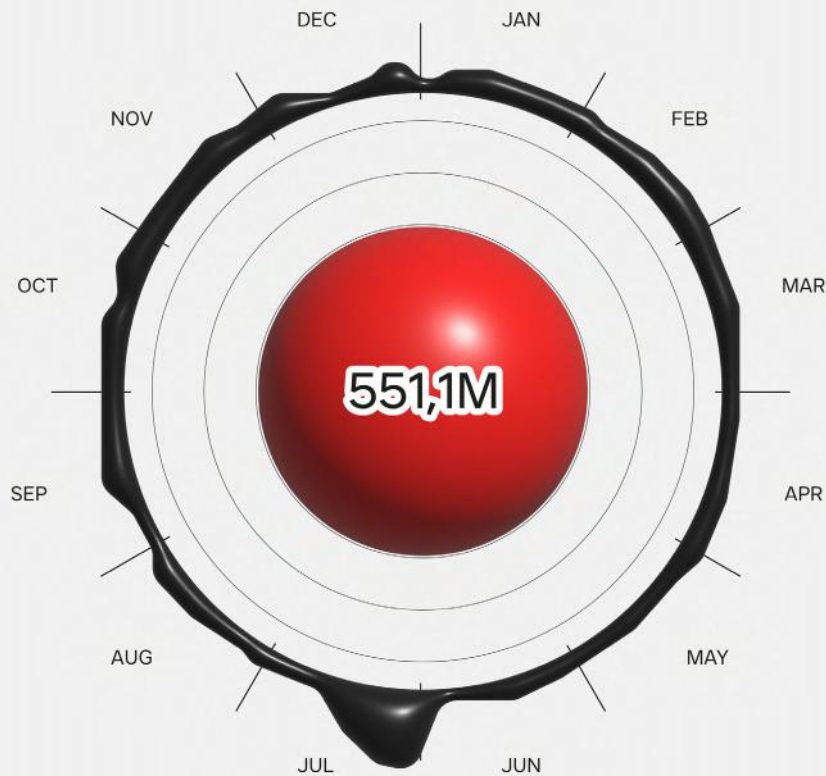
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LAYERING

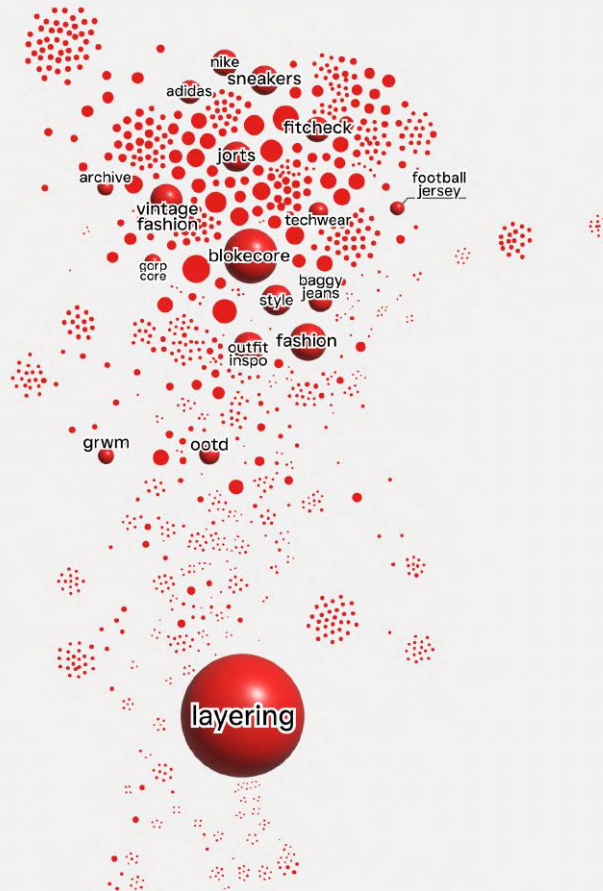
Trends like Blokecore and Necklace Stacking have turned layering into one of the most beloved styling techniques for the new generations. Confirming its rapid growth, 2023 social media data on the topic include over 12,000 Instagram posts and 551 million TikTok views, proving that Gen Z's favourite trend is customisation.





HOW TO READ

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Miu Miu

Ballet flats, viral bags, geek-chic glasses, and coordinated layering. Mia Goth, Emma Corrin, Ethel Cain, and Troye Sivan's cameos were not the only factors propelling Miu Miu into the Olympus of Gen Z's most loved brands, but the continuous production of garments and accessories perfectly embodying their passion for vintage aesthetics. With over 120 million interactions on Instagram and 2.5 billion TikTok views, Miu Miu witnessed unparalleled success in 2023.



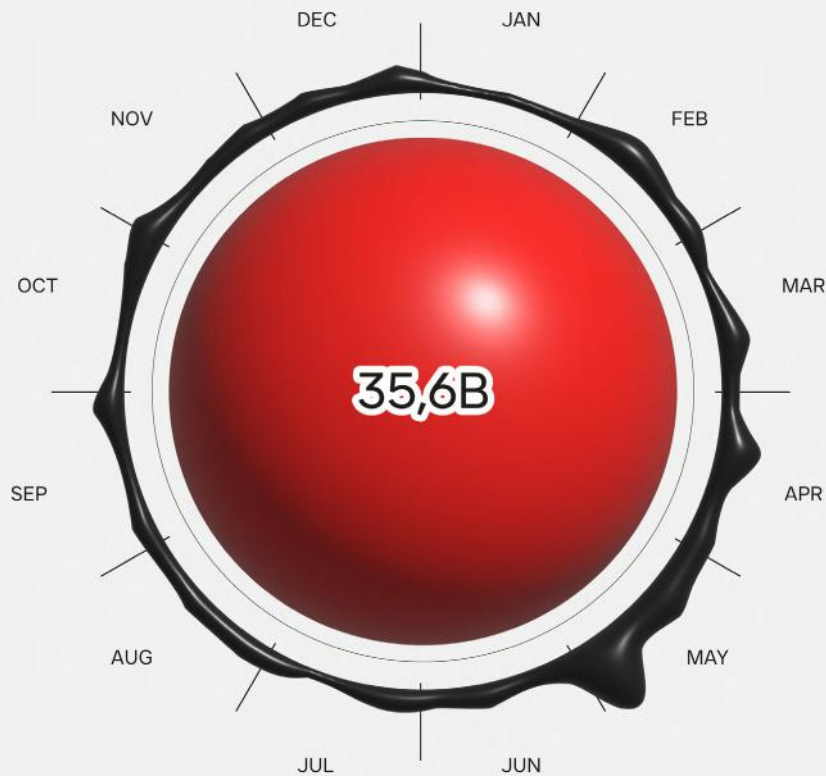
A man wearing a Napoli football jersey (blue and white stripes) is looking down. A large, semi-transparent red heart is overlaid on his face and the right side of the image. The background is black.

NAPOLI

I ❤️ YOU
BUT I'VE CHOSEN
NAPOLI

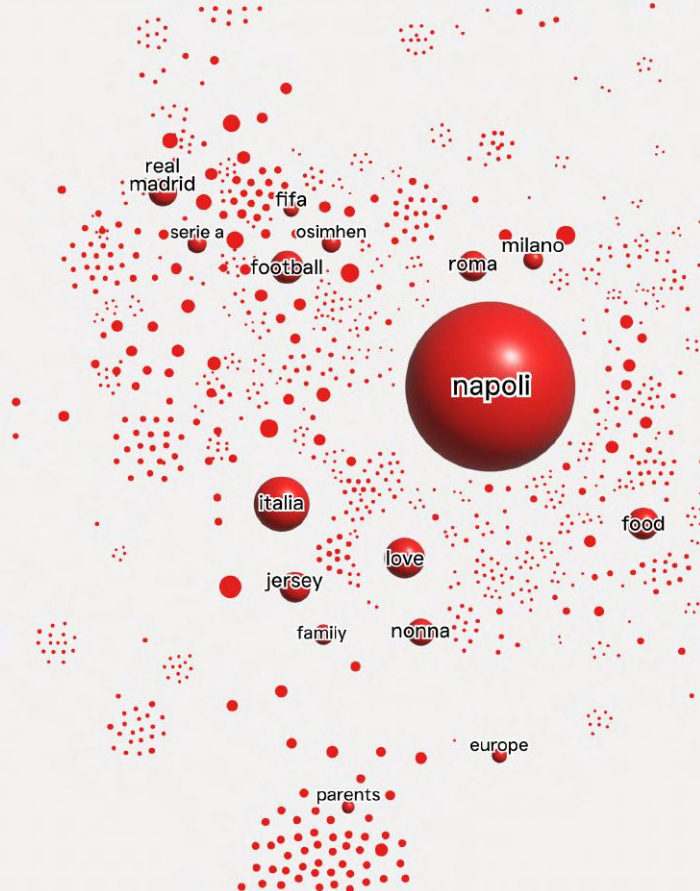
The letter N in 2023 is dedicated to Naples, a city that in the past months has experienced a grand rebirth. With its third championship victory, celebrations continued for months, both in the town's alleys and online. During the celebrations, "Napoli jersey" saw a spike in Google searches, while over the past 12 months, #Napoli gathered 690 million interactions on Instagram and 35 billion views on TikTok.






HOW TO READ

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A woman with blonde hair, wearing a bright red jacket and light blue jeans, is posing against a black background. She is looking down and to the side, with her right hand raised near her head and her left hand near her waist. The lighting is dramatic, highlighting the red of her jacket.

O OOTD

Perhaps one of TikTok's most popular hashtags with 163.3 billion views, #OOTD (Outfit of the Day) is decidedly here to stay. Its success speaks volumes about the explosion of self-produced content popularity in recent years – and the phenomenon is not limited to TikTok but also extends to Instagram, where the hashtag has 1.6 billion interactions. Having an online presence in 2023 means being a protagonist, as celebrities are not the only ones to showcase their style.



Q ootd



Top

Videos

Users

Sounds

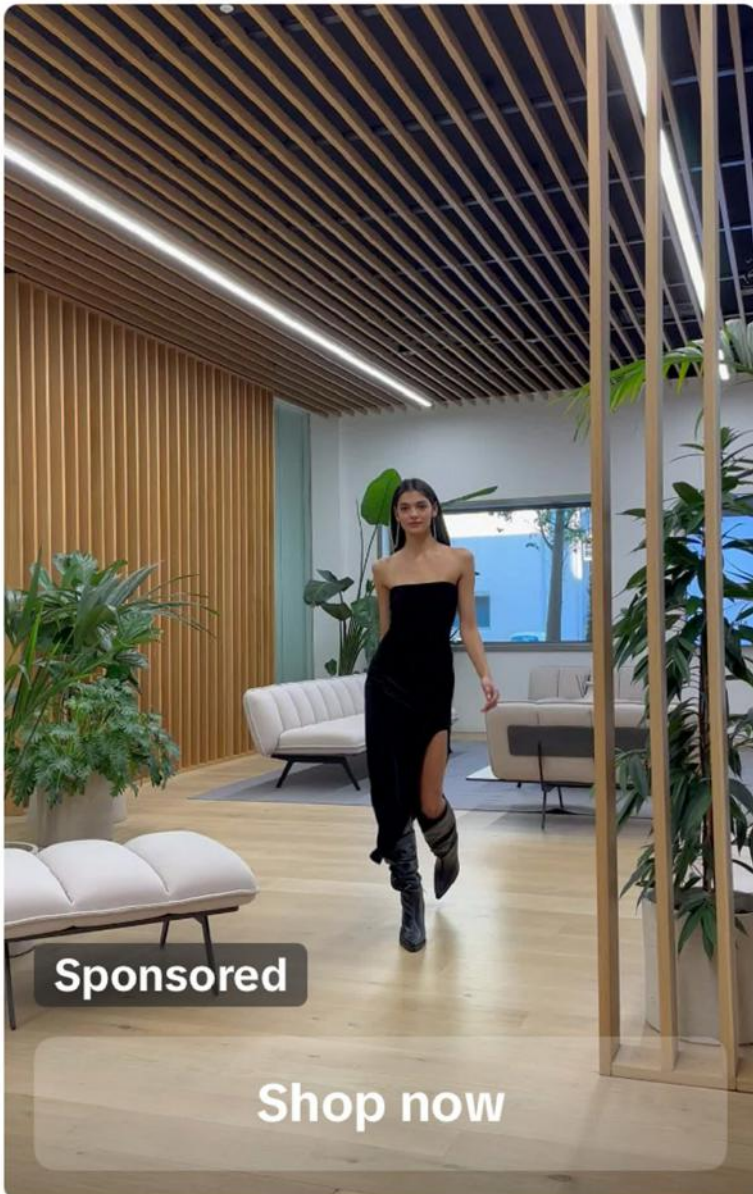
LIVE

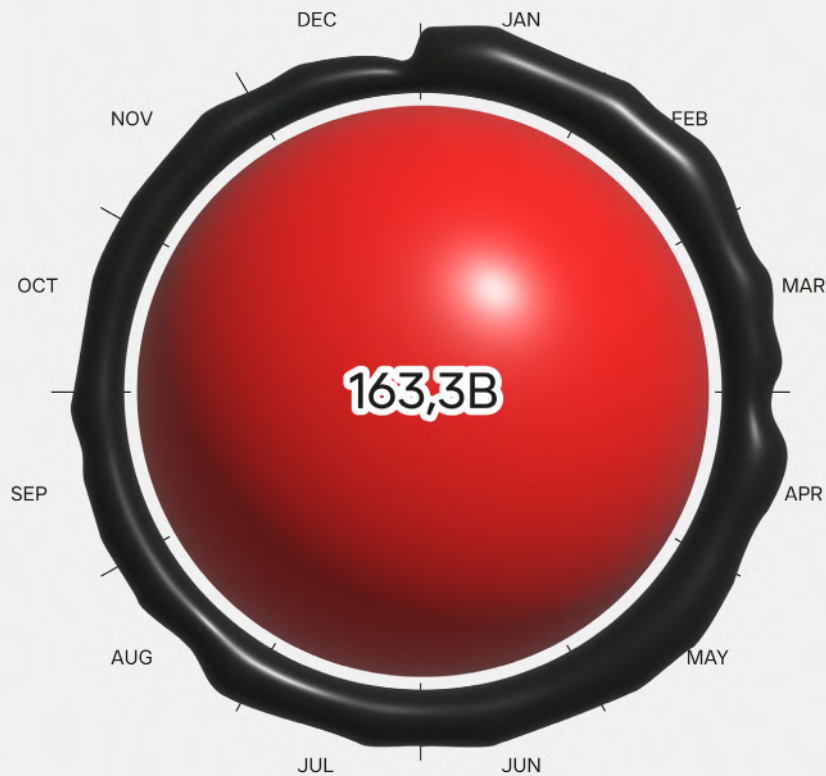
Places

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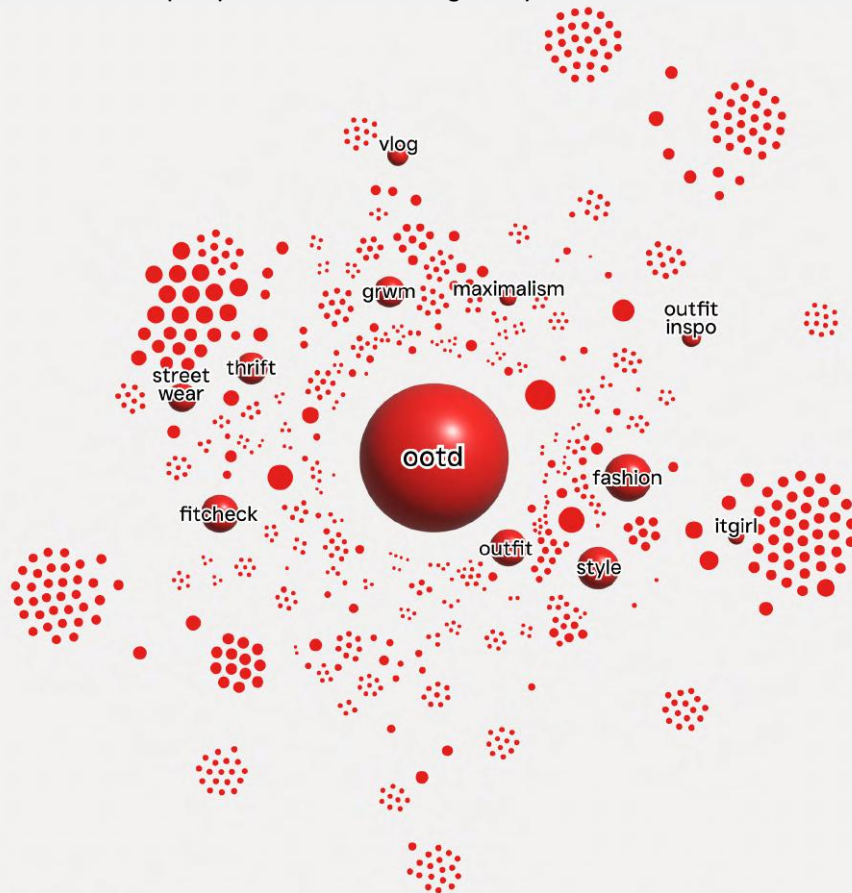
"OOTD" stands for "Outfit of the Day" and is a popular hashtag used on social media platforms like Instagram and TikTok. It's a way for people to showcase their fashion sense and share their daily outfits with their followers. OOTD posts often include a full-body p... more





HOW TO READ

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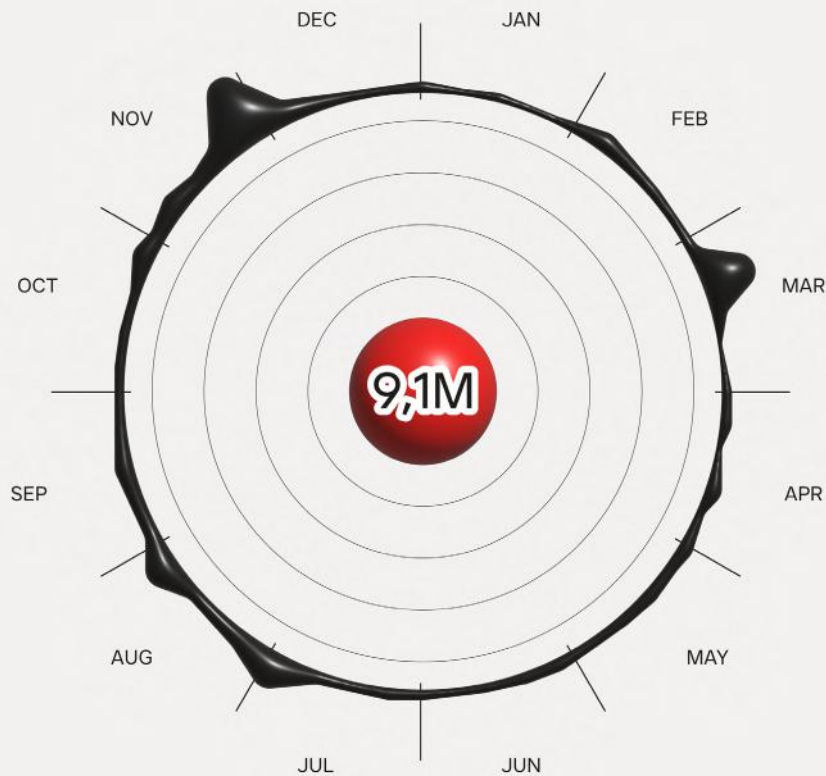
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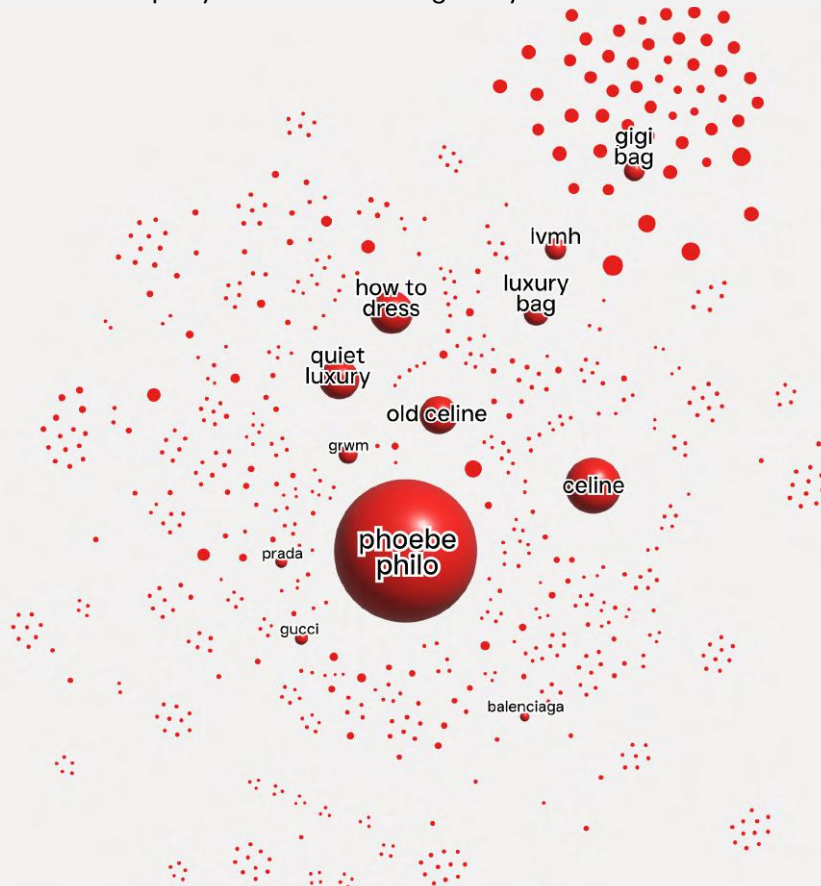
P HOEBE PHILO

Elusive and enigmatic, Phoebe Philo has been captivating the masses for over a decade. Like all great personalities, her absence is more palpable than her presence. When the designer returned to the scene with a brand bearing her name, it was impossible to ignore her – with 1 million interactions on Instagram and 9.1 million TikTok views, her return was one of the most popular events of the year.



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Q U I E T L U X U R Y

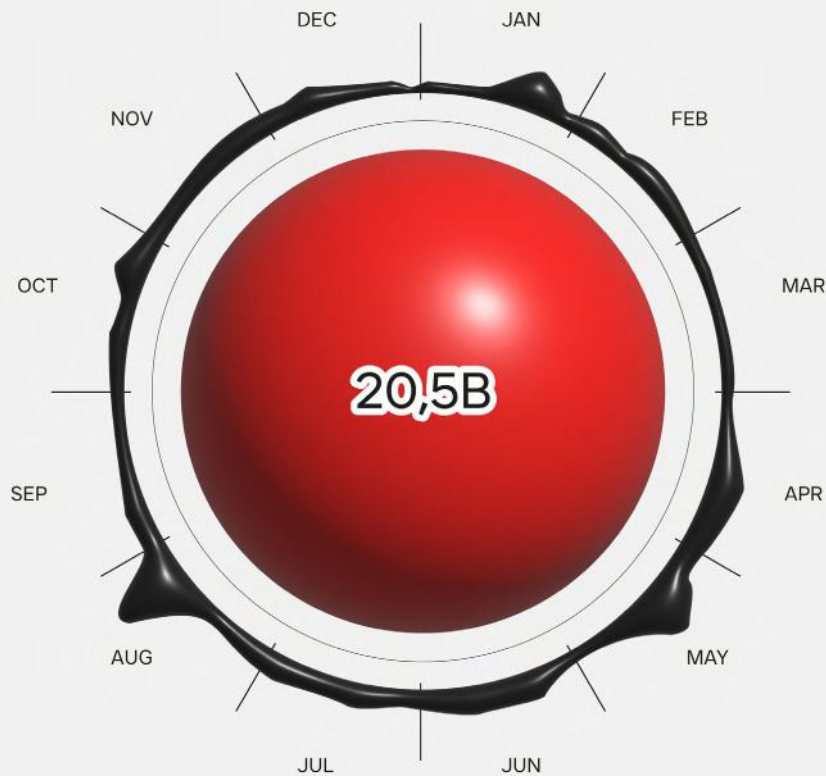
The trend that defined 2023. Following *Succession* and its characters' inconspicuous outfits, the **dedicated TikTok hashtag** reached 363.9 million views, with 9 million interactions on Instagram. This year alone, Google searches for the term grew by 1.900%, astronomical figures following the spread of the aesthetic on catwalks worldwide.





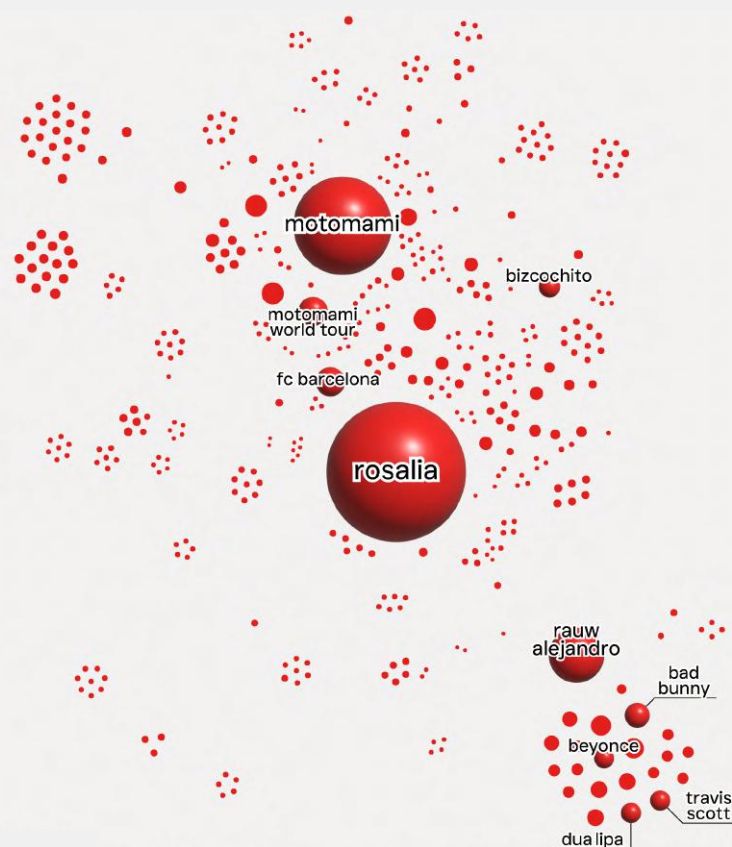
ROSALÍA

The Catalan pop star was undoubtedly the queen of the year. The numbers speak for themselves: 20.5 billion TikTok views, 74.2 million interactions, a 40% increase, and more than 29,000 dedicated posts on Instagram. The surge in Google searches that crowned her as 2023's it girl was related to her collaborative jersey with FC Barcelona, confirming how the sports world has become central to pop culture this year.



HOW TO READ

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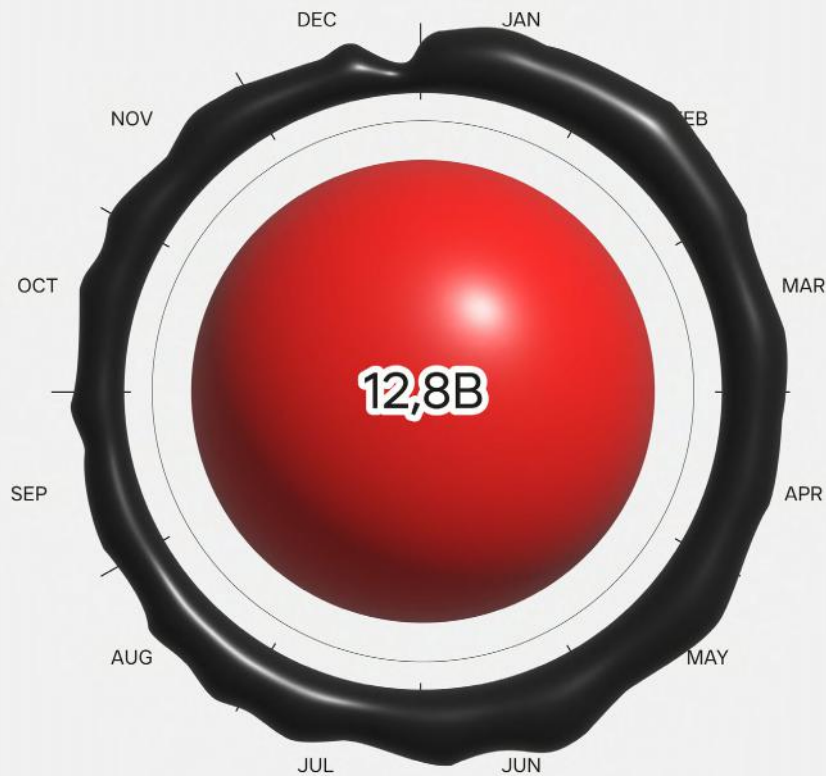
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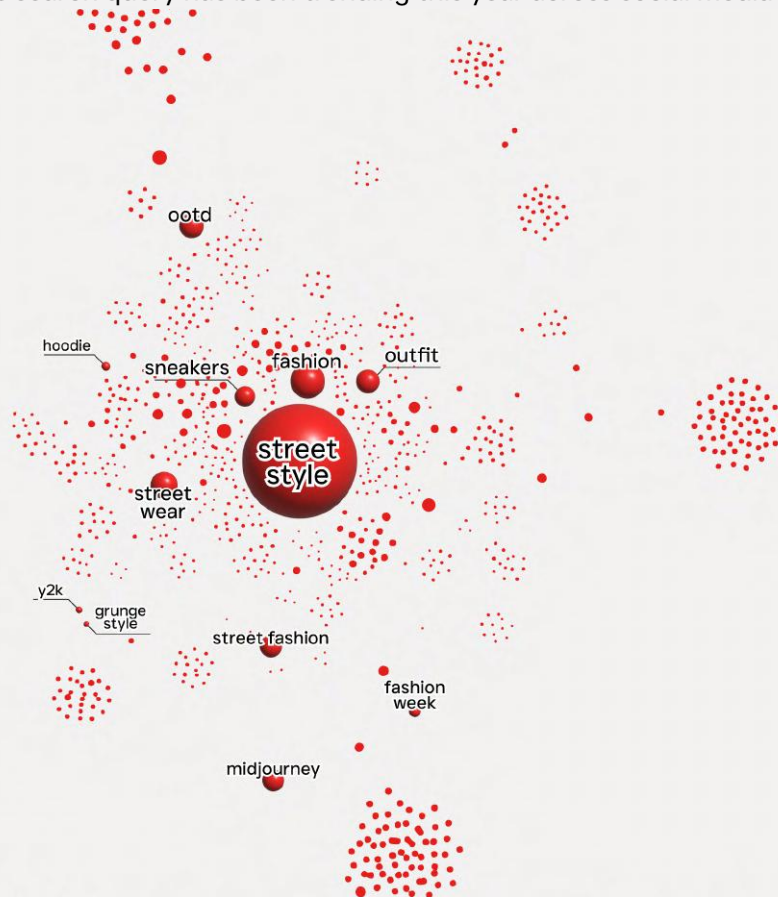
STREET STYLE

The gift that never runs out. Street style remains one of the audience's favorite fashion formats. While online searches were already high during the past year, Google reveals that in 2023 they almost doubled, with a +190% increase. The hashtag is one of the most repeated mantras on TikTok, with 12.8 billion views and 362.7 million interactions on Instagram.



HOW TO READ

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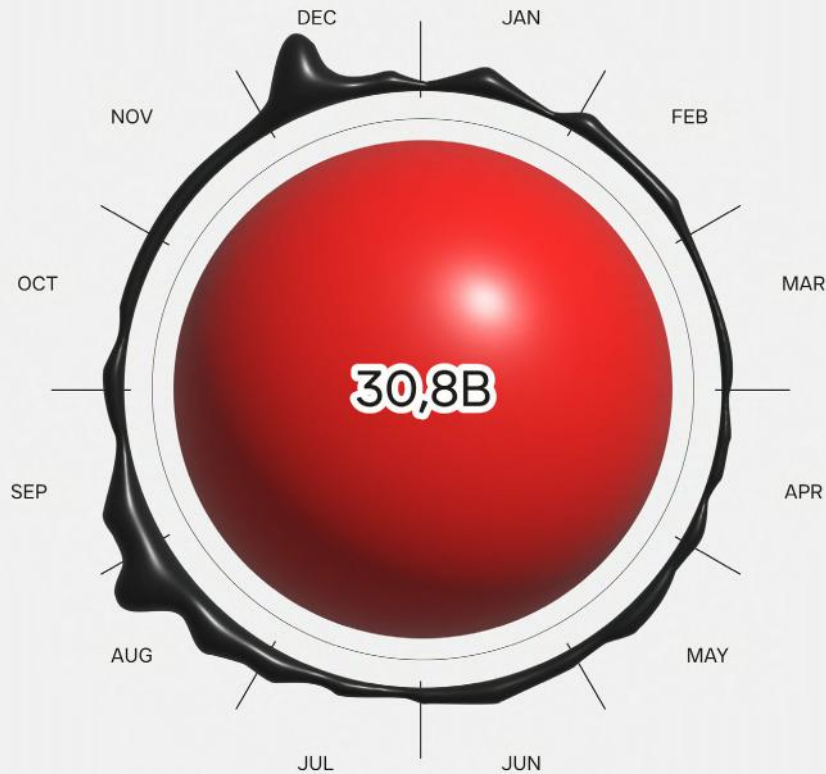
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A photograph of Travis Scott sitting on red stadium bleachers. He is wearing a red Nike hoodie, a red beanie, and a red and white necklace. He is looking down at his hands, which are clasped together. He is wearing white sneakers with red accents. The background is a dark, out-of-focus stadium setting.

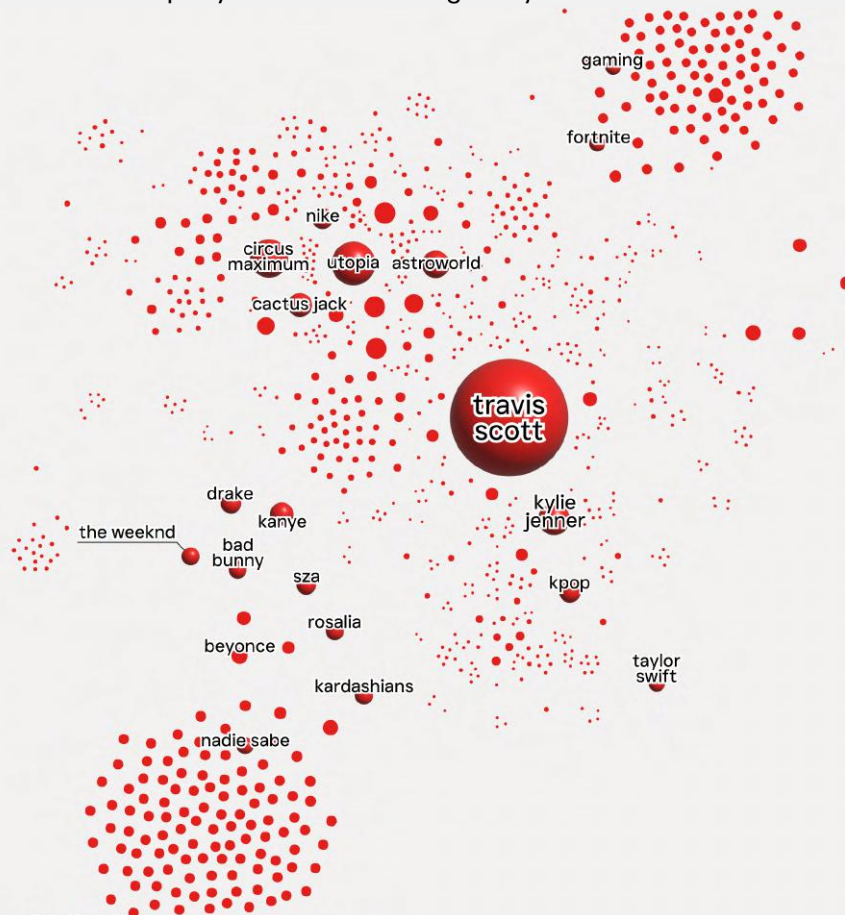
TRAVIS SCOTT

If you thought Travis-mania was confined to 2021, think again. Searches related to the rapper increased this year but truly exploded with the release of **Circus Maximus** and his concert in Rome. 30.8 billion views on TikTok alone; on Instagram, 109.7 million interactions and over 30,000 posts. Although it was interrupted some time ago, his collaboration with Nike reignited curiosity this year, demonstrating the iconicity of his persona.



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A close-up photograph of a person's back and shoulder. A red strap with a silver buckle, identified as the 'Uniqlo Bag', is draped over the shoulder. A yellow and blue patterned scarf is also visible. The background is dark.

UNIQLO BAG

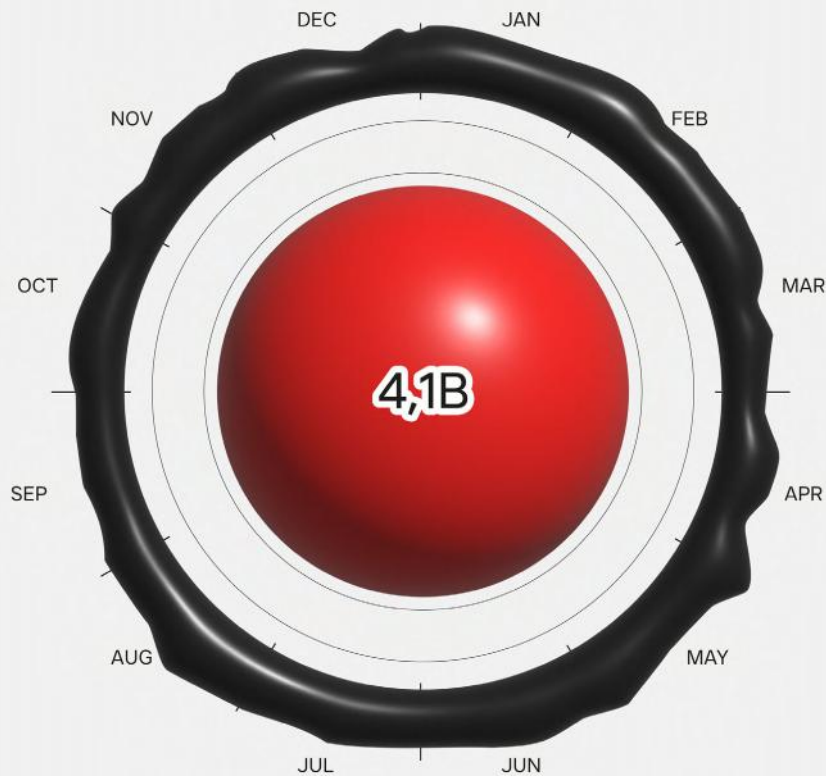
They are everywhere. Whether it's because they come in every color, because they are unbelievably spacious, or because the related TikTok hashtag has 122.1 million views and over 2 million interactions on Instagram. On Google, searches related to the Uniqlo Bag soared by 195% this year: the true it-bag of the year.





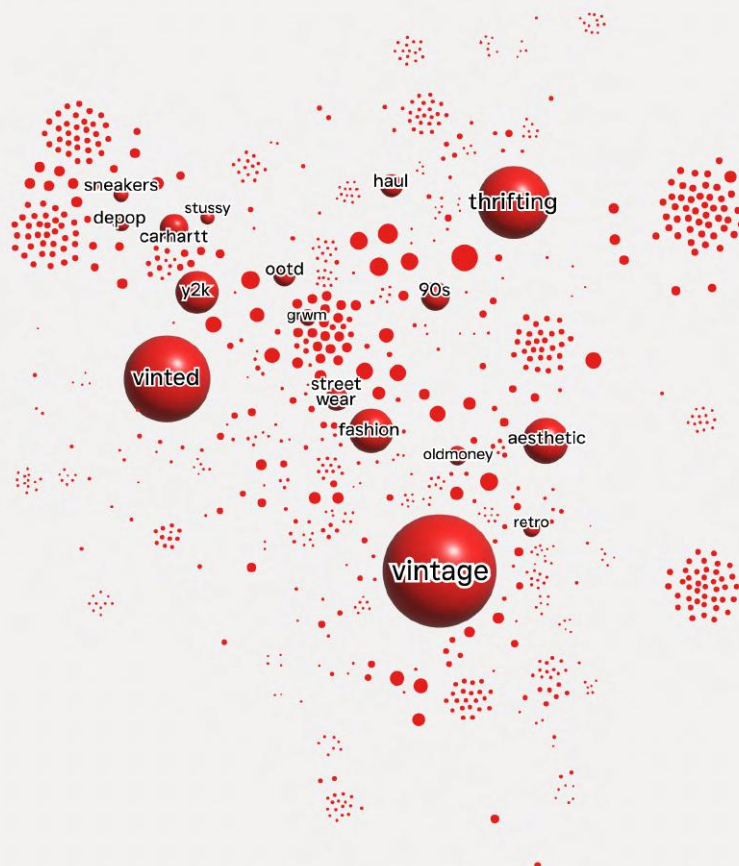
VINTAGE

Interest in vintage items continues to grow. Curiosity doesn't only concern purchasing, an undoubtedly important practice in the field, but also the desire to discover more about the **history of brands** and individual pieces. Thus, the power of the secondary market is confirmed to be a trending topic for the second consecutive year, reaching 900 million interactions on Instagram in 2023 alone.



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A woman with long dark hair wearing a red t-shirt and a man with dark hair wearing a grey zip-up jacket are looking at a smartphone together. The woman is on the left, and the man is on the right. The background is dark.

WHAT PEOPLE ARE WEARING

Among the most popular searches on the web and especially on TikTok (about half a billion), the Hamlet-like dilemma “What are people wearing?” is still sparking significant interest. Searches are not limited to celebrities, but they also encompass entire geographical areas. After all, who doesn’t like to know what people on the other side of the globe usually wear?



Q what people are wearing



Top

Videos

Users

Sounds

LIVE

Places

Has

Top liked

What People Are
Wearing in Paris
Today!

Never fails to amaze

12/11/2022



What People Are Wearing
in Paris Today! Never fails...



Linoya

♡ 1,0M



What People Are
Wearing Today

London, England 🇬🇧

2/22

London girlies turning out
some LEWKS this fashion...



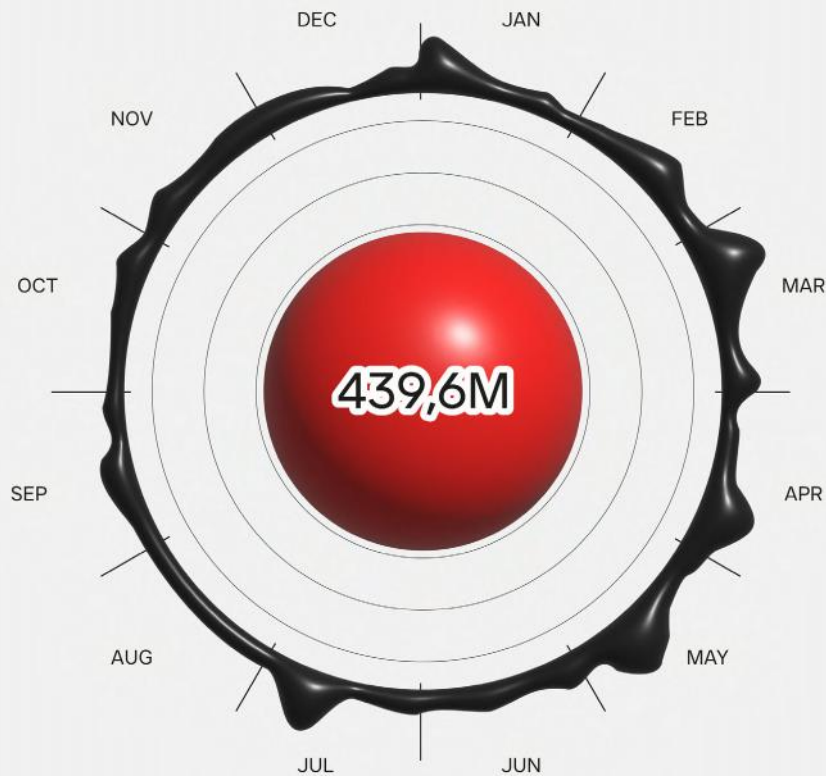
Verona Farrell

♡ 749,2K

Others searched for

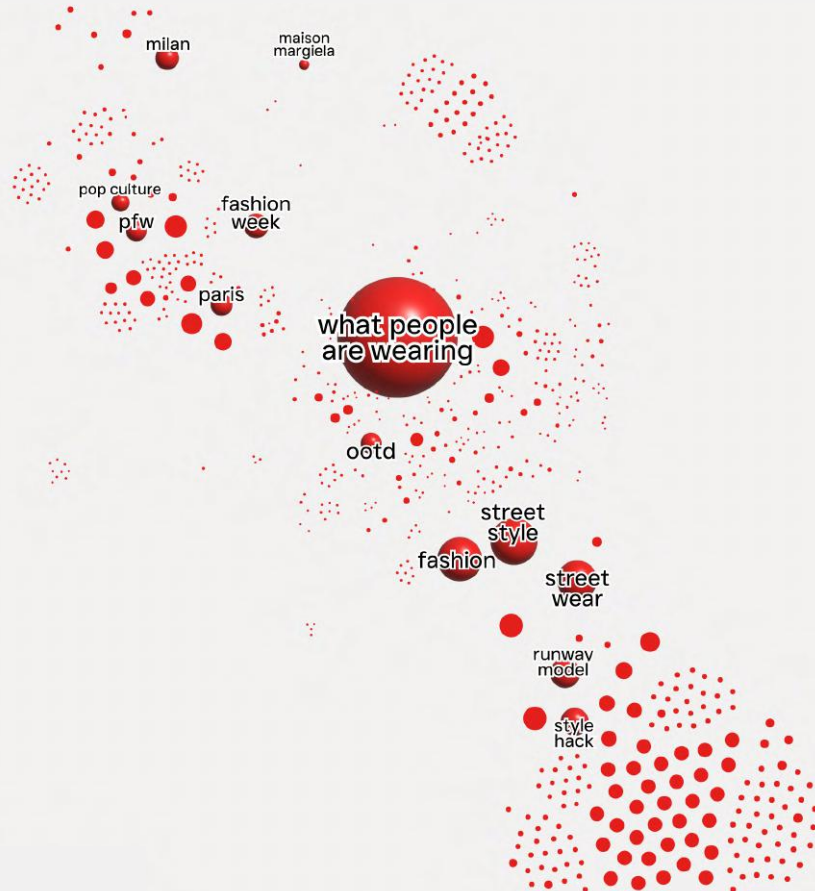
what people are wearing in
monaco

what people are wearing in
milan winter



HOW TO READ

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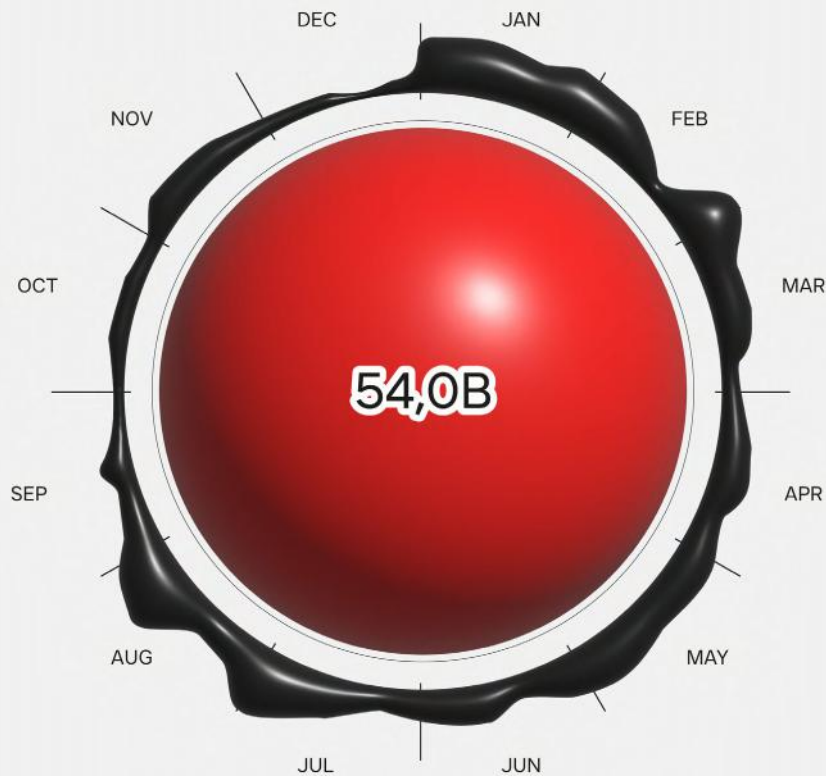


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We still haven't gotten used to calling Twitter by its new name, nor have we managed to associate it with its new brand identity. Searches for "twitter logo" increased by 1.300% this year, following the introduction of the X instead of the iconic blue bird. Moreover, the social platform has been used as a virtual battleground for personalities of the caliber of **Elon Musk**, **Andrew Tate**, and many others.



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In this visualisation, each circle represents a word related to the main keyword, and the size of the circles shows how closely related they are. The layout, created using the Force Atlas algorithm, organises words based on their connections, making it easier to see patterns in this complex network.



The revival of the 2000s, which began in 2021, shows no signs of waning. In total, the hashtag on TikTok has garnered 29.1 billion views. Despite years passing since the rediscovery of this aesthetic, Y2K silhouettes continue to appear in the lookbooks and runway shows of many clothing brands, with **low-rise fashion** topping the list.



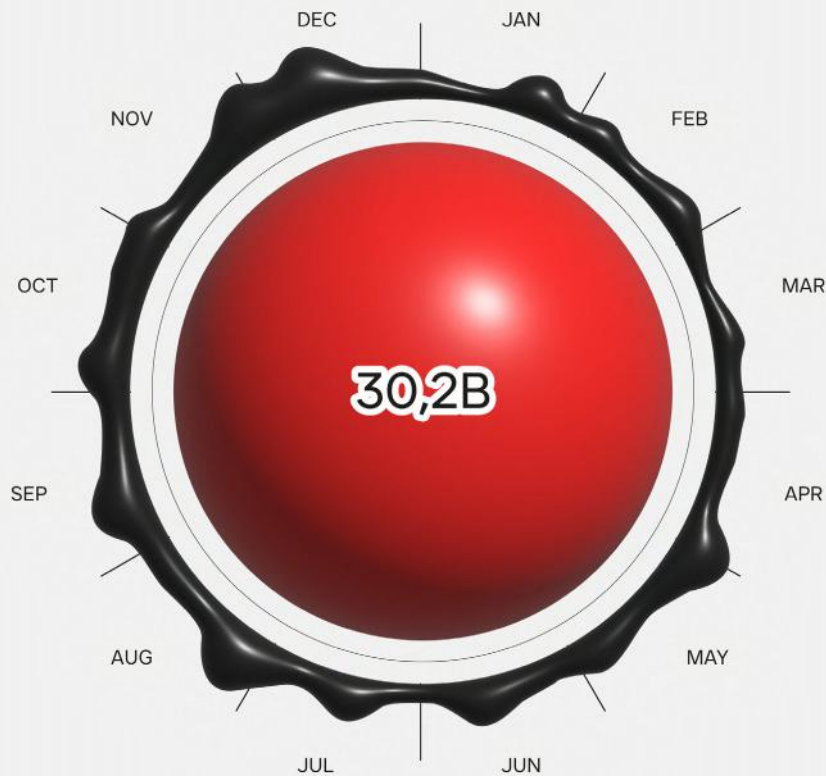
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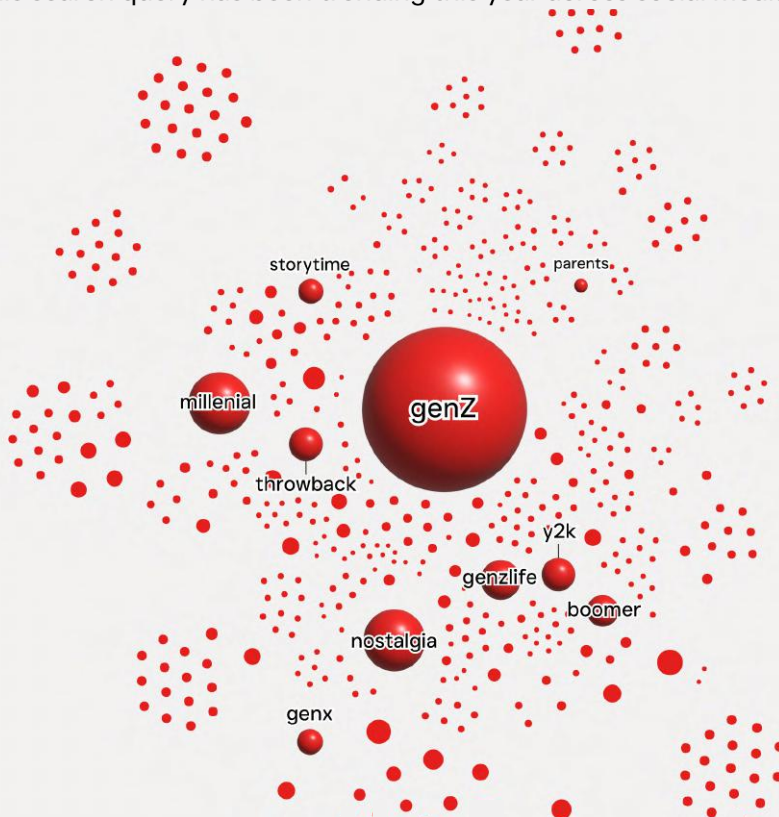
Z GENERATION

There are 25,000 posts bearing the **#GenZ** hashtag on Instagram, reaching a total of 35.5 million interactions. On TikTok, the term totals approximately 30.2 billion views. Defining Generation Z is no small feat, as demonstrated by the diverse and varied spheres of interest that attract the so-called centennials.



HOW TO READ

The central graph illustrates the total number of TikTok views, presented to scale. The surrounding black graph depicts how this search query has been trending this year across social media and Google.



HOW TO READ

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