Oversized, faux fur and quilting are rising coat trends for AW21 says Stylight

By Sandra Halliday  -  9 September 2021

Fashion search engine Stylight said oversized trench coats and bomber jackets, faux fur and quilting all look like being key for the forthcoming coats season.
Clicks on these items have risen even though the cold weather hasn’t started in most markets just yet. In fact, the jackets and coats category has seen a 163% clicks rise so far compared to a year ago as consumers face a 2021/22 autumn and winter in which they’ll be out and about rather than locked down at home as in 2020/21.

In its latest trend report, Stylight said that the XL trench coat has seen a 30% rise in clicks on the site year-on-year with the focus being on oversized cuts and with lapels also being scaled up to match the coats’ proportions.

Bomber jackets are also big news, but oversizing is again the way forward. Having been seen on the runways at Prada, Philosophy, Bottega Veneta, Louis Vuitton, Etro and more, they’ve also been taken up by influencers and this is clearly getting through to consumers. Clicks on this item have risen 33% since a year ago.

Quilted coats are also in the spotlight with clicks here up 40%. Influenced by Max Mara’s runway version, Stylight says the trend is being affected by an ongoing interest in comfort and cosiness that consumers still have post-pandemic.

The fourth major outerwear trend is the long synthetic fur coat, with its clicks up 26% year-on-year. Again, runway trends (that were largely irrelevant a year ago as lockdowns made an impact) are a driving force this time round. Pushed by Prada, Bottega Veneta and Stella McCartney, the faux fur also feeds into the more ethical sensitivity of consumers.

Other trends to note that are affecting outerwear include a fondness for green, an 11% rise in clicks on knee-length coats, and a 37% increase in thin belts clicks as coats with barely-there belts also proved a hit on the runways.

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