

Loungewear

While loungewear has been a growing sector for over a decade, factors such as the desire for comfort, the popularity of multi-use garments and the increase in working from home have propelled its growth.



2017

The look of cross-category loungewear or 'life-wear' ranges begin to take shape, highlighted by WGSN at trade shows and led by brands such as Hanro, Asceno and Lunya.

2018

The growing importance of the home as a place of wellbeing and comfort is highlighted by WGSN in the Future Innovations 2021 report.

The concept of Home Hub is back in focus for Big Ideas 2021 – WGSN predicts working and playing closer to home will fuel the rise of the loungewear category.

Considered Comfort – WGSN forecasts how fashion will respond to our changing relationship and defines 'the new cosy' mode of dressing.

2019

#Pyjamadressing is added in the Fashion Feed.

The desire for comfort in the home is reinforced by WGSN Instock Data, recording an increase in the words 'soft' and 'cosy' at retail with 'soft' properties increasing by 109% in the US and 30% in the UK YoY across A/W 18 new season loungewear deliveries.

Hashtags are added to the Fashion Feed – #stayhomestyle, #twomilewear, #knittedset

As we are confined to our homes during the coronavirus pandemic, WGSN revisits 2020/21 design priorities, pulling together Home Hub-related analysis and design direction.

Sweatpants show an increase of full-price sell-outs at 16% in the UK and 22% in the US.

Post-pandemic, lasting lifestyle changes and #stayhomestyle will continue to influence the loungewear category, with a focus on comfortable, ethically sourced fabrics and cooling properties.

2020