Retviews Barometer
- Christmas wear special -

**The festive period during a health crisis:
sweaters replace sequins**

Paris, December 15, 2020 **– Retviews, the data analysis solution based on artificial intelligence and big data, acquired by Lectra, decodes the products offered for sale by fashion brands for the festive period. What are the main trends this year? What conclusions can be drawn in this very specific context, given the health crisis and current restrictions?**

Main findings

Brands are offering fewer fashion items specifically for Christmas this year compared to 2019. Because these products have an extremely short lifecycle, brands tend to limit their stocks and devote only 2% of their new arrivals to festive clothing.

Party wear unveiled by the brands around the Black Friday period gives customers time to prepare for the festive season. We therefore discovered these mini collections from November 16 on the home pages of online stores and in their newsletters, in the case of almost all retailers, from H&M to Zara.

Looks are very different to the previous year, with the focus mainly on sweaters and knitwear, followed by accessories.

New Arrivals-top categories (in number of articles) — Retviews, Women-Men 2020

Accessories	Knitwear	Outerwear	T-shirt	Dresses
693	599	316	308	298
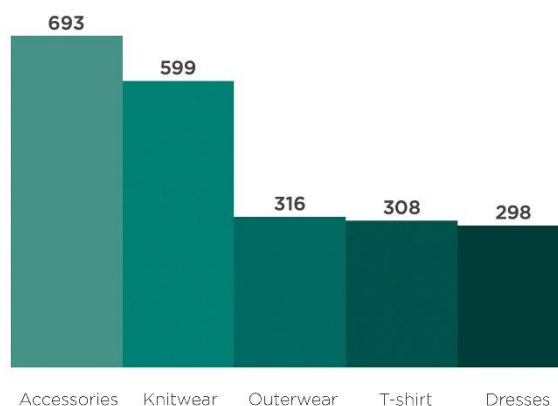
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Accessories take the top spot for women

Party dresses are only in third place this year, behind accessories and knitwear. A reduction is observed in the number of models proposed and particularly in the number of party dresses, which account for only 17% of new arrivals this year compared to 28% in 2019. These have made way for dresses that can be worn either at a dinner party or as everyday wear. Retailers are therefore focusing more on accessories than on glamorous dresses. This is undoubtedly a strategic decision on their part in a context where seasonal celebrations (Christmas and the New Year) are likely to be less festive and gatherings smaller than in previous years.

H&M has announced more versatile "festive looks". Zara has chosen to use details, fabrics and cuts to add more style and glamor. However, most items are centered on black and velvet. There are only a few dresses with sequins or lace and tantalizing sheer fabrics, aimed at young fashionistas.

"Uncertainty and a wait-and-see approach still prevail this Christmas. Whatever happens, holiday gatherings are going to be smaller than normal and looks will be less festive. This trend has also had an influence on colors, with darker colors dominating", observe the Retviews teams.
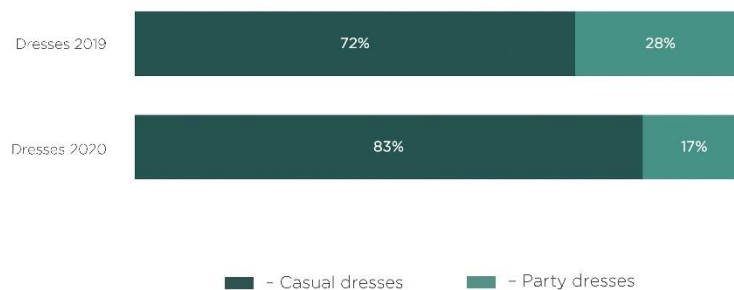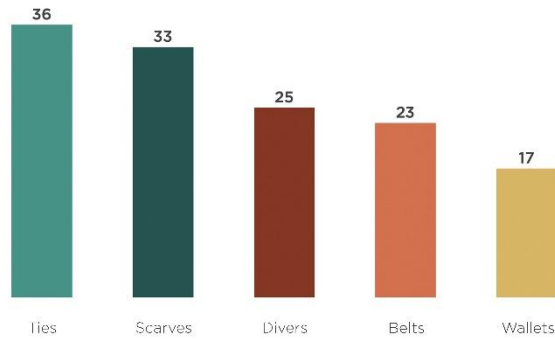

Traditional gifts for men

The new products offered in collections for men are focused on everyday fashion: no large arrivals of shirts or blazers, and more sweaters and pants. Accessories also make a big comeback with the promotion of items as "*gift ideas*".
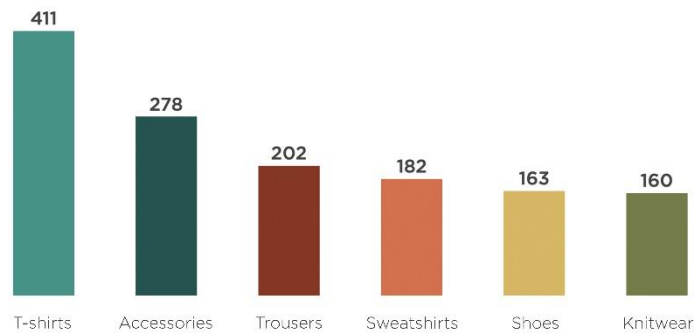
A more detailed analysis of types of accessories reveals that they are mainly ties, scarves, belts and wallets. All these products are presented in the brands' marketing messages as gifts to "prepare for the holidays/festive period".

New Arrivals- Accessories (in number of articles)   Retviews, Menswear 2020

Ties	36
Scarves	33
Divers	25
Belts	23
Wallets	17

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No festive items for children

This finding is even more evident in the case of children, for whom new arrivals include very few truly festive items. There are mainly t-shirts, sweaters, accessories and pants, but no festive outfits or dresses for girls.

New Arrivals- Top Categories (in number of articles)   Retviews, Kidswear 2020

T-shirts	411
Accessories	278
Trousers	202
Sweatshirts	182
Shoes	163
Knitwear	160

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***Methodology**: Using its tools combining artificial intelligence (AI) and big data, Retviews analyzed more than 15,000 articles presented in the newsletters of fast fashion brands during the commercial discount period from November 16 to 29, 2020. Brands studied: Zara, H&M, C&A, Mango, Uniqlo, Massimo Dutti, Market, Cos, Pimkie, Jennyfer, Celio, Jules, Oysho, Pull&Bear, Bershka. Jack&Jones, Bonobo, Devred, Kiabi, OVS, TAO, &Other Stories.*

About Retviews:

In a more intense competitive context than ever, fashion industry decision-makers need to rely on a benchmarking automation solution designed specifically for their sector, to enable them to make the best decisions faster. Founded in 2017 and recently acquired by Lectra, Retviews has developed an innovative technology offer based on a model combining artificial intelligence and big data. The Retviews offer enables fashion brands to analyze the market efficiently and in real time and gives them a 360° view of their competitors.
More information: https://retviews.com/

About Lectra:

For companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra is crafting premium technologies that facilitate the digital transformation of their industry. Lectra's offer empowers brands, manufacturers and retailers, from design to production, providing them with the market respect and peace of mind they deserve. Founded in 1973, today Lectra has 34 subsidiaries across the globe, serving customers in over 100 countries. With close to 1,800 employees, Lectra reported revenues of €280 million in 2019. Lectra is listed on Euronext (LSS).

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