

HOT GIRL SUMMER



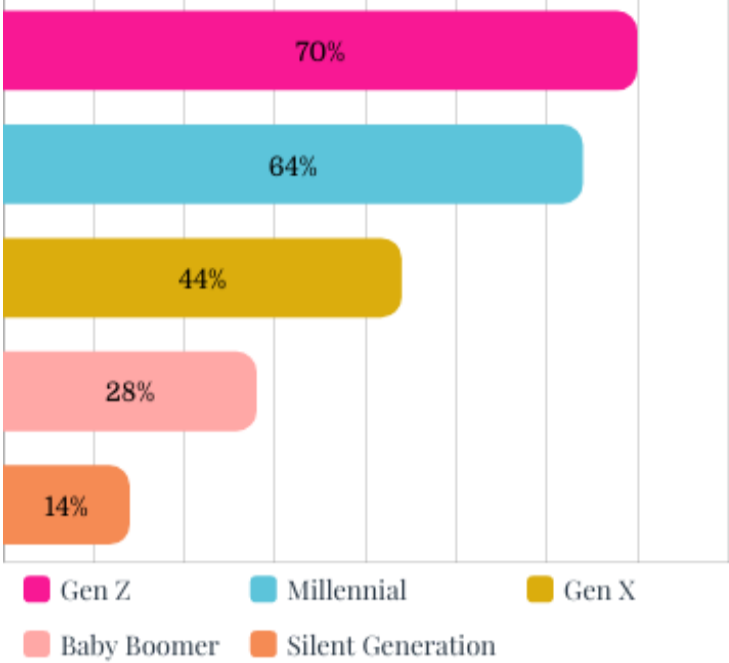
WARMING THE GLOBE WITH THIS SUMMER'S HOTTEST FASHION TRENDS

WHAT ARE AMERICANS DOING THIS SUMMER?

SHOPPING.



"I spend more money on clothes during the summer than any other season."



According to Atomik Research's online survey of 2,004 adults, summer is America's favorite time to splurge. Whether stocking up on new swimsuits or coordinating camera-ready outfits for their vacations, summer has become a season-long shopping spree for some adults. In fact, more than half of adults (52%) say they spend more money on clothes during the **summer** than any other season, with millennial and Gen Z adults leading this majority. This observation is further reflected in the numbers, with the revenue of the global apparel market having reached 1.5 trillion U.S. dollars, and the industry is forecasted to show positive growth.

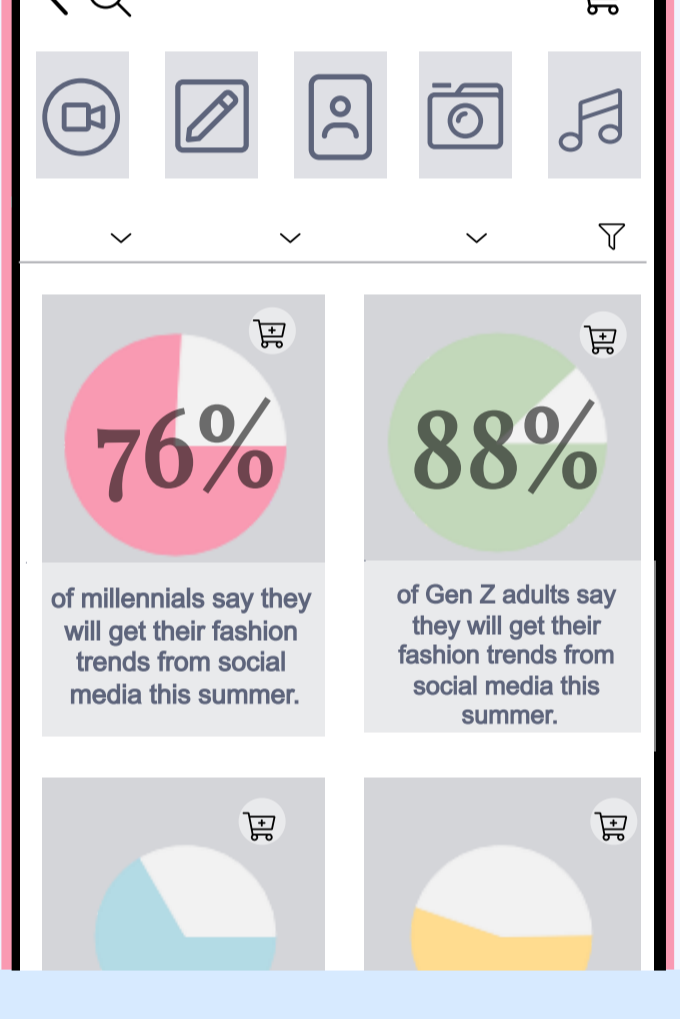
What could be causing this sudden upsurge in spending sprees and clothing hauls?

HOT GIRL SUMMER OUTFIT OF THE DAY WHAT I WEAR IN A WEEK SUMMER CLOTHING HAUL GET READY WITH ME

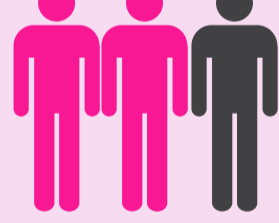
2023 is upon us...

And with it comes another season of Gen Z's self-pronounced "Hot Girl Summer"; a time to pay a keen eye to the hottest fashion trends and focus on creating the new and improved You. And what's the most simple and cost-effective way to recreate yourself? [Click the link and buy a bunch of cheap clothes!](#)

Social media has made it dangerously simple for our tech savvy population to keep track of trends, locate cheap apparel and send it to their doorstep with just a few clicks. From the budding popularity of influencer-guided shopping apps to the implementation of reverse image searching in various clothing retailer apps, it has never been easier—or more **addictive**—to shop.

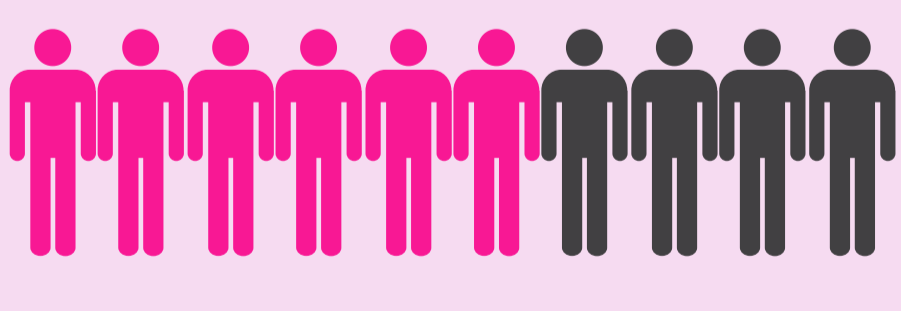


With more than 76% of millennials and a staggering 88% of Gen Zs saying they will get their fashion trends from social media this summer, the role of social media in feeding the fashion industry is unwavering. Even the monetary barriers to fashion appear to no longer be a deterrent. Collectively, the rise of access to cheap clothing and adults' admissions that **they plan to work more this summer to make more spending money**— 2 in 3 Gen Z adults and 57% of millennials, respectively— create the ideal environment for undeterred growth.



66% of Gen Z adults say they will work more this summer to make **more spending money**.

57% of millennials say they will work more this summer to make **more spending money**.



SO, WHY SHOULD WE CARE?

Recent sources confirm that overall, the fashion industry is responsible for 8-10% of global emissions. The implications of America's fixation and addiction to fast fashion extend beyond issues of over-consumption and into ethics and environmentalism.

In summary...
 Girls aren't the only thing getting **"hotter"** this summer. [↑](#)

ADDITIONAL INSIGHTS

• **Brands:** Despite it all, sustainability is trending. With the knowledge that younger consumers are positioned to spend more this summer, particularly at the will of targeted social-media marketing, it's time to be mindful of sustainability and deliberately appeal to younger consumers' affinity of sustainable fashion. Continue to grant "easy access" to more sustainable products by utilizing omnichannel and digital integrated marketing while also joining in on the newly popularized "sustainability" trend.

• **Influencers:** Know your power. As both the fashion industry and the influence of social media on consumer habits grow, consider establishing yourself as a trustworthy and ethically motivated resource to your audience. Curate specific messaging in your posts and align yourself with brands that help maintain your established credibility.

Methodology: Atomik Research conducted a survey of 2,004 adults throughout the United States. The margin of error is +/- 2 percentage points with a confidence level of 95 percent. Fieldwork took place between May 30 and June 4, 2023.

GET STARTED
 INTERESTED IN CONDUCTING YOUR OWN RESEARCH?
 Contact Atomik Research at hello@atomikresearch.com to get started.