

December 4, 2018

GEN Z & MILLENNIALS THINK THESE ARE 10 OF THE HOTTEST FASHION BRANDS

CLOTHING AND ACCESSORIES ARE AT THE TOP OF YOUNG CONSUMERS’ WISHLISTS, AND OUR YOUTH BRAND TRACKER REVEALS WHAT FASHION RETAIL BRANDS THEY THINK ARE HOT RIGHT NOW...

When we asked Gen Z and Millennials [what they want to receive for the holidays](#) this year, clothing/accessories made the top of the list for the first time in years. (Money had been nabbing the top spot since 2016.) Clothes were also a major theme when we looked into how (and why) [young consumers are treating themselves](#). Our recent trend research found that 43% of 13-36-year-olds like to buy nice clothes/accessories when they decide to treat themselves.

Needless to say, despite a rocky run of years trying to adjust to young consumers’ purchasing preferences and patterns, these are positive notes for the fashion retail industry. The New York Times also [reported recently](#) that some stores are rising up out of [the retail apocalypse](#), with sales on the rise for several major brands. With clothing top of mind, and at the top of many of their shopping carts, we tapped into our youth brand tracker to find out which fashion retailers might be getting the benefit of positive buzz right now.

Our youth brand tracker [Ybrands](#) has collected over 60,000 interviews so far this year, tracking brands across a variety of variables, from the brands [seen as supporting causes](#) to the brands [they’re telling their friends about](#)—and the brands they think are hot right now. Here are the fashion retail brands that made it to the top of that ranking:

Hottest Fashion Retail Brands

13-17-year-olds	18-24-year-olds	25-36-year-olds
1. Nike	1. Nike	1. Nike
2. Under Armour	2. Supreme	2. Jordan
3. Vans	3. Adidas	3. Under Armour
4. Jordan	4. Jordan	4. PINK
5. PINK	5. PINK	5. Victoria’s Secret
6. Supreme	6. Victoria’s Secret	6. Supreme
7. Adidas	7. Vans	7. Adidas
8. Fashion Nova	8. Forever 21	8. The North Face
9. Converse	9. Fashion Nova	9. Target
10. Hollister	10. Target	10. Fashion Nova

*[Ybrands](#) measures young consumers’ relationships with a brand based on a weighted 6-point scale, ranging from “Never heard of this brand” to “This brand is one of my favorites.” As part of Ybrands’ “Brand Momentum” metric, we also ask respondents “Which of the following are

hot right now?" These are the top brands that were rated "hot," among those who are aware of the brand. The brands on this list are among the almost 300 brands included in the brand tracker as of 12/4. Rankings are subject to change as more brands are added and removed.

As we've seen in several other rankings, Nike is [a top brand among young consumers](#)—and the brand they're most likely to say is hot right now, winning the top spot among all age groups. From their products to their marketing (yes, young consumers [did like the Kaepernick move](#)) it seems Nike can do no wrong. And the streetwear/athleisure trend is clearly still in full force, with sportswear and athletic brands crowding this top ranking.

We see far more variety in the second place spot, with 13-17-year-olds more likely to say Under Armour is hot, 18-24-year-olds to say Supreme is hot, and 25-36-year-olds to say that Jordan is hot. However, there is a fair amount of crossover between age groups, with all three of these brands making the top ten ranking among almost all. The major exception here is Under Armour, which falls to #16 among 18-24-year-olds.

Of course, the brands that female and male young consumers think are hot aren't exactly the same:

Hottest Fashion Retail Brands

13-36-year-old FEMALES	13-36-year-old MALES
1. Nike	1. Nike
2. PINK	2. Jordan
3. Victoria's Secret	3. Supreme
4. Fashion Nova	4. Adidas
5. Supreme	5. Under Armour
6. Jordan	6. Vans
7. Forever 21	7. The North Face
8. Lululemon	8. Polo Ralph Lauren
9. Adidas	9. Target
10. Target	10. Timberland

While Nike still comes in at the top spot for both lists here, PINK, Victoria's Secret, and Fashion Nova (the fast fashion brand that's [Googled more often](#) than Chanel) rank high as hottest brands among females, while Jordan and Supreme rank high among males.

Supreme makes the ranking for both genders as well, proving that their current status [as the cool kid](#) in the retail room stands strong.

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