

# NORDSTROM

## 2022 Top Fashion Trends

December 21, 2022

As we entered 2022 and emerged from the past years of dressing in our best athleisure clothes, we saw customers shopping for new things to add to their wardrobes like colorful sets, mod details and smart tailoring. Occasion dressing was in full effect with a return of excitement around once again putting on our very best—It was a year for *newness* in every fashion form. Ready to return to life, our customers looked to refresh their wardrobes with polished, colorful and unexpected looks.

We rounded up a few of the year's top trends as we look back on 2022.

### **Dopamine Dressing**

After emerging from the past few years of embracing cozy-wear, there is something reinvigorating about getting all dressed up. While trading our sweatpants for more vibrant pieces, we saw one term quickly take off—***dopamine dressing***. Scientifically proven to boost your mood, we saw trends including *royalcore* and 2000s nostalgia re-appear in 2022.

We also saw a return to femininity with brands like [Zimmerman](#) and [Erdem](#) giving an opportunity to dress in color, florals, and ruffles which felt fresh and welcoming. Our customers were drawn to feminine footwear with details to match trends like royalcore and Y2K—brands like [Mach & Mach](#), [Prada](#), [Loewe](#) and [Miu Miu](#) provided the novelty and newness.













### **Bright & Bold**

Bright, eye-catching pieces in vibrant hues that amp up the wardrobe were spotted everywhere—it's clear there's been a shift toward embracing joyful color, whether it's a bright blazer or a complete monochromatic look. The same can be said about accessories. Playful and bold accessories was one of the most prominent trends we saw this year—and it's here to stay.

### **Smart Tailoring**

With the pandemic-induced rise in casual (and comfortable) dressing, it's no surprise that we saw tailoring take a softer and looser silhouette, adding a sense of ease as people headed back to the office.

The newness that customers were looking for was polished, but not fully buttoned-up. [Loafers](#), [ballerinas](#) and even edgy sneakers replaced the old office pump.









### **A Nod to 60's Mod**

There's no denying the '60s were a time of fashion revolution and the same can be said for 2022! Like all good trends, '60s style has come full circle, and we're all for revisiting the era. From tweed textures, well-tailored mini hemlines and chic color palettes to full-on mod details, the '60s were all about higher hemlines, and structured shape.







**Shopping Sustainably**

Our customers are enjoying a moment of appreciating investment pieces that will be in their wardrobe for years to come. Wise purchases that stand the test of time through their modern, yet timeless design. Customers are feeling good about making elevated purchases as a more sustainable choice given the extended life, they are sure to provide—a trend that will continue into 2023 and beyond!

We continue to expand [Sustainable Style](#) —a shoppable category to help customers find products that are responsibly manufactured, made with sustainably sourced materials and part of a give-back program. This year, we launched new and exciting brands with products that qualify for Sustainable Style, including [Allbirds](#) and [PANGAIA](#).

We're excited to see these trends transcend into 2023!