

# NORDSTROM

As the country continues to reopen, people are stepping out of their pandemic wardrobe and looking for new ways to refresh their style for work, events and travel for the first time in over 18 months.

Nordstrom recently conducted a survey in the US with 2,000 people to explore how COVID-19 has affected their fashion choices as they begin to plan for life post-pandemic.

The research found that most people feel like they have nothing to wear coming out of the pandemic and that they are looking for styling guidance when it comes to occasion dressing for work, dining out, events and travel. The results also showed that while most respondents are not letting go of comfort dressing, many are open to trying new styles post-pandemic. When it comes to workwear for those who are heading back to their offices this fall, dress pants, dress shirts and dresses are the most popular items.

## General Trends

- One in three feel stuck in “style limbo”
- 30% say they get their fashion inspiration from social media
- 41% say that after the pandemic they will dress comfortably for the rest of their life

## Pandemic Style Evolution

- Nearly 1 in 5 (17%) say that sweatpants, yoga pants or leggings were their most treasured item during the pandemic
- Nearly 1 in 4 (23%) say that t-shirts were their most treasured item during the pandemic
- 37% of people say that their personal style changed during the pandemic
- While 26% of people say they no longer care about keeping up with trends, 35% say they are more open to trying new styles
- The average person removed seven items from their wardrobe during the pandemic

## Personal Style Post-Pandemic

- Consumer Sentiment
  - 40% say they feel stuck in their personal style
  - 45% say they struggle to find clothes that are flattering for their body type
  - 43% struggle to find clothes that fit
  - 25% of people say their clothes feel outdated
  - 36% of people feel like they have nothing to wear coming out of the pandemic
  - 35% of people feel bored with the clothes they currently own, leading them to feel like they have nothing to wear
  - When it comes to special occasion outfits respondents are looking for help finding looks for dining out (32%), events (34%) and travel (21%)
- Workwear
  - 36% of people say they haven't bought new work clothing since before the pandemic
  - In the past few months, there has been a 165% increase in customer searches for “work clothes” on Nordstrom.com
  - When it comes to special occasion outfits, 20% are looking for help finding looks for work
  - For those planning to return to an office this fall that are excited to get out of their “comfort” zone and say yes to dress pants (28%), dress shirts (28%) and dresses (26%)

- Americans are looking forward to wearing these items to work this fall
  - Dress pants 28%
  - Dress shirts 28%
  - Dresses 26%
  - Handbags 22%
  - Skirts 22%
  - Statement boots 18%
  - Heeled shoes 17%
  - Blazers/sport coat 16%
  - Suits 15%
  - Tie 10%