

Trends

Minis Are Major ▶

Little dresses and short skirts go over jeans and leggings by day. At night, they go solo for dances and dates.



LED Headlights Turn Heads

Drivers who love making their cars stand out on the street add LED headlight strips to create colorful, futuristic effects.



Baseball Caps Are Tops with Girls

The flat-brim baseball cap trend is popularized by celebrities like Rihanna. The casual style is perfect for hiding from the paparazzi.



Backpacks Are Global Chic

Boring backpacks take a back seat to colorful patterns inspired by traditional graphic motifs from around the world.

YOLO

“YOLO” Is Favorite Catchphrase

Rapper Drake and actor Zac Efron popularize YOLO, an acronym standing for “you only live once.” *Time* magazine names it one of the year’s top buzzwords.



Cowboy Boots Are Cool Again

Western style makes a comeback on runways and campuses. Classic cowboy boots are paired with short skirts or cropped pants.



Trends Point to Nail Art

Adhesive nail-art kits make outrageous manicures easy and affordable. Options include animal patterns, stripes, polka dots, images and more.



Color Sneaks onto Sneakers

Basic footwear takes a back seat as brightly colored and patterned high-tops and athletic shoes emerge as must-have accessories for school and weekend style.



Hoodies Are Hot

For every guy, there’s a hoodie: athletic hoodies for jocks, rock band hoodies for fans and humorous hoodies for class clowns.



It’s a Plaid, Plaid World

Fashionistas go mad for plaid. The trend starts on designer runways and quickly makes its way to fashion outlets in malls and online.



Duct Tape Inspires Creative Types

Crafty tweens and teens use tough, colorful duct tape to make purses, wallets, decorations, jewelry, fashion accessories and even formal wear.

JUST SAYIN’

Adults Find Expression Annoying

Teens use “Just sayin’” to minimize an expression of criticism or sarcasm. The phrase ranks highly on a Marist Poll surveying the most irritating words and phrases.



Tees Get the Message Out

The graphic tee trend becomes a personal expression obsession. Shirts feature favorite lyrics, Internet memes, irreverent graphics and witty jokes.



Taco Bell Considers More Doritos® Dishes

After the success of Taco Bell’s Doritos Locos Taco, the fast food chain drops hints that a new Cool Ranch version is coming next.



Infinity Scarf Is Endless Trend

The must-have neckwear accessory is the circular infinity scarf, which loops around the neck to add color, texture and warmth.



Footwear Moonlights as Basketball Coach

Sensors in the soles of Nike+ Basketball shoes track the wearer’s every move and sync stats to the player’s iPhone.



Jeans Are Anything but Blue

Traditional blues are timeless classics but the newest skinny denims feature bold colors, feminine prints and modern patterns.



Glitter Gets a Foot in Fashion’s Door

The trend for “glitter shoes,” featuring sequins and sparkles, includes glue-it-yourself sneakers, sky-high designer platforms and everything in between.