



# JOHN LEWIS

How we shop, live and look

Retail Report

2024-25

# How we shop, live and look 2024-25



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We surveyed a panel of 1,996 customers between 1-5 Nov 2024 for the insights in this year’s Shop Live Look Report



Welcome to the 2024 edition of Shop Live Look, our 11th edition, chronicling what’s up and what’s down, the changing tastes of our customers, and their altering shopping habits. It is also the first report since I’ve had the privilege to return to the Partnership; it has been fascinating to see what has changed, and what has not.

Some things, as you will note, remain as fixed as they ever were: televisions continue to get wider, wet weather affects sales of garden furniture, nostalgia drives fashion trends, people can get very excited by a new beauty brand – Sol de Janeiro landed on our shelves in February, and rapidly became the most successful beauty launch in John Lewis’s history.

There have also been some new trends: as Britain’s leading, quality beauty retailer we’ve seen the rapid ascent of lipglosses, balms and oils, which now make up half of all sales of lip products, one in two of all the rings sold at John Lewis is now an Oura Ring, a smart wearable which monitors over 20 health metrics, and the old-fashioned alarm clock has returned to the bedroom.

We’ve seen a record number of app visits this year, but the enjoyment of shopping in person and expert face-to-face advice is here to stay. This explains why customers continue to visit our department stores in huge numbers, embracing all the services we offer, from advice for new parents on prams and car seats, to fashion consultations for those seeking a new outfit. We helped 35% more customers with personal styling appointments over the last year, and helped 49% more parents through our baby and nursery advice service, the number of holidays booked through our Kuoni counters jumped 12%, and over three quarters of a million more customers ate and drank in our Place to Eat restaurants.

Nearly eight in ten customers surveyed say they want to see and inspect products before buying them, six in ten want to try on the clothes or make up, and a small number even said they enjoyed visiting our department stores to get their step count up.

This is one of the reasons why we’ve invested £26 million updating our stores this year and we’re going to spend another £36 million next year. The trial we undertook at Peter Jones with Sign of the Times, selling second-hand luxury handbags and fashion, has proved particularly successful, and we recently expanded it to our Oxford Street shop.

Welcome

We were delighted to bring Waterstones back to Oxford Street and next year, we’ll open a Jamie Oliver Cookery School and cafe in our shop there.

John Lewis customers have always embraced new trends and designers and 2024 was no different, with our partnership with A.W.A.K.E. MODE catching the imagination, with innovative cuts and surprising detailing. Sophie Conran, who has worked with us for nearly two decades, lit up the furniture department with her bold stripes and joyful colours.

“We’ve seen a record number of app visits this year, but the enjoyment of shopping in person and expert face-to-face advice is here to stay.”

I am hugely excited about what next year holds, not just to see the investment in our shops, the arrival of new brand partnerships and collaborations, but because it will mark the centenary of one of the world’s greatest brand mantras: Never Knowingly Undersold. For so long, it defined why John Lewis is so special, and it has been an honour to bring it back in recent months, price matching 25 key competitors both on the high street and online. Since it was unveiled in September, we have dropped prices 110,000 times on over 54,700 products.

Customers are also embracing new ways to pay. We’ve recently added Klarna and Clearpay, and this year 6.4% more customers have opted to benefit from the rewards of shopping with a John Lewis Partnership Card.

Before we usher in 2025, we have Christmas to enjoy. In recent weeks, the signs have been that customers – after a long period of economic and global uncertainty – are ready to celebrate in style; the 2,000 extra partners we recruited for the season have been very busy! And even if you weren’t able to get your hands on this season’s hottest bauble before they sold out – a felt fondant fancy – I hope you are able to find the perfect gift.

**PETER RUIS**  
Executive Director

# Products that defined the year



108%

Sales of curtain tiebacks more than doubled

## Rival revival maximalism - silk bedding, throws and curtain tie backs

Vintage maximalism has been steadily gaining ground in interiors, but it was given an exuberant shot in the arm by the arrival of Jilly Cooper's Rivals on Disney+. Some viewers spent their time gasping at the bedroom antics of Rupert Campbell Black, others were just ogling the bedrooms: ruches, pelmets, cushions with tassels, beds with valances, upholstered ottomans piled with magazines, ceiling to floor pleated curtains. A return to a world before Scandi minimalism took hold.

Customers have embraced comfort, luxury and decoration over the last year. Silk bedding (for those looking to emulate the aesthetic of Cameron's bachelorette pad) went up by a third, sales of quilted throws climbed 30%, with the Baxter reversible throw – one side luxurious velvet, the other a vibrant swirl pattern – proving particularly popular.

The real 80s comeback was the curtain tieback. Sales of these decorative and functional devices more than doubled, increasing 108%. Welcome to the Jillyverse.



23%

Old-fashioned alarm clocks, have seen sales jump

## Alarm Clocks ring the alarm

Over the last year, a growing number of academics have highlighted the dangers of 'problematic smartphone use', especially among children and teenagers. Many suggest that if you want to cut down on the risk of a poor night's sleep and anxiety you need to keep your phone out of the bedroom. Good advice, but most of us now also use our phones as our wake-up alarms. The solution? A return to old-fashioned alarm clocks, which have seen sales jump 23%.

Those keen on waking up gently, have embraced the Mina Sunrise from Lexon, an alarm clock which not only doubles up as a bedside reading lamp, but can wake you up gently in "sunrise" mode, and lets you drift off to sleep on a "sunset" mode.

34%

Sales of lip glosses, balms and oils have shot up vs last year

## Lipgloss is the new lipstick

Just two years ago lip glosses, balms and oils made up one-third of lip product sales at John Lewis. Now? Half of sales are from this category, with the likes of Dior's lip glow oil driving the trend. Sales of lip glosses, balms and oils have shot up 34% vs last year, compared with lip sticks, which have increased but only by 2%.

Shoppers are prioritising healthy, hydrated lips over just a splash of colour and an increasing number of lip gloss products contain peptides, vitamin A and hyaluronic acid, delivering hydration and subtle plumping. Lip care has come a long way from a battered tin of Vaseline.

Social media has played a part too, with some influencers on TikTok adopting the 'lip gloss tactic', whereby they apply lip gloss at the start of the video to grab a viewer's attention, even if the video has little to do with make-up or cosmetics. Hailey Bieber even launched an iPhone case that incorporated a tube of lipgloss – the only two things a girl about town needs.

60%

Searches for barrel leg jeans up on last year on JohnLewis.com

## Roll out the barrel leg jeans

Is it a horseshoe, a banana or a barrel? After years of the straight-leg silhouette dominating the jeans market, designers have been experimenting with bolder and wider shapes, notably the barrel, which – as the name suggests – nips in at the waist, curves out around the knees, before tucking back in at the ankle. It's casual, but structured enough to be dressed up.

The trend was pioneered by Paris fashion house Alaïa and the shape was soon seen on celebrities such as Jennifer Lopez and Bella Hadid but also adopted by high street brands. Customers have embraced the relaxed silhouette, with searches for barrel leg jeans up 60% on last year on JohnLewis.com. The best selling jean shape for autumn/winter 2024 is the barrel.



### Is it a bikini? Is it a swimsuit? No, it's a cutout

Cut out dresses have been popular for a couple of years – a daring way to flash a hint of flesh, or highlight a collarbone without being too revealing. Now, swimwear has got in on the act.

John Lewis sells 385 different swimsuits, but the second best-seller in 2024 was not a traditional cossie. It was the Hello Sailor striped cutout swimsuit, which displayed a touch of abs and a bit of back – more bold than a traditional costume, more flattering than a bikini, it ended up being a hit with customers who thought it was the ultimate in flattering swimwear. Because, let's face it, on holiday most of us spend more time on the sun lounger than in the pool and we want to look great.

### The Hello Sailor striped cutout swimsuit is our second best selling women's costume out of 385 different swimsuits

## 1 in 2

Rings sold at John Lewis is an Aura, making it not just one of the biggest tech products of the year, but a major 'jewellery' brand



### The aura of the Aura ring

Wearables – electronic devices that can track your health – have been popular since the first Fitbit was sold 15 years ago and then given a boost by the Apple Watch launched in 2015. But this year one device took the wearable market by storm: the Aura, which promises – because it is worn near the main artery that pumps blood down from your heart – to measure your sleep, stress levels, activity, heart rate and menstrual cycle far more accurately than other wearables. Plus, being just a ring, it's easier to keep on in the gym, pool, or while asleep at night. The data is sent to an app on your phone.

The Aura, worn by Gwyneth Paltrow, Prince Harry, Mark Zuckerberg and the England football team, rapidly became the ultimate status symbol of 2024. Since their launch in June, one in two rings sold at John Lewis is an Aura, making it not just one of the biggest tech products of the year, but a major 'jewellery' brand.



## 22%

Sales of dehumidifiers shot up over the last year

### Dehumidifiers reigned

The UK experienced one of its wettest winters in 2023-2024. And then it suffered one of its soggiest springs, with April being the sixth wettest April of the last 189 years. The downpours only briefly paused over the summer before the heavens opened again in September.

This dampness may explain why sales of dehumidifiers shot up 22% over the last year – coupled with the trend of more people drying their clothes inside. The Meaco models, most of which have a laundry mode, have proved particularly popular.



## 1 in 10

Underseat luggage from the Tourister brand as well as our own version now account for one in ten luggage sales

### Got a handle on the new baggage rules? Go underseat

The number of Brits travelling abroad has finally recovered to pre-Covid levels. Between April and June this year, 25.3 million went overseas, just a fraction below the number that did so in the same period in 2019.

But while holidaymaking has been on the rise, the size of the luggage you're allowed to take onto a plane has been shrinking. Nearly all the budget airlines have dramatically cut the size of hand-luggage suitcases you can take with you if you don't want to be charged an extra fee.

The two options are to resort to travelling in a jacket with sizeable pockets, containing your entire holiday wardrobe, or...turn to underseat luggage. These are cases with wheels and big enough to contain a change of clothes and a sponge bag, but small enough to slip under your seat. Underseat luggage, both from the Tourister brand as well as our new, own version now account for one in ten luggage sales.



## 30%

Sales of microplanes over the last year have increased, making them the most popular grater

### Let it parmesan snow with a microplane

Originally invented as a woodworking tool in the 1990s, the microplane has steadily become an indispensable bit of kit in professional kitchens, being sharper, more accurate and lightweight than a traditional grater. Jamie Oliver always uses one when zesting his citrus fruit, Nigella Lawson says she even takes hers on holiday.

But now, partly thanks to the TikTok trend of 'parmesan snow' – the very visual look of burying a dish in a mound of light, fluffy, Italian cheese – microplanes have become even more popular. Mix in the trend for microplaning frozen fruit for cocktails, and you have a recipe for making grating great again. Sales over the last year have increased by 30.4%, making them the most popular grater.



**Gazebos were washed out**

Over the last generation, one bit of kit has become indispensable to barbecues, parish fetes, school sports days and camping trips – the gazebo. The construction has been used just as much to shield people from the sun, as inclement weather. But with so many outdoor events cancelled due to the downpours that drenched the country during the spring, gazebo sales fell 25%.

Maybe people were keeping themselves dry in more portable ways. During April sales of umbrellas rocketed by 94% compared to the previous year, while wellies were +43%.

Down  
**25%**

Due to the downpours during the spring, gazebo sales fell

**Boring ice**

The at-home cocktail revolution – given a shake and a stir by Stanley Tucci during lockdown – fuelled the growth of drinks trolleys, jiggers and strainers. But it also made us rethink how we were cooling those drinks. Are you still putting standard ice into your negroni? Seriously?

Cocktail connoisseurs have ditched standard little rectangles of frozen water in favour of large cubes, oversized golf balls or even royal crowns made of ice. If you don't want your cocktail to end up diluted, you need big ice.

Sales of moulds from Lekue and Zoku – which specialise in large and decorative ice – were up 88% on last year, while sales of more standard old-school ice cube trays fell 39%.

Down  
**39%**

Sales of standard old-school ice cube trays fell

**All home officed out**

Home working is undoubtedly here to stay. Official figures suggest that 41% of us are working from home some, or all of the time. That's more than a three-fold increase compared with before Covid. But it would appear most of us have finally got around to converting the spare bedroom into a working space, or invested in a new swivel chair, or set of filing cabinets and have no need for any more WFH kit. Sales of office chairs fell 24% over the last year.

Down  
**24%**

Sales of office chairs fell over the last year

**PVRs are going the way of the VHS**

How do most of us watch television now? According to official statistics, of the 271 minutes (just over 4 and a half hours) we consume every day on average, less than half of that is live programmes, watched on a TV. The rest is streamed through an app – such as Netflix, Disney+ or Prime Video; or programmes watched on catch-up platforms, such as iPlayer or ITVX.

There is a small number of people who use their personal video recorder (PVR) – a digital recording box – to capture programmes while they're out. That accounts for just 19 minutes a day and is forecast to halve in the next few years. John Lewis still sells five different PVRs, but for how much longer? Sales of this gadget peaked way back in 2011 and fell 15% over the last year.

Down  
**15%**

Sales of this gadget fell 15% over the last year

**Small bags given the cold shoulder**

For the past couple of years small cross body bags, and phone bags have been worn with pride at the front of an outfit, and often bought in multiple colours to match, or contrast as a finishing touch.

Now, we're tiring of forcing a lipgloss, keys and other essentials into them, and are falling back in love with large tote bags because you don't have to think about essentials, everything fits!

In 2023, eight of John Lewis's top ten best selling bags were small cross body, phone or clutch bags, and this year just four of the top ten were.

**1/2**

The number in bestsellers has halved over the last year

**Brass is booming, chrome has lost its sheen**

Chrome has been the dominant metal in homewares for the last two decades. It was considered sleek, understated and modern, while brass was reminiscent of 1980s ye-olde-worlde pub decor.

However, brass – like many other features of 1980s interiors – is staging a comeback, with more and more shoppers embracing the warmth of brass lamp bases, planters, picture frames, candle holders, curtain rods and wine buckets. Chrome fittings, meanwhile, are falling from favour with sales down 8% over the last year.

Down  
**8%**

Chrome fittings are falling from favour with sales down over the last year

**Christmas cards are lost in the post**

Writing and sending a box load of Christmas cards, a key part of many people's annual celebrations, has been in steady decline in recent years, not least because many families have taken to Facebook or even WhatsApp to send their festive greetings. But in the last year they seem to have taken another dive, with sales of boxed cards down 23%, and individual Christmas cards down 15%.

Their fortunes will not have been helped by the fact that a first class stamp now costs an eye-watering £1.65.

Down  
**23%**

Sales of boxed cards are down

**Suncream 50 is the new 30**

Remember the days when slapping some factor 8 on the first day of the holiday was considered deeply cautious? Some sun worshipers even used olive oil to speed up the bronzing process.

Well, we've learnt our lesson, and become dramatically more prudent, with sales of SPF30 creams falling significantly – down 20% on last year. Meanwhile creams with SPF factor 50 have jumped 18%.

The trend is most noticeable in face creams. And there's a reason for this: makeup brands, such as Trinny London, are increasingly incorporating SPF30, or even SPF50 into their moisturisers.

Down  
**37%**

Sales of SPF30 creams fall significantly in favour of SPF factor 50, up 18%

# How we shopped

## In store In fashion

In an age of internet shopping – and the Office for National Statistics says we now buy 27.7% of everything online – why do we still visit the high street? For many people it remains genuinely more convenient, quicker and reliable.

But there’s another reason too: shoppers like it. The 1,996 customers surveyed in November said so, with an overwhelming vote of confidence in bricks, not just clicks.

The main reason, for 79% of shoppers, was they want to touch and feel the products, followed by 61% saying they wanted to try on clothes, or test beauty products.

We now have an almost limitless source of advice and inspiration in our pockets. But sometimes – for all the cuts, colours and fabrics that Pinterest or Instagram can offer up – you need a real human to guide you and tell you: ‘that doesn’t look good on you, why not try this?’

Personal styling appointments shot up this year, with 35% more customers helped. The most common reason? Needing guidance and inspiration for an outfit for a big occasion, while men needed help finding a suit that flattered them.

Another big advice sought was over the best bras, with lingerie fittings up 50% – something impossible to do online.

Customers aren’t just going to our shops for wardrobe advice, as 49% more parents sought assistance through our baby and nursery advisory service, and the number of holidays booked through our in-store Kuoni counters climbed 12%.

## The rise of reviews & the wisdom of the crowd

How much do you love the vacuum cleaner you’ve just bought? Do you have very strong views on whether your favourite mascara brand clumps or not? Are you disgruntled with your recently purchased duvet cover? We’re all critics now – not just posting on social media about restaurants or days out, but increasingly choosing to go onto retailers’ websites to write reviews about products.

John Lewis shoppers post an amazing 23,000 reviews a month on average, with some products astonishingly receiving more than 10,000 reviews. One in eight of those reviews contains visual content – either a picture or even a video of how the customer is using or wearing the particular item. Yes, super fans have been known to upload pictures of their favourite kitchen bin.

This suggests that not only do people really want to share their opinions, but they know fellow shoppers find them useful. When you are confronted with the sea of information when browsing online, who do you ultimately trust? It turns out, for many of us, it is our fellow consumers.

And how do we know people rely on reviews before they take the leap and put something into their basket or decide to find something else? Because 337,000 customers made the effort to click on the option: “is this review helpful?”



## Social shopping

A trip to the shops has – for generations – been a way for friends and family members to spend time with each other. And the rise of digital shopping, digital entertainment and digital socialising has not diminished this.

97% of customers surveyed said they enjoyed shopping with friends or family, and one in five (19%) said they had done so more this year. The vast majority (68%) said that heading to the shops with loved ones was a chance to combine it with other activities such as eating out or grabbing something to drink. More customers do indeed seem to be spending time nattering over a cup of tea or coffee in our cafés. Over the past 12 months over three quarters of a million more customers ate and drank in our in Place to Eat restaurants, and back in 2019, pre-Covid, the average number of drinks ordered in the in-store cafés, was 2.0. This year it has been 2.4 drinks. This suggests people have been shopping in larger groups.

The majority of customers surveyed (51%) said shopping with friends or family was simply a good way to spend quality time together, but this figure increases markedly among younger groups, with 59% of 18-44 year olds saying they enjoyed shopping together as a way to bond.

There appears to be quite a lot of cross-generational social shopping with one-third of those surveyed having shopped with their children aged 16 or over, and nearly one in ten (9%) having shopped with their grandchildren. Half (48%) of those who shop with loved ones enjoy their advice, and in the case of children probably the larger wallets of parents and grandparents plays a part. More than one third (37%) said that shopping with others made them happy.



Shoppers want to touch and feel the products



Want to try on clothes, or test beauty products

## TikTok Shopper

It can sometimes be easy to overstate the rise of new social media platforms. In 2023 (the most recent year we have official figures for), the majority of adults had not seen any TikTok videos, and those over the age of 45, who did use TikTok, spent just 9 minutes on the site each day. However... young customers are far, far keener. Those aged 18 to 24 spent an average 55 minutes on TikTok each day, more than the 53 minutes they spend watching television.

And according to a survey of customers in November, one in four have bought something directly from a social media account, with half of those doing so for the first time in the last year.

Which is why John Lewis is starting to sell to customers directly from Instagram and TikTok in sessions known as “live shopping”. This is when a presenter talks through some products, live on camera, answers viewers questions, and the viewer can click directly on the product to buy them. It is a modern-day version of a TV shopping channel, but far more interactive. Expect to see more of these sessions in 2025.



Customers are also embracing new ways to pay. We’ve recently added Klarna and Clearpay, and this year 6.4% more customers have opted to benefit from the rewards of shopping with a John Lewis Partnership Card.

## Top five reviewed products

				
4.8 / 5	4.8 / 5	4.8 / 5	4.8 / 5	4.7 / 5
★★★★	★★★★	★★★★	★★★★	★★★★
2022 Apple iPad	Lulu Guinness chequered tote bag	Ninja Foodi AF400UK 9.5L Dual-Zone Air Fryer	Longchamp Le Pliage Original Large Shoulder Bag	Apple iPhone 13

Stripes for joy

The simplest and possibly the most fun of all patterns – the stripe – is becoming increasingly popular. Ticking, candy-cane, awning or pencil? It doesn't matter. Sales of stripes are up 37% across various different home products, from curtains and cushions to vases and lampshades. It is often the easiest way to inject some pizzazz into a sitting room or bedroom. Giving the trend a significant boost in 2024 was Sophie Conran, the designer who has collaborated with John Lewis for almost two decades, with her Cocobella range of sofas, armchairs and footstools all of them decorated in vibrant, bold circus tent stripes. As she says: "Pattern can bring so much joy to the home."



37%

Sales of stripes are up across various different home products, from curtains and cushions to vases and lampshades

Funky salt and pepper shakers

Tablescaping is not going away. People want their tables to look inviting with runners, table cloths, napkins and charger plates all still proving very popular. But this year salt & pepper shakers have really taken centre stage – everything from top end designer pepper mills to classic wooden grinders. The real stars, however, are novelty cruet sets: pearls in a shell, mushrooms and little ceramic budgie shakers from Cath Kidston; sales of her range shot up eightfold, while the total collection of novelty salt and pepper shakers has rocketed 1,040%. Miniature sculptures seasoning your table.



1,040%

The total collection of novelty salt and pepper shakers has rocketed



Water, water everywhere

People felt so strongly about one scandal to hit the headlines over the last year that they took to the streets to protest: clean water. Consumers' disgust at our polluted rivers and the stewardship of the water companies possibly meant they started to fret about the quality of the water coming out of their kitchen taps. How else to explain a 37% surge in sales of water filtration kits and jugs? Or maybe it is part of the long-running trend for younger consumers to keep constantly hydrated. We may have laughed at the humongous Stanley Quenchers becoming the 'Hot Girl Summer' accessory of 2023, but hydration isn't going away. Sales of water bottles – some of them small enough to actually fit into a bag – were up 46% on last year.

Vintage furniture

Retro rarely goes out of fashion, but this year furniture shoppers have particularly gravitated to tried and trusted names that not just their parents, but also their grandparents would immediately recognise: Laura Ashley, a name and look that dominated the 1980s high street; G Plan, a furniture firm founded in 1953; and Ercol, started by an Italian immigrant in 1920, and still making products in Buckinghamshire four generations later. Ercol's simple, stripped-back mid-century modern look, which it helped popularise in the 1940s, has proved a real hit with shoppers, with sales of their chairs, tables, sideboards, stools and shelves up an impressive 52%, and online searches for G Plan Vintage Sofas are up 600%.

Trayscaping is the new tablescaping

Tablescaping – a fancy word for someone laying the table nicely – is a trend that requires a fairly serious amount of cutlery, crockery, cruet sets and candles. Trayscaping is far simpler and it went mainstream in 2024. All it requires is, maybe, a cafetiere, a mug and a plated croissant. Or a cocktail shaker, a martini and some olives. The tray is your frame, the contents are your perfectly curated lifestyle to post on Instagram. Voilà. The only must-have is an attractive tray. Sales of shaped trays, such as hexagon ones, and the lacquered scalloped-edged ones spotted endlessly on Pinterest, more than doubled at +106%.

Home



Glorious green

For some years, one of the biggest wellness trends has been forest bathing. The theory is that spending time slowly walking among trees is calming, partly because the green colours of the leaves act as a stress release. So why not bring the soothing shades of the woodland inside? After the Barbie inspired bubblegum pink boom last year, people have sought the restorative effects of moss-green, olive-green and fern-green in their homes. Bardello Pinheiro's hugely successful range of cabbage plates and bowls led the way in tableware and now lamps, bedside tables, upholstery and chest of drawers are increasingly coming in shades of bowling green, sage and rosemary. Across home, green products were up 16% while pink was down 7%. Sales of green sofas shot up 32%.

32%

Sales of green sofas shot up



600%

Searches of G Plan Vintage Sofas are up

106%

Sales of shaped trays, such as hexagon ones, and the lacquered scalloped-edged ones, more than doubled



Borg for bedtime

Teddy coats – made from a super-fluffy faux-fur fabric – have been popular for a couple of years. But now the versatility and warmth of borg, the fabric used for these garments, has moved into the bedroom. Specifically, borg pyjama sets have shot up in popularity, partly because they are substantial enough to be worn all day as loungewear.

Sales of borg nightwear nearly doubled over the last year, with sales up 99%.

Fun fact: Borg is named after the mill owner George Borg, who was inspired to make the clothes fabric after he had been making deep pile fabrics for paint rollers.

Fashion



99%

Sales of borg nightwear nearly doubled over the last year, with sales up

The Chloé look

Chloé, the French fashion house, has a long history of championing the boho look, but under its new creative director Chemena Kamali, it has leant even further into lace, sheer, tiered tops, bows, pantaloons and, above all, ruffles.

It's a light, feminine, New Romantic look that has captured shoppers' hearts this year, with ruffles proving a major hit. Mango's ruffle dress was a major seller, so too Mint Velvet's ruffle tops, but the most popular were ruffle maxi dresses, with searches for these garments doubling over the last year, and our own pink ruffle maxi dress is a best seller.



30%

Rugby shirt sales have grown over the past 12 months, and it's a style that is proving popular in both womenswear and menswear



Leopard print roars again

Has there ever been a time when leopard print has been truly out of fashion? Everyone from Bet Lynch and Kate Moss to Jackie Kennedy and Blondie have embraced the look. But it has roared back with a vengeance over the last year, with searches for leopard print blouses on JohnLewis.com up 173% on the previous 12 months. It's both trashy and classy, the perfect 'Brat Girl Summer' fabric while also being ideal for a return to the office.

Back in 2020, influencer and stylist Erica Davies wrote 'Leopard is a Neutral', a message that seems to have now been fully accepted by shoppers, who realise it is the ideal canvas to show off a blazer or pair of jeans. When Davies posted about the Cassie AND/OR leopard print blouse on Instagram, it sold out twice.



173%

Searches for leopard print blouses on JohnLewis.com up 173% on the previous 12 months



Swiftonomics

Taylor Swift's Eras global tour landed in the UK in June and for a few weeks the whole country seemed to become Tay Tay fans – even members of the cabinet. Barclays Bank estimated that she boosted the economy by £1 billion as the 1.2 million fans that managed to secure tickets to attend one of the UK concerts also spent money on travel, accommodation and outfits they otherwise would not have purchased. And getting dressed up was all part of the fun.

At John Lewis there was a notable effect. Between the 7th and 22nd June – the first UK leg of her tour – searches for girls sequin dresses shot up 357% on the year before. And it wasn't just the children looking for extra sparkle: sequin skirt searches jumped 98%.

357%

Searches for girls sequin dresses shot up. And it wasn't just the children looking for extra sparkle: sequin skirt searches jumped 98%.

Preppy is pretty cool

One of the big looks on the spring/summer catwalks was both casual and posh: the rugby shirt. As Chloe Sevigny, the actress and style icon, said recently: "It's warm and it's easy and it's casual. It's basically a nicer version of a sweatshirt."

Rugby shirt sales have grown 30% over the past 12 months, and it's a style that is proving popular in both womenswear and menswear, with many women buying small-sized men's shirts for the true Sloane Ranger style. The brand that kickstarted the preppy renaissance in the 1980s – Ralph Lauren – has proved popular, so too Gant, Crew and new arrival, Aubin.

The rugby shirt's comeback was helped greatly by Saltburn, an Amazon Prime film, which came out at the end of last year. It divided critics but many fell in love with the swagger of the movie, notably the noughties-era, Oxford student look: cricket jumpers, blazers with piping, breton stripes, gold buttons, loafers and mini-skirts. Yes, preppy style is back, thanks in part to how darn good Jacob Elordi looked in a rugby shirt – collar up, of course.



## Bum Bum is Fun Fun

Sol de Janeiro's full-body moisturiser has gained a vast fan-base in the last couple of years, thanks partly to various celebrities such as Hailey Bieber raving about its skin-toning qualities and its gorgeous vanilla and pistachio smell. Plus, it contains caffeine, which can reduce inflammation and tighten the skin. When actress Selena Gomez posted a video on TikTok showing herself applying Bum Bum over her legs, chest and arms it cemented the product's reputation as the must-have moisturiser among younger consumers, as well as proving that self-care is now a full-body routine, not just a facial cleanse. Sales of body creams in total have jumped 25% over the last year, but the fun, youth-orientated Bum Bum has really stood out.

Since first hitting our shelves in February 2024, it rapidly became the most successful beauty launch in John Lewis's history

# Beauty



33%

Sales of hair masks, hair oils and hair gloss have all shot up, on last year, with Ouai scalp serum a particular hit



## Glass hair

Last year glass skin, the Korean-beauty inspired trend, became a major look – people wanted a flawless, healthy glow. Well, the same desire for gloss has moved to the top of the head.

Sales of hair masks, hair oils and hair gloss have all shot up, climbing 33% on last year, with Ouai scalp serum a particular hit.

It is partly driven by celebrities, such as Bella Hadid and Zendaya, showcasing shiny hair, partly by a TikTok going crazy for Ouai – an American brand launched by Khloe Kardashian's hair stylist – but also by something more fundamental: women understanding that super-glossy hair comes from a healthy and hydrated scalp. This isn't solely about a look, but about looking after one's hair with the same care that we've learned to look after our skin.



## Powerful parfum

When it comes to fragrance, bold and strong is the flavour of the moment. Consumers want increasingly intense scents opting for Eau de Parfum, which have a greater concentration of perfume oil, over Eau de Toilettes, which have lighter concentrations and as a result don't last quite as long on the skin.

Compared with 2019, John Lewis is selling four times the amount of eau de parfum, while sales of eau de toilette have slipped a little.

Creed Aventus remains the most popular fragrance in John Lewis, but more and more customers want to experiment and uncover different scents from what their friends are wearing. As a result, discovery sets – a collection of 10ml or sometimes just 2ml bottles – are proving particularly popular with sales up 51%.



## Blush is back, baby!

Few cosmetic products had fallen from favour as much as the bold blusher. At best it was associated with the excesses of '80s pop icons: Debbie Harry, Annie Lennox and Grace Jones; at worse, with the 1980s children's television character Worzel Gummidge's sidekick Aunt Sally. Subtlety was in, cheek colouring was out.

But thanks to the rise of girlcore, the emergence of 'blush-touring', 'sunset blush' and 'glazed blush' hashtags on TikTok, but mostly the Sabrina Carpenter effect, blusher is back. Carpenter's Espresso became the hit of the summer, and her high-colour cheeks did too. Sales of blusher shot up 23% between May and June 2024, while her song was at no.1 in the charts.

## Beauty as a bundle

Beauty used to be about hero products. That one great body cream, a dazzling nail varnish, or a shampoo that promised to transform your tired perm into The Rachel Haircut. Now, it's about a more thoughtful self-care routine.

That means customers are buying multiple products at once, with beauty transactions including 3.2 products on average

Women are no longer buying just a moisturiser, but a package that might include cleanser, exfoliant, serum and moisturiser. Or when it comes to hair, it's no longer just a shampoo or conditioner, but a hair mask and scalp serum as well.

154%

Over the last year, Shark's flexstyle range – which costs between £243 and £369 – has seen its sales jump



## Hair tech

Hair tech used to be a category of just one: the hair dryer. Then it grew to include hair straighteners. Now, it encompasses wands, hot brushes, wavers, diffusers and dryers using ionic technology to reduce frizz and Coanda airflow technology to ramp up the curls. Hair tech has got hi-tech.

Over the last year, Shark's flexstyle range – which costs between £243 and £369 – has seen its sales jump 154%, proof that people are prepared to invest serious money in innovative devices that promise not to damage their hair. Instead, the Shark dryers measure heat 1,000 times per second, ensuring consistent air temperatures and no heat damage.

51%

Discovery sets – a collection of 10ml or sometimes just 2ml bottles – are proving particularly popular with sales up





## Artful speakers

Is it possible to have a powerful speaker that isn't a large block of black? Samsung this year released its Music Frame speaker, which looks like a piece of art to display on your bookshelves or sideboard, but which also delivers a great crisp sound. After years of Amazon, Google and Apple launching bulky, blobby devices, this is a smart speaker that actually looks smart. Since going on sale in April, sales have built and built, with five times as many sold in October as in September.

Samsung's innovation follows on from the success of its Frame television – which turns the screen into an actual picture when the TV is not running.

## Online and off grid

A decent internet connection is now cited by many consumers as just as important as running water and heating. Homes unable to hook up to a reliable broadband are increasingly prepared to take drastic measures – including turning to space. Starlink, part of Elon Musk's SpaceX company, offers consumers an internet connection via a dish on your home, pointing to a low earth orbit satellite in space. They have shot up in popularity in the UK, according to Ofcom, the regulator, which says the number of connections has jumped from 13,000 to 42,000.

They have proved particularly popular with caravanners and campers – keen to keep online even when in the wilds.



# 38%

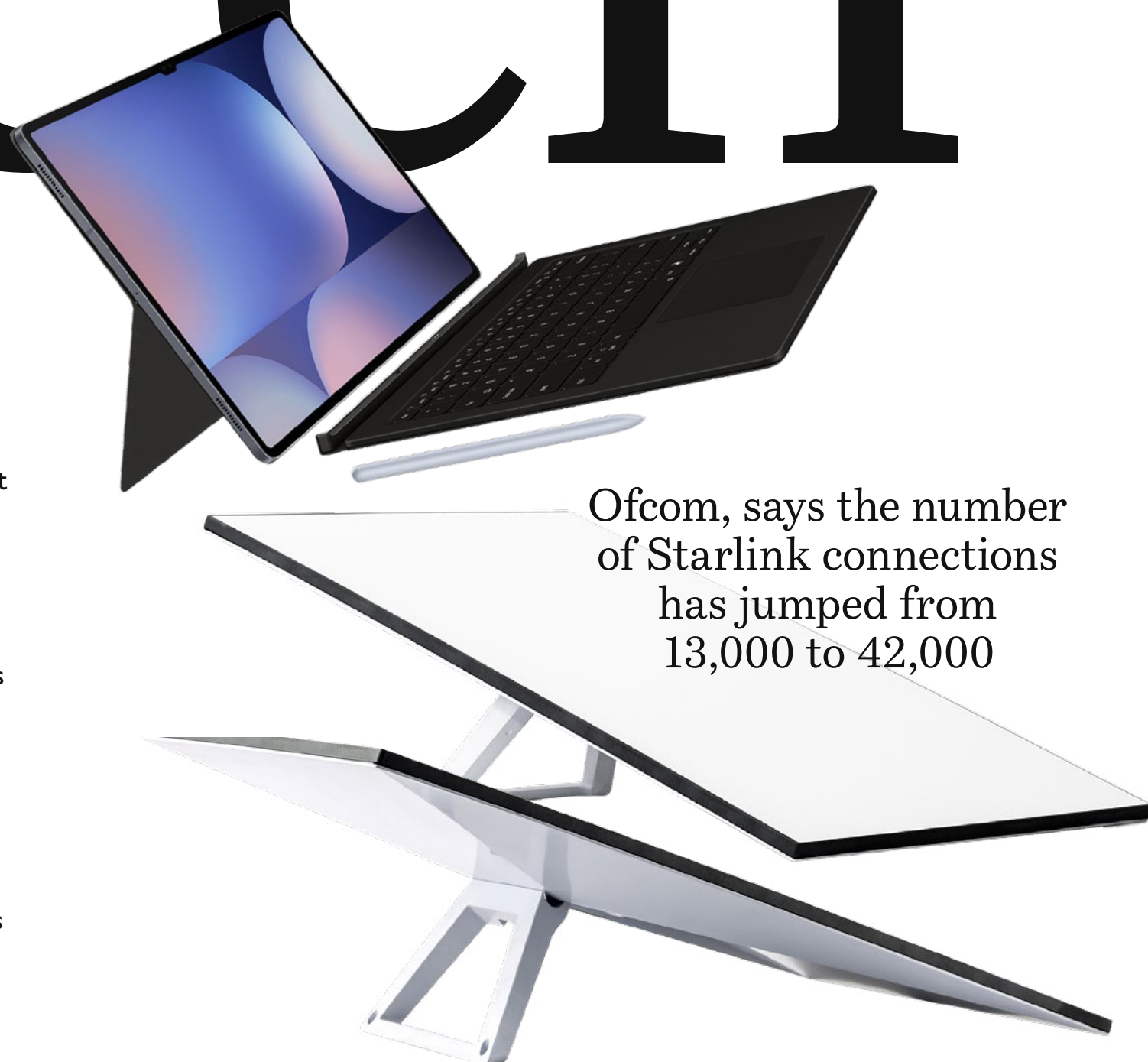
The Euros and the Olympics encouraged a 38% jump in screens wider than 70 inches in May and June

# Tech

## Laptops with AI embedded

Over the last couple of years, artificial intelligence has been rapidly entering our daily lives. Many people have experimented with Chat GPT to see if it might improve their homework or business presentation.

But now lots of customers want AI embedded into any new laptop that they buy – rather than relying on software in the cloud. Many of the new laptops, from HP's Omnibook to Microsoft's latest Surface laptops, come with chips called neural processing units (NPUs). These learn from your likes and dislikes, to help you work quicker and smarter, be it send an email or write a pitch. Crucially, NPUs use less energy and data than relying on AI in the cloud. Plus, many consumers much prefer to not hand over vast amounts of personal information to third-party AI developers if they can keep it on their own device.



Ofcom, says the number of Starlink connections has jumped from 13,000 to 42,000

## Bigger TVs

The only certainties in life are death, taxes and televisions getting bigger. At the start of this century – 24 years ago – the largest television you could buy in the UK was 32 inches. And they were considered super-sized TV sets. Many still had 14 inch tellies in their living rooms. Now, the most common size is 55 inches, but even that isn't large enough for some sports fans, who want to see every blade of grass and bead of sweat in HD. The double whammy of the Euros and the Olympics encouraged a 38% jump in screens wider than 70 inches in May and June.

## Perfecting the daily coffee grind

For the last quarter of a century, pod coffee has come to dominate the at-home caffeine market. Machines have allowed a generation to enjoy a cup of something close to their favourite café drink at a push of a button. Now, however, more and more customers want a more authentic espresso, cortado, flat white or cappuccino – and that means freshly ground beans, rather than capsules. Yes, making the perfect cup might take a few minutes longer, but for coffee aficionados, it's a ritual they're prepared to spend time and money on.

# 17%

Sales of bean-to-cup machines have climbed



## Air Fryers are the new microwave

Sometimes a kitchen gadget comes along and it proves hugely popular for a couple of years before quietly disappearing from view – found only at the back of a kitchen cupboard or in a charity shop. Remember spiralizers?

But the air fryer just keeps on growing, with sales up another 17%, after three solid years of growth, proving they are not a fad. Indeed, they are arguably the new microwave: an indispensable piece of kit, which many families use on a daily basis. The Ninja double-stack air fryer – taller than it is wider and suited for those with limited counter space – proved a real hit.

One survey suggests that over half the population now has one, while Waterstones says that five of their top 20 cookery books this year are on cooking in an air fryer.



## Honey, I've shrunk the Christmas tree!

This year sales of 6ft trees have slumped 13%, and 7ft trees have fallen 6%. Meanwhile cheaper, smaller trees, notably ones 4.5ft high, have rocketed 55%.

There are a number of reasons for this, beyond cost-of-living pressures: new-build homes are just smaller now than they were a generation ago. One study found that the average living room in a house built since 2010 was 17.1 square metres (184 sq ft), compared with 24.9 sq m (268 sq ft) in the 1970s, a 32% contraction. How many of us can fit a 7ft tree easily into their sitting room, without it blocking out the television?

Also, quite a few shoppers buy an artificial tree as their second tree – for a hallway or a bedroom – in addition to a real one purchased from a garden centre. Does this additional one need to be quite so big?

Crucially, many families now decorate the whole house, inside and out, at Christmas. The shrinking tree isn't a sign that they are diluting any festive spirit, merely that they are spreading it around – to the front porch, the garden, the bedrooms and ceilings. Which leads us onto...



# 17%

This year, sales of wreaths are up

# 54%

Sale of garlands – and you need two to drape the whole doorframe are up

## ...Doorscaping

Can we blame America? Or Instagram? Or Americans on Instagram? Either way, the trend for decorating the front door of your house has steadily become a thing, as a way of expressing yourself and impressing the neighbours. It started with the simple Halloween pumpkin morphing into a whole autumnal scene.

Now Christmas has got the same treatment, with the basic green wreath mushrooming into something far more elaborate: whole-door bows, garlands draped around the door or porch, lanterns and lifesize nutcrackers guarding your home. This year, sales of wreaths are up 17%, while garlands – and you need two to drape the whole doorframe – up 54%.

# Christmas

## Jellycat, Jellycat, what are they feeding you?

The British stuffed toy brand Jellycat has quietly built up a loyal fan base since it started in 1999, but this year the popularity of the furry “amuseables” has exploded with sales of John Lewis’s range of 176 Jellycat products up 43%, as the brand wins over nostalgic adults, as well as children. Not only have Jellycats tapped into an Asian-inspired adoration for all things kawaii, but their faces-in-food plushies, in particular, have attracted Gen Z customers, who see them as accessories to be hung from handbags, as much as toys.

This Christmas, you can get Jellycat Christmas cake and pudding, Jellycat mince pies and gingerbread men and Jellycat candy canes – a toy that manages to combine two of the hottest trends of 2024: plush toys and candy cane stripes. Sales of special seasonal Jellycats like these have risen a whopping 1,411% over the past 12 months.

# 43%

Furry “amuseables” has exploded with sales of John Lewis’s range of 176 Jellycat products up



## Tinsel loses its sparkle

Christmas, for all its joy, comes with a lot of waste and many consumers are trying to do their bit. Why decorate a sustainably-grown fir tree with 20 metres of plastic?

Instead, shoppers seem to be embracing garlands made of felt, wood sticks, cones and cinnamon. Tinsel sales have fallen 9% on last year – a significant drop, considering how Christmas decorations overall have boomed this year.





**DEAN TAYLOR**  
Director of Research  
and Insight

## Love for pre-loved & the second hand surge

What's the most expensive item of fashion that John Lewis sold over the past year? Curiously, it was something second-hand: a £4,699 Chanel diamond-quilted shoulder bag, originally released in 2020.

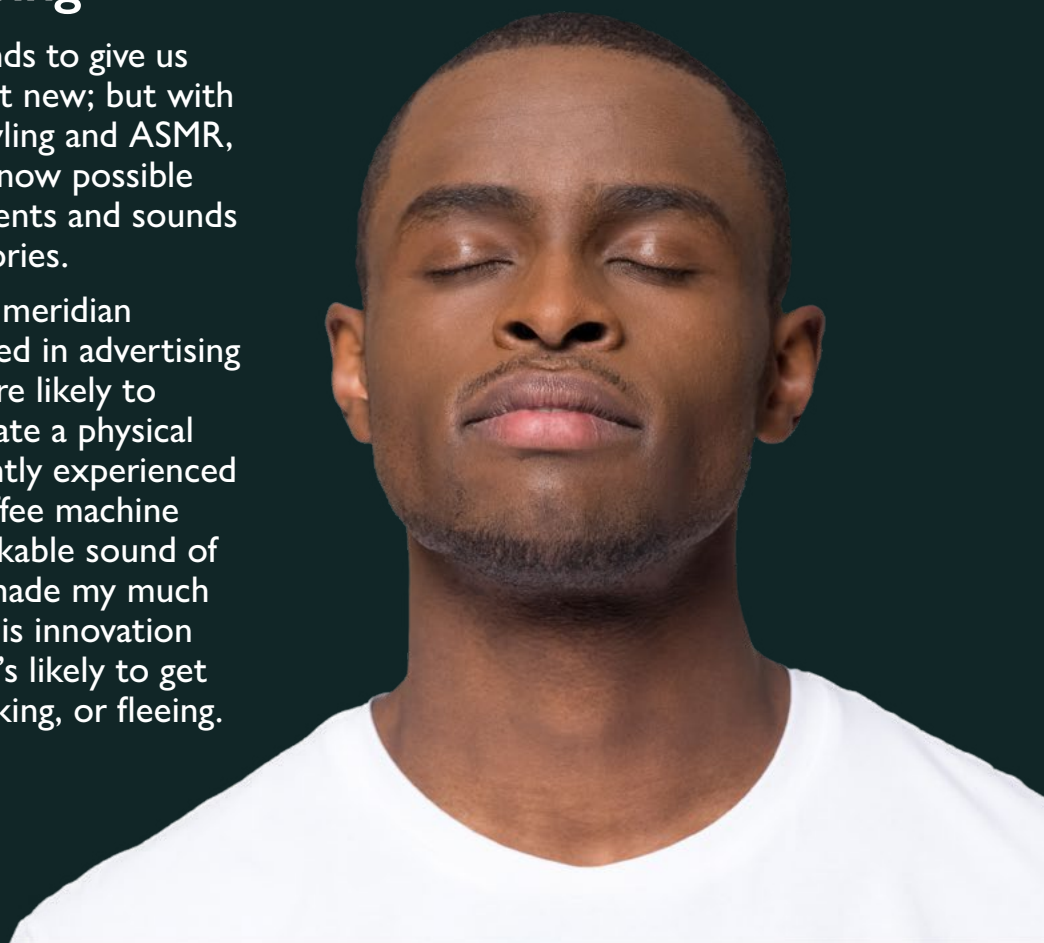
The idea that John Lewis would be selling second-hand fashion, let alone for such high prices, would have seemed an odd concept a few years ago, but the second-hand market has undergone a revolution in recent years, with consumers increasingly willing to pay premium prices for rare, authenticated haute-couture items that they know will hold their value. Yes, paying £2,000 is a lot of money for a bag, but if you can sell it after six months for nearly the same price it makes sense for many shoppers. Expect to see this trend surge as GlobalData estimates that globally we'll be spending \$350bn on second hand items in 2028 up from \$197bn in 2023.

# What's next?

## Full sensory shopping

The power of smells and sounds to give us pleasurable experiences is not new; but with the development of scent styling and ASMR, which is all over Tik Tok, it's now possible to create shopping environments and sounds which evoke particular memories.

ASMR (autonomous sensory meridian response), is already being used in advertising to attract Gen Z and there are likely to be more trials in retail to create a physical response to products. I recently experienced it at a motorway services coffee machine which dispensed the unmistakable sound of a busy coffee shop, while it made my much needed americano. Clearly this innovation is already being tested, and it's likely to get louder and see shoppers flocking, or fleeing.



## Which mirror is the smartest of them all?

We're already seeing the emergence of smart fitting rooms enabling shoppers to use AI to virtually bring items in different sizes and colours to the changing room. They can also enable you to search for products online in real-time, with magic "try-on" mirrors that help provide instant feedback on fit, style, and colour.

The humble changing room looks set for another, even smarter, evolution as trend company Foresight Factory predicts that by 2035, nearly one in eight UK shoppers will have used a mirror that scans their body so they can get custom made clothes and shoes.

“2024 has been the year when AI went mainstream with millions more of us using it at work and in our personal lives. The speed at which it has become part of everyday life has been phenomenal. In 2025 expect this trend to grow faster than a ChatGPT bot writes.”

**LESTER BERRY**  
Director of Analytics and Data Science

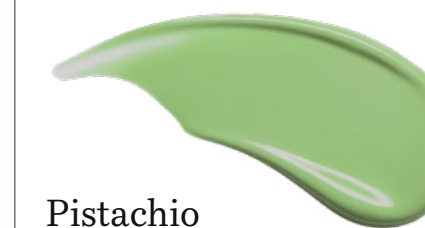
## Tagging a true cost

With an increase in verification and certification services on the environmental cost of the production of products, coupled with the expected arrival of 2D barcodes by 2027 which can contain much more data than current barcodes, shoppers can expect to easily access more information about products including their environmental impact. Making an informed choice about what to buy will never have been so easy.



# 2025 Trends

## Colour of the year



Pistachio

## Home



Floral tableware

Curved furniture

Bed valances

## Beauty



Beauty capsules



AI toothbrushes



Perfume scents:  
Rooted in nature; rhubarb,  
eucalyptus, oak, ginger

## Fashion

Cape trench coats

Suede will be even bigger across clothing  
and accessories

Feminine Fluidity - sheer clothing

Want to know more?

**Mandy Pursey**  
Communications Manager  
[mandy.purse@johnlewis.co.uk](mailto:mandy.purse@johnlewis.co.uk)

John Lewis & Partners  
1 Drummond Gate  
London SW1V 2QQ