



# MUST-HAVES

## Trends - What's Hot

Reflecting on the year's trends and must have's, some of these items and fads became a thing of the past while others kept going strong. Most trends had been around for decades, they just change their shape, style, materials, or structure. Essentially, they are reinvented in a new way with a fresh set of eyes and a bit of a new look from someone else's vision. When we look back over the decades many trends tend to make a comeback, of course there are always new items introduced to every generation and it seems the speed of that is ever-increasing.

The difference is they "go viral" which means they enjoy a much quicker snowball affect than in previous decades due to Social Media and the speed of which news travels. Due largely in part to on-line shopping, celebrity 'shout-outs' and of course, the all famous TikTok.

Remembering, that in a blink of an eye all these things we love and cannot live with out are here one minute and gone the next. So, enjoy, savour, and a note to 'Future You', have fun looking back in 20 years at what was hot when you were in high school.

## WHAT WE WORE all the rage street wear

### PLAID



Lumberjacks and Scots rejoice, plaid is back in. Plaid has been associated with preppy, punk, and grunge styles throughout history, making it a very versatile fabric for any wardrobe. The most famous plaid is the Burberry trench coats and scarves.

### THE OODIE



The oversized blanket hoodie that was on everyone's 2020-Christmas List. Every autumn a piece of novelty clothing appears, covering the wearer from head to toe, wrapping them in a feeling of embryonic safety. We've had the onesie, the Slanket, the Snuggie, the mermaid tail blanket. And this year we had the Oodie.

The Huggle (knockoff) \$40.69 CAD  
 The Comfy (knockoff) \$ 59.99 CAD  
**Original Oodie \$119.00 CAD**

Searches for Oodie climbed up a huge 207% over a 6 month period in the UK, and 220% worldwide, according to Digitaloft.co.uk.

### MATCHING TRACKSUITS

Adidas is often credited with "inventing" the tracksuit, at least commercially: In 1967, the sportswear retailer released its inaugural apparel collection with a three-stripped set made in collaboration with German soccer star Franz Beckenbauer. The garment has been taking on a life of its own ever since, becoming synonymous with everything from New York City's hip-hop and rap culture in the 1980s to Britpop bands like Oasis and Blur a decade later. Then along came Juicy Couture.

Whether it's yoga pants through the fashionable eye of Victoria Beckham, Scuba pants for the Kardashian-Jenner clan or cycling shorts adopted by a handful of top models, sportswear pieces are still taking over even the most stylish wardrobes.

There's no doubt about it, sweatpants are one of the defining trends of 2020. Yep, sweatpants outfits are practically eclipsing other wardrobe basics among the fashion set. So what are the best ways to wear sweatpant outfits? Taking some notes from fashion insiders, there are plenty of chic ways to style them whether worn with structured blazers and sneakers or chunky knits and combat boots.

Popular tracksuit materials include:

- Heavy brushed sweat jersey
- Vintage loopback sweat jersey
- Chain jersey
- Polar fleece
- Scuba
- Plush velvet



### AIRFORCE 1 RUNNER



The AF1 is the highest-selling athletic shoe of all time, bringing in an estimated \$800 million USD each year in revenue. Considering the shoe is in its 35th year, that's a rough turnover of \$28,000,000,000 (yes that is 28 billion!) since its inception.

The Air Force 1 was created by designer Bruce Kilgore and was the first basketball shoe to use the Nike Air technology.

The white Nike Air Force 1 Low is one of the best Air Force 1s because it has withstood the test of time. It was popular in the 1990s thanks to street culture in cities like New York and Baltimore, and now, its popularity has spread across the globe.

### DID YOU KNOW

• Birkenstock sales shot up 250% at the beginning of pandemic. The Birkenstock Arizona has emerged as the go-to sandal for consumers around the globe. Or as Birkenstock Group CEO Oliver Reichert refers to it — it's the "official home-office shoe." Prices range from \$55-\$215.

• Doc Martens, still going strong and as popular as ever. Started in 1947 by Dr. Klaus Martens who was recovering from a broken foot and Dr. Herbert Funk. They assembled the footwear with disused military supplies.

# WHAT WE DID

we had a lot of time

## VIRTUAL MUSEUM VISITS

This was a top trending activity during the pandemic. Tour museums such as The Louvre, The Guggenheim, The Smithsonian, and The Met from the comfort of your home.



## PETS



The Toy Poodle was the top trending dog searched in 2020.

Global search interest for fostering a dog reached an all-time high in 2020.

# WHAT WE ATE

food frenzy

## ICED COFFEES

TOP 5 Starbucks Iced Drinks

- Starbucks Double-shot on Ice
- Iced White Chocolate Mocha
- Cold Brew Coffee
- Iced Americano
- Iced Caramel Macchiato



BEST Fast Food Iced Coffees

- Wendy's Vanilla Iced coffee
- Krispy Kreme Iced Coffee
- Burger King Iced coffee
- Taco Bell Regular Iced Coffee
- 7 Eleven Original Iced coffee
- Tim Hortons Iced Premium Blend

# BRIGHT WITH COLOUR

how to decorate your room

## FAIRY LIGHTS

Ideas for decorating with fairy lights

- Bed Canopy
- Fairy Light Lantern
- Hanging Lights Picture Wall
- Hanging From Stairs
- Form Words
- Framing A Mirror
- Outdoor Decor
- Draped Behind Sheer Curtains
- Brightening Wall Accent
- String Through Indoor Foliage



## GALAXY LIGHT PROJECTOR



With the ability to cast light and stars around a room, galaxy projectors make a soothing ambiance of gently swirling galaxies. These devices are an easy way to add some serene energy to your space.

## AVOCADO TOAST

Australian restaurateur Bill Granger served his first plate of smashed avocado on toast 26 years ago in a little sunny corner café in Sydney. It is a dish that has become both a global phenomenon and a millennial cliché in recent years.

Approximate Nutritional Facts (per slice): 330 Calories, 27 grams carbohydrates, 4 grams fiber, 16 grams fat, 4 grams saturated fat, 430 mg cholesterol, 250 mg sodium, 18 grams protein, 6% Daily Calcium, 15% Daily Iron, 6-12% Daily Potassium.

## LED LIGHTS



TikTokers are making LED lights cool again. The remote-controlled color-shifting light strips are being installed in teen bedrooms all over. Because LED strips are accessible, relatively affordable (start at \$16.50 on Amazon), and have a high impact on social videos, the trend has taken off. LED light listings on Amazon and Target have been rebranded as "TikTok lights" for online shoppers. Check out Bedroom Upgrade – LED Lights! by Whitney Bjerken, with hundreds of thousands of views.

