

# The collective

BY PRESS HALL

## Y2K Fashion Is Back

The nostalgic styles and  
bright colors from the 2000's  
are so hot right now.

**EXCLUSIVE!**

Y2K Trend Report  
With Vicki Ostrom

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Our Y2K Playlist



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Let's Talk About

# Y2K

*It's no surprise that Y2K fashion trends are coming back around. Let's do it even better this time.*

The same nostalgic styles and bright colors from the 2000's are trending this summer. As a small business apparel decorator, we wanted to support you in hopping on the Y2K trend.

Making products that your customers are excited to order from you is why we're here, and we hope you'll make the next best viral products with these blanks.



# Y2K Trend Report

With Vicki Ostrom

*Vicki Ostrom is our favorite source for fashion forecasting. She's done this for over 11 years and we sat down with her to get the inside scoop on the recent Y2K revival.*



### **Sustainability Matters More.**

We care about sustainability now in 2023, but in the 2000's sustainability was not at the top of consumer's minds. Now, we see consumers preferring to buy from ethical brands, shop for vintage pieces, and get clothes from the resale and consignment markets.

### **Waistlines Have Moved Up.**

In the 2000's, low waistlines were the go-to, whereas now, we see more high-waisted styles. Y2K had velour tracksuits and they are back today, but in the 2000's the waistlines were much lower. You'll still see skin but it's the midriff that shows rather than the lower belly.

### **Keeping Calm & Staying Cozy.**

When velour was popular before, it was more because it was a trend to follow, whereas today we LOVE TO BE COZY! We are much happier these days with oversized items and styles that are more comfort-driven.

### **Inclusive & Acceptance.**

In the 2000s there was a HUGE emphasis on super skinny bodies, whereas now it's about BODY CONFIDENCE, no matter what your size. In the 2000s you saw a much more defined girls vs. guys style. In 2023 we live in a gender-FULL world. We prefer styles that could be worn by anyone who likes them, not necessarily just for a girl or just for a guy.

### **Hyper-Bright Colors + Faded Vintage Hues.**

Color for Y2K was super, hyper bright in the 2000s. While the colors can be hyper bright in today's fashion too, they can also be soft and muted. Part of this is because there is such an emphasis now on buying vintage and a true vintage Y2K item is likely to be somewhat faded now after many washes.



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In 2023, you can take the Y2K trend as a jumping off point and then make it totally your own - it's about your own CONFIDENCE - not copying a past cycle trend for trend

- Vicki Ostrom



**Will this Y2K revival disappear  
or is it here to stay? Are the  
2010s next?**

Nostalgia is the future of the Y2K trend and the 2010's are quickly following as we are ruthlessly looking backwards to the sweet days of our youth.

Taylor Swift is one artist who is mining her own past albums in The Eras Tour, for example. As artists continue to do this, we will see the trends they remember spark "new" trends as they come back again.

There are no rules - the Y2K trend is not going away - in fact it will continue to move into industries other than fashion as our pop icons of the 2000s and revive their nostalgic childhoods, bringing them back so we all fall in love with them all over again or for the first time!

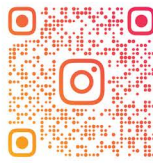




## Our Favorite Fashion Trend Resources:



HYPEBEAST



WGSN



FASHIONSNOOPS

### Which Y2K styles do you want to come back?

(Check YES or NO)

☐ Denim on denim

☐ Velour tracksuits

☐ Gauchos

☐ Bermuda shorts

☐ Low-rise waistlines

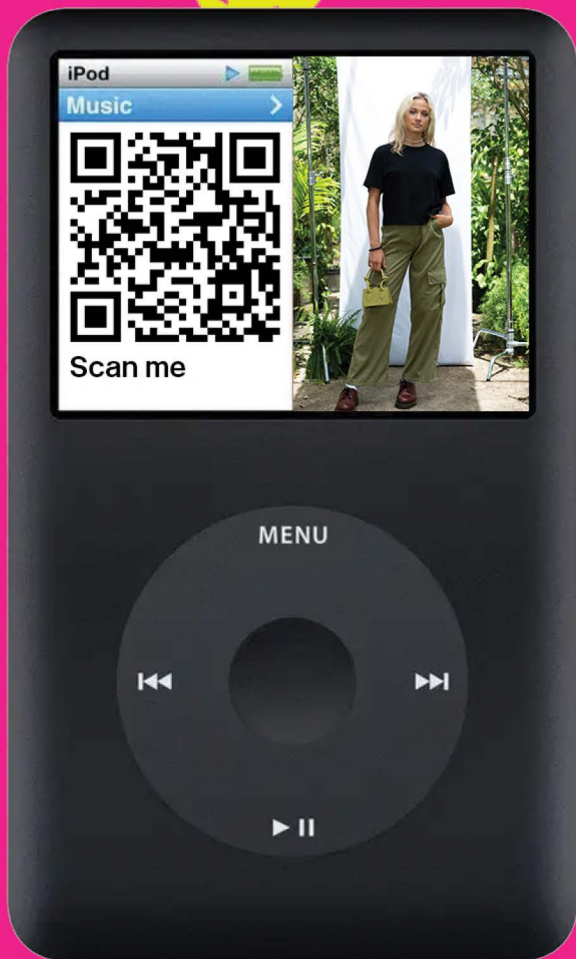
Now  
Playing!

# Our Y2K Playlist



*Scan with your phone to  
listen to our Y2K Spotify  
Playlist*

We've curated this Spotify playlist for you to listen to while you make your Y2K creations. With the best hits from Britney Spears, Beyoncé, Gwen Stefani, Usher, Kesha, and more, this playlist includes all the most iconic artists of the 2000s. So sit back, relax, and enjoy a trip back to Y2K.



Trends come and go, but Press Hall's blanks are  
always the perfect canvas for your creations.



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