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2025

FAIRE FORECAST



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“Living ‘fully charged’ is all about finding the YAY and learning how to prioritize optimism and joy. Now, this goal is becoming even more explicit: People are being more intentional about understanding what brings them happiness. In this more-thoughtful space, they’re looking to retail to find new and creative ways to address those desires.”

Meaghan Murphy - Author, longtime magazine editor, TV host, lifestyle expert, small business cheerleader

It's all about joy rediscovered

If you set out today and asked a dozen strangers on the street how they define joy, you would, most likely, get 12 wildly different answers, and most importantly, each answer would be right.

There are no wrong answers when it comes to defining joy because it is a uniquely personal, distinctly human quality. Joy isn't just a fleeting emotion; beyond deepening social connections and fostering personal growth, studies show that joy has profound impacts on our physical health, boosting our immune system and supporting longevity.

It is one of those things that you inherently know when you see it, but for every one of us, what sparks joy is different. Whether it is a special outfit, lucky charm, or signature scent, consumers continue to lean into a myriad of purchases that add to their daily happiness. #Littletreat has over 111 million shares (and counting!) on TikTok, and it's clear that retail therapy has a big role to play in providing a hit of dopamine and, ultimately, joy.

So how can retailers be prepared to create that special moment where the eye lands on the absolutely necessary, if not always practical, purchase that creates a rush of feeling? We dove into the data to explore what retailers should be prioritizing for the coming year.

This year's Faire Forecast sets out to celebrate how consumers (and everyone) prioritize their own unique ways of chasing joy.



Intentional Detours

FAIRE



Seeking adventure on the road less traveled



Adventurers around the world are gathering their closest friends, hitting the open road⁷, and stocking up on snacks—but this time, they’re embracing spontaneity, leaving room for detours, and taking the journey as it comes.

Intentional Detours celebrate the free-spirited who find joy in the unexpected, reveling in the magic of veering off the beaten path. It’s not just about reaching a destination but savoring the surprises along the way.

What sets this trend apart from the usual love of travel is a mindset that values curiosity over structure, encouraging us to loosen our grip on rigid itineraries and make space for serendipity.

How it's trending

Unwinding requires putting our phones on airplane mode and remembering simpler pasts. There's a whiff of nostalgia, with searches for "film," "polaroid," and "tradition" on the rise. Beyond the freedom to explore and disconnect, "Intentional Detours" is defined by experiences that will form into memories.

Why we love it

This trend invites you to disconnect to reconnect and to open yourself up to the beauty of the world around you. Find a clear roadside spot where you can see more stars, break out an old-school paper map, craft the perfect mixtape for a car-wide singalong. Then, commit it to memory beyond a screen: on pen and paper, instant film, or in a scrapbook. There's a lot to be said for the road less traveled. After all, who isn't just a little curious about the world's largest catsup bottle?

By the numbers

300%

“**Cowboy hats**” have seen a 3x increase in searches as of Q2 2024.

2X

Searches for “**Route 66**” have more than doubled since early 2024.

247%

Searches for “**playing cards**” are up 247% since November 2023.

2X

Searches for “**polaroid**” doubled during Q3 this year, and “**film**” is up 36% as of Q4.

How it comes to life

[Shop this trend!](#)



1. Capturing the magic of the unexpected, [Fotofoto's](#) eco-friendly, [disposable cameras](#) , preloaded with cinema-grade color film, turn detours into lasting memories. 2. Snacks like [HEY YUM!'s Organic Fruit Marshmallows](#) are a playful pick-me-up for hungry kids. 3. Designed with practicality and wanderlust in mind, [United by Blue's](#) [collapsible travel bowls](#) are lightweight and ensure furry companions stay hydrated no matter where the road leads. 4. [Lavender Plantable Wildflower Seed Card](#) by [Small Victories](#) 5. [Vintage Metal Cooler](#) by [Foster & Rye](#) 6. [Climbing Rope Dog Leash](#) by [Euro-Dog Collars and Leads](#) 7. [Travel Games](#) by [BeyBerk International](#) 8. [New York Botanical Garden Mushroom Identification Flashcards](#) by [Penguin Random House](#) 9. [Playing Cards X Adam Jk](#) by [Third Drawer Down USA](#) 10. [Snail World Coffee Table Book](#) by [Broccoli](#) 11. [The Wolf Jacket](#) by [MOD REF](#) 12. [Bon Appétit Isothermic Lunch Bag](#) by [Helio Ferretti Co](#)

Victorian Noir



FAIRE

Recapturing an era of rich textures and old-world elegance



As more people choose to live alone⁷, fewer have to compromise on personal style in the home and are splurging more on little luxuries⁷ for themselves—sparking a surge in searches for terms like “personality” and “vintage.” Taking center stage are unique pieces that stand out and draw inspiration from the classic, the elaborate, and the maximalist.

Inspired by the elegance of European parlors, and the artful jumble of high-end antique shops, the “Victorian Noir” trend is defined by the decadent, romantic, and supernatural—the accent piece that provokes curiosity.

Evoking distant realms and exotic pasts, this is a trend you can see, taste, smell, hear, and touch. Think dark, dramatic aesthetics with brocade, velvet, and ruffles for apparel and decor, while personal accessories, like vintage-style jewelry, also draw the eye.

How it's trending

Consumers are rejecting “less is more” in favor of bold self-expression. When they find that perfect Victorian-inspired piece in your shop, they're not just buying decor—they are investing in their personal story. With searches for “burgundy” up 240% from two years ago and “neck scarf” searches climbing 27.9% in Q4 2024, the appetite for dramatic accessories has never been stronger.

Why we love it

This trend invites consumers to explore all the indulgence modes of self-expression available to them. Embrace Victorian Noir with a personality-defining accessory, an item that takes something old and makes it feel new, and reject the wisdom that less is more. Fashion icon Iris Apfel captured it perfectly when she said: “More is more, and less is a bore.”

By the numbers

240%

Searches for “**burgundy**” are up 240% from two years ago.

31%

Searches for “**mirrors**” are up 31% as of Q3 2024.

29%

Searches for “**brocade**” are up 29% as of Q3 2024.

71%

Searches for “**velvet**” are up 71% since October 2023.

How it comes to life

[Show me more!](#)



1. Dramatic displays featuring [NÉOS CANDLESTUDIO's](#) surreal [David Candle](#) brings an otherworldly allure to any setting. 2. Channel the drama of Victorian elegance with [Cici'De Jewelry's](#) ornate [feather earrings](#) and vintage-inspired velvet ring boxes. 3. [Corbell Silver's](#) show-stopping [candelabras](#) and intricate sterling pillboxes add a touch of Old World opulence. 4. [Salty Black Licorice](#) by [Jacobsen Salt Co.](#) 5. [Circle Mirror](#) by [MACHETE](#) 6. [Green Flora Silk Scarf](#) by [SueSilkHK](#) 7. [Dulce De Cuerpo Perfume](#) by [Nopalera](#) 8. [Phony Negroni](#) by [St. Agrestis](#) 9. [Brass Incense Holder](#) by [Subtle Bodies](#) 10. [Yahtzee](#) by [WS Game Company](#) 11. [Totem Glasses](#) by [Sophie Lou Jacobsen](#) by [Ghia](#) 12. [Gold Chunky Charm Necklace](#) by [Sessori](#)

Neutral Good



FAIRE

Choosing from the earth for the Earth



When we think about natural materials, we think about quality, craftsmanship, and even luxury. There's something so timeless about the smells of leather and natural wood. The subtle, earthy scents evoke nature and craftsmanship, calling us to the outdoors. The imperfectly perfect irregularities of the weave of linen or heft of clay can spark a sense of pride in choosing handmade pieces over mass production and lend a feeling of tranquility to everyday spaces.

Natural fibers and materials satisfy our primary instincts and modern sensibilities, bridging the space between physical comfort and emotional fulfillment. Materials here don't have to be processed to the point of smoothness—in fact, that's what allows them to shine.

Enter “Neutral Good”—a shift toward handcrafted, long-lasting pieces that bring the beauty and rawness of the outdoors inside: making nature a bit more comfortable, but without refining it to the point of erasing its beauty.

How it's trending

Retailers are going out of their way to find handmade, eco-friendly products that are both of the earth and for the Earth. Searches for “wicker,” “rattan,” and “woven” are growing nearly 100% from Q2 to Q3 of this year, as people seek out fabric and furniture that shows its raw edges, joints, and seams.

Why we love it

Not all shopping is created equal. This trend complements the joys of ownership and the concerns of sustainability. When we shop consciously, we feel satisfaction in our own choices and hope for the world—that workers are paid a fair wage, that the small business that made an item is giving back to its community, and that our choices, in some small way, might contribute to our planet's longevity.

By the numbers

35%

As of Q3 2024, searches for “**organic**” are up 35% from January.

46%

Searches for “**wool**” are up 46% as of Q3 2024 from January.

22%

Searches for “**turkish towel**” are up 22% as of Q3 2024

75%

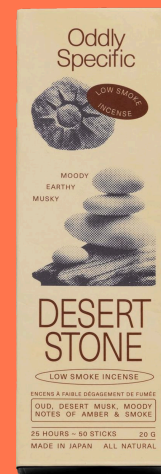
Searches for “**wicker**” are up 75% since October 2023.

How it comes to life

This is my trend!



1



2



3



4



5



6



7



8



9



10



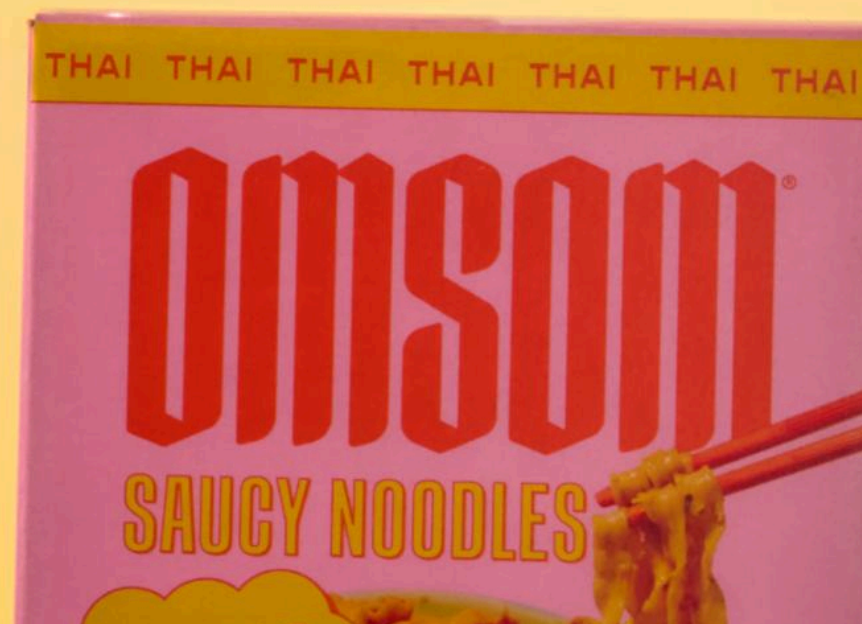
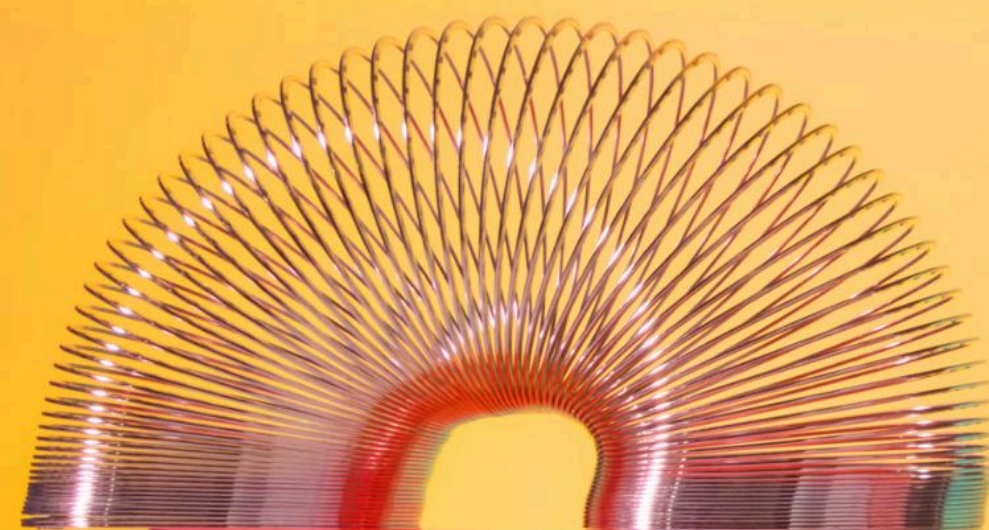
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1. Paca Botánica's Turmeric + Calendula artisanal soap weaves together the restorative power of calendula petals and the golden warmth of turmeric. 2. Oddly Specific's incense, crafted from natural ingredients, transports you to the outdoors with the warm scent of garden air. 3. TBCo's cozy, recycled wool throws are crafted in Scotland to "turn pre-loved into re-loved." 4. Cí Cí Chili Oil by Like Family 5. Tortoise Hair Stick Hairpin by TheDivaSoap 6. Stacking Ceramic Dish by Spring + Vine 7. Mezcal Tasting Glasses by Verve Culture 8. Fire Cider by Wooden Spoon Herbs 9. Amber Glass French Press by YIELD 10. Sisal Tote by Amsha 11. The Stockholm Scarf by ARCTIC FOX & CO.

Everyday Hopecore



FAIRE



Returning to childhood with better taste



Today’s pop culture and online landscape are reflecting a desire for communal hope and optimism, from the rise of “hopecore” content on social media to the mainstreaming of “wholesome” as a Gen Z compliment. As Millennials gain financial independence, they’re reviving the styles of their childhood and teen years in the hope of brightening their everyday lives.

With “Everyday Hopecore,” every purchase becomes an opportunity for small joys—finding fun in the ordinary with the same carefree optimism we felt in our youth. This trend reflects a collective yearning for lightheartedness and hope.

From colorful home accents to whimsical personal touches, this trend celebrates the power of small, joyful choices to brighten our days.

How it's trending

Finding ways to decorate everyday objects is top of mind, with searches for “purse charms” up 500% from Q2 to Q4 in 2024. The desire to revisit the past is unmistakable, with searches for “memorabilia” rising by 40.3% and “stereos” surging by 60%—both in the latter half of 2024. Whether it's through vibrant accessories, playful designs, or nostalgic touches, shoppers want reminders of the carefree optimism we felt in our youth.

Why we love it

This trend might remind us of childhood, but that doesn't make it childish. These small touchstones of the past reconnect us to a simpler time when playfulness was not only encouraged, but expected. It's a look back to when our sense of self was just coming into bloom—except this time around, we don't have to wait for our allowance to splurge on inflatable furniture.

By the numbers

5X

Searches for “**purse charm**” were up 500% from Q2 to Q4 in 2024.

24%

Searches for “**nostalgia**” are up 24% as of Q4 in 2024.

2X

Searches for “**ballet flats**” have almost doubled in 2024.

166%

Searches for “**bows**” are up 166% since October 2023.

How it comes to life

I love this!



1. [A Shop of Things' pocket mirrors](#) that look like our first flip phones evoke the giddy nostalgia of teenage years. 2. [Omsom's Saucy Noodles](#), a grown-up twist on childhood microwave soup, combine bold, elevated flavors with comforting nostalgia. 3. [Jenny Lemons' novelty hair clips](#) add a splash of fun to everyday routines, transforming a simple hairstyle into an expression of creativity. 4. [Carafe, Cherry](#) by [Ban.do](#) 5. [Celine Sky Nylon Large Shoulder Bag](#) by [Melie Bianco](#) 6. [Vegan & 21-free Nail Polish](#) by [BKIND](#) 7. [Lavender Lemonade](#) by [Bea's Squeeze](#) 8. [Washi Tape Pac Man](#) by [Studio Inktvis](#) 9. [Lemon Candle](#) by [Scandles](#) 10. [Spiral Taper Candle](#) by [Whiskey + Wine](#) 11. [Origami Set](#) by [Carolyn Suzuki](#) 12. [Serving Friends](#) by [Areaware](#)

Conclusion



This year's Forecast reflects the beautiful spectrum of ways shoppers are actively seeking a fundamental human joy that otherwise might've fallen through the cracks.

From resurfacing old-world decadence to restoring the natural world, from finding our inner child to kindling our sense of adventure, each trend sees shoppers finding that joy in unexpected places. Across the board, both in what we buy for ourselves or others, retail is a tool that today's shoppers are deploying in ever-more creative ways—all to get them closer to those moments and moods of simple happiness.

And for today's retailers, serving customers well means facilitating this pursuit of joy: offering the thoughtful curation and ready access that helps people embody their inner child, reach their inner zen—or whatever genre of joy they're seeking.



Feeling inspired?

Help your customers discover joy by stocking your shop with these trends and more on Faire.

About Faire

Faire's mission is to empower brands and retailers to strengthen the unique character of local communities. Learn more by visiting [Faire.com](https://www.faire.com).

Methodology

The Faire Forecast was rooted in product search data on Faire over 2024, alongside review and analysis of reputable secondary sources—existing journalism and cultural analysis, trend and futures reports, and retailer and brand case studies—to illuminate cultural shifts and their applications to retailers.

F A I R E

Intentional Detours



Victorian Noir



Neutral Good



Everyday Hopecore

