

2025 MID-YEAR EDITION

FAIR EFFORCAST



We study the data. You make it yours.

What's inside



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Individualism over influence

We're in our confidence era

The Faire Forecast is back for a mid-year check-in, and we're seeing a rising season of unapologetic personal style, where people are boldly rejecting mass influence and choosing authenticity over the zeitgeist. From putting on themed maximalist parties to spending cozy offline time, consumers are prioritizing self-expression like never before. And this leads us to three standout trends for the second half of 2025: *The House Party*, *The Great Indoors*, and *The New Romantics*.

So when your customers are craving less approval and more identity, how can you create a scalable buying strategy for your store **that supports them**? Watch them, listen, and solicit feedback. The more you understand their needs, the more you'll be able to meet them where they're at. And when you need inspiration, the Faire Forecast can help there, too.

THE HOUSE PARTY

Restaurants are out. Hosting at home is in,
and everyone is invited.

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“A dinner party is your chance to share your world, your approach to living. Have fun! Show off! But do plan the experience,” writes Kyle Raymond Fitzpatrick of The Trend Report—and this is what The House Party is all about. Whether it’s because dining out has gotten more expensive or Gen Z is simply more comfortable hanging at home, gathering around a table with friends is decidedly on trend. Even Instacart is aiming to meet consumer needs with the launch of Fizz, a delivery service that allows guests to collectively order their own snacks, drinks, and party supplies.

These experiences aren’t stuffy; they’re designed to be an opportunity for personal flair paired with analog time together. In fact, Verywell Mind reports that today’s at-home dinner parties are “an essential piece of the puzzle to solve our current crisis of connection.”

31% of consumers anticipate their personal spending to be less in 2025, with “staying home to eat or for entertainment” cited as a key way they plan to reduce their spending.

64% of consumers have opted to host a party at home instead of going out.





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Everything a host brings to the table is chosen with care because they know that details are what make the difference. This means decor that conjures a sense of throw-back luxury with aesthetically pleasing food and drink and thoughtful serveware (down to ceramic butter dishes and colorful linens). If they're hosting dinner, food is served bountifully and family-style, instead of tidy and multicoursed. Game nights forgo trivia for a tarot reading with a cheeky pasta-themed deck, and at book club, everyone has the latest zero-proof aperitif in their purposely mismatched martini glasses.

Each event is an opportunity for hosts to confidently explore and showcase their individuality, *and your mission as a retailer is to provide them with the pieces that will make their homes as eye-catching and their spreads as delicious as possible.*



Source: Retailer searches on [Faire.com](https://www.faire.com)

How it comes to life

[Shop this trend!](#)



1. [Fruit Bowl](#) by [Falcon Enamelware](#) 2. [Maazah Roasted Red Pepper Lentil Dip](#) by [Maazah](#) 3. [Hors D'oeuvres Cocktail Napkins](#) by [Piecework Puzzles](#) 4. [Old Fashioned Cufflinks](#) by [Love & Victory](#) 5. [Cabi Yuzu Vinaigrette](#) by [Cabi](#) 6. [Evoo For Cooking](#) by [Glug](#) 7. [Seven Fishes Tea Towel](#) by [Mel Andrel](#) 8. [Sabrina Apron](#) by [Furbish Studio](#) 9. [Lapo's Non-Alcoholic Aperitivo](#) by [The Zero Proof](#) 10. [Complimentary Color Grow Kits](#) by [Modern Sprout](#)

F A I R E

THE GREAT INDOORS

Find joy in the quiet, together.
Reconnect with yourself and each other.



Travelers are officially trading hustle for hibernation, embracing a more restorative pace, preferably wrapped in a cozy sweater under a weighted blanket. This trend calls back to a simpler time, allowing consumers to disconnect from the fatigue of everyday life and reconnect with what grounds them. In fact, The New York Times reported that one of 2025's biggest travel trends is tech-free travel, where vacationers forgo phones and laptops, switching off WiFi for themselves or going somewhere a bit more upscale that specializes in “off-the-grid experiences.”

Psychology Today says, “Endless scrolling and constant comparison could be eroding [peoples’] self-worth.... Whether it’s hiking, cooking with loved ones, or simply enjoying quiet time, real-world connections can boost your mood and sense of fulfillment.” When you help consumers unplug, they can embrace the moments that make them feel better about themselves.

Tripaneer reported a 94% increased interest in US ranch stays, showing just how much they’re craving time in the great outdoors

In this year’s Hilton Trends Report—which surveyed 13,000 adults around the world who plan to travel in the next year—25% of respondents say they turn off social media during vacation more than they used to





So how can you help them embrace this calm at home or away? Reintroduce them to the joys of baking, let them get lost in family board games, or enable them to finally pick up that craft activity that they've been putting off. Treat them with analog comforts from rustic getaways, like flannel throws and hand-thrown ceramic mugs. Stock their closets with workwear that's functional but comfortable to wear (think: chore coats and bandanas). And fill their pantries with homey, nostalgic goods: bases to make stew, beans, chicken noodle soup, and biscuits. Anything to help them relax into their comfort zones and make time slow down.



↑ 76% Knitting



↑ 561% Chicken noodle soup



↑ 200% Chunky knitted sweaters



↑ 184% Fleece jackets



↑ 138% Mahjong

How it comes to life

[Show me more!](#)



1. [Grandma's Flaky Pie Crust Mix](#) by [Fowler's Mill](#) 2. [Mindful Wooden Sudoku Game](#) by [SUCK UK Ltd - USA](#) 3. [Mystery!](#) by [Le Puzz](#) 4. [Oh Sooo Buttery](#) by [Popsmith](#) 5. [A-Frame Cross Stitch Kit](#) by [The Stranded Stitch](#) 6. [Splatter Enamelware Large Salad Bowl](#) by [Crow Canyon Home](#) 7. [Fruit Grid Recipe Book](#) by [Ruff House Print Shop](#) 8. [Sardine Bandana](#) by [Hearth and Harrow](#) 9. [Lake Tahoe Plaid Rethread Blanket](#) by [SERRV International](#) 10. [Dinner Plates Cotton Oven Mitt + Pot Holder Set](#) by [Idlewild Co.](#) 11. [Rummikub Vintage Edition Board Game](#) by [University Games](#)

The New Romantics

Maximalist beauty with a modern lens.
Create a truly unique and immersive world.

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There's a reason #RomanticizingYourLife has over half a billion views on TikTok: People are sprucing up their lives with fun flourishes in service of living with intention. From fresh flowers on the breakfast table to dramatic collared lace shirts in their closets to ornate vintage frames on their shelves, this maximalism isn't an ode to any particular era. In fact, it's inspired by all of them, layered with care: a mix of Marie Antoinette juxtaposed with a pair of Converse All-Stars, the glamour of the 1920s against the androgynous instincts of the 1990s, the domestic polish of the 1950s combined with the radical flair of the 1980s.

And while the vibe is maximalist, the way the trend manifests can be with a wink: lace ankle socks, a porcelain kitten candle holder, a velvet heart choker, or fleur de sel in a trinket dish. Each treasure speaks to a desire for charm and an antique quality (whether it's a current heirloom or might be in the future). The ultimate goal: conveying a new message about one's identity through callbacks to old ideas.

Google Trends saw a 27% YOY increase in searches for lace in 2025

Afterpay saw sales of long pearls up 365% YOY in 2024





When it comes to color palettes, think rich browns, winter whites, and smokey blacks balanced with baby blues and butter yellow. Textures are velvety and soft, tactile with movement. This trend reaches through clothing and home goods into other areas as well: “Vintage-style logos and packaging like the designs chosen by tinned-fish brand Fishwife point to an interest in nostalgia, too,” reports Food & Wine. Consumers are favoring romantic branding to give their pantries a lift. And according to InnoPak, “Retro and nostalgic looks ... remind people of something happy.”

Every item, no matter how small, is a means to connect with others, tell stories, and create a blissful space as a romantic reprieve—a safe space for individuality.



↑ 163% Lace shirts



↑ 126% Ruffle sleeve shirts



↑ 721% Butter yellow



↑ 237% Drop waist

How it comes to life

I love this!



1. Ragdoll Cat Cake Topper by Camp Hollow Porcelain Animal Treasures 2. Mini Swan Covered Box by Godinger 3. Camargue Fleur De Sel by The French Farm 4. Les Anis De Flavigny by The French Farm 5. Miel 75 Sneakers by Maker's Shoes 6. Black and White Scallop Fine Porcelain Tea Cup & Saucer by Grace Teaware 7. Dazzle Shoe Charm Pack-Wanderlust by The Darling Effect 8. Oval Metal Serving Tray by Portofino International Trading, USA 9. Floral Breathable Glass Socks Set by Leo & Lee Studio 10. Hand-Painted Spring Rose Pocket Hair Comb by Solar Eclipse



Empower consumers to double down on individuality

Today's shoppers are looking for ways to not only express themselves but dig deeper into their individuality, and retailers have the power to help facilitate their self-expression.

Through apparel, accessories, home goods, and pantry staples, you have the opportunity to scaffold a world that celebrates individualism boldly and thoughtfully. As consumers enter a future that is largely unknown, what they own and buy for themselves will ground them, define them, and connect them to each other, even if their preferences are different.

So as you pore over the trends and our data, keep an eye on your customers and their preferences. Are they New Romantics, accessorizing with velvet bows? Are they coding more to The Great Indoors, or do they seem more like House Party hosts? Then dive deeper to see how you can give them more of what they love, with help from Faire.

Because being yourself is what's really cool, right?

[Shop the trends!](#)

Methodology

We created the Faire Forecast in partnership with WGSN, the world's leading trend forecaster WGSN and used additional insights from product search data on Faire over 2024 and 2025. We also included data from secondary sources—including journalism and cultural analyses, trend and futures reports, and retailer and brand case studies—to give us the best insights into cultural shifts and how they apply to today's retailers. Our goal is that you can finish this report with a solid understanding of what consumers are experiencing out in the world so that you can best fill your shops with what they want and need most.



“We’ve put Insider savings right back into new product.”



Vanessa, Souk Bô'hémian

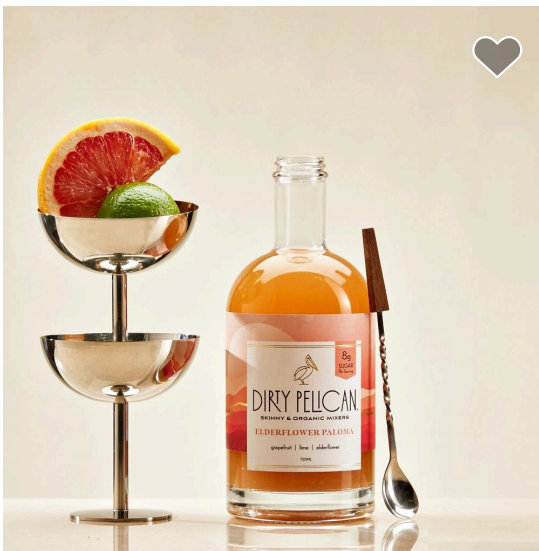
Find what’s next,
ship it for free with Insider

↑ 237% Drop waist



Klesis
Free shipping

↑ 57% Mocktails



Dirty Pelican
Free shipping

↑ 138% Mahjong



Chronicle Books
Free shipping

↑ 721% Butter yellow



KIMBERLY C
Free shipping

Faire.com/Insider

Source: Retailer searches on Faire.com



We studied the data,
now make it yours.

F A I R E