

 Catwalk Runway Show Event

Recessions Impact Fashion Trends Seen on Runways / iStock by Getty

## How Do Recessions Impact Fashion Trends? Beyond the Hemline Index

INFLATION

RECESSION



Masterworks

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Your OOTD (outfit of the day) might be inspired by fashion magazines, viral TikToks, or Instagram influencers, but one sneaky factor influencing your fit that may be surprising is the economy. Even if you are not up-to-date with the stock market, the state of the financial system changes fashion trends, and even your hemline.

You might assume that, in hard economic times, spending time and money on fashion trends would be one of the first expenses cut. But based on spending trends, there's a lot of evidence that suggests style trends become riskier and more explorative during economic downturns.

- **Read More:** [How Do Alternative Assets Perform in a Recession?](#)

Beyond spending, fashion tends to reflect the consumer's response to economic conditions. Coco Chanel once said, "Fashion is in the sky, in the street. Fashion has to do with ideas, the way we live, what is happening."

It's impossible to separate the dominant aesthetics of consumer goods from the economic conditions under which they were created. How we dress speaks to our personal relationship with money.

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