



NEWS | UK

Recession indicators: how social trends like lipstick, hemlines and champagne sales predict economic downturns

According to Forbes, 'monitoring these trends is essential, as they will likely affect your job'



THE 'HEMLINE INDEX' THEORY SUGGESTS THAT HEMLINES DROP WHEN THE ECONOMY IS

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Can our hemlines tell us something about our economies?

Predicting a recession is tricky business, but economists have methods of measuring the plausibility of an economic downturn. These are called “recession indicators” and include factors such as declining consumer confidence, credit card late payments and business uncertainty.

But in recent weeks, a flurry of memes and TikToks have emerged with alternative economic analysis, making the case that everything from spikes in lipstick purchases to longer skirt lengths indicates a brewing recession.

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