



M
MEATPACKING

APRIL + MAY 2024 TREND REPORT

Get an inside look at the latest in pop culture, fashion trends, technology advancements, food and beverage crazes, home and living trends, and recent events in Meatpacking.

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A photograph of a townhouse entrance with a light blue door and a person walking past. The person is wearing a dark jacket, a striped beanie, and blue sneakers. The entrance has a small porch with steps and a hanging lantern. There are potted plants on either side of the steps. The building has a white frame around the door and windows.

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POP CULTURE



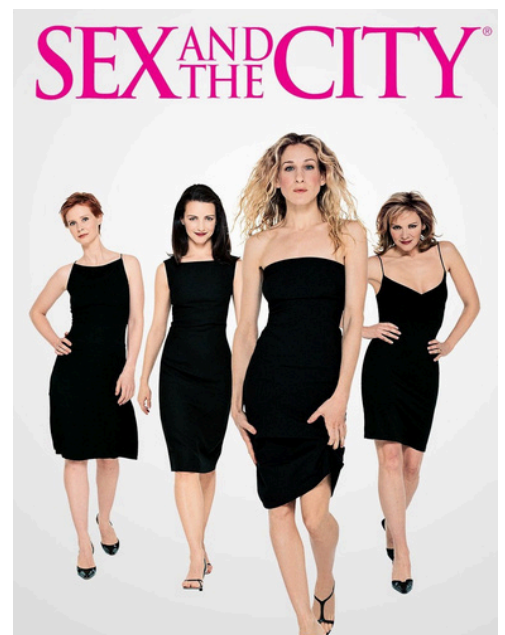
POP CULTURE

CHALLENGERS

Challengers, the romantic sports-drama movie stars Zendaya, Mike Faist, and Josh O'Connor, who fall for each other through their shared interest in tennis. The movie's reported budget was \$55M, which it has already surpassed in revenue from the initial box office, which came in at \$40M domestically, and \$30M internationally. \$15M of the \$70M revenue was from the movie's first weekend. Challengers has already established itself as director Luca Guadagnino's top-grossing film, surpassing his 2017 Call Me by Your Name, which starred Timothée Chalamet.

SEX AND THE CITY

And just like that, Gen Z has grown into adulthood and is watching Sex and the City for the first time. Last month, the New York Times, Vanity Fair, and the New York Post wrote articles questioning Gen Z's ability to handle the show because of some dated jokes and a different dating atmosphere. Even Candace Bushnell, the inspiration behind Sex and the City, noted, "There was a romance to dating that younger women tell me doesn't really exist anymore," Bushnell said in a phone interview. "Now internet dating and using dating apps — it feels more like a job." Despite the discourse over Gen Z's ability to "handle" a TV show, many Gen Z'ers are actually obsessed with the Sex and the City series. In the last month, there have been several social media trends inspired by the TV show. Pinterest is full of Carrie Bradshaw-inspired outfits, and her iconic grey dress is going viral. On TikTok, there's a trending sound with the line "And suddenly, there he was wearing Armani on Sunday, Mr. Big." set to Take My Breath Away by Berlin, with 52K videos posted. Another Sex and the City trend has taken over social media, where creators post a slideshow with Charlotte, Miranda, and Samantha engaged in a fictional discussion. Instead of contributing, Carrie blurts out, "Big is moving to Paris!"



FASHION



THE 2024 MET GALA



THE GARDEN OF TIME

The 2024 MET Gala occurred on May 6 at the Metropolitan Museum of Art. There are typically around 450 attendees, with invitations granted to celebrities, design houses, donors, and other top VIP's. The MET Gala serves as a fundraiser for the MET Costume Institute; a ticket to the MET Gala costs \$75,000. This year, the MET Gala raised about \$26M. This year's dress code, "The Garden of Time" celebrated the Costume Institute's new exhibition, "Sleeping Beauties: Reawakening Fashion." The exhibit will feature approximately 250 rare items drawn from the Costume Institute's permanent collection, inspired by nature. The Co-Chairs at the 2024 MET Gala were Bad Bunny, Chris Hemsworth, Jennifer Lopez, Anna Wintour, and Zendaya.



THE AFTERPARTIES

Although the MET Gala was the main event, seeing celebrities at their late-night afterparties is always entertaining. Two of the biggest afterparties this year were hosted at Meatpacking's SoHo House and The Standard Hotel. Barry Keoghan's Porsche-sponsored party at SoHo House had a live performance by British singer-songwriter RAYE and was complete with an epic installation on the street, filled with foliage, Porsche cars, and a larger-than-life, glowing orb. Celebrities seen include Mia Moretti, Monica Mcnutt, Minne Mills, and Jessica Wang.



THE MET GALA 2024: MEATPACKING DESIGNERS

MARNI

Nicki Minaj, Charli XCX, Rita Ora, and Taika Waititi wore custom-made Marni looks. Nicki Minaj wore a sculptural 1960's 1960s-inspired hourglass dress made from yellow silk, hand-painted with gold, light green, and black accents, and completed with 3D flowers, creating the visual of a blossoming bouquet. Charli XCX wore a white draped gown up-cycled from patchworked vintage t-shirts from the 1950s and 1970s and was hand-sewn by fifteen seamstresses. Rita Ora wore an open silhouette made from floor-length strands of antique glass beads and crystals from the 1940s and 1970s.



DIANE VON FURSTENBERG

Diane Von Furstenberg wore a one-shouldered ball gown designed by DVF. Diane's 2024 Met Gala look represents DVF's timeless style and celebrates the 50th anniversary of the iconic wrap dress. Diane wore a flowy, slip-on gown in her signature 1974 twigs print, most renowned for her iconic 1976 Newsweek cover. Take a look at the process behind the dress in this [Instagram Reel](#) and the dress's debut on the High Line.



LORO PIANA

Actor Jeremy Strong wore a custom Loro Piana suit to the MET Gala. His suit was a white two-piece ensemble that made a significant nod to florals. 3D flowers covered the jacket's left-side lapel, and he wore a flower around the collar where a neck tie or bow tie would typically be.

COMME DE GARÇONS

Singer Erykah Badu wore a piece from Comme des Garçons' Ready to Wear Spring/Summer 2024 collection, designed by Rei Kawakubo and inspired by joy, lightness, color, and rebirth.



CHRISTIAN LOUBOUTIN

Christian Louboutin's iconic red soles made several appearances on the MET Gala red carpet. Co-Chairs Zendaya and Bad Bunny both wore Christian Louboutins, as well as celebrities Law Roach, Colman Domingo, Ben Platt, Dwyane Wade, Charlie Hunnam, Chase Stokes, Gwendoline Christie, and Jeremy Pope.

SPRING HAPPENINGS IN FASHION

WHITE DRESSES

While floral dresses have typically reigned in spring fashion, a new style of dress took over the fashion scene this year. White dresses have been the designer's top choice for Spring/Summer 2024 collections, and the color has dominated the red carpet, with stars like Elle Fanning and Greta Lee sporting the trend. Searches for white dresses are up by 13% from last May, and searches for white maxi dresses are up by 20% from last May.



LINEN SEASON

Although linen can be considered a closet staple, linen styles, and silhouettes are trending like never before. This May, linen was at 100% peak searches, and many major editorials, including Forbes and Who What Wear, are writing about their favorite linen pieces and brands. Want to go shop the linen look for this summer? Meatpacking retailers Theory, Loro Piana, and Vince all carry an impressive collection of linen garments.



CAPRI PANTS

As the saying goes, everything old is new again. Capri pants that were first made popular in the 1950s have come back into style every so often, and today they are making appearances in popular fashion. Several Tiktok fashion influencers have made videos styling capri pants this month, including Julie Macaluso, Erika Dwyer, and Isabella Stovey. Isabella Stovey even captioned her video "Feeling like Carrie Bradshaw." Searches for capri pants are up 19% from last May, and #capripants currently has 20.4M views.



NEW TECHNOLOGY





SMART GROCERY CARTS

Amazon has begun selling Dash Carts to third-party retailers Price Chopper and McKeever's Market, who will test them at stores in Kansas and Missouri. Amazon launched its Dash Cart in 2020, which uses sensors and computer vision to tally items as customers shop, allowing for a cashier-less transaction. Earlier this month, Amazon noted that they have a "strong conviction that Just Walk Out technology will be the future in stores with a curated selection where customers can pop in, grab the small number of items they need, and simply walk out."

THE PORTAL

An infamous public technology installation was recently opened (and closed) this month in New York City's Flatiron District and Dublin's O'Connell Street. The installation, known as "The Portal," consisted of two circular disks that displayed a real-time livestream connecting the two cities. The installation was part of a larger project founded by Lithuanian artist and entrepreneur Benediktas Gylys. Gylys created Portals as "an invitation to meet fellow humans above borders and differences and to experience our world as it is- united and one." Within just a few days of opening, the portal temporarily shut down due to inappropriate behavior, including mooning, flashing, and offensive signage and language from a small percentage of visitors. However, the decision to close the portal gained even more publicity, with top editorials including The New York Times, CNN, and Business Insider all providing their opinion on the decision to close. Although the future of the NYC and Dublin portal is unknown, the impact of this installation has spread far and wide.

TIK TOK TENSIONS

Eight TikTok creators sued the federal government on May 14 over a new law that would force the app's Chinese owner, ByteDance, to sell TikTok or face a ban in the United States within the following months. The U.S.'s concerns over ByteDance's ownership and use of sensitive TikTok user data and propaganda had been escalating for years among lawmakers and intelligence officials.

FOOD & DRINK





MUSHROOM COFFEE

Mushroom coffee is the latest trend in the health food industry, and searches for functional mushrooms are up by 50% compared to last year. Mushroom coffee is advertised as a healthier alternative to regular coffee and uses medicinal mushroom extracts and added health benefits. The coffee is a blend of ground medicinal mushrooms and coffee beans combined to brew a dark, smooth, and nutty coffee extract rather than culinary mushrooms like shiitake and portobello. Mushroom-based coffees and teas are most popular amongst 16-35-year-olds looking to reduce their caffeine intake and interested in food and beverages with healthy, plant-based ingredients.

RAMPS SEASON

Although short, ramps season is a much-loved period among chefs, farmers, and foodies. Ramps are a seasonal spring plant, similar to a spring onion or scallions. They grow in the North American wild and can only be foraged. They are most popular in Appalachian states, including West Virginia, Tennessee, and Virginia. Flavor-wise, ramps taste like a garlic-infused leek. Ramps season begins in Mid-April, and only lasts for two months. At home, ramps are typically used in dishes like pasta and salads. In restaurants, chefs pair the vegetables with cheeses, cream sauces, and other rich ingredients.

ECLIPSE EATERY

The solar eclipse on April 8 was the first total eclipse witnessed by the United States since 2017. Fast food restaurants, including Burger King, Wendy's, Krispy Kreme, and Handel's, created special menu items to celebrate the celestial event. In Meatpacking, Dickson's Farmstead Meats held their own \$12 eclipse combo, which included a hot dog, a beer, and a pair of eclipse glasses. In addition to the food specials in the neighborhood, Warby Parker handed out free eclipse glasses, causing their Google searches to jump by 46% in one week.

NYT TOP 100 LIST

New York Times food critic, Pete Wells, released his annual ranking of his top 100 restaurants in New York City on April 1. Out of 100 restaurants, there were 63 in Manhattan, 18 in Brooklyn, 14 in Queens, 3 in the Bronx, and 2 in Staten Island. There was one restaurant in Meatpacking, Barbuto (#51). In addition, Frenchette (#42), located in Tribeca, also opened up a bakery inside the Whitney Museum. The top cuisines on the list were Italian (9), Korean (7), and Chinese (5).



HOME & LIVING





"Plants for Sale" on a NYC Subway



PANIC ROOMS

New Yorkers are getting panic rooms and concealed doors installed in their homes like never before due to a decline in New Yorkers' sense of safety. Steve Humble, a contractor for Creative Home Engineering, states that he's installed "well over 100" hidden doors in homes across New York, with middle-class homes in Queens and the Bronx trending higher. These concealed doors typically cost between \$1,000-6,000. In addition to middle-class homes installing these safety measures, wealthy clients with homes at a minimum of \$10M are building panic rooms averaging between \$100,000 and \$200,000 but can cost even more. These rooms have extensive defensive measures and life support such as food, water, plumbing, medical equipment, power sources, and communication systems. Panic room installer Bill Rigdon estimates about 90% of his business in New York City comes from clients who fear instability surrounding the 2024 presidential election, migrant issues, and a rise in crime.

BIOPHILIC DESIGN

Biophilic design is an architectural and interior design that aims to connect people more closely to nature by incorporating natural elements into their buildings and office spaces, such as natural lighting and skylights, indoor plants and gardens, curved furniture, earth tones, and natural materials like wood and stone. Interior design reporters Space Refinery, Better Homes & Gardens, and Real Simple note that biophilic design is one of the top trends 2024, and searches for biophilic design are up by 61% from last spring. Even NYC subway vendors are hopping on the trend. An Instagram Reel by Cady McClain blew up earlier this week, showing a man dragging several indoor plants onto a NYC subway car with a sign "Plants for Sale." Want to add some indoor plants to your space? Head to The Old Yew in Meatpacking to start your biophilic home journey.

REAL ESTATE

Currently, 6 condos and 1 condop are for sale within Meatpacking's boundaries. The average price is \$3.99M, with the lowest at \$1.05M and the highest at \$13.2M. Homes have been on the market for an average of 66 days. The average of 2 condos has sold within the last 30 days, with prices at \$1.1M (84 days on market) and \$5.5M (38 days on market).

AS SEEN IN THE DISTRICT





RETURN OF THE RED UMBRELLAS

The Meatpacking BID hosted our second annual Return of the Red Umbrellas event on April 13, celebrating the neighborhood's iconic umbrellas placed on Chelsea Triangle Plaza, 14th Street Square, and Gansevoort Plaza. The event consisted of all-day programming, with performances by local musicians and the Graham 2 Dance Company. The Old Yew Plant Shop, Greenwich House Pottery, and artist Laura Baran hosted creative workshops, and freebies were handed out by neighborhood partners Terremoto Coffee, STK Steakhouse, The Whitney Museum, and maman nyc.

BRIDGERTON PLAZA ACTIVATION

Bridgerton, the acclaimed Netflix show, hosted a plaza activation on May 11 to promote their upcoming third season. The activation was an immersive experience, with walls, carts, and arches designed to embody the Regency Era. Upon entering the activation, attendees could take photos and wander around the different carts to collect freebies sponsored by The Little Words Project, The Knot, Bath & Body Works, Ruggable, Delight, Kiko, and Laduree. The activation entirely took over Gansevoort Plaza and amassed over 20,000 visitors, many of whom had waited hours. Attendees were mostly women aged 20-30, and many were dressed on theme in satin and floral dresses with puffed sleeves, bows, and lace embellishments.

BLOOMTANICA

Bloomtanica is a mixed-media installation designed by celebrity floral artist Jeff Leatham at Genesis House. It is described as "a physical meets digital floral experience that blends elements of Korea's natural beauty with Jeff Leatham's signature floral oeuvre." The installation opened on May 2 and has amassed thousands of visitors and will remain open until June 10.

HSFI INDUSTRY ART SHOW

The High School of Fashion Industries hosted their Industry Art Show Inside Chelsea Market from April 17-30. 50 students from the senior class showcased pieces, and over 2,000 attendees visited the exhibit.





TWO : MINDS 3 YEAR ANNIVERSARY CELEBRATION

two : minds is a multi-brand designer boutique, located at 34 Gansevoort St. The brand celebrated their 3 year anniversary in the Meatpacking District over the weekend of April 26. They hosted a cocktail hour on Friday, activation with the brand Contrast High on Saturday, and a fashion illustration session with artist Laura Baran on Sunday.

KREWE KRAWFISH BOIL

Krewe hosted its second annual crawfish boil on May 11 in partnership with the Meatpacking BID to support cancer research.



PEP RALLIES

The New York Rangers NHL team and the New York Knicks NBA team both hosted their sports pep rallies on Chelsea Triangle over the weekend of May 10.

HSFI BANNERS

This month, the High School of Fashion Industries junior class took over Meatpacking's banners. In January, the Meatpacking BID met with the high school's digital arts classes and prompted them to create banner designs inspired by the neighborhood. In the end, the BID chose 12 designs to proceed with and hang on the light posts throughout the district.





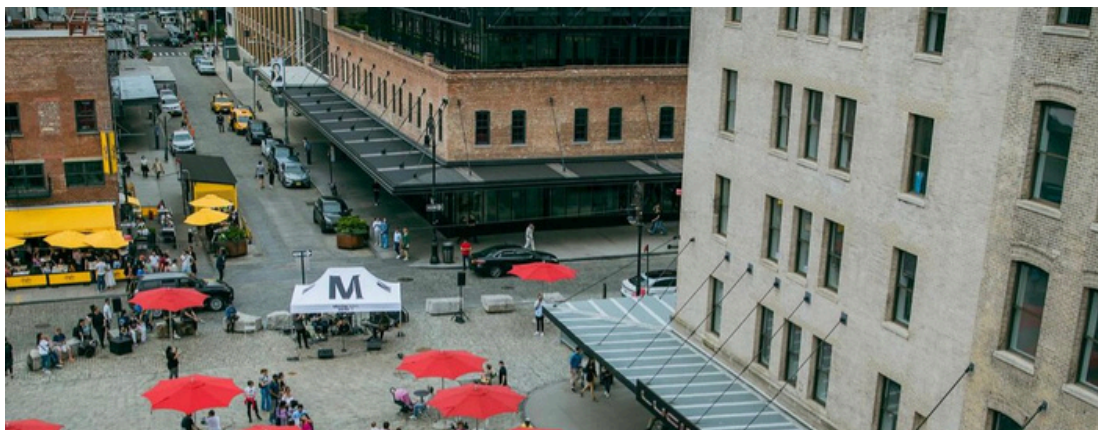
IMPLICATIONS FOR BRANDS

All businesses should be aware of current pop culture trends and might consider marketing strategies to reach fan groups. Since *Sex and the City* is trending again, businesses with connections to the series could tap into this. Retailers carrying Carrie's favorite styles or brands could style a Carrie Bradshaw-inspired mannequin, restaurants or bars could highlight cosmopolitans on their cocktail menu, and filming locations of the series could advertise themselves as a *Sex and the City* destination.

Since immersive experiences like the *Bridgerton* Gansevoort Plaza activation and Bloomtanica have amassed thousands of attendees, businesses might consider creating an immersive installation to attract more visitors. Businesses could create a floral installation inside their storefront or work with an artist or lighting designer to create an alternate reality.

Biophilic design is a top interior design trend for 2024, and businesses should consider adopting this trend to create an inviting and calming atmosphere. They should also consider investing in more indoor plants or possibly even an indoor garden.

Seeing as there is potential for TikTok to be banned in the United States, businesses should consider growing their community on other social media platforms instead of relying on TikTok to reach new audiences.





FOOD & DRINK

Since mushroom-based coffees and teas are on the rise, cafes and juice shops should consider adding a special mushroom-based drink to the menu. Or, consider adding a mushroom blend to the menu as an upgrade or add-on to other menu items.

Since ramp season is so popular among foodies and chefs, restaurants and cafes should be aware of short-season produce and incorporate them into a special menu. Some ways to add ramps to a menu include them in breads, salads, and pasta, or serve them charred with a bearnaise sauce. Some upcoming short-season fruits and vegetables to consider adding to a menu are strawberries, rhubarb, radishes, and fava beans.

RETAIL

Some of the top trends for this spring and summer are linen items, white dresses, and capri pants. Retailers should consider displaying these items prominently in storefront windows or on mannequins.

Since the annual MET Gala has such a wide influence, brands and designers should be aware of the fashion trends and designers at the MET Gala, and they should consider dressing influencers and celebrities to reach a wider audience.

WORK WITH THE BID

Since immersive installations like the Bridgerton plaza activation and Bloomtanica drew in many visitors, businesses might consider hosting a similar immersive installation on the plaza.

Businesses interested in interior and home design could host a biophilic design event/workshop on the plaza. Some elements could be a biophilic furniture show, an indoor plant/garden workshop, or a pop-up room with a skylight, showing the importance of natural light.

Since the Meatpacking District was so present in the Sex and the City series, businesses might want to work with the BID to create a “Sex and the City Guide to the Meatpacking District,” highlighting various important locations.

Interested in working with the BID on a plaza activation or event in the neighborhood? Email hello@meatpacking-district.com to learn more.





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Submit your trends to hello@meatpacking-district.com