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MEATPACKING

FEBRUARY 2024 TREND REPORT

Get an inside look at the latest in fashion trends, food & beverage crazes, and advances in technology, as well as new arrivals and recent events in the Meatpacking District.

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FASHION



NEW YORK FASHION WEEK



New York Fashion Week returned to the city February 9-14. Over 70 designers showcased their latest collections on the official CFDA schedule. While traditional shows still remain predominant, we saw an increase in digital presentations, with 10 designers choosing to publish their collections online, rather than host a runway show.

This season, IMG relocated their NYFW headquarters from Spring Studios in Tribeca to the Starlett-Lehigh Building in Chelsea. IMG also decided to lease two other spaces, High Line Nine in Chelsea, and 21 Greene St. in SoHo.

Over the last few years, the craze around NYFW has built up to an all-time high. [#NYFW](#) has over 4.8B views on Tik-Tok, with creators sharing interviews, street fashion, vlogs, and their favorite moments from the show.

In response to heightened desire to be a part of fashion week, NYFW announced a special pop up, "[NYFW Backstage](#)," where people could purchase tickets to get an inside look at the backstage of a NYFW show.

As always, part of the hype around NYFW is in regards to the afterparties. This season, designers Heron Preston, Dion Lee, and Ludovic de Saint Sernin hosted their afterparties in the Meatpacking District, at The Standard: High Line.



FALL / WINTER 2024



SPRING TREND PREDICTIONS

THE MODERN FLAPPER

The extravagant looks from the Jazz Age are making a reappearance. Be on the lookout for shimmery fabrics, sequin embellishments, and feathery designs.

SLINGBACK HEELS

Slingback Heels are making a comeback. These perfect sleek and elegant shoes are the perfect addition to your spring wardrobe. There isn't a wrong way to rock this trend, as we are seeing many variations pop-up in the market from pointy-toe, to kitten-heel, to pump-style.

POWER DRESSING

The Power Dressing trend from the 80's and 90's has returned and we are seeing a growing number of designers offer pieces featuring both feminine and masculine elements, such as structured jackets, waistcoats, and pencil skirts.

PREPPY POLO

Designers such as Miu Miu, Gucci, and Brunello Cucinelli brought the 2000's Gossip Girl/Prep School style back from the dead through layered collared blouses and blazers. Others, like Dries Van Noten & Chanel paid homage to the country club with rugby shirts and spa wear.

MEN'S THIGH HIGH SHORTS

The inseam length of men's shorts rises every year, and this season is no exception. Men's thigh high shorts were a big hit on the Spring/Summer 2024 runway, with brands like Louis Vuitton, Burberry, and Raf Simons all going for the schoolboy look.

MEN'S STATEMENT BELTS

Men are starting to view belts as more than just a way to hold up trousers, and flashy, statement belts are starting to take the market by storm. Statement belts add a striking element to any outfit, and can transform a basic look into a fashion-forward ensemble.



STREET STYLE

NASCAR Fashion

Recently, NASCAR jackets & racing wear have dominated streetwear and celebrity culture. After an image of Madison Beer wearing a vintage M&M NASCAR jacket went viral, the demand has skyrocketed. This similar [jacket](#) is listed on Ebay for \$450. The term “NASCAR jacket” showed peak search interest this month, and brands like Urban Outfitters, Levi’s, and Edikted are all carrying their own version of the trend.

VINTAGE FUR

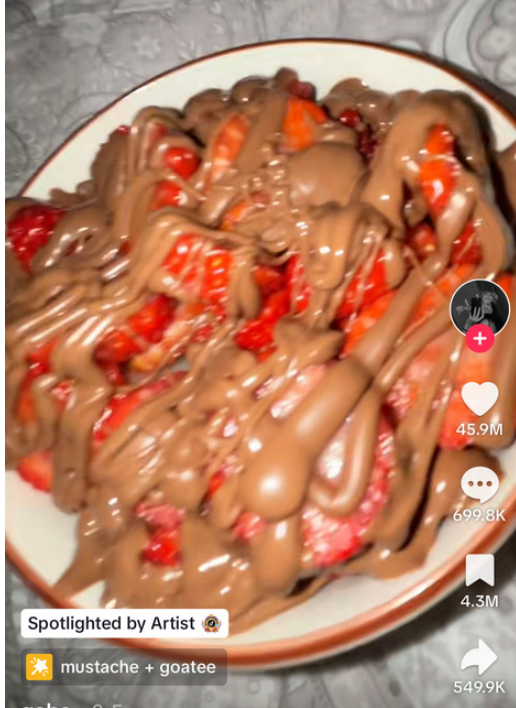
This winter, we saw Gen-Z and Millennials adopt a “quiet luxury” style through fur coats. The term “vintage fur” has seen a dramatic search increase over the past 5 years, with peak interest this month. Although real fur is seen as a controversial topic, younger generations have taken a sustainable and ethical approach by shopping their coats secondhand. Designers are even beginning to up-cycle found and thrifted furs, rather than sourcing new furs. The designer behind Nereja [noted](#) that “With up-cycling and vintage, you’re not causing any additional harm.”

CHERRY RED

Cherry red was the color of the season, with both designers and trendsetters sporting the bright hue. While the color has always been popular, it hasn’t seen a resurgence like this in years. Google searches for “red clothing” saw a spike this month, soaring from 45% popularity to 100% popularity.

TRENDING ON TIK-TOK





DRUNK ELEPHANT

There's a Tik-Tok battle between Gen Alpha and older generations over skincare, specifically over a brand called Drunk Elephant. Originally marketed to Millennials, the brand has become an obsession among tweens due to beauty influencer's promoting it on Tik-Tok. Older generations claim that the brand's presence at stores such as Sephora and Ulta has created a negative in-person shopping experience. Tik-tok hashtag #SephoraKids has over 615M views, with users posting videos of kids shopping at their local stores being disruptive and disrespectful to stores & their employees, specifically in the Drunk Elephant section. Stop by the Sephora in the Meatpacking District to check out Drunk Elephant's products, and their popularity amongst Gen Alpha.

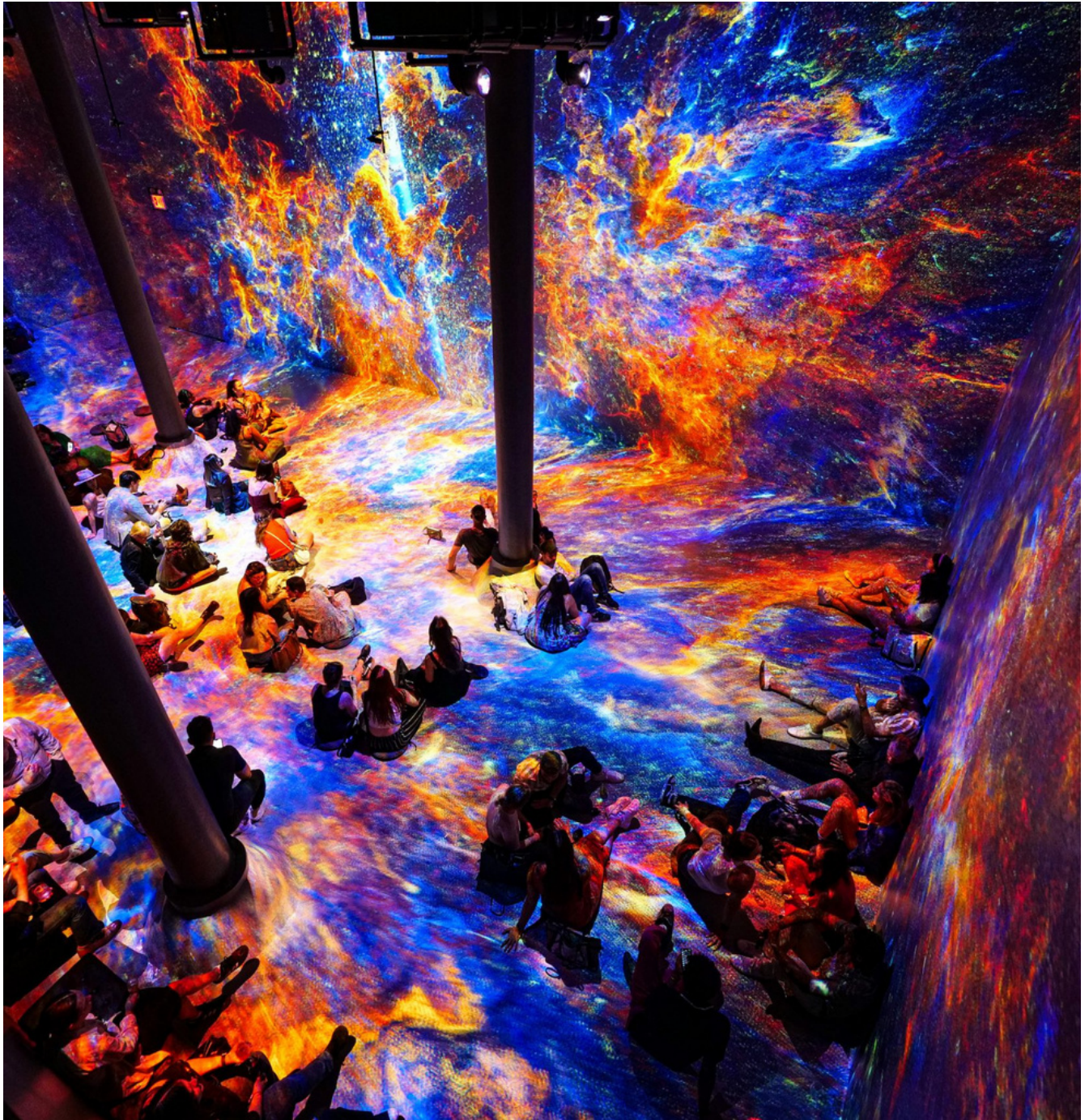
TRENDING SONGS

End of Beginning by Djo
 Murder on the Dance Floor by Sophie-Ellis Bextor
 Let It Linger by The Cranberries
 Silver Springs 1997 Live Version by Fleetwood Mac
 Dance You Outta My Head by Cat Janice

RANDOM MUSICAL NOTE

On February 5, a creator posted a Tik-Tok video of a bowl of chocolate covered strawberries featuring the song "What You Won't Do for Love" by Bobby Caldwell. The video went viral, quickly getting 45.9M likes. Soon after, other creators began posting their own videos, some of chocolate covered strawberries, others with different content, but all featuring the same music, shooting the song up the Tik-tok charts to #1 viral song of the week.

NEW TECHNOLOGY





APPLE VISION PRO

Apple just released a new, ambitious product, the Vision Pro, providing users with the power to navigate with their eyes, hands, and voice. The Vision Pro is a 3D, spatial computer that combines apps, photos, and videos with your physical surroundings. This product is groundbreaking for Apple, and it's the result of decades of design development. Stop by Apple in the Meatpacking District to try out these new glasses,

ADVANCES IN AI

Open AI introduced Sora this month. This text-to-video model is able to generate videos up to one-minute in length. Limited access is currently be granted to a group of designers, artists, and filmmakers with a future release to a wider audience planned.

Google recently launched Gemini 1.5 Pro, which allows users to integrate the Gemini API into other apps. The latest update includes the ability to upload multiple files, ask questions, and add a full-length video.

ROBOT RESTAURANT

Kernel is a robot-run restaurant by Chipotle founder, Steve Eells, that opened on February 12 at 315 Park Avenue, near 24th Street. The vegan fast-casual joint is the latest attempt to revolutionize the way restaurants operate and it incorporates the latest technology into its operations. At Kernel, you place your order through their app, then a robot prepares it for you, and you pick it up from an on-site locker.

AI & ART

The Whitney Museum of American Art in the Meatpacking District just opened its first exhibition on AI generated art on 2/3, which explores the evolution of AARON, the first AI program used for creating art. This technology, created by Harold Cohen, was originally conceived in the 1960's, and has been creating painting & drawing inspired pieces for decades.

FOOD & BEVERAGE





MOCKTAILS

Google the word "mocktail" and you'll be hit with hundreds of non-alcoholic drink recipes that swear you won't taste a difference between them and traditional alcoholic libations. Mocktail Google searches soared over the last five years, peaking in January due to challenges for a "Dry January." Despite Dry January's end, mocktails remain on trend, especially as we are seeing a decrease in alcohol use among young adults, specifically with Gen-Z drinking 20% less than Millennials. Current trending mocktails include:

SLEEPY GIRL MOCKTAIL

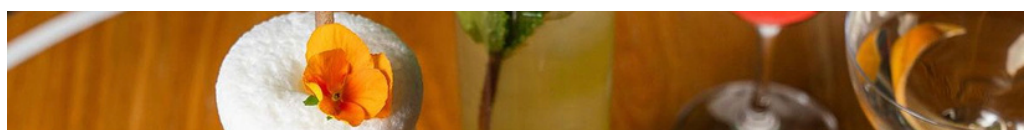
Made from tart cherry juice, magnesium powder, and sparkling water, the Sleepy Girl Mocktail claims to help promote better sleep due to the natural melatonin in cherry juice and the relaxing properties of magnesium. #Sleepygirlmocktail on Tik tok has 93.8M views, and it has seen a 250% search increase within the last month. Smoothie King has jumped on this trend with their limited release of "Sleepy Girlzzz Smoothie" inspired by the viral trend.

CANNED MOCKTAILS

The decrease in alcohol use among young adults has led to the rise of innovative brands that sell non-alcoholic beverages and seltzers, that are advertised as being fun and tasty for those who chose to not drink. New "ready to drink" canned mocktail brands are popping up left and right, and some of the most popular ones are Ghia, Optimist Botanicals Cali Spritz, Boisson, and Kin Spritz.

THC SELTZERS

The legalization and more widespread acceptance of Marijuana in some states has created a new market for THC infused beverages fo brands such as Loki, Howdy, Crescent 9, and Louie Louie. The term "THC seltzer" has seen over a 5,000% search increase in the past year, and it's predicted that these canned beverages will become even more widespread in states where marijuana is legal.





GUT HEALTH/PROBIOTIC FOOD & BEVERAGE

Probiotics have gained popularity over the years, as more people are focusing on their gut health. Recently brands have started adding them to unconventional foods and beverages like sodas, juices, chips, and ice cream, leading probiotic infused foods and beverages to be one of the top trends of this month.

Some probiotic brands and products that are on the rise are Poppi Sparkling Prebiotic Soda, Fair & Square Gut Crackers, OLIPOP Gut-Healthy Soda, Go Natural Probiotic Chips, and Enzymedica Cookies. You can even pick up your Poppi in the Meatpacking District at the CVS on 8th Avenue!

PLANT-BASED

The food & beverage industry is going through a major shift when it comes to plant-based options. The preference for plant-based foods is continually growing, as 23% of Americans try to eat less meat each year. In response, restaurants and grocery stores are beginning to include more plant-based options. This shift in ingredient use caters to both vegetarians and vegans, but also appeals to people looking for healthier and more environmentally friendly options.

A few new plant-based grocery items are hitting the shelves this month. Kellogg's just announced the launch of their new cereal brand, Eat Your Mouth Off, which is a plant-based, high-protein, and sugar-free cereal advertised towards Gen-Z. Trader Joes also began carrying their own brand of vegan pepperoni in their stores.

Kernel is a new tech-forward vegan restaurant that recently opened in the Kips Bay neighborhood of New York City. The fast-casual joint, developed by Chipotle founder Steve Ells, serves plant-based burgers, salads, sides, and cookies. Read more about the innovation behind the restaurant [here](#).

AS SEEN IN THE DISTRICT





SOL DE JANIERO POP UP

Skincare brand, Sol de Janiero, hosted a pop up shop on 14th street from 2/16-2/25. The pop up gained hype on social media after Alix Earle's Tik-Tok post gained 4.8M views. Other creators posted about their experiences, emphasizing all of the freebies they received from the brand. The hashtag #soldejanieropopup amassed 3.2M views on Tik-Tok. Attendees were mostly Gen-Z & Gen Alpha tourists, and some waited in line to enter the pop up for nearly 4 hours. On 2/22, news broke that Sol de Janiero signed an 11-year office lease for 57K square feet at 1 Grand Central Station, which provided a boost to Manhattan's struggling office market.

PUTTERY VIP TASTE & TOUR

Puttery, the mini golf & bar experience, is opening up their first New York location on 14th street. Prior to opening, they hosted a VIP Taste & Tour for invited guests on 2/22. Their NYC location features two floors of mini golfing, a rooftop bar, and a speakeasy, and is set to open this spring.

BIG TINGS IS BACK

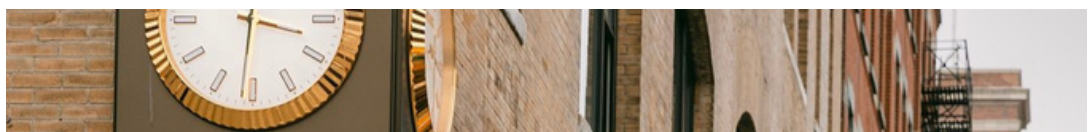
Big Tings, the small, home style Jamaican Kitchen returned to Chelsea Market this month, and has added a new rum bar.

OUTDOOR DINING SHOWCASE

The Meatpacking District collaborated with Re-Ply NYC to showcase a new DOT-compliant model for outdoor dining structures on the Chelsea Triangle from 2/16-2/22. The pop-up installation had a water-filled barrier, liftable platform, and a modular roof structure.

SNOW DAY

On 2/13, the district experienced a winter snow storm, and received ~3" of snow.





COMMUNITY MEETING

The Meatpacking District BID hosted a community meeting on 2/13. The BID noticed that there is a high level of traffic among young adults on the [Meatpacking website](#) during the work day, and a high level of [foot traffic](#) in the district in the late afternoon. This expresses an interest from young professionals looking to do something fun after work ends. The BID also mentioned upcoming marketing & programming, including the Return of The Red Umbrellas event on 4/13, the District Tea Spring Newspaper, and the Weekly Bulletin. The meeting was joined by seniors at the [High School of Fashion Industries](#), who will be hosting their Senior Fashion Show & Fundraiser on Gansevoort Plaza on 5/29. During the meeting, businesses spoke up about current & upcoming promotions.

LAW & ORDER SVU FILMING

The TV Show filmed at Hector's Café and Diner on 2/22.

ALPACA PRODUCTIONS FILMING

Netflix Productions, LLC filmed a new TV show in the district on 2/27 & 2/28.

THE ART OF DESIGN FASHION WEEK NEW YORK

TFL, a diversity owned small business, works to promote & celebrate artists, designers, and models from around the world, and hosted a three-part fashion show at Triangle Loft on 2/10.

FROM 50 TO THE FUTURE

Chelsea Market celebrated Black History Month with an art installation curated by Zaire Baptiste, and created by artist Voodoo Fe. The exhibition featured life-sized mixed media canvases, honoring Hip Hop legends to celebrate Hip Hop's 50th anniversary.



IMPLICATIONS FOR BRANDS

The hype around the Sol de Janeiro pop-up shop reiterated the wish for free events and free giveaways. Brands should consider hosting more free events, handing out freebies, and organizing free giveaways, which will help to boost publicity and sales.

Seeing as young professionals are browsing the Meatpacking District website during the work day, businesses in the district should consider hosting events and incorporating happy hour promotions for young professionals that are looking to do something fun after they get off of work.

As Gen Alpha is growing into their tween & teen years, brands must recognize their spending power. It's time to start marketing towards this generation through fashion, wellness products, skincare, and more.

If you are a cafe, consider selling probiotic beverages or snacks. Some popular products customers might enjoy are Poppi Probiotic Soda, Fair & Square Gut Crackers, OLIPOP Gut-Healthy Soda, Go Natural Probiotic Chips, and Enzymedica Cookies.

Since demand for non-alcoholic beverages are at an all-time high, restaurants and bars should consider expanding their mocktail menu, as well as carrying canned mocktail beverages and non-alcoholic spirits.

Restaurants & cafes should also revisit their menu's to ensure that there are sufficient plant-based options for any vegans, vegetarians, and flexitarians.

If you are a clothing retailer, opt to carry some of the top trends for the season, such as statement belts, sling back heels, polo shirts, thigh high shorts, or power suits.





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Submit your trends to hello@meatpacking-district.com