



MARCH 2024 TREND REPORT

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

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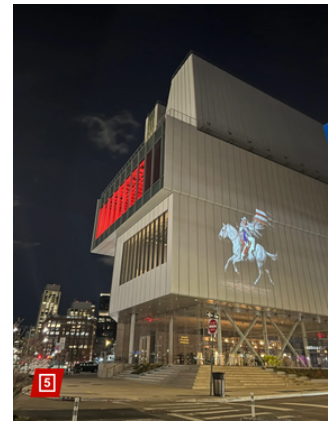
POP CULTURE





COWBOY CARTER

On March 29, Beyoncé released her eighth studio album, *Cowboy Carter*, the second part of a three-act series. A week before the release date, the album cover was projected onto several NYC museums, including the Whitney Museum in Meatpacking. The album debuted at #2 on Apple Music charts, and 26 out of the 27 songs are currently on the streaming service's Top 100 list. *Cowboy Carter* is Beyoncé's first country album. She proclaimed its creation was inspired by the unwelcome feelings she experienced in the country music scene, specifically after her performance with The Chicks at the 2016 Country Music Awards. In *Cowboy Carter*, Beyoncé pushes the bounds of country music by combining the genre with R&B, folk, hip-hop, reggae, funk, and rock. The album has been critically acclaimed by major publications, with [USA Today](#) writing that "*Beyoncé pushes the confines of genre with 'Cowboy Carter.' Country will be better for it.*" Last week, [Spotify announced](#) through social media that on the day the album dropped, *Cowboy Carter* became the platform's most-streamed album in a single day this year to date. On April 4, Common Ground NYC in Meatpacking got in on the *Cowboy Carter* craze by hosting a country night inspired by the album release.



THE OSCARS

The 94th Academy Awards were held on Sunday, March 10, revealing the Academy's top choices for 2023. *Oppenheimer* dominated, winning seven awards, including Best Picture and Best Director. A few of this year's presenters were Zendaya, Nicholas Cage, Jamie Lee Curtis, Michelle Yeoh, and Michelle Pfeiffer. Some of the most memorable moments from the night included Ryan Gosling's performance of "I'm Just Ken," Emma Stone's malfunctioning zipper, and John Cena's rather revealing presentation of the Best Costume Design. According to [The Guardian](#), Oscars ratings were up 4% from last year's ceremony, as 19.5 million Americans tuned in and made it the most-watched since 2020.



FASHION



MARCH HAPPENINGS IN FASHION



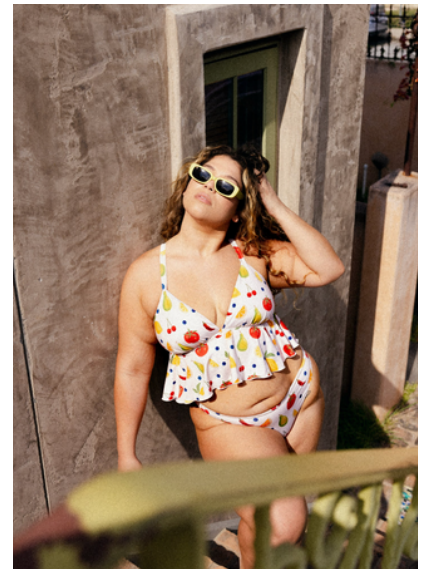
WESTERN WEAR

Beyoncé's latest album release has made waves in the fashion world regarding westernwear, and social media posts have been popping up with creators adoring the cowboy style. [@nostalgiachick](#) shared their favorite Western moments in the film on Instagram with the caption, "It's Beyoncé's world, and we're just living in it." Pharrell Williams is also revolutionizing the trend through his Fall 2024 show at Louis Vuitton. The collection features silhouettes inspired by Western wear and workwear and includes fringed embroidered coats, denim jackets, bolo ties, cowboy boots, cow-print Keepall bags, and cowboy hats.

Every major fashion editorial writes about their excitement around the Western trend, from [Vogue](#) to [Harpers Bazaar](#) to [Elle](#). The [New York Post](#) even argues that cowboy hats will be summer's hottest accessory, and consumers agree. Interest in cowboy hats is up by 4,000% from last year. Other western accessories are predicted to be a big hit this summer, as searches for cowboy boots and bolo ties have skyrocketed by 163% and 566%, respectively.

TANKINIS

Move over, bikinis! Tankinis are the new trendy piece for the summer. As the weather is getting warmer, people have begun to be on the hunt for their summer swimwear and have turned to TikTok for others' opinions. Last week, creator [@db3tch](#) posted a [video](#) of her summer plans, which include wearing tankinis instead of bikinis. Searches for tankinis this month have doubled from last March.



EASTER PROM

Prom season is right around the corner. This year, hordes of teenage girls are taking a different approach to the prom dress, foregoing the traditional sparkly gown in favor of softer, lighter-colored dresses, naming this year's look "Easter Prom." The pastel colors, ruffles, and floral prints are extremely reminiscent of the early 1970s prairie prom dress trends, made famous by designers like Gunne Sax.

[#Easterpromdress](#) has 24.0M views on TikTok, and there's currently a social media battle between Easter prom trendsetters and sparkly prom enthusiasts. Are you going to prom this year and want to hop on the Easter prom trend? Visit [Zimmermann](#) in Meatpacking to shop their soft floral and ruffy dresses.



2024 Prom

DIANE VON FURSTENBERG X TARGET

On March 23, Diane Von Furstenberg released a 200+ piece diffusion line with Target, putting a new twist on DVF's iconic wrap style, patterns, and silhouettes. Her designs, typically made with silk, have been brought to a more accessible level through synthetic materials and an affordable price point. Prices start at \$4; most pieces fall under \$50. This collaboration exposes DVF's designs to a new market, and searches for Diane Von Furstenberg have risen by over 70% in the past 60 days. Are you curious about the differences between the Target collaboration and the regular collection? Visit the Diane Von Furstenberg store on Washington St. to see!



1970's Prom

BARREL JEANS

Barrel jeans are the newest jean trend, creating a voluminous balloon shape on the wearer. This prompts viewers to comment and either praise or question the look, resulting in [#barreljeans](#) garnering 34M views. Major fashion editorials, including [Vogue](#), [Elle](#), and [Who What Wear](#), have declared barrel jeans the jean style for 2024.

Interested in buying a pair of these iconic, on-trend jeans? Meatpacking retailers, including [Frame](#) and [Anthropologie](#), carry barrel jeans in-store.





NYC STREET STYLE

New York City streets are the place for trendsetting. The “anything goes” mindsets that young art students, influencers, and creatives embody allow for unique, avant-garde fashion statements. Take a look at two of the top trends seen on the city streets this month.

BLEACHED EYEBROWS

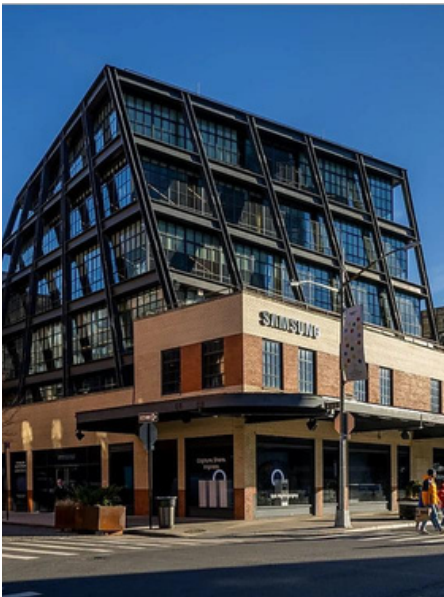
The bleached eyebrow look, which first took the internet by storm in 2022, is back again this month, with stars like Dua Lipa sporting the unconventional look. [#Bleachedbrows](#) currently has 304.4M views on TikTok, as trendy individuals are refreshing their look for spring. Don't feel like committing to the trend but still want to experiment with the bleached look? Stop by Sephora on 9th Avenue to try this [tinted eyebrow gel](#).

THE BUSHWICK LOOK

This month, The Gothamist wrote the [article](#), *Even Beyonce is on the Bushwick look. But what exactly is it?* In this piece, [Precious Fondren](#) examines Beyonce's outfit and mullet, which are inspired by the Brooklyn neighborhood. Bushwick has become a destination flocked to by Parsons students, creative directors, and influencer transplants, and the street style is telling. Residents have often seen dressing in experimental outfits, combining thrifted or vintage pieces with designer clothing, layering unconventional items, and tapping into an androgynous style. The neighborhood's favorite brands are Tripp NYC, Heaven by Marc Jacobs, Balenciaga, and anything vintage. According to Bushwick resident, model, and influencer Maxwell Vice, “You could wear Miu Miu sneakers with a Telco shirt that was 99 cents, and if the vision is there, you'll get into the club in Bushwick. I personally mix and match a \$1,000 pair of shoes and, like, a \$20 pair of pants.”

NEW TECHNOLOGY





AI REGULATION

On March 13, the European Union's parliament adopted the world's first Act of Regulations for AI, which is expected to occur by May. This regulatory framework categorizes AI technologies based on risk levels, ranging from unacceptable to low hazard. The Act also imposes fines of up to 35 million euros or 7% of global annual revenue. This attempt at a regulation aims to foster innovation while protecting fundamental rights and intellectual property.

SAMSUNG PROFITS SOAR

Samsung expects its first-quarter profit to soar 931% from 473M to 4.8B as memory chip prices rebound. Samsung is the world's largest maker of dynamic random-access memory chips in consumer devices such as smartphones and computers. Samsung predicts that its strong AI-driven memory will increase profits in 2024-2025. Want to know more about Samsung's plans for the upcoming fiscal year? Visit them on Washington St. in Meatpacking.

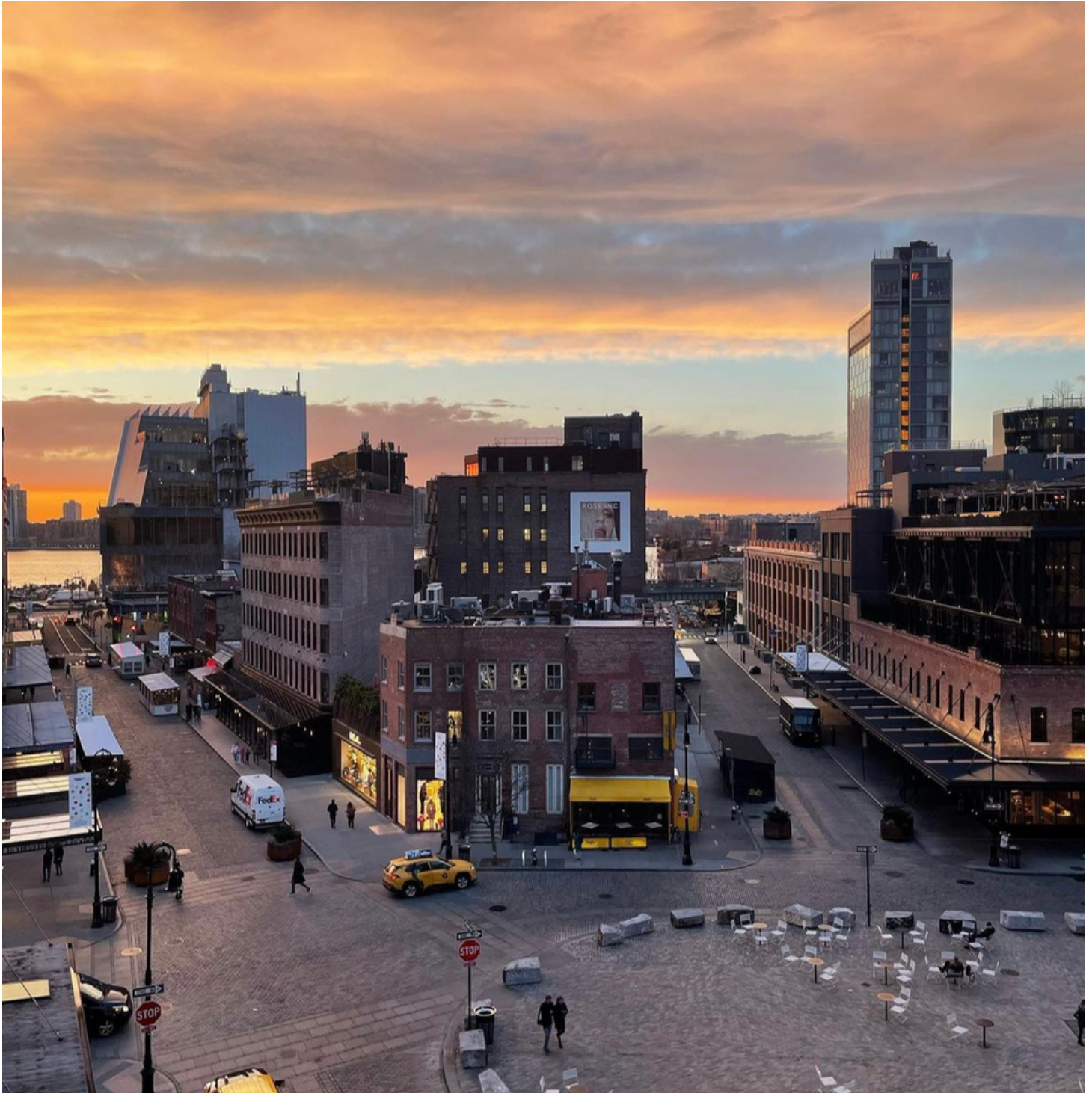
SEARCH QUALITY ENHANCEMENTS

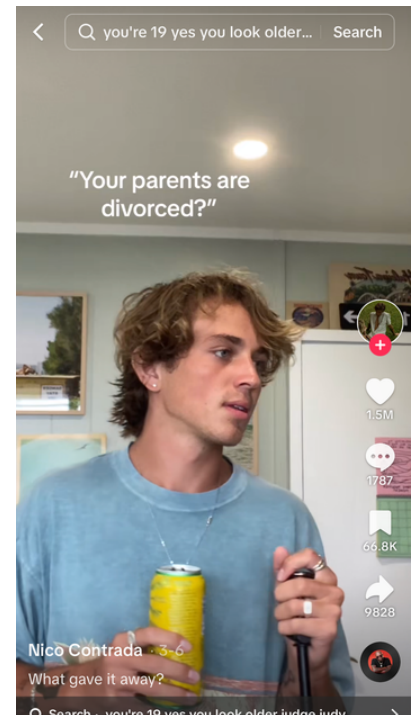
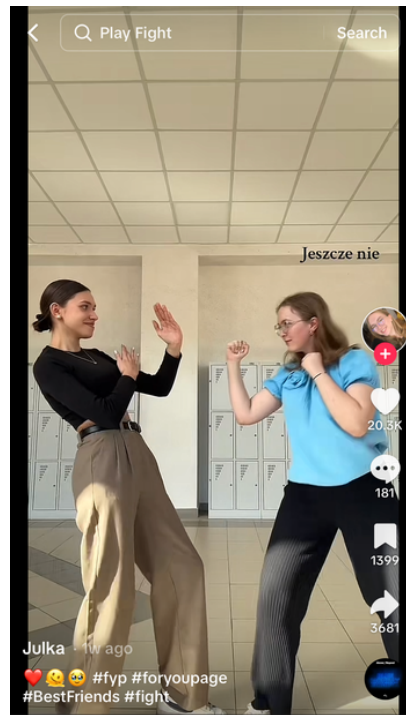
Earlier this month, Google announced that they were making enhancements to their search engine, including improved quality ranking and new and improved spam policies. Google states that these updates will reduce the amount of low-quality content. Based on their evaluation, Google believes this update, combined with their previous efforts, will reduce low-quality, unoriginal content in search results by 40%. Interested on how these updates will improve your search experience? Visit the Google store in Meatpacking to find out.

APPLE WORLDWIDE DEVELOPER'S CONFERENCE

On March 26, Apple announced that their Worldwide Developer's Conference was set to take place on June 10. The conference will be held online, and Apple will host a special event at their headquarters in Cupertino, CA. Apple's vice president of worldwide developer relations, Susan Prescott, says, "WWDC is all about sharing new ideas and providing our amazing developers with innovative tools and resources to help them make something even more wonderful." Learn more about Apple's upcoming Worldwide Developer's Conference by visiting the Apple Store on West 14th Street.

TRENDING ON TIK-TOK





LETS FIGHT

A unique, lighthearted TikTok trend has generated over 166.8K posts in the last two weeks. The trend consists of videos of two people preparing to ‘fight’ over light-hearted disagreements, like texting each other back or sending homework answers. The key elements of this trend are the choreography, the chosen text appearing on screen, and the song Blue Monday by Above & Beyond.

YOU'RE 19?

Who doesn't love a classic Judge Judy moment? This new “You're 19” TikTok video trend was inspired by a Judge Judy episode in which a teenager sues her father after he evicted her from his home. Judge Judy asks the daughter, “You're 19?” to which the daughter responds, “yes.” The magistrate replies, “You look older. That's not a compliment,” and proceeds to tell her, “I'm telling you, you look troubled and older than your years.” TikTok creators use this soundbite to ask a question, respond “yes,” misinterpret the response, and then be told it wasn't a compliment. To date, TikTok creators have made over 77.5K videos featuring their interpretations of the trend, with top videos covering topics such as age, using self-tanner, and having divorced parents.

TRENDING SONGS

Make You Mine by Madison Beer
 Someday I'll Get It by Alek Olsen
 End of Beginning by Djo
 TEXAS HOLD 'EM by Beyonce
 Praise Jah In The Moonlight by YG Marley

FOOD & BEVERAGE





CROOKIES

Crookies, a French bakery trend taking the internet over by storm, combines chocolate chip cookies and croissants. This experimental treat by Chef Stephane Louvard at [Maison Louvard](#) bakery in Paris prompted sales of 100-150 Crookies each day, that is, until [#croissantcookie](#) blew up with 72.3M views on TikTok. Today, Maison Louvard barely keeps up with demand and sells 1,500- 2,000 crookies chaque jour. It didn't take long for people and bakeries worldwide to make their own DIY versions of the treat. [ALF Bakery](#) in Meatpacking has put the crookie on its specials menu. We at the Meatpacking BID team were lucky enough to try the crookie. We were pleasantly surprised by the marriage of a gooey, melty chocolate chip cookie and their iconic croissant's fluffy buttery taste. ALF's touch of sea salt on top compliments the chocolate flavor for a tres delicious taste. Visit ALF inside Chelsea Market to try their take on the trend!

STARBUCKS INTRODUCES LAVENDER

Until recently, lavender has been seen as an obscure flavor in coffee, with only local cafes like Kobrick Coffee, Think Coffee, and Terremoto Coffee carrying the flavor. This spring, Starbucks is adding lavender to its [seasonal menu](#), releasing a whole line of drinks with the floral flavor, including a lavender cream oat milk matcha, a lavender crème frappuccino, and an iced lavender oat milk latte. Their new menu has resulted in a spike in interest in lavender flavors, and searches for "lavender latte" have risen by 1,000% in the last month. Visit the Starbucks on Hudson St. or the Starbucks Reserve in Meatpacking to taste their seasonal menu, and visit local cafes that carry lavender syrup.

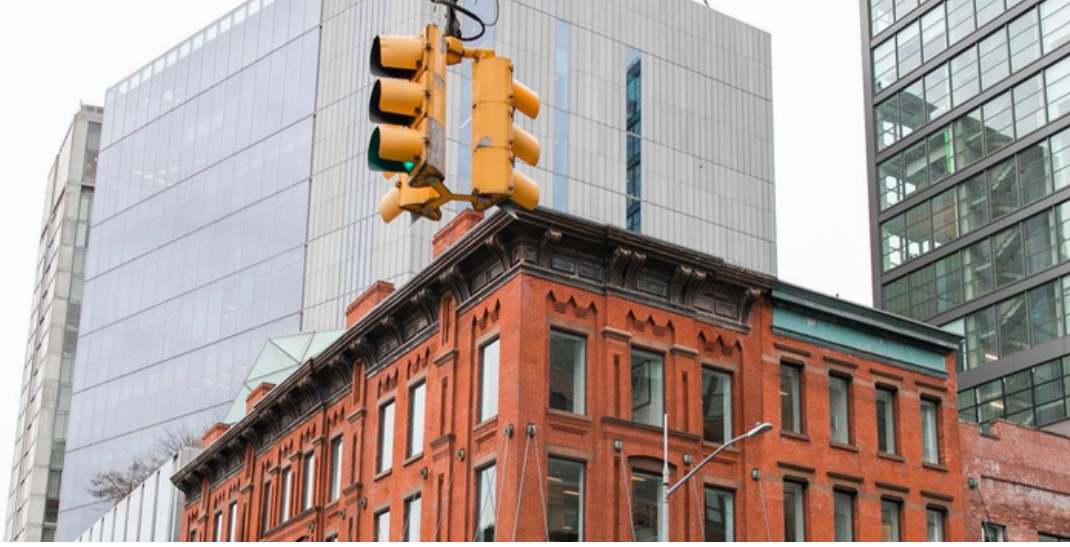
CABBAGE CRAZE

Cabbage is consistently the side dish of choice on St. Patrick's Day, yet finds itself quickly forgotten the remainder of the year. Recently, we've seen a significant shift in interest in the cruciferous vegetable. Within the last month, The New York Times has written two articles about [Why Cabbage is the Coolest Menu Item at the Moment](#), and how [Cabbage is Having A Moment](#), and last September, Grub Street wrote about how [stuffed cabbage](#) is a hot new menu item. On March 26, following the release of the write-ups, the Brooklyn Borough Hall Greenmarket had completely sold out of cabbage.

AS SEEN IN THE DISTRICT



Meet a Meatpacking resident, [Pepper the Mini Hippo](#).



LEICA GRAND OPENING

Leica Camera, the upscale German camera company, opened its flagship store and gallery in Meatpacking at 406 W 13th St. The Leica Gallery showcases its products and is an immersive space dedicated to the art of photography and videography. At the gallery, Leica displays the work of local and global photographers and hosts workshops.

ARTECHOUSE

ARTECHOUSE, art just opened a new exhibition, ASE: Afro Frequencies. The installation is a bold, vibrant Afrosurrealist exhibition featuring work by Vince Fraser, a London-based digital artist. Spoken poetry by Ursula Rucker plays as the installation runs. ARTECHOUSE hosted a Press Preview to kick off their exhibition, where VIPs and friends could enjoy the exhibit. Attendees included men, women, and children, casually dressed between the ages of 5-60. Children played within the space while adults enjoyed the innovative, experiential exhibition and specialty cocktails featured in the bar.

PUTTERY GRAND OPENING

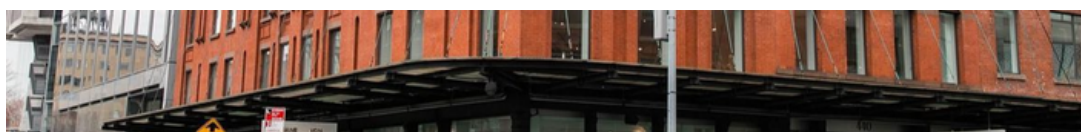
Puttery opened its first New York location on March 8, at 446 W 14th St. The immersive mini-golf experience occupies the entire building and includes two levels of golfing, multiple bars, a rooftop lounge, and a speakeasy for adults 21+.

SPRING FEVER

The week of March 17 introduced New Yorkers to a glorious taste of spring, with temperatures in the 60's-70's. As a result, Meatpacking welcomed 315,000 pedestrians, which was higher than any week in 2023.

LAW & ORDER: SVU FILMING

On March 5, Law & Order: SVU filmed in Meatpacking at Jackson Square (Eighth Ave. + Greenwich Ave.) and Osteria Nonnino.





ANINE BING GRAND OPENING

ANINE BING opened their Meatpacking storefront this month, and to celebrate, they hosted a grand opening event on International Women’s Day. At the event, ANINE BING served champagne and their favorite candy, and a female poet entertained guests by creating personal poetry on a typewriter. Visitors and locals, mostly Gen-X women, attended the event sipped champagne while perusing the racks of clothing and chatting with the store owners.

FRIENDS AND FAMILY SALES

In March, at least 8 local boutiques hosted exclusive promotions in Meatpacking. Many tagged sales as “Friends & Family Sales,” offering special pricing of 20-25% off everything. Some of our favorite brands participated in special promotions, including Belstaff, Alice + Olivia, Vince, Theory, PAIGE Denim, Caudalie, Frame, and ANINE BING.



RIVIAN

On March 27, Rivian hosted a happy hour with catered food and bartending service for neighbors and friends. Attendees were between the ages of 30-55, mostly men, including friends of the store, people stopping by after work, neighborhood locals, and representatives from an auto show. Guests enjoyed the evening, drinking, eating, and chatting amongst themselves.

“THE BENCH” FILMING

On March 18, “The Bench” was filmed in Meatpacking at the Apple Store (401 W 14th St) and the High Line.





IMPLICATIONS FOR BRANDS

All storefronts should be prepared for the foot traffic that comes with warm weather and should take steps to attract wandering pedestrians. Prop open your doors, place A-frames in front of doorways, and decorate your facade with flowers, special signage, or a unique sculpture.

Utilize trending audio when advertising on social media to help reach a larger audience.

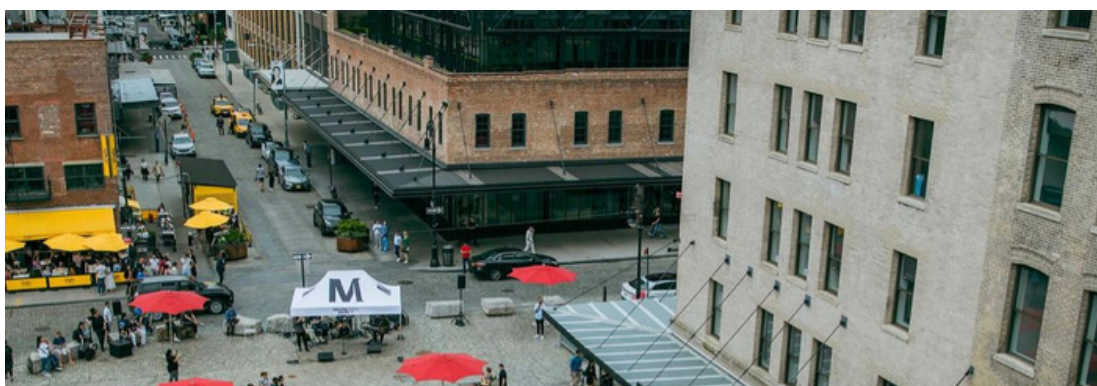
FOOD & DRINK

Introduce lavender and other botanical flavors, including rose, elderflower, and hibiscus. These flavors could inspire menu items like a lavender matcha latte, a botanical cocktail with elderflower liqueur, or a rose-flavored pastry.

Consider adding Western-inspired items to the specials menu. Promote cocktails like Ranch Water (tequila, Topo Chico, and lime juice) or the Cowboy Cocktail (whiskey, lemon juice, and soda water). Also, add cowboy-inspired menu items like cowboy caviar, Texan chili, or jalapeño cornbread.

Add cabbage-based specials, salads, or appetizers to your menu. Some successful cabbage menu items include a cabbage wedge stuffed with 'nduja, charred cabbage with turnip ravigote and parmesan, and shredded green cabbage in a pancake with sorghum hot sauce.

Consider adding a special pastry menu item like the crookie, or other crossovers with croissants like a cruffin, cragquette, or a cragel.





RETAIL

The demand for vintage clothing is at an all-time high, and it's time for designers and retailers to start curating their "archival collection." Consider pulling iconic pieces from archives or surpluses and selling them in-store as part of a special promotion. Brands should also promote vintage-inspired products such as distressed leather pieces, retro jeans like flares or bell bottoms, and jackets with exaggerated shoulder pads.

If you sell floral maxi dresses, tankinis, or barrel jeans, be sure to display them prominently in the store or in a display window. Also, promote them on social media using trending audio and related hashtags.

Tap into the Western trend by promoting Western-inspired apparel on social media using Beyoncé's newly-released songs. Also, consider dressing a western mannequin with a white or patterned button-down blouse, blue jeans, cowboy boots, a brown leather belt, and a bandana or cowboy hat.

WORK WITH THE BID

Hop onto the Western trend by hosting a Western/country-themed plaza activation. Consider handing out branded bandanas, curating a country playlist or DJ set, or hosting a country music concert.

People are tired of coffee carts, and it's time to revisit the narrative of free food & beverage giveaways. If you were considering hosting a coffee cart, you need to put a new spin on it.

Handing out trendy menu items like crookies or lavender matcha lattes will make heads turn and will be a giveaway that people remember.

Designers and brands can utilize the plazas or open streets for a fashion show or pop-up to introduce a new collection, highlight products, or display an archival collection.

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



M

MEATPACKING

Submit your trends to hello@meatpacking-district.com

