

INSIDE GEN Z'S FAVORITE BRANDS
INSIDE GEN Z'S FAVORITE BRANDS
INSIDE GEN Z'S FAVORITE BRANDS
INSIDE GEN Z'S FAVORITE BRANDS
INSIDE GEN Z'S FAVORITE BRANDS
INSIDE GEN Z'S FAVORITE BRANDS
INSIDE GEN Z'S FAVORITE BRANDS
INSIDE GEN Z'S FAVORITE BRANDS
INSIDE GEN Z'S FAVORITE BRANDS
INSIDE GEN Z'S FAVORITE BRANDS
INSIDE GEN Z'S FAVORITE BRANDS
INSIDE GEN Z'S FAVORITE BRANDS

PRESENTED BY  TRUE FIT ANALYTICS



DEFINING GEN Z

Generation Z also known as zoomers, is the demographic group succeeding millennials and preceding generation alpha. Researchers and popular media reference the mid to late 1990s as starting birth years and the 2010s as ending birth years. They are the first social generation to have grown up with access to the internet and portable digital technology from a young age, making this generation very savvy and accustomed to a digital lifestyle.

Gen Z is estimated to have nearly [\\$150 billion in spending power](#), according to Morning Brew. This includes 32% of Zoomers spending 1-2 hours per day on TikTok, their favorite e-commerce site.

One of the most interesting characteristics of Gen Z is how they influence other generations. Their knowledge of social media allows their fashion and trend preferences to be showcased widely, often inspiring millennials to engage in trends that Gen Z sets such as customized-gear and vintage or upcycled fashion. This level of social influencing means Gen Z's spending power has rapidly grown and will grow even greater over the next several years as they begin to earn more money.

“This level of social influencing means Gen Z’s spending power has rapidly grown and will grow even greater over the next several years as they begin to earn more money.”

TRUE FIT + GEN Z = A FAVORITE FIT

Building loyalty with Gen Z shoppers is critical among brands given they will have the greatest spending power and are not afraid to discover new brands presented to them. Fit can be a critical connection for brands to make with generation z because they use their voices and love to share their experiences digitally. With more True Fit orders and spend coming from Gen Z than ever before, brands are growing relationships with high value Gen Z shoppers who want convenience and connection.

Gen Z's favorites include brands such as American Eagle, Champion, Cotton On, Uniqlo and Gymshark. All are brands with strong logos, even stronger taglines, and offer continuous messages of inclusivity and individuality. Each of their homepages immediately hit you with bright colors and diverse representation.

Read True Fit's Full
Favorite Fitting Brands
Report [HERE:](#)



WHY?

“Gen Z is highly social, online and offline, with greater conversational engagement than adults in most consumer categories,” said Engagement Labs CEO Ed Keller in [Fashion Network](#). “As important as the trends may be, there are plenty of brands that are succeeding despite them. No matter which category you’re in, the key to connecting with Generation Z is to listen—and learn.” Gen Z wants to see diversity and inclusion of all gender identities in both products and marketing, and will navigate towards brands that are at the forefront of this messaging when deciding how to represent themselves in what they wear.

“No matter which category you’re in, the key to connecting with Generation Z is to listen—and learn.”





05 THEMES FROM TRUE FIT'S BRAND AFFINITY DATA



01 STREETWEAR



Champion brand, who famously invented the hoodie sweatshirt has stormed back onto the scene thanks in-part to their efforts in collaborating with Gen Z popular brands like Supreme and Undeafated, known as streetwear legends. Casualizing athletic wear during pandemic times became the norm, and Champion was prepared to deliver. They continue to partner with innovative organizations like the Premier Lacrosse League, becoming their official uniform sponsor. Each PLL jersey and shorts is prominently branded with Champion's large "C" logo in a highly visible location. This partnership highly appeals to Gen Z given the sport is climbing quickly among young athletes, and their uniform colors display more creative pairings than what is usually seen in pro sports, such as teal and pink.



02

SUSTAINABILITY & CIRCULARITY

A major focus across Gen Z brands is sustainability and circularity. Consumers care about the planet and how their consumption habits impact the planet yet they still shop fast fashion brands because it is a great value for their money. Circularity allows these consumers to purchase from their favorite fast fashion brands knowing there are increased options for thrifting and for reselling garments they do buy new. According to [Thredup's 2022 Resale Report](#), secondhand is expected to grow 127% by 2026 and nearly half of Gen Z and Millennials are spending a larger proportion of their apparel budget on secondhand compared to five years ago. In True Fit's brand affinity data, we see brands like H&M still in the lead and it is because of their continued focus on sustainability programs and transparency reporting but also their [commitment to circular business models](#) from curated assortments of second-hand clothing from Sellpy available on the H&M website to rental programs offered both in select stores and online through Hurr Collective.

Another brand topping the charts with Gen Z consumers is Levi's. Ranked number four overall and in the top ten brands across men's and women's pants in Australia, the United Kingdom, the United States and Europe, this brand is deeply connected with Gen Z globally. Levi's is classic and timeless but mission driven in its sustainability and social responsibility. The brand is also highly sought after by thrifters which is why it makes sense that they have a [secondhand shop](#) where shoppers can clean out their closets and trade in their denim at participating Levi's stores. PacSun, a brand that has continuously ranked towards the top of True Fit's Favorite Fitting Brands annual report, has been a leading example of building a community within their customer-base through connection. Much of this can be attributed to initiatives like their [pre-loved](#) initiative, a 360-resale program that allows PacSun customers to clean out their closets for Pacsun credit and shop pre-loved clothing directly through Pacsun's website. Through their push to partner with key Gen Z influencers, their social media community has served as a valuable asset in promoting their featured brands and initiatives.

03

CUSTOMIZATION

Gen Z is more focused on unique expressions as opposed to being on trend. This includes apparel and footwear that offers an opportunity for Gen Z to showcase their unique personalities. One example is the rise in popularity of footwear brands that offer customizations of their top selling products. Vans ranks highly with Gen Z among True Fit shoppers. The brand has numerous style offerings in the “[creates](#)” category including their most popular Sk8-hi shoe where shoppers can design custom shoes, apparel and backpacks. In addition, Nike allows shoppers to customize a wide range of classic shoe styles - from trainers to casual shoes - via their savvy app. Gen Z is ready for a conversation and brands that are winning them over allow them to help reshape product design. “They look for products with attitude and personality,” explained Hamish Campbell, VP executive creative director at the brand design agency Pearlfisher. “This is probably one of the biggest generational shifts in mindset, to be really promoting who you are.”



04

FAST FASHION

Fast Fashion still continues to rank highly with generation z. Brands like ASOS, H&M, Zara, Forever 21 and Boohoo have topped the charts with True Fit shoppers as some of the best fitting brands in their closets. While this contradicts Gen Z's values of being more sustainably focused, Gen Z still shops these brands because they are accessibly priced and convenient. According to primary sources from a study conducted for [Thredup's 2022 Resale Report](#) 72% of consumers say they shop fast fashion because it's a good value for the money and 53% of consumers say they choose fast fashion because it saves them time. On top of this, many fast fashion brands are launching sustainability programs and initiatives that speak to shoppers who value social responsibility and sustainability.





05 COMMUNITY

Clothing and footwear that Gen Z wears are not just jeans, t-shirts, dresses, boots and outerwear. The clothing they wear represents their ideals, beliefs and values. Brands that connect with this generation are establishing a tribe or community more than they are establishing their brand. Great examples of this include Levi's, Vans, Gymshark, Lululemon and Dr. Marten's. Gymshark, for example, is more than just your favorite workout clothing. Its community unlocks potential and a lifestyle, connecting buyers with a training app to guide them in conditioning, health and fitness. Dr. Martens has established a community born from tradition and authenticity and over time, it has become the brand that stands for nonconformity, worn to represent glam, punk, grunge and everything in between. Most recently, Dr. Martens celebrated five decades of the brand's appeal to many tribes...."each subverting and twisting the boots and shoes to their own personal needs, attitude and identity".

METHODOLOGY:

WHAT DEFINES A FAVORITE BRAND?

Data from this report is sourced from the registration data gathered from millions of consumers who have created a True Fit profile while shopping across True Fit's global network of leading retail partners. A brand is defined as the consumer's favorite when a registered True Fit consumer answers the question "What brand is your favorite fitting [tops, bottoms etc.]" during the one-time True Fit registration process. The consumer then begins to identify items that they love to wear that fit them well. This data builds a virtual closet for each individual shopper that enables True Fit to guide the shopping experience in the form of personalized fit and size recommendations for each consumer across its network of retailers. When registering for True Fit, consumers may be influenced by the retailer where they register.

INDEX:

True Fit's Analytics team reviewed data from Gen Z consumers over a twelve-month period, December 2021 through December 2022. The brands included in this list are populated from a pool of thousands of global brands within True Fit's Fashion Genome, and data from more than 80 million active registered True Fit members across multiple geographies.

GEN Z | OVERALL Ages 19-24

Top 25 Favorite Brands



- | | |
|----------------------|---------------------------|
| 01. Nike | 13. Abercrombie & Fitch |
| 02. American Eagle | 14. Calvin Klein |
| 03. Old Navy | 15. POLO Ralph Lauren |
| 04. Levi's | 16. PacSun |
| 05. H&M | 17. Under Armour |
| 06. Zara | 18. Tommy Hilfiger |
| 07. adidas | 19. asos |
| 08. Lululemon | 20. Madewell |
| 09. Forever 21 | 21. Uniqlo |
| 10. Gap | 22. The North Face |
| 11. Carhartt | 23. J. Crew |
| 12. Hollister Co. | 24. Champion |
| | 25. Banana Republic |

01



02



03



04



05



06



07



08



09



10



11



12



01



02



03



04



05



06



07



08



09



10



11



12



GEN Z | WOMEN Ages 19-24

Top 25 Favorite Brands

- | | |
|---------------------------|----------------------------|
| 01. American Eagle | 13. Madewell |
| 02. Old Navy | 14. asos |
| 03. Zara | 15. PacSun |
| 04. Nike | 16. New Look |
| 05. H&M | 17. Calvin Klein |
| 06. Levi's | 18. Cotton On |
| 07. Forever 21 | 19. Free People |
| 08. Lululemon | 20. Wild Fable by Target |
| 09. Hollister Co | 21. UO Urban Outfitters |
| 10. Abercrombie & Fitch | 22. Gymshark |
| 11. Gap | 23. Primark |
| 12. adidas | 24. Converse |
| | 25. Torrid |

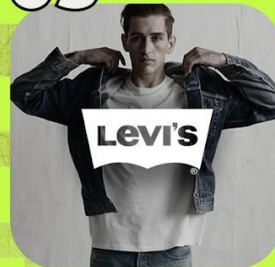
01



02



03



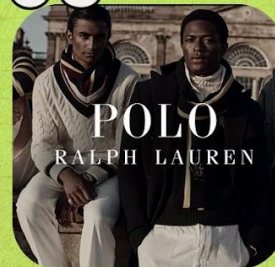
04



05



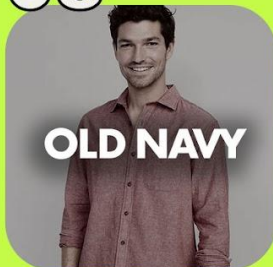
06



07



08



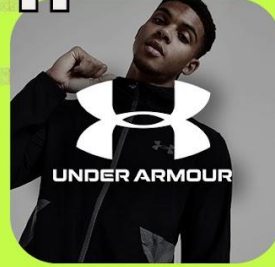
09



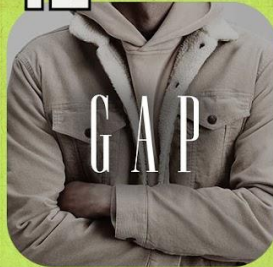
10



11



12



GEN Z | MEN Ages 19-24

Top 25 Favorite Brands

- | | |
|-------------------------|-----------------------|
| 01. Nike | 13. Champion |
| 02. adidas | 14. The North Face |
| 03. Levi's | 15. PacSun |
| 04. American Eagle | 16. Uniqlo |
| 05. Carhartt | 17. Lululemon |
| 06. POLO Ralph Lauren | 18. Zara |
| 07. H&M | 19. Wrangler |
| 08. Old Navy | 20. Banana Republic |
| 09. Calvin Klein | 21. J. Crew |
| 10. Tommy Hilfiger | 22. Hollister Co. |
| 11. Under Armour | 23. Vans |
| 12. Gap | 24. Ralph Lauren |
| | 25. Columbia |



TOP 10

GEN Z | CATEGORIES BY LOCALE | Ages 19-24

Favorite Brands

AUSTRALIA

MENS BOTTOMS



01

- 02. | Levi's
- 03. | Nike
- 04. | Kmart AU
- 05. | Uniqlo
- 06. | Cotton On
- 07. | Target AU
- 08. | Big W
- 09. | Calvin Klein
- 10. | Kenji

MENS SHOES



01

- 02. | adidas
- 03. | Converse
- 04. | Vans
- 05. | ASICS
- 06. | New Balance
- 07. | Skechers
- 08. | Tommy Hilfiger
- 09. | Lacoste
- 10. | Dr. Martens

MENS TOPS



01

- 02. | Nike
- 03. | Uniqlo
- 04. | Cotton On
- 05. | Kmart AU
- 06. | Blaq
- 07. | POLO Ralph Lauren
- 08. | Rodd & Gunn
- 09. | Target AU
- 10. | adidas

WOMENS BOTTOMS



01

- 02. | Kmart AU
- 03. | Lorna Jane
- 04. | Glassons
- 05. | Levi's
- 06. | Nike
- 07. | Lululemon
- 08. | Abrand
- 09. | Forever New
- 10. | Gymshark

WOMENS DRESSES



01

- 02. | Forever New
- 03. | Kmart AU
- 04. | Dotti
- 05. | Glassons
- 06. | Zara
- 07. | H&M
- 08. | KOOKA-∇è
- 09. | Seed Heritage
- 10. | Tokito

WOMENS SHOES



01

- 02. | Nike
- 03. | adidas
- 04. | Vans
- 05. | Skechers
- 06. | Dr. Martens
- 07. | ASICS
- 08. | Puma
- 09. | Reebok
- 10. | Hush Puppies

WOMENS TOPS



01

- 02. | Nike
- 03. | Glassons
- 04. | Forever New
- 05. | Kmart AU
- 06. | Lorna Jane
- 07. | Uniqlo
- 08. | KOOKA-∇è
- 09. | Lululemon
- 10. | Gymshark

TOP 10

GEN Z | CATEGORIES BY LOCALE | Ages 19-24

Favorite Brands

EUROPEAN UNION

MENS BOTTOMS



01

- 02. | adidas
- 03. | Levi's
- 04. | Zara
- 05. | H&M
- 06. | Carhartt
- 07. | Primark
- 08. | Calvin Klein
- 09. | River Island
- 10. | POLO Ralph Lauren

MENS SHOES



01

- 02. | adidas
- 03. | Converse
- 04. | Vans
- 05. | New Balance
- 06. | ASICS
- 07. | Jordan
- 08. | Reebok
- 09. | Puma
- 10. | Polo Ralph Lauren

MENS TOPS



01

- 02. | adidas
- 03. | POLO Ralph Lauren
- 04. | The North Face
- 05. | Tommy Hilfiger
- 06. | Carhartt
- 07. | H&M
- 08. | Zara
- 09. | BOSS Hugo Boss
- 10. | Lacoste

WOMENS BOTTOMS



01

- 02. | Nike
- 03. | H&M
- 04. | New Look
- 05. | Levi's
- 06. | adidas
- 07. | asos
- 08. | Primark
- 09. | Topshop
- 10. | Gymshark

WOMENS DRESSES



01

- 02. | New Look
- 03. | Zara
- 04. | H&M
- 05. | PrettyLittleThing
- 06. | Primark
- 07. | boohoo
- 08. | Quiz
- 09. | Ann Summers
- 10. | Topshop

WOMENS SHOES



01

- 02. | adidas
- 03. | Converse
- 04. | Vans
- 05. | New Look
- 06. | Skechers
- 07. | Dr. Martens
- 08. | New Balance
- 09. | Puma
- 10. | Clarks

WOMENS TOPS



01

- 02. | Nike
- 03. | H&M
- 04. | asos
- 05. | adidas
- 06. | New Look
- 07. | Primark
- 08. | boohoo
- 09. | Gymshark
- 10. | Calvin Klein

TOP 10

GEN Z | CATEGORIES BY LOCALE | Ages 19-24

Favorite Brands

UNITED KINGDOM

MENS BOTTOMS



01

- 02. | adidas
- 03. | Levi's
- 04. | H&M
- 05. | River Island
- 06. | Primark
- 07. | Calvin Klein
- 08. | boohoo
- 09. | Carhartt
- 10. | next

MENS SHOES



01

- 02. | adidas
- 03. | Vans
- 04. | Converse
- 05. | New Balance
- 06. | Jordan
- 07. | Reebok
- 08. | ASICS
- 09. | Puma
- 10. | Sketchers

MENS TOPS



01

- 02. | adidas
- 03. | The North Face
- 04. | POLO Ralph Lauren
- 05. | Carhartt
- 06. | H&M
- 07. | BOSS Hugo Boss
- 08. | Under Armour
- 09. | Primark
- 10. | Tommy Hilfiger

WOMENS BOTTOMS



01

- 02. | New Look
- 03. | Zara
- 04. | New Look
- 05. | asos
- 06. | Primark
- 07. | H&M
- 08. | Topshop
- 09. | adidas
- 10. | Gymshark

WOMENS DRESSES



01

- 02. | asos
- 03. | PrettyLittleThing
- 04. | H&M
- 05. | Primark
- 06. | boohoo
- 07. | Zara
- 08. | Quiz
- 09. | Ann Summers
- 10. | Topshop

WOMENS SHOES



01

- 02. | adidas
- 03. | Converse
- 04. | Vans
- 05. | New Look
- 06. | Skechers
- 07. | Dr. Martens
- 08. | Clarks
- 09. | Fila
- 10. | New Balance

WOMENS TOPS



01

- 02. | asos
- 03. | Zara
- 04. | New Look
- 05. | H&M
- 06. | adidas
- 07. | Primark
- 08. | boohoo
- 09. | PrettyLittleThing
- 10. | The North Face

TOP 10

GEN Z | CATEGORIES BY LOCALE | Ages 19-24

Favorite Brands

UNITED STATES

MENS BOTTOMS



01

- 02. | American Eagle
- 03. | Nike
- 04. | adidas
- 05. | Old Navy
- 06. | Carhartt
- 07. | Wrangler
- 08. | PacSun
- 09. | Lululemon
- 10. | Gap

MENS SHOES



01

- 02. | adidas
- 03. | Vans
- 04. | Converse
- 05. | New Balance
- 06. | Under Armour
- 07. | Timberland
- 08. | ASICS
- 09. | Ariat
- 10. | Puma

MENS TOPS



01

- 02. | Carhartt
- 03. | POLO Ralph Lauren
- 04. | American Eagle
- 05. | H&M
- 06. | adidas
- 07. | Calvin Klein
- 08. | Old Navy
- 09. | Under Armour
- 10. | Champion

WOMENS BOTTOMS



01

- 02. | Levi's
- 03. | Old Navy
- 04. | Lululemon
- 05. | Abercrombie & Fitch
- 06. | Zara
- 07. | Hollister Co.
- 08. | H&M
- 09. | Forever 21
- 10. | Gap

WOMENS DRESSES



01

- 02. | Old Navy
- 03. | Forever 21
- 04. | H&M
- 05. | Zara
- 06. | Calvin Klein
- 07. | Free People
- 08. | Hollister Co.
- 09. | Wild Fable by Target
- 10. | Gap

WOMENS SHOES



01

- 02. | Converse
- 03. | adidas
- 04. | Vans
- 05. | Steve Madden
- 06. | New Balance
- 07. | Birkenstock
- 08. | Skechers
- 09. | UGG
- 10. | Forever 21

WOMENS TOPS



01

- 02. | Old Navy
- 03. | H&M
- 04. | Forever 21
- 05. | Nike
- 06. | Lululemon
- 07. | Zara
- 08. | Gap
- 09. | Hollister Co.
- 10. | Free People