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First Insight Tested Consumers Gave White, Floral Patterns a Thumbs-up

The analysis of runway looks involved testing 227 styles that resulted in more than 2,600 responses.

By **Arthur Zaczkiewicz** on October 28, 2016

The latest consumer sentiment testing of the spring collections from the recent New York, Paris and Milan fashion weeks revealed how quickly shoppers can change their minds in regard to color preferences and patterns as well as the designer brands themselves.

Overall, consumers tested this year were not wooed by what they saw. First Insight analysts said in their report that "overall positive sentiment was less" this year as positive sentiment fell to 31.9 percent from 35.2 percent last year.

"This would indicate that, overall, respondents are less excited about the 2016 runway styles compared to those from 2015," the firm said, adding that the favored brands included Fendi, Tory Burch, Naeem Kahn and Michael Kors.

In First Insight Inc.'s analysis of women's runway looks, which involved testing 227 styles that resulted in more than 2,600 responses, white was the top preferred color, increasing in "positive sentiment" to 39.7 percent from 37.7 percent last year. While purple was the most popular color last year, its positive sentiment reading declined this season to 22.6 percent from 39.6 percent last year.

In the number-two spot this year was beige at 39.6 percent, which compares to a reading of 24.8 percent last year. The least popular color preference was green at 18.4 percent. Surprisingly, orange was a preferred color this season, "driven by several popular orange Naeem Khan and Tory Burch styles," noted the researchers at First Insight.

With patterns, the researchers said with a positive sentiment reading of 36.8 percent, floral overtook solid as the most popular this year. The least-favored pattern was plaid with a sentiment reading that dropped to 24.2 percent this year from 31 percent last year.

This year, sleeveless designs were again the most popular as it jumped to a reading of 41 percent from 34.3 percent last year while high-low hems were also preferred. With necklines, plunge designs was number one, followed by V-neck.

Regarding demographic segment preferences, the firm said the testing showed that "Naeem Khan was the top brand among women (also popular with Michelle Obama)," and that among the men tested, Fendi came out on top.

"Naeem Khan was the top brand among those ages 19 to 29," the researchers added. "Those ages 30 to 44 preferred Fendi. Those ages 45 to 59 preferred Tory Burch. Those ages 60 and over preferred Balmain."