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**EMBARGOED UNTIL 12.01am (UK, September 29 2021)**

**FARFETCH PUBLISHES KIDSWEAR DETAILING TRENDS INFLUENCING LUXURY KIDSWEAR**

* *FARFETCH Luxury Kidswear Report explores how the effects of the pandemic and social media-savvy parents are shaping luxury kidswear*
* *46% of FARFETCH customers surveyed say they use social media as a place for their kidswear inspiration*
* *66% of FARFETCH customers surveyed say they increased their spend on kidswear during the Covid-19 pandemic*

**LONDON, U.K. September 29, 2021,** FARFETCH Ltd (NYSE: FTCH), the global destination for modern luxury fashion, has published its first ever ‘Kidswear Report’, which deep dives into FARFETCH data to uncover the trends influencing luxury kidswear. FARFETCH Kids is celebrating its fifth anniversary this month.

The research[[1]](#footnote-1) examines how social media, and a new generation of social-savvy and socially aware parents has shaped the emergence of trends such as ‘mini-me’ and ‘Kidfluencer’ culture, along with increased interest in Conscious products for kids. The FARFETCH Luxury Kidswear Report is made up of the following nine key stories:

1. **New-Gen Parents:** Millennial parents seem to be a new driving force in luxury kidswear consumption, with social media being an integral part of the lives of many FARFETCH millennial customers.
2. **Kidfluencers & Sharenting:** Exploring the phenomenon of children with large social media followings (Kidfluencers) that have their own authentic and individual dress sense and the practice of parents sharing content about their children digitally.
3. **Mini-Me:** A trend that started in China but has now spread across the globe.
4. **Pandemic Shopping:** Examining FARFETCH data to better understand the ways in which Covid-19 has changed the way that kidswear consumers shop.
5. **Covid Trends**: In addition to consumer shopping habits, the pandemic also limited our day-to-day activities and so our attire and that of our children changed accordingly.
6. **The Big Events:** A look at kidswear dressing and changes in shopping habits over the past year, for festive periods in the Middle East – specifically Eid Al Fitr and Eid Al Adha and Children’s Day festivities in Japan and South Korea.
7. **Kids Streetwear:** Comparable to the recent rise in popularity of streetwear amongst adults, streetwear brands and parents are embracing this category for children.
8. **FARFETCH Kids Turns Five:** This month marks the five year anniversary of the FARFETCH kidswear category. We’ve now amassed the largest online range of luxury kidswear available online and take a look back at the facts from inception to date.
9. **What’s Next?:** Based on data and current trends, FARFETCH takes a look at where luxury kidswear might be heading.

**You can access the full report** [**here**](https://stories.farfetch.com/luxurykidswearreport2021/)

**ENDS**

**About Farfetch**

Farfetch Limited is the leading global platform for the luxury fashion industry. Founded in 2007 by José Neves for the love of fashion, and launched in 2008, Farfetch began as an e-commerce marketplace for luxury boutiques around the world. Today, the Farfetch Marketplace connects customers in over 190 countries and territories with items from more than 50 countries and nearly 1,400 of the world’s best brands, boutiques and department stores, delivering a truly unique shopping experience and access to the most extensive selection of luxury on a single platform. Farfetch’s additional businesses include Browns and Stadium Goods, which offer luxury products to consumers, and New Guards Group, a platform for the development of global fashion brands. Farfetch offers its broad range of consumer-facing channels and enterprise level solutions to the luxury industry under its Luxury New Retail initiative. The Luxury New Retail initiative also encompasses Farfetch Platform Solutions, which services enterprise clients with e-commerce and technology capabilities, and innovations such as Store of the Future, its connected retail solution.

For more information, please visit [www.farfetch.com](http://www.farfetch.com)

1. **Methodology:** This report has been created, based on data pulled from various internal sources at FARFETCH, including sales data and on-site customer search data. In July 2021 we surveyed a panel of FARFETCH customers to gain a better understanding of their attitudes to some of the subjects covered in the report. We spoke directly to relevant boutiques, brands, customers and influencers within the FARFETCH network to gain first-hand perspectives for the video elements of the report. [↑](#footnote-ref-1)