



The Pinterest Autumn 2024 Trend Report

A season for connection and creativity



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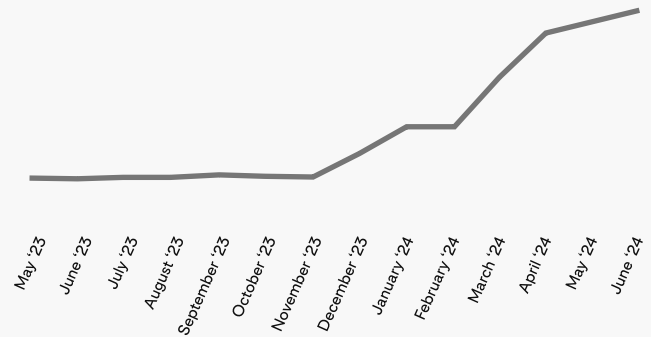
A season for connection and creativity

Pinterest unveils the top trends for autumn 2024, featuring refreshing takes on fashion, beauty, home décor, food and hobbies. As the ultimate destination for discovery, Pinterest has seen an increase in searches for autumn aesthetics, activities and inspiration. Pinterest users are embracing group activities this autumn, with searches for **'cookbook club'** up by **130%** and **'autumn film night'** up by **140%**. There is also a growing interest in Japanese culture due to the influx of travellers to Japan, with searches for **'Japan autumn fashion'** rising by **140%** and **'Japanese living room design'** increasing by **135%**.

Layered in prints and puffs

This autumn, nature-inspired patterns and mixed-proportion layering take centre stage. People are making bold statements with leopard print denim and camouflage, and adding volume with puffer skirts and oversized coats. From pairing jerseys with skirts to an increase in searches for lobster jumpers, it's all about showcasing your creativity and individuality in this season of main character energy.

Searches for 'camouflage outfit' have increased 2295% since last year



* Pinterest internal search data; global; June 2023 vs June 2024

Biophilic fashion

- Leopard print jeans +2990%
- Camouflage outfit +2295%
- Printed tights +205%
- Printed jumper +73%
- Dog jumper +60%
- Lobster jumper +55%

Puff and puffer

- Balloon skirt outfit +1765%
- Puffer skirt outfit +1015%
- Poofy skirt +175%
- Puffer jacket outfit aesthetic +70%

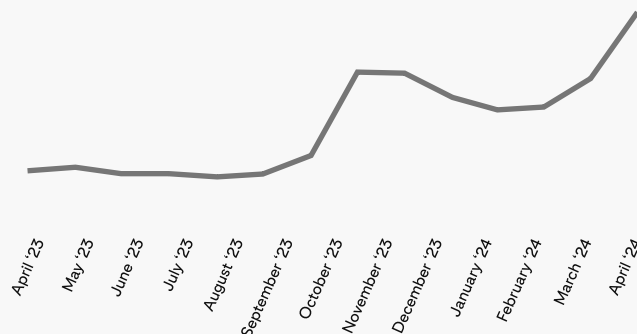
Experimental layering

- Jersey with skirt outfit +2000%
- Skirt over jeans outfit +695%
- Dress over skirt +295%
- Jumper with jorts +105%
- Long layered skirt +125%
- Japanese long skirt outfit +85%

Foxy autumn hair and glowing make-up

The latest beauty trends this autumn feature a blend of bold and contemporary styles. From embellished nail designs and intricate Japanese-inspired nail art to foxy red hair colours and the resurgence of fringes, Pinterest users are trying out a wide variety of eye-catching looks. More-is-more make-up is finally back in style, with glowing and dewy looks all the rage.

Searches for 'bow nail designs' have increased 2220% since last year



* Pinterest internal search data; global; June 2023 vs June 2024

Nail detail

- Bow nail designs +2220%
- Japanese-inspired nails +600%
- Greek goddess nails +1975%
- Short funky nails +1540%

Dewy fresh

- Soft baddie make-up +700%
- Igari make-up +460% (flushed make-up look)
- Cool tone make-up looks +360%
- Glowy dewy make-up +185%
- Glossy lips make-up +175%
- Soft cat eye make-up +105%
- Concealer lips +92%

Foxy tresses

- Fox hair colour +1530%
- Honey brown curls +7770%
- Honey brown knotless braids +3845%
- Cherry blonde +6300%
- Deep cherry red hair +920%
- Cherry cola red +520%

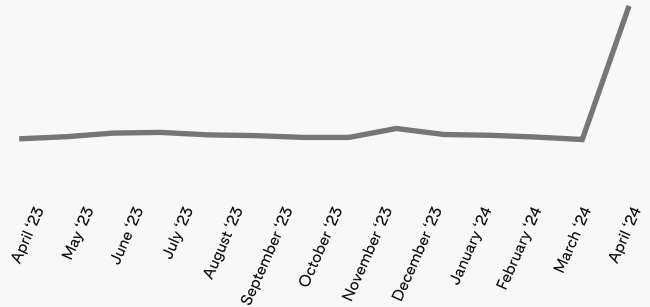
Fringe revival

- Japanese side fringe +1645%
- 2000s side fringe +150%
- Long pixie cut with fringe +1630%
- Subtle fringe +1090%
- Slick back with fringe +345%
- Mini fringe +185%

Tranquil retreats

People are turning to Pinterest to create their own peaceful oasis at home for the ultimate **'cosy autumn vibes' (+90%)**. They are embracing dreamy, cosy corners with floral room aesthetics and cosy lighting, infusing their spaces with soothing colours. Japanese style is influencing décor trends, such as Japanese vintage art. With searches for **'zen house' up 405%**, people are looking for inspiration to balance comfort, style and tranquility in their homes.

Searches for 'green home décor' have increased 2670% since last year



* Pinterest internal search data; global; June 2023 vs June 2024

Cosy corners

- Floral room aesthetic +370%
- Candle bouquet +720% (flower candles)
- Dreamy room +255%
- Dreamy artwork +680%
- Air purifying plants +850%
- Cosy sunroom +930%
- Cosy lighting +200%
- Cosy reading room +140%

Serene hues

- Serene colour palette +110%
- Seafoam +200%
- Sage and blue colour palette +570%
- Blue and cream bedroom +200%
- Dusty blue bathroom +120%
- Green home décor +2670%
- Dark green bathroom +350%
- Green home offices +260%
- Forest green house +220%
- Moody purple bedroom +350%
- Lavender room aesthetic +110%

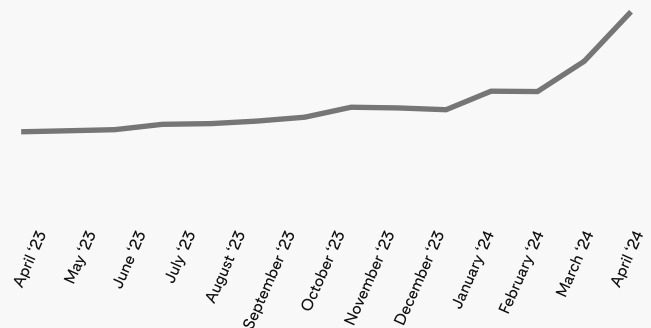
Harmonious Japanese style

- Japanese vintage art +270%
- Japanese futon bedroom +245%
- Zen bathroom +200%
- Japanese zen garden +120%
- Japanese living room design +135%
- Zen kitchen +160%
- Japanese exterior +60%
- Japanese furniture +60%

Earthy eats, jelly jams and Tokyo treats

People are increasingly incorporating earthy ingredients, such as morel mushrooms and pistachio butter, to add depth and richness to their dishes. They are also experimenting with jelly flavours for a sweet and satisfying treat. Interest in **'Japanese foods' (+50%)** is increasing, with searches on the rise for dishes such as chicken karaage and katsu curry. These trends offer a delicious and exciting culinary journey for the season.

Searches for 'pistachio butter' have increased 240% since last year



* Pinterest internal search data; global; June 2023 vs June 2024

Rooted flavours

- Okra water +470%
- Morel mushroom +240%
- Portobello mushroom +80%
- Ginger spice +240%
- Quinoa pudding +140%
- Pistachio butter +240%
- Cloud eggs +130%
- Ashwagandha +80%

Don't be jelly

- Mochi recipe easy +75%
- Japanese sweets +70%
- Deconstructed sushi bowl +370%
- Chicken karaage +80%
- Katsu curry +100%
- Tempura sushi +70%

Japanese flavours

- Plum jelly +140%
- Blueberry jelly recipe +160%
- Peach jelly +120%
- Black raspberry jelly recipe +90%
- Milk jelly +90%
- Raspberry jelly +75%

Gen Z hobbies: Trendy creations and social vibrations

Gen Z is dedicated to fostering community, embracing new experiences and pursuing creative hobbies. Searches for **'autumn activities'** have increased **50%**, ranging from jewellery making to bag crafting, indicating that DIY projects are becoming increasingly popular. Additionally, there is a growing interest in club activities: searches for book clubs (**'autumn books' up 135%**), drama clubs and running clubs are all on the rise. This autumn, Gen Z is combatting the autumn blues by focusing on innovative hobbies and IRL connections.

Beaded, threaded and resin jewellery crafts

- Small bead bracelet ideas +2000%
- Thread bracelet colour combos +705%
- BFF bracelet ideas +330%
- Wood resin jewellery +300%
- Paper quilling jewellery +280%
- Charm bracelet DIY +205%
- Broken china jewellery tutorial +180%

Bag making +190%

- Japanese crochet bag +380%**
- Crochet bow bag +975%
- Hand-beaded bag +330%
- DIY jeans bag +225%
- Patchwork bags DIY +170%
- Canvas tote bag painting +245%
- Bag charms DIY +130%

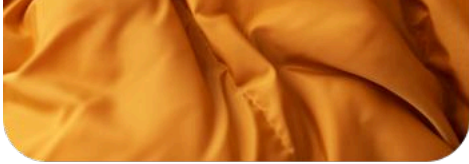
Searches for **'Japanese crochet bag'** have increased **380%** since last year



Source: Pinterest internal search data; global; ages 18–24; June 2023 vs June 2024

Club connections

- Book club +180%
- Japanese books +100%**
- Cookbook club +130%
- Running club +700%
- Golf club aesthetic +230%
- Drama club +73%
- Tennis club +50%



This season, people are breaking out of the typical laid-back autumn vibes and embracing excitement. From experimenting with unique fashion and fun communal activities to seeking inspiration from Japanese culture and society, it's shaping up to be a dynamic and vibrant season.

