

Family Threads

Quarterly insights on trends in children and family apparel highlighting key shifts in fashion, styles, and consumer preferences.



CONSUMER BEHAVIOR

55% of parents spend under \$50 on their children's clothing per month

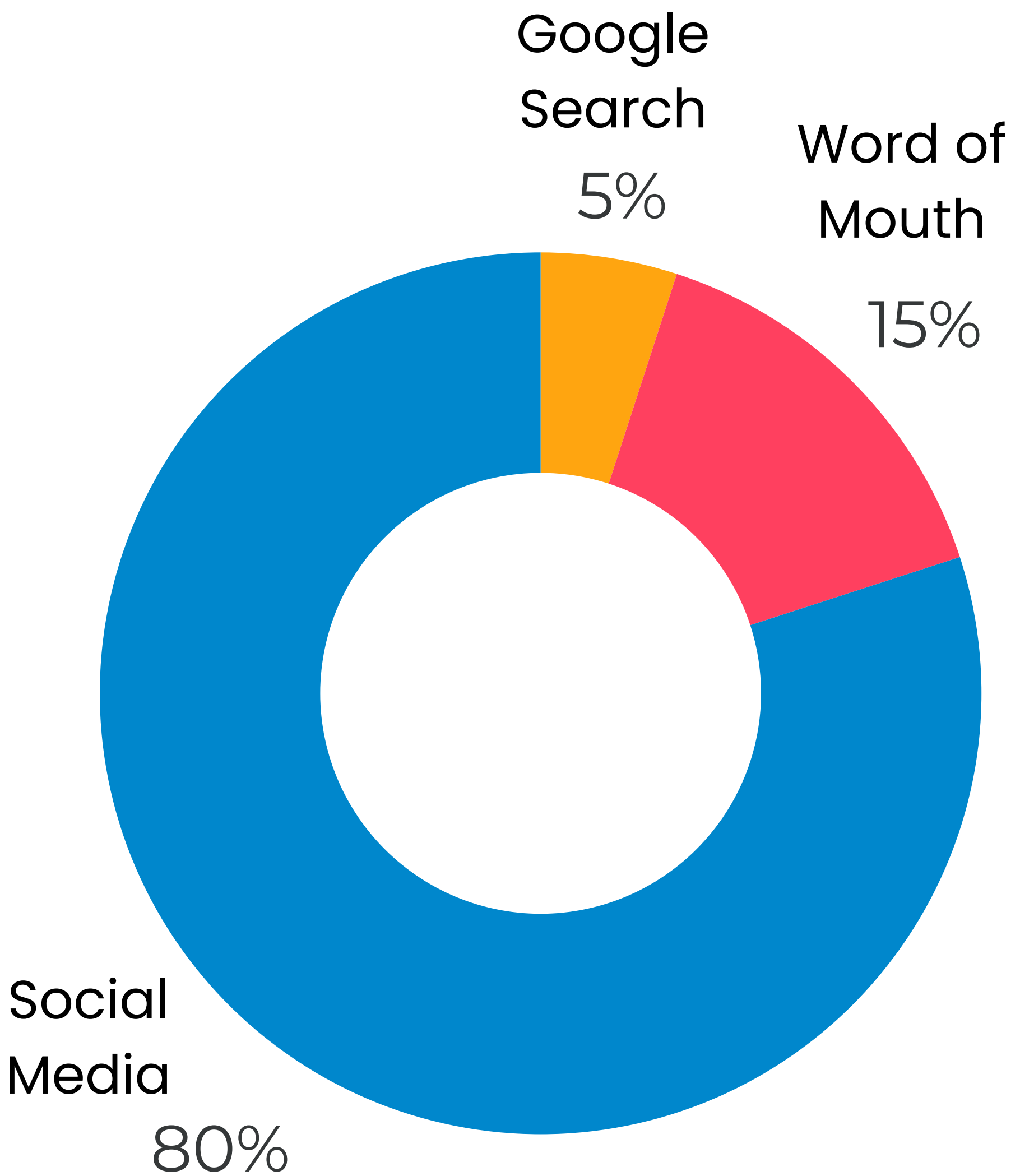
71% of parents are very likely to use discounts/promotions when shopping for their family

56% of parents find a discount of at least 20% off to be the most appealing

52% of parents say their children prefer to pick out their own clothing

POLL:

How do you typically find out about new clothing brands or products for your child?



CONSUMER BEHAVIOR

33% of parents feel price is the most important factor when choosing children's/family pajamas

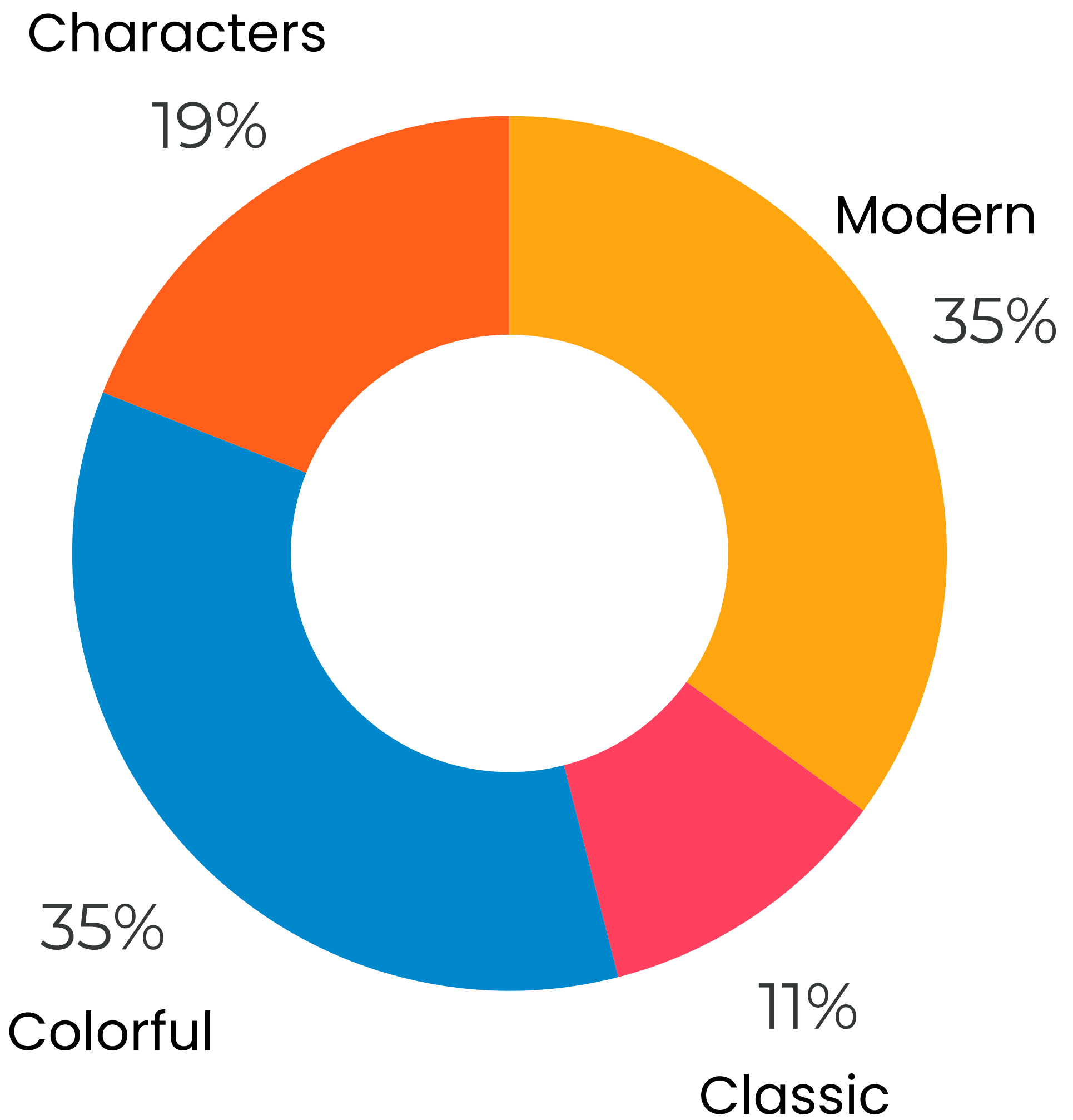
45% of parents are very likely to purchase family outfits/coordinated looks

38% of parents use matching outfits for a specific holiday/event

48% of parents shop in person and online, depending on the situation

POLL:

What style or design elements do you most prefer in family/kids clothing?



TREND FORECAST

BOLD COLORS AND PATTERNS



GENDER NEUTRAL



TREND FORECAST

TECH INSPIRED



VINTAGE INSPIRED





PatPat is a global apparel brand for kids and families founded in 2014 in Mountain View, CA by two engineer dads, Albert Wang and Ken Gao, who were seeking better clothing options for their kids. By cutting traditional retail markups and reinventing the supply chain, PatPat has created an abundance of unique styles and made them more accessible for families online and in the PatPat app/site. Eight years later, PatPat has grown from a single app into a global e-commerce brand beloved by more than 21M customers in 140 countries worldwide with over 30,000 kids and family clothing styles, and counting.