

时尚小黑盒

阿里巴巴国际站服装流行趋势报告

百大核心单品指南

阿里巴巴国际站
2020年9月



Shoes & Accessories



Luggage, Bags & Cases



Timepieces, Jewelry, Eyewear



Fashion Accessories



Apparel



Fabric & Textile Raw Material

hashtag



产品特性



三级类目



1	Blackout	fabric type:velvet,taffeta,sheer; color:black;
2	The 1960s Dress	Decoration:beaded; Silhouettes:Shapeless,A-line;
3	The 1970s Dress	Style:vintage; Waistline: dropped;
4	Sash-Tied Bow	Decoration:sash-tied bows;
5	Belted Mid-Line	Silhouettes:belted mid-line;
6	The Femme Dress	Waistline:belted; Decoration:Darting,ruching ;
7	tiered skirt	Silhouettes:tiered;
8	traditional hourglass	Silhouettes:hourglass;

Women's Dresses

Women's Dresses

Women's Dresses

Women's Dresses

Women's Dresses

Women's Dresses

Women's Dresses

Women's Dresses

hashtag



产品特性



三级类目



9

portraitnecklines

fabric type:wools, felts;
Neckline:sweetheart, portraitnecklines;

Women's Dresses

10

Billowing Chemis

fabric type:fluid silkies;
Decoration:Floor-grazing hems, slimmer sleeves, mid-calf;
Silhouettes:tiered trapeze, full-volume;

Women's Dresses

11

The Shirt Dress

Decoration:Fuller sleeves, ruched waist cutouts, self-fabric belt;
Silhouettes:shirt dress;

Women's Dresses

12

The Leather Dress

fabric type:leather;
Decoration:twists, ruching, leather-covered buttons, belt buckle;

Women's Dresses

13

The Cutout Dress

Decoration:waist-focused cutouts, asymmetric cutouts, cutouts, ruffles;
Silhouettes: slim-fitted;

Women's Dresses

14

The Strong-Shoulder Dress

Pattern Type:bold, allover print, plaid;
Decoration: internal padding, nipped-in waistline, power-suiting shoulders;

Women's Dresses

hashtag



产品特性



三级类目



15

Full-Sleeve Dress

fabric type:Structured cottons,autumnal heavyweights,felted mohair;
Sleeve Style:puff sleeve,full-sleeve,full-volume;

Women's Dresses

16

elegantcomfort

fabric type:sustainable;
color:soft,muted,neutral ;
Decoration:Clean, simple lines,tonal seams;

Women's Dresses

17

Nu-Historics Dress

fabric type:taffeta,velvet flocking,lace trims,mesh;
Silhouettes:waist-focused;

Women's Dresses

18

Full-Volume Mini

dress length:minidress;
Sleeve Style:voluminous sleeves,puffsleeve;
Neckline:high neckline;

Women's Dresses

19

The Leather Mini Dress

fabric type:leather-look material;
Style:street style,fit-and-flare shirt style;
Decoration:fastenings with hardware;

Women's Dresses

20

The Blazer Dress

fabric type:wool,fancy yarns,tweed;
Style:blazer style;
Waistline:nip-in;
Decoration:double-breasted;

Women's Dresses

hashtag



产品特性



三级类目



21

The Draped Dress

fabric type:silk,satin,shine,woven,leather;
Decoration:Asymmetry sleeve;
Silhouettes:body-skimming;

Women's Dresses

22

The Puff-Sleeve Dress

dress length:mid,maxi;
Sleeve Style:puff sleeve;

Women's Dresses

23

Puff-Sleeve Pocket Dress

Sleeve Style:puff sleeve;
Decoration:pocket;

Women's Dresses

24

Shirred Waistline Puff-Sleeve Dress

Sleeve Style:puff sleeve;
Waistline:shirred waistline;
Silhouettes:waist focus;

Women's Dresses

25

Boat Neck Puff-Sleeve Dress

Sleeve Style:puff sleeve;
Decoration:boat neck;

Women's Dresses

26

The Minimal Strapless Dress

fabric type:satin-like,subtle shine;
Neckline:strapless;
Silhouettes:slim;

Women's Dresses

27

The Cowl-Neck Dress

fabric type:lightweight cottons,wool-blend;
Neckline:higher,draped cowl neck;

Women's Dresses

hashtag



产品特性



三级类目



28

Asymmetric-Buttoned
Front Cowl-Neck Dress

Neckline:cowl neck;
Decoration:asymmetric-buttoned front;

Women's Dresses

29

Wide Sleeves Cowl-Neck
Dress

Sleeve Style:wide sleeves;
Neckline:cowl neck;

Women's Dresses

30

Belted Cowl-Neck Dress

Neckline:cowl neck;
Decoration:belt;

Women's Dresses

31

The Ladylike Dress

Neckline:square;
Waistline:nip in;
Decoration:gentele rouching,hardware-clad belt;

Women's Dresses

32

Oversized Ladylike Dress

Decoration:gentele rouching,hardware-clad belt;
Silhouettes:oversized;

Women's Dresses

33

The Tunic Shirt Dress

Style:shirt dress;
dress length:long;
Decoration:dropped shoulder,upturned
cuff,utility-inspired pockets,crafted buttons;

Women's Dresses

hashtag



产品特性



三级类目



34

The Dark Romantic Dress

fabric type:silks,layered chiffons;
Style:Gothic;
Sleeve Style:puff-sleeve;
Neckline:high ruffle neck;

35

The Gothic Dress

Style:Gothic;
Sleeve Style:puff-sleeve;

36

Gothic Maxi Dress

Style:Gothic;
dress length:maxi;
Sleeve Style:puff-sleeve;

37

Gothic Tiered Dress

Style:Gothic;
Sleeve Style:puff-sleeve;
Silhouettes:tiered;

38

The Fluted Skirt

fabric type:soft wool blends,mid-weight
jersey,satin;
Waistline:accentuated;
Silhouettes:gente flare;

39

Fluted Midi Skirt

length:midi;
Waistline:accentuated;
Silhouettes:gente flare;

Womens Dresses

Womens Dresses

Womens Dresses

Womens Dresses

Womens Skirts

Womens Skirts

hashtag



产品特性



三级类目



40

The Quilted Skirt

fabric type:quilted,soft wool blends,brushed
cottons,cosy,matte,silky satins,embossed
leather;
Pattern Type:simple geometric quilting;
length:mini,above-the-knee;
Silhouettes:A-line;

Women's Skirts

41

The Streamlined Maxiskirt

fabric type:satin,jersey,cosy knits;
length:maxi-length,ankle-skimming,floor-
sweeping;
Silhouettes:oversized;

Women's Skirts

42

Streamlined Split Maxiskirt

length:maxi-length,ankle-skimming,floor-
sweeping;
Decoration:split;

Women's Skirts

43

The Reworked Kilt

fabric type:sustailble,repurposed wool;
Style:heritage,punk;
length:mini-lengths,below-the-knee,mini-
lengths;

Women's Skirts

hashtag



产品特性



三级类目



44

The Contemporary Button-Through

fabric type:leather,cotton twills,denim;
length:calf-skimming,midi-lengths;
Decoration:functional pockets,adjustable buttons,button-through;

Women's Skirts

45

Asymmetric Button-Through

Decoration:button-through;
Silhouettes:asymmetric;

Women's Skirts

46

The A-Line Split Skirt

fabric type:bonded jerseys,twills,denim;
length:midi-length;
Decoration:subtle panelling,adjustable belts,patch pockets,contrast stitching,asymmetric slits,double splits;
Silhouettes:A-line;

Women's Skirts

47

High Waistline Split Skirt

Waistline:high;
Decoration:asymmetric slits,double splits;

Women's Skirts

48

The Asymmetric Slip Skirt

fabric type:shine materials,satin,woven metallics;
Decoration:slip;
Silhouettes:asymmetric;

Women's Skirts

hashtag



产品特性



三级类目



49

3D Embellishment Skirt

Decoration:3D embellishment;

Women's Skirts

50

The New Boho Skirt

fabric type:cottons,silks,satins;
Style:boho;
Pattern Type:neutral tones,florals,checks;
Decoration:gathered tiers;

Women's Skirts

51

Boho Maxi Skirt

Style:boho;
length:maxi-length;
Decoration:gathered tiers;

Women's Skirts

52

Gathered Tiers Skirt

Decoration:gathered tiers;

Women's Skirts

58

The Ruched Miniskirt

fabric type:leather,cotton twill;
Pattern Type:neutral tones;
Decoration:tie,knot;

Women's Skirts

54

The Long-Line Dirndl Skirt

fabric type:heavy satin,wool,shine
fabrics,reworked animal prints;
length:full skirts,calf-skimming,ankle
grazing,longer-line;
Decoration:self-tie belts;
Silhouettes:full circle shape;

Women's Skirts

hashtag



产品特性



三级类目



55	The Smart Mini	Style:miniskirt; length:mini; Decoration:wrap fronts,two-tone panels,button;
56	Checks Miniskirt	Style:miniskirt; Pattern Type:checks,microchecks; length:mini;
57	Asymmetric Miniskirt	Style:miniskirt; length:mini; Decoration:asymmetric;
58	The Utility Skirt	Style:casual; length:mini; Decoration:patch pockets,adjustable buttons,waist belts,metal hardware,zips,buckles;
59	The Satin Skirt	fabric type:satin,silk,satin-like blends; length:midi; Silhouettes:straight-cut midi,asymmetry;
60	Hi-lo Satin Skirt	fabric type:satin,silk,satin-like blends; Silhouettes:hi-lo hemlines,asymmetry;

Women's Skirts

Women's Skirts

Women's Skirts

Women's Skirts

Women's Skirts

Women's Skirts

hashtag



产品特性



三级类目



61

The Long-Line Pencil

fabric type:simple
wovens,satin,shine,leather-like;
Pattern Type:plaid,striped,solid;
length:mid-length;
Silhouettes:Pencil Skirt,slim-cut,straight-
line,midi-skirt;

Women's Skirts

62

The Pleated Skirt

fabric type:jersey,wool,heavy
cottons,metallics,leather,leather
alternatives;
Decoration:Pleated;
Silhouettes:wrapped constructions,lace
insets;

Women's Skirts

63

Asymmetry Pleated Skirts

Decoration:Pleated;
Silhouettes:asymmetry,hi-lo hemlines,;

Women's Skirts

64

Wrapped Pleated Skirts

Decoration:Pleated;
Silhouettes:wrapped constructions,lace
insets;

Women's Skirts

65

The Crew

Collar:crew neck;
Decoration:ruffles,bell
sleeves,gathers,frill,bow;

Women's Sweaters

hashtag



产品特性



三级类目



66

Ruffled Sweater

Decoration:ruffles;

Women's Sweaters

67

The V-Neck

Style:Preppy;
Collar:V-neck;
Decoration:bold and graphic trims;

Women's Sweaters

68

The Polo

fabric type:sustainable viscose;
Collar:Polo;

Women's Sweaters

69

The Roll-Neck

Collar:roll-neck, mock-neck;
Silhouettes:slim-fitting;
Gauge:fine gauges;

Women's Sweaters

70

The Fitted Cardigan

Neckline:V-necklines;
Decoration:belts;
Silhouettes:cardigan;

Women's Sweaters

71

Off-the-shoulder Cardigan

Neckline:sweetheart, Off-the-shoulder;
Silhouettes:cardigan;

Women's Sweaters

72

The Vest

fabric type:natural, undyed, sustainable yarns;
Style:layering;
Silhouettes:fitted;

Women's Sweaters

hashtag



产品特性



三级类目



73

The Fitted Dress

fabric type:soft sheen,merino,cashmere;
dress length:long;
Silhouettes:slim-fitting;
Gauge:fine-gauge;

Women's Dresses

74

Fitted Cutout Dress

Decoration:cutout;
Silhouettes:slim-fitting;

Women's Dresses

75

The Slouchy Dress

color:neutral
tones,brown,gray,cream,undyed,natural;
Silhouettes:Slouchy;

Women's Dresses

76

The Slouchy Roll-Neck

dress length:tunic lengths;
Neckline:roll-neck;
Silhouettes:oversized.cocooning;

Women's Sweaters

77

Coatigan

dress length:longer-length;
Silhouettes:slouchy,coatigan;
Gauge:mid,heavy gauges;

Women's Sweaters

78

The Cape

Silhouettes:cap,es,wraps,shawls;

Women's Sweaters

hashtag



产品特性



三级类目



79

The Oversized Cardigan

fabric type:cosy yarns,natural,sustainable fibres;
Decoration:buttons;
Silhouettes:slouchy;
Gauge:7-10gg;

Women's Sweaters

80

Hidden Buttons Cardigan

Decoration:hidden buttons;

Women's Sweaters

81

Beige on Beige Crew Neck

color:beige,camel,grey,neutral;
Neckline:Crew Neck;
Gauge:12-gauge;

Women's Sweaters

82

Slim Fitting Crew Neck

Neckline:Crew Neck;
Silhouettes:slim-fitting;

Women's Sweaters

83

The Fine-Gauge Roll-Neck

fabric type:Knit;
Collar:Roll-Neck;
Silhouettes:slim-fitting;
Gauge:12 GG;

Women's Sweaters

84

The Chunky Roll-Neck

fabric type:lofty yarns,brushed,melange blends;
Collar:Roll-Neck;
Decoration:stripes,panels,contrast;
Silhouettes:slouchy,oversized,cocooning shapes;

Women's Sweaters

hashtag



产品特性



三级类目



85	The Slouchy Funnel Neckline	Collar:Funnel neckline; Silhouettes:slouchy,oversized,cocooning shapes;	Women's Sweaters
86	The Newprep V-neck	Style:newprep; Collar:V-neck; Decoration:contrast-coloured,rib trims neckline; Silhouettes:oversized,slouchy;	Women's Sweaters
87	Overlapped V-neck	Style:newprep; Collar:V-neck; Decoration:overlapped,contrast-coloured,rib trims neckline;	Women's Sweaters
88	The Slouchy Cardigan	fabric type:felted,boiled wool,slub,brushed yarns,tweed,marl yarns; Silhouettes:edge-to-edge cardigan,slouchy;	Women's Sweaters
89	The Slouchy V-neck	Style:casual; Neckline:V-neck,deep V-neckline; Silhouettes:slouchy,oversized,boxy; Gauge:5gg;	Women's Sweaters

hashtag



产品特性



三级类目



90

Mohair Slouchy

fabric type:Mohair;
Style:casual;
Silhouettes:slouchy,oversized,boxy;

Women's Sweaters

91

Slouchy Reglan Sleeves

Style:casual;
Decoration:reglan sleeves;
Silhouettes:slouchy,oversized,boxy;

Women's Sweaters

92

The Pointelle Crew Neck

fabric type:lofty
yarn,sustainable,mohair,alpaca,synthetic
blends,melange,heathered;
clothing length:short;
Decoration:volume sleeves,gathering at
shoulder;

Women's Sweaters

93

Gathering Shoulder Crew
Neck

Decoration:gathering at shoulder;

Women's Sweaters

94

The Tweed Dress

fabric type:tweed,baby
alpaca,merino,polyester
blend,marl,nepped,wool;
dress length:below knee;
Neckline:extended funnel neckline;

Women's Dresses

95

Set-in Sleeves Dress

Sleeve Style:set-in sleeves;

Women's Dresses

hashtag



产品特性



三级类目



96	The Lofty Batwing Sweater	fabric type: eco yarns,loft yarns,lightweight,brushed,air- spun,space-dye,marl,recycled,organic wool,cashmere,merino,alpaca blends; Sleeve Style:Batwing sleeves,rib hem and cuff; Neckline:high roll-neck; Silhouettes:relaxed,slouchy;	Women's Sweaters
97	Slouchy Batwin Sleeves	Sleeve Style:Batwing sleeves,rib hem and cuff; Silhouettes:relaxed,slouchy;	Women's Sweaters
98	The Mock-Neck Top	fabric type:recycled polyester,eco-viscose,space-dye yarn,sheen; Collar:refined rib mock-neck collar; Silhouettes:slim fit; Gauge:12-14gg;	Women's Sweaters
99	Three-quarter-length Mock Neck	Sleeve length:three-quarter-length; Collar:refined rib mock-neck collar; Silhouettes:slim fit;	Women's Sweaters
100	Refined Separates	fabric type:merino wool; Neckline:scooped,rolled-edge; Silhouettes:slim; Gauge:12 GG,14 GG,16 GG,18 GG;	Women's Sweaters

法律声明

● 数据来源

本报告部分数据、图片和内容来源为网络信息收集，如有侵权请联系删除。
本报告所载资料仅供一般参考用，并非针对任何个人或团体的个别情况而提供。

● 版权说明

- 1.本报告版权归Alibaba.com（阿里巴巴国际站）所有，转载时请务必附带以下文字说明：“数据来源：时尚小黑盒·阿里巴巴国际站服装流行趋势报告”，否则视为侵权；
- 2.使用本报告内的图表数据及相关描述性文字时，请务必保持数据和信息的一致性，不得任意修改和曲解；
- 3.如有更多内容及商业合作需求，请发邮件至邮箱：shuhuang.hsh@alibaba-inc.com。



THANKS !

