

2026 US Fashion Forecast: Top Trends in Streetwear, Sustainability & Retail

Fashion Trends · Answer Key · 12 Questions

1. Which of the following is a key trend in US fashion retail for 2026, focusing on how consumers interact with AI?

- A) AI assistants will be fully autonomous, making all purchase decisions.
- B) Consumers will largely reject AI in shopping due to privacy concerns.
- C) AI assistants will be used for tasks like price comparisons, but consumer trust in AI making purchases remains limited.**
- D) AI will only be used for product discovery, not for personalized recommendations.

2. What is a significant trend in the US fashion market concerning consumer purchasing priorities for 2026?

- A) Consumers are prioritizing trendiness and impulse buys above all else.
- B) Value for money, durability, and quality are becoming less important.
- C) Consumers are increasingly moving away from impulse purchases to intentional ones, prioritizing practical needs.**
- D) Fast fashion at the lowest price point is the sole driver of consumer decisions.

3. In terms of sustainable fashion in the US for 2026, what principle is gaining significant traction?

- A) The traditional "buy new" model is being exclusively adopted.
- B) Consumers are prioritizing fast fashion and disposability.
- C) The "Buy Less, Buy Better" movement is gaining traction, challenging the traditional "buy new" model.**
- D) Focus on single-use, biodegradable materials is the primary concern.

4. Which of these is a prominent trend in US streetwear for Summer 2026?

- A) Ultra-tight, skinny-fit jeans.
- B) Oversized graphic t-shirts with minimal graphics.
- C) Streetwear jerseys, cargo shorts, and relaxed denim.**
- D) Formal suits with athletic shoes.

5. What is a key development in the US fashion industry concerning heritage brands in 2026?

- A) Heritage brands are rapidly disappearing due to competition from startups.
- B) Heritage brands are thriving by focusing on reinvention, integrating technology, and cultural relevance.**
- C) Heritage brands are strictly adhering to their original designs with no modern updates.
- D) Startups are solely responsible for driving innovation in the fashion industry.

6. New York Fashion Week (NYFW) for Fall/Winter 2026-27 is scheduled to take place in which month?

- A) January 2026
- B) March 2026
- C) February 2026**
- D) April 2026

7. Which of the following is a growing trend in US fashion retail, emphasizing physical shopping experiences?

- A) A complete shift to online-only retail.
- B) Brick-and-mortar stores are losing popularity among US shoppers for apparel.
- C) US consumers increasingly prefer starting their shopping journey in physical stores for apparel.**
- D) Online sales are declining significantly, with physical stores being the only option.

8. What is a notable aspect of the US sustainable fashion market growth projected for 2026?

- A) The market is expected to decline significantly.
- B) The sustainable fashion market is projected to reach \$2.5 billion to \$3.2 billion.**
- C) Sustainability is expected to remain a niche segment with minimal growth.
- D) Brands are moving away from transparent supply chains.

9. What is a key characteristic of elevated basics in 2026 streetwear trends?

- A) Loud, billboard-sized graphics and branding.
- B) Heavyweight tees that hold their shape and clean, intentional branding with subtle placements.**
- C) Fast fashion items with collapsing necklines.
- D) Bright, neon colors with excessive branding.

10. Which type of fashion forecasting focuses on shorter-term aesthetic expressions, often amplified by social media?

- A) Macro-trend forecasting.
- B) Long-term forecasting.
- C) Micro-trend forecasting.**
- D) Environmental forecasting.

11. Regarding consumer search interest for sustainable fashion in the US, what is projected to happen by February 2026?

- A) A significant decline in search interest.
- B) Search interest is projected to peak at 100, indicating a substantial surge.**
- C) Search interest will remain stable at 2021 levels.
- D) Consumers will start searching for "eco-friendly" more than "sustainable."

12. What is a significant shift in consumer behavior impacting US fashion retail in 2026?

- A) Consumers are making more impulse purchases than ever before.
- B) Shoppers are spending less overall due to economic uncertainty.
- C) Consumers are making more intentional decisions about where and how they spend their money.**
- D) Retailers are focusing solely on rapid expansion and less on operational efficiency.