

A warm autumn doesn't reduce interest in fashion. It changes which clothes people look for

Weather and the Fashion Calendar, an independent study by Pau Almar on how the weather moves the fashion calendar

THE STUDY

The study matches weekly Google searches for 15 garments (coats, sweaters, boots, swimwear, sandals, umbrellas and more) with each week's weather in 41 of the world's 50 leading fashion cities, from May 2018 to August 2026. Each week is compared with what is normal for that time of year in that city, so the study measures the effect of an autumn or spring that is warmer than usual. To the author's knowledge, it is the first analysis to measure this across so many cities at once.

41 fashion cities analysed	8 years of weekly searches, 2018–2026	+4 days later interest in coats after a warm autumn	–8 days earlier interest in summer clothing after a warm spring	7.5 °C daily maximum below which interest in coats rises sharply
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MAIN FINDINGS

- **Total interest in clothing barely changes with the weather.** What changes is what people look for: in a warm autumn, interest in winter clothing falls and interest in lighter garments rises.
- **A clearly warmer-than-normal autumn delays by about four days** the point at which interest in coats and winter clothing takes off.
- **A warm spring brings interest in summer clothing forward by about eight days.** This is the study's most solid timing result.
- **The winter season is about ten days shorter** in warm years, because it starts later.
- **The daytime maximum matters, not the overnight minimum.** The response concentrates when the daily maximum falls below about 7.5 °C; above that, the temperature barely changes what people search for.
- **The effect appears where there is a real winter.** It repeats with the seasons reversed in Johannesburg and Sydney, and is absent in most tropical cities.

WHY IT MATTERS

Brands buy by the calendar, many months ahead, while demand arrives with the weather. If warm autumns become more frequent, interest in fashion is not lost, but it shifts away from the coat, the highest-priced item of the winter season, towards lighter and cheaper garments.

“During my years at Zara I became obsessed with the relationship between temperature and sales. What the data shows is that people don't lose interest in fashion; they switch garments. Shorter winters leave fewer weeks to sell coats at full price, which points to lower revenue per customer and more markdowns until brands adjust what they buy,” says Pau Almar.

WHAT THE STUDY DOES NOT MEASURE

It is based on internet searches, not sales. The impact on revenue and margins is the author's reading from his experience, not a measured result. The study devotes a full chapter to its limitations and to the errors found during the analysis.

ABOUT THE AUTHOR

Pau Almar spent 16 years at the headquarters of Zara and Mango, working across more than 80 markets. He teaches on the Master in Fashion Management at ESDI and is a LinkedIn Top Voice in fashion retail.

Full study: <https://verygoodretail.ai/publications/weather-and-the-fashion-calendar>

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