

Relaxed Escape

With travel becoming a routine part of life, this travel-friendly design which provide women to get moving whether it's for travel or fun.

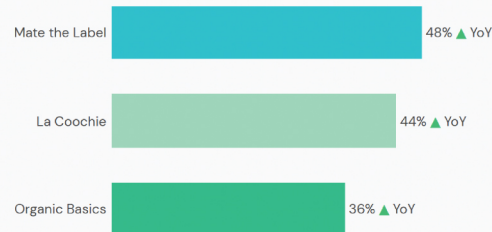
*Use eco-friendly fabrics with soft , breathable and comfort qualities for **#UnderwearOuterwear** styling.*

The theme continues with simple patterns and bright colors to create summer look and holiday mood.



Travel spending is becoming more nuanced and complex across markets and demographics, requiring businesses to focus on emerging segments. Discover how to appeal to specific cohorts through our Travel Priorities report series, covering **Alphas, Millennials, Gen X and Boomers**

Google searches for organic underwear brands increase



Worldwide Search Growth from June 2024 to June 2025

Projected growth in revenue for camping holidays from 2025 to 2029

▲ 24%

WGSN.com

Camping is forecast to be the **fastest-growing vacation type** between 2025 and 2029 (Statista)

WGSN.com

Google Trends, Worldwide, June 2024-June 2025, YoY

