

How we

Shop, Live and Look

JOHN LEWIS



2025

Welcome



Peter Ruys
Managing Director

It is 100 years since John Spedan Lewis developed one of the most famous price promises not just in Britain, but the world: Never Knowingly Undersold. And now, a year on from when we modernised and refreshed it, NKU has become just as relevant to our customers as it was back when the most exciting technology you could buy at John Lewis was an electric toaster or kettle.

Now, AI is transforming everything, allowing customers to buy Meta glasses that can translate a foreign language conversation – in real time – and laptops that can last 24 hours without recharging. Crucially, the technology is also powering Never Knowingly Undersold. A century ago, we had an ‘Intelligence Department’: our employees (or Partners as we call ourselves) would go out to roam rival stores, checking the prices. Now, we have AI to check 25 major high street and online competitors in real time and over the past 12 months this has proven to be an incredible success. In the first year since re-launch we have seen 300,000 prices matched.

It has helped both re-establish trust in the brand and achieve, for us, a record level of customer satisfaction in 2025, attracting more people back into our stores. One thing sometimes forgotten is that, back in 1925, there was an accompanying slogan that went alongside Never Knowingly Undersold: “The best value in London and the most obliging staff”.

Of course, our stores are now nationwide, but our Partners remain as obliging, helpful and knowledgeable as ever. That is the reason why so many customers decided to get into a car, bus or train to visit a John Lewis in 2025. Our Partners and the advice and guidance that they can give are one of the main reasons why customers make that choice, rather than shop at a rival. Which is why we are investing in every one of our 36 stores, as part of a £800m investment in the John Lewis brand to give our customers an unparalleled shopping experience. As we are a major omni-channel retailer, we continue to invest significantly online for our customers too, in automation at our Fenny Lock distribution centre, as well in replacing obsolete automation equipment at Magna Park, so we can pick more products at peak times.

This Shop Live Look report also highlights the buzz and excitement we have seen in our stores over the past year, with some amazing partnerships. Premium brands are increasingly trusting us to showcase their latest products and most exciting designs, from Sanderson and BBC’s Interior Design Masters in home to Rejina Pyo and LABRUM in fashion and Fenty Beauty and Byredo in beauty. And the initial reaction to the pop-up Topshops, which opened in November, gives us confidence that this is going to be one of the most exciting high street fashion launches of 2026.

Shop Live Look also underlines that our stores are not just places to buy products, they are genuine destinations to meet, to browse, to listen to some vinyl, to grab a coffee, to discover something new, to get something mended, to learn something different – from how to make Mexican street food at the Jamie Oliver cookery school to receiving the most impartial make up tips. Sounds exhausting? Don’t worry. We now have the John Lewis Lounge, where members can put their feet up and enjoy a glass of fizz. We invested £191 million in the first half of this year, including transforming our Liverpool beauty hall into a global destination. More recently, we launched our first-ever Gifting Emporium at Bluewater, investing nearly £10 million which marked our biggest store refurbishment in four years - we are ensuring as many of our stores as possible remain thrilling places to visit.

What I love about the annual publication of Shop Live Look is seeing how fashions and taste change. And 2025 was no different. This year’s report also confirms John Lewis as a well-established brand that is not afraid to evolve. When I first joined The Partnership twenty years ago, I would have struggled to believe that Bridget Jones – and her big pants – would still be on our cinema screens, that an advent calendar would be one of our most successful product launches of all time, that we’d sell more sexual wellness products than hot water bottles or that Quality Street tins would be our most popular Christmas bauble. But that is the joy of working for John Lewis: every day is a school day.

Whilst some economic headlines present challenges, as we gear up for 2026, I am confident that John Lewis, with its raft of new brands, technology and experiences, will continue to delight our loyal customers and win over more.

How we Shop, Live and Look



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Trends

that defined 2025

BUTTER NET WT
(250 g)

I can't believe everything's Butter

Britain has embraced all things butter in 2025 - the dairy product and the colour. The sunny, warm butter yellow glow has appeared on fashion items from trench coats to miniskirts, with style-maker Timothy Chamalet even wearing it to the Oscars. Global searches for the colour 'butter yellow' surged by 324% (WGSN) and by a staggering 2,210% at John Lewis this year compared to 2024.

Butter sales are also up, with Waitrose Essential blocks seeing a 14% increase as consumers opt for dairy over low-fat spreads. This culinary interest is reflected in homewares: searches for 'butter dishes' rose 108%, and John Lewis's novel &K Amsterdam house-shaped butter dish sold out rapidly.

"The butter dish is becoming the nation's new obsession," says Jason Billings Cray, Gifts Buyer at John Lewis. "We've seen the 'butter yellow' trend across fashion, beauty and interiors, and butter boards take over foodie feeds and now this once-humble kitchen staple has firmly entered the spotlight. We've seen a rise in popularity of other traditional kitchen items too - think teapots, spoon rests and casserole dishes - but the butter dish is back with a bang."

We've seen a rise in popularity of other traditional kitchen items too.

On johnlewis.com in September in comparison to last year

61%

Searches for 'casserole dishes' are up

37%

Searches for 'spoon rests' are up

29%

Searches for 'teapot' have increased

108%

Searches for 'butter dishes' are up 108%



TRENDS THAT DEFINED 2025



Summer heatwave

The Met Office declared that summer 2025 was the hottest on record for the UK, with four major heat waves from June to August. These sunny, dry spells spurred consumer spending on cooling items and outdoor living.

Sales rose for garden furniture by 21%, Waitrose ice cream was up 10% versus 2024, and swimwear, which broke records with increases of 18% in September and 28% in October versus last year. Plus, over 1 million ANYDAY Handheld Fans were sold in 2025!

The most significant effect was on sales of garden cooking equipment, recovering from the post-covid slowdown. "Understandably, the year or two after lockdowns there was a bit of a slump," says Jason Wilary-Attew, director of home at John Lewis. "The moment people were able to go on holiday again, they spent the money on going abroad. But this summer a lot of people updated their gardens."

Customers have embraced their gardens as al fresco kitchens, boosting sales for high-end equipment like Weber BBQs, Gozney pizza ovens, and Le Creuset's new outdoor ranges. Overall outdoor cooking kit sales soared by 42% in October 2025, with Gozney sales up 112% and Solo Stove up 142% versus 2024.

28%

Swimwear, which broke records with increases of 18% in September and 28% in October versus last year



1m

Over 1 million
ANYDAY
Handheld Fans
were sold in 2025



112%

Gozney sales up 112%
versus 2024

21%

Sales rose for garden
furniture by 21%



You're looking well!

Wellness is now embedded in all aspects of life, making customers more open to discussing treatments, tweakments and gadgets. This shift is highlighted by the fact that half of all John Lewis customers aged 60 or under own a wearable fitness device.

59%

Sales of sex toys
have shot up 59%
compared to 2024



The dominant trend is "sleepmaxxing" - attempting to get the best possible night's sleep. This has boosted sales of screenless wearables. The Oura ring was the best-selling piece of jewellery in 2024 and saw sales rise another 8% this year. The Whoop band, another screenless health monitor, was added as John Lewis became its first retailer to sell the cult band, worn by sports people as well as celebrities such as Prince William, Malala and Vogue Williams.

A surprising new staple

Sales of sex toys have shot up 59% compared to 2024, driven by the popularity of the Coco de Mer Pleasure No.6 The Intimate Wand, described by one satisfied customer as "the ferrari of sex toys", and the Lelo Sona 2, which has nearly sold out. No longer sold as something to be hidden away, but as a device that "can relieve stress, improve sleep, boost your mood, and even strengthen your immune system."

John Lewis now offers double the amount of sexual wellness products as hot water bottles and covers.

MPowder's supplements designed for perimenopausal and menopausal women have also proved particularly popular and male customers have started to buy shilajit resin – a sticky substance found mainly in the Himalayas and with supposed immune and testosterone boosting effects.

8%

In 2024, the Oura ring became John Lewis's best selling piece of jewellery. In 2025, it sold even better, with sales up 8% on last year



Male customers have started to buy shilajit resin – a sticky substance found mainly in the Himalayas and with supposed immune and testosterone boosting effects.



Sweet like chocolate

Brown is the new black. Specifically, a rich, warm cocoa brown, a shade that evokes 1970s glamour, a shade you might see in the photographs of Slim Aarons and a shade that looks just as good in a cocktail lounge as on cocktail dress. “We’ve all had enough of grey,” says Jason Wilary-Attew, director of home at John Lewis. “Brown is a great neutral and also that warmth of brown just feels a bit more luxurious.”

The colour has dominated the Autumn/ Winter 2025 catwalks with the likes of Róhe and Miu Miu going heavy on cocoa and at John Lewis the Brushed Cashmere Crew Neck Jumper and Wide Leg Leather Trousers flew off the shelves.

A sign of its arrival as the ultimate new neutral? John Lewis, in women’s wear now stocks 111 brown overcoats compared with 105 black overcoats and 82 blue overcoats.

But it’s not just in fashion where the colour is trending. In the baby department the best selling colour in the Silver Cross Cove pushchair is damson, a purple-brown, while cocoa is appearing in almost every room of the house as the perfect neutral – in chenille to add a bit of luxe or to soften and ground chrome. The best selling shade for the 1970s inspired curve chairs? Cocoa.

“Brown is a great neutral and also that warmth of brown just feels a bit more luxurious.”

John Lewis, in women’s wear now stocks

111 Brown overcoats compared with 105 black

82 Blue overcoats



40%

Sales of bucket hats are up 40% in the first half of 2025 in comparison to the same period in 2024

Nowstalgia

The sound of the summer was Oasis, kickstarting a wave of ‘Nowstalgia’ - a generational embrace of 1990s music and fashion. This trend saw a boom in sales for items like parkas, bucket hats (sales up 40% in the first half of 2025 in comparison to the same period in 2024), baggy trousers, sheer dresses, crop tops and check overshirts.

One of the hit nowstalgia items was a bluetooth speaker in the shape of a tape cassette.



Oasis wasn’t the only 1990s band to hit the road. Pulp were the mystery act at Glastonbury 2025 and Radiohead launched its first tour in seven years.

This revival, embraced by young and old, fuelled John Lewis’s collaboration with Rough Trade, leading to serious vinyl sales. The most popular records sold being Chappell Roan, Fleetwood Mac and Pulp, but the most popular record, was, of course, Alison Limerick, who provided the soundtrack to the John Lewis Christmas advert. The track was sold out online by Friday November 7 – just four days after it was released.

One of the hit nowstalgia items was a bluetooth speaker in the shape of a tape cassette. Embodying the trend of nowstalgia – when the younger generation embraces the fashions and music of their parents with as much glee as those who remembered it the first time around. It also involves brands breathing life into things some of us remember fondly from before the internet and when there were only four TV channels and Top of the Pops was on a Thursday night. “For an older audience, it is reconnecting with that time of your life when you started your day with Big Breakfast,” says Dean Taylor, director of research and insight at John Lewis.



Collab City



Department stores have always been destinations for shoppers to discover different brands under one roof. But 2025 saw John Lewis launch 7 exclusive collaborations (vs 3 in 2024). Interior Design Masters winner John Cooper's bold monochrome homewares sold out fast, while Rejina Pyo's striking silhouettes were the first time many UK shoppers got their hands on this South Korean-born queen of quirky fashion.

From The Conran Shop and Fenty Beauty to AKYN and Whoop, John Lewis became the number one destination for consumers wanting to experience the most exciting homewares, beauty, fashion and tech names in one place.

Our fashion collaborations underline our support for British based design talent as patrons of the British Fashion Council (BFC). The 38-piece Labrum collection marked our first Menswear collaboration in over ten years and even incorporated tech, with a pair of Bowers & Wilkins headphones being exclusive to John Lewis.

Our most popular fashion post on the John Lewis instagram account this year was the announcement of Topshop and Topman returning to the high street. "The news has generated a real buzz." Said Rachel Morgans, Director of Fashion at John Lewis. "The full partnership doesn't launch until February 2026, but after just two weeks of the Topshop popups - plus the launch on the John Lewis app and online - we've already had sellout successes!"



7

John Lewis launch 7 exclusive collaborations (vs 3 in 2024)

John Lewis x Sanderson SS25
John Lewis x John Cooper
John Lewis x A.W.A.K.E. MODE
John Lewis x Deliciously Ella
John Lewis x Sanderson AW25
John Lewis x Rejina Pyo
John Lewis x Labrum

Love it, don't ditch it



50%

Searches of sewing machines were up 50% on last year

137%

Pre-loved accessories saw sales soar by 137%, including the sale of a £11,480 Hermès bag



John Lewis customers have always valued furniture that lasts and fashions that endure. A survey of over 1,000 John Lewis shoppers confirmed this, showing over a third of shoppers regularly wear clothing more than 20 years old, a trend especially strong among Gen Z. 29 per cent of those aged 18 to 28 said they frequently wore something more than 30-years-old – a coat, dress, jumper or shirt made before they were born.

This focus on durability explains the success of the new repair service, in partnership with Johnsons, expanded to all stores in April 2025, which mended over 2,300 items by September 2025, up 435% from last year.

Fewer than four-in-ten shoppers (38%) said they would ditch and replace an item of clothing if it became ripped or worn out; nearly half (46%) said they would patch it up themselves (this might explain why searches of sewing machines were up 50% on last year), while one in eight customers said they would get it professionally mended. It's not just clothing, it's teddy bears too! John Lewis launched the 'Teddy Bear Repair Service' to mend beloved stuffed toys in September.

Meanwhile, pre-loved items continue to gain ground, with eight in ten Gen Z John Lewis shoppers buying second-hand fashion. John Lewis's collaborations are expanding: their pre-owned accessories partnership saw sales soar by 137%, including the sale of an £11,480 Hermès Birkin bag. The new Kidswear Collective even sold a pre-loved Dolce & Gabbana hoodie for £185, proving that pre-loved shopping is not just about saving money.



Products we left behind

The smother-it on face mask

The traditional face mask that you applied to your skin – maybe a charcoal, clay or collagen one – and then washed off has been eclipsed by two of the biggest beauty phenomena of recent years: K-beauty and beauty tech.

Sheet masks, popularised by Korean beauty brands notably DrJart+, are now much more popular than creams that need to be applied and wiped off. The other big innovation has been the LED masks – When Shark launched their CyroGlow LED mask in November, the electrical skincare market grew by 525% year on year, according to GfK insights.

+69%
Eye masks are up vs last year

+5%
Sheet masks are up vs last year

-28%
Pots of face mask sales are down vs last year



+30%

Increase in sales of AI laptops

-26%

Decrease in sales of desktop computers

Desktops? Done.

Just a few years ago many workers found the processing power and screen resolution of a laptop inadequate for all sorts of projects. In the last couple of years, however, thanks to AI chips inside laptops, many home workers have worked out that they don't need a fully-fledged PC.

Crucially, on board AI has helped dramatically improve the battery life of many laptops, allowing many of them to stay on, without charging, for 24 hours. "With desktop computing, we have seen a gradual decline, over the last 18 months or so," says Steven Woodgate, head of technology at John Lewis. With the rise of 16 inch screens with OLED capabilities on laptops, people are seeing these as good enough to work on."

Padel takes the point

With Padel courts rapidly opening nationwide, it's no surprise that John Lewis customers are embracing the hugely fashionable sport. Bullpadel, the leading padel brand in the UK, is flying off the shelves at John Lewis. On the other side of the court, we stopped selling tennis rackets 15 years ago.



PRODUCTS WE LEFT BEHIND

Relax, it's over

The rise of gym culture and men who like to show-off their muscles helped popularise the male spray-on jeans. But jeggings for men are officially over. At least at John Lewis they are, as customers embrace the relaxed fit, wide-leg silhouettes and even the barrel-leg jean, which was all the rage in womenswear in 2024.

John Lewis significantly reduced its stock of men's skinny jeans in 2025; the style makes up for less than 5% of its total jeans offering, down from 15% in 2019.

“We’ve seen our customers move to a more relaxed fit,” says Beth Pettet, head of fashion brands at John Lewis. “It’s also quite an elegant look.” Customers are welcoming the change in direction, with sales of men’s denim up 484% so far this year in comparison to 2024.

Plus, a relaxed fit jean is a great deal easier to pull on in the morning...

484%

Sales of Men's denim



Sous Vide

A decade ago, serious home cooks invested in a sous vide machine - a cult appliance guaranteeing perfectly cooked protein, à la Heston Blumenthal. However, the fiddly process took the joy out of entertaining. Today's cooks prefer messy generosity over molecular gastronomy.

Reflecting this shift, John Lewis has stopped stocking the gadget and searches for it on the website are down 50 per cent compared to 2024.



-50%

John Lewis has stopped stocking the gadget and searches for it on the website are down 50 per cent compared to 2024



Shelf-esteem

Once de rigueur in any minimalist house, the floating shelf was the perfect place to store your books. Without brackets, they were designed to merge seamlessly into the wall.

Now? People want to show off the shelving as much as the books or, increasingly, vases, dishes, glassware and vinyl records. “Standalone book cases are on the rise,” says Jason Wilary-Attew, director of home at John Lewis. “Because people now treat book cases as object cases.”

Size matters

The double bed has been consigned to the spare room as customers prioritise sleep space over floor space.

“People want better sleep,” says Jason Wilary-Attew, director of home at John Lewis, “and people are willing to spend more on a king or super king sized bed and mattress to ensure that.”

Sales of super king's are up almost twice the amount of double's.



+39%

Sales of super king beds

+23%

Sales of king beds

-5%

Sales of double mattresses

How we shopped and why

Never Knowingly Undersold – driving online search

2025 was the 100th anniversary of Never Knowingly Undersold and the 1st anniversary of it having been refreshed as a price promise fit for the internet age.

It has been crucial in directing online shoppers to JohnLewis.com through search – the key way most people discover brands, products and retailers online. By offering the guaranteed cheapest products (against 25 major competitors), we have seen an extra 100,000 visits to our website every single week in 2025 – just through shoppers searching.

Never Knowingly Undersold has also helped shoppers in stores get better value. Well over 300,000 prices have been matched at tills in store. In the run-up to Christmas, we're expecting over 17.5 million products to be picked, packed and dispatched at John Lewis.

100k

We have seen an extra 100,000 visits to our website every single week in 2025

300k

Never Knowingly Undersold has also helped shoppers in stores get better value. Well over 300,000 prices have been matched at tills in store.

Trainers are the new work shoes

John Lewis now sells 727 different men's trainers, compared with 774 men's shoes. How long before the trainer overtakes the Derby, Oxford and loafer?

Since the post-Covid return to the office, formal shoes have become an increasingly rare sight in Britain's offices as commuters embrace comfort and fashion over decorum. Over half (55%) of those aged 29 to 44 wear fashion trainers to work, more than the 45% who wear formal shoes. Customers in the older age bracket still favour formal shoes to work – but only just, with 42% of 45 to 60-year-olds wearing fashion trainers to work.

Nearly 7-in-ten (69%) of those shoppers in their 40s, 50s, and 60s who now wear fashion trainers to work admit they would never have done so a decade ago. Sometimes sartorial rules take a generation to shift, sometimes they switch remarkably quickly.

50 is the new 30

David Beckham, Kate Winslet, Jamie Oliver and Drew Barrymore all share one thing in common - they turned 50 in 2025. Not that long ago, this was a milestone that signalled a donning of slippers and embracing of middle age. Now, it's an excuse to refresh your wardrobe, hit the gym, throw a big party. Fifty is the new 30.

More than 7 out of ten (71%) 45- to 60-year-old customers have bought a new pair of trainers in the last year – more than those aged 18-25 (64%). One in five Gen X customers say they have borrowed an item of clothing from their teenage children or younger member of the family.

Back in 2011, there were 14 million people in the UK over the age of 60, but there are now 14.5 million – it is a growing part of the population and they are keen to spend their money on fashion. “We have been trying to celebrate this age group,” says Dean Taylor, director of research at John Lewis.



71%

45- to 60-year-old customers have bought a new pair of trainers in the last year – more than those aged 18-25 (64%)

1 in 5

Gen X customers say they have borrowed an item of clothing from their teenage children or younger member of the family

HOW WE SHOPPED AND WHY

Instant gratification gifting

John Lewis shoppers are using Uber Eats for instant gratification gifting and emergency retail, extending the service beyond fast food and groceries.

The most popular category is gifting, with 22% of orders including a card or wrapping paper. Shoppers also use it for immediate replacement tech (headphones, Amazon Firesticks). Currently trialed in Leeds and Stratford, the service has seen customers spend over £350 per order, highlighting the demand for instant delivery across John Lewis's product range.

22%

The most popular category is gifting, with 22% of orders including a card or wrapping paper



Photo: Cat Lane

Every day is a school day

John Lewis customers are self-improvers. Nearly seven-in-10 (68%) shoppers said they had undertaken some form of course or instruction over the last year, from learning a new language and coding to cookery, piano, history, golf, gardening, pottery and DIY.

While YouTube, Duolingo, websites and even all the AI tools – from Grok and Claude to ChatGPT – were mentioned by shoppers in the survey, the most popular method was doing something locally, in the community. Because learning in person often beats staring at a screen.

Which helps explain the popularity of the Jamie Oliver cookery school, which has taught over 10,000 people in the Oxford Street school since opening in May this year. The bestselling classes are 'Pasta Master' and 'Vietnamese Street Food'.

68%

of shoppers said they had undertaken some form of course or instruction over the last year

Everyone's a VIP

John Lewis customers are doubling down on loyalty. My John Lewis active membership hit 3.6 million in March, up 9% year-on-year, with shoppers flocking to the programme for extra value, flexibility and more personalised experiences.

Styling appointments are booming, especially in menswear which has now expanded to 6 stores, with trials in a further 8 and appointments up +37%.

Member lounge bookings are running fast, Bluey was a summer sellout, and Jamie's cookery school has launched to packed classes. Our stores remain the heart of the brand: the place where experience, expertise and exceptional Partner service come together.

Five Beauty Halls have been refurbished this year. And with 39% of total sales still coming via our shops, a strong physical presence is vital to our success as an omnichannel brand. Because for beauty, and for the big-ticket pieces that make a home, customers need to see, feel, touch and test - something you simply can't replicate online. We're investing in all 36 stores as part of an £800m commitment to delivering an unparalleled shopping experience. So far this year, we've sold more than 30,000 in-store event tickets, with plenty more festive moments still to come.

Bluewater shows what that investment looks like in full colour. It's our largest store upgrade in four years, with nearly £10 million spent refreshing every corner and transforming 90% of the shop floor. The new Gifting Emporium is set to redefine gifting at John Lewis. Since reopening just a few weeks ago, own-brand gifting is up 120% and footfall has risen by more than 25% - clear signs that customers are responding to the new space with real enthusiasm.

37%

Styling appointments are booming, especially in menswear which has now expanded to 6 stores, with trials in a further 8 and appointments up

Online vs instore. Physical shops are for more than just buying

While the John Lewis website and app account for 60.9% of sales (up 1.5% vs. 2024), this figure is misleading.

In a survey of over 1,100 John Lewis customers, only 22% of customers buying substantial items completed the entire transaction online.

In the huge majority of cases people who came in store to research a significant purchase did so to try on the clothing, check the size, touch, feel, test our electronics or beauty products. Crucially, 48% cited the experience of simply "wandering around" as the main attraction for visiting, proving that in-store discovery is essential to the modern shopping journey.

In a survey of over 1,100 John Lewis customers:

18%

Those that researched online and then went in store to make the purchase

9%

Those who did the browsing in store and then went home to buy

27%

Those who like to do both the browsing and the buying in a shop



Home

Trends of 2025

The Chrome Age

The Chrome Age is here, offering a sleek, sophisticated “futuristic retro” look that contrasts sharply with antequy brass and bronze. This wonderfully Jet Age chrome has been finding its way into lights, coffee tables, even armchairs.

On johnlewis.com, searches for ‘chrome lights’ have increased sixfold compared to this time last year, as shoppers swap muted matte finishes for “some reflective joy” in the words of Jason Wilary-Attew, director of home at John Lewis. “Chrome can meld into the background while providing a pop of light, rather than a pop of colour.”

One of the star products has been the Hoxton armchair, which has a tubular chrome frame with cocoa-coloured chenille upholstery. It wouldn’t look out of place in the lounge of a Miami hotel serving White Russian cocktails.

Clash of the cushions

Abundance became the buzzword in economics this year, so too in interiors, where maximalism continued to make its presence felt. The embrace of colour, pattern and intentional clutter helped bring comfort, and a bit of glee, into people’s homes.

But modern maximalism isn’t fussy, it’s about a few key pieces – notably cushions – adding texture and pattern into a room. The crucial is that nothing is too coordinated; clashing is good.

The John Lewis collaboration with Sanderson was a celebration of colour, florals and botanicals and helped increase the popularity of cushions with frills, cushions with trims, cushions with a nod to a grander, more elegant era.

8%

Sales of embroidered cushions were up

11%

Sales of Suzani embroidered cushions were up





Garden comfort

The Marcy armchair was one of John Lewis's best-selling pieces of furniture in 2025, selling out 5 times, with 11 days being the longest time period we could keep it in stock for.

Perfectly suited for the heatwave summer, when many of us wanted to spend as much time as possible relaxing, or even working, in the garden.

Crucially, it was super comfortable – a rarity for many garden chairs, thanks to the sling-like structure, which supported the cushion. Matt Steels, Furniture Designer at John Lewis says: "The supportive sling shape creates its signature cloud-like feel. The seat and back cushion are sewn as one piece, with a subtle seam acting as a live hinge – allowing the cushions to fold seamlessly into the slung frame for an inviting, pillowy effect."

Veg power

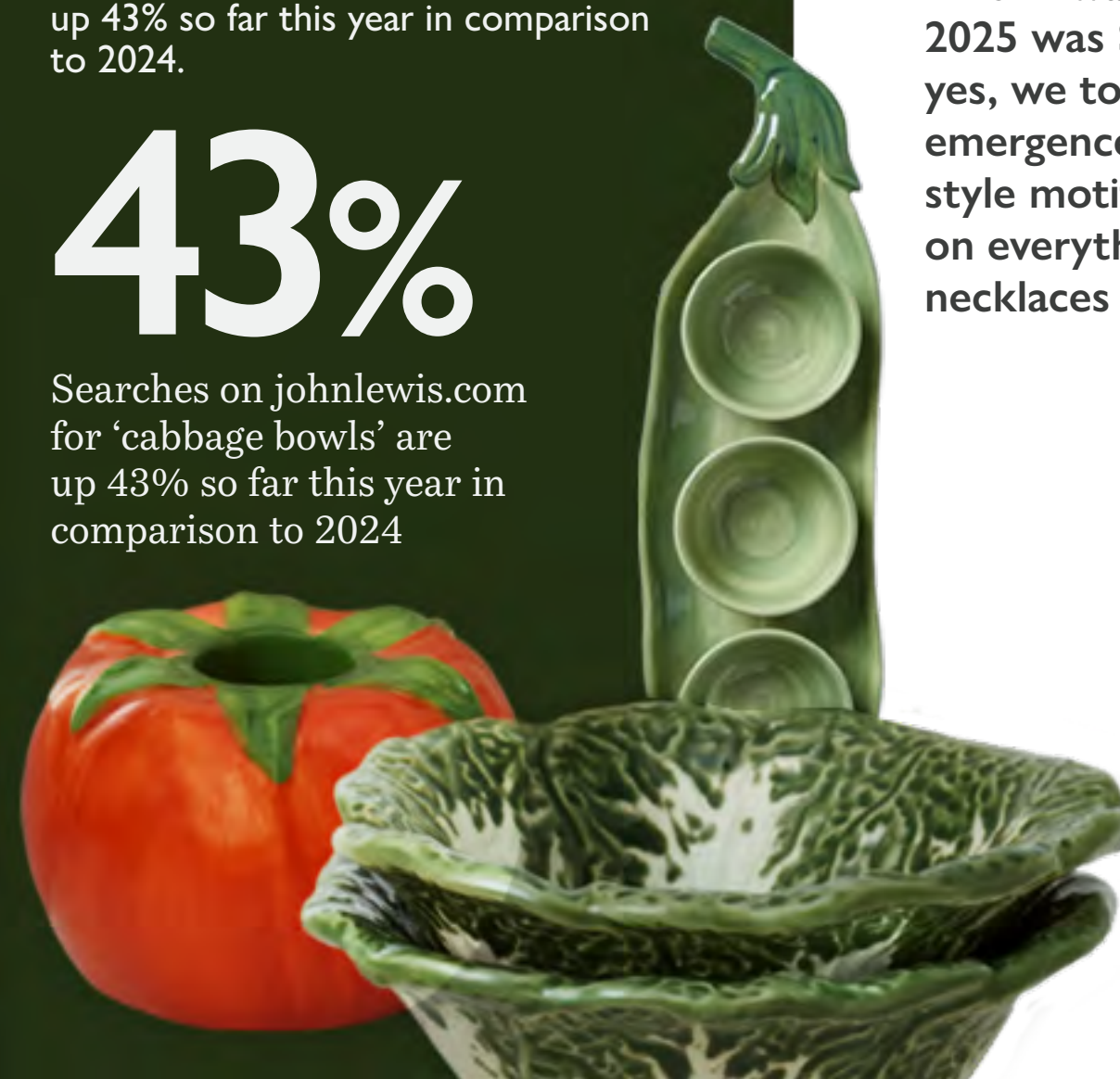
The era of plain white servingware ended in 2025; fun was back in the kitchen with more colorful, fruit-and-vegetable shaped tableware.

Bordallo Pinheiro, the Portuguese design house with its famous cabbage bowls and plates helped kickstart the trend a few years ago, but now the John Lewis collaboration with Deliciously Ella has dug deeper into the veg patch and unearthed beetroot salt & pepper shakers, pear platters, artichoke and tomato candle holders and kale plates.

"Natural eating, and cooking from scratch is enjoying a resurgence," says Jason Wilary-Attew, director of home at John Lewis. The John Lewis x Deliciously Ella Tomato Candle Holder was an instant sellout and searches on johnlewis.com for 'cabbage bowls' are up 43% so far this year in comparison to 2024.

43%

Searches on johnlewis.com for 'cabbage bowls' are up 43% so far this year in comparison to 2024



It's all gone a bit fishy

If 2024 was Brat Girl Summer, 2025 was Sardine Girl Summer – yes, we too were surprised by the emergence of fish as one of the style motifs of the year, appearing on everything from dresses, necklaces and handbags.

The fishy fad swam its way downstream from womenswear to homewares and soon was appearing on plates, glasses, candle holders, vases and even salt & pepper shakers – with &K Amsterdam's cute sardine cruet set the ideal gift for fish fans.

Searches on johnlewis.com for 'Fish Tumblers' in June were up 350% compared to the year before, searches on for 'Fish Dish' surged 18 fold, while searches for 'Fish Jug' were up 67%.

Wade Pottery's iconic gluggle jug – which gurgles when you pour out the liquid – has been made in Stoke on Trent for 150 years, but enjoyed a boost as piscine pottery benefited from Sardine Girl Summer. "There's something rather joyful, a bit frivolous about this trend, without it becoming a novelty," says Jason Wilary-Attew, director of home at John Lewis.

67%

Searches for 'Fish Jug' were up 67%

350%

Searches on johnlewis.com for 'Fish Tumblers' in June were up 350% compared to the year before

Fashion

Trends of 2025

357%

Our knitted bandana scarf sales increased year on year

Modern Highland Heritage

If 2025 was the year when many in Britain questioned what it means to be British – and there certainly was a lot of soul searching over flags – then the John Lewis customer answered the question with a clear headed answer: it's about wrapping up warm in winter, embracing the countryside, walking the dog, log fires, and managing to look effortlessly stylish all the while.

The trend for Modern heritage – Scottish tweeds, oversized jumpers, long pleated skirts and waxed jackets – was certainly given a boost by The Celebrity Traitors being the most watched tv series of 2025 (see the rise of Claudia Winkleman's wrist warmers), but it was also driven by Barbour's playful twist on its classic quilted jackets and its collaboration with fellow iconic British designer Paul Smith, Russell & Bromley's no nonsense Tough Line ankle boots, and customers embracing layering and rejecting flimsy fast fashion. Our knitted bandana scarf sales increased year on year by 357% while sales of the Khaki Barn Jacket – lightweight but waterproof – shot up 62%.

Barbour was John Lewis's best selling womenswear and menswear brand during October, with menswear sales up 38% in comparison to last year. Our Oxford Street store was taken over by the brand with tartan to celebrate an exclusive John Lewis collection.

Winkleman's wrist warmers

The most watched individual television show of 2025 was the final of The Celebrity Traitors, with 15 million viewers tuning in to watch the BBC reality show.

Yes, it was for the drama and comedy, but also for the sass and style of its presenter, Claudia Winkleman, who spent much of the series wearing her trademark wrist warmers - which now outsell gloves.

It's true that they are amazingly effective at keeping you warm, especially the cashmere versions. But maybe it is also because you can wear them indoors and answer a touchscreen phone wearing them – something you can't do with gloves.

The most watched individual television show of 2025 was the final of The Celebrity Traitors, with 15 million people viewers in to watch the BBC reality show.





1,349

Different women’s denim jeans are available at John Lewis

407 wide-legged

309 straight

147 skinny

Denim done differently

Barrel leg jeans were the hit of 2024 and they remain astonishingly popular. Indeed, they have helped revive all manner of looser denim cuts.

Of the 1,349 different women’s denim jeans that are available at John Lewis during 2025, the most popular cut is the wide-legged, with 407 in this category, more than the 309 straight and 147 skinny. But as well as the comfort of wide-legged and barrel-legged, “people want something more statement with their denim”, says Claire Miles, head of Womenswear Buying at John Lewis. This has encapsulated everything from PAIGE’s denim trench, Mango’s tie-neck denim shirt, Rejina Pyo’s brown wash jeans and And/Or’s ruffled denim top and its Clara Cape Denim Jacket. Denim can be far more than just a pair of comfy jeans.

“People want something more statement with their denim”, says Claire Miles, head of women’s brands at John Lewis.



Ding Dong! Big pants are back

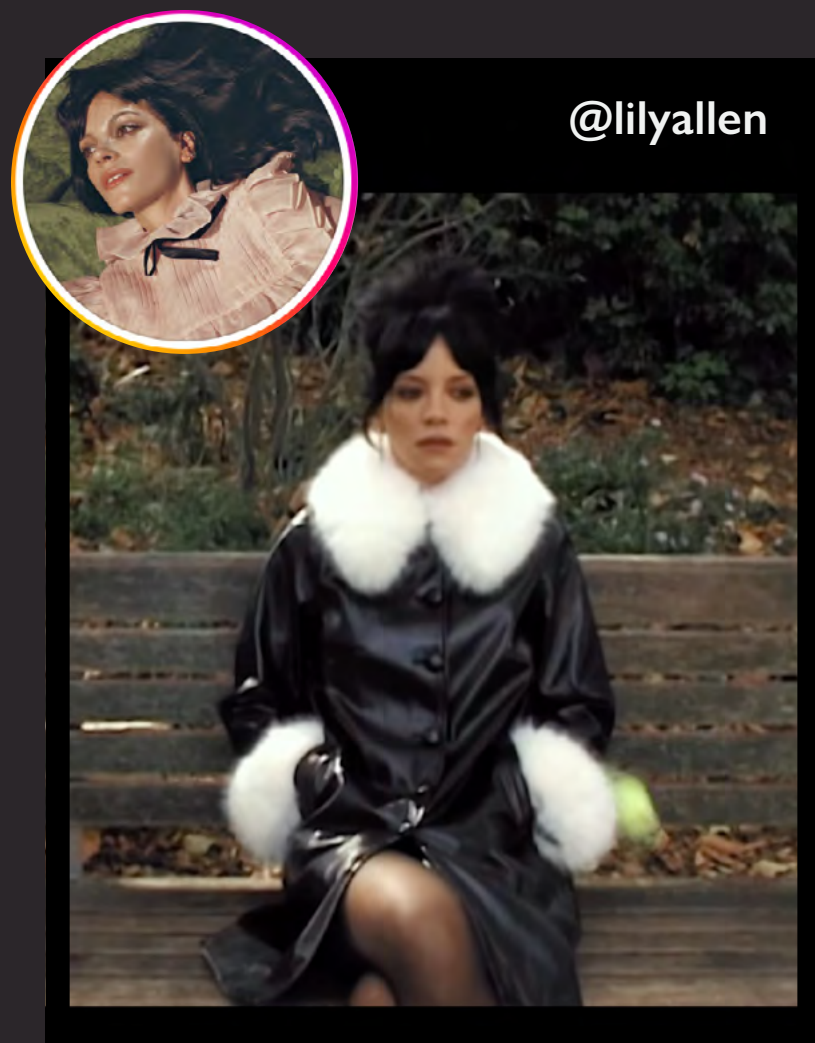
The return of Bridget Jones, complete with her “enormous knickers,” signaled a shift to ‘comfort-core.’

Customers embrace the comfort and familiarity of cotton full briefs (+18% vs last year). Interestingly, while the appetite for everyday lightweight shaping has reduced, when customers do purchase shapewear, they are seeking more intensive, firmer support for a guaranteed confidence boost. Like Bridget, we want comfort for day-to-day, but just occasionally you want all the help you can get.

18%

Customers embrace the comfort and familiarity of cotton full briefs





146%

Since the release of Lily's Allens 'Tennis', a video from her 'West end girl' album, searches for 'Queens of Archive' on johnlewis.com jumped by 146% compared with a year ago

West End Girl Winter

Only set up during lockdown, Queens of Archive is an Irish-British brand that has already made a splash with its 1960s and 1970s-inspired glamour: maxi dresses, silk-touch sleeves, plush velvet.

Queens of Archive has already become our most rented brand on John Lewis Fashion rental, closely followed by Charles Tyrwhitt.

But, in October, its Stella coat, with 1960s It-girl attitude, cracked vinyl A-frame and big cuffs, suddenly became its most wanted piece after Lily Allen wore it for the video of Tennis – one of standout tracks on her West End Girl album and one of the most talked about cultural moments of 2025. Since the video was released, searches for 'Queens of Archive' on johnlewis.com jumped by 146% compared with a year ago.



145%

On johnlewis.com searches for 'mens cashmere jumper' are up +145% so far in 2025 versus 2024

All-year cashmere

A generation ago, cashmere was a once-a-year luxury for most people. A Christmas gift, if someone loved you very much. But we're now wearing cashmere all year as it is no longer reserved for jumpers and super-cold days, short-sleeve cashmere, cashmere T-shirts and sleeveless cashmere vests have all proved very popular in 2025.

On johnlewis.com searches for 'mens cashmere jumper' are up +145% so far in 2025 versus 2024. Searches for 'cashmere' saw notable peaks in April, July, September and November this year, showing that it is not just a winter wearable.

A sign of how much cashmere now dominates our wardrobes is the success of the Miele Nova WQ 1000 washing machine, which has had more specific online searches than the bestselling Miele WCA132WCS this year. Costing an eye-popping £2,999 – a price justified by its promise that it is so gentle it can wash a rose and its petals stay on. Yes, really. The world's first ribless drum is designed specifically to ensure delicate, hand-wash only woollens and cashmere can be washed thoroughly without any damage to the fibres.

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Beauty

Trends of 2025

A hint of the tint

Stains and tints are nothing new. Benefit's first ever product, created back in 1976, was its Benetint designed for both lips and cheeks. But tints have really taken off in 2025, thanks in part to TikTok influencers putting them to the test.

One of the biggest social media beauty trends of 2025 has seen content creators kissing glass tumblers or dunking their faces in the water to see if the stain washes off or gets left on the glass - the best ones don't. Skin tints are also proving to be increasing in popularity, thanks to the shift in focus from heavy coverup makeup to skincare-first. This year, John Lewis has started stocking more skin tints than ever before due to high customer demand and brand innovations.



Cherry on the cake

Cherry has been a hot colour on the catwalks over the last 18 months. Beauty brands are also embracing it – both the colour and the scent. Clinique's Black Honey continues to be as popular as ever, taking an impressive second place for the best selling lipstick at John Lewis - up against tough competition with Charlotte Tilbury's Pillow Talk.

Tom Ford has an Electric Cherry and Lost Cherry perfume, Van Cleef & Arpels has a Bitter Cherry as well as a Midnight Cherry, Elemis black cherry cleansing balm has proved popular too while Fentry Beauty's Plush Puddin' lip mask comes in a Barbados cherry variant. Does this mean many of us are smelling of Bakewell tarts? "No, it's very grown up," says Jade Glynn. Less cherry cola and more – in the words of Tom Ford – "fantasy-inspiring levels of insatiability". And it isn't just cherry red that customers are loving, searches on johnlewis.com for 'hibiscus mahajad' have increased by 515% in 2025 versus 2024, with Jo Malone London's 'Red Hibiscus Cologne Intense' proving to be popular amongst customers.

515%

Searches on johnlewis.com for 'hibiscus mahajad' have increased by 515% in 2025 versus 2024



Cushion Foundation

Korean beauty trends continue to dominate new products and formulas. Glass skin was the K Beauty phenomenon of 2023, and the East Asian country helped increase the popularity of cleansing balms last year.

Possibly, 2025's hottest Korean beauty product is cushion foundation. Part skincare, part make up, Sculpted by Aimee's launch in September this year has proved to be popular amongst customers. On johnlewis.com searches for 'Cushion Foundation' are up 50% so far this year, in comparison to 2024.



50%

'Cushion Foundation' are up so far this year, in comparison to 2024.

Y2k baby!

It's not just baggy jeans, bucket hats and Oasis that have got people nostalgic for the days when the only thing we had to worry about was the Millennium Bug.

A lot of the best selling beauty products have been glossy, cheerful and unashamedly late 1990s. Lancome this year has brought back the Juicy Tube, originally launched in 2000. The Clinique chubby stick, which first launched in 1997 but relaunched in 2011, has also had a refresh and a reminder that sometimes the old, simple-to-use formats are the best.



325%

This year it cost £235, but you received over £1,000 worth of products – the equivalent of 325% free goodies



The advent of the Advent calendar

The 2025 beauty advent calendar became the fastest selling non-tech product in the history of JohnLewis.com – with more money taken in one day from this product (with the exception of Apple product launches) than any other since the website was launched at the start of this century

Now in its sixth year, customers have learnt that few things offer such amazing value as this annual celebration of beauty brands. Back in 2019, the first year John Lewis did a beauty advent calendar, customers paid £150 to receive £255 worth of products – the equivalent of a 70% bonus. This year it cost £235, but with over £1,000 worth of products – the equivalent of 325% free goodies. Plus, a handful of calendars hid extra star prizes, including a £1,000 gift card, a signature Dr Hauschka 120-minute facial and a 5* overnight stay for two.

Premium fragrances are the new lipstick effect

Are premium perfume prices the new 'lipstick index'? Back in 2001 Leonard Lauder, the chairman of Estée Lauder, the cosmetics company, argued that when times were tough, women treated themselves to small luxuries such as a splash of colour on their lips, to reward themselves.

The UK economy is sluggish and taxes are going up but the average selling price of perfumes at John Lewis jumped this year from £73 to £102. "Customers just love to find a fragrance that other people aren't wearing. There's an element of discovery," says Jade Glynn, business manager, Beauty, explaining the curious phenomenon.

A lot of the premiumisation has been driven by the arrival of new luxe brands, including Jo Loves, Penhalligon's, Byredo and Loewe. 7 of the total 58 brands available are new this year.

Why are people prepared to spend as much as £300 on a small bottle? "It's about so much more than the smell. There's the bottle, how beautiful it looks on your shelf, what that says about you when you walk into a room, how it makes you feel."

58

58 brands are available this year. 7 of the total new luxe brands, include; Jo Loves, Penhalligon's, Byredo and Loewe



Focus on the ingredients, not the packaging

While £300 perfumes sold well, at the other end of the price scale, sub-£12 balms, creams and serums have seen sales increase by 26%.

The dual-desire economy, where consumers want both high end treats and low priced basics is partly driving this trend. But there's something else: both The Inkey List and The Ordinary specialise in offering consumers high quality but pared down products focused on one key ingredient. The Ordinary's £7.70 glycolic acid toner or The Inkey List's £8 caffeine eye cream are two of these ingredient-led basics that have sold particularly well.

26%

Sub-£12 balms, creams and serums have seen sales increase by 26%



Christmas

Trends of 2025

People now start Christmas in September

The John Lewis advert was broadcast on November 4th, the joint earliest date it has ever aired since it started television advertising 18 years ago.

"As soon as the summer holidays ended, customers wanted to banish the autumn blues, forget the gloomy news, and embrace the sparkle and joy of Christmas, even in September. When we launched in stores, our Online Christmas Shop sales were already up 145%" said Lisa Cherry, Head of Christmas at John Lewis.

Sales of wrapping paper, by the end of October, were already up 9% on last year. By the last week of September, the 10ft pre-lit Christmas tree had already sold out.

A lot of this is driven by younger consumers, who seem to enjoy all things autumnal and festive. In a survey of over 1,000 John Lewis customers, 43% say they feel either slightly or very positive about the change of the season from summer into autumn, but this figure jumps to 72% for those aged below 29.

9%

Sales of wrapping paper, by the end of October, were already up 9% on last year. By the last week of September, the 10ft pre-lit Christmas tree had already sold out.

Back in 2018, Maria Carrey's 'All I Want for Christmas is you' made its annual re-entry into the charts on November 29th. This year? It was November 13.



A well dressed table – almost as important as the presents

What's the most important aspect of Christmas Day? Being with family. That was understandably the top answer – when over 1,100 John Lewis customers were asked to rank their priorities for December 25, with 83% saying this was important or very important.

Next came the giving and receiving of gifts (69%), but after that came a beautifully dressed table (61%). More important than watching a Christmas TV special, viewing the King's Christmas Message (sorry, your Majesty), playing a board game or even going to church. More and more people want to decorate the table as thoughtfully as the tree, with bows set to be one of our biggest themes of 2025. On johnlewis.com, searches for 'Christmas Tableware' were up 164% by mid November on the year before.



The rise of the second, pre-lit Christmas tree

A third of all people who buy a Christmas tree buy at least one other, according to a survey of 1,100 John Lewis shoppers, with 6 per cent having three trees or more.

A second tree is no longer an outrageous extravagance – it's a way to ensure the Christmas sparkle isn't confined to just the sitting room. And it would seem the second tree, for many, is an artificial pre-lit Christmas tree. Because if you are going with an artificial tree, why bother with the hassle of putting up separate lights that will only get tangled? Seven-in-ten artificial tree owners said they mainly bought a pre-lit Christmas tree because of the ease of putting it up and taking it down.

6%

In a survey of 1,100 John Lewis shoppers, 6% have 3 or more Christmas trees



Staircase Styling



Where do you concentrate your festive decorations? Well if you are one the 2% of the population who have more than four Christmas trees the answer is: everywhere.

But for the rest of us, decorations have been spreading out from the sitting room for some time. This year, it's all about the rise of 'Staircase Styling' – banisters wrapped in garlands and dotted with baubles as customers quite literally deck their halls.

One-in-three shoppers say they will be decorating their staircases or bannisters this year.

Run club or roasties?

When it comes to a healthy Christmas, the Nation is divided. Our survey of 1,100 John Lewis shoppers revealed that 40% said physical activities on Christmas Day - think a run, a cold swim or a walk - are either not important at all or not very important to them. Whereas 39% said it was either quite important or very important, a close call! The remaining 21% feel neutral about the topic.



40%

In a survey of over 1,100 John Lewis shoppers said physical activities on Christmas Day are either not important at all or not very important to them

So good you could eat them



Old-school, round shiny baubles have been usurped by decorations in the shape of our favourite food – from baguettes, packs of butter, hot sauce bottles, baked beans, to matcha tea and a pint of stout.

This year's best selling tree decoration so far is Quality St's 1990s tin.

Are Christmas decorations the new Secret Santa?

What do you buy Rav or Richard in the office Secret Santa? Easy – a Christmas decoration of a felt reindeer, wearing a jumper emblazoned with an 'R'.

The only Christmas tree decoration to come close to rivalling all the food ones are our line of Alphabet reindeers, which suggests people are buying them as personalised gifts. In a survey of over 1,100 shoppers more than one-in-four people said they had received a Christmas bauble as a gift. This may also explain why tree decorations of espresso coffee machine and a record player make it into the top ten – the ideal gift for hipsters who love their cortados and vinyl.

1 in 4

In a survey of over, 1,100 shoppers more than one-in-four people said they had received a Christmas bauble as a gift



Predicted

Trends of 2025

Gaming back with a bang

Grand Theft Auto may have been delayed – again, but when it does finally appear in November 2026, it is likely to ensure that Christmas next year will be a serious gaming one. Next year sees the release of Resident Evil Requiem and Crimson Desert.

A brand new console is also due to be released: The Steam Machine. Made by Valve, it is both a PC and a device that allows you to play games on your TV. “We have seen a huge growth in gaming this year,” says Steven Woodgate, head of technology at John Lewis. He is predicting Gen X consumers, who remember the original GTA being released in 1997, might help drive sales of consoles. Also, “we think home offices – now that people are returning to the work office – will be converted to gaming rooms in some cases. Will we see a rise in gaming monitors next year? People can work one or two days from home, but really they want to play GTA when they get home from the office.”



Indigo

If cocoa was the colour of 2025, we’re predicting indigo to be next year’s hit hue, appearing in everything from sofas and bedding to dresses and, of course, jeans.

“The biggest trend on denim this winter has been raw denim, that really dark indigo,” says Claire Miles, head of Womenswear Buying at John Lewis. In 2025 sales of dark denim jeans went up 68%. It is a classic, smart tone which elevates any outfit. Also look out for coloured denim in 2026 from pastel pink to soft ecru and lilac.

Jason Wilary-Attew, director of home at John Lewis says indigo will appear in lots of home furnishings in 2026, not least in a range of new plain-dye bedding. Indigo bridges the gap between Modern and Classic looks - a timeless shade that brings depth, serenity and sophistication to every space. It layers well with earthy browns.



Duffle Coats

Prada, Ralph Lauren, Victoria Beckham and, err, ‘Phil’ the romantic lead in the Waitrose Christmas advert wooing Kiera Knightley. What do they all have in common?

They’ve all been championing the trusty duffle coat. Once seen as a basic, warm garment for sailors and Paddington Bear, it is now high fashion.

Next year, it is likely to be seen on more and more men thanks to John Lewis’s collaboration with LABRUM. One of the key pieces in the collection is a Textured Wool Blend with Alpaca Duffle Coat, Castle Wall, which has been one of the collections best selling pieces to date. Phil may need to upgrade his outerwear.

Image: Apple Studios



Generation Golf

After many years of steady decline, golf is enjoying an unlikely resurgence, thanks to younger people getting into the game and more women. Owen Wilson’s hit comedy drama, ‘Stick’, on Apple TV about a young golfer probably helped too.

Data from England Golf, which tracks everyone recording a round of golf on a proper course, shows that 5.75 million scores were recorded in the first half of 2025, up 29% from the same period last year – and the average age of players has dropped below 55 for the first time.

In 2026, John Lewis will be expanding its current offering as well as launching new brands. Customers will be able to shop the product IRL too, as golf will be launching in 12 stores.

29%

Increase from same period last year of people recording a round of golf on a proper course

Ice cream machines will be the new air fryers

Ice cream machines used to be big, bulky and noisy, but the arrival of the Ninja Creami in 2022 transformed the market, and – thanks to going viral on TikTok – has steadily gained traction.

Sales of ice cream machines in 2025 increased 17% and are likely to increase next year, partly thanks to the trend of using the machines to make protein-heavy ice creams – frozen smoothies. Indulgent but healthy.

17%

Increase in sales of ice cream machines in 2025



Modern office wear smartens up

Could the tie be making a comeback? This would seem as unlikely as spats and morning coats enjoying a revival. But the huge loosening of dress codes that Covid lockdowns unleashed – trainers and tracksuits are now regularly seen in offices – is seeing a modest backlash. Tie sales are up 16% so far this year in comparison to last year.

“Burgundy, cherry, cobalt and block colours have been very popular in ties,” says Beth Pettet, head of menswear at John Lewis. “They have been appearing on the catwalks a lot and men aren’t necessarily wearing them as part of a suited and booted look. They are often teamed with a pretty shirt, fine gauge jumper, or collegiate jacket.”



16%

Tie sales increase from previous year



209%

Sales of Meta glasses are up compared with 2024 and look set to continue strongly into 2026.

Outdoor Kitchens

Ever since the first lockdown in 2020, serious home cooks have started to embrace outdoor cooking in all its guises – not just on hot summer days – with sales of Big Green Eggs and Ooni pizza ovens doing well.

Next year this is only likely to increase with the arrival of the Bertha Oven – charcoal powered, but fully enclosed. Made in Lancashire, these are a take on the traditional Japanese Konro Grill, which guarantee the perfect smoky sear as well as protection from the elements. Joining the array of outdoor ovens will be Kamado Joe, an outdoor oven and grill from Atlanta, USA and Kadai, an Indian-made fire bowl for live fire cooking.

AI glasses

Mark Zuckerberg’s 2021 prediction that we would soon all be living in the Metaverse, wearing his bulky VR headsets, proved spectacularly wrong. But his 2025 prediction that within a decade or 15 years we could replace the smartphone with smart glasses might prove more accurate.

For starters, you don’t look like an idiot wearing these quite stylish devices designed by Rayban and Oakley. Secondly, customers seem to be embracing the potential of the technology, especially the second generation Meta glasses – able to translate a foreign language conversation in real time, play music (without the need for headphones), take photos and provide hands-free information.



Image: Bertha Charcoal Ovens

Superscreen summer

The government has committed to keeping terrestrial television on air until at least 2034 - but John Lewis customers are already moving on. More of them are switching from aerials to smart viewing, choosing to stream their favourite shows and sport through the internet instead.

And with a packed sporting calendar ahead, the timing couldn’t be better. From the Women’s T20 World Cup and the Tour de France to Wimbledon, the Glasgow Commonwealth Games and the European Athletics Championships, this summer is wall-to-wall action. We’re already seeing customers gearing up for it, upgrading screens, sound and streaming setups to create the perfect at-home viewing experience.



Next year’s FIFA World Cup is expected to air late-night matches in the UK, between 11pm and 2am. That’s prompted a wave of tongue-in-cheek talk online about dads owning night-feed duty - conveniently aligned with kick-off. We’re predicting a rise in All Things Baby appointments as parents prepare for a summer of newborns and nocturnal football, powered by newly upgraded tech.

It’s shaping up to be a huge year for home entertainment, and we’ve got plenty more to reveal for 2026.

Want to know more?

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