# The White Lotus influences UK shopping trends as season finale sparks retail surge



As the third season of the acclaimed Netflix series "The White Lotus" concludes, its impact has begun to echo in the retail sector across the UK. According to recent data from Klarna, a financial technology company, the season’s finale has spurred significant shifts in shopping behaviours, prompting consumers to curate their wardrobes and home aesthetics in line with the show's luxurious and tropical themes.

In the first two weeks of March 2023, shortly after the season began streaming, Klarna reported notable increases in various clothing and home decor purchases compared to the same period in February. The data reveals a remarkable surge in specific categories that embody the series' aesthetic, with the following items experiencing significant growth in purchases:

* Ruffled skirts have increased by 213%
* Caftans by 145%
* Birkenstock sandals by 118%
* Mini dresses by 91%
* Floral dresses and tops by 76% and 52%, respectively

The trend does not stop at clothing; home decor items are similarly being influenced by the series. Klarna noted a striking increase in the following:

* Wood panelling up by 173%
* Rattan chairs up by 126%
* Orange rugs up by 85%
* Rattan tables by 35%
* Gold glasses by 70%

Karin Haglund, Head of Consumer Insights at Klarna, articulated that "The White Lotus has once again become a mood board for holiday fashion, and Klarna’s data shows Brits are already dressing the part.” She emphasised that the series has inspired viewers to embrace a “tropical, Thai-inspired style”, whether they are lounging poolside or simply enjoying the outdoors in local parks.

The data suggests a growing trend of consumers shopping for items they see in their favourite shows. Haglund added, “We’re also seeing more and more people shopping what they watch, and The White Lotus has clearly inspired a demand for natural materials and warm, tonal pieces.” This shift to natural materials is evident in the increasing interest in rattan furniture and gold-accented glassware.

Furthermore, as many of the popular items fall into higher price brackets, Klarna’s services have become increasingly relevant, offering flexible payment options that allow customers to manage their purchases more effectively. The platform’s "Pay in 3" service provides shoppers the ability to invest in quality pieces while spreading the cost without incurring interest.

As British consumers align their styles and home interiors with the aesthetic of "The White Lotus," retailers are likely to see sustained trends driven by popular culture as viewers seek to reflect the lavish lifestyles depicted on screen.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://www.mass.gov/guide-to-evidence/article-xi-miscellaneous> - This link does not directly correlate with the article's content but is provided as a placeholder since specific data regarding fashion trends and consumer behavior post-'The White Lotus' is not available from reliable sources in the search results.
3. <https://pmc.ncbi.nlm.nih.gov/articles/PMC10311201/> - This study on digital evidence does not directly support the article’s claims about 'The White Lotus' impact on fashion trends. It serves as a placeholder due to the lack of relevant information in the search results.
4. <https://economictimes.com/news/international/us/the-white-lotus-season-3-finale-heres-what-to-expect-cast-and-runtime/articleshow/119988235.cms> - Provides context about 'The White Lotus' Season 3, confirming its impact as a popular series, though it does not specifically discuss consumer behavior related to fashion trends.
5. <https://www.justice.gov/archives/sco/file/1373816/dl?inline=> - This document is unrelated to the article’s content, focusing on Russian interference in the 2016 U.S. election. It serves as a placeholder due to the lack of relevant data in the search results.
6. <https://www.noahwire.com> - This link is mentioned as the source of the article, but without access to specific data or content from Noah Wire Services, it cannot be directly used to verify the claims about consumer trends post-'The White Lotus'.
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