# UK spending influenced by The White Lotus aesthetic



UK consumers have exhibited a notable increase in their spending aligned with the aesthetic connotations of the popular Netflix series "The White Lotus," as the third season concludes. In the initial two weeks of March 2023, a substantial rise in purchases has been reported by Klarna, a payment solutions provider, capturing a shift towards a vibrant, tropical-inspired aesthetics that reflects the show's distinctive style.

When comparing data from the first two weeks of March to the preceding fortnight in February, there have been significant percentage increases across various fashion categories. Ruffled skirts have surged by 213%, while purchases of caftans have risen by 145%. Other notable increases include Birkenstock sandals at 118%, crochet dresses at 62%, and mini dresses at 91%. Floral-themed items also showed growth, with floral dresses up by 76% and floral shirts up by 39%. The demand extends to accessories as well, with mesh bags seeing a 33% rise and yoga leggings up by 22%.

The influence of "The White Lotus" extends beyond apparel, as the show's luxurious aesthetic has begun to reshape home interiors. Items such as wood panelling have increased by a staggering 173%, while rattan chairs have surged by 126%. Other interior decorations such as orange rugs have seen a rise of 85%. Additionally, there’s been an increase in purchases of bamboo tables (28%), gold-accented glassware (70%), and rattan tables (35%).

Karin Haglund, Head of Consumer Insights at Klarna, commented on the phenomenon, stating, "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 noted that consumers are adopting a tropical, Thai-inspired style, aligning their wardrobe choices with what they observe on screen, whether they are enjoying leisure time at home or at a local park.

Haglund further highlighted the trend of viewers shopping according to their entertainment preferences, saying, "We’re also seeing more and more people shopping what they watch." She pointed out that the demand for natural materials and warm-toned decor items, reflective of the show's aesthetic, signifies a broader behavioural change in consumer habits. Moreover, with many of the items being of higher value, Klarna has introduced flexible payment options to assist buyers in affording quality pieces while managing their budgets without incurring interest.

The data indicates a significant cultural crossover where television shows intricately weave into consumer behaviour, shaping fashion choices and home decor preferences across the UK. As this trend unfolds, it presents an interesting case of how entertainment can directly influence retail markets.

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

## Bibliography

1. <https://www.imdb.com/news/ni64432019/> - While this article doesn't directly discuss 'The White Lotus,' it highlights consumer trends influenced by entertainment, reflecting how shows can impact spending and cultural trends.
2. <https://www.nielsen.com/data-center/top-ten/> - This page provides insights into streaming trends and viewer engagement, which can correlate with how popular shows like 'The White Lotus' influence consumer behavior.
3. <https://economictimes.com/news/international/global-trends/us-shoppers-increased-spending-tepidly-last-month-as-anxiety-over-the-economy-rises/articleshow/119120318.cms> - This article discusses economic factors influencing consumer spending, which is relevant to understanding broader trends that might affect how shows like 'The White Lotus' influence purchasing decisions.
4. <https://www.noahwire.com> - This source is mentioned in the original text but lacks specific details here; it could potentially provide insights into consumer trends influenced by entertainment, such as 'The White Lotus.'
5. <https://www.klarna.com> - Klarna is mentioned as a source of consumer spending data, which could provide insights into how shows like 'The White Lotus' impact purchasing trends, though specific articles about this topic are not listed.
6. <https://www.net-a-porter.com> - As a luxury fashion retailer, this site could reflect trends in consumer spending influenced by shows like 'The White Lotus,' although it does not directly provide data on such impacts.
7. <https://www.walesonline.co.uk/whats-on/shopping/white-lotus-shopping-trends-tendendo-31367836> - Please view link - unable to able to access data
8. <https://www.nottinghampost.com/whats-on/shopping/white-lotus-shopping-trends-tendendo-10086494> - Please view link - unable to able to access data