

The BOLO List

Vol. 3 • Your November sourcing list • 25 keywords across 5 categories

Five categories from your September vote, the biggest searches in each, and one deep dive. Each search count is the keyword's peak month last winter, November or December, the window this list is for. Every figure comes from Google search data.

YOU PICKED ALL FIVE

These are the five categories with the most votes. Winter Apparel won outright, Denim and Bras & Undergarments tied for second, and Holiday Formal and Hats & Gloves tied for fourth.

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READING THE SIGNAL COLUMN

SURGING

Climbing hard, well above last year.

BUILDING

Above last year.

STABLE

Level with last year.

FADING

Below last year so far.



Winter Apparel

READER PICK

The poll winner, and the biggest searches in this volume. All five peak in November or December.

#	KEYWORD	PEAK / MO	SIGNAL	NOTE
1	Carhartt Jacket	1,220,000	STABLE	Level with last September at 246,000, after a step below last year in August (135,000 vs 165,000); last December matched the one before.
2	Christmas Sweater	673,000	STABLE	Went from 49,500 in October to 673,000 in December, then 9,900 in January; level with last September.
3	North Face Puffer	368,000	STABLE	Up on last September (60,500 vs 49,500); held 368,000 through November and December, a step under the December before (450,000).
4	Puffer Jacket	368,000	STABLE	Peaks in November: 368,000 last year, up from 60,500 in September.
5	Peacoat	246,000	SURGING	Up on last September (110,000 vs 74,000); held 246,000 through November and December.

THE MOVE

Brand and item first: Carhartt jacket, North Face puffer, peacoat. On a puffer, check the fill label for down or synthetic and look for flat spots. On a peacoat, look for the double-breasted front and a wool content tag. On a Christmas sweater, Christmas goes first, not holiday; on a loud one, put ugly in front.

TIMING NOTE

Christmas sweaters fall away in January: 673,000 in December, 9,900 in January last year. List them by mid November. The jackets hold longer: Carhartt jacket was still 450,000 in January.

Source: Google search data via BOLO Trends. Search volume moves month to month; treat each figure as a snapshot rather than a fixed number.



Denim

READER PICK

Denim sells all year, and it still climbs into the holidays: every keyword here was higher last November than last September.

#	KEYWORD	PEAK / MO	SIGNAL	NOTE
1	Lucky Brand Jeans	165,000	STABLE	A step below last year in August and September (49,500 vs 60,500 this September); went from 60,500 in October to 165,000 in December last year.
2	Ariat Jeans	135,000	STABLE	Up on last September (90,500 vs 74,000); held 135,000 through November and December.
3	Abercrombie Jeans	74,000	STABLE	Up on last September (49,500 vs 40,500); peaked at 74,000 last November.
4	AG Jeans	74,000	STABLE	Level with last September at 49,500; held 74,000 through November and December.
5	Cinch Jeans	60,500	STABLE	Up on last September (40,500 vs 33,100); held 60,500 through November and December.

THE MOVE

Brand first, then the cut and the size: Lucky Brand, Ariat, Abercrombie, AG, Cinch. Check the inside waistband tag for the cut name or number.

TIMING NOTE

Denim peaks in November and December, then eases. Last year Lucky Brand jeans went from 165,000 in December to 60,500 in January. List by mid November.

Source: Google search data via BOLO Trends. Search volume moves month to month; treat each figure as a snapshot rather than a fixed number.

Bras & Undergarments

READER PICK

Readers asked for this one. Bras sell steadily all year; the seasonal move in this category is the layer underneath. All four layers here climbed from October to a December high last winter. Thermal underwear is running well below last year so far, and its note says so.

#	KEYWORD	PEAK / MO	SIGNAL	NOTE
1	Fleece Lined Leggings	201,000	SURGING	Went from 74,000 in October to 201,000 in December last year.
2	Merino Wool Base Layer	110,000	STABLE	A step below last September (18,100 vs 22,200); hit 110,000 last December, up from 49,500 the December before.
3	Thermal Underwear	90,500	FADING	Well below last year so far (8,100 vs 14,800 this September); went from 22,200 in October to 90,500 in December last year.
4	Uniqlo Heattech	74,000	BUILDING	+50% on last September; hit 74,000 last December.
5	Lace Bra	40,500	STABLE	The steady one: searched all year, not just in winter.

THE MOVE

Item first, then the fabric or line name: fleece lined leggings, merino wool base layer, thermal underwear, Uniqlo Heattech. Turn leggings inside out: a brushed fleece lining is the tell. Check the fiber tag for merino on a base layer, and look for the waffle knit on thermals. List new-with-tags bras with the style name from the tag. Marketplaces have rules for intimates, so check yours before listing.

TIMING NOTE

Layers peak in December and stay strong into January: fleece lined leggings were still 90,500 in January last year. List by mid November. Bras have no single seasonal window.

Source: Google search data via BOLO Trends. Search volume moves month to month; treat each figure as a snapshot rather than a fixed number.



Holiday Formal

READER PICK

Party dresses peak in November, before the parties; outfits, sequins and New Year's Eve pieces peak in December. Last year holiday party dress peaked in November and the other four in December.

#	KEYWORD	PEAK / MO	SIGNAL	NOTE
1	Holiday Party Dress	110,000	BUILDING	Peaks in November: 110,000 last year, then 60,500 in December; up on last September.
2	New Year's Eve Dress	74,000	STABLE	22,200 in November, 74,000 in December, 1,600 in January.
3	Christmas Party Outfit	60,500	STABLE	Went from 6,600 in October to 40,500 in November and 60,500 in December last year.
4	Sequin Skirt	60,500	STABLE	Went from 27,100 in October to 60,500 in December last year; up on last September.
5	Sequin Top	49,500	SURGING	Up on last September (27,100 vs 22,200); hit 49,500 last December.

THE MOVE

Occasion first, then the fabric: holiday party dress, velvet; new years eve dress, sequin. On a dress, holiday goes first, and Christmas goes second once December starts. On sequins, brush a hand along the seams: missing sequins show along the edges.

TIMING NOTE

List party dresses by the first week of November and New Year's Eve pieces by December 1. New Year's Eve searches drop to almost nothing in January: new years eve dress went from 74,000 in December to 1,600 in January.

Source: Google search data via BOLO Trends. Search volume moves month to month; treat each figure as a snapshot rather than a fixed number.



Hats & Gloves

READER PICK

Small, light and cheap to ship. All five peaked in December last winter.

#	KEYWORD	PEAK / MO	SIGNAL	NOTE
1	Carhartt Beanie	450,000	STABLE	A step below last year in August (22,200 vs 27,100); went from 90,500 in October to 450,000 in December last year.
2	Balaclava	368,000	STABLE	Up on last September (135,000 vs 110,000); peaked at 368,000 in December.
3	Arc'teryx Beanie	368,000	SURGING	This volume's spotlight (page 7). Up on last September (74,000 vs 40,500); hit 368,000 last December.
4	Heated Gloves	165,000	BUILDING	Went from 9,900 last September to 165,000 in December.
5	Burberry Scarf	165,000	STABLE	Went from 49,500 in October to 165,000 in December last year; up on last September (33,100 vs 27,100).

THE MOVE

Brand first on the beanies: Carhartt beanie, Arc'teryx beanie. On a Carhartt, look for the square logo patch on the cuff; on an Arc'teryx, the bird logo stitched on the front. On a Burberry scarf, check for a Made in Scotland label and a cashmere or lambswool fiber tag, and describe the checks rather than promising it is real. On heated gloves, find the zippered battery pocket at the cuff and keep the batteries and charger in the listing.

TIMING NOTE

Peaks in December, and beanies stay strong into January: Arc'teryx beanie was 246,000 in January last year. List by mid November.

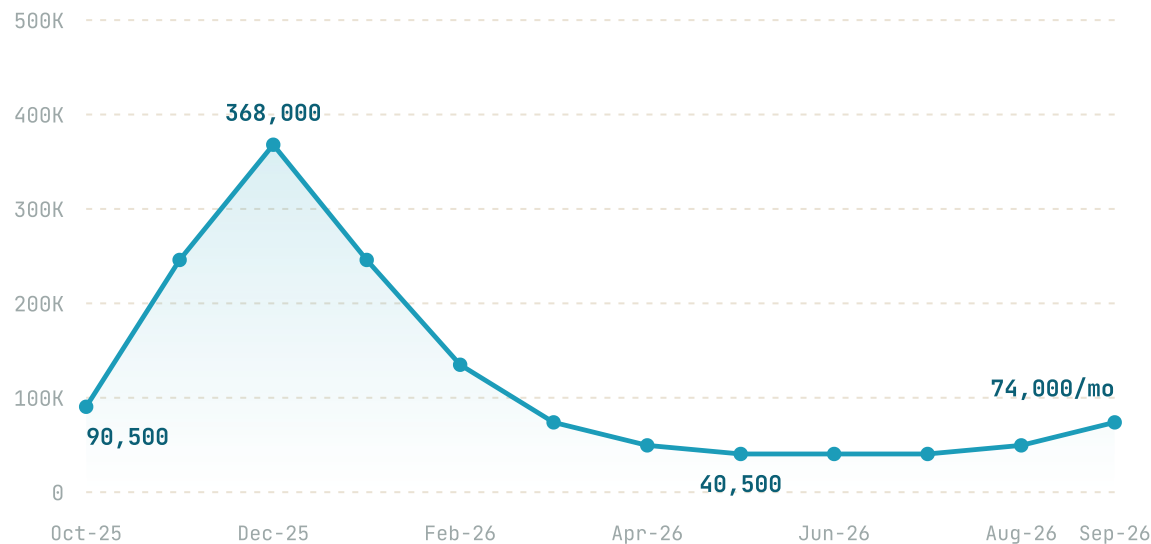
Source: Google search data via BOLO Trends. Search volume moves month to month; treat each figure as a snapshot rather than a fixed number.

Arc'teryx Beanie

Google search data shows **arcteryx beanie** at 74,000 searches this September, up from 40,500 a year earlier.

Last winter it went from 40,500 in September to 246,000 in November and 368,000 in December, and it was still at 246,000 in January. The December before peaked at 246,000. That is last winter's climb, not a promise for this one.

"ARC'TERYX BEANIE" • 12-MONTH SEARCH TREND



WHAT THIS MEANS FOR SOURCING

Pull Arc'teryx beanies now and have them listed by mid November. The tell is the bird logo stitched on the front; check the inside tag for the fiber. Title it Arc'teryx beanie, then the color and the fiber.

Source: Google search data via BOLO Trends. Search volume moves month to month; treat each figure as a snapshot rather than a fixed number.

The Whole List, Ranked

Every keyword in this volume, sorted by its peak month last winter. This is the page to print or screenshot and keep on your phone in the bins.

KEYWORD	CATEGORY	PEAK / MO	SIGNAL
■ Carhartt Jacket	WINTER APPAREL	1,220,000	STABLE
■ Christmas Sweater	WINTER APPAREL	673,000	STABLE
■ Carhartt Beanie	HATS & GLOVES	450,000	STABLE
■ North Face Puffer	WINTER APPAREL	368,000	STABLE
■ Puffer Jacket	WINTER APPAREL	368,000	STABLE
■ Balaclava	HATS & GLOVES	368,000	STABLE
■ Arc'teryx Beanie	HATS & GLOVES	368,000	SURGING
■ Peacoat	WINTER APPAREL	246,000	SURGING
■ Fleece Lined Leggings	BRAS & UNDERGARMENTS	201,000	SURGING
■ Lucky Brand Jeans	DENIM	165,000	STABLE
■ Heated Gloves	HATS & GLOVES	165,000	BUILDING
■ Burberry Scarf	HATS & GLOVES	165,000	STABLE
■ Ariat Jeans	DENIM	135,000	STABLE
■ Merino Wool Base Layer	BRAS & UNDERGARMENTS	110,000	STABLE
■ Holiday Party Dress	HOLIDAY FORMAL	110,000	BUILDING
■ Thermal Underwear	BRAS & UNDERGARMENTS	90,500	FADING
■ Abercrombie Jeans	DENIM	74,000	STABLE
■ AG Jeans	DENIM	74,000	STABLE
■ Uniqlo Heattech	BRAS & UNDERGARMENTS	74,000	BUILDING
■ New Year's Eve Dress	HOLIDAY FORMAL	74,000	STABLE
■ Cinch Jeans	DENIM	60,500	STABLE
■ Christmas Party Outfit	HOLIDAY FORMAL	60,500	STABLE
■ Sequin Skirt	HOLIDAY FORMAL	60,500	STABLE
■ Sequin Top	HOLIDAY FORMAL	49,500	SURGING
■ Lace Bra	BRAS & UNDERGARMENTS	40,500	STABLE

Source: Google search data via BOLO Trends. Search volume moves month to month; treat each figure as a snapshot rather than a fixed number.

Tell Us What's Next

A new volume every month: five categories, the keywords that matter in each, and one deep dive on whatever is moving fastest. This one was built entirely from your votes.

Every month, subscribers vote on the next category. The poll goes out with the newsletter and the winner gets built. That vote is the one thing subscribing gets you that nothing else does.

NEXT VOLUME

Vol. 4, your December sourcing list. Same structure, and the vote for its categories is in this week's newsletter.

And now you know.

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TRENDS END. BOLOS DON'T.

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