

FREE RESELLER GUIDE

Monthly BOLO Keyword List

Thirty keywords across six categories, each one ranked, dated, and marked with where the demand is going. Backed by real Google search data through August 2026.

READER PICK

Vintage & Y2K won this month's newsletter vote.

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READING THE SIGNAL COLUMN

SURGING

Climbing hard, confirmed three months or more.

BUILDING

Rising and holding. The window is opening.

STABLE

Flat and dependable. A year-round anchor.

FADING

Off a prior high. Real volume, shrinking.

✓ VERIFIED WIN

A keyword a BOLO reseller has already reported selling with, logged in our wins tracker.



Jackets & Outerwear

Heritage and technical layers are the fall outerwear money this year, not the logo puffer. Demand shifted to waxed cotton, gorpcore shells, and wool coats, and the ramp roughly quadruples into late fall. The sourcing window is open now.

#	KEYWORD	SEARCHES/MO	SIGNAL	NOTE
1	peacoat	74,000	BUILDING	Classic fall coat, up 50% YoY. The steepest ramp on the page.
2	windbreaker	74,000	STABLE	Year-round staple, flat and dependable.
3	arcteryx jacket	60,500	SURGING	Technical-lux crossover, up 83% YoY.
4	barbour jacket	60,500	BUILDING	Heritage waxed cotton, up 49% YoY.
5	rain jacket	60,500	BUILDING	Shoulder-season utility, up 22% YoY.

THE MOVE

The North Face cooled this year, down about 33% year over year on the north face jacket term, so the fall outerwear money moved to heritage and technical layers. Source peacoats, Barbour, and Arc'teryx now. On a Barbour, open the front and confirm the tartan lining matches the model, and check the inside collar tag for the country of origin, since relined and rewaxed fakes are common.

TIMING NOTE

Last fall the ramp was steep. Peacoat ran 49,500 searches in August to 201,000 by October and held 246,000 through November and December. Barbour jacket climbed from 40,500 in August to 135,000 by October, then peaked at 165,000 in November. Arc'teryx went 33,100 to 74,000 by October, then 135,000 by November. Source in September, list by early October.

ONE WORD, TWO STORIES

The same jacket, searched two ways. A single word flips the whole signal.

north face jacket		74,000/mo	-33% YoY	FADING
the north face jacket		60,500/mo	+309% YoY	SURGING

The plain term cooled off a high base. The fuller one surged from a small base, so +309% overstates it. Demand did not vanish, it split across phrasings. Include 'The' when you have room in your title.



Business Casual

The back-to-office and interview cycle peaks late summer into early fall, and the demand sits in general tailoring, not brands. The accessible workwear labels came in under 27,000 searches a month and did not earn a slot, so this page is built on the item terms that actually move.

#	KEYWORD	SEARCHES/MO	SIGNAL	NOTE
1	cardigan	201,000	STABLE	Layering staple, the page's steady anchor.
2	blazer	165,000	STABLE	Fall and interview spike item.
3	blouse	135,000	STABLE	Steady women's workwear top.
4	culottes	60,500	BUILDING	✓ VERIFIED WIN Wide cropped trouser, up 49% YoY. The rising office silhouette.
5	dress pants	49,500	BUILDING	Interview-cycle riser, up 22% YoY.

THE MOVE

Interview and return-to-office searches peak now. Source blazers, dress pants, and culottes through September. Culottes are the one clear riser on this page, up 49% year over year as the wide cropped office silhouette takes over from the skinny trouser. On tailored pieces, check the waistband for a brand tag and the inseam for the original hem tape, since a clean unaltered hem lists faster and lets the buyer tailor to fit.

TIMING NOTE

Blazer jumped from 165,000 searches in September to 450,000 by October last year. Cardigan climbed from 201,000 in August to 301,000 by November. The tailoring window ran late August through October, so list before the blazer spike.

WE CALLED IT

We flagged culottes as a breakout in the newsletter on July 16, 2026, when it broke a full year stuck at 40,500 searches. It has since held at 60,500, still up 49% year over year, and resellers are already reporting culotte sales.



Dresses & Formalwear

The most seasonally urgent page in the issue. Homecoming and autumn wedding demand peak in September and fall off a cliff by November, so the listing window is weeks, not months.

#	KEYWORD	SEARCHES/MO	SIGNAL	NOTE
1	homecoming dress	1,000,000	STABLE	✓ VERIFIED WIN Peaked this month, then collapses. List now.
2	autumn wedding guest dress	201,000	STABLE	✓ VERIFIED WIN Fall wedding season, closing window.
3	wedding guest dress	165,000	BUILDING	✓ VERIFIED WIN Broader evergreen occasion term, up 22% YoY.
4	formal dress	165,000	STABLE	Fall formal and gala season.
5	bandage dress	135,000	SURGING	The non-seasonal riser, up 233% YoY. See the Spotlight.

THE MOVE

List homecoming and autumn wedding dresses today. The peak is now and the drop is steep. Then hold bandage dresses as the year-round riser. On formalwear, check the interior side seam for a sewn-in bodice and boning, since a structured dress photographs and sells better than an unlined copy.

TIMING NOTE

Homecoming dress peaked at 2,240,000 searches last September and fell to 450,000 by October, then 90,500 by November. Autumn wedding guest dress ran 301,000 in September to 40,500 by November. Bandage dress is the exception, a non-seasonal climb, covered in the Spotlight.

✓ VERIFIED WIN RECEIPTS FROM THE COMMUNITY



bakeallday ▶ BOLO Trends

Started with grad dresses, derby, summer wedding guest and now homecoming and autumn wedding. Sold dresses within two weeks . Some were listed for over a year.

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Reply



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Sneakers & Shoes

The cleanest stop-and-source page in the issue. Gorpcore and heritage footwear are climbing into winter, while 2024's hype sneakers have collapsed. The money moved from resale-inflated silhouettes to shoes people actually wear in cold weather.

#	KEYWORD	SEARCHES/MO	SIGNAL	NOTE
1	salomon shoes	368,000	SURGING	Gorpcore-to-street, up 83% YoY.
2	loafers	301,000	BUILDING	✓ VERIFIED WIN Fall staple, up 50% YoY. Our most-reported win this fall.
3	kitten heel	246,000	BUILDING	✓ VERIFIED WIN Occasion heel, up 22% YoY.
4	mary jane shoes	201,000	STABLE	Back-to-school carryover.
5	ariat boots	201,000	STABLE	Western boot, strong fourth quarter.

THE MOVE

Stop paying up for hype sneakers. Yeezy crashed about 70% year over year, from 1,000,000 searches last August to 301,000, and the New Balance 550 more than halved, from 368,000 to 165,000. The fall footwear money is in Salomon, loafers, and Ariat boots. On Salomon, check the Contagrip sole stamp and the heel-tab logo, since the gorpcore surge has pulled in convincing fakes.

TIMING NOTE

Ariat boots ran 246,000 searches in August to 368,000 by November last year. Salomon stepped up through the fourth quarter, from 201,000 in August to 246,000 by December, and is already running higher this year. Source western boots and trail shoes in September for the winter peak.

✓ VERIFIED WIN

RECEIPTS FROM THE COMMUNITY



Theettruekidd ✓
2h · 🌐

If you aren't following [BOLO Trends](#) you should be. Both pairs of these loafers sold after watching his trend report and using keywords. [#reseller](#) [#bolotrends](#) [#FlipForProfit](#) [#loafers](#)



Activewear & Athleisure

This is a within-brand rotation story. Lululemon's core leggings cooled and the Define jacket crashed, while the money moved to cozy layers and shorts that ramp into the holidays. Source the pieces that are still rising, not the ones that already peaked.

#	KEYWORD	SEARCHES/MO	SIGNAL	NOTE
1	lululemon shorts	110,000	BUILDING	The Lululemon piece still rising, up 22% YoY.
2	sports bra	110,000	STABLE	Evergreen anchor.
3	alo hoodie	49,500	BUILDING	Holiday-ramp cozy layer, up 22% YoY.
4	flare leggings	40,500	STABLE	Silhouette shift away from skinny.
5	alo sweatpants	33,100	BUILDING	Cozy-season riser, up 22% YoY.

THE MOVE

Stop over-sourcing Lululemon leggings and the Define jacket. Lululemon leggings faded about 33% year over year and the Define jacket crashed about 55%. Rotate into Alo hoodies and sweatpants, plus Lululemon shorts. On Lululemon, check the size dot inside the waistband or back pocket, since a missing or wrong-colored dot flags a fake.

TIMING NOTE

Alo hoodie ran 40,500 searches in August to 110,000 by December last year. Alo sweatpants went 27,100 to 74,000 on the same curve. Source cozy layers now for the holiday ramp.



Vintage & Y2K

Your Reader Pick this month, voted in by newsletter subscribers. Y2K is a brand game, not an aesthetic-label game. Three confirmed surgeons are carrying the revival into fourth-quarter party and gift season, so source by brand and skip the low-volume aesthetic tags.

#	KEYWORD	SEARCHES/MO	SIGNAL	NOTE
1	Supreme streetwear	1,220,000	SURGING	Y2K streetwear, up 81% YoY.
2	Von Dutch	368,000	SURGING	Revival poster brand, up 83% YoY.
3	Ed Hardy	301,000	STABLE	Party and going-out staple.
4	baby tee	60,500	BUILDING	Core Y2K silhouette, up 22% YoY.
5	affliction shirt	33,100	STABLE	Y2K going-out brand.

THE MOVE

Y2K is a brand game. Source Von Dutch, Ed Hardy, and Supreme, and skip the low-volume aesthetic tags. On Von Dutch and Ed Hardy, check the interior neck tag against the era, since both brands have licensed reissues that sell for a fraction of the authentic vintage.

TIMING NOTE

Last year Ed Hardy ran 368,000 searches in August to 550,000 by December. Von Dutch climbed to 450,000 and Supreme to 1,000,000 on the same curve. Baby tee is a spring and summer seller that softens in fall, so buy it cheap now and list it next spring.

bandage dress

+233% **135,000**

YEAR OVER YEAR

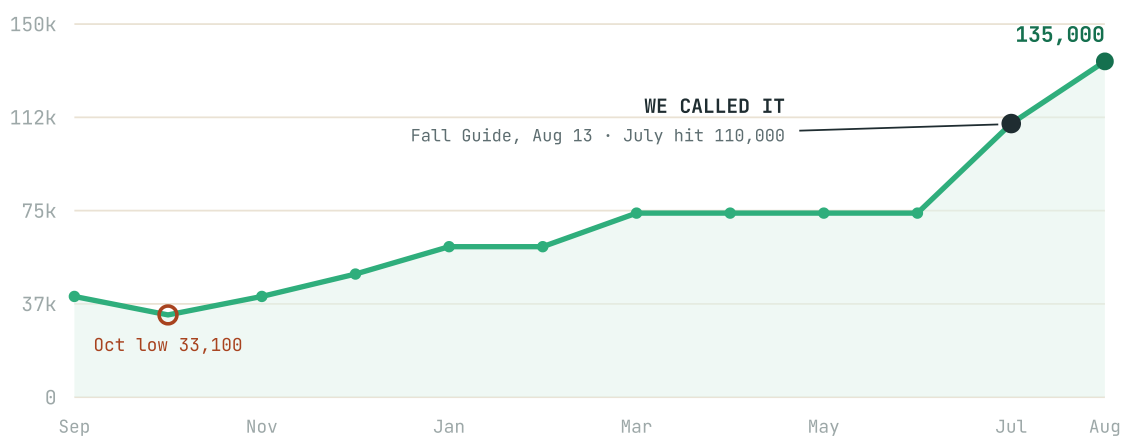
SEARCHES, AUG 2026 • NEW HIGH

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DOWN MONTHS SINCE OCT 2025

BANDAGE DRESS • MONTHLY GOOGLE SEARCHES

SEPTEMBER 2025 TO AUGUST 2026



Google search data shows we called the bandage dress revival back in August, in the Fall Keyword and Timing Guide. It was at 110,000 searches a month and climbing. August closed at 135,000, a new high for the term.

Since the October 2025 low of 33,100 searches, bandage dress has not posted a single down month. Several months held flat and then it stepped up again, ending 233% above where it sat a year ago. This is not a seasonal spike. It is a level shift, which is why it earns the Spotlight over the seasonal peaks on the dresses page.

Sourcing: Bandage dresses are a year-round riser, not a seasonal window, so source them whenever they surface. The fourth-quarter party season adds a demand bump on top of the trend, so anything you hold now lists into a rising market.

All 30 Keywords, Ranked

Every keyword in this issue, ranked by search volume. The print-or-screenshot page. Keep it on your phone in the bins.

#	KEYWORD	CATEGORY	SIGNAL	SEARCHES/MO
1	Supreme streetwear	VINTAGE & Y2K	SURGING	1,220,000
2	✓ homecoming dress	DRESSES & FORMALWEAR	STABLE	1,000,000
3	salomon shoes	SNEAKERS & SHOES	SURGING	368,000
4	Von Dutch	VINTAGE & Y2K	SURGING	368,000
5	✓ loafers	SNEAKERS & SHOES	BUILDING	301,000
6	Ed Hardy	VINTAGE & Y2K	STABLE	301,000
7	✓ kitten heel	SNEAKERS & SHOES	BUILDING	246,000
8	✓ autumn wedding guest dress	DRESSES & FORMALWEAR	STABLE	201,000
9	cardigan	BUSINESS CASUAL	STABLE	201,000
10	mary jane shoes	SNEAKERS & SHOES	STABLE	201,000
11	ariat boots	SNEAKERS & SHOES	STABLE	201,000
12	blazer	BUSINESS CASUAL	STABLE	165,000
13	✓ wedding guest dress	DRESSES & FORMALWEAR	BUILDING	165,000
14	formal dress	DRESSES & FORMALWEAR	STABLE	165,000
15	blouse	BUSINESS CASUAL	STABLE	135,000
16	bandage dress	DRESSES & FORMALWEAR	SURGING	135,000
17	lululemon shorts	ACTIVEWEAR & ATHLEISURE	BUILDING	110,000
18	sports bra	ACTIVEWEAR & ATHLEISURE	STABLE	110,000
19	peacoat	JACKETS & OUTERWEAR	BUILDING	74,000
20	windbreaker	JACKETS & OUTERWEAR	STABLE	74,000
21	arcteryx jacket	JACKETS & OUTERWEAR	SURGING	60,500
22	barbour jacket	JACKETS & OUTERWEAR	BUILDING	60,500
23	rain jacket	JACKETS & OUTERWEAR	BUILDING	60,500
24	baby tee	VINTAGE & Y2K	BUILDING	60,500
25	✓ culottes	BUSINESS CASUAL	BUILDING	60,500
26	alo hoodie	ACTIVEWEAR & ATHLEISURE	BUILDING	49,500
27	dress pants	BUSINESS CASUAL	BUILDING	49,500
28	flare leggings	ACTIVEWEAR & ATHLEISURE	STABLE	40,500
29	affliction shirt	VINTAGE & Y2K	STABLE	33,100
30	alo sweatpants	ACTIVEWEAR & ATHLEISURE	BUILDING	33,100

Before this issue goes stale

This week's moves

The five actions to take now, pulled from across the six pages:

- **List homecoming and autumn wedding dresses today.** The peak is this month and the drop is steep.
- **Source heritage outerwear before the October ramp.** Peacoats, Barbour, and Arc'teryx roughly quadrupled into late fall last year.
- **Stop paying up for hype sneakers.** Yeezy and the New Balance 550 have both fallen hard. Loafers are the win.
- **Rotate activewear out of Lululemon leggings** and into Alo layers and Lululemon shorts.
- **Source Y2K by brand.** Von Dutch, Ed Hardy, and Supreme, not the aesthetic tags.

Next issue: October 2026

Vintage and Y2K led this issue because it won the newsletter vote. The rest of the lineup came from a live vote on TikTok. This month's newsletter includes a poll to help pick a future category, so open it and cast your vote.

Trends end. BOLOs don't.

BOLO TRENDS