

Listing Keyword & Timing Guide

Bolero / Shawl / Cardigan & Bandage Dress — Fall 2026

Why This Matters Right Now

Cropped layering pieces are one of the biggest outerwear stories of Fall 2026. Fashion press is covering the bolero, shrug, capelet and cropped cardigan as one connected trend, with runway backing from Dior, Céline and Alaïa. Boleros and shrugs skew toward wedding, prom and bridal occasion wear, while shawls and pashminas are a steadier staple for the same events plus cold-weather layering — a category that holds value across seasons rather than spiking once. Cardigans are having their own moment: funnel-neck silhouettes, cropped cuts, and “coatigans” (structured cardigan-as-jacket pieces) are the specific shapes getting called out.

The bandage dress is a separate, faster-moving story. Trade press has reported Depop searches up roughly 1,280% for “bandage dress” and 1,300% for “Hervé Léger dress” over a recent three-month stretch, as the silhouette returns in midi lengths and quieter colorways rather than the neon minis of the 2000s. It’s a viral revival, not a calendar-seasonal one — which changes how you should time a listing (see below).

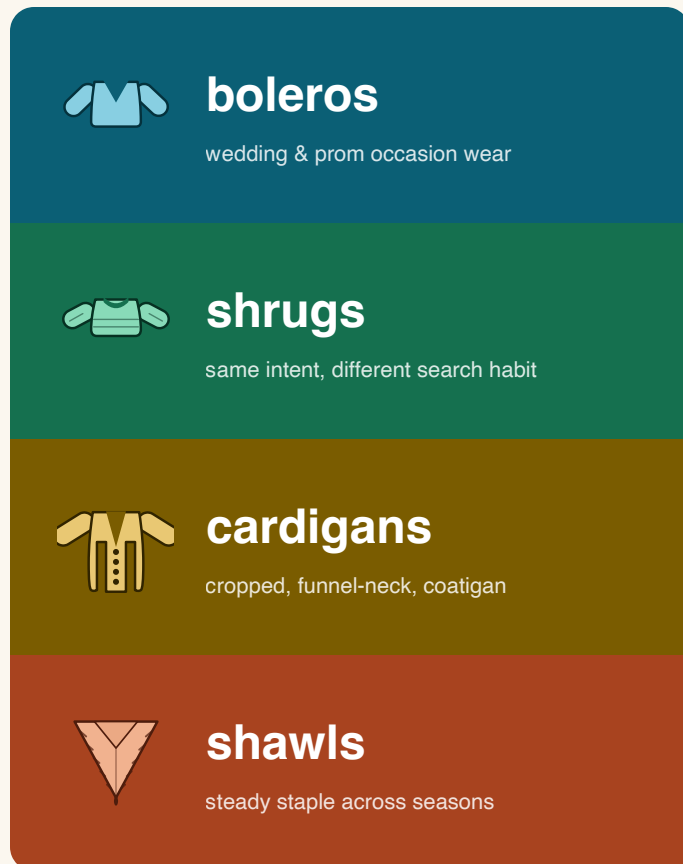
Bolero / Shawl / Cardigan

If your item could reasonably be listed under more than one of these names, use the terms below in your title — they represent genuinely different buyer searches, not just word variations, so stacking them captures more of the real search traffic.

#	KEYWORD	SEARCHES / MO	NOTE
1	Cardigan	135,000	Highest-volume single term in this group.
2	Bolero	74,000	
3	Shawl	60,500	
4	Shrug	49,500	Same buyer intent as bolero, different search habit.
5	Cropped Cardigan	12,100	Worth the extra words if it fits the item.

Boleros / Shrugs / Cardigans / Shawls — At A Glance

Four silhouettes, four distinct buyer searches. Use this as a quick visual cross-check against the keyword table on page 1 when you're deciding which term goes in the title.



TIMING NOTE

List by late September. Cropped cardigan searches peak in September, cardigan and shawl searches both peak in November–December, and a listing posted in the fall stays live and aged into bolero's January–March spring window. One listing timed to catch three separate seasonal peaks in sequence.

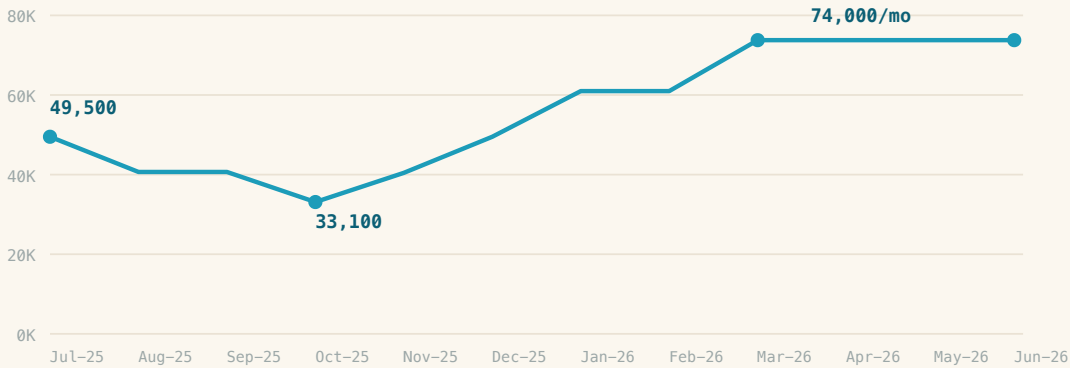
Bandage Dress

Only two generic (non-branded) bandage dress terms currently have enough consistent monthly search volume to be worth putting in a title. The rest of the generic variants (mini, midi, strapless, halter, long sleeve, bandage skirt) are too low-volume right now to earn a title slot on their own — use them as secondary description words instead, not headline keywords.

#	KEYWORD	SEARCHES / MO	NOTE
1	Bandage Dress	74,000	The anchor term. Include it every time.
2	Bandage Top	8,100	Use if the item is a separate / two-piece.

“BANDAGE DRESS” — 12-MONTH SEARCH TREND

74,000 searches a month only means something in context. This is what the climb looks like: a steady build from a 33,100 low last October to a plateau at 74,000 that’s held for four straight months. That shape — a sharp rise that has now leveled off rather than kept accelerating — is what drives the timing note below.



BRAND CALLOUT — HOUSE OF CB

“House of CB dress” is searched 40,500 times a month and “House of CB bandage dress” 8,100–12,100 — both far above the generic bandage terms. Only use these if the item is genuinely House of CB. “House of CB dress” on its own is broad and pulls in buyers looking for the brand’s non-bandage dresses too, so “House of CB bandage dress” is the safer, more precise phrase if you want the brand traffic without misleading a buyer searching for a different silhouette.

TIMING NOTE

List now — don’t wait for a seasonal window. This is a momentum trend, not a calendar one: search volume climbed through winter and spring and has held at its high for the last four months rather than still climbing. The branded terms (House of CB, Hervé Léger) are already cooling off their spring peaks, so the window is open now and starting to soften at the edges, not building toward a future date.

Source: Google search data via BOLO Trends. Figures reflect the most recent monthly pull; search volume moves month to month, so treat these as a current snapshot, not a fixed number.