

By: Jojo Warga



GOTHIC REVIVAL

TELEVISION

Perhaps the greatest influence on the recent gothic trend was the debut of the hit Netflix show *Wednesday*. A new take on the classic Addams family, *Wednesday* centers around Wednesday Addams (played by Jenna Ortega shown right) as she attends boarding schools, causes trouble, and solves mysteries. The show quickly became Netflix's most popular series amassing over 1.237 billion hours viewed in its first month. Though Wednesday Addams has long been a goth icon, her revitalized and modern, chic, look inspired an entirely new generation of people and sparked a gothic revival.



SOCIAL MEDIA

Another major influence on the gothic revival is social media. The role of social media, in this case, was to continue the spread and influence of the *Wednesday* show. While the show was popular, it was TikTok that spread the gothic trend farther than anyone could have imagined. Just over a month after the show's premiere, Netflix released that *#WednesdayAddams* amassed over 22 billion views on the app.

MUSIC

Once again in connection with the *Wednesday* series and in part due to TikTok, music has also played a major role in the gothic trend. According to Netflix, the song used in the original dance scene from the series, "Goo Goo Muck" by the Cramps, has seen a 9.5k% increase in streams on Spotify since *Wednesday* premiered in, and "Bloody Mary" by Lady Gaga has similarly seen a 1,800% increase (Arens, 2023).



CELEBRITIES

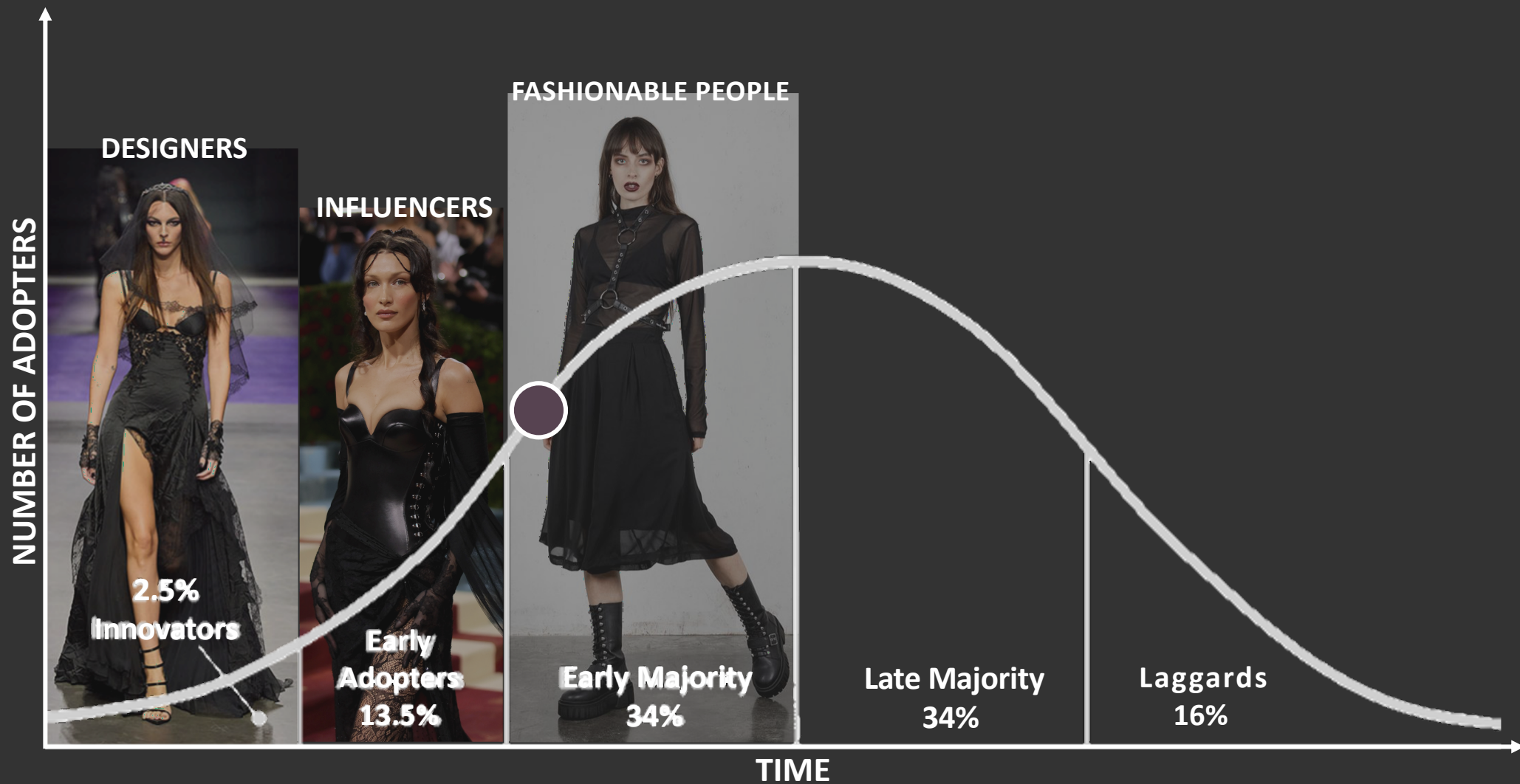
Celebrities are playing a huge role in the recent rise of gothic fashion. Most notably is *Wednesday*

star herself, Jenna Ortega (bottom middle), who seemingly remained in character as she walked red carpets following the debut of her Netflix show. The many other iconic looks below appeared only a few days ago, on March 12th, at the 2023 Oscars. A fan favorite, Lady Gaga (bottom left), channeled her inner goth with a stunning drop waist Versace gown, accompanied by a daring smokey eye and red lip. Actress Phoebe Waller-Bridge (bottom right) bore a striking resemblance to another well-known member of the Addams family, Morticia Addams, in her gorgeous old Hollywood inspired Dolce & Gabbana gown.



DIFFUSION CURVE

EARLY MAJORITY



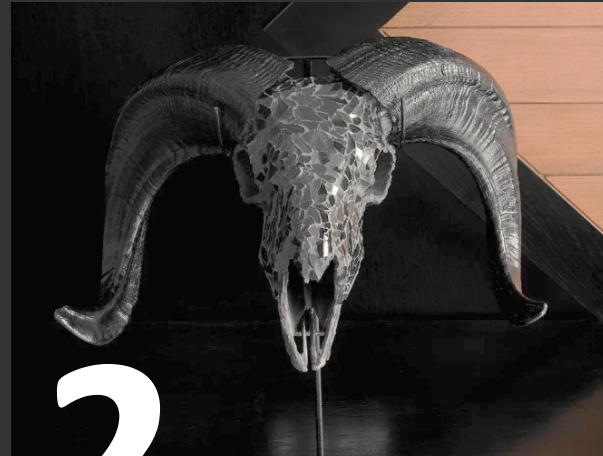
COMMERCIAL VALUE

The gothic trend extends to almost all areas or retail including fashion, home décor, makeup, and more. For a brand like Anthropologie which sells products in all these categories, capitalizing on the gothic trend is of paramount importance.



1

Although goth is a music-based subculture, *Gothic Fashion* is incredibly unique and incredibly important to finding your gothic style.



2

Décor is another essential factor in gothic subculture.

3



Makeup is perhaps the second most important element of the gothic style.

ANTHROPOLOGIE®



Wholesale: \$20.55
Retail: \$147.00
Units Per Store: 70
Total Units (x216): 15,120
Total Revenue:
\$2,222,640.00



Wholesale: \$55.00
Retail: \$398.00
Units Per Store: 30
Total Units (x216): 6,480
Total Revenue:
\$2,579,040.00



Wholesale: \$16.50
Retail: \$59.95
Units Per Store: 35
Total Units (x216): 7,560
Total Revenue:
\$453,222.00



Wholesale: \$18.00
Retail: \$180.00
Units Per Store: 70
Total Units (x216): 15,120
Total Revenue:
\$2,721,600.00

REVENUE

\$7,976,502

Scenario: 216 Stores

PROFIT: 6,912,486

CITATIONS

Wednesday Look #1

Wednesday Look #2

Wednesday Look #3

Lady Gaga Look

Jenna Ortega Look

Phoebe Waller-Bridge Look

Designers Runway (Diffusion Curve)

Bella Hadid Influencers (Diffusion Curve)

Fashionable People (Diffusion Curve)

Information and Data Source (Arens, 2023)

Gothic Look (Commercial Value)

Skull Decor (Commercial Value)

Makeup (Commercial Value)

Black Lace Dress (Senario)

Mirror (Senario)

Lace Skirt (Senario)

