

# The Most Popular Fashion and Beauty Brands With Teens

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**Nike** is both the most popular clothing brand and the most popular footwear **brand** with teenagers in the United States, [according to](#) a recent report from [Piper Jaffray](#).

[The report](#) was based on data from a survey conducted in the fall of 2015 of 9,400 teens, with an average age of 16. Respondents came from a geographically diverse subset of high schools across the United States.

**Nike** is by far the most popular clothing brand with teens (27% cite it as their favorite), followed by **Forever 21** (7%), **American Eagle** (6%), **Ralph Lauren** (5%), and **Urban Outfitters** (3%).

**Nike** also tops the list of footwear **brands**, with 50% of teens saying it is their favorite.

**Amazon** is the most popular shopping website with teens (38% cite as their favorite), **Michael Kors** is the top handbag **brand** (31%), and **MAC** is the most liked beauty **brand**.

## FASHION &amp; BEAUTY



## Top Clothing Brands

1	Nike	27%
2	Forever 21	7%
3	American Eagle	6%
4	Ralph Lauren	5%
5	Urban Outfitters	3%

## Top Shopping Websites

1	Amazon	38%
2	Nike	8%
3	eBay	4%
4	Forever 21	3%
5	Urban Outfitters	3%

## Top Footwear Brands

1	Nike	50%
2	Vans	9%
3	Converse	7%
4	Sperry Top-Sider	4%
5	Steven Madden	3%

## Top Handbag Brands

1	Michael Kors	31%
2	Kate Spade	15%
3	Coach	10%
4	Louis Vuitton	6%
5	Vera Bradley	5%

## Top Beauty Brands

MAC

Maybelline

Urban  
Decay

CoverGirl

Bare  
Escentuals

Source: Piper Jaffray, 2015

**About the research:** [The report](#) was based on data from a survey conducted in the fall of 2015 of 9,400 US teens, with an average age of 16.

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