Record Leather Jacket Popularity in Cost of Living Crisis
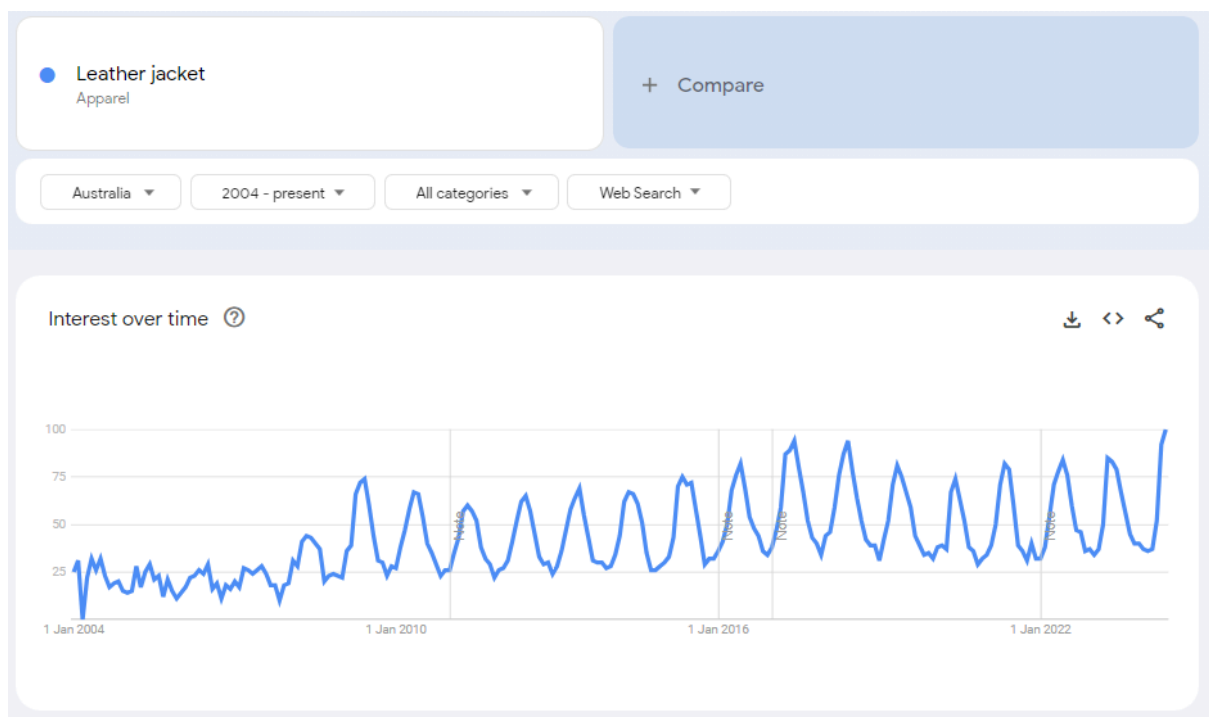
May 13, 2024

Australian's Google Searches for Leather Jackets Have Reached Record Levels

FOR IMMEDIATE RELEASE

Sydney, Australia – From Danny Zuko to Indiana Jones, leather jackets have always been cool, but according to Google search figures they've never been more popular. As temperatures drop across Australia, the classic leather jacket is shaping up to be the must-have winter fashion trend.

According to Google's search trends, more Australians than ever are looking for a leather jacket. In April 2024, 17% more searches have been done than in the same period last year.

But with so many options out there, what styles are hot right now? Russ Egan from Leatherwear, a leading Australian clothing store, provides an update about what is trending this winter.

"We have seen a spike in interest this year, even before peak winter in June," Mr Egan said.

"Black Biker Jackets are a timeless classic. Think Arnie in Terminator or Marlon Brando in The Wild One. There is a reason they have been cool for decades.

"For women especially, longer blazers are growing in demand for the winter warmth. Not only do they have the look, but they are practical too.

"One style that's been growing in popularity recently is jackets with a hoodie attached. It's an up-and-coming style that is growing in popularity. The hoodie adds a bit of comfort and casual style to the classic leather jacket look.

"Leather jackets are stylish and durable that will last for years. We are proud to be able to offer affordable Made to Measure leather jackets that provide great value for money, even during this cost-of-living crisis."

[Google Trends Data Source](#)

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Leatherwear is an Australian leather jacket brand that offers 'Made to Measure' garments to ensure customers get a perfect fit every time. With over 180 unique designs, you will surely find something you like.

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