

Like them or not, fanny packs have revitalized the accessories industry

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The fanny pack, a small bag worn around the waist with a strap, made a fashion comeback in 2018. Photo by: Sebastian Reuter/Getty Images for Platform Fashion

The fashion accessories business made a comeback in 2018 after two years of sales declines.

Accessories are secondary items people wear or carry that add to their clothing. Jewelry, purses and watches are all accessories.

Last year, the fashion accessories business celebrated a big win. One of the champions? The fanny pack — yes, really.

Total U.S. dollar sales of fashion accessories rose 4 percent in the first 10 months of 2018. This fact comes from NDP Group. It is a research company that studies how people shop.

Much of that growth was spurred by one of the world's most love-it-or-hate-it trends — the fanny pack.

Fanny Packs Get A Makeover

The fanny pack has also been called the belly bag or belt pack. It was a functional style trend from the 1980s. It's a small pouch, or bag, usually secured via a strap around the waist. The item is called a fanny pack because the pouch can be worn so it rests on a person's backside. The pouch can also be shifted so it rests on a person's hip or belly.

Many hated fanny packs. They saw the original bright-colored bags as unstylish. However, the fanny pack has gotten a makeover. It is now often referred to as a "belt bag."

In the business of fashion accessories, the fanny pack category includes "waist packs." The fanny pack category made up just 1 percent of all fashion-accessories sales. Nevertheless, the fanny pack is responsible for almost a quarter of the growth in fashion accessories.

Beth Goldstein is a fashion footwear and accessories expert with the NPD Group. She said people's behaviors are changing, so they want different accessories to help. "New lifestyle needs will make categories like luggage, backpacks and even fanny packs popular items on shopping and wish-lists during the 2018 holiday season."

If They're Good Enough For Beyoncé ...

Modern fanny packs come in various shapes and sizes. The bags have been rendered in leather and decorated with metal studs, or spikes. They are sold by numerous high-end designers like Gucci and Calvin Klein.

Other categories of accessories experienced growth in 2018, too. As Goldstein noted, backpacks and luggage sold more often. However, the NDP Group said there were some sales declines. Sales of historically popular categories such as larger tote bags and messenger bags dropped.

Celebrities like Beyoncé, A\$AP Rocky, Leonardo DiCaprio and Jimmy Kimmel have been caught buckling into the human-turned-kangaroo packs. Even fashion-forward celebrities Sarah Jessica Parker and Rihanna have been spotted wearing fanny packs. Still, the throwback tourist bag isn't just a sign of modern times.

In fact, different styles of the fanny pack have been around for about 5,000 years. They appear in some form of every culture throughout the centuries, according to fashion-focused website Racked.

Quiz

- 1 Which sentence from the article supports the conclusion that fanny packs used to be popular because they were viewed as useful accessories?
- (A) The fashion accessories business made a comeback in 2018 after two years of sales declines.
 - (B) Much of that growth was spurred by one of the world's most love-it-or-hate-it trends — the fanny pack.
 - (C) It was a functional style trend from the 1980s.
 - (D) Modern fanny packs come in various shapes and sizes.

- 2 Read the conclusion below.

Modern fanny packs are more stylish than they used to be.

Which sentence from the article provides the BEST support to the statement above?

- (A) It's a small pouch, or bag, usually secured via a strap around the waist.
 - (B) They saw the original bright-colored bags as unstylish.
 - (C) However, the fanny pack has gotten a makeover.
 - (D) In fact, different styles of the fanny pack have been around for about 5,000 years.
- 3 Read the selection from the section "Fanny Packs Get A Makeover."

The item is called a fanny pack because the pouch can be worn so it rests on a person's backside. The pouch can also be shifted so it rests on a person's hip or belly.

Which of the following words, if it replaced the word "shifted" in the second sentence of the selection, would CHANGE the meaning of that sentence?

- (A) moved
 - (B) turned
 - (C) relocated
 - (D) fastened
- 4 Read the following sentence from the section "If They're Good Enough For Beyoncé..." Then, fill in the blank.

Celebrities like Beyoncé, A\$AP Rocky, Leonardo DiCaprio and Jimmy Kimmel have been caught buckling into the human-turned-kangaroo packs.

The phrase "have been caught buckling into the human-turned-kangaroo packs" in the sentence above tells the reader that _____.

- (A) the celebrities have been observed putting fanny packs on their bodies
- (B) the celebrities have been spotted trying to put fanny packs on kangaroos
- (C) the celebrities have been shopping for fanny packs that have buckles
- (D) the celebrities have been looking for fanny packs that look like kangaroo packs