

190,000 Pairs Sold: How K-Pop Made Bermuda Shorts Korea's Summer Essential

This article highlights how Bermuda shorts have become a seasonal hit across Korea, driven by K-pop idol styling and male consumer demand. This shows how climate, celebrity influence, and retail expansion can converge to create a new exportable fashion category.

❑ Explosive Sales Numbers

- MUSINSA reported over 190,000 Bermuda shorts sold as of July 31, a 9-fold increase year-over-year with daily sales averaging 1,200 units since March.
- Cumulative transaction value rose more than 10x, establishing Bermuda shorts as the summer's key hit item across the platform.

❑ K-Pop Celebrity Influence & Design Origins

- Originating from British naval uniforms, Bermuda shorts feature wide, loose-fitting legs ideal for hot climates such as tropical and desert regions.
- K-pop idols such as IVE's Yu-jin Ahn and aespa's Winter showcased the style on social media, driving adoption among all genders.

❑ Platform-Wide Search Growth

- MUSINSA saw "denim Bermuda shorts" searches surge 120% within the platform following celebrity endorsements.
- LF Mall and SSF Shop reported major upticks: "men's shorts" searches nearly doubled, while Bermuda-specific searches jumped 60–121%.

❑ Climate & Lifestyle Shifts Drive Demand

- Samsung C&T Fashion noted longer, hotter summers and a shift toward practical, relaxed dress culture as key market drivers.
- Items like 8Seconds Terry Bermuda Shorts and Washed Denim Shorts exceeded 90% sell-through rates, demonstrating strong consumer response.

Source

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