

Your next *10 videos*, backed by what is already going viral in capsule wardrobes and try-on hauls

Prepared for **Fashion brands** · 8 Sep 2026. Every video below links to YouTube. The ten ideas at the end are the deliverable; everything before them is the evidence.

PAGE

outlierkit.com/resources/for-fashion-brands/

NICHE

Capsule wardrobes and hauls

STAGE

Landing page

BUILT WITH

OutlierKit outlier index

WHERE YOU STAND

Where fashion brands stand today

12

OUTLIER VIDEOS
ANALYSED

8 Sep 2026

PULLED FROM
OUTLIERKIT

Capsule
maths

WINNING FORMAT

Fewer
pieces,
more
outfits

POSITIONING

The fashion videos beating their averages right now are built on a piece of arithmetic: 10 items equals 43 outfits, 15 pieces make 50 outfits, 22 pieces for a whole season. The aesthetic word (cozy minimal, chic on a budget) names the audience, and the season plus year makes it current. Try-on is the format; the capsule count is the promise.

The multiples are largest on small channels: 183x on 3,200 subscribers, 8.2x on 5,490. That matters twice for a brand. These are the creators to sign while they are still affordable, and this is the title shape a brand channel can copy for its own drops.

What this means for a drop

A drop announced as new arrivals is a catalogue. The same drop presented as 12 pieces, 40 outfits, with the try-on and the sizing said out loud, is the format that is winning. Brief creators on the capsule maths, and build the brand channel's launch video the same way.

THE EVIDENCE

What is going viral in capsule wardrobes and try-on hauls right now

Outlier capsule, haul and styling videos from fashion channels of every size, pulled from OutlierKit

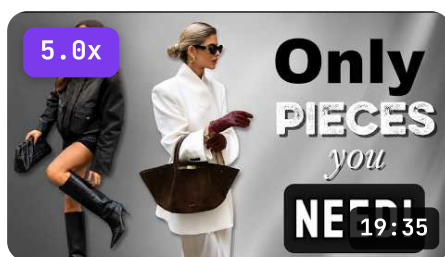
Each x is how far the video beat its own channel's normal views. The season and year in most titles mean these slots repeat: the same shape wins again every spring and autumn.



Cozy Minimal Capsule Wardrobe ft OGL I Try-on Haul & Review I Sustainable Fashion

Trisha Camille · 3.2K subs · 44.7K views · Dec 2025

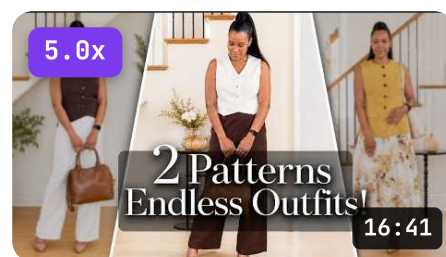
A 3,200-subscriber channel got 44,700 views on a capsule try-on haul: 183x its norm. Cozy minimal names the aesthetic, sustainable names the values.



Autumn 2026 Capsule Wardrobe I 15 Pieces 50 Outfits

That Trending Girl · 9.3K subs · 46K views

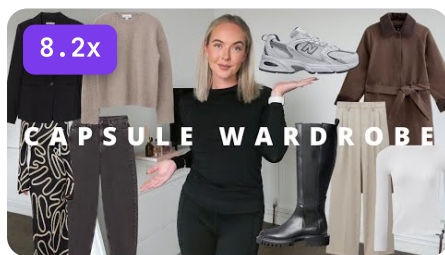
15 pieces, 50 outfits, a season and a year. 5x on 9,300 subscribers; the two numbers promise value per item.



2 Patterns, Endless Outfits I DIY Fall Capsule Wardrobe

The Doc is Haute · 4.8K subs · 8.7K views

Two patterns, endless outfits: a tiny input and a huge output. 5x on 4,830 subscribers; the DIY angle removes the price objection.



10 ITEMS = 43 OUTFITS I Capsule Wardrobe Essential Guide for Winter 2025

Jasmine McRae · 5.5K subs · 12.1K views · Oct 2025

10 items = 43 outfits, written as an equation. 8.2x on 5,490 subscribers.



Fall Capsule Wardrobe I 12 foundational pieces

Mel Mondigo · 2.5K subs · 11.8K views · Dec 2024

12 foundational pieces in under five minutes. 4.9x on 2,490 subscribers; the short definitive list ranks.



1 Outfit styled for ALL seasons I Winter, Spring, Summer & Fall

MrsCoyStyle · 1K subs · 1.9K views · Mar 2026

One outfit, four seasons. 4x on a 1,000-subscriber channel; the styling constraint is the hook.



EVERYTHING in My 74 Item CAPSULE WARDROBE {TRY ON}

Uncomplicated Spaces · 4K subs · 5 . 4K views

Everything in my 74-item capsule, try on. 2.4x on 4,010 subscribers; the full inventory is a format.



Spring Capsule Wardrobe 2026: 20 essential basics, endless outfits

Alex · 247K subs · 181 . 8K views · Apr 2026

20 essential basics plus endless outfits plus the season and year. 3.3x on 247K subscribers with 181,784 views.



25 Outfits, Carry-On Only (Spring Travel Capsule)

Style With Serena · 206K subs · 95K views · Apr 2026

25 outfits, carry-on only: a count and a constraint. 3.7x on 206K subscribers.



THE ULTIMATE FALL CAPSULE WARDROBE (just 22 pieces): Easy Outfit Combinations for...

by CHLOE WEN · 185K subs · 54 . 4K views · Oct 2025

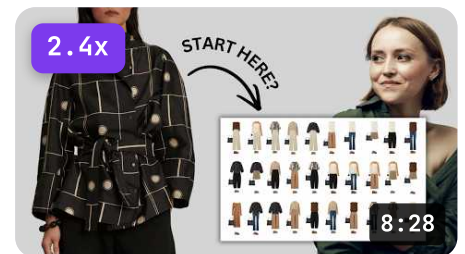
Just 22 pieces plus easy combinations. 2.6x on 185K subscribers; the low count is the promise.



Look Chic on a Budget: Huge Amazon Fashion Try On Haul (Spring 2026)

Marnie Goldberg · 343K subs · 57K views · Apr 2026

Chic on a budget plus a named retailer plus a season. 2.1x on 343K subscribers; the retailer name is the search.



Fall Capsule Wardrobe: 30 Trendy Outfits for Autumn

Daria Andronescu · 84.2K subs · 19 . 5K views · Aug 2024

30 outfits for a season, from a styling educator. 2.4x on 84K subscribers, still pulling views two years on.

The patterns behind these numbers

- **Capsule maths is the hook.** 10 items = 43 outfits, 15 pieces 50 outfits: the ratio promises value per purchase.
- **Season plus year makes it current, and repeatable.** Fall, spring, autumn 2026: the same title wins again next year.
- **Aesthetic words name the audience.** Cozy minimal, chic on a budget, sustainable: the adjective is the tribe.
- **A constraint turns a haul into a challenge.** Carry-on only, one outfit all seasons, two patterns: the limit is what gets clicked.
- **Try-on is the format that converts.** Nine of twelve are try-ons or capsule tours; the garment on a body is the proof.

Your first 10 videos

Each one built from a proven outlier pattern, in the order to film them

Ideas one to three are the seasonal capsule videos for the brand channel and for creator briefs. Four to six are constraint challenges. Seven to ten are the try-on and sizing formats that answer what buyers ask before the click.

1

[Season] 2026 capsule wardrobe: 15 pieces, 50 outfits from one drop

OPEN WITH

Fifteen pieces, fifty outfits, and I am going to build every one on camera so you can see which three pieces do most of the work.

FORMAT

Capsule build with an outfit counter

LENGTH

15 to 20 min

MODELLED ON

Autumn 2026 Capsule Wardrobe I 15 Pieces 50 Outfits did 5x on 9,300 subscribers; Spring Capsule Wardrobe 2026: 20 essential basics did 3.3x on 247K.



[Find more outliers like this on OutlierKit](#)

2

10 items = 43 outfits: the [aesthetic] capsule, tried on

OPEN WITH

Ten items, forty-three outfits, and the maths is real because I counted. Here is every combination and the two items I would buy first.

FORMAT

Try-on capsule with the equation on screen

LENGTH

12 to 18 min

MODELLED ON

10 ITEMS = 43 OUTFITS | Capsule Wardrobe Essential Guide did 8.2x on 5,490 subscribers.



[Find more outliers like this on OutlierKit](#)

3

Cozy minimal capsule try-on: [brand or collection] reviewed honestly

OPEN WITH

This is a try-on and a review, which means I will tell you what did not fit, what pilled, and what I returned.

FORMAT

Try-on haul with a verdict per piece

LENGTH

12 to 16 min



MODELLED ON

Cozy Minimal Capsule Wardrobe ft OGL I Try-on Haul & Review did 183x on 3,200 subscribers.

[Find more outliers like this on OutlierKit](#)

4

One outfit styled for all four seasons

OPEN WITH

One outfit, four seasons, no new purchases. This is how far a single set of pieces can stretch when you layer it right.

FORMAT

Styling challenge

LENGTH

8 to 12 min



MODELLED ON

1 Outfit styled for ALL seasons did 4x on 1,000 subscribers.

[Find more outliers like this on OutlierKit](#)

5

25 outfits, carry-on only: the [season] travel capsule

OPEN WITH

Everything fits in one carry-on and makes twenty-five outfits. I will pack it on camera and wear it for a week.

FORMAT

Packing plus outfit log

LENGTH

14 to 20 min



MODELLED ON

25 Outfits, Carry-On Only (Spring Travel Capsule) did 3.7x on 206K subscribers.

[Find more outliers like this on OutlierKit](#)

6

2 patterns, endless outfits: the DIY [season] capsule

OPEN WITH

Two sewing patterns, one season of outfits, and the cost per piece at the end. This is the capsule for people who make their own.

FORMAT

DIY capsule build

LENGTH

15 to 20 min



MODELLED ON

2 Patterns, Endless Outfits I DIY Fall Capsule Wardrobe did 5x on 4,830 subscribers.

[Find more outliers like this on OutlierKit](#)

7

The 12 foundational pieces of a [season] wardrobe (under 5 minutes)

OPEN WITH

Twelve pieces, one each, no filler. If you own these, everything else is optional. Under five minutes.

FORMAT

Short definitive list

LENGTH

4 to 6 min



MODELLED ON

Fall Capsule Wardrobe | 12 foundational pieces did 4.9x on 2,490 subscribers at 4:36.

[Find more outliers like this on OutlierKit](#)

8

Look chic on a budget: huge [retailer] try-on haul ([season] 2026)

OPEN WITH

Everything in this haul is under a set price and I tried all of it. Here is what is worth it and what to skip, with sizing for each.

FORMAT

Budget try-on haul, retailer named

LENGTH

18 to 24 min



MODELLED ON

Look Chic on a Budget: Huge Amazon Fashion Try On Haul did 2.1x on 343K subscribers.

[Find more outliers like this on OutlierKit](#)

9

Everything in my 74-item capsule wardrobe (full try-on)

OPEN WITH

This is the whole wardrobe, every item, tried on, with how often I actually wear each one. It is longer than usual because it is complete.

FORMAT

Full inventory try-on

LENGTH

25 to 30 min



MODELLED ON

EVERYTHING in My 74 Item CAPSULE WARDROBE {TRY ON} did 2.4x on 4,010 subscribers.

[Find more outliers like this on OutlierKit](#)

10

The ultimate [season] capsule: just 22 pieces and the easy combinations

OPEN WITH

Twenty-two pieces and the combinations are easy on purpose, so you can get dressed in a minute. Here is the list and the outfit grid.

FORMAT

Capsule list plus outfit grid

LENGTH

10 to 14 min



MODELLED ON

THE ULTIMATE FALL CAPSULE WARDROBE (just 22 pieces) did 2.6x on 185K subscribers.

[Find more outliers like this on OutlierKit](#)

How to sequence this

Time ideas one to three to the season, four to six weeks before the drop, so the capsule videos are ranking when the stock lands. Use the same three briefs for the creators you sign, with the capsule maths and the sizing callouts in the brief. Ideas four to six are challenge formats for the weeks between drops. Seven to ten are the try-on and inventory formats that answer sizing and fit before the purchase; pull the comment questions from the outliers above and answer them on camera. Cut a Short from every video: one outfit, one count, one verdict.

KEEP GOING

What to do next

Get this report for your own channel

This report is built for fashion brands as a group. The channel version starts from your own uploads: your median views, the videos that beat it, and ten ideas that reuse footage and knowledge you already have. OutlierKit runs the same outlier search for any channel or niche, any time, and the free trial includes enough credits to do it.

[Open OutlierKit](#)[Start the free trial, no card needed](#)

Live channel analyses worth studying

Four public channel breakdowns on outlierkit.com that fashion brands learn from: every upload ranked against the channel's own median, the titles that broke out, and the estimated revenue. They update as the channels post.

Chantsy [Chantal Sarkisian]

Midsize Fashion & Beauty Reviews **2.9K subs · 4.8K avg views**

Alix Earle

Aspirational Lifestyle & Celebrity Access Vlogs **359.0K subs · 91.9K avg views**

James Charles

Beauty & Lifestyle Entertainment **23.8M subs · 6.7M avg views**

Katie Fang

Aspirational Lifestyle & Beauty Vlogging **429.0K subs · 318.2K avg views**

Ask Claude for the next ten

Paste this into Claude with the [OutlierKit MCP connector](#) attached (outliers_search, channels_get, videos_comments).

We are a [fashion or beauty] brand selling [category, e.g. mid-price workwear] to [customer]. Use OutlierKit to find videos from the last 60 days about [aesthetic or garment keyword] with an outlier score above 5. Group them by format (haul, try-on, lookbook, styling) and tell me which format and keyword are rising on channels under 100K subscribers. Then rank the top 10 channels by average views as a share of subscribers and pull the comments on the top 3 videos, grouping the questions into fit, sizing, price and where to buy.

How to read the numbers. Every “x” is that video's views divided by its own channel's typical views, so a 10x video did ten times better than that channel normally does. Small channels are included on purpose: they show which topics pull viewers who have never heard of the creator.

Built with the OutlierKit outlier index. Run your own niche scan any time at outlierkit.com. Questions: hello@outlierkit.com.