

FROM MODEST, TO SEXY, TO OVER THE TOP: SLEEPWEAR

THROUGHOUT THE DECADES

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LETTER TO THE READER

The imminent trends for Spring/Summer 2024 will deliver a powerful reinforcement to fashion. The vitality of change within colors, fabrics, fit, design and style will pressure one to adjust internal energies. In today's fashion civilization, trends develop through economic, political, environmental or social differences. The path can be incalculable and accelerated, but the results are certain. Spring/Summer 2024 looks will be one essential lead to new vibrancy, solemn and elegance. Jewel tones vibrant enough to make one feel a part of the kings and queens and monochromatic brown schemes to deflect solace and warmth are to be forecasted. Think of the quench on a hot summer day with deep into nature shades such as ocean blues and whites frosty as a cup of chipped ice. Envision whispers whites and greige to reflect sustainability and balance between one and nature. Imagine wearing an oversized sleepwear T-shirt made out of a supple and creamy-luscious silk. Or a nightgown, fitting sleek and sexy to the body; bedazzled in crystals even people in mars can see it? The spirit of youthfulness, innovation and comfort with the universe is what will shape the Spring/Summer 2024 shift. Let's undergo the outlook of the year...

CONSUMER PROFILE

Sleepwear has been around for years, changing its style in each decade. Sleepwear targeted different demographic groups influenced by economy, politics, social movements and social status. Demographic characteristics include age, gender, ethnicity, marital status, occupation and income. Although sleepwear is worn by both men and women, it is more popular for women to purchase sleepwear. The target market consists of females between the ages 18 to 26 and are college students. One's income is around \$25,000. The consumer group are experiencers and achievers because experiencers have self expression motivation and achievers are committed to their families (Vals, 2021). Through the generations demographics, behavioral and psychographics have fluctuated due to many social and economical factors.

The behavioristic factors of a consumer zooms in on their reactions to variables in everyday life and ones normal consumption patterns to products. Part of our intended consumers are “spontaneous” (Vals, 2021) and contribute to the FIFO method in fashion adoption (Vals, 2021). FIFO stands for First In and First Out; meaning one is an early trend adopter and also fast enough to move on before the majority or late trend adopters. One is also self assured enough to try new things, but feels everything is at one's disposal. The consumer's view on sleepwear is comfortability in their home after a long day. It makes the sleeping environment more peaceful and soothing. New pajamas are bought frequently not only to keep up with the trends but to maintain the cozy and snug feeling while getting ready to lay down in bed.

The psychographics of a consumer refers to the qualitative features of a person such as beliefs, habits, one's interest and how they live their day to day lives. Our typical consumer feels that friendships are “extremely important” (Vals, 2021), loves to stay active everyday, and keeps

updated on the current fashion trends. One also believes that having wealth equates to having power over another and it is prudent to stay on a consistent schedule everyday. Whether it is a morning run before work, a coffee break every 2-3 hours, or dinner at 7:30pm on the dot, the schedule must remain interchangeable.

SLEEP WITH ME IN THE 17TH CENTURY

What is sleepwear? The term sleepwear derived from Persia, Southern Iran. One may now use the term pajamas however, it was formerly known as “paejama” (Talarico, 2016). In the 17th century, sleepwear was worn by both men and women because there was not a classified sleepwear style for each gender (Gabbana, 2021). Men and women wore a simple white, long, shirt dress that hemmed down at the ankles (figure 1). The oversize fit also had “wide sleeves” (Radice, 2019) for extra breathing room in the armpit area. Aside from the traditional shirt dress, sleepwear also came in “loose trousers” (Radice, 2019) which was a matching shirt and bottoms set (figure 2). Both night dresses and trouser sets were made out of “woven cotton” (Paredi, 2017) which is super soft and breathable for a good night's rest.



FIGURE 1



FIGURE 2

Following the 17th century sleepwear fashion, was the Victorian Era. The Victorian Era started in the years of “1820 to 1914” (Steinbach, 2019); named after Queen Victoria’s reign. During this time period, the government was stable, the economy was growing and expanding, and had control over other empires. With control, came wealth. Sleepwear began to develop new trends within color, style, and fabrics because wealth provided more luxury. Switching from the standard white, fresh colors such as light magenta’s, soft yellows and pinks, and earth toned colors (Victorian Era, 2020) were incorporated into sleepwear. Cotton fabrics were still an option for sleepwear, but the economy could now afford more precious textures such as silks, light taffetas, and satins (figure 3). The typical sleepwear sets had more pizzazz featuring “bows and ruffles” (Bogomolny, 2020) around the neckline and “frills” (Bogomolny, 2020) at the ends of sleeves (figure 4). The trend throughout the 17th century and the Victorian Era remained conservative without being extremely boring visually.

**FIGURE 3****FIGURE 4**

The Progressive Era started in the early 1900’s after Queen Victoria’s reign was over. This was a period in which women began to rebel against conformity. Women fought to acquire

the “right to vote” (Augustyn, 2020) and have a larger presence in society. Women were exhausted of remaining under the stature of a man and feeling as if the only place they belonged in society was in the kitchen. The new behaviors in the community also led to new trends in sleepwear. The non-traditional approach to sleepwear was slowly fading away and what one wore to bed was now casual enough to be seen wearing in public. *This change in trend on the pendulum swing can be described as short and narrow. The slight swing in sleepwear trends conveys a social-friendly appeal without removing too much conservativeness from the Victorian Era trend period.*

By the early 1900’s, sleepwear shifted away from the conservative look to a more casual style by reforming fabrics, silhouettes, and color. Style embellishments such as “lace and bows” (Lace, 2016) were added to the plain jane sleepwear silhouettes. Still set free and long, adornment on the yolk, center front of garment, and sleeves were incorporated with beading, pin tucks, embroidery and ruffles. With all new alterations featuring, sleepwear could now pass on polish and excellence. Sleepwear in the 1900’s adopted the same trends with color and fabrics from the late 1800’s because that was as innovative as it could get for fashion. This sudden change stunned the Victorian conservatives since it implied that sleepwear could be viewed by outsiders. Eventually, individuals came around to the refreshed plans and the style kept on advancing throughout the late 19th century and into the early 20th century.

By the 1920’s, women gained voting rights in America, and the economy soared with financial gain. More businesses were opening, employment was on the rise, and governmental investments were thriving at an accelerated rate. Henceforth, the entertainment and fashion industries could bear steep costs for extravagance. Extravagance meaning new fabrics, colors and sleepwear trends. People of the society were going out more and enjoying the new societal

trends. New dance rages, for example, the "Charleston" (Discover, 2015), and a developing interest in jazz music came about and society loved it. *This change in trend on the pendulum swing can be described as long and wide. From the early 1900's to the 1920's the extreme swing conveys a change from conservativeness in sleepwear to a more sexier and outgoing approach.*

The 1920's was the decade of the Flapper Girls. A Flapper Girl is a youthful American lady whose attire shouted innovation. The fit Flapper Girls brought to society were "looser-fitting" (Interexchange, 2020) articles of clothing while hemlines got shorter and shorter. The usual conservative length for sleepwear, became extremely immodest at a knee cap level. Fabrics such as cottons, silks, and shantung were incorporated into ladies' nightwear to give a sexier appeal for fashion at home. These fabric textures were the embodiment of lavishness and comfort, which made it a pleasurable idea for sleepwear. Additionally, sleepwear produced using satin and silks looked exceptionally smooth and dazzling (Smart, 2020). By the early 1920's, furs became extremely popular in fashion. If one owned an ensemble with fur appliques, the garment was to be considered a "prized possession" (Dancer, 2013). Appliques such as fur trims, ribbons, and tassels were applied around the cuffs of sleeves (figure 5) and at the hemlines of the nightwear dresses. Being that sleepwear is for at home hours, saturated tones were not necessary. Most colors applied were pastels shadings like very dulled pinks and blues. One may say that women of the 1920's actually picked gentler, creamier shadings for sleepwear. Creamier meaning tans, beiges, soft greens, and other soft tones.

**FIGURE 5****FIGURE 6**

The Great Depression took place in the year of “1929 to 1939” (SAHO,2019). America classified The Great Depression as the worst “economic turndown” (History, 2018) known to man! During this time period, civilization suffered from a drought of money, unemployment rates were through the roof, and society was beneath just being poor. Without wealth and question if one may have a shelter or food, the idea of luxury and sexiness was out the window! Silks, satins and furs took a long bus ride to the back of the closet! *This time period in fashion could be considered a long wave phenomenon due to a drastic and long change in trend because of an economic recession. Fashion trends shifted from sexy and casual to modest and inexpensive. Fabric was scarce therefore, one had to make due with what was available and recycle parts of sleepwear from previous fashion trends.*



FIGURE 7

During the 1930s, sleepwear consisted of pajamas, nightgowns and robes. Pajamas became popular around 1927 when an article called, “The Pajama Arrives”, was published by Harper Bazaar. “An entirely new type of costume has recently joined the wardrobe of the smart woman” (Bazaar, 1927). This was the golden age of Hollywood where sleepwear was highly influenced by their movies (Reddy, 2019). Pajamas were being made for an abundance of activities and worn for many occasions. The beach pajamas were made for sleeping or walking on the beach and they were wide legged and dressy. The garment had styles that tied in the back and consisted of wide shoulders. Some thought that the looks of beach pajamas were borrowed from sailors and farmers. Eventually the sailor and farmer look became the style for the pajamas, some coming with the trouser buttons on them, and others looking like bib overalls.

The fabrics used in this decade were terry cloth, cotton, knit rayon, crepe, linen, and around 1938 to 1939 silk pajamas and nightgowns were made along with embroidery garments (Greenwood, 2017). The use of color changed frequently in the 1930s. Colors like pastel pink, sky blue, and other soft spring/summer colors were used during those seasons. During the

fall/winter, skin tone colors like brown and tan were used, along with the popular fall colors of navy blue and burgundy (Vintage Dancer, 2017).

Once the Great Depression took hold, saving money was prioritized and people had to adjust. Shortly after, World War II started in 1939 into the mid 1940s, and fashion came to a halt. The majority of the population wore uniforms, men and women. Clothing was in short supply and people had to use old clothes to create them into modern looks (Barrow, 2013). Nightgowns became shorter, and straps became skinnier. Due to the rationing of materials used to create different garments, things became simple and classic. Everything went to war effort and fabrics like nylon and wool were rationed because the military needed it (Agarwal, 2017). The 1940s was the definition of a political *zeitgeist* where World War II influenced fashion tremendously. The war affected everything, fighting the war was more important than anything else. Even after the war was over, designs were still very simple and things were pretty much plain.



FIGURE 8

Pajamas in the 1940s were known for having a less feminine look. The pajamas were two piece sets with wide legged bottoms, button up shirt, with a collar and long or short sleeves. In the winter, quilted pajamas were popular along with any garment made out of a thick cotton. There were different styles of pajamas during this decade. Some were halter top, v-neck or scoop neck pajama sets, all mostly made out of rayon satin or cotton. The nightgowns were cut

differently during this period. It had a more bias cut where the curves of the body showed a bit more. It was fitted but also had some movement at the end of the gown. These gowns came long or short and some with skinny straps. Relaxing colors like white and peach were used a lot. Opposite from the satin bias cut nightgowns, cotton nightgowns were more popular. It showed comfort and warmth. Bed jackets were a part of the sleepwear in the 1940s. It was a cropped jacket worn for warmth or a beauty routine.

Finally coming out of the Great Depression and World War II, Styles became more accessible after the war was over and having the latest trends wasn't as exclusive as it used to be for the rich (Leaper, 2017). Even the material Nylon was more popular than ever being scarred in the late 1930s and early 1940s. This decade was known as the “good times” because of how much the economy was booming. It marked the biggest economic boom in US history. Fashion was geared towards portraying how one should look, prioritizing elegance and formality (Reddy, 2019). *This was a long and wide pendulum swing.*

**FIGURE 9**

In the 1950s new materials were introduced to sleep and lounge wear collections, rayon was popular. Rayon was used to manufacture “frilly nightgowns, slips, half slips, and baby doll-nighties” During the 1950s, some of the most popular trends were the babydoll nightie and the flannel pajamas/ nightgowns. The babydoll nightie became popular due to a movie called Babydoll (1956) and Carroll Baker was the lead actress. The set was short hemmed and consisted of synthetic fibers (Schwartz, 2016). Many loved the babydoll two piece set. It was an outfit for the summer. It is usually a sleeveless set, going across both of the shoulders with ruffles. The two piece soft and cozy pajamas were more popular as they came with a belt to go around the waist or a regular pajama shirt. This sleepwear was common to wear all year around. The patterns used during this time are fun and wild like Polka dots, stripes, floral etc. The colors were more of a repeat from the previous decade, so it was a lot of pastel colors like pink. Then colors changed to coral, dark green etc. Both natural and synthetic fibers were used to make garments. It would be mixed together to create better fabric. Flannel was used mostly for the winter time but it was less attractive than the babydoll nighties. It did not show any shape at all, it was reflected by the gowns made during the Victorian era.

As fashion started to evolve more and more after post-war, the late 60s was known as the hippie era. Crazy and wild styles were being worn and this is the decade known to break many fashion traditions. Bright colors were used and outfits kept getting shorter. ***This is a long and wide pendulum swing.*** During this era, John F. Kennedy was elected as president and the US *economy* was doing well. Kennedy promised Americans across the board budget cuts, and with the money released from taxation would create new jobs and salaries, promoting economic growth (Perry, 2013). As the economy boomed, drug use was at an all time high, and the space race began in the mid- 60s. But the early years of the 1960s of fashion reflected the First Lady

Jacqueline Kennedy. Pastel colors were very popular and elegance was shown (Johnson, 2011). Loungewear started to gain more popularity reflecting the look of a nightgown and an everyday dress.

Brianna P.



Robes, Sears Catalog Fall 1963



Lounge shifts, Sears Catalog Spring 1965

FIGURE 10

In the 1960s lounge wear designs closely reflected trends from the past, but incorporated more youthful and colorful designs. At the time, in 1963 robes were still around in trend but the length got shorter as fashion evolved. Robes were produced out of cotton/rayon blends and robes with a fluffy pile were made from orlon acrylic. During this era Sears manufactured “lounge shifts” which were dresses made to wear all day and all night. The shift dresses were available in

cotton seersucker, sateen, pique, and Avril rayon. At the time it started to become easier and normal for women to dress in shorter lounge wear. These were two popular designs worn by women in the 1960s as fashions evolved and the hem line was taken up (Lee, 2018).

During this era there was an influence in pop & op art at the time, that *influenced the shift* in trend by incorporating geometric prints and designs using vibrant colors. This art was introduced by famous artists Andy Warhol (Pop art) and Victor Vasarely (op art). Furthermore, as the decade progressed troops tripled and the hippie movement began, in hopes to promote peace and the end of war (Triplette, 2020). In addition, the LGBTQ movement led to gender binding styles and a feeling of self determination. These historical events and introductions of art influenced fashion by providing more freedom for women to look and feel more comfortable through the shift dress shown on the right side of (Figure 10).



FIGURE 11**FIGURE 12**

As the 70s rolled in with a continuation of the late 60s hippie style, the era emphasized on vibrant colors and patterns. In the seventies, we start to see women wearing silk evening gowns and pajama sets designed with wide leg pants. At this time it was acceptable for women to wear pants to any occasion and use them as loungewear. The clothing was designed to be loose and flowy to resemble the hippie style in fashion (Reddy, 2020). Furthermore, due to women's rights being passed, women feel they are more in control of decisions. They feel they can wear bold colors, loose fitting clothing and still be sexy. During this era there's an immersion of hippie styles that derive from the 60s! The men and women are feeling free after many social movements and feeling comfortable in their own skin. Womens rights are being exercised and the LGBTQ movement is a huge imprint on fashion culture at the time. At this point in history, women and men exercised sexual freedom. The seventies was definitely everything but boring, because there was so much freedom to take into account.

The 1980's was a rebellious time. There was a change in economics and social divisions. The emergence of shopping malls started to open up that offered the same clothing in catalogs at a discounted rate. The economy suffered from a great depression. Interest rates rose, many banks were filing for bankruptcy. There was a new rule and restriction on the use of Brominated tris. Certain sleepwear contained harmful chemicals that affected consumers' bodies and urine with one night of wear. Researchers observed that the harmful chemicals could cause changes in DNA. The chemical is banned in the United States and ceased by the EPA under new rules. President Ronald Regan signed a bill that allowed some manufacturers to sue for lost profits if applicable (Cordner, 2016). At this time in history the fall of the Berlin Wall was taking place.

During the 80s the long nightgown and one piece sleepwear sets became more popular styles of the era. Satin, silk and cotton-polyester blends were popular fabrics used to manufacture the nightgowns at the time. Women were able to be comfortable and feel elegant even to bed through these fashions. The nightgowns were made to fit tightly at the top but ballooned under the bust as seen in the figure (Monet, 2020). Flannel Pajamas and nightgowns were trending. Nightgowns had high scooped necklines. Flannel nightgowns had decorative trimming at the top of the bodice and just below the chest. The sleeving had elastic cuffs with decorative trimming. Sales in sleepwear skyrocketed, and there was a decrease in sales for nightgowns. The first designs consisted of gowns and pants. The sleepwear top was made from various quality-colored materials. Most of the tops had buttons down the center. There was a decorative design that showed on the hem of the sleeve and leg. Later, ribbon waist became popular and bishop sleeves (Radice, 2019). Movies and technology heavily influenced the 1980s. Influencers were stars like Madonna and Princess Diana. Popular shows were Dynasty, it was all about star status.

The emergence of Hip Hop heavily influenced fashion and trends. Consumers wanted to look cool and hip instead of elegant and classy. There was a shift in silhouettes and bright colors were in demand. Hemlines were lengthier due to the slow economy. Clothing became more loose fitting because consumers were going for a more grunge look. Fashion was heavily influenced by music artists and artist wardrobe. At this time the Soviet Union fell apart. Some long-time leaders were overthrown within their positions of power. New alliances were formed. Sleepwear was more simple but sexy. Hemlines were shorter, women were showing more skin. Silks and chiffons were still used, but not as much. Consumers spent less on items so cheaper and light weight fabrics were used.

Amber A. & Myaani C.

Furthermore, during the 90s, prints became a style/look you could not live without. The trends being broadcasted throughout media entertainment caused a shift in society and everyone wanted to dress as their favorite music group or actor/actress. Some inspirations of the time were Fresh Prince of Bel-Air, TLC, Immature, B2K, and many other reputable stars of the 90's. These fashion innovators brought about bright neon colors, the one pant leg up and the other down, the one sided hanging overalls and tilted kangol hats. However, with sleepwear, the trend kept its spunk and relevance of the 90's by adding images from famous cartoons shown on television. If one could not get printed sleepwear, one may have gotten a pajama set that had mitch matching colors, but still managed to have a color balance. By the 1990's sleepwear fabrications were mostly cotton due to cotton being the naturalist form of fabric to print on. Not saying that silk, nylon, and rayon was not a sleepwear option, however, civilization was trying to keep up with remaining cool, not overly sexy like the 1920's. The 90's was known as the "Get Fresh" year because that is when society dressed to fit in, dressed to stand out, and flashiness was the wave for all of the teens up until possibly mid 40's. Movie productions for instance, the film sequel, "House Party", was a movie about teens who had sporadic pajama parties. After the movie caught heat, everyone wanted to own the same sleepwear as the cast on television. It was a true sleepwear hollywood moment!

Jiovanna G.

WILL YOU SLEEP WITH ME LATER?

SPRING/SUMMER 2024 FORECAST

MY SOLACE IS AUDACIOUS

Evolving from the basic pure white shade, many tones have been adopted throughout sleepwear trends. Within the past few years, pastel shades (powder blues, babydoll pinks, apple greens), iridescents, whites and minimal ombres have been spotted for color trends. Prints such as polka dots (figure 13), animal, and geometric patterns (figure 14) have been merged into sleepwear trends as well. These prints added spunk and innovation as opposed to sleepwear trends in the 17th century; basic and conservative. By 2024 of spring/summer, one predicts a massive shift in color trends. For starters, Jewel tones ranked in the top three projections. The Jewel tones consisted of purples and redefined magentas. Another highly favored tone was Warm Neutrals. Warm Neutrals embraced ranges of khaki browns, camel tones shades, even as dark as a hot cup of coffee on a chilly morning. These Warm Neutrals were forecasted in monochromatic sequences to define a lust for alleviation. Environmentally related tones such as blues deep enough to reflect water and ice, tropical greens to represent the rawness of nature, and whisper whites/greige to deflect sustainability were projected as well. Lastly, let a soothing breath of crisp air cover your aura with tinted greys to bestow a peaceful bliss (Happi, 2020). These colors are supposed to revitalize energies with boldness, be one with nature, provide a mental escape for the consumer while giving a luxurious feel, and make one feel drenched with comfort (Fashion Snoops, 2021). *The movement within color trends is in relation to a Trickle Across Theory. A Trickle Across Theory is when fashion moves on a socioeconomic plainfield with intense speed (King, 1963). The shift in color trend was due to society's reaction to current economical factors such as the Covid-19 pandemic. Millions of Americans had to find comfort with being at home 24/7 and finding their inner power to deal with the circumstances of the pandemic.*

This invigorating feeling is not trickled down from one class to another because no matter the class, one felt the same impact of the economic disaster and the effect spread at the same speed.



Figure 13 (left) Figure 14 (right)



SLEEPING SPORTY

With a year of being in the pandemic, consumers invested more in sleepwear than outside everyday clothing. The fancy lace and beautiful silk skyrocketed due to COVID. Desmond & Dempsey is a company that sells pajama sets around the price of \$150 dollars and they have made a 400 percent growth in sales (Scott, 2021). The fancy pajamas that one would see in movies are the ones consumers are buying. Even though the pandemic played a part in the sleepwear industry growing, it's not expected to stop anytime soon.

2024 consists of one of the world's biggest events, the Olympics. It will be taking place in Paris, France, one of the world's fashion capitals. The Olympics gives opportunities for fashion labels to design certain uniforms and garments for the team (Jakarta,2016). The sleepwear for the Spring/Summer of 2024 consists of sleeping attire that has a sporty look to it. Jersey oversized nightshirts, two piece pajama short sets, with V necks to create a bit of femininity, and pajama shirts with different teams on them. *The impulse of the sporty Olympic look will trickle down moving from the elite class, then the adjacent class and so forth (Simmel, 1904). Famous brands collaborate with countries to create fashion looks for the Olympics athletes and there will be a combination of luxury design with athleisure. This luxury and sporty look will start from the upper class as the top designers and fashion labels create products that represent different countries and teams.*



LUCIOUS SILKS

Through the evolution of history we have seen how man made and natural fibers have revolutionized fashion. Fabrics have made a huge impact on our global footprint and make up the world's second largest form of pollution (Charpail, 2017) . In the sleepwear industry, 100% cotton fabrics will always remain a primary option for most sleepwear apparel. Cotton fabric is light, airy and gives breathing room for a perfect night's rest. However, other marvelous fabrics have been created with advanced technology that can serve the same purpose and make one feel ten times more glamorous. Recently, textiles such as jacquard, silk satin blends, mesh, and burnout (velvets) have been incorporated into sleepwear trends. Furthermore, ribbed fabrics, lace trims and organic sustainability will be incorporated in this upcoming forecast of loungewear (team, 2021). Forecasting for Spring/Summer 2024 fabric trends, projections such as comfort, ration, high acuity visuals and technical textiles are to be revealed. There will be an increase in knits and wovens to reflect the comfort of being at home during the pandemic. Lightweight textures such as mesh and lightweight cottons that are good for absorption were projected as well. "High tenacity fabrics" (ISPO, 2020) such as foam, silicone and rubber will be used to represent relentlessness as a behavior not only in fabrics, but consumer spirit and metallic silk lame's with crystalized feather trim to intensify the purity of one's energy. Many companies are investing in extensive research and eco- friendly collections. Through the integration of streetwear and the pandemic, brands have adapted to the new era. They have resurrected and created fabrics that are breathable, lightweight, naturally comfortable and most importantly sustainable (Carrera, Turra 2021). As the years progress, we will see a shift in the technology of fabrics being used and help the environment. In fact the loungewear/ sleepwear market is

forecasted to accelerate at almost 9% and increase revenue by \$19.5 billion by 2024 (team, 2021).

A. Alicea



SEE MY FUTURE NOT ONLY IN DREAMS, BUT IN MY PJ'S

Design is created to show how the garment will look and function before it's made. The design for pajamas can best be described as two piece pajama sets, nightgowns, robes and sportswear. Since the pandemic designs have been shifting more towards innovation, function and most of all comfort. The Spring/Summer 2024 forecast predicts more double layered wing shaped collars with a ribbon sashet. Rolled sleeves at the end of long sleeve sets with decorative buttons were also projected. A technique to elude vibrancy of shimmer and glisten was by applying triple layers of metallic fabrics to reflect a futuristic design within sleepwear gowns. Crystals at the bust area of babydoll gowns were also incorporated in a few design projections for Spring/Summer 2024 sleepwear. Furthermore, due to the sleep and loungewear divisions bringing in a lot of profit. There are many brands that are starting to design sleepwear. In addition, we see a shift in the design being more practical, to be worn all day and night. ***We see a trickle across distribution of design in sleepwear due to high end and low end brands designing looks ranging in quality and price.*** Pajamas are designed to keep you warm, comfortable and help you sleep better. They are designed with a lot of thought using soft to touch fabrics that will mold to the skin well (KLIEST, 2020). Furthermore, designers are looking to

produce matching head scarves, sleeping masks and slippers to maximize consumer spending.



Amber A.

HUGS ME LIKE IT LOVES ME

Many consumers have turned their nightwear into daywear. Current sleepwear trends consist of loose-fitting garments. These fits give the feeling of true comfort and allows the consumer to dress for day or night events. Covid -19 cases have decreased significantly due to vaccine doses. Fifty percent of New Yorkers are vaccinated which means all bans have been lifted off businesses. Masks are optional and public gatherings can be held with hundred percent capacity. Sleepwear fits for Fall 2024 will complement the fabric, silhouette, and style options that will emerge. There will be an endless variety of styles to choose from. Certain designs will be clingy which will show off that sexy hourglass figure. Social media has heavily impacted how fashion is influenced. *Sleepwear has trickled up from zoom meetings to high fashion runways.* Sleepwear will evolve from box-like silhouettes to close-fitting. The fit of garments will also be heavily influenced by the Olympics. Consumers in Paris rarely wear shorts. Shorts are only seen on consumers who go out for a day of fun in the sun. Some styles will include blouses and dresses that will be hard- wearing. Low cuts will be all the rave for athleisure wear and a good night's rest. Some examples of this seductive eye-catching look were seen on celebrities like Solange Knowles and Caroline Daur (L. Aeoshun, 2021). Sleepwear has moved along the spectrum from formal wear to flirty and fashionable. Consumers seem to feel more confident when the fit of the garment targets a certain area (T. Donaldson, 2020). The trickle down effect pertains to the downward flow of how cotton looks on one's body. Many designs were somewhat similar, which means consumers have an adoption approach.



CONCLUSION

If you want to be ahead of the game and be the first to hop on the newest upcoming trends of 2024 for luxurious yet comfortable sleepwear, follow this list...

1. Look for jewel tones, consisting of purples, and warm colors.
2. Sporty look with a touch of luxury added in.
3. Silk satin blends with mesh or lace.
4. Low cut athleisure.
5. True comfort fits yet close-fitting.

These trends will come together in two to three years, mixing luxury and athleisure wear due to the upcoming event of the Olympic Games. This *zeitgeist* of this world event will have a major influence on the fashion industry.

BIOGRAPHY

AMBER ALICEA WAS BORN IN QUEENS, NEW YORK AND GREW UP IN THE DOMINICAN REPUBLIC. SHE NOW RESIDES IN NEW YORK CITY, WHERE SHE CATERES TO HER BUSY, FASHION FILLED LIFE. SHE LOVES STYLING, SHOPPING AND BEING CREATIVE. SHE LOVES MAKING JEWELRY, TAKING PICTURES AND CREATING CONTENT FOR HER FOLLOWERS ON INSTAGRAM. THROUGH HIGH SCHOOL AMBER WAS A BORN LEADER AND SHOWED TRUE PASSION IN HER LOVE FOR FASHION. SHE ATTENDED THE HIGH SCHOOL OF FASHION INDUSTRIES, WHERE SHE FOCUSED ON WINDOW DISPLAY MARKETING; PUTTING HER AHEAD IN LIFE. SHE WAS ALSO CROWNED JUNIOR CLASS PRESIDENT, THIS TITLE DEFINITELY SET HER ASIDE FROM ANY REGULAR STUDENT. MY DEDICATION AND STRIVE TO MAKE OUR SENIOR YEAR WAS RESPECTED! SHE LANDED PARTNERSHIPS WITH ADIDAS AND A SUMMER INTERNSHIP AT BARNEYS CORPORATE. SHE IS CURRENTLY PURSUING HER BACHELOR'S DEGREE IN BUSINESS AND TECHNOLOGY OF FASHION AT THE NEW YORK CITY COLLEGE OF TECHNOLOGY. AFTER HER DEGREE SHE HOPES TO USE HER KNOWLEDGE TO GET A JOB IN THE FASHION INDUSTRY.

BRIANNA PIRES IS A 21 YEAR OLD FEMALE THAT HAS BEEN LIVING IN BROOKLYN NEW YORK FOR ALL HER LIFE. THROUGHOUT HER YEARS GROWING UP, EACH SCHOOL SHE ATTENDED WAS FOR ART AND DESIGN UP UNTIL COLLEGE. SHE ATTENDED COLLEGE OF STATEN ISLAND FOR TWO YEARS UNTIL SHE REALIZED THAT SHE DID NOT BELONG THERE. BRIANNA HAS HAD A STRONG FASHION FOR PASSION SINCE YOUNG AND SHE REALIZED TRANSFERRING TO CITY TECH WAS THE BEST OPTION FOR WHAT HER HEART DESIRED. CURRENTLY SHE IS WORKING ON CREATING HER OWN CLOTHING BRAND WHILE LEARNING HOW TO SEW AND CREATE DIFFERENT GARMENTS. BRIANNA IS DEDICATED AND DETERMINED TO GET WHERE SHE WANTS TO BE, AND THAT IS THE FASHION INDUSTRY. BRIANNA HAS CONTRIBUTED TO THE CONSUMER PROFILE, PAST TRENDS STARTING FROM THE 1930S TO THE 1950S, THE FORECASTING OF STYLE ALONG WITH THE SKETCHES FOR STYLES AND DESIGN, ALSO THE CONCLUSION .

GIOVANNA GORDON IS AN UP AND COMING FASHION DESIGNER WHO RESIDES IN NEW YORK CITY. HER DESIGN CAREER TOOK OFF AT THE AGE OF 13 AND GREW WHEN SHE WAS

ACCEPTED TO HIGH SCHOOL OF FASHION INDUSTRIES. WITHIN THAT TIME FRAME, SHE GREW TO UNDERSTAND THE IMPORTANCE OF HER FUTURE AND THE REWARD FOR WORKING HARD TO GET TO WHERE YOU NEED TO BE IN LIFE. GIOVANNA HAS PARTICIPATED IN BROOKLYN FASHION WEEK OF 2015, GRADUATED WITH HER CTE IN FASHION DESIGN, AND WAS RUNNER UP FOR THE GOLDEN NEEDLE AWARD IN 2017. GIOVANNA CURRENTLY ATTENDS NEW YORK CITY COLLEGE OF TECHNOLOGY AND IS MAJORING IN BUSINESS AND TECHNOLOGY OF FASHION DESIGN. UPON GRADUATION, HER GOALS ARE TO OPEN HER OWN CLOTHING BOUTIQUE, FURTHER DEVELOP HER DESIGN CAREER, BUILD A BRAND NAME FOR HERSELF AND WORK ON FAMILY ASPIRATIONS.

MYAANI COLAR IS A FASHION DESIGNER AND MERCHANDISER WHO GRADUATED FROM NEW YORK CITY COLLEGE OF TECHNOLOGY WITH A BACCALAUREATE DEGREE IN BUSINESS AND TECHNOLOGY OF FASHION. MYAANI HAS CONTRIBUTED TO EDITING THE FIRST TWO PAGES OF THE PAPER. MYAANI HAS ALSO HELPED WITH SKETCH WORK AND COLORING.



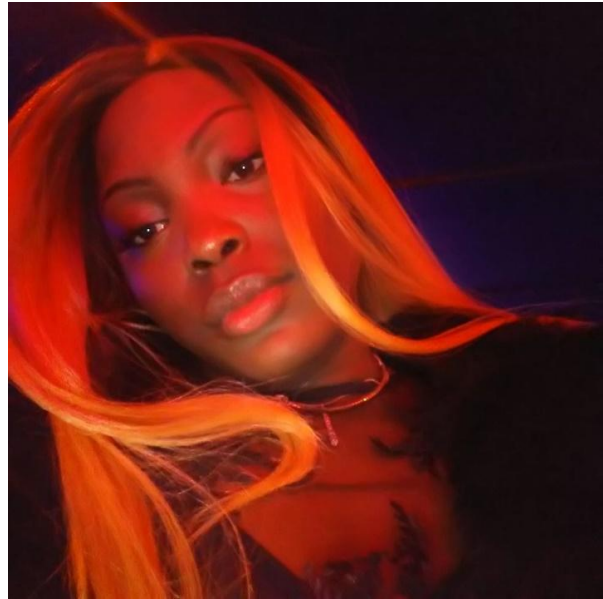
AMBER ALICEA



BRIANNA PIRES



GIOVANNA GORDON



MYAANI COLAR

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APPENDIX A

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