**BUF 3310 CONTEMPORARY DESIGNERS IN LUXURY MARKETS**

**The New York City College of Technology**

**Professor Jackson**

Assignment #2

**What is ‘Cool Hunting’?**

Cool hunting is a marketing technique created in the late 90’s and early 2000’s that could also be known as trend spotting. Professional marketers made predictions and observations and followed all of the new trends that were considered to be cool. These trends involved street fashion which has been considered to be trendy for decades now.

**Retail Landscape**

What are THREE popular trends emerged during the early 2000’s? Provide trend, brands that sold such trend, and demographics of the consumer?

TREND 1:

Yoga Pants were a popular trend in the early 2000’s. Popular brands that sold Yoga pants were Victoria’s Secret and Pink. These Yoga Pants were not just used for exercise and athleisure wear but they actually became normalized to wear regularly. Many celebrities were photographed in yoga pants and they became extremely popular across the country. Demographics for the consumer were young females of any class between the ages of 18-24.

TREND 2:

Low-rise flared jeans were another popular trend in the early 2000’s. Almost every brand that sold jeans sold this style and cut. It was all people wore and were extremely popular. Some brands that sold these jeans were Levi’s, Baby Phat, Rockawear, etc.. This is a trend that is making a comeback now, in 2020. Celebrities and social media influencers are shown wearing them mostly. They are often seen now on the streets and many brands have been making and selling again. Demographics for the consumer were women of ages 18-24.

TREND3:

Juicy Couture track suits were very popular in the early 2000’s. They were made by Juicy Couture but many other brands sold similar ones for a fraction of the price. Celebrities wore them and millions of young females followed. For instance, some very influential celebrities were Kim Kardashian and Paris Hilton who were photographed in Juicy Couture tracksuits numerous times. Females of the middle and upper class between the ages of 16 and older wore the tracksuits as a statement. Many owned numerous of colors and wore them beyond athleisure wear.

Consumer Shopping Theory:

Explain how the impact of consumer shopping choices led the once classic brand, Christian Dior, to modernize their fashion house.

Consumers are very important because without them a brand simply cannot survive. Brands feed off of what is in style and trending and what their consumers want and will purchase. However, sometimes high end designer brands do not often change their look and style as a brand in order to stick to the classic image they have always had. Today, fashion moves extremely fast and what we wear today is very different than what was worn decades ago. Consumer shopping led Christian Dior to modernize their fashion house and the brand really benefited from it. Their consumers shopping habits told Dior what they are into, what they are wanting and what to offer. Being that trends are meant to be followed, most of the time a consumer of Dior is a consumer of many other similar high end designers and they all want and look for the same thing. Within the last couple of years Dior has made a huge comeback.