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Adriana Castillo is 21 years old. She was born in the Dominican Republic. She came to the United States in 2010 with her family looking for a better life and future.

Adriana had a hard time during middle school and high school because she could not communicate in English.

However, she was motivated to be successful and she enrolled in as many extracurricular activities as possible in high school, including Junior Varsity (JV) and Varsity Volleyball. She also became part of the National Honor Society, which gave her the opportunity to graduate with Honors and a 3.5 GPA.

Adriana has always loved fashion and creativity. She is currently studying business and technology of fashion at New York City College of Technology and she is in her Senior year. She looks forward to receiving a Bachelor's Degree and becoming a visual merchandiser.

Adriana is a hardworking girl. Her first job was at a shoe store as a sales associate. There, she learned to interact with customers, meet their needs, and helped them when they needed help. After a year, she became a key holder and had to take additional responsibilities similar to those held by the management such as opening and closing the store, dealing with customer complaints and doing the store's window displays. Although it was her first job, Adriana gained a great amount of experience which will be useful and important in her career.



Dear Reader,

I am very excited for you to read my proposed trend forecast. Everything started when my trend forecaster professor assigned my class to forecast a trend for 2021. At first, I had no idea how to come up with a trend because it was my first time doing so. The first step I took was to go online, do some research, and finally come up with a trend. I have always been a creative and innovative person so after I knew what I had to do, coming up and forecasting a trend was a piece of cake! So what I am forecasting is high waisted jeans for 2021. Based on different articles, high waisted jeans are always in a women's closet, which means going out of style for them anytime soon, seems pretty impossible, right? I also read in different sources that every year or every other year, high waisted jeans comes stronger than ever with a new feature or innovation. That is where my innovativeness kicked in (yes, it really did) and I thought about forecasting adjustable high waisted jeans. I think it is safe to forecast this jean because many women, including me, love high waisted jeans but struggles every day to find one that adjusts to our waists. I hope you look forward to this trend and I really hope to see this trend anytime soon because it is something that you and I need as soon as possible. Thank you for taking your valuable time to read my writing.

Best,

Adriana Castillo



Consumer Profile

Demography

My target market is women with age ranging from 19 to 35 years old. They have high school and some college education and a small percentage are college graduates. Most work outdoors, hospitality, and office jobs earning from 20,000 to 60,000. All races are targeted, but mostly Latinas, African Americans, and Caribbeans (as seen in Figure 1) living in urban cities of the United States such as New York, Miami, Los Angeles. They are single or in a relationship, but not married, with one or no kids. They have a curvy body. They like looking and feeling sexy.





Figure 1. *Spring Into Denim*, by Black Vibes, 2016

Psychography

Since they have a curvy body, these like going to the gym to tone and keep their body in shape. In their free time, they like going to nightclubs (Figure 2), hang out with friends and attend family parties events. They are happy and joyful women that love to dance, socialize and enjoy the moment. Also, they are very active in social media and some are or wants to be influencers. They love going shopping in malls (Figure 3), local clothing stores and online. At the time of purchasing something, they first look at the price, and then at the style. They are stylish and like to they keep up with trends. Because they are price-conscious, they buy affordable trendy clothes at fast fashion stores such as Fashion Nova, Forever21, and H&M. They use breathable, comfortable and tight clothes that mold their curves such as shorts, bodycon dresses, tanks, jeans, especially high waisted skinny jeans.



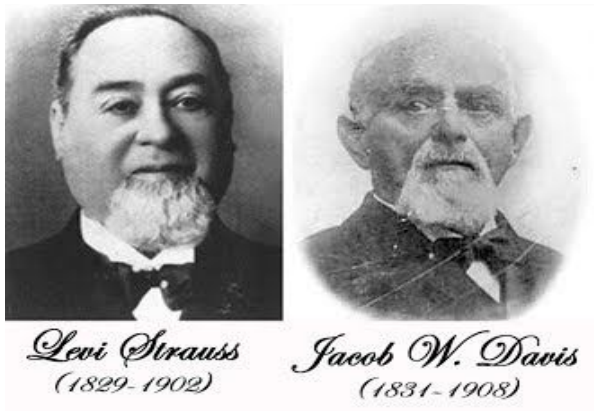
Figure 2. *Top Clubbing stock videos and Footage* by IStockphoto. 2019



Figure 3. *16739 Shopping Girls Graphic* by Freepik company. 2019



History of Jeans



The history of how the first pair of jeans was created is pretty interesting. Jeans were invented in 1873 by Jacob Davis and Levis Strauss (“History of Jeans”, 2019). Levis Strauss came to New York in 1851 from Germany (“History of Jeans”, 2019). He started

working in Figure 3. *Jacob Davis and Levi Strauss* by his brother’s dry good store but after a while, he Chiara. 2011 moved to San Francisco to establish his own dry good business (“History of Jeans”, 2019). There he met one of his customers Jacob W. Davis, who made functionals items (“History of Jeans”, 2019). One day Jacob received an order to create a pair of pants that could withstand rough working conditions and made all body movements at work possible (“History of Jeans”, 2019). Jacob decided to add copper rivets to make it stronger and invited Levis to help him and ended up being his partner at a jeans factory that they both opened (“History of Jeans”, 2019). He also added “metal rivets to the pockets and button fly of denim trousers, to make them more durable (Montanez, 2019)”



Jeans were made for working men, specifically for miners and other laborers (Wright, 2015). Later on, they became symbols of disobedience and then fashion items (“History of Jeans”, 2019). They are made of a material called denim. Levis chose this fabric to make the jeans last long (“History of Jeans”, 2019). Men’s and women’s jeans were pretty different at the time. The jeans for men had the zipper down the front while the jeans for women had the zipper at the left side (History of Jeans", 2019). Despite their differences, both jeans were designed to fit loosely (“History of Jeans”, 2019).

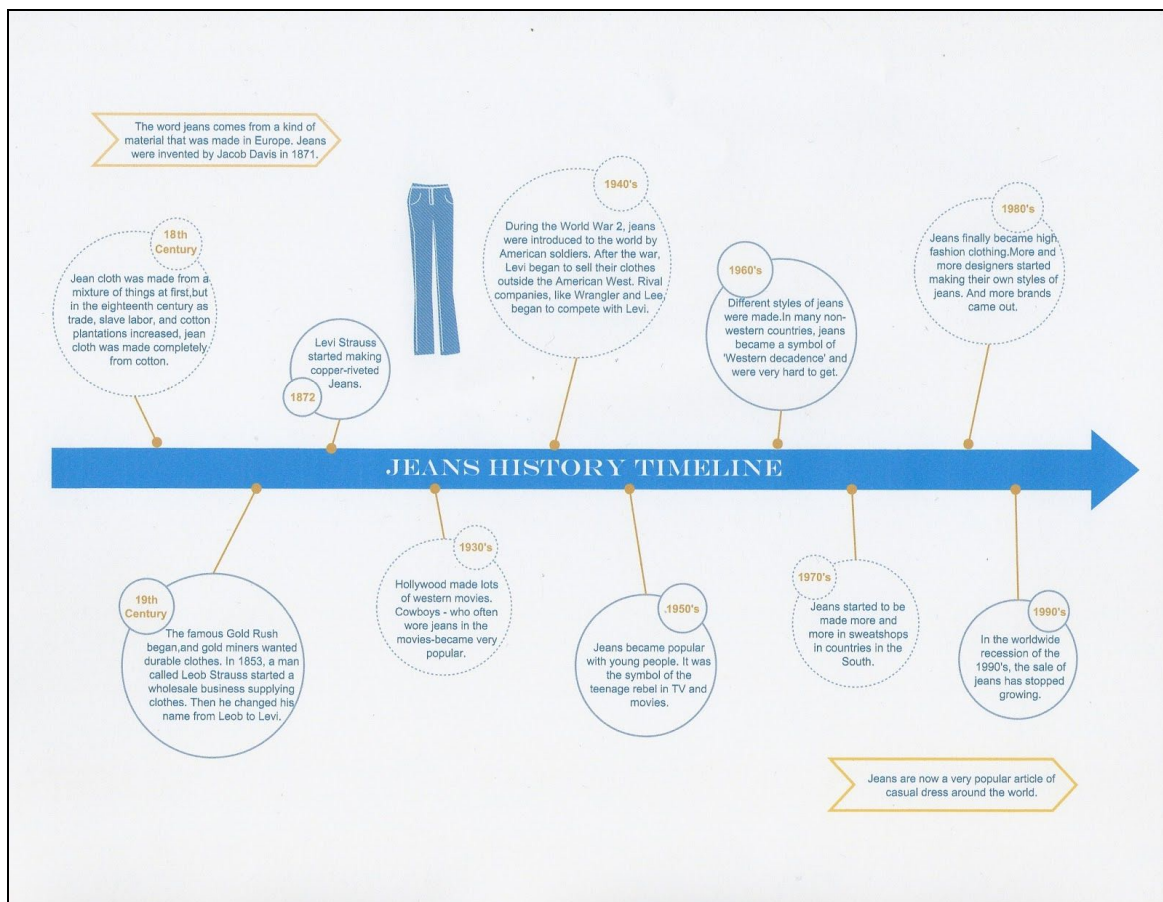


Figure 4. Jeans History Timeline by EG Edraw. 2014-2019



Jeans History Timeline

1870's

In 1873, blue jeans were created. Levi Strauss and Jacob Davis received a U.S patent for an "Improvement in Fastening Pocket-Openings (Levi History.)."

1890's

Jeans were created in brown duck and blue denim fabric, but in 1890 a new creation of denim called 501 style appeared in the market (Krueger, 2019). This "helped the latter fabric take off (Krueger, 2019)." In this year, Strauss and Levis's patent ended, which gave other manufacturers reproduce the style (Krueger, 2019). In 1895, OshKosh B'Gosh entered the market and started reproducing jeans.

1920's

In order to reinforce the jeans and identify them as Levi's, Strauss added a double arch of orange stitching in 1922 (Krueger, 2019). In this same year, Strauss also added belt loops (Krueger, 2019).



1930's

In the 1930s, Vogue gave the jeans the seal of approval by calling them “Western Chic” (Krueger, 2019). In 1934, Levi Strauss & Co. introduced the first pair of blue jeans for women (Levi History). The magazine featured its first fashion model in denim (Montanez, 2019). Many people believed this was a fashion statement for women. In 1936, Levis Strauss made another adjustment to the jeans. He added his signature red flag to back pocket of jeans (Montanez, 2019). Jeans became the first piece of clothing to have a designer label outside the garment.

1950's

In the 1950s, jeans became “associated with rebellious, anti-establishment youth”(Krueger, 2019). They were considered a fashion symbol for the counterculture and some high school even banned them because it was “too provocative” (Krueger, 2019). Well-known people including Marlon Brando and James Dean helped “popularised the image of the denim-clad teen idol with huge sex appeal” (Krueger, 2019). In 1954, zippers replaced the button fly in some styles (Krueger, 2019).

1960's

Anti- protestors wore jeans to show support for the working class and at the same time, women wore them to demonstrate gender equity (Krueger, 2019). American culture started embracing the casual blue jean and people thought it was very groovy to personalize them. At the time, “embroidery, bright colors, stone washing, rhinestones, and patches” were just some of



the hip jeans that were very trendy. (Montanez, 2019). Some of the cuts that also became popular were bell-bottom flares and low-rise hip huggers (Montanez, 2019). Double denim made its first appearance (Montanez, 2019). In 1965, a boutique in New York East Village called Limbo, washed a pair of jeans to make them look used and worn out, which soon became a hit (History of Jeans, 2019). The popularity of jeans grew so much, that the company had to set up offices and factories throughout Europe and Asia (Levi History.).

1970's

In this decade, jeans came to symbolize a “fresh, wholesome, all-American sexuality and it was embodied by Farrah Fawcett (Montanez, 2019).” in 1976, Calvin Klein became the first designer to show blue jeans on the runway (Krueger, 2019). Three years later, Gloria Vanderbilt introduced her designer denim jeans in the market (Krueger, 2019).

1980's

The styles that became the most desired by people were acid wash, ripped jeans and stone wash, along with the new skinnier leg cuts (Montanez, 2019). Women were the only ones in jeans advertising in the previous years. However, in this decade men started to up more in jeans advertising and got in on the trend (Montanez, 2019). In this decade, jeans were considered a seductive potential. This is thanks to Claudia Schiffer's sultry ads for Guess and Calvin Klein's provocative campaign. Calvin Klein's ad “You want to know what comes between me and my Calvins?” shocked audiences as a Fifteen Years old supermodel Brooke Shields posed in a sexual way and (Krueger, 2019).



1990's

In the 1990s, many important brands entered the jean market including Versace, Dior, and Dolce & Gabbana (Krueger, 2019). In this decade, baggy jeans came into style. This was considered hip hop styles. Hipsters and intellectuals preferred dark denim as “a way to get to the style’s roots (Krueger, 2019).” They became more slouchy and casual. A type of gabby jeans called “the carpenter” was also very trendy at the time.

2000's

In the early 2000s, Time magazine “names Levi’s 501s the ‘Fashion Item of the 20th Century’(Hackett, 2014).” Britney Spears and Justin Timberlake appeared at a red carpet of American Music Award dressed in denim. Jeans became trendy once again (Hackett, 2014). In 2003, Levi launched the signature “Levi Strauss & Co. “giving value-oriented consumers access to products from a company with a heritage of high-quality jeanswear” (Levi History). In 2013, Levi opened an innovation lab to design ideation and prototyping and in 2015 he launched a screened chemistry program (Levi History). This program became very important because it examines “the health and environmental impacts of chemicals to identify safer alternatives and areas for innovation”(Levi History). In that same year, Levi launched a new collection for women which include additional stretch (Levi History).

High Waisted Jeans



High waisted jeans first came into style in the 1940s by Levi's. These jeans were specifically made for women working in factories and land (“A brief history”, 2018). They were made for women to move freely in their place of work and to be able to “retain their modesty” when they needed to bend down (“A brief history”, 2018).

This jeans rapidly became a trend by the 1950s because women started using them not only for work but also in a fashionable way (“A brief history”, 2018). One of the many factors that contributed to this trend was that high waisted jeans outlined women's curves and body shape, no matter their sizes (“A brief history”, 2018). Marilyn Monroe was one of the many famous and important women of the Pinterest time to wear these jeans (Figure 5) (“A brief history”, 2018).

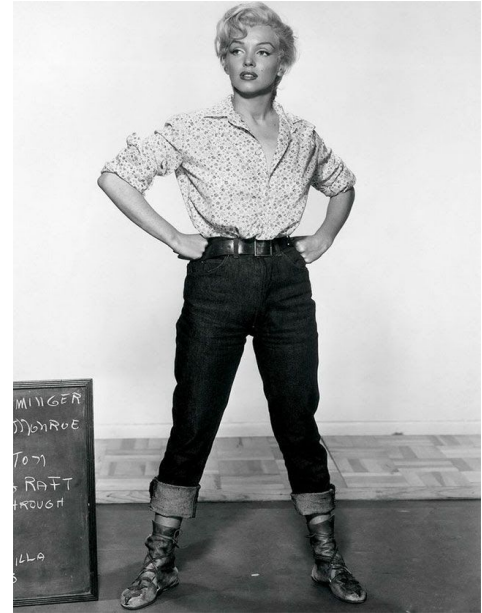


Figure 5. 14 Photos of Marilyn of Monroe Wearing Denim by



In the 1970s, the bell bottom jeans (Figure 6), which is a type of high waisted jeans, became an iconic item of fashion and were used by both women and men (“A brief history”, 2018). Those jeans were so popular that many people would put more panels of fabric to them to make them look wider from the knees down (“A brief history”, 2018).

In the 1980s, high waisted jeans were worn more than ever since



more washes and styles were introduced to people (“A brief history”,

2018). Not only that, “The brand Guess produced a huge marketing

Figure 6. “*Dark Blue* campaign in the '80s and everyone wanted a pair (“A brief history”,
Pockets” by Cichic. 2018 2018).” This made high waisted jeans more popular and more
demanded by everyone, especially women.

In the early 2000s, a new type of high waisted jeans in the market called “mom jeans”
because only moms liked them. However, in 2009 a new, modern high waisted skinny jeans were
introduced to the people. Jessica Simpson was one of the many public figures to wear them
(Keirans, 2014). She became a fashion leader. At that time, for people, wearing those jeans was
“like an unforgivable sin” (Keirans, 2014). That is because these jeans were really tight and
enhanced every part of the body as it is. This is what fashion specialists call trend initiators. As
of today, those jeans are highly accepted and adopted by the majority of women and has hit the
mass market. Also, anyone can find the regular “mom jeans” in many stores such as Urban
Outfitters and ASOS (Keirans, 2014).

Trend Report

High waisted jeans have never gone out of style since its introduction in 1940s. Although
in many years, the popularity and sale of these jeans might have decreased,
high waisted jeans are always introduced one more time with a new design,
fabric, type, or even with new improvement. We have seen this throughout





the years as they have been in the market for many years in different looks such as vintage style, then bell bottoms, then mom jeans, skinny jeans, etc.

In the last decade, the ideal body of a woman have changed tremendously after social media including Facebook and Instagram were introduced in our society. Women have had the urge to dress sexy and feel attractive not only to get likes and obtain followers, but also to feel good about their body and themselves. This have created an increase in demands for high waisted jeans because it is the ideal trouser to show their curves. Women wear these high waisted jeans for many occasions such as parties, friend hangouts, semi-formal situations and even weddings. They litterary have not limit. According to Munro, “The reason women are gravitating towards a higher rise is that they emphasize the smallest part of the waist and work to flatten your midsection. There is just something oddly satisfying about zipping up a pair of jeans over your tummy-no muffin top, no jiggle, no nothing (Munro, 2017).” This proves that high waisted jeans (figure 7) makes women feel sexy and attractive.

Figure 7. “*Ripped Knee Super*” by Soho Girl. 2019.

Although many women consider these jeans as perfect, many have struggled to find a good pair of high waisted jeans that fits or adjust to their waist. Although many brands and stores have designed high waisted jeans with different waist sizes in order to fit a variety of women with different sizes and therefore “prevent” the gap in the bag (Figure 8), it gets loose after using it



NO MORE JEANS GAP!
easy waistband fix
FOR CURVY GALS



autumn



a couple of times or even after washing them. JeansMania Jeans are being introduced in the market to solve this annoying issue for many women.

These jeans will have a thin elastic and a bottom that will be connected in order to adjust the jeans to the waist size (Figure 9). The adjustable part of these



Figure 8. “How to fix” by Autumn. jeans will be similar to the kids adjustable jeans. However, the elastic and bottom will be

2019 thinner in order to be unnoticeable but at the same

time it will be durable, meaning that it will not break easily. Figure 9. “How to add”

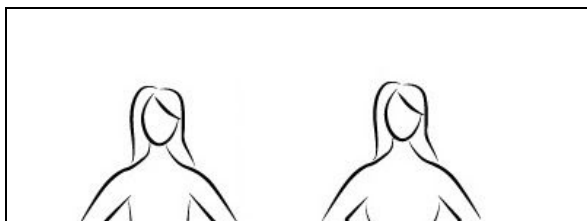
by

Kundhi. 2009

Many fashion forecasts are saying that “we’re in the midst of a paradigm shift in women’s trousers (Bain, 2018)”. According to them, a new pant shape will soon become popular.

Although they have not given much details or information about it due to competition, they say that skinny, “High-waisted, it’s slightly “A” in frame...(Bain, 2018).” This pretty much means that a new type of high rise skinny jeans will make its appearance anytime soon.

According to another article, for the 2021 season, designers are trying to recall the old styles jeans, especially the skinny jeans (Nina, 2018). The article states that thick cuff are gonna be trendy in 2021 (Nina, 2018). The cuff can reach “unimaginable height” even reaching to the knees (Nina, 2018). According to the article, “The spring-summer season 2021 has no claim to





the width of the jeans and the waist height, but the shapes must necessarily be highlighted!

(Nina, 2018).” In other words, the high waisted jeans must be able to highlight a women’s shape and must definitely stand out. This will be done with patterns that highlight the waist and tighten the hip area (Nina, 2018).

Many factors may affect this trend in the future. For example, the ideal body of women changes from curvy shape to slim shape (Figure 10. “*Curvy Girls Rule*” I Love Jeans. 2011

10). This would affect tremendously this trend because women would not have the urge to wear high waisted jeans in order to show their body. Demands for high waisted jeans will decrease.

Another factor that may affect this trend is decrease in use of social media. As stated previously, many women wear high waisted jeans in order to look sexy and obtain likes and followers in social media. However, if women are not as active as before, they may not have the need to wear tight clothing to call for attention.



Color Palette



Powder Blue

Clear sky

Cobalt blue

Shaded blue

Sapphire



Jeans Description





JeansMania jeans are inspired by the 1950's capris. Capri pants fit like a type of pants called "the cigarette pants." Capri pants, also known as cropped pants capris "ended at mid-calf with a slit on each side (Debbie, 2019)." JeansMania jeans will be very similar to the capri pants in a jeans and modern version. They will also be crop ultra high skinny jeans and will be mid-calf. These jeans will be made of 100% cotton with a soft texture but very durable.

"Sexy Lady"

Sexy lady is the name given to the "powder blue" jeans. It is called sexy because it will make women feel sexy as it has a cut out in each side of the jeans below the waistband. The light blue wash jeans will have a button in front, which will not be used because the jeans will have a vertical zipper in the back. This pair of jeans will have a rectangular patch with a diagonal opening front pocket. There will be a cut out at the bottom with a button at the end. It will not have any back pocket.

Figure 11.

"Women

1950"

by Debbie. 2019

"Capri Mania"

Capri Mania is the name given to the "cobalt blue" jeans. It is called Capri mania because its design is very similar to the traditional Capri jeans. The medium blue wash jeans will have a stitched rounded front pocket. It will have buttons right below the stitch part of the pocket. This pair of jeans will be cuffed at the bottom and it will also have buttons. It will have a small coin front pocket. The jeans will have a traditional back pocket with buttons.



“Lovely Distress”

Lovely distress is the name given to the “shaded blue jeans. It is called lovely distress because it is ripped, which makes them distressed. The medium blue wash jeans will have a large diagonal front pocket. It will have one small and one big zipper right above the front pocket. The jeans will be cuffed and it will have a small zipper in the cuffed part of the jeans. It will have a zippered back pocket.

“Sweet Night”

Sweet Night is the name given to the “sapphire” jeans. It is called sweet night because of its black bluish color. The dark blue jeans will have a diagonal front pocket with a triangle piece of fabric falling to make it look as if it was folded. It will have zippered pockets right below the diagonal front pocket. The jeans will be cuffed and they will have a zipper above the pocket. The jeans will have a traditional back pocket with a triangle piece of fabric just as the front pocket.



“Sexy Lady”



Swatch

100% cotton

Color

Light wash blue





“Modern Pastel”



Fabric

100% cotton

Color

Light wash blue





“Capri Mania”



Fabric

100% cotton

Color

Medium wash blue





“Lovely Distress”

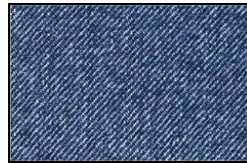


Fabric

100% cotton

Color

Medium wash blue





“Sweet Night”

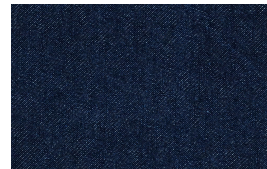


Fabric

100% cotton

Color

Dark wash blue





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