

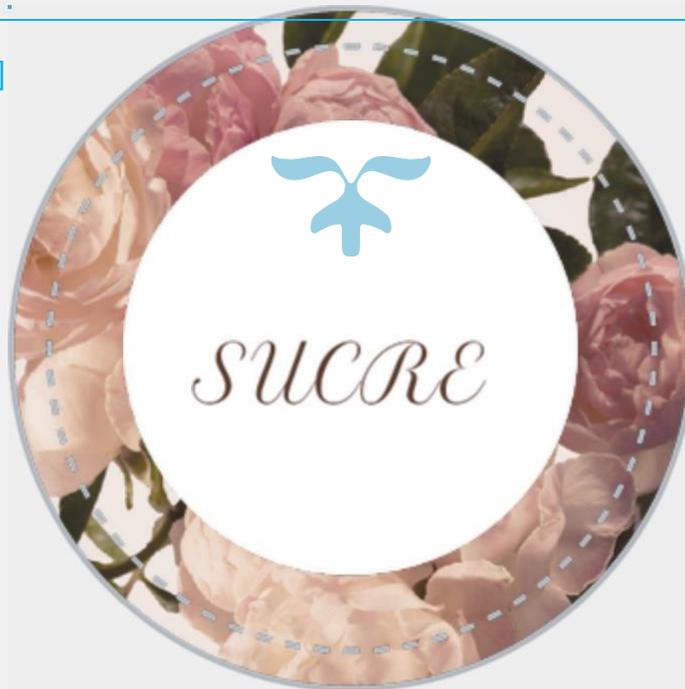


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# SUCRE FASHIONS

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AFIYA CHARLES CUNNINGHAM  
DR. WOODS  
TREND AND SOCIAL MEDIA

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## ABOUT THE AUTHOR

Born in Queens New York, Afiya Charles-Cunningham was studied Fashion at New York City

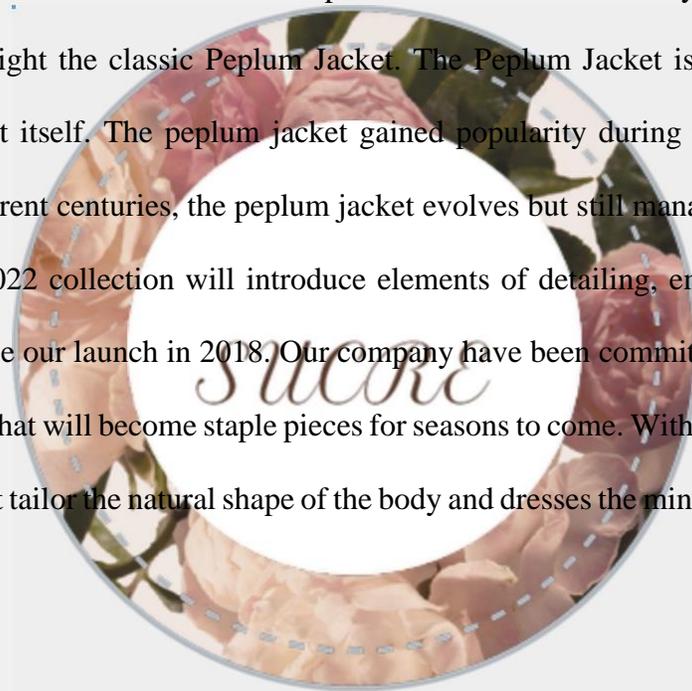


College of Technology. Her passion for fashion grew from her interest in Textiles and design. As a hobby, she would create and design jackets for friends and family members and it eventually turned into a passion as she began to gain neighborhood recognition for her bold prints and creative designs. Her earlier designs combined handprinted designs, cut outs and colorful palettes. After graduating college and

spending four years as a technical designer for Kate Spade, Afiya decided to return to her childhood passion of designing women's jackets. This passion for fabrication and design eventually led to her creation of her own line of women jackets in 2018. It has since become an iconic contemporary brand of ready-to-wear women's jackets. Her brand Sucre can be described as trendy and creative with a bold touch of classic femininity. Headquartered in Soho NYC, Afiya plans to expand her fashion company across the United States as well as internationally. During the forecasting of Spring 2022 collections, many Americans and the rest of the world experienced the impact of the COVID-19 virus. This virus impacted the world economically, socially and physically. As a result, businesses experienced shutdowns and halt in business as the country was not able to interact in social spaces and distancing rules were put in place. Lavish fashions understood the need to produce resources domestically and sustainably as customers needed to know their best interest was in place. The spring 2020 collection will reflect just that. Focusing on sustainability, natural resources for our customers to understand we create quality products for a quality experience helping the planet in the process.

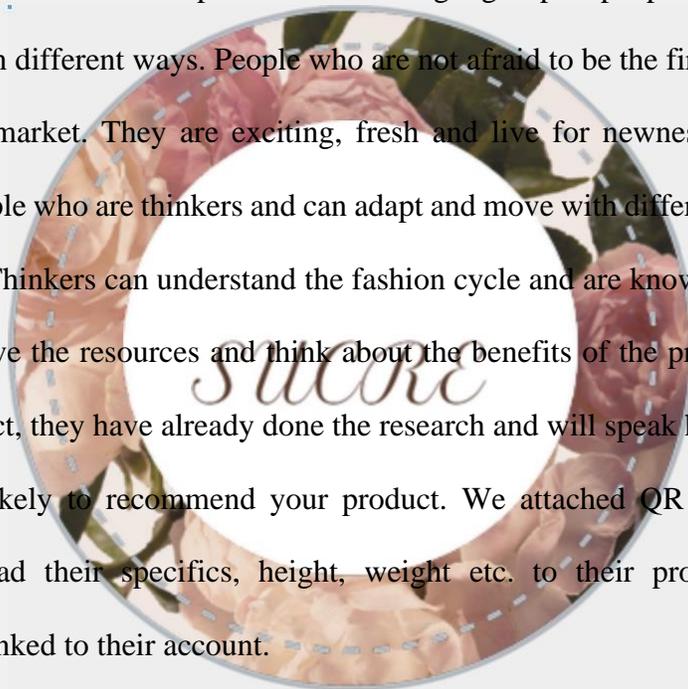
## LETTER TO THE READER

All Style Matters! It really does. Fashion is one of the best forms of expression. When you put our clothes on, you want to feel confident, beautiful and expressive. You do not have to be a risk taker to enjoy fashion. No matter your personal style, you can always find something that compliments your style. This is what we want Sucre to mean to you and your closet. Every outfit needs a little bit of a statement, Sucre is here to make that happen. Sucre spring 2022 collection is a combination of neutral color palettes accented with bold printed undertones. The key feature for the 2022 collection will highlight the classic Peplum Jacket. The Peplum Jacket is a timeless piece that continues to reinvent itself. The peplum jacket gained popularity during the mid-20th century. Throughout the different centuries, the peplum jacket evolves but still manages to keep its classic touch. The spring 2022 collection will introduce elements of detailing, embroidery and screen-printed designs. Since our launch in 2018, Our company have been committed to creating quality fashionable designs that will become staple pieces for seasons to come. With our customer in mind, we create clothes that tailor the natural shape of the body and dresses the mind to exude confidence.

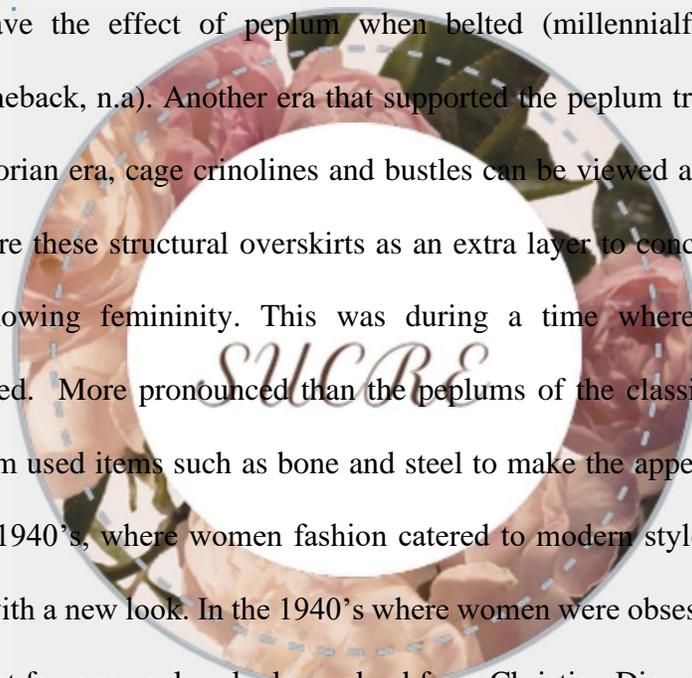


## CUSTOMER PROFILE

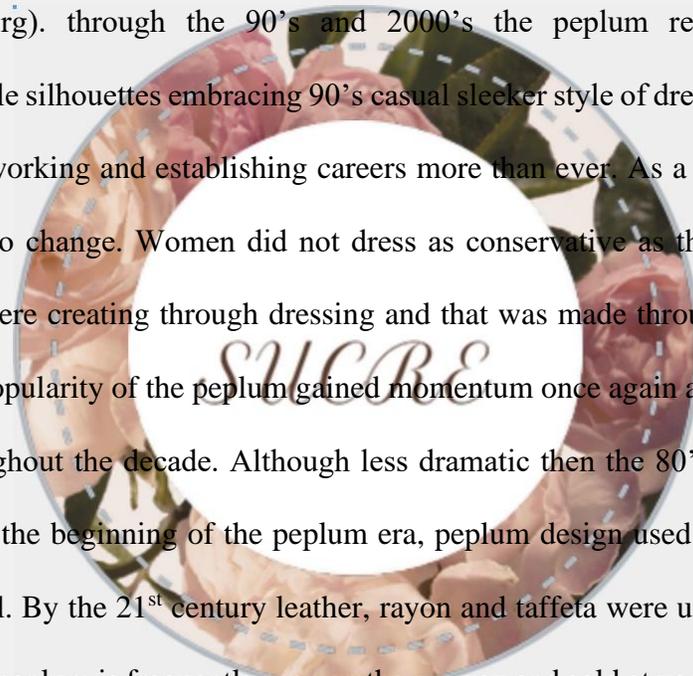
As fashion changes periodically, so does our style. We want the consumers who buy and wear Sucre to feel that we are keeping them in mind. This includes lifestyle, personality, style everything that makes them unique. Just as we understand fashion is ever changing, it is also a cycle that is continuously recycled. You want pieces that can last through that cycle and not a fad or trend but classic enough to stay relevant through every reinvention. Our customer profile consists of experiencers and thinkers. We attempt to relate to a target group of people who love and want to express themselves in different ways. People who are not afraid to be the first to try new products as it steps into the market. They are exciting, fresh and live for newness. We also want our consumers to be people who are thinkers and can adapt and move with different social and cultural changes in fashion. Thinkers can understand the fashion cycle and are knowledgeable about what is trending. They have the resources and think about the benefits of the product. When thinkers purchase your product, they have already done the research and will speak highly of your product therefore they are likely to recommend your product. We attached QR code to our label so customers can upload their specifics, height, weight etc. to their profile linking personal suggestions can be linked to their account.



The Peplum jacket has been an iconic piece in women's fashion dating back centuries. Throughout history, this trend has continuously evolved taking inspiration from every genre its preceded yet still able to reinvent itself. Peplum is described as an overskirt attached to a skirt, top, jacket or dress with emphasis on the hips and waist. While peplum transformed in the early 1900's, early traces of the peplum can be seen in Grecian gowns. The peplum or in Greek, peplos, is defined as a draped fabric tunic that was fastened at the waist with pins, brooches or rope giving the fabric more shape or fit. (ancient, 2012). an overskirt created by a chifton which was a large fabric pinned at the shoulders gave the effect of peplum when belted (millennialflux.com the peplum: femininity's big comeback, n.a). Another era that supported the peplum trend was the Victorian era. During the Victorian era, cage crinolines and bustles can be viewed as an inspiration of the peplum. Women wore these structural overskirts as an extra layer to conceal their natural body parts while still showing femininity. This was during a time where women were more conservatively dressed. More pronounced than the peplums of the classical era, the Victorian version of the peplum used items such as bone and steel to make the appearance of the peplum. Fast forward to the 1940's, where women fashion catered to modern style but still modest, the peplum reemerged with a new look. In the 1940's where women were obsessed with pin curls and heels, one of the most famous peplum looks evolved from Christian Dior. Christian Dior created the famous Bar Suit of 1947. Labeled as the "New Look", the suit was a two -piece suit that featured a beige blazer padded at the hips and tailored in the waist to add volume over the ankle length flared pleated skirt. The New Look swept up the 1940's and 50's being in high demand by many women of that era. Socially after WWII, people wanted to make a statement through their style of dress. In the 1980's where power dressing, flare and glamorous exaggerated looks were popular, the peplum made its transition back into the fashion scene. The peplum was described as



an era of peplum renaissance becoming bigger and more risqué (Giordano, 2014). There were many variations of the peplum that were now on the scene such as dresses, tops and skirts that made the trend bolder with a defined statement. Ruffles were also seen as part of the trend and was often incorporated with bright colored blazers going from chic to rebellious interchanging looks to match the era. The men had their oversized power suits and the peplum suits became a form of power dressing for women. Liz Mitchell a costume designer of the 80-90's is quoted stating the peplum as having appeal to the theatre being exaggerated and adding drama (nzfashionmuseum.org). through the 90's and 2000's the peplum remained relevant and incorporated in simple silhouettes embracing 90's casual sleeker style of dress. In the early 2000's, more women were working and establishing careers more than ever. As a result, the standard of dressing continued to change. Women did not dress as conservative as the 1800's and 1900's. Bolder statements were creating through dressing and that was made through the various trends that emerged. The popularity of the peplum gained momentum once again at the start of 2010 and has continued throughout the decade. Although less dramatic then the 80's, it is still prominent with softer glam. In the beginning of the peplum era, peplum design used natural fibers such as silk, cotton and wool. By the 21<sup>st</sup> century leather, rayon and taffeta were used to add versatility to the trend. Today the peplum is frequently seen on the runway and sold at various retailers high and low end. Whether is it seen in H&M or on display at fashion week, the peplum has evolved from the days of Greek peplos and the renaissance eras. The peplum has become a statement piece in women's fashion and continues to evolve in fashion history.





## Larger Than Life

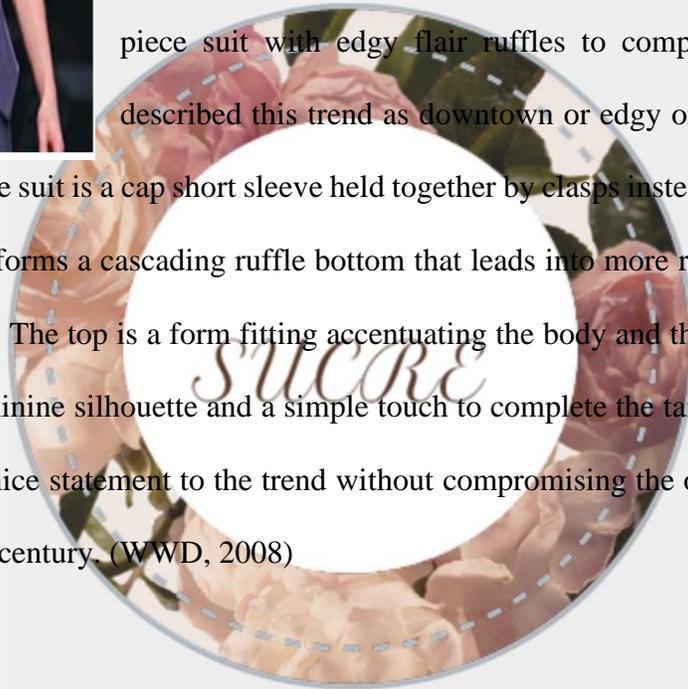
The 1980s was a time of bold fashion and bright larger than life fashions. As the peplum re-gained popularity in the fashion world, the peplum was re-invented as a fresh bold trend. The peplum featured different silhouettes that not only displayed the shape of a woman but added plenty of detail and pizzazz to create a statement. In a New York Times article titled "Peplum and Parabolas" highlighted the trend describing it as a rich, joyous approach to dressing (NY

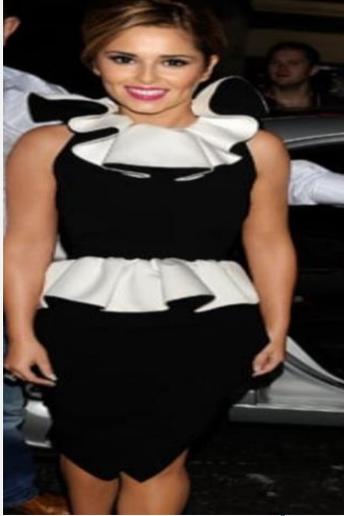
Times, 1987). One of the pieces highlighted in this trend is a two-piece set, a skirt and an oversized peplum overcoat. The magazine is in black and white print, but the image details the exuberant ruffled detail of the top and a line skirt. In the 1980s after the politics of the cold war, fashion took a more expressive turn. This was also the era of punk rock fashion, rebellious dress codes to reflect the feelings of the economy. Women were also power dressing as were the men. Power dressing usually consisted of a suit with an oversized top or bottom. Power dressing was a statement of status and influencers. Influencers who followed the trend of power dressing and early trends were celebrities and people of high status.



## Edgy

In 2008, an edgier peplum look entered the fashion scene. Peplum trend developed a more edgy, riskier image than earlier trends. The trend becomes muted compared to the loud, bold colors of the 80's but not as neutral as the bar suit of the 1940s. this neutral color palette was a mix between grays, navy blue and red. The panel suit by Bottega Venetta of fall 2008, can be described as a tailored two-piece suit with edgy flair ruffles to complete the look. WWD described this trend as downtown or edgy or quirky chic. The top of the navy two- piece suit is a cap short sleeve held together by clasps instead of buttons. The sets rounded V neck top forms a cascading ruffle bottom that leads into more ruffles that form into a peak peplum bottom. The top is a form fitting accentuating the body and the hips. The contoured midi skirt adds a feminine silhouette and a simple touch to complete the tailored look of the suit. This outfit makes a nice statement to the trend without compromising the original identity of the trend in the late 21st century. (WWD, 2008)





## **Feminine Flair**

As peplum rebounded in the late 2000's, in 2011 the trend came back with a feminine flair. This feminine statement was portrayed with heavy ruffles, tight silhouettes and form fitting shift dress with just the right amount of accent in the hips. The peplum trend shown in the picture is very similar to peplum form in the 1980s with the stiff overskirt form on top except it is tailored with a shorter flair at the hips. This two tone black and white dress has a strong ruffle detail at the neck highlighting the neckline. The dress has a similar matching flair at the hips turned out showcasing the hip without the overskirt being too overwhelming. The bottom of the dress is a hip hugging mid length cut forming into a V cut at the bottom. This trend proves the theory of fashion being recycled. The style of the dress was nothing that has not been showcased but, it is a fresh recycled look to adjust not only trend at the time but lifestyle of the women of the early 2000's. Women were making waves in their professional life but still wanted to show femininity. The dress is a powerful statement and still allows a woman to be flirty. (Roy, 2011)



## **Sporty**

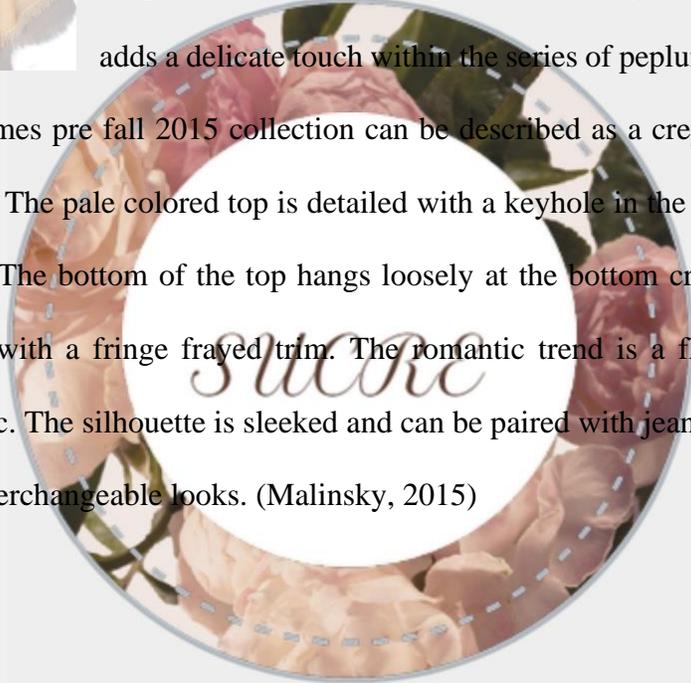
The peplum trend made a comeback in 2012 and the look kept the feminine touch but emerged to become more of a versatile everyday look. The look still highlighted a woman's curve and shape at the hips. The peplum trend is generally known for its exaggerated style and frill, but this 2012 sporty trend can be worn with jeans or soft bottoms creating a mix of a night and day look. Instead of the structured stiff look that garnered around the waist, the sporty trend was softer and comfortable. The peplum style was still flirty without taking away from its iconic style. Compared to earlier versions of the peplum where they used fabrics such as taffeta to create the ruffle form, newer styles used softer fabrics such as silk and cotton. One particular style that was featured on the runway was Givenchy top from the spring 2012 collection. The top can be described as flowy multicolored fabric with white satin at the end of the trim as well as the detailed bust outline. The blouse incorporates two rows of peplum frills and a thin string on the waist. The most prominent detail that adds a sporty casual flair is the white zip symmetrical down the middle of the chest finished with an attached hood. Overall, this version of the peplum trend is a modern touch of sporty femininity. (Avgitidis, 2012)



## **Romantic**

Peplum predictions for one of the Fall 2015 trends detailed the peplum as a romantic feminine trend. This trend is one of the softer simpler trends. This trend reminded me of the earlier versions of the peplum trend seen during the era of classicism, one of the earlier adaptations of the peplum pendulum swing. The classic flowing style adds a delicate touch within the series of peplum trends of the 2000s.

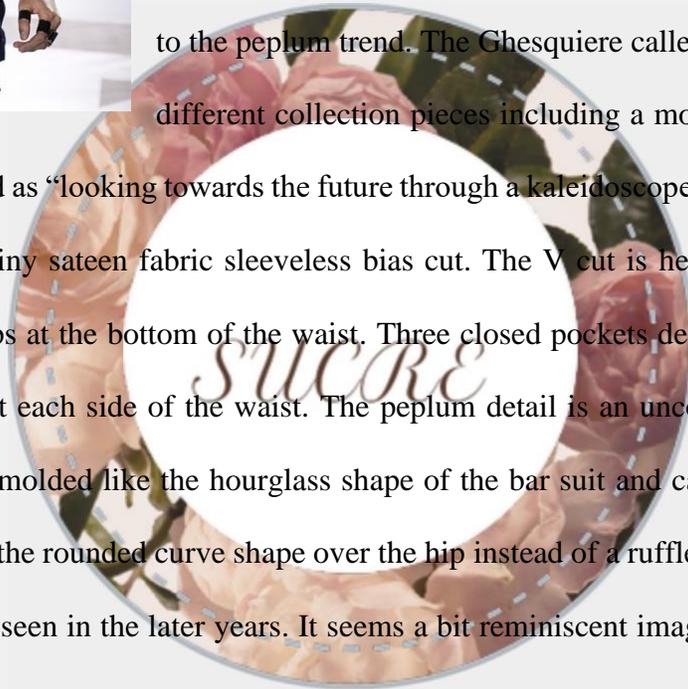
the Elizabeth and James pre fall 2015 collection can be described as a crepe lightweight woven fabric sleeveless top. The pale colored top is detailed with a keyhole in the back held together by the clasps at the top. The bottom of the top hangs loosely at the bottom creating a flounce. The garment is finished with a fringe frayed trim. The romantic trend is a flirty statement that is anything but dramatic. The silhouette is sleeked and can be paired with jeans, a jacket and a skirt. Very versatile for interchangeable looks. (Malinsky, 2015)





## Futuristic

In the fall of 2016, the peplum trend took a futuristic approach in the fall of 2016 collection preview. Designers such as Dior, Balenciaga and Hermes Chanel this trend in their runway fashions. Printed fashions and stiff fabrics returned to the runway mirroring the risqué fashions of the 1980s where the peplum bloomed. One reporter forecasted depicted a futuristic approach to the peplum trend. The Ghesquiere called featured a variety of different collection pieces including a molded peplum top. The collection was quoted as “looking towards the future through a kaleidoscope” (Givhan, 2016). The top is a off white shiny sateen fabric sleeveless bias cut. The V cut is held together by a large oversize zip that stops at the bottom of the waist. Three closed pockets detail the top, one at the left breast and two at each side of the waist. The peplum detail is an unconventional cut as the sides of the waist is molded like the hourglass shape of the bar suit and cage crinoline. The top forms the illusion of the rounded curve shape over the hip instead of a ruffled overshirt look. This look is a version not seen in the later years. It seems a bit reminiscent image of the past with the freshness of the future.

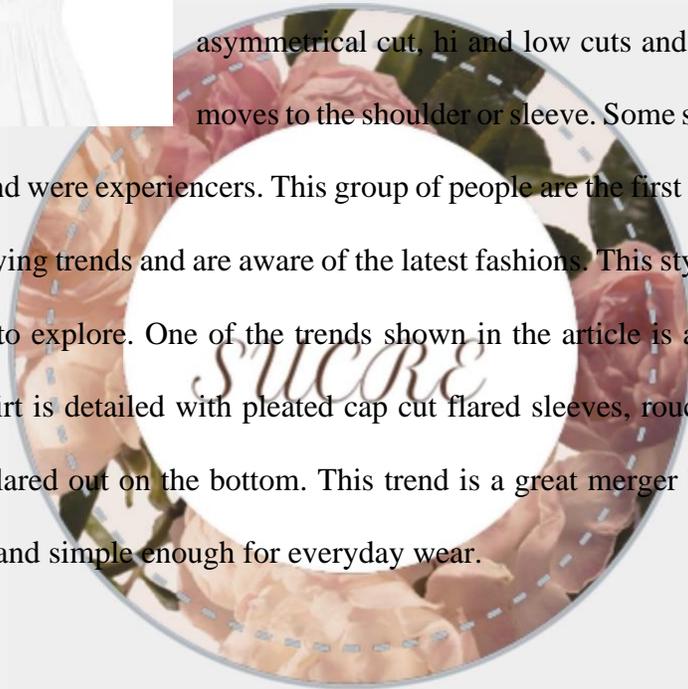




## Shape Shifting

In 2018, the direction of the peplum was described as “ditching the prissy in favor of larger than life proportions and shift making shifts” (Young, 2018) by independent magazine. The trend started to incorporate the peplum in different silhouette effects and patterns. Instead of the standard overskirt circling around, the overskirt took forms of asymmetrical cut, hi and low cuts and also made directional moves to the shoulder or sleeve. Some segments of the market

that explored this trend were experiencers. This group of people are the first to take on a new trend, spontaneous while trying trends and are aware of the latest fashions. This style of trend is certainly for people who like to explore. One of the trends shown in the article is a all-white half button Henley shirt. The shirt is detailed with pleated cap cut flared sleeves, roused elastic where the peplum begins and flared out on the bottom. This trend is a great merger between old and new. Not too over the top and simple enough for everyday wear.

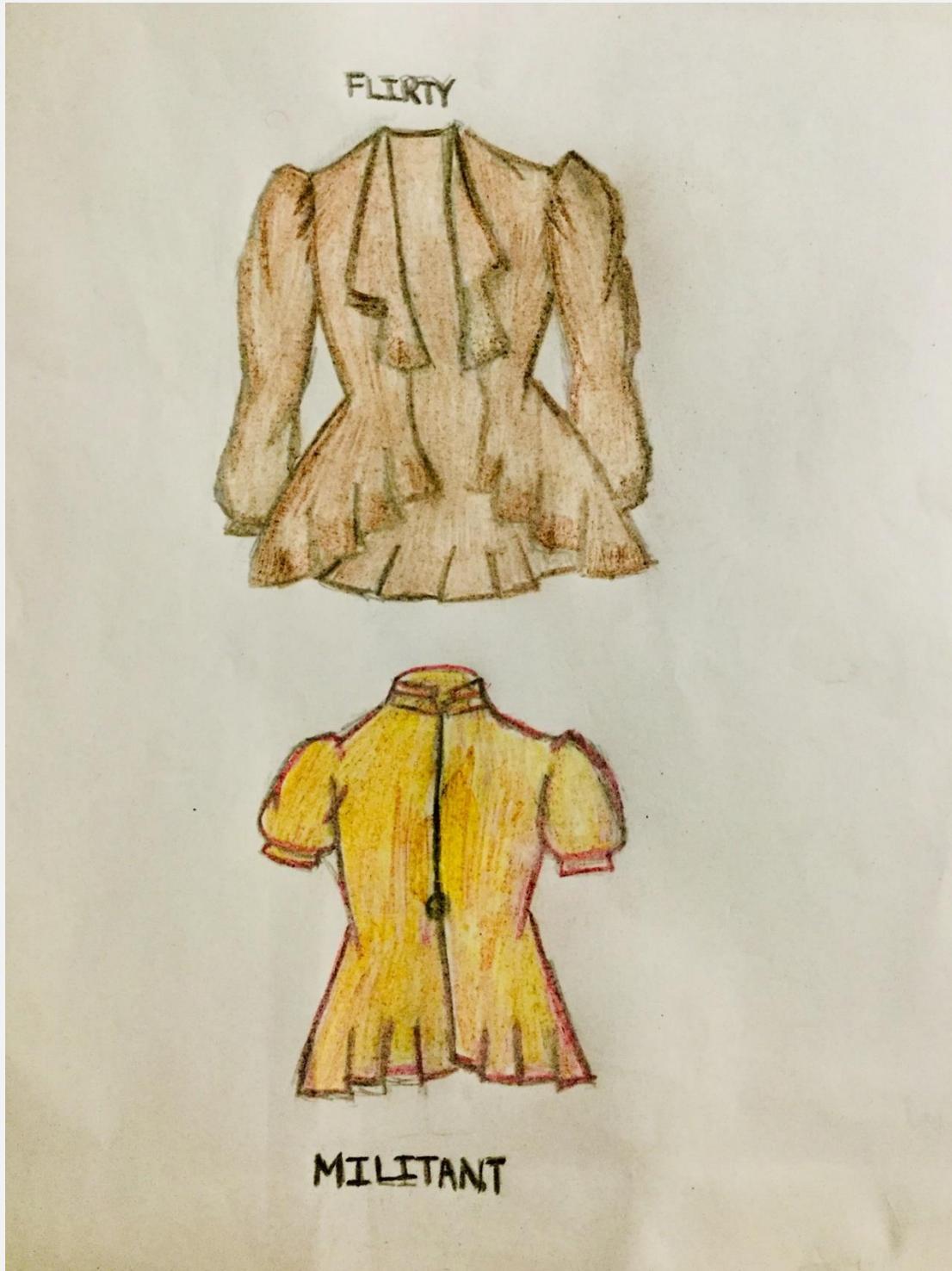




## Casual

Forecasted for 2020, the peplum trend is noted to evolve as casual wear. 2020 forecast a relaxed version of the trend. This casual version of the peplum trend has less ruffles and less structured to hold the fabric upwards. The peplum overskirt adds dimension but is less cinched at the waist as well as flair. This version of the trend starts further down the waist giving more of a frill effect still flattening to the body. The casual trend can be seen in Johnathon Simkhai spring 20' collection. The collection piece is a two- piece pant set. The top is a tunic style top with long balloon sleeves cinched at the end of the wrist. The peasant style top is cut with a deep V neck tied at the top leaving a small separation from the peplum overskirt. The peplum is attached on the bottom with an elastic waist giving a pleated flair. The peplum is attached on the bottom of the waist giving a soft pleated flair. Finishing the look is a soft bootcut pant with bottom mirroring a matching flair as the top. The peplum for 2020 is going in the direction of sleek and sophisticated. Compared to the extreme of the 80's trend, this direction is much subtle. (Sutton, 2019)

2022 Sucre Collection featuring style Militant and Flirty





## Color Palette Sucre 2022



Plain jane



Butter Beige



Creamsicle



Mauve-licious



Pinky



Sherbert



Sun up



Before Dawn



Sea breezes



Blue romance



Not so indigo



Burnside



Alter egos



Rustic vibes



Readymade

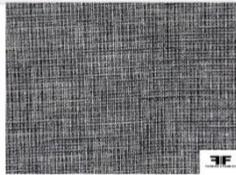


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## Fabric Swatch 2022



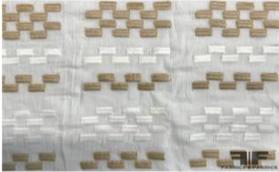
Geometric Colton Eyelet



Spring cotton blend tweed blue



Italian Novelty Textured Cotton Orange



Geometric check embroidered cotton white/beige



Floral Printed cotton Beige



Italian eyelet cotton basket weave white/tan



Crocodile patterned cotton brocade beige



Striped Cotton seersucker brown/white



Solid cotton denim



Embroidered linen beige



Wavy sketch printed silk crepe de chine



Animal cotton pique red/white



Metallic pattern linen



Pattern cotton multicolored



Cotton Denim orange

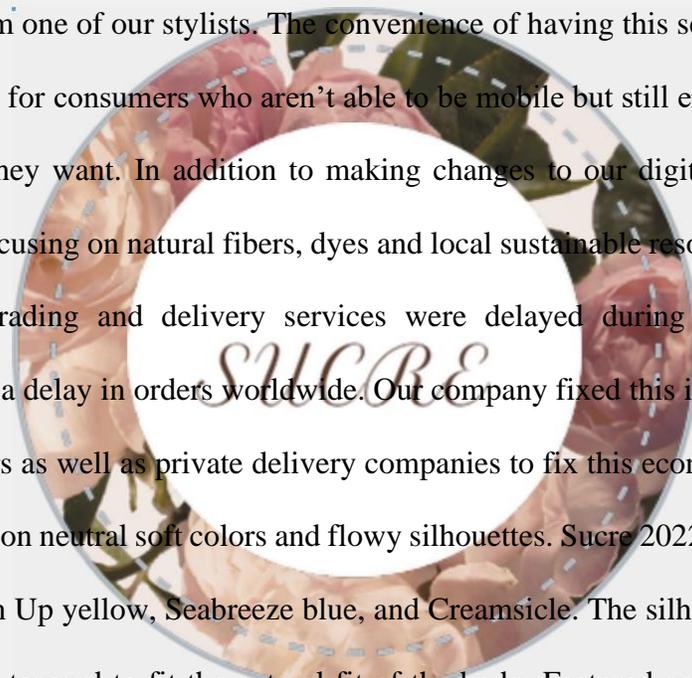
## Mood Board

Color story for Sucre 2022 collection is a blend of soft earthy tones and natural fabrics

### THEORY OF NATURAL SELECTION



As the pendulum swing of fashion continues to swing back and forth, it is imperative to keep up with the everchanging pace. As we focus on the economic times facing the world in 2020, it is important to focus on how to improve for the future. In 2020, the world was battling the COVID-19 increasing the dependence digital and e-commerce platforms. Consumers were not allowed to shop freely in stores as shelter in place orders were put in effect. This influenced the direction of our Sucre 2022 collection. Our technology platforms were specialized to make sure customers are able to send measurements to our website to ensure the perfect fit as well as the benefit of one on one consultation from one of our stylists. The convenience of having this service in your home is to provide assistance for consumers who aren't able to be mobile but still enjoy the experience of shopping for what they want. In addition to making changes to our digital platform, the 2022 Natural collection focusing on natural fibers, dyes and local sustainable resources for our clothing line. International trading and delivery services were delayed during COVID-19 and this dramatically created a delay in orders worldwide. Our company fixed this issue by sourcing local suppliers and vendors as well as private delivery companies to fix this economic issue. The 2020 collection is focused on neutral soft colors and flowy silhouettes. Sucre 2022 color palette consists of colors such as Sun Up yellow, Seabreeze blue, and Creamsicle. The silhouettes are , hourglass and sleek A line fits tapered to fit the natural fit of the body. Featured peplum cuts are draped, asymmetrical cuts to still keep the iconic peplum style. Inspiration for this line came from the early 2000's era. As people are constantly on the go and the age of millennial and the need for instant gratification, people want convenience. To reflect these simpler times, the peplum is shorter and made with more drape to pair with jeans and different options already in your wardrobe. We wanted to day to evening looks for more of a versatile wear. Natural fibers such as cotton, linen and silk wear used in our 2020 collection for its comfort, durability and ease on the body. These



fabrics have great overall quality and will last the consumer longer. Improving quality of our fabrications enhances the value of our products and brand. We want our products to last throughout the continues cycle of fashion. Worn without getting worn out, that's our commitment to our customers.



## Conclusion

The peplum has been around for centuries before they became as popular as it is in earlier years. Throughout history, peplum has been a trend that has re-invented itself many times. Dating as far back as ancient Greece, the peplum has seen many transformations. We first seen this trend as a simple tunic held together by a rope or a trend. As time progressed and style the Victorian era came along and this phase of the peplum took a dramatic change. The peplum was now cinched closer to the waist and exaggerated over the hips. This is where we seen the peplum take its structured form. Instead of the string to hold together the shape, materials such as cage crinoline and whale bone were used to create the structure underneath the peplum overskirt. Transitioning to the era of the 1900's, socially women were still dressed conservatively but dressing became tailored to show the figure of a women a little bit than it had before. Different materials were also used during this time such as silk, wool and crepe taffeta to take on the peplum shape. On of the most noted examples of the peplum trend in the mid 1900's was the bar suit by Christian Dior in 1947 described as the new look for its time.

