

# FASHION TREND REPORT

## SPRING/SUMMER 2022

BY: ASHLEY TRIBLET



# CONTENTS



- 3** MEET THE AUTHOR
- 3** LETTER TO THE READER
- 4** CONSUMER PROFILE
- 5** CONSUMER PROFILE CONT.
- 6** TREND SKETCHES TRENDS
- 7** TREND SKETCHES TRENDS CONT.
- 8** TREND SKETCHES TRENDS CONT.
- 9** TIME-LINE OF TRENDS
- 10** TIME-LINE OF TRENDS CONT.
- 11** TREND REPORT: OSTRICH FEATHERS
- 12** TREND REPORT: OFF THE SHOULDER DRESSES
- 13** TREND REPORT: TEA LENGTH DRESSES
- 14** TREND REPORT: CORSET BODICE
- 15** TREND REPORT: DEEP-V DRESSES
- 16** TREND REPORT: JUMPSUITS
- 17** MOOD BOARD
- 18** PROPOSED COLORS FOR THE SEASON
- 19** PROPOSED FABRICS FOR THE SEASON
- 20** CONCLUSION
- 22** APPENDIX
- 23** CITATIONS

# *MEET THE AUTHOR*

Ashley Mone is a native New Yorker and the founder of ashleymone.com. Since a young age, Ashley lives eat, sleep, and breathe fashion. Pratt Institute for Fashion Design and Parsons School Of Design prepared her with the skills necessary to compete creatively.

She came to realize that she could have both a creative outlet and a career in something that she's passionate about. In February 2014 she introduced Ooh La La Fashion, which after one year changed into what is now Ashley Mone. Where she worked with numerous brands. Her goal is to inspire and build self-confidence through fashion.



## LETTER TO THE READER



Dear Reader,

Oh boy, what can I say about the revolutionizing concepts of wedding dresses and their ever-changing trends? As you read throughout this forecasting article, you will find a different aspect of wedding dresses and sketches of future styles. This article also explains the history of what kinds of dresses amazed women in each era. I will also share photographs in this issue because the pictures stimulate a romantic mood for each wedding dress concept or design. You will have a clear view of multiple trends and details on who influences the looks or designs.

I would like to share what I have learned in this research while writing with strong adjectives for visual details of each trend. I strongly urge you to stroll through these amazing photos and read each website to become more familiar with celebrity influencers. I decided to draw the sketches which especially appeal to me and the dresses which were popular for some social groups for many years. I will also attempt to analyze socialization during various periods. I was able to think critically about the forecasting trends for this assignment. Finally, I hope you enjoy this and learn a lot from reading it.

*Sincerely,*  
*Ashley Triplett*

## CONSUMERS PROFILE



Figure 2. (Weddings, 2020)

About 35 billion dollars are spent every year on weddings and receptions. The research by IBISWorld release finding in October 201, found that \$ 48 Billion is spent in the combined bridal market. The target audience will consist of just about everyone who is a potential bride or groom. Many weddings in the United States averages about nine marriages per 1,000 people and are the highest among the industrialized countries. IBISWorld found that bridal gowns are the largest expenditure in the segment. On average, brides spent \$1,100 on their gowns in 2010, according to The Knot's survey.

In the past, the typical engaged woman was about twenty-one years old, lived at home and her wedding was mostly planned by her mother. However, now the bride is mostly older and has more money to spend. Today's median age for first-time brides is 25 years. A second marriage median age brides are about thirty-five years old, grooms were about thirty-eight years old. The brides say that planning their attire was their highest priority. Behaviors and social norms have noticeably shifted throughout the years. Living together before marriage or having children out of wedlock is now largely accepted. These demographics and today's bride are certainly changing the bridal business.

## CONSUMERS PROFILE (CONT.)

In 2014 the Pew Research Center reported that one-fourth of millennials are likely to shun marriage entirely. This was due to four driven factors. The shaky economy, which seen income fall and job stability threatened. However, this group would like to wait for when they are financially stable, before tying the knot. Less faith that marriage is permanent. This is rooted in the number of broken homes to which millennials have been exposed to. Next to the rising cohabitation rates. Living together is no longer considered taboo also many couples rather try things out before making a full-time legal commitment to each other. Finally, less formal religious affiliations which decrease the importance of getting married and destigmatizes having a child out of wedlock. The recent end-of-term ruling by the Supreme Court that allowed same-sex couples to legally marry nationwide had established a new civil right and historic victory. It also increased the potential wedding customers. The LGBT Data Overview 2015 by Williams Institute, states that there are nine million LGBT adults in the United States. And only a fraction-an estimated 252,000 couples, according to the U.S. Census Bureau are currently married. What this means is that we are not just selling the bride anymore, you are selling the couple.

# 6 Trend Sketches Trends

## Trend: 1. Jump Suit



## Trend: 2. Feathers



**Trend : 3. Tea length Dresses**



- Puff sleeves
- Calf length dress
- Tea length silhouette



- Knee Length dress
- Floral embroidered
- Tea length silhouette



**Trend: 4. Off The Shoulder Dresses**



- Off the shoulder dress
- Attached Skirt with a belt & Corset
- Mermaid silhouette



- Off the shoulder dress
- Triangle shape cut out on both side
- Trumpet silhouette





### Trend: 5. Deep V Dresses



- V neckline dress
- Shear top dress
- Trumpet dress silhouette



- V neckline dress with belt
- Modified a-line dress silhouette with slit

### Trend: 6. Bodice Corset



- Bow corset
- Shear diamond beaded corset
- Ball gown silhouette



- Beaded corset
- Trumpet silhouette dress

# TIME - LINE OF TRENDS

## 1960'S WEDDING DRESSES

The trend of high boots and white mini-dresses worn in the 1960s pushed into the fore the front. In the early 1960s, the wedding dresses were influenced by Jacqueline Kennedy also got slimmer. Wedding dresses were not modest during 1960. Some dresses got shorter and mutton sleeves were more fashionable. Many of the long-sleeved wedding dresses featured puffy elbows and high necklines. The use of satin was a main character in the 1960s. The Zeitgeist expression looks at the 1960's trend of the hippie culture. The silhouette was still popular in the early 1960s but the elements of a new decade were emerging. The trains diminished in size, vanishing to very little as the minidress hit the scene. The innovative idea to transmit affection, cultural inheritance, and family by incorporating maternal grandmother's costume material into the bride's wedding dress was introduced. The fashions changed more from 1960 to 1969. In the 1960s the average rent was \$98.00 and the cost of a gallon of gas was 25 cents. A 23-inch television cost \$219.00 and wedding dresses changed with the times. After the Great Depression in the '50s, fancy church services were all the rage. The Zeitgeist expression looks at the 1960's trend of the hippie culture. The most expensive wedding dress was the Nightingale of Kuala Lumpur made by Malaysian designer Abdul Faisaly. The red chiffon dress is worth \$30 million.

## 1970'S WEDDING DRESSES

The wedding dress sleeves got better in the 1970s. Creating the royal star elements. In the 1970's wedding, dresses were loose in the empire-waisted some were Devore velvet. Princess Anne set the trend in an extravagant and Tudor style in the 1970s. In the 1970s Dior introduced a high neck dress with big sleeves and the puff elbow that was the new trend. Dating in the '70s during the revolution and the major social changes in Portugal, influence the style of lace tulips dresses.

## 1980'S WEDDING DRESSES

The brides ditched the sleeves for the strapless dress in the 1980s. The 1980s was the Hip- hop time period and various wedding dresses got a lot of attention through social media. Because white was hard to obtain or preserve only the wealthier brides could afford such a dress. The celebrity icon Madonna was an inspiration during this time. The tighter dresses were featured in Vogue in the late '80s and became popular. Full skirts gathered at the waistline were brought out by many brides such as the princess in 1980s. Christian Lacroix was a signature designer during the 1980s. Fabrics were bleached when necessary. Kleinfeld started buying some slimmer dresses and selling them quickly.

# TIME - LINE OF TRENDS

## 1990'S WEDDING DRESSES

The fitted sheath wedding dresses were common, and sleeves eventually disappeared. Less was more during the 1990s. Some behaviors may result in a change in fashion or apparel when people have a change in their needs such as buying houses or cars. A bride would never enter the church or present herself to the guest uncovered because that would be considered a lack of modesty. The average American wedding dress climbed from \$15,000 in 1990 to \$27,000 in 2006, according to a Conde Nast Bridal Media research survey. The slow economy and rising prices have left many couples and their parents feeling squeezed.

In the early 1990s, clothing designs included a lot of decorations with as lace or frills giving the look of exceptional quality and a rich appearance. The signature style of Tom Ford was also relevant during the 1990s. The modern, flirty silhouette dresses caught the bride's interest. Sarah Jessica Parker was considered a bit of a style leader in the 1990s.

The collar was very high and straight up to the chin and small whale bones supported the structure

## 2000'S WEDDING DRESSES

Wedding dresses were more diversified, in the 2000s so long flowing gowns or tighter dresses were a trend. Marc Jacobs was a designer style for the 2000s. Embroidery and a line were a big trend during this time. The 2000's fashion trends may also be affected when people try to drown the feelings through materialism and consumerism in order to achieve happiness.

## 2010'S WEDDING DRESSES

In the 2010s sleeves made a royal return. The 2000's fashion trends may also be affected when the rise of mass-production of clothing in lieu of bespoke suits, rather than any personal preference.

In 2013, the average cost of a wedding dress was a staggering \$29,800, which is close to half of a couple's household income. Kate Middleton was also a style leader in 2011. After Kleinfeld made a replica version of the Duchess of Cambridge's Sarah Burton dress, customers showed an interest in sleeves again. Now brides feel comfortable in a wide range of sleeves. History has shown that some dominating events do not have to be positive in order to influence fashion, according to the theory of Zeitgeist. Such as wearing hoodies after the death of a teenager or a famous person.

# TREND REPORT : OSTRICH FEATHERS

Ostrich Feathers were not a big trend secret in 2022. After the pandemic and the return of large-scale weddings soon approaching, some designers are providing brides with the opportunity to amp up their bridal fashion. The look of dramatic feather details was all the rage. Ostrich Feathers were seen in several collections, including Elie Saab, Naeem Khan, and Marchesa Notte Bridal. These gorgeous, feathered wedding dresses are revealed in many colors such as ivory, white, blush, silver, light gray, etc. More beautiful gowns will debut with a range of accents embracing the silhouette of the fine art of brides.

Ostrich feathers which are high lighting the sweet and sultry unforgettably mood of each bride make their way from the runway in 2022. The mix of unexpected him-lines, adds a new dimension to the inspiring trend. This leads to a romantic or soft look that brides adore. The glamorous high society in the 50's the probable influence of the ostrich sleeve gowns. The sheer tulle also ensemble the peak luxury features.

In 2022 this trend would not just include ballgowns, but we also see cocktail wedding dresses dripping with alternating crystals clusters and lavender plums. If your bride is wearing one of these wedding dresses, then she will sure to be twirling. "Quite fittingly, many of these feather wedding dress resembles a sort of Gatsby feel. The perfect excuse to hark back to the '20s (as if the year 2020 wasn't enough!)."- (35 Ostrich Feather Wedding Dresses for the Couture Bride)



Photography: (Ostrich Feather Wedding Dress, 2020)

## TREND REPORT: OFF THE SHOULDER DRESS

Off-the-shoulder wedding dresses gained popularity in the mid-1990s. Mariah Carey married music executive Tommy Mottola in NYC in a Vera Wang gown with a trimmed sweetheart neckline and a 27-foot train.

A dress that exposes the bride's neckline and shoulders have a way of creating a certain understated sexiness. This silhouette will make you want to strut down the aisle with confidence, without exposing so much skin that you can't look your grandmother in the eyes without blushing.

Some off the shoulder are featured with cap sleeves. We are also expecting the popular detachable trains and bridal separates to show up throughout 2022. A demanding outfit to wear when celebrating a vow renewal or if you are having two weddings and also it can be worn again after the wedding is over.



Picture:(Off The Shoulder Dress, 2020)

# TREND: TEA-LENGTH DRESSES

In the past, in several bridal seasons, we've seen a rise in mini dresses, pantsuits, and playsuits as the alternative to a wedding gown. But now we enter the tea-length dress, a nostalgic nod to the '40s and '50s, but the perfect opportunity for a modern shoe moment. The midi straight tea-length dresses will continue into 2021, creating that sophisticated moment.

Wearing a short wedding dress is perfect for style for an eloping event or for just strutting a thigh and rocking a shorter hemline. Either way, your feet won't be hidden under a dress, so it's a perfect reason to splurge on a fabulous pair of shoes for that big day. The short wedding dresses are still on track to becoming one of the top wedding dress trends for 2022.



Photography: (Tea Length Dress, 2021)

# TREND: CORSET BODICE

Corset bodices or what might be called the underwear as outerwear trend, also made a major comeback this season. This Corse-wearing trend just commanded the bridal shows at Hayley Paige, Lihi Hod, and Di Santo in New York. Eisen-Stein, Morilee By Madeline Gardner, and Jimmy Choo, OBE is only a few brands that incorporated this structural element into their dresses.

The corset is another style that is particular to a certain aesthetic and which is similar to the Bridgerton-inspired gowns you'll start to see due to the rise of regency. Many bridal designers are incorporating them into wedding dresses with a V-split at the chest or a sweetheart neckline with well-defined piping.



Photography: (Corset Bodice Dress, 2020)

# TREND: DEEP-V DRESSES

The Deep V dress style is often understated but is still on-trend. This natural shape is perfect for brides who want a softly define bustline. Fairy tale-worthy, princess ball gowns in this collection, with styles which include heavily embellished, voluminous lace liked by Cindy, Juliette, Ambre, Andreea, and clean, contemporary styles chosen by Laurence and Sadie.

There are many necklines to choose from ranging from modest high necklines, elegant off-shoulders, illusion off-shoulders, strapless sweethearts, and sexy, plunging V-necklines.



Photography: (Deep-V Dress, 2018)



# Mood



Ivory



eggshell



Sliver



Beige

## Proposed colors for the season



Gray



Cream



Ivory



Beige

# Proposed fabrics for the season

Pearl Beaded



Diamond Beaded



Silk



Diamond Gems



Tulle



Feathers



Chiffon





## Conclusion

In conclusion, we find that some cultural patterns and populations exactly shift the directional future of wedding dress styles. In addition, some celebrities are influential in social groups that can have a positive or negative impact on fashion trends. When looking back at an era such as the '60s or the 80's we can agree that media attention help boosts the industry. The Zeitgeist expression looks at the 1960's trend of the hippie culture. It is quite evident that the demographics of today's brides are changing the bridal industry.

During the periods of the median age was low, in the mid-'60s to mid-1970s, fashion looks trickled up from youthful consumers. However, during the time period when the median age was higher, the fashion trended down from the older wealthy and influential classes. The ages of the typical first-time brides are twenty-five and the median age, brides are about thirty-five. The silhouettes and materials continue to evolve redefining couture designs for futuristic brides.

The ever-changing trends were influenced during each time period by various designers and celebrities. It is said that only once in your life, you find that wedding dress which can completely turn your world upside down. Your wedding dress says a lot of things about you and sometimes things which were never shared with anyone. When you find that perfect wedding dress something wonderful happens.

## Appendix

*Corset Bodice dress.* (2020, October 29). [Photograph]. <https://www.brides.com/corset-wedding-dresses-5084983>

*Deep-V Dress.* (2018, December 26). [Photograph]. <https://www.brides.com/gallery/plunging-v-neck-wedding-dresses>

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- FASHION & BEAUTY
- BRIDAL FASHION WEEK

## 10 Wedding Dress Trends from the Spring 2022 Bridal Fashion Week Collections

The of-the-moment styles you need to know now.

by  
Corinne Pierre-Louis

Updated 04/12/21

DESIGN BY TIANA CRISPINO/BRIDES

We can't believe it, but another Bridal Fashion Week has come and gone! And as with prior seasons, we'd like to take some time and reflect back on the three-day virtual event. To start, we truly appreciate how designers have adapted to the current times, specifically with the pre-recorded videos they used to debut their collections. Each video served as a bridal mini-movie, and the designers were able to showcase their brand's personality and ethos—an inside look we don't typically get to see with regular runway shows.

As for trends, traditional and non-traditional looks both dominated the virtual runways. Even though 2020 highlighted the "new-age" bride, designers seemed optimistic about the future of weddings. Many created various iterations of the "modern ballgown", for brides who still want a princess moment on their big day. We also saw a surge of mini dresses (as expected!) and bridal separates. Feathers, florals, and sexy silhouettes were also major trends that were noticeable throughout the entire week.

Ahead, we're excited to share the top 10 trends we saw from the Spring 2022 collections.

01 of 10

## Floral Motifs

Florals for spring? Well, you know how the saying goes! This season, floral motifs dominated and we found this trend absolutely breathtaking. Brands like Markarian presented mini dresses with three-dimensional floral appliqués, while others like Alyne by Rita Vinieris and Marchesa presented gowns full of florals, sequins, and beading. There was a version fit for every bridal aesthetic.

### Markarian

PHOTO BY ORIANA LAYENDECKER

### Marchesa

COURTESY OF MARCHESA

### Alyne by Rita Vinieris

COURTESY OF [ALYNE BY RITA VINIERIS](#)

## 27 Floral Wedding Dresses Perfect for a Spring or Summer Wedding

02 of 10

### Dramatic Feathers

With the return of large-scale weddings soon approaching, designers are providing brides with the opportunity to amp up their bridal fashion. Dramatic feather details were seen in several collections, including Elie Saab, Naeem Khan, and Marchesa Notte Bridal.

#### Elie Saab

COURTESY OF [ELIE SAAB](#)

#### Naeem Khan

COURTESY OF [NAEEM KHAN](#)

#### Marchesa Notte Bridal

COURTESY OF [MARCHESA NOTTE BRIDAL](#)

## 30 Wedding Dresses With Feathers For Every Budget

03 of 10

### Bridal Separates

We said it once and we'll say it again, we absolutely love the increase of non-traditional bridalwear—especially bridal separates. For brides who prefer multiple pieces, as opposed to wearing a wedding dress, this is your time to shine! Separates were heavily seen in the bridal fashion week circuit, most notably by Scorcesa, Nordeen, and Yolancris.

#### Scorcresa

COURTESY OF [SCORCESA](#)

#### Nordeen

COURTESY OF [NORDEEN](#)

#### Yolancris

COURTESY OF [YOLANCRIS](#)

## The 20 Best Bridal Separates Sets for Fashionistas

04 of 10

### Deep V-Necklines

Deep V-necklines were a huge trend this season, appearing in almost every collection that debuted. Wona Concept, Dana Harel, and GALVAN are only a few of the designers that embraced this daring aesthetic.

#### Wona Concept

COURTESY OF [WONA CONCEPT](#)

#### Dana Harel

COURTESY OF [DANNA HAREL](#)

#### GALVAN

COURTESY OF [GALVAN](#)



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