

Cocktail Dresses



Trends Forecasting and Social Media
Dr. Woods
By Brittney Crespo

About the Author:



My name is Brittney Crespo and currently I am a trend forecaster. I graduated from New York City College of Technology with a Bachelors of Science degree. I have been a trend forecaster for a little over two years now, and I absolutely love it. I have a strong fashion/retail background and have been a part of the industry for eight years. In my eight years in the industry, I have done sales and visual merchandising. Both roles have allowed me to directly work with the consumer giving me a better understanding of what moves and what does not. It also has helped me better understand what to present while selling or setting up a visual display.

I have worked at worked at Steve Madden, Zara, and Tiffany&Co and of course have done other fashion related gigs. In most gigs, I was able to work with smaller designers or fashion companies. They majority of my career has been based here in New York city. I grew up in the city and always new it was the right place to be when it came down to fashion. I feel that all my experiences have made contributions and given me a great understanding to my current role in the industry

Letter the reader:

Spring 2021 fashion collection is one to remember. Designer Brittney Crespo worked on this collection for quite some time now. It is a collection of cocktail dresses, featuring beautiful earth tones and an calm setting. The collection really gets one intune with a time when both men and women always dressed up and took pride in their outfit. It allows the women to feel feminin and powerful concurrently. The brand is also working to be inclusive as possible trying to make clothes for petite curvy women and also plus sized women. The cocktail dresses are sexy however not to revealing, giving the perfect balance to respectable working women's wardrobe.

Consumer Profile:

The target market for the collection of cocktail dresses will attract and be geared toward a specific woman. The age ranges for the target would be from twenty - four to about thirty - five. She is a confident, independent woman who enjoys dressing up. She is trendy, however she can appreciate classic styles and simplicity. She is a lady yes, and although she is trendy, she does not necessarily follow every trend that comes out. In a sense, she marches to the beat of her own drum and decides what trends she's likes and how she will incorporate these looks into "her" sophisticated style.

This consumer is hard working and can appreciate great materials. Her income should be over 50,000 a year. Since this client has a great appreciation for style, great materials she is shopping for her wardrobe. She wants timeless pieces, she is not interested in clothing that can only be worn and washed once. Also, she does not want a dress that is only hot for the season, she wants to return to her wardrobe find this dress made of great material and be able to wear it in later seasons with other accessories and jackets.

The target market does have about a ten-year range so I would like to say that the consumer holds a few trait that we are specifically looking for. For example, if I were to use the V.A.L.S Model (family and lifestyle) my ideal consumer would be a thinker, striver, and, an experiencer. The Thinkers would be the older end of our target market someone who is already a little older than thirty years old. This person the thinker is already a little more experienced, established, and mature in life. The Striver would be the middle age range of our target market. They will be in there late twenties to thirty, this person in a sense knows who they are and what

they want but are still working to reach full achievement and satisfaction. Lastley, we have the Experiencers, they will be the youngest age group of my target markey. They are about the ages of twenty - four to twenty - six. This particular group is motivated by self exression, style, and still want experince the great things that life has to offer.

Background Information

The term cocktail evokes from lounges and elegant parties. The cocktail dress is an interesting garment because it has yet to be defined, it is not set to one silhouettes, color palette, or material (Idacavage, 2017). Like any other garment or staple piece, it evolves with the spirit of the times. However, this one maybe more so than others. One thing that is sure is the cocktail dress has made history and almost any women own one or has worn one.

The cocktail dress really took off during the 1920s, called the flapper era. During this period young women began to rebel notable in their behaviors, appearance, and style. These young women began to cut their hair extremely short in the haircut called the bob, wear make up, and shorten the hem line on their dresses (Schram Da Cruz,2019). Not only was the appearance affected by this falper, she also participated in unwomanly like behaviors such as drinking and smoking cigarettes. Prior to these women did no such things and wore no such things. However, the flapper although no parent wanted their daughter to be one helped with putting the cocktail dress on the map.

Before the 1920s cocktail hours did exist however, not as popular and women did not partake in them much. Although with the new era and women it gave reason and relevance for cocktail dresses. The cocktail dress of that time was short, shorter than ever it sat right about the knee was shapeless and contained many beads or sequins. The structure of the garment made it easy for the women to do their dance moves. The detailing of dress let others and the person wearing it that it was a bit special.

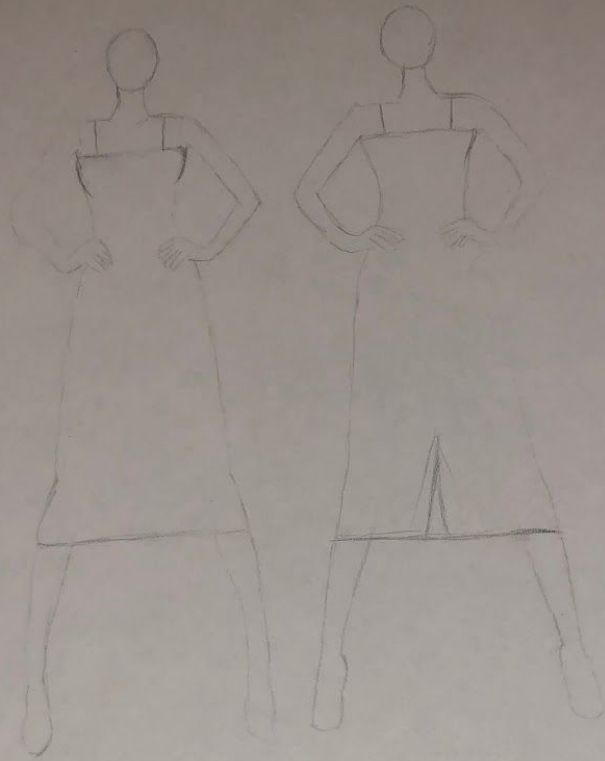
The cocktail hour and dress became an American thing, where the men and women of the time would gather after work hours in a lounge(Schram Da Cruz,2019). It also eventually

became a thing where these events would take place in ones home. This cocktail culture was also being celebrated in Europe along with the attire.

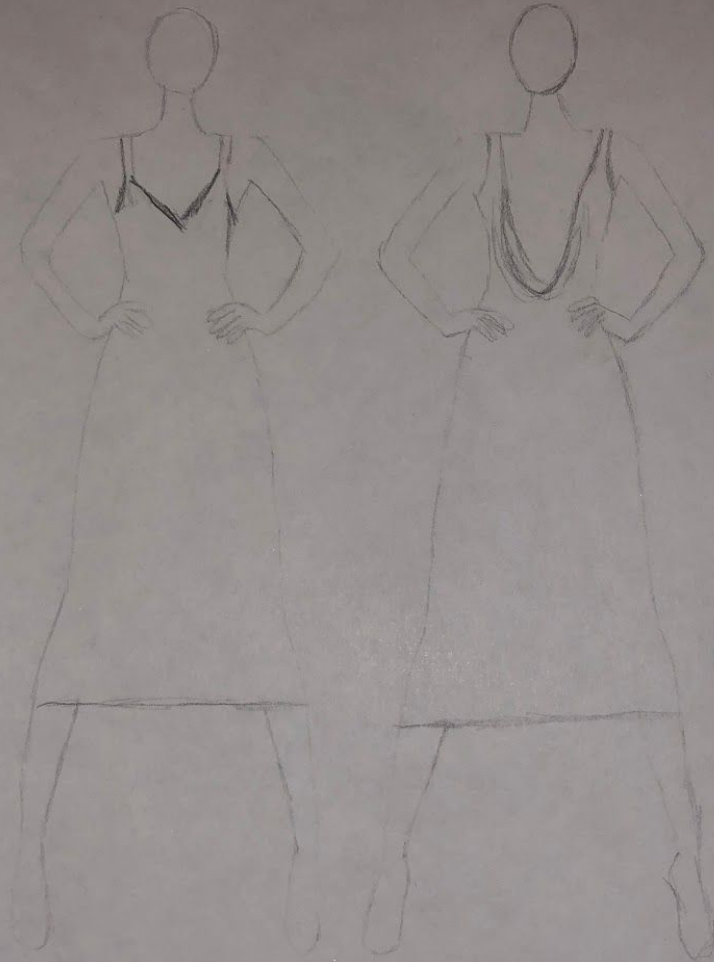
Trends

Currently, the trend for cocktail dresses is bright happy colors, cut outs, unexpected patterns, and sparkles (Yaffe, 2019). As far length, material, pattern, cut, trim, and details there are no consistencies. The predicted panton color for 2021 is aqua, and 2020 is classic blue (Ibrahim,2019). Blue is a happy, peaceful, and relaxing color. It can be a little difficult for a forecaster to narrow down the specific trends that a cocktail dress must offer, because as mentioned before there are no specifics to this garment.

The collection for Spring 2021 will consist of cocktail dresses about the same length, around the knee. The styles will be simple, yet will special touches and detail. The color pallet will be light and neutral. This collection is steering away from all those bright colors that existed in previous trends. In this collection there should be a cocktail dress that specifically speaks to the target market. Fabrics used are silks, satins, lace, and cotton.

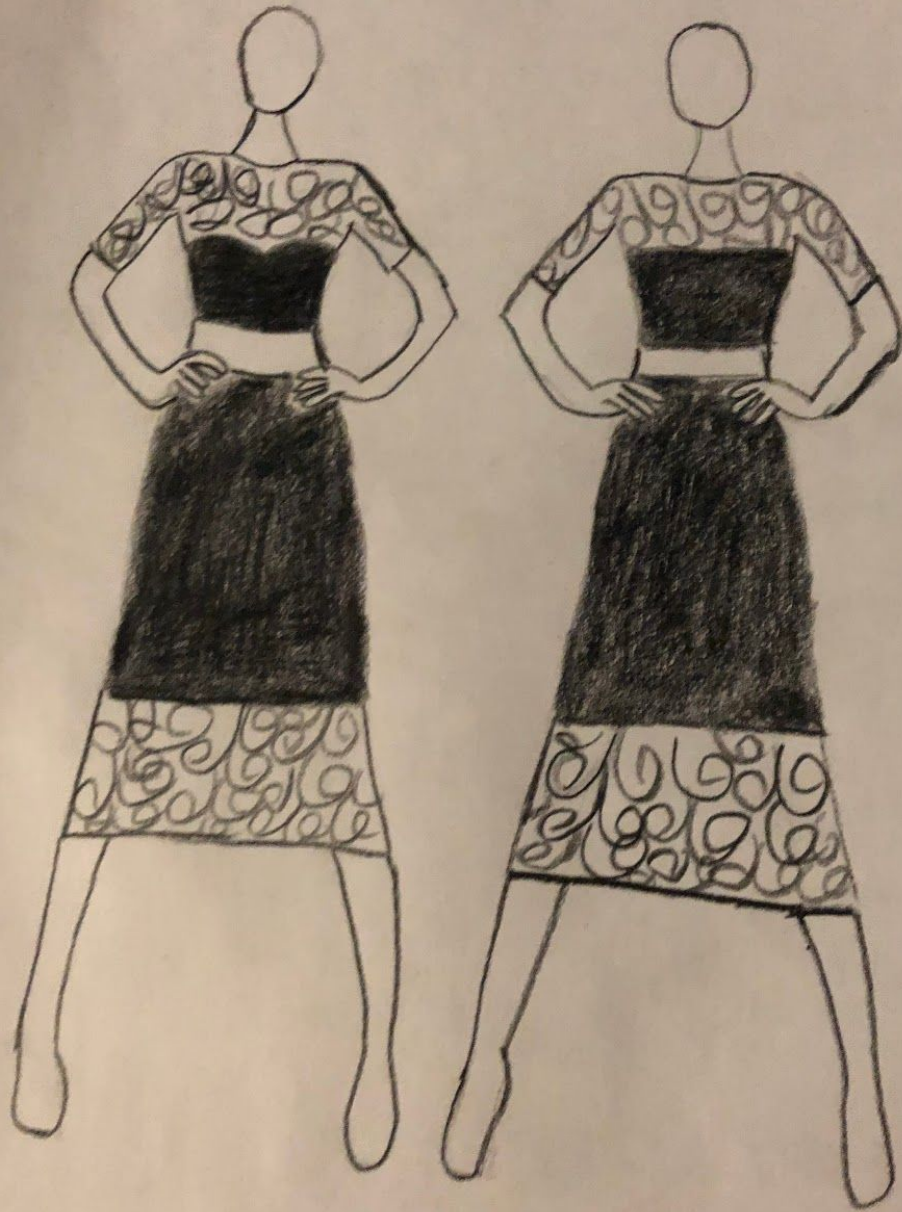


■ NUDE/silk



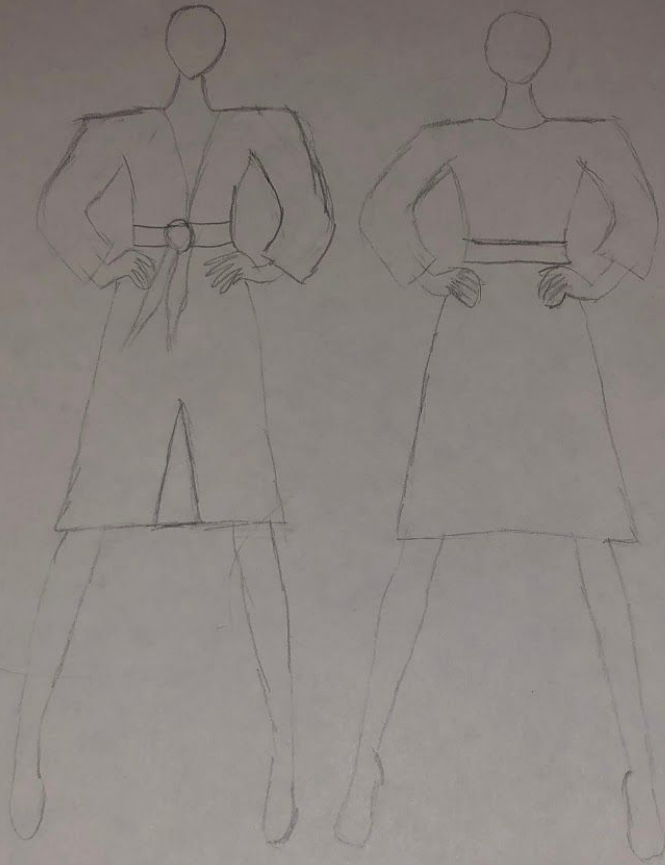
■ DUSTY PINK / silk



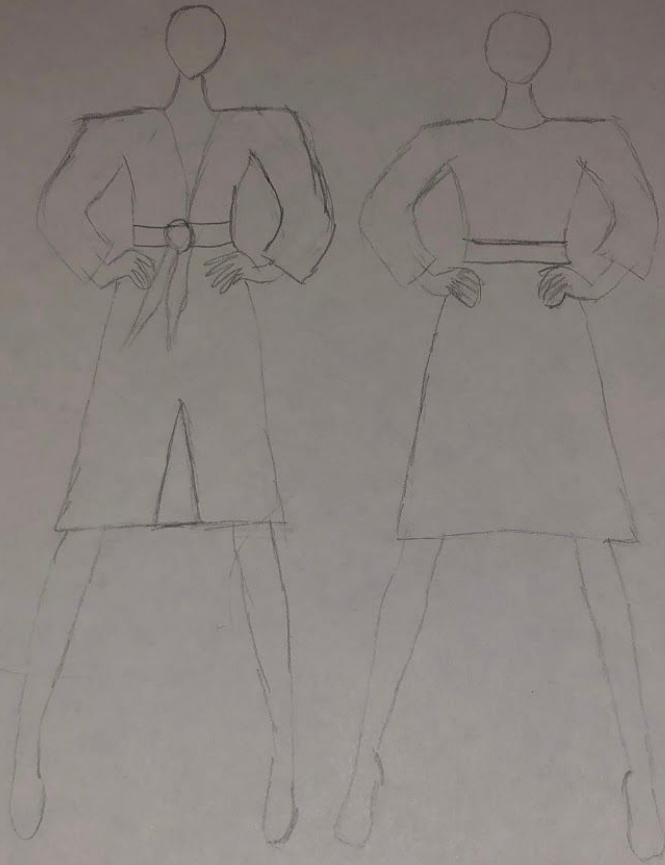




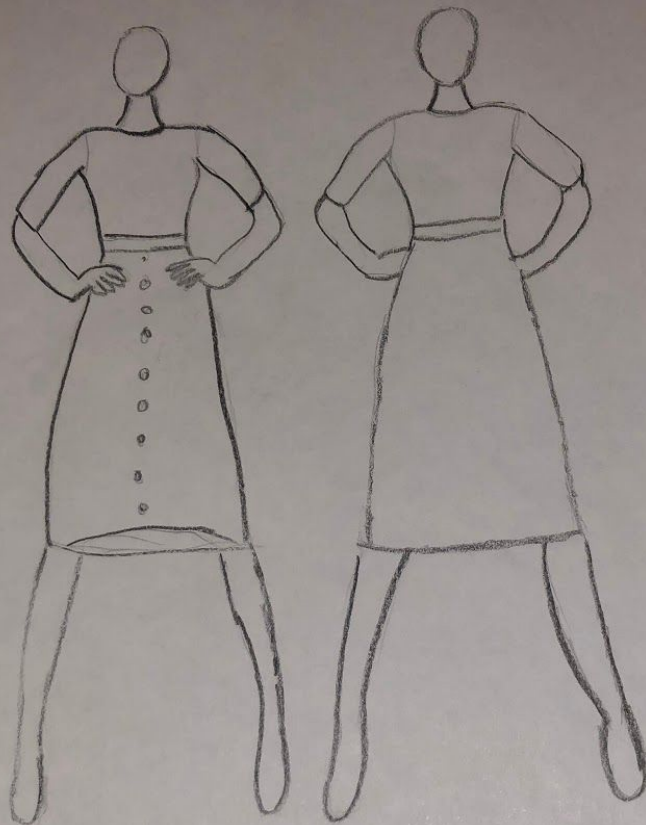
■ Olive Green silk/cotton



■ Black /satin



■ Black /satin

























Camel Silk/cotton



Navy



Dusty  /  /  /  /  /  /  /  /  /  /  /  /  /  /  /  /  /  /  /  /  /  / STK
Pink

Fabrics



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