



GROUP 6

CAMILA VIZCAINO, MICHELLE WU, DEJA CHAMBLE

"ONLY YOU" TREND REPORT

WEDDING DRESSES

ONLY YOU | INQUIRIES@ONLYYOU.COM

SUMMARY

This Trend Report project was created after careful research on past and present wedding dress trends. In this project you will learn about six future trends on wedding dresses that's predicted to be in style, alongside with the history of wedding dresses and how it has developed, or changed, over time. You will also be introduced to some wonderful sketches that help get our predictions across! We have created a Wedding Dress brand called, "ONLY YOU". We crafted dresses that are different from your traditional ones. We are in an era where traditional things are changing. And our dresses are one of them! We hope you enjoy our carefully and well thought out project, and we also hope you choose "ONLY YOU"!

Thank you.

TABLE OF CONTENTS

SUMMARY	1
Table of Contents	2
Introduction-	3
Deja Chamble	3
Michelle Wu Feng	3
Camila Vizcaino	3
Letter to the Reader	4
Consumer Profiles: VALS	5-7
MARKET SEGMENTATION ANALYSIS	8
Three Trends in Wedding Dresses	9-11
History of Wedding Dresses	12-15
Wedding Dress Evolution Timeline	16-18
Trend Report	19-22
Trend Sketches	23-26
Proposed Colors	27
Proposed Fabrics	28
Influencers & Direction	29
Mood Board	30
References	31
Appendix	32
“ONLY YOU” Survey Result	33-37

INTRODUCTION

DEJA CHAMBLE

Hello, my name is Deja Chamble. I'm currently an undergrad at the New York City College of Technology pursuing a major in Business & Technology of Fashion. "ONLY YOU" was developed with the hopes of providing a fashion-forward, timeless, romantic garment for every and any bride. My role as the Trend Analyst focuses more on examining current trends and forecasting future trends, colors, and fabrics that will mold the bride's wedding attire for 2023 year.

MICHELLE WU FENG

My name is Michelle Wu Feng. I am a student at the New York City College of Technology, majoring in fashion business and technology. In the "ONLY YOU" company, my role is more inclined to be a designer. "ONLY YOU" is a company that aims to allow every girl/woman to have her own fashionable wedding dress. In order to achieve this goal, we will predict three trends in wedding dresses in 2023.

CAMILA VIZCAINO

Hello! My Name is Camila Vizcaino. I am currently a student at the New York City College of Technology, majoring in Business and Technology of Fashion. I've applied my everyday knowledge into this project, alongside with the information applied in this course. My role(s) in the "ONLY YOU" company include revising that my group members and I are on the same page and focusing on our consumers.

LETTER TO THE READER

Dear Reader,

Welcome to a whole new world of romance. Where lace, structure and volume combine to create the extravagant wedding dress of your dreams. Our team has taken the time to dive into various trends and styles that have taken the wedding industry by storm and curated our own designs highlighting the progression of wedding dress fashions for this coming 2023 year. We've explored various silhouettes, textiles and materials, colors, and trends to develop an overall direction as to where we see this industry heading. Through our projections, we hope you are able to get a clear idea of what you can expect to see in the world of wedding dresses in 2023. We hope you allow us the gift of having a part in your special day

Warm Regards,

ONLY YOU Inc.

CONSUMER PROFILE: VALS

1. Which of the following best describes your age group?

- 21 to 24
- 25 to 35
- 35 to 45
- 45 to 55
- 55 to 65
- 65 or older

2. Please indicate your gender:

- Female
- Male
- Non-Binary
- Prefer Not To Say
- Other: _____

3. What is your Ethnic Background?

- American Indian or Alaska Native
- Asian
- Black/African American
- Hispanic/Latino
- Native Hawaiian or Pacific Islander
- White

4. Where do you reside?

5. What is your annual income?

- \$0-\$4,999
- \$5,000-\$9,999
- \$10,000-\$39,999
- \$40,000-\$69,999
- \$70,000-\$89,999
- \$90,000-more

6. What is the highest level of education that you have achieved?

- Some High School
- High School Diploma
- Some College
- Associate's Degree
- Bachelor's Degree
- Master's Degree
- Doctorate/P.H.D. or Higher

7. How did you hear about *Only You*?

- Magazine
- Heard on radio
- Recommendation from a friend
- Social Media
- Television
- Google/Search Engine
- Other: _____

8. What color of wedding dresses do you like ?

- pink
- black
- white
- sky blue
- Mint Green
- other : _____

9. Is this your first time shopping with *Only You* ?

- Yes
- No

10. Do you want to have a unique wedding dress?

- Yes
- No

11. What does the wedding dress represent to you?

- happiness
- Sacred and solemn
- loyalty
- love
- Pointless

12. What style of wedding dresses do you like ?

- A-Line
- Ballgown
- Empire
- Mermaid
- Sheath
- Other: _____

13. Your psychological price for buying a wedding dress is :

- under \$1000
- \$1000 - \$1500
- \$1600 - \$5000
- \$5000 - \$10000
- \$10000+

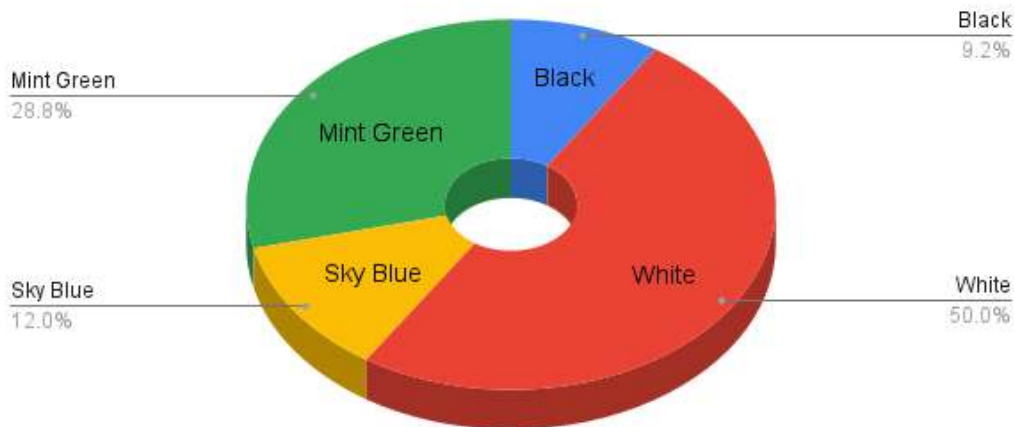
14. Your most willing way to choose a wedding dress is:

- Not wearing a wedding dress
- lease
- Finished product purchase
- Tailored
- other: _____

15. How high are your expectations for *Only you?*

- Very much looking forward to
- General expectation
- Not expecting

What color of wedding dresses do you like ?



MARKET SEGMENTATION ANALYSIS

Key Geographic:

- Preferably in the USA, but can also be anywhere around the world

Key Demographic:

- **Gender:** Women
- **Age range:** Mid 20s, 30s, 40s
- **Common Job Titles:** Any occupation
- **Marital Status:** Engaged
- **Economic Status:** Middle class

Key Psychographic:

- **Goals:** to purchase a luxurious wedding dress
- **Interests:** looking for fashionable, unique wedding dresses
- **Needs:** wedding dresses

Key Behavioristic Factors

- **Purchasing Habits:** Complex buying, or highly involvement in a product that's pricey and risky
- **Spending Habits:** Any, but responsible
- **Customer loyalty:** New customers
- **Attitude towards product:** Affective, or emotional response.

THREE WEDDING DRESSES TRENDS

EXAGGERATION IN SHOULDER/ SLEEVE

This trend has cycled through the years and gained a lot of popularity due to its ability to make a statement. The use of extra fabric or additions of intricate details help to add further drama to the dress and allows the garment to talk for itself. We predict that this dramatic look will be prominent in the coming Spring 2023 year..



SQUARE NECK

This trend expresses a bit of modesty while still on the edge of sexy. We see the square neck being very popular due to its simplicity and sophistication. This trend may be more appealing to the minimalist bride who wants to make a statement without going over the top.



BACKLESS

The backless trend we predict becoming popular due to the elegant sexiness associated with the look. The lack of material leaves is a canvas. Over the years, we will see how these things will change for the better. That is especially beautiful when accompanied by other embellishments such as buttons, lace applique and bows.



HISTORY OF WEDDING DRESSES

Let us go back to Ancient times and World Traditions. There would be reunions between communities to join the ceremony of two people who are in love. The bride would wear a long violet robe, tied in the waist by a girdle that was meant to be loosened up later on by the groom, which symbolized the loss of her virginity.

China might have been the first place where brides wore a particular color. A couple three thousand years ago, the bride and the groom both wore black robes with red trim worn over a white undergarment. Another perfect example would be Japan! The bride would often wear various kimonos of different colors throughout her wedding day.

The trend of wearing all white wedding dresses dates back to the Victorian royal era. Prior to that, the bride always wore her best dress. The material of the dress changed according to the social status of the woman.



HISTORY OF WEDDING DRESSES (CONTINUED...)

White wedding dresses took off in the mid 19th century. One very popular wedding dress that can never be forgotten is Queen Victoria's white dress in which she is mainly credited for popularizing it. During the 1830s- 1860s embroidered silk, lace, and floral detailing were commonly used in the creations of the dresses.



As time went by, wedding dresses slowly started to change. Throughout the beginning of the 20th century, wedding dresses started to become more relaxed and loose fit. Brides would wear high necks, long sleeves, and ruffles.



HISTORY OF WEDDING DRESS (CONTINUED...)

As for the 1940s, women would get married around World War II, and dressed according to the events taking place.



And we can NOT forget the famous dress Jackie Kennedy wore! Around the 1950s these wedding dresses started to become strapless and also off the shoulder



HISTORY OF WEDDING DRESSES (CONTINUED...)



Throughout the 1970s, we see more unique headpieces being used in various forms. Instead of the traditional “ball gown”, “short sleeve”, and “strapless” looks of the previous years, we start to go back to a more long sleeve, high neck.



In the early 2000s, we started to see more of an A line bridal look, along with your basic typical wedding veil.

HISTORY OF WEDDING DRESSES (CONTINUED...)



Throughout the 2010s we start to see more sexy wedding dresses! Specifically bodycon to compliment the body.



And as for the present, we still see more long, bodycon, dresses! More individuals start to be more creative with how long they want the dress and add specific, unique details!

WEDDING DRESS EVOLUTION TIMELINE

1840

Queen Victoria is acknowledged for popularizing the “white wedding dress” after she wore an ivory silk gown made from Spitalfields cream silk-satin with Honiton lace on the neck and sleeves when she married Prince Albert in 1840.

1880

High neck, full skirt, dainty white gloves all components of the Victorian wedding dress were prominent.

1900

With the 1900’s came a more relaxed style associated with the Edwardian era including loose fits and delicate fabrics like lace

1910

This era brought more coverage including high necks, long sleeves, and ruffles.

1930

Most brides gravitated to silk or satin dresses, typically opting for long sleeve styles with a small train and minimal ornamental designs, like applique or embroidery

1960

Sleeves developed in this era, from three quarter length and the inclusion of structured fabrics such as crinoline.

1964

Non-white bridal looks became popular following Elizabeth Taylor’s colorful wedding dresses.

1970

These gowns were surrounded high collars and big bell sleeves

1981

Puffy sleeves and long trains were coming up in this era especially after seeing Princess Diana’s taffeta wedding dress which introduced the idea that in fashion “more is more”

1991

Lace, Bows and full skirts were the featured luxe stylings of the 90’s

1995

Off-the-shoulder wedding dresses became popular in the mid 90s

2000

Vera Wang opened her bridal boutique and became one of the top wedding dress designers by 2000s, specializing in strapless and spaghetti strap designs



2004

Straight necklines, simple, non-embellished gowns were popular in this era of the mid 2000s

2010

Sleeves made a return here along with more elegant details including beading, flowers, and light tulle skirts.

2020

As innovations and trends continue to grow and change in the wedding industry. We can only predict what elements and future alterations to past trends influence the gowns and garments of 2023.

TREND REPORT

As discussed throughout this report wedding dress trends are a great reflection on the era as well as the iconic influencers depicted in that era. To develop this forecast we've had to explore past trends and research the circumstance of which the trend was formed. With this information we're able to formulate an idea of where we see future trends going and how the cultural and social aspects have affected the direction of these trends.

Past trends have included short dresses, ruffles, colorful florals, corsets, high slits and even pants.¹ As we all know 2020/2021 was a tough year for all of us, especially the wedding industry. The process that once involved finding the perfect venue, reception menu, exquisite cake and dream dress became a simple zoom meeting with little to no connection to your guest. As you can imagine this may have taken a lot of wind out of some brides' sails leaving their big day a little less than what they envisioned. The trends predicted this past year were developed on the circumstances. After being cooped up and with travel being limited, bridal designers took us on a journey for this past season to destinations you can only dream of with reference to past decades.² The idea behind the forecast for past trends was to touch on the theme of escapism, being that we were all stuck in our homes, the garments were more so focused on fairy tales and touched heavily on the "most celebratory wedding gowns".

For the coming Spring 2023 wedding season our designs take a more unconventional approach with a heavier focus on nature and incorporating trends such as exaggerated sleeves/shoulders, square neck and backless. Based on research from sources like Kleinfeld we were able to develop and provide our three future trends.

¹ (Brown, n.d.)

² (Soo Hoo, 2020)

EXAGGERATION IN SHOULDER AND SLEEVES

The theory behind this trend has a lot to do with the Zeitgeist, the general cultural climate of this time period and more specifically the dominating events. As American economist Paul Nystrom listed, dominating events include significant occurrences and in this case that can be referred to as the COVID 19 pandemic. This occurrence affected not only how we live our lives but the way we dress as well. Consumers adapted a new laidback way of dress as that was the primary way of dress for the year of 2020. In 2021 we began to see a twist taken on the casual laid back way of dressing to a more elevated look that utilized a lot of past vintage trends. In regards to this change in fashion and the effect on wedding dresses for the coming 2023 year we envision a whole new perspective where drama takes center stage. As the director of merchandise at Kleinfeld Dorothy suggests, "Brides are looking to celebrate, and the maximalist look is trending more than ever!"³ Brides want drama and to make the most of their day by wearing the wedding dress that gives not only the look they've always dreamed of but an extra bit of theatrics. Exaggerated shoulders and sleeves incorporate puff sleeves, ruffles, intricate lace detailing, balloon sleeves as well as aspects from other pieces that you may not initially consider being replicated in a wedding dress. The use of additional materials, intricate lace detailing, floral applique and the experimentation of developing different structures with the sleeve and shoulder is just what the future bride needs after being constricted to a more day to day way of dressing. Influencers of this trend include Lady Kitty Spencer and Jasmine Stokes whose dresses' both utilized lace to illustrate intricate motifs.

³ (The Hottest Trends for 2022-2023, 2021)

SQUARE NECK

With the pandemic brought a resurgence of the minimalist era and we don't see that going away any time soon. In fact we only see it growing more and more prevalent when looking at wedding dresses for the Spring of 2023. As discussed by Ivy Manners, in the New York Times this style of neckline is originally influenced by the regency era ⁴and has been adapted in different mediums since. The most recent being seen in the show Bridgerton which is centered around that time and brings to life the fashion of the 1800s to today's audience. With the growing popularity of this show and the reestablishment of trends featured in this era it's no surprise that the square neckline is a part of our top three trends for 2023.

This style of neckline is extremely flattering and modest with a hint of sexiness. It's the perfect option for brides who want to make a statement in a more understated way. There is a sort of simplicity that comes with such a look and while it may contrast our first trend a bit it is a great representation of how we see the brides of 2023 as complex and unique. While this style of neckline tends to be paired with thick sleeveless straps, we've developed two looks in which the dress is illustrated having long sleeves or short capped sleeves. We see both representations as an accurate depiction of the future bride and a great play of sociocultural events illustrated in media and fashion.

We see this aspect of a minimalist trend booming in the wedding dress industry of 2023 for those brides who want to embrace the simplicity they adapted throughout the course of the pandemic. This minimalist style also caters to those who came out of the pandemic with a more direct mindset and way of presenting themselves.

⁴ (Manners, 2021)

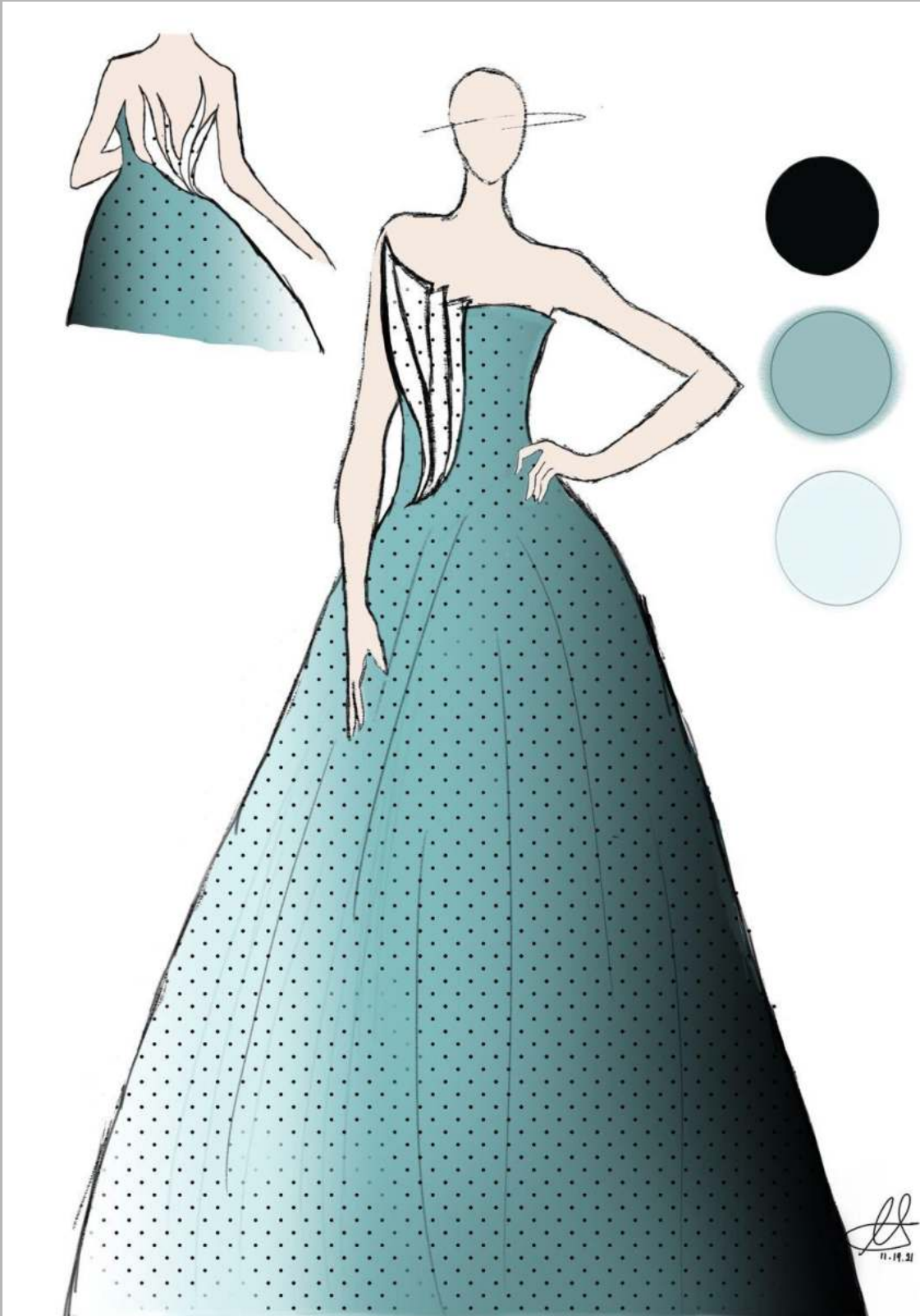
BACKLESS

The backless trend leaves nothing to the imagination, it gives a hint of sultry and can further enhance the look of the dress. We choose this trend for those brides who want to show more in an elevated chic way. The image we designed to represent this trend gives dimension to the shape of the garment with little to no fabric. This style of dress features the bohemian vibe that has been becoming more and more popular in recent years and allows for movement as well as drapery in the material that gives the garment a whole new look. This look can be dressed up or down to the brides discretion which makes it versatile for various themes. It can be laid back with a looser bodice and flowing silhouette or add more drama to a fit and flare style or dress with a more structured silhouette. There are endless possibilities that come with the style which is why we thought it would be a great trend seen in the Spring of 2023.⁵ For brides that want to stick to a more traditional look to embrace the customary ideals of the wedding dress seen before the pandemic, while also incorporating newer ideals this is a great way to get the best of both worlds.

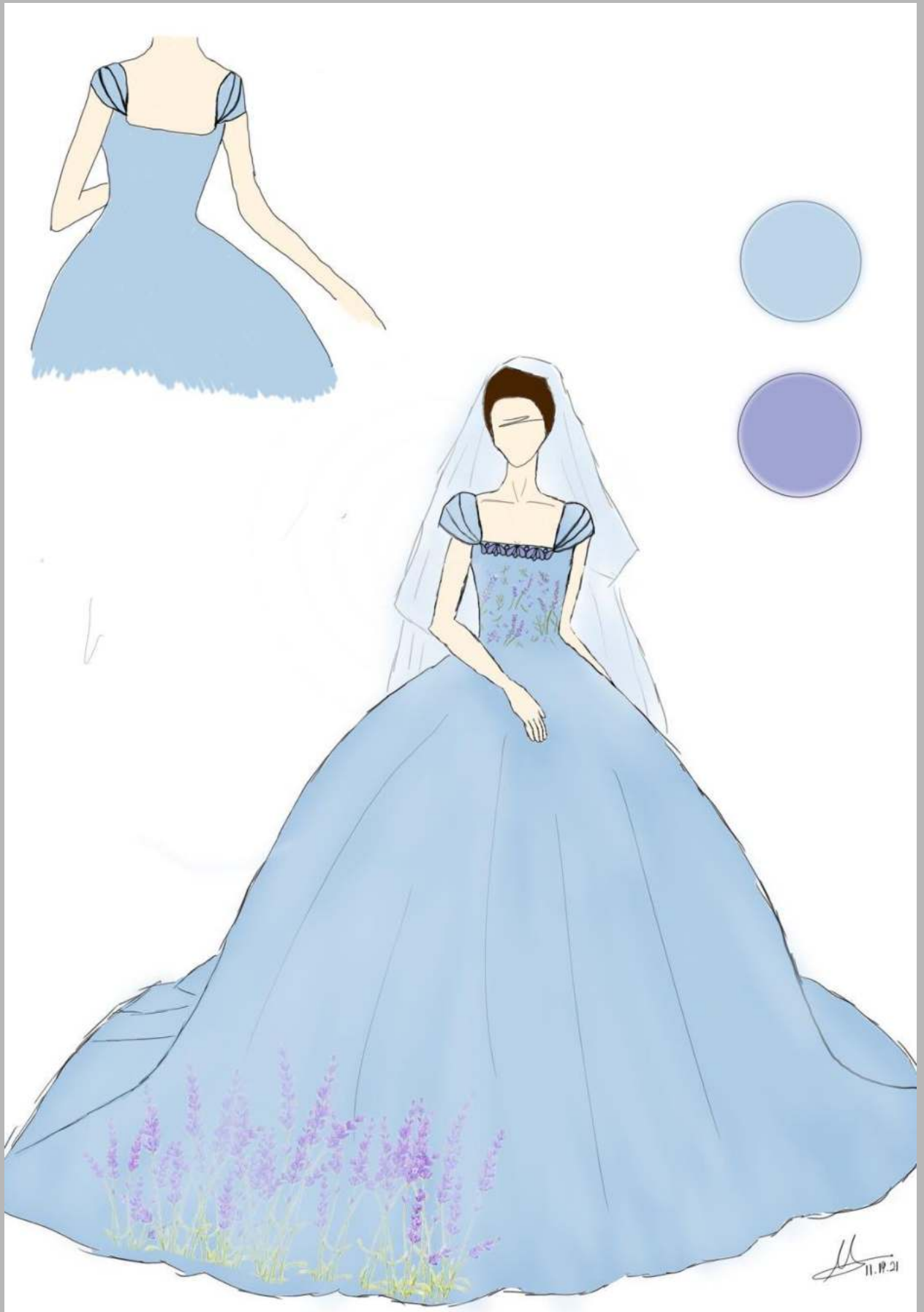
Dresses that incorporate the backless trend have the potential to showcase a number of details. For example the style we have illustrated features a hollowed out look that not only highlights the beauty of the back, but also shows liveliness. The skin on the back is looming, which will better highlight the shape of the wearer and can also achieve the visual effect of a thin waist. This trend is also great for displaying the delicate details in the lace while also adding a sense of drama to an otherwise simple dress. With all the changes that have come from the past two years going into 2023 brides might want the option of a more classic garment and what better way to add your own twist and acknowledge the dynamics of your journey than to incorporate the glamor and drama that is a backless gown.

⁵ (*Open Back Wedding Dresses: Why You'll Love Them*, n.d.)

TREND SKETCHES





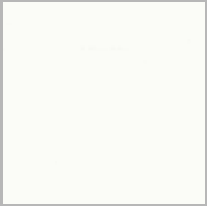




PROPOSED COLORS

The colors we predict for the coming Spring of 2023 are based on previous research and evaluative research including surveys. Highlighting five of the hottest color seasons that will leave you craving more!

Innocent White



Far Sky Blue



Ice Green



Nyuuryoku Green



Lilac



Navy Blue



Innocent White:For all those who wish to have a perfect marriage, the purity of the marriage is very important.

Far Sky Blue: The color of the sky represents the yearning for freedom and love.

Ice Green: Ice green adds maturity to sweetness, and represents the beginning of another journey in life.

Nyuuryoku Green: Represents hope, safety, comfort and life, full of anticipation for love.

Lilac: Symbolizes purity, dedication and love.

Navy Blue: Symbol of eternity, blue is very pure, usually reminiscent of the ocean, sky, etc.

PROPOSED FABRIC



Satin: 30%Rayon, 20%acetate, 30%polyester, and 20%silk



Paduasoy: 100% silk



Organza: 60%polyester and 40%nylon



Charmeuse: 30% Silk, 40%Polyester and 30%Rayon

INFLUENCERS & DIRECTION

“ONLY YOU” wedding dresses are heavily inspired by the one and only Vera Wang. Vera Wang is an American fashion designer, who is also the daughter of Chinese Immigrants. Wang attended Sarah Lawrence College in Westchester County, New York. She majored in Art history, which led her to her current success. Wang was hired to work as an editor at Vogue Magazine. After this, she worked with Ralph Lauren for two years, which she then resigned and started her own career as a bridal wear designer. She has made wedding dresses for celebrities like Ariana Grande, Alicia Keys, Mariah Carey, and Avril Lavigne. Wang’s wedding dresses range as little as \$200 to \$23,000 or more (According to David’s Bridal) , of course since it is a designer wedding gown! Wang’s fabric detailing is done by hand. She razor cuts her dresses, adds special beading, and uses a lot of lace. She is not afraid to step out of her comfort zone to give her clients the best dress!



After carefully doing our research, and having Ms. Vera Wang as our top influencer, we believe that we can see these trend forecasts getting better and better and changing. Like mentioned before, we are in an era where unique looks are starting to pop out and creative people are starting to get more comfortable wearing “what is considered weird”. Over the years we will see how these things will change for the better. The traditional wedding dress look would most likely start disappearing little by little. We believe that new colors would be introduced, as well as different fabrics, silhouettes, and designs!

MOOD BOARD



TILL DEATH DO US PART



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APPENDIX

Everything You Need to Know about Vera Wang. (n.d.-b). LOVE YOUR DRESS.

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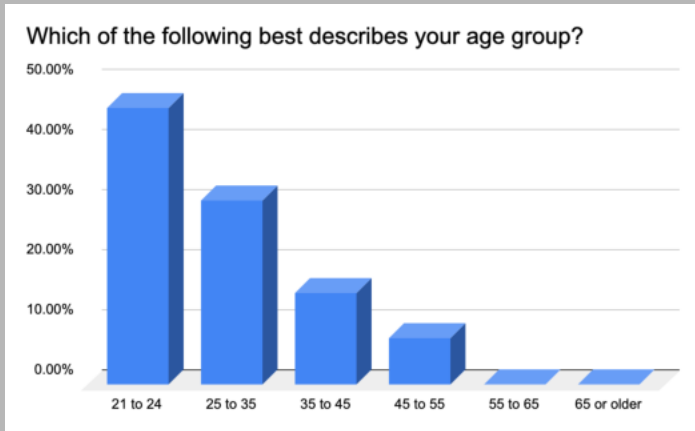
Access Denied. (n.d.-c). DAVID'S BRIDAL.

<https://www.davidsbridal.com/wedding-dresses/white-by-vera-wang>

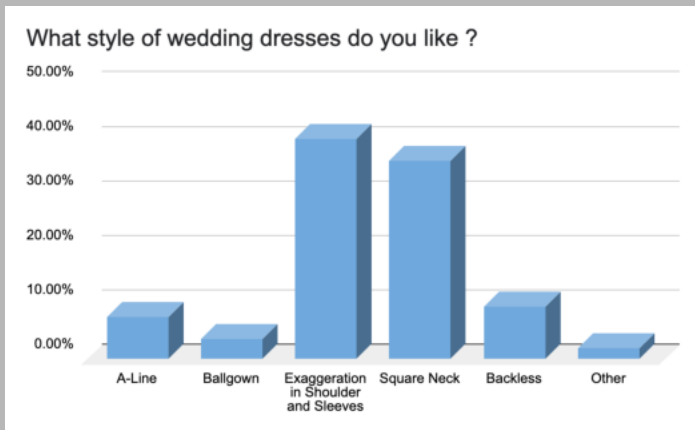
"ONLY ONE" Survey

<https://forms.gle/g5Eqmh2hLEfjgkx46>

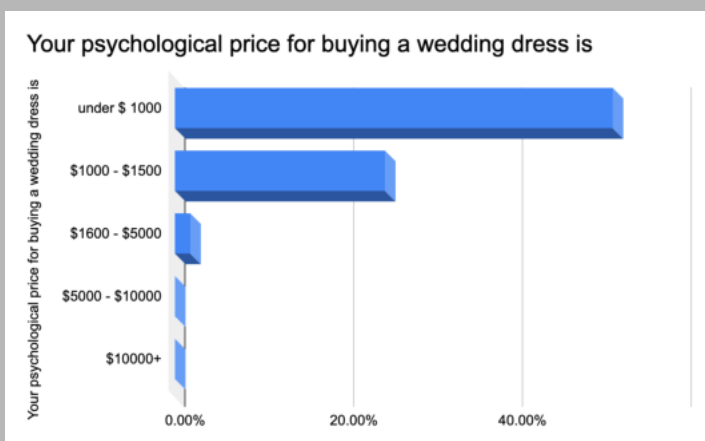
VALS Result:



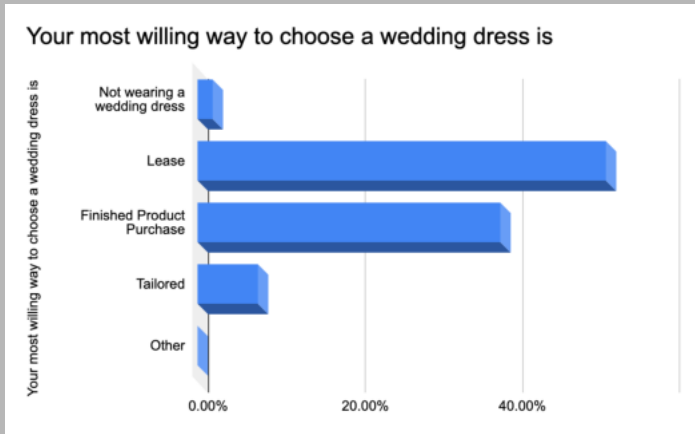
The total number of Respondents was 52, Therefore, the 21 to 24 age group would be: $24/52=46.2\%$; 25 to 35 age group would be: $16/52=30.8\%$; 35 to 45 age group would be: $8/52=15.4\%$; 45 to 55 age group would be: $4/52=7.7\%$; 55 to 65 and 65 or older age group is 0%.



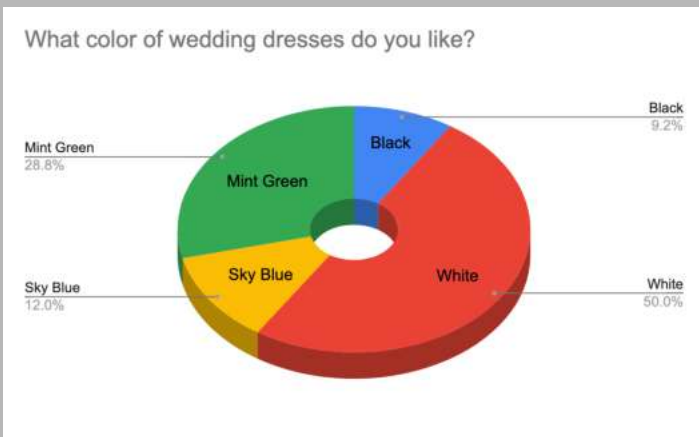
The total number of Respondents was 52, Therefore, the A-Line would be: $4/52=7.7\%$; Ball Gown would be: $2/52=3.8\%$; Exaggeration in Shoulder and Sleeves would be: $21/52=40.4\%$; Square Neck would be: $19/52=36.5\%$; Backless would be $5/52=9.6\%$; other would be $1/52=1.9\%$.



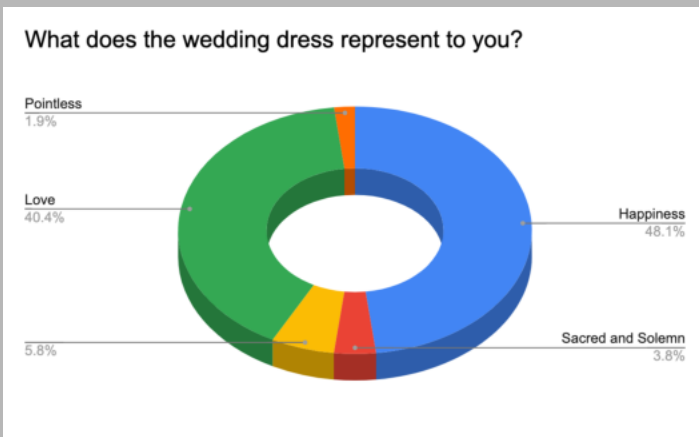
The total number of Respondents was 52, Therefore, under \$1000 would be: $38/52=51.9\%$; \$1000-\$1500 would be: $13/52=25\%$; \$1600 - \$5000 would be: $1/52=1.9\%$; \$5000 - \$10000 and \$10000+ is 0%.



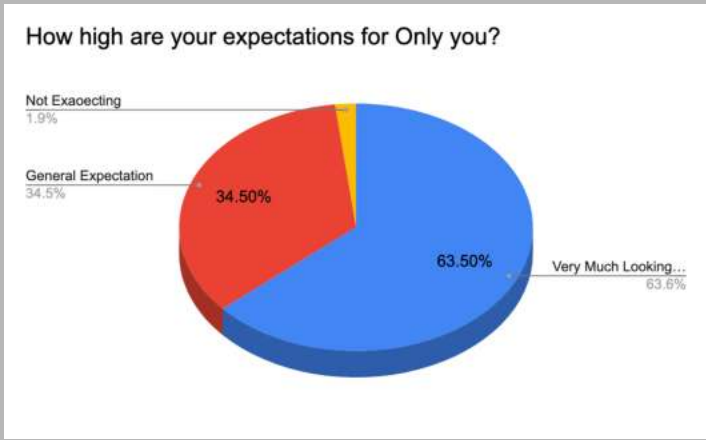
The total number of Respondents was 52, Therefore, the Not wearing a wedding dress would be: $1/52 = 1.9\%$; Lease would be: $27/52 = 51.9\%$; Finished Product Purchase would be: $20/52 = 38.5\%$; Tailored would be: $4/52 = 7.7\%$; other is 0%.



The total number of Respondents was 52, Therefore, the Black would be: $5/52 = 9.2\%$; White would be: $26/52 = 50\%$; Sky Blue would be: $6/52 = 12\%$; Mint Green would be: $15/52 = 28.8\%$



The total number of Respondents was 52, Therefore, the Happiness would be: $25/52 = 48.1\%$; Sacred and Solemn would be: $2/52 = 3.8\%$; Loyalty would be: $3/52 = 5.8\%$; Love would be: $21/52 = 40.4\%$; Pointless would be $1/52 = 1.9\%$.



The total number of Respondents was 52, Therefore, the Very much looking forward to would be: $33/53 = 63.5\%$; General expectation would be: $18/52 = 34.6\%$; Not Expecting would be $1/52 = 1.9\%$.



The total number of Respondents was 52, Therefore, the \$0-\$4,999 would be: $2/53 = 3.8\%$; \$5,000-\$9,999 would be: $4/52 = 7.7\%$; \$10,000-\$39,999 would be: $18/52 = 34.6\%$; \$40,000-\$69,999 would be: $27/52 = 51.9\%$; \$70,000-\$89,999 would be $1/52 = 1.9\%$; \$90,000-more is 0%.