

BUF 3310 CONTEMPORARY DESIGNERS IN LUXURY MARKETS
The New York City College of Technology

Professor Jackson

Assignment #1

Directions: Conduct trend & style research utilizing Trade Publications/Digital Platforms, CUNY Library Database and Fashion Snoops.

Suggested Trade Publications and Digital Platforms:

Vogue & Vogue Runway

GQ Style

Highsnobiety

Hypebeast

WhoWhatWear

Refinery29

Students will practice ‘Cool Hunting’ strategies to understand the fashion consumer of the early 2000’s by answering the following:

What is ‘Cool Hunting’?

Cool hunting is a marketing research practice identifying what is perceived to be currently “cool” amongst the in-crowds. Cultural influences and interests are signals of what may be cool

Retail Landscape

What are THREE popular trends emerged during the early 2000’s? Describe and identify one fashion trend. List the brand and/or retailer that sold the trend. Describe the consumer profile of the targeted consumer by describing the demographics and psychographics of the shopper.

TREND 1:

The 2000s were full of popular trends and many of them stuck, but a lot of them were buried into the ground with the hope of no one ever bringing them back up again. Twenty years have passed, and everything seemed normal until the fashion app Lyst reported that searches for low-rise jeans have increased 91 percent in the past six months. Brands such as BDG, Citizens of Humanity, and Rag & Bone have been selling out of their low-rise skinny jeans as of late and it’s speculated that this is because of Gen Z’s influence on the market. The power of Gen Z should never be underestimated, they’re 16–24-year-old students that follow celebrities like moths into flame. They see someone like Rihanna wear low-rise jeans once and it’s the craze suddenly.

TREND 2:

The 2000s were influenced by a lot of rappers that introduced their own clothing lines, such as Nelly, 50 Cent, and Jay-Z. Nelly introduced the world to Vokal, 50 Cent created G-Unit, and Jay-Z produced Rocawear. Many of their looks consisted of baggy jeans, sports jerseys, bubble jackets, puffer vests, and tall t-shirts that were paired with Timberland boots or sneakers like the Nike Air Force 1s. The consumer profile of the targeted consumer for this look consisted of men between the ages of 21-24 that were devoted followers of rap music and were into baggy clothes and sports apparel. The craze for the brands created by those three men has died since the late 2000s, but their impact on the fashion world remains.

TREND 3:

There were a lot of different outfits that came to mind when someone thought about fashion in the 2000s, but in my opinion none of them were as big as velour tracksuits. Everyone from Britney Spears to Eminem were spotted wearing such tracksuits and they were usually brightly colored with logos/phrases. Juicy Couture helped popularize velour tracksuits back in the 2000s, but the craze had drastically gone down throughout the years. That was until Kim Kardashian West shared a post in late 2020 wearing one with her friend Paris Hilton. This was the catalyst that fashion insiders took and ran with to announce the return of the tracksuits. Juicy Couture even started selling more of them in recent years with their consumer profile being women in their 20s that are addicted to social media and selfies (their words, not mine). Times have definitely changed because I remember my mom had one of these, but demographics change with time.