



**Bora**

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## *The Author*

Deborah O Aderounmu is a creative entrepreneur with unparalleled aesthetic instincts, who was born in 1998 in Lagos, Nigeria. The second of four kids, she now lives in Queens, New York, USA. Deborah has always been interested in Fashion,

Growing up with a mother who

designs and makes apparel for a living she learned how to sew and sketch.

She graduated with an Associate degree in Computer Information Systems, a Bachelor's degree in the Business and Technology of Fashion and a Master's in International Fashion Marketing from Glasgow Caledonian New York College (GCNYC). She first interned at Morpew Paradox (a vintage lifestyle brand), working with e-commerce, organizing and merchandising print archive, working with library systems for print artwork categories and uploading into an online database, then she also interned at Giorgio Armani focusing on visual merchandising, she moved to the fashion trend forecasting department, where she learned how to correctly predict fashion and color trends. Deborah later started a trend-forecasting company called Bora's, that she runs to date. Moving on to Michael Kors as a senior designer for soft woven, before going on to start her own lifestyle brand: Rah's, a better brand which is selling worldwide to younger and older



women, who value fashion and also the preservation of the earth. Her brand also has an online wholesale distribution system, for chosen retailers, and also ships worldwide to consumers. She is also acting on opening a flagship store on Madison Avenue, NY.

After Debbie's first international bestseller: going international with Sustainable Fashion, she has honed in on trends by forecasting fashion. Debbie was a guest speaker at the United Nations on sustainability practices that improve the ecosystem. She is currently working on her brand producing sustainable clothing, that does not exploit cheap labor. With more and more news and data on climate change and ocean conditions, brands like Bora's and consumers are trying to reduce their carbon footprint in one way or another.

“Sustainable fashion concerns more than addressing fashion textiles or products. It comprises addressing the whole system of fashion” — Deborah Aderounmu.



*Dear Reader,*

Greetings! I hope you are having a fantastic day, Below you will find a short-term forecast of Spring 2021 Dresses that my team and I at *Bora's* have put together: Basic facts about the past trends, how zeitgeist has affected trends, the reasons for the change in the past trends, the factors that affected these predicted forecasts. The color trends (tracking the color evolution), silhouettes, lengths, prints that are predicted to be trending during that particular time spring 2021, influencers that establish these standards of dress for other people, innovators who buy new product innovations relatively earlier than others in a particular social group. The direction of how these trends came about: trickle-down/trickle up/trickle across.

It has been a great learning experience for me throughout the compilation of this document: Identifying the source, underlying pattern, direction and tempo of the trends, looking at how politics, economy, and the social trends have affected fashion and how all these components has helped forecast the trends that would be popular in the spring of 2021. The blend of qualitative and quantitative components, fashion and consumer (lifestyle & attitude) scan, fashion and trends analysis, the wide view of cultural indicators and the close focus of sales forecasting, and short-range and long-range time scales. The trends for functional fabrics and trims for 2021, like denim, dry and crispy cotton, transparency, geometric, breathable, multi-color effects, jacquard mania, exotic birds, glamorous shine, crushed and crumpled fabrics. Diving into the details of each of these listed fabrics and these trends would be worn.

All this is what provides a combined forecast targeted to consumer preferences.

When thinking of spring think bright, fresh and lively colors!!!

Sincerely, Deborah Aderounmu.

## Consumer Profile

### ❖ *Demographics*

Using Qualitative techniques and quantitative research, consumers who buy these products are younger aged to middle-aged women who may be single, in a relationship or married. They are ethnically mixed, highly educated, determined women who live in urban and suburban areas and have well-paying jobs.

Income Range	Percentage
\$0-50k	10%
\$50k-\$100k	23%
\$100k-150k	36%
\$150k- +	31%

### ❖ *Psychographics*

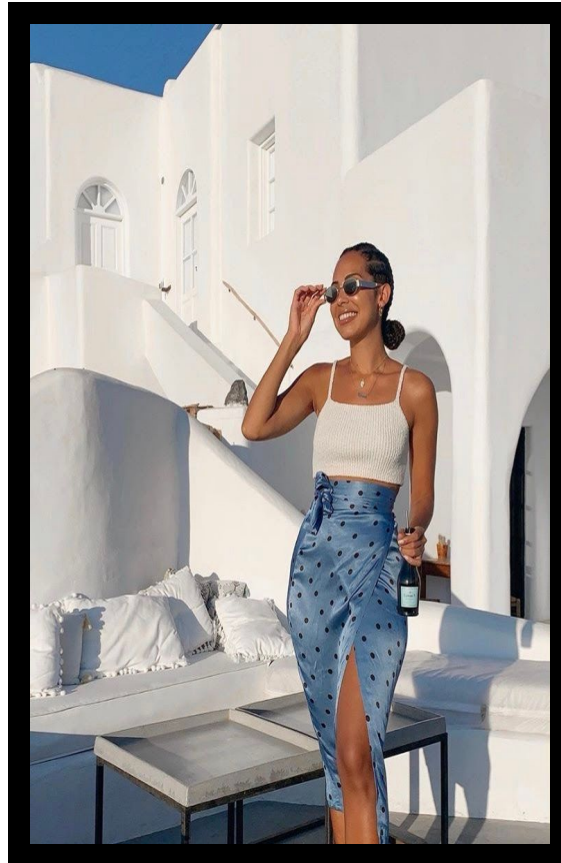
Sophistication, whimsical, self-driven, approachable are traits affiliated with the consumer's personality. They love traveling and are not only fashion-forward customers, but they also like classic, colorful and filled with patterns embellishment and prints. The overall aesthetic fits the target woman perfectly. It's a bit bohemian, a bit rock-and-roll, a bit sophisticated – a perfect balance of femininity, minimalist cuts and being on-trend without being trendy.

### ❖ *Geodemographics*

While the products are sold internationally, the geographic segmentation: trendy apartments, clothing boutiques, casual restaurants, all types of bars- from juice to coffee to microbrews, and geodemographics: being able to reach consumers through mail-order status, television viewing, subscriptions, media usage, will help these products sell successfully.

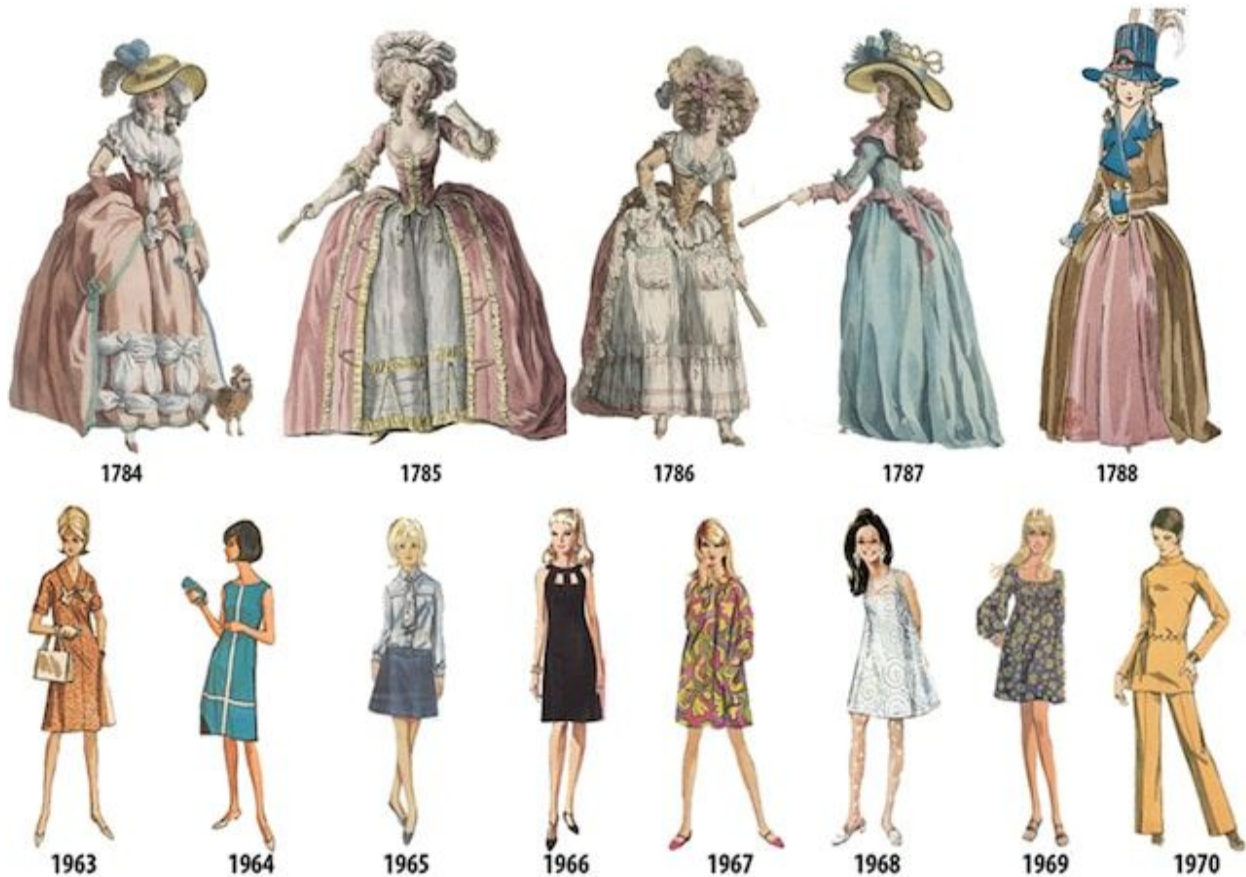
## V.A.L.S

The day to day life of a consumer makes her a thinker, achiever, experiencer: her *Value and Lifestyle (V.A.L.S)*.



She has high resources and is motivated by ideals, achievement, and self-expression. This consumer is mature, responsible and well educated. There is a balance between her job, family, physical exercise and social activities. Highly interested in fashion, she is an avid user of social media; browsing the current collections. Technology plays a big part in her life, she can be found Tweeting her thoughts or Instagramming her daily doings. She is a woman enjoys layering key basic pieces, textures and statement block colors and patterns.





## History of Dresses

We first see the dress make an entrance in history when humanity began to live with one another and create naturally-occurring groups. Once these social groups became well-defined in categories such as culture, language and the arts, the importance of the dress was elucidated. In its inception, dresses defined distinction amongst communities, cities and even countries. The dress as we know it today was a garment that evolved throughout the ancient world and over 100 and 1000's of years (Perez, 2018). Mesopotamian Dress, Egyptian Dress, Minoan Dress, Greek Dress, Etruscan Dress: are the dresses that started it all.

Mesopotamian Dress: Later Sumerian women typically wore sewn outfits covered with tiers of fringe. These included skirts much like those worn by men and shawls or tops that were also fringed. By the end of Sumerian rule around 2000 B.C.E., both men and women wore skirts and shawls. One of the chief products of Mesopotamia, wool, was used not only domestically but also exported. Although flax was available, it was clearly less important than wool. The importance of sheep to clothing and the economy is reflected in representations of the dress. Sumerian devotional or votive figures often depict men or women wearing skirts that appear to be made from sheepskin with fleece still attached.

Egyptian Dress: The Egyptians used linen to make most of their clothing, light and cool material, perfect for a hot climate. White was the most common choice of color, but they also used red, blue and yellow. Clothing was worn draped over the body and was either tied or sewn in a few places. Other items, made of wool, have been found more rarely since tombs did not shelter objects made from animal products.

Minoan Dress: Minoans wore a variety of complex garments that were sewn together in very much the same way that modern garments are made. Unlike the classical Greeks who followed them hundreds of years later, the Minoans sewed skirts and blouses that were shaped to the body of the wearer. Crete is located in the southern Mediterranean and has a hot climate, so heavy clothes were not needed. Ancient Minoan men wore only loincloths, which were small pieces of fabric wrapped around the waist to cover the genitals. However, even these small garments were made with much attention to detail. Loincloths were made from a wide variety of materials, such as linen, leather, or wool, and decorated with bright colors and patterns. Many had a decorative page or sheath that covered and protected the penis, and some had long aprons in the front and

back with tassels or fringe. While early Minoan men usually went bare-chested, in the later years of the Minoan civilization men often wore simple tunics and long robes.

Greek Dress: A "dark age" of which little is known separates the Minoan/Mycenaean period from the Archaic Period of Greek history on the mainland. The history of Ancient Greece is generally divided into the Archaic Period (800–500 b.c.e.), the Classical Age (500–323 b.c.e.), and the Hellenistic Period (after 323 b.c.e. to the absorption of Greece by the Romans).

Clothing in Ancient Greece consisted of lengths of rectangular linen or wool fabric. The Greeks wore light clothes as the climate was hot for most of the year. Their garment usually consisted of two main parts: a tunic (either a peplos or chiton) and a cloak (himation). Clothes were secured with ornamental clips or pins at the shoulder and belt, sash, or girdle at the waist. The length of clothing differed between men and women, women's clothing was to their ankles while men wore their robe to the knees.

Etruscan Dress: A number of tribes occupied the Italian peninsula. By 800 b.c.e. one of these groups had occupied a fairly large area and had developed an advanced culture and economy. Their burial practices, which included tomb paintings showing daily life, provide good evidence for how they dressed.

Trade brought them into close contact with Greece, Greek art, and Greek styles. In some periods Etruscan costume shows more shaping in the sleeves, which flare out at the ends, and a fit that molds the body more closely. Other distinctively Etruscan garments included a tall peaked hat, called a *tutulus*; shoes with pointed, curved toes; and several different styles of mantles. One especially notable mantle was the *tebenna*, which was apparently made with curved edges and semicircular in shape.

### *Dresses in More Modern Times*

In the early 19th century, dresses started out being lightweight and on more of the simple side. However, in the 1830's the styles developed into oversized silhouettes and puffy sleeves and by the mid 19th century, dress frames were being made of whalebone or steel wire which was called crinolines under their skirts (Perez, 2018). From the 1840s onward accentuating small waists with cinch corsets became what was fashionable. It wasn't long until the late 1860s brought Victorian women dresses in which the front of the skirt was flat, but the back was bulky and bulged outwards. This particular style was called a bustle and although it was a popular dress style, by the 1890s this silhouette disappeared.





## *20th Century Dresses*

A revolution in women's clothes occurred in 1925. It was during this time that women ditched the longer hems and began wearing knee-length dresses. Even feminine details became less popular and in the mid and late 1920s, it was fashionable for women to embrace a boyish and figure-less look. However, that was short-lived. In the 1930s women's dress became more

conservative again. It wasn't until World War II that the less-conservative hemline came back into circulation, and this was because it was necessary to save material during that difficult time, so shorter hems were the best option. Dresses and all other types of clothing and fabrics were rationed until 1949.



(Shovava, 2017)

## *The New Look*

In 1947 Christian Dior introduced the New Look, which embraced long dresses with narrow waists, accentuating a women's 'hourglass' figure. Throughout the next decade dresses remained feminine and the silhouettes full. It wasn't until 1965 when Mary Quant invented the mini skirts and dresses, along with all other types of women's clothing, became more relaxed and informal.

The lapels, blazers, and off-shoulder from the looks below are trends that have been predicted for Spring 2021.



## Today's Dress

Today's fashion has brought dresses of all styles and shapes to the forefront. From t-shirt and shirt styles to flowing-bohemian and maxi fits. Regardless of style preference, there is a dress for everyone and every season. In fact, there are over fifty different styles of dresses circulating in the fashion sphere today.

## Trend Report

**The evolution of dress and what is currently trending is why the following are forecasted for Spring 2021: Bohemian dresses, shirt dresses, blazer dresses, wrap-around dresses, glitter/sequins dresses.**

### ◆ *Boho (Bohemian) Dresses*

Bohemian style has, for over 200 years, been an exotic alternative to the accepted fashions of a given period. Generally associated with artists, writers, and intellectuals, bohemian culture incorporates various clothing styles from around the world, as well as a historical costume (Monet, 2019). This style consists of loose, colorful clothing and has been known as boho chic, hippie style, and Aesthetic dress. With their long flowing hair and rich, though threadbare fabrics, bohemians stand out in a crowd representing a colorful counterculture based on creativity, poverty, and an indifference to social structures and traditions. Fringes that can be found in the Mesopotamian era around 2000 B.C.E. as mentioned earlier in this report.



The bohemians, as a counterculture, appeared in France after the French Revolution. Deprived of the former system of patronage, where wealthy clients supported the arts, artists were plunged into poverty. Many took up a nomadic lifestyle, lived cheaply, and wore worn-out, unfashionable or used clothing. Formerly, an artist was seen as a skilled and talented craftsperson. But the Romantic Movement of the late 18th century rejected the confines of bourgeois life and the former importance placed on reason, to embrace the imagination (Monet, 2019). A new cult of personality emerged with the artist as hero and individual style expressed in the way one dressed. An artist became a special type of person, not merely a craftsperson, but a kind of eccentric genius whose creativity was displayed in the way they lived and looked. The artist himself (or herself) was a piece of art.

**The Hippie Movement of the late 1960s:** Centered on the creativity of life and dress, hippie style included elements of historic costume and a rejection of mainstream life (Monet, 2018).

***La Boheme and the Musical Rent:*** The musical *Rent* is based on Puccini's opera *La Boheme*. The story revolves around a group of artists and their struggles with poverty and disease.

**Paul Poiret:** The early 20th-century fashion designer used elements of peasant costumes from around the world in his designs. His introduction of historical dress into high fashion eventually bled into mainstream fashion.

**Greenwich Village, New York or The Village:** A modern gathering place for impoverished artists and writers, and a haven for the creative community as a distinctive minority group.

**The Left Bank:** In the early 20th century, the Montparnasse area of Paris, France, was a hub of creativity that attracted artists, writers, and intellectuals. Here, people like Marc Chagall, Ernest Hemingway, Henri Matisse, and others were able to live cheaply, meeting in bistros and

restaurants to share ideas.

Basically unchanged for many years, the bohemian style came to be associated with young people hoping to distance themselves from the materialistic culture of past generations. It even gave birth to more modern counterculture styles. Beatniks, with their black turtlenecks and striped shirts, took on a more austere tone of the dress (Monet, 2018). Hippies introduced a note of childhood to the mix by incorporating old western styles as well as short, girlish skirts. But as mass media embraced boho style, one wonders if the term is still viable. When a counterculture goes mainstream, the style can no longer be viewed as an alternative. Bohemian dresses are back, and even though this recipe contains elements of hippy, folk and even a bit of grunge (Nina, 2018). According to <http://afmu.net/trendy-dresses-spring-summer-2021/>, these are these fashionable dresses coming out with, in Spring 2021?

- ❖ Print: Floral, geometric, and Oriental motifs.
- ❖ Decorative details: Fringes, feathers, natural materials (wood and ceramic accessories).
- ❖ Designs: Freedom in motion, opting for oversize style. The constructive elements are bulky, especially when it comes to the “bishop” sleeves (extending to the wrist and cuff), kimono (broad sleeves that resemble a part of the traditional Japanese outfit) and puffy sleeves (rounded bulky sleeves).

### ❖ *Shirt Dress*

It has been said that fashion is evolutionary, After World War II, many women stopped paying attention to fashion and style due to economic scarcity. Clothing, in general, was meant to be

practical instead of glamorous. That changed in 1947 when Christian Dior launched his “New Look,” which was a feminine variation of a typical men's shirt (standard collar, button front, sleeves) and became an iconic dress that was popular around the world in the 1950s. It was initially called the shirtwaist, and it began with a skirt that was made fuller and flashier with a crinoline, and was later discarded as women began prioritizing their comfort. World War II, many women stopped paying attention to fashion and style due to economic scarcity (Romero, 2019). Throughout the 50s, small alterations to the pattern helped retain its popularity. The most significant of these was the use of printed fabrics, particularly floral prints. Clothing, in general, was meant to be practical instead of glamorous.

**Name history:** The term "shirtwaist," derived from "waist," the nineteenth-century term for what we would now call a blouse (in itself so-called because it bloused over the waistband as it was tucked into the skirt), was commonplace by the 1890s. However, the name as applied to sports dresses was not generally used until considerably later (Person. 2019). Women's magazines from the 1930s and into the 1940s referred to it rather clumsily as "the button-down the-front style" or, more vaguely, the "sports dress" even as they acknowledged that it had become a classic of American style. In a very early version, Simplicity Patterns offered a "shirtmaker" in 1937, but *The Ladies' Home Journal* did not consistently use the name in their articles and advertising until sometime around 1941, and even Best & Co. called its dress a "golfer" that same year. However, a major article in *Life* (9 May) on "Summer Sports Style" devoted two full pages showing 18 illustrations of various "classic shirtwaists," in all price points and in both day and evening wear (Person, 2019). By so doing, perhaps they helped to codify the name that has stuck. This large and comfortable men's shirt that does not constrain the

movements and, in addition, is always handy. As a rule, this detail stays at home behind the scenes, but this season will leave the comfort zone!

Supported by <http://afmu.net/trendy-dresses-spring-summer-2021/> (Nina, 2018), the spring 2021 dress shirt is different in length, and, strangely enough, by style: asymmetrical shapes, unusual geometry, combined with extra prints and trim in the shape of belts and belts – and a regular shirt becomes a beautiful dress and sexy. In addition, it is suitable not only for a casual look but also for a holiday and a beach trip. It can also be used instead of a tunic over a swimsuit.

### ❖ *Blazer Dress*

For centuries, the double-breasted jacket has been a unisex classic, but—with origins rumored from the sports field to the high seas; and the first appearance in Vogue in 1893. The blazer is traditionally a thigh-length, double-breasted jacket, tailored in either black or navy lightweight flannel. The brass buttons on the sleeves reflect the garment's origins in late 19th-century British boating and cricketing culture (Bass-Krueger, 2019). A middle child, the blazer is positioned between the formal suit jacket and the casual sports jacket. Worn without matching pants, the blazer is looser and less structured around the shoulder and chest than the suit jacket. The blazer had its first major revival in the 1950s when British students altered their school blazers to make them stylish. In *Mods: The New Religion* by Paul Anderson, former followers recount their style inspiration. “Around this period I got a three-chrome, button blazer,” recalls Mickey Modern from London. “It became fashionable to have your initials in Roman characters on the breast pocket.” Lloyd Johnson from Hastings remembers that one of his

friends had his mother shorten his school blazer to “look like a bum freezer”, while his friend “took off his tie and turned his collar up”. Some 20 years later, Giorgio Armani ushered the garment back into fashion, presenting his first collection of unstructured men’s blazers in 1975.

Unlined and un-ironed, the jacket was less formal than a suit jacket but still professional.

Armani’s blazers could be worn like a sweater or a jacket, casual but sophisticated. The “King of the Blazer” was anointed when Richard Gere wore Armani in the 1980 hit *American Gigolo*. The blazer had finally garnered sex appeal (Bass-Krueger, 2019).

Around the late 2000s, colorful blazers were adopted as a fashion trend by women. Made popular during Christophe Decarnin’s tenure at Balmain between 2006 and 2011, the blazer became a statement piece to layer over an evening dress. In the past few years, it has even made an appearance as the dress itself—cut to the top of the thigh, the blazer-dress is but the latest rendition of this classic wardrobe staple.

It is impossible not to talk about the universality of it: in casual, business style and even in the evening such a modified blazer is sometimes irreplaceable. A bold look with stiletto shoes on high heels, a headband, and a fashionable chain bag are ideal for the evening, however, it is better to get down from the sky to the ground during the day, replacing the heels with flats. On the shoulder, choose a more comfortable bag, and perhaps the cape can be left

<http://afmu.net/trendy-dresses-spring-summer-2021/> (Nina, 2018). Judging by the frequency with which this element appears in new collections, the conclusion is unambiguous – the blazer dress deserves to exist!

## ❖ *Wrap-around Dresses*

In today's contemporary world of fast fashion, it's rare that a style or silhouette will stay on trend for very long. Often, different cuts will come and go, barely lasting a season before something new comes along. For any silhouette to stand the test of time, especially in this current, impossibly fast-paced industry is quite a feat, and few come to mind. However, there are a few iconic exceptions, one of which is the timeless wrap dress.

Women's dresses, such as skirts, Wrap around dresses are back in fashion says <https://labelashishkumar.blogspot.com/2019/09/2020-2021-fashion-trends-spring-summer.html> (Kumar,2019). Women are tired of jeans, skirts and dresses over the trousers are a way to combine them both to feel comfortable and look elegant

The wrap dress's true origin began about four decades prior to its spike in popularity- back to the 1930s. During this time, designer Charles James was taking the fashion world by storm with garments that, at the time, were verging on obscene. Obsessed with the body and its sensuality, James' clothing featured cuts that accentuated the figure, bustles that resembled genitalia, and plenty of embellishment. The designer created the very first iteration of the wrap dress- a clinging sheath that "spiraled" around the body, clasping at the hip or zipping across the torso. While the dress took on a sophisticated air at first glance, James had something very different in mind when designing it. He christened it the "Taxi Dress," because he wanted to create a dress that "a woman could slip into-or out of- in the back of a cab." Utilitarian sportswear continued to integrate itself into fashion as time went on, and other designers tried their own takes on the wrap dress. Elsa Schiaparelli also designed several wraps during the 1930s. By the '40s, a version by Clare McCardell "the popover dress" gained popularity. The

popover was McCardell's response to the lifestyle of women during World War II- a busy one in which housewives had many responsibilities both in and outside the home. Starting as a garden cover-up, it quickly morphed into an easy and "popped" over a bathing suit, trousers, bare skin, or an entire outfit to be worn as a jacket.

The dress not only fits the body well, but it also fits perfectly into the lifestyle of the modern, working woman. It combines beauty and practicality, which is more important than ever in the current fashion world. Today, the wrap dress continues to be the pinnacle of Von Furstenberg's collections. Other designers have noted just how flattering the wrap dress is, and have created their own versions- you can find the silhouette on every runway from J.Crew to Alexander McQueen. The wrap has become a definitive fashion staple, and will likely continue to grace the runways for a long time to come, especially for Spring 2021.

### ❖ *Glitter/Sequins Dresses*

Throughout the centuries, garments have been known to have coins, attached to keep the wearer's wealth close and safe. This was particularly common among ancient nomadic cultures and in funerary garments. "Sequin" originated from the Arabic word *Sikka*, meaning "coin," later becoming the Venetian word *zecchino*. In the late 16th century, it morphed into the French word, sequin. Formal gowns and suits were embellished with polished disks of metal throughout history, requiring hours of hand sewing by seamstresses. However, the trend grew when a historical discovery was made. In 1922, archaeologists opened the tomb of Egyptian Pharaoh Tutankhamun, revealing splendid garments embellished with tiny disks made of pure gold.

Western fashion quickly reflected the dazzling artifacts in King Tut's tomb as news of the discovery spread. Flappers' dresses were often embellished with hundreds of metal sequins. Modern sequins are typically made of Mylar or plastics. Textiles and trims embellished with sequins are widely available, and a close look at the specific fabrication will help determine the appropriate construction techniques.

You'll find sequins on the 2017 runways of Oscar de la Renta, Morse, Prabal Gurung. It's a strange time to be searching out opulence, but I get it. As designer Ashish Gupta says of his exuberant collections, "Sequins have always been relegated to a slightly dodgy cocktail kind of thing. They are, in a way, a protest against the gloom, against wearing beige, against blandness."

About luster and shine is being talked about so much that most likely you already have something similar in your wardrobe <http://afmu.net/trendy-dresses-spring-summer-2021/>. In the Spring 2021 season, everything is sprinkled with sequins! And not in vain, because the presence of a shining dress in the wardrobe solves a lot of questions, especially associated with an unexpected invitation to a cocktail. Do not have time to choose other details of the look? And this is superfluous because the brightness of your dress will tell everything instead of you. A pair of laconic accessories, super high heels and here you go, you are irresistible!





## Bora's Collection



Figure 1 - A bohemian style crop top, sweetheart neck with ruffled flutter off-shoulder sleeves, paired with a below knee-length skirt with thigh slits and ruffled fabric.

Fabric is made of Silk: sourced from Anna Sui, it has a flower print on it with some metallic threading.

Prize:\$25 per yard.

★ Care For Silk- Safety pins not recommended as they can cause holes and snags, hand washed in lukewarm water with mild detergent, iron on the lowest heat setting on the reverse side of the fabric, store in a safe place free from insects and moisture.



Figure 2 - A bohemian-inspired three-layered ruffled low v-neck, floor-length dress, with bareback neckline, long angel sleeves.

Fabric is made of Silk: with striped gold lines. sourced from Anna Sui.

Prize: \$25 per yard.

★ Care For Silk- normally silk is best washed by hand with a mild detergent, such as Tenestar, Dreft or Lux in lukewarm water. Rinse well, squeeze out surplus moisture by rolling in a towel and hang to dry. Never soak, boil, bleach or wring silk or leave it crumpled in a towel. Safety pins not recommended as they can cause holes and snags, hand washed in lukewarm water with mild detergent, iron on the lowest heat setting on the

reverse side of the fabric, store in a safe place free from insects and moisture.

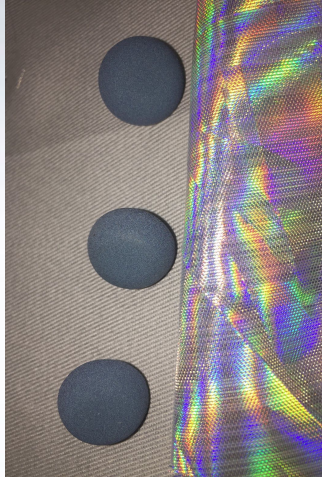
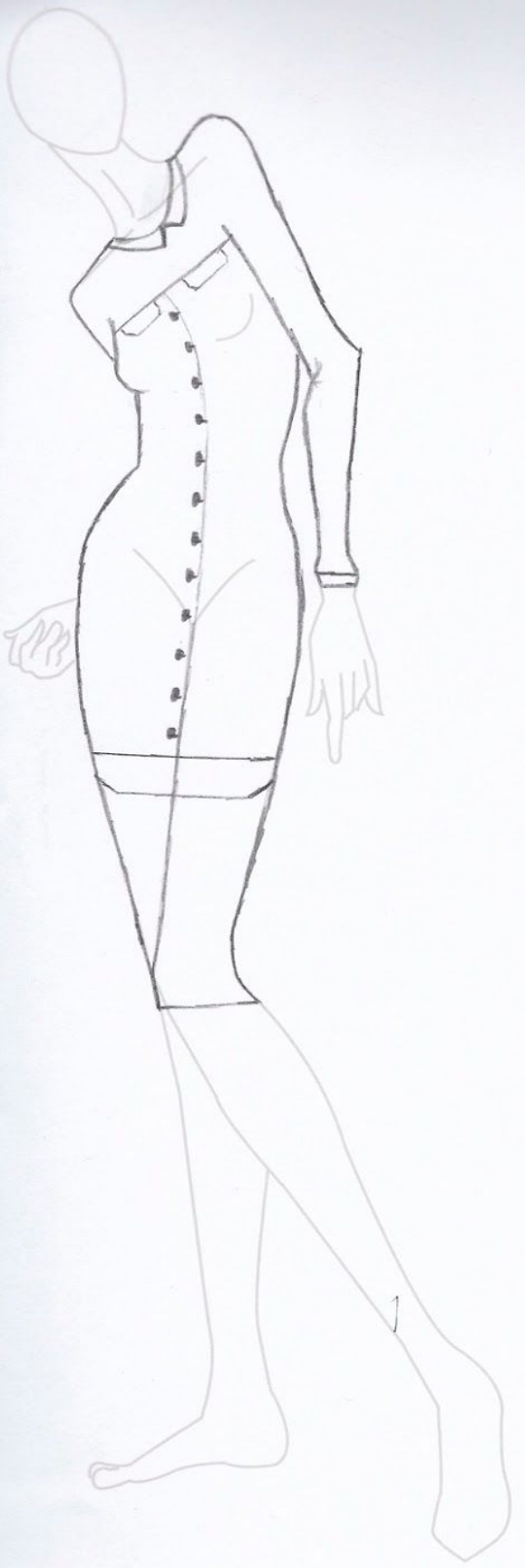


Figure 3- Chelsea collar, long sleeve, knee-length shirt dress.

Detailed with colonial blue Italian buttons: tissue lame fabric at the collar, breast pocket, trim of sleeves, and layered on the bottom front of the dress.

Fabrics - Cotton: sourced from Derek Lam: \$16/yard.

Tissue Lame: 51% nylon, 49% metallic :\$14/yard,

Button- \$1.25 each, 24L/15MM

★ Care for Lame- Unlike metallic clothing sprayed with a finish, lamé clothes with metallic threads woven through them are sometimes machine washable, most items are dry clean only because they have a lining that helps the garment maintain its shape and structure. That lining and interfacing may not be machine washable and requires dry cleaning. Similar to metallic fabric clothing, lamé clothing is delicate, and friction may snap or damage the metallic yarn. When you wear lamé clothing, avoid rough surfaces.

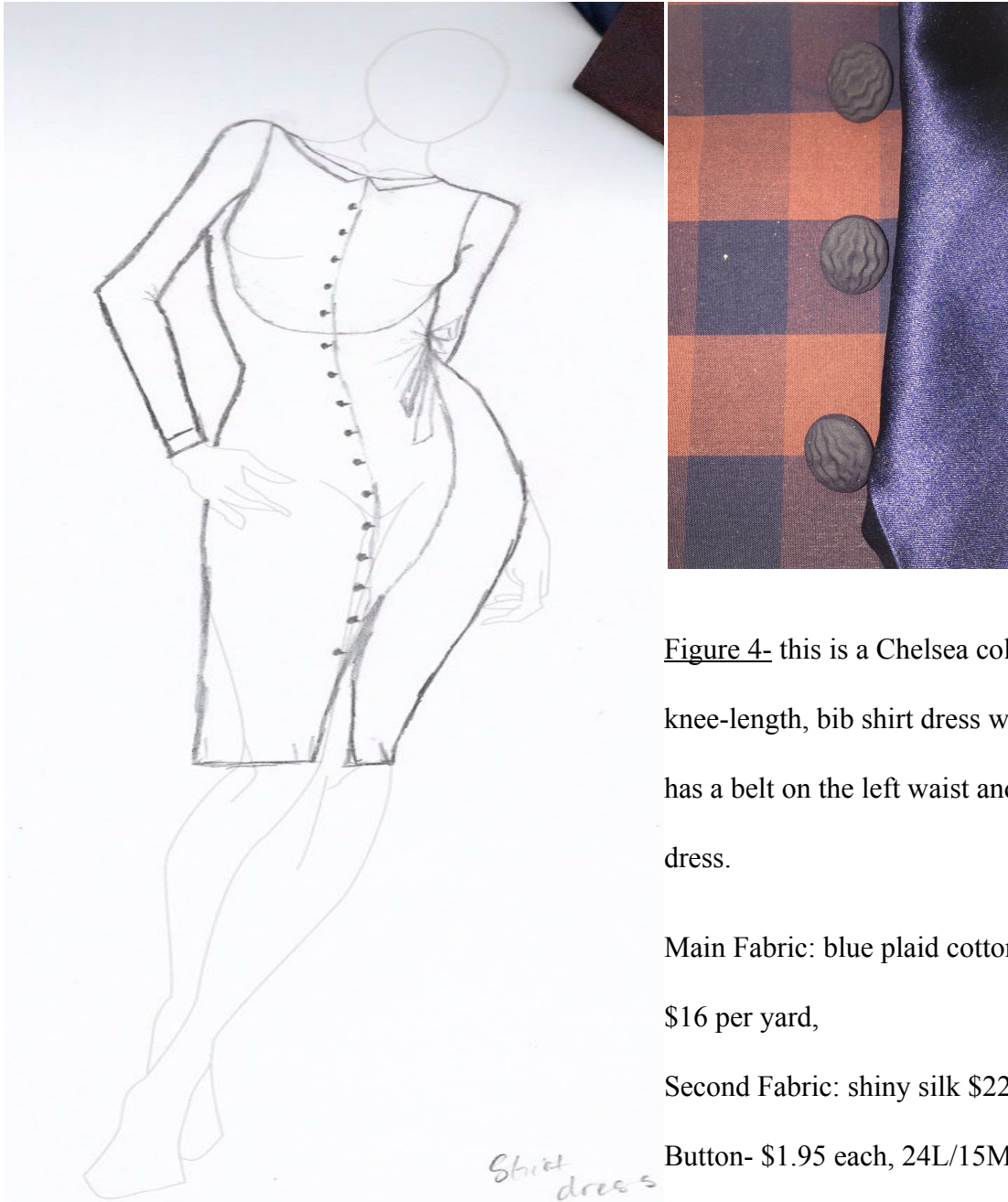


Figure 4- this is a Chelsea collared, long sleeve, knee-length, bib shirt dress with navy blue buttons. It has a belt on the left waist and a slit in front of the dress.

Main Fabric: blue plaid cotton, polyester, and linen:  
\$16 per yard,

Second Fabric: shiny silk \$22 per yard

Button- \$1.95 each, 24L/15MM

- ★ Care for cotton- Rinse your cotton fabrics on a cool cycle. To avoid shrinkage, wash with minimal agitation, shake garments after removal from the machine to minimize wrinkles, use a hot iron to remove wrinkles from your cotton items.



Figure 5- This is a knee-length



plaid blazer dress, detailed with Italian white buttons, beaded trims for the lapels, front side pocket on the waist, and slit in the front of the dress, it is lined with

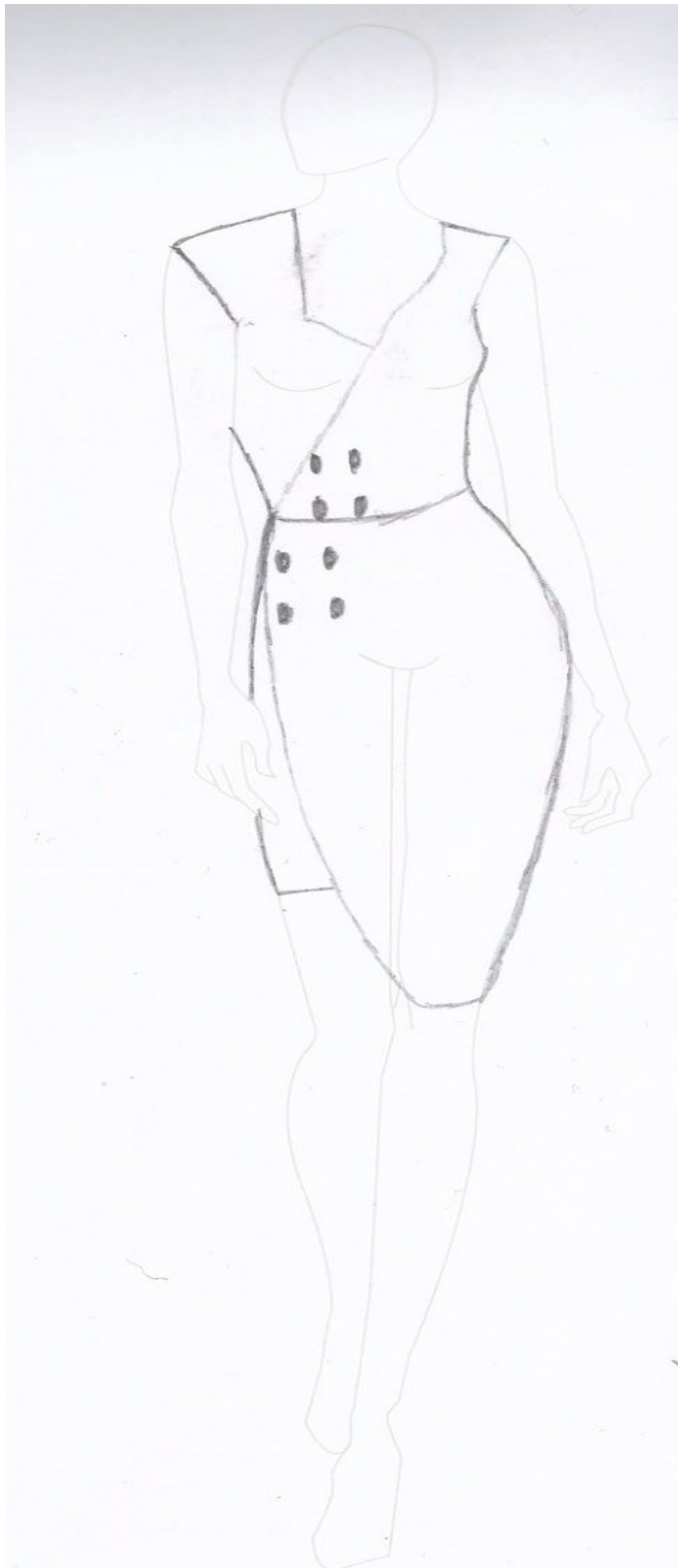
a deeper orange acetate fabric. Let's go stylish to work ladies!

Prize: Fabric is made of Cotton, Polyester, and linen: sourced from Derek Lam: \$25 per yard,

Trim - \$40 per yard,

Button- \$1,95 each, 24L/15MM

★ Care for polyester - Machine-wash polyester in warm water, using an all-purpose detergent. Use chlorine bleach if necessary. Fabric softener will reduce static electricity.



White polyester fabric will look even whiter if you soak it overnight in a mixture of 1/2 cup automatic dishwashing detergent and 1-gallon warm water.

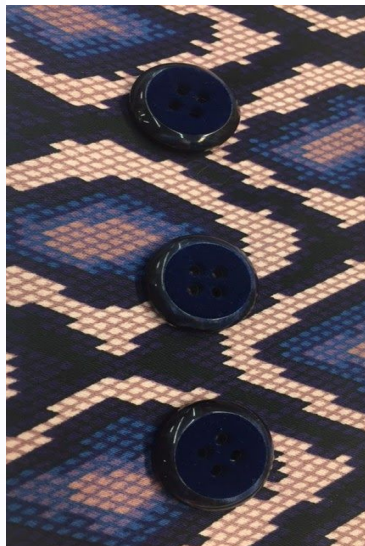


Figure 6 - this is a sleeveless, geometric printed blazer dress, it has a uniquely cut neck and an unequal length of the dress. Detailed with blue velvet button made in Italy.

Prize: Fabric is made of Cotton sateen: \$16 per yard,

Button- Italian Navy Buttons - \$1.95 each 36L.

★ Care for Cotton sateen- Detergent on the normal cycle with hot water to achieve the deepest clean. Wash with like colors and

fabrics only. If your item is dirty, dingy, or dull in color, add a capful of all-purpose bleach alternative to the wash cycle. Soiled sheets should be washed in cold water with mild detergent on a gentle cycle. After washing, the sheets should be dried on a cool dry cycle, with the dryer set on its air-dry setting. Sateen sheets don't require fabric softener or other chemical treatments to make them drape properly.



Figure 7- A knee-length wrap-around dress, with a slit in front and a belt on the right side of the waist. It has a puffed sleeve and with the fabric being silk, it is able to make a certain drape that is gathered at the end of the sleeve.

Fabric: Silk: flower print silk: \$25 per yard

★ Care For Silk- normally silk is best washed by hand with a mild detergent, such as Tenestar, Dreft or Lux in lukewarm water. Rinse well, squeeze out surplus moisture by rolling in a towel and hang to dry. Never soak, boil, bleach or wring silk or leave it

crumpled in a towel. safety pins not recommended as they can cause holes and snags, hand washed in lukewarm water with mild detergent, iron on the lowest heat setting on the reverse side of the fabric, store in a safe place free from insects and moisture.



Figure 8- A sweetheart neck, off-shoulder wrap-around dress. Knee-length with a belt on the left side of the waist and a short flutter sleeve, a dress to definitely dance in.

Fabric: Silk: \$25 per yard

★ Care For Silk- normally silk is best washed by hand with a mild detergent, such as Tenestar, Dreft or Lux in lukewarm water. Rinse well, squeeze out surplus moisture by rolling in a towel and hang to dry. Never soak, boil, bleach or wring silk or leave it crumpled in a towel. safety pins not recommended as they can cause holes and snags, hand washed in



lukewarm water with mild detergent, iron on the lowest heat setting on the reverse side of the fabric, store in a safe place free from insects and moisture.



Figure 9- This mesh glitter dress that has a luminous chiffon lining. One shoulder, with a slight downward opening on the left side of the dress, and a curved bottom is a perfect, comfortable date-night dress.

Fabrics: gold twinkle mesh (78% nylon, 22% metallic):

\$9/yard: lining fabric- crumpled chiffon \$20 per yard

Zipper: 75 cents

★ Care for chiffon- silk chiffon needs to be dry cleaned.  
polyester chiffon and nylon chiffon can be hand washed or washed in the washing machine on gentle. use a mild, gentle

detergent, wash with cold water and soak for 30 minutes, do not wring, lay flat, don't put in the sun.



Figure 10: A short fluttered sleeve bodycon dress. This sweetheart neck, off-shoulder evening dress has a length from mid-thigh to below the knees. A silver mesh fabric lined with chiffon.

Main Fabric: twinkle Mesh (78% nylon, 22% metallic): \$9/yard, lining Fabric: Silver satin and Chiffon, sourced from Ralph Lauren, \$25 per yard. Zipper: 75 cents

★ Care for mesh- turn the item inside out, and place it in a mesh washing. launder your mesh fabric if you can safely run it through a washing machine, mix a drop of mild liquid detergent into a cup of water, dampen a cloth with the soapy water solution. spray the stain with a dry cleaning solvent. dry the mesh material in direct sunlight.

## Color Story

*A color trend report is an overview that highlights the top colors that would be featured in Spring 2021. The dominance of pink lilac shades forms a contrast against the backdrop of shimmering yellow-red shades. For special occasions, the most relevant neutral colors have already been formed. Earthy tones alongside golden yellows and oranges make this trend the perfect backdrop. Think flowy Bohemian-style dresses and exotically embellished sandals and a bevy of popping accessories that seem bathed in the light of the golden sun.*

*We've incorporated this palette into a range of rhinestone beauties to add a touch of glam in the form of jewelry, apparel adornments or the perfect cherry on top of the season's accessories. Colors -*

1. Harbor Mist
2. Pink Lavender
3. Meadowlark
4. Emperador
5. Marine Blue
6. Chili oil
7. Cherry tomato
8. Almost mauve
9. Warm sand

## Articles

- <http://afmu.net/trendy-dresses-spring-summer-2021/>
- <https://labelashishkumar.blogspot.com/2019/09/2020-2021-fashion-trends-spring-summer.html>
- <http://afmu.net/spring-summer-2021-color-trends/>
- <https://www.moject.de/en/functional-fabrics-s-s-2021/>
- <https://www.sunmeibutton.com/color-trends-for-spring-summer-2021-2/>

## Conclusion

*Upon evaluating the history and current trends, it has been established that dresses are back in different silhouettes and colors: Bohemian dresses, shirt dresses, blazer dresses, wrap-around dresses, glitter/sequins dresses.*

*I hope this report that my team and I have put together would give you enough insight to know what styles and trends are coming in Spring 2021.*

*This research has been thoroughly revised and we hope you have a stylish and fun spring!!!*

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