



BUF 3100 Trend Forecasting and Social Media

NYC College of Technology

Dr. Robert L. Woods

May 16, 2022

By: David Bautista & Darius Avila

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About the Authors



Darius Avila is a well renowned American Fashion Designer, Entrepreneur & Philanthropist, whose style is visibly influenced by the likes of Dapper Dan & Karl Kani. The Harlem-raised mogul's rise to popularity was much different compared to your average designer's story. Getting a spot in a fashion show held at his own college, New York City College Of Technology, was a first glimpse of how his influence positively affected the people around him . This catapulted into several endorsements, countless cameos in high budget Hollywood films, owning several restaurant chains across New York City, and most importantly the impact he's leaving on the fashion industry along with his team and close business partner to create arguably the most hyped clothing line of the decade.



David Bautista is a well-known entrepreneur and fashion designer whose style is influenced by great artists like Nigo and Pharrell Williams. Graduating from New York City College of Technology with his bachelor's degree in Business and Technology of Fashion, David pursued a career in fashion and found himself designing for luxury and streetwear labels like Louis Vuitton and Human Made. Working in the fashion field influenced David to start his own fashion label so he could do what he was not able to with other labels. Today, David and his business partner are looking to leave an impact in the fashion industry with their new and innovative clothing line.

Consumer Profile

Our company will have two different target markets. The first group will be male students in high school and college. This group will be viewed as the achievers because they're motivated by success and accomplishments. The age range for this group will be between 14 and 25, where ages 14-18 will be the high school students and ages 18-25 will be the college students. The high school students attend private high schools and our company will be using the parent's income because our clothes are made for students but will appeal to their parents. The parents' will have a combined yearly income of \$150,000 - \$300,000. These high school students want to graduate top of their classes and want to go to the best universities in the state like Princeton, Harvard, Yale, etc. Now for the college students, they will have a yearly income of \$70,000-\$120,000. They attend private universities like Princeton, Harvard, Yale, etc. one goal they share is getting their bachelor's and master's degree. The lifestyle this group has is a rich and healthy lifestyle. Some activities this group does is studying, reading, and exercising.

The second group will be male golfers. This group will be viewed as the innovators and thinkers. The age for this group will be between 25 and 54. The yearly income of this group will be between \$200,000 and \$500,000. This group's education level will be a bachelor's and/or master's degree. The younger part of this group lives a wealthy and healthy lifestyle. They enjoy reading, exercising, networking, talking about investments, and having good sleeping habits. The older part of this group lives a wealthy and retired lifestyle. They don't have to work anymore and just want to enjoy life. The obvious hobby this group enjoys is golfing which means they will be a part of a country club. This group location will be in rural areas or suburbs.

Trend History

Here's a quick rundown on how rugby shirts originated. According to Albert Muzquiz, the first uniforms used in the rugby sport were crewnecks made of wool. It was later discovered that these crewnecks were heavy, and the wool would get itchy, which made it difficult to play in. The next uniforms were long sleeved shirts with a collar made from a heavy-gauge cotton for breathability. The shirts were usually designed to be with stripes or colorful and always had a contrasting collar (2018). Throughout the years, the shirt would go through some modifications. This raises the question, how did rugby shirts become a trend? Since rugby was growing in popularity, it created an audience and within that audience, there were fanatics and enthusiasts. These fanatics would show their support outside the arena for their favorite rugby teams by wearing the team's rugby shirt in public (Gallagher, 2012). In the beginning, rugby shirts were worn for sports and to show one's support for that sport. Decades later, the rugby shirt would become part of another trend. In the 20th century, a new style known as preppy style was being introduced to fashion. This style would be found in the most prestigious private schools worn by rich and educated students. The style would include clothing pieces like khakis, polo shirts, knitted sweaters, and rugby shirts. Preppy style got so popular that designers like Ralph Lauren created their own preppy line and it even got to a point that in 1980, Lisa Birnbach would publish "The Official Preppy Handbook" to make fun of it. During this period of preppy style, rugby shirts would be worn to show one's status as rich and elite. This idea of status would all change when Mick Jagger (a member of the Rolling Stones) was seen wearing a rugby shirt. It was a big deal because Jagger didn't grow up in an upper-class household, so it didn't look right for him to wear a rugby shirt. This caused some buzz in the fashion world that led to fans and followers to start wearing rugby shirts that it would eventually become a staple in both menswear

and womenswear (Gallagher, 2017). The idea behind the rugby has changed ever since, both designer brands and streetwear brands have incorporated the shirt into their collections signifying that anyone can wear it.

Trend Timeline

The movement of the rugby shirt shifted due to functionality and comfortability. As mentioned before, the rugby shirt first started off as wool jumpers or crewnecks. A couple years later the silhouette was changed to a cotton long sleeve shirt because it wasn't as heavy as a wool jumper. The new rugby shirt also included a contrasting collar. These new rugby shirts replaced the wool jumper and become a part of the uniform for the next couple decades. A new shift emerged in the year 2003 for the rugby shirt. The rugby shirt that everyone came to love and were used to was replaced for a shirt made from a mixture of cotton and polyester to improve comfort (Jennings). Since 2003, the sport has made this new silhouette into the new uniform but many fashion labels and brands still include the traditional rugby shirt into their collection. During the 1980s, the rugby shirt became more apart of American wear than Britain wear, even though the rugby shirt was established there. US retailers like Brook Brothers began selling rugby shirts and a US based manufacturer, Columbia Knit, began producing rugby shirts that appealed to Americans because they were made-in-America (Richardson, 2019). Also, during this time, Coca-Cola released a collection with Tommy Hilfiger, who was unknown, that included a rugby shirt. In the 1990s, Ralph Lauren started producing rugby shirts and it was a centre piece in Polo Ralph Lauren advertisements (Richardson, 2019). During this time, Ralph Lauren was gaining popularity within New York hip-hop which also included rugby shirts. In the early 2000s, artist Kanye West brought back the rugby shirt by wearing it early in his career and creating some buzz on the garment within his fans (Gustashaw, 2017). Also, during this time,

Ralph Lauren created a separate line focusing on the rugby shirt. In the late 2010s to the present, menswear is gaining some popularity and becoming more mainstream, which includes the rugby shirt, that both popular streetwear and designer brands are beginning to include the rugby into their collections. The rugby shirt went through a trickle down because it started out in the high and elite class and then made its way down to the lower class.

Influences and Directions

Here at Futuristic Gears, we believe that the rugby shirt is a classic style because a lot of people accepted the rugby shirt. According to Lorynn Divita, a classic is “an item or style that is introduced, gains visibility, generates multiple purchases or replacement purchases, and reaches a plateau level of widespread acceptance that endures for a long period of time with only minimal changes” (2019, p.8). When the rugby was first introduced, it gained visibility but only a certain group of people wore it after it was introduced. In the 1900s, it was introduced again and this it would gain more visibility which would result in multiple purchases. Many people were buying the rugby shirt at this time because a new style or fashion was being introduced as well, this was the preppy style or look. Many people would accept the rugby shirt because it many fashion labels would adopt the rugby shirt like Ralph Lauren and the Brooks Brothers, and designer labels like Gucci would include the rugby shirt into their collections. Therefore, you see the rugby shirt come back into style every couple years.

One way we can introduce the classic to the new and youngest generation is by getting celebrities and influencers to wear the top. The retail company Marks & Spencer, or M&s for short, marketed to bring back the rugby shirt for younger consumers because they saw a demand for rugby shirts on resales sites (Dacre, 2021). The company was looking for celebrities like Justin Bieber and Dua Lipa to wear their rugby shirt because of the influence they had on the

younger generation at the time. Getting present day trendy and popular celebrities and influencers will introduce the rugby shirt to the younger audience. Another way is getting fashion labels and brands to incorporate the rugby shirt into their collection more frequently. There are fashion labels and brands that consistently include the rugby shirt into their collection like Aimé Leon Dore, Noah, and Rowing Blazers because of their aesthetic. But you can have brands like Gucci, Thom Browne, and Beams-es to include the rugby shirt into their collections more frequently because of how strong their followings are (Ricardson, 2019).

Trend Reports

First Trend

One of our trends for the rugby shirt is a long sleeve rugby shirt with a tailored/regular collar that the typical rugby shirt has. This shirt will include a lightweight zipper, seen on an intarsia-knit polo shirt by Martine Rose, instead of buttons so it's easier to open and close the collar. The shirt will be made from a widewale corduroy fabric. The silhouette of the shirt will be the same as the typical rugby shirt, slim fit and the hem of the shirt will have two splits. We picked this silhouette because we believe there's a "resurgence of the preppy look" as stated by Viviana Attard who's a global curation lead for Depop (Dacre, 2021). About 75% of the shirt will be a nautical-blue color including the cuffs. The corduroy design will be going down a horizontal direction. 20% of the shirt will be a leafy-green color. The shoulder to chest area, same as the upper back to middle back area, will have three panels. Each sleeve will also have one panel. These panels will be a leafy-green color and the corduroy design will be going down a horizontal direction but not aligned with the shirt overall. 5% of the shirt which is the collar will be an egg-white color. The colors nautical-blue, leafy-green, and egg-white were chosen because these the colors blue and green, as well as the widewale corduroy fabric, were displayed in Gucci's Fall 2022 ready to wear collection shown in Vouge Runway (Phelps, 2022). We picked the navy-blue color instead of blue because we were inspired by of Ralph Lauren's rugby shirt that is made of navy blue and green. We picked the widewale corduroy fabric for this shirt because it was on Gucci's recent runway show, as mentioned before, and the fabric is made from cotton which allows it to be a balanced weight so it can give our customers a comfortable fit to wear. Seeing that Gucci used corduroy in their Fall 2022 collection, we believe other fashion labels will begin

using corduroy in their future collections. We also believe that Gucci sets trends because they are the number one top selling luxury brands online as research shows (Beauloye, 2021).

Second Trend

Another one of our trends for the rugby shirt is a long sleeve rugby shirt with a convertible collar and not the usual tailored collar that the rugby shirts are known to have. We decided to pick a convertible collar because we've seen luxury fashion labels give the rugby shirt a high fashion flair like in one of Dolce & Gabbana's rugby shirts (Broeke, 2020). Although we've altered up the silhouette of the usual rugby shirt, we've decided to keep the button up collar as well as the two split hems at the bottom of the shirt. The shirt will be made from a madras fabric. Since this shirt will be made from madras fabric, we want the design of the shirt to imitate a plaid pattern. The shirt will consist of two colors: red and black. The overall color of the shirt is going to be a siren-red color, the plaid pattern is going to be a shadow-black color, and the collar is going to be an egg-white color.. The colors siren-red and shadow-black were picked for this rugby shirt because these colors were seen on Ralph Lauren's Fall 2022 ready to wear collection. We also picked the madras fabric because we were inspired by a plaid double breasted plaid coat that was shown in the collection. We didn't go with a plaid fabric because we didn't want the shirt to feel heavy and uncomfortable, so we went with a madras fabric. The madras fabric is going to be made from cotton so the shirt can be comfortable. The madras fabric will also have a balanced midweight plain weave and the yarns will be dyed so it can give that plaid design pattern. We were also inspired to create a rugby shirt that looks alike to the plaid double breasted coat in Ralph Lauren's Fall 2022 ready to wear collection because the collection was made exclusively for Morehouse and Spelman colleges (Phelps, 2022). This will give the

shirt a preppy look, since it was made for colleges, as well as a sporty look for golfers because of the balanced weight and breathable material of the shirt.

Third Trend

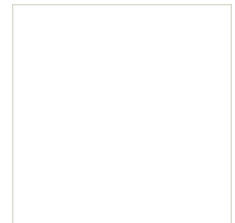
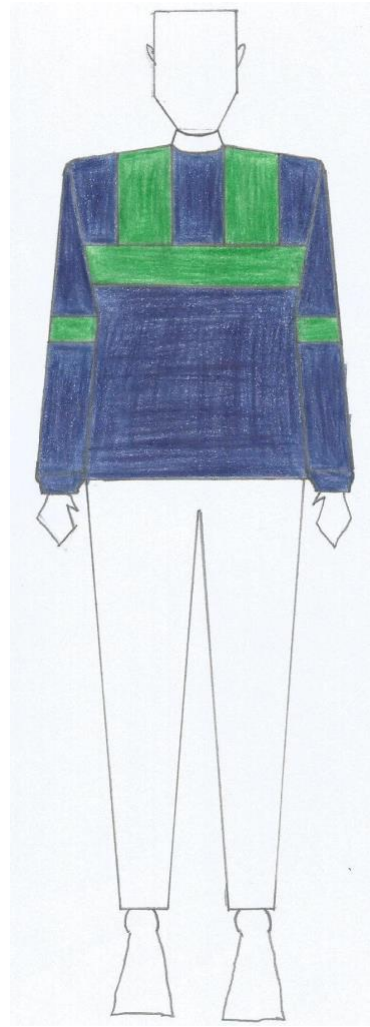
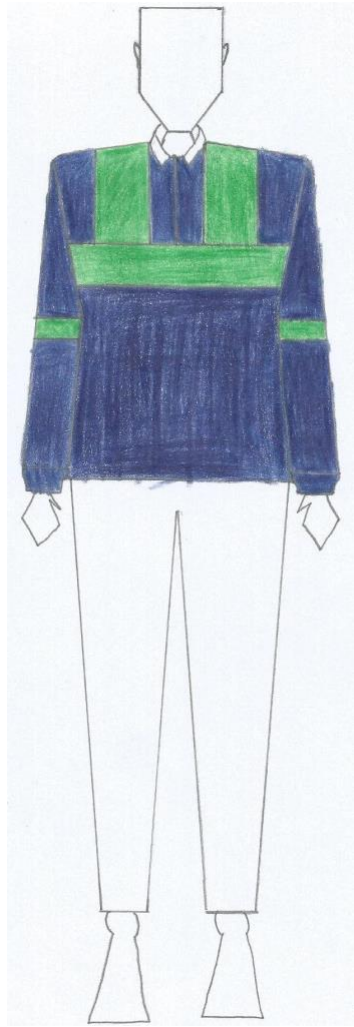
A third trend for the Rugby shirt is the “Double Collar” look. Yes, it is exactly what it sounds like. The garment will be tailored to fit as if it were a plain polo tee, but we will reconstruct the collar and duplicate it on top of the other. This trend was chosen by our team due to the history of the double collar style dating back to the early 2000. Back then, with competitors such as Polo Ralph Lauren, Izod, Lacoste & Nautica, everyone took the chance at making a fashion statement by wearing 2 polo shirts on top of each other, thus creating the style. Although it had its pitfalls, including the fact that polo shirts during this era were made from thick cotton which made it difficult to wear 2 at the same time, as well as the uncontrollable sweating that came along with it. Assuming that’s why this fad died out when it did, we took it into our own hands and decided to revive a look that had college kids in a frenzy. This particular style will be made from certified organic cotton dyed with a light blue hue. The second collar for our second collar will be white, to give the shirt a clean look. This fabric is made by natural cellulose fibers, plus these materials are organically grown. When creating these garments the materials are sewn into a basket weave. At Futuristic Gears, we try our best to make our garments the most stylish and comfy as we can.

Fourth Trend

Our fourth and final trend for our rugby shirt will be a semi-button down silk short sleeve style to perfection. This garment right here separates the boys from the men, due to its smooth and laidback style the main audience for this particular trend would be the older men within our

demographic. At Futuristic Gears we want everyone to feel special whether you're old, young, dad, or son! This will be our most comfortable garment to date thanks to its light weight fabrics made from China silk (100% Polyester). Although it isn't authentic silk, it was made to imitate that specific fabric and it does a great job of keeping a smooth texture just like the real thing. Public figures and Hollywood stars kept this style alive in the 90s such as Matthew Perry (most know him as "Chandler" from the sitcom FRIENDS) & Charlie Sheen (most known from his sitcom "2 & a Half Men), just to name a couple. It became a signature look for them over time, to the point where that was all they were given to wear on set to film these shows. This is also another reason why this particular garment is focused towards the older crowd because they can rely on these trendsetters, to have a better understanding on how they can make a button down short sleeve silk shirt perfectly fit their wardrobe.

Sketches

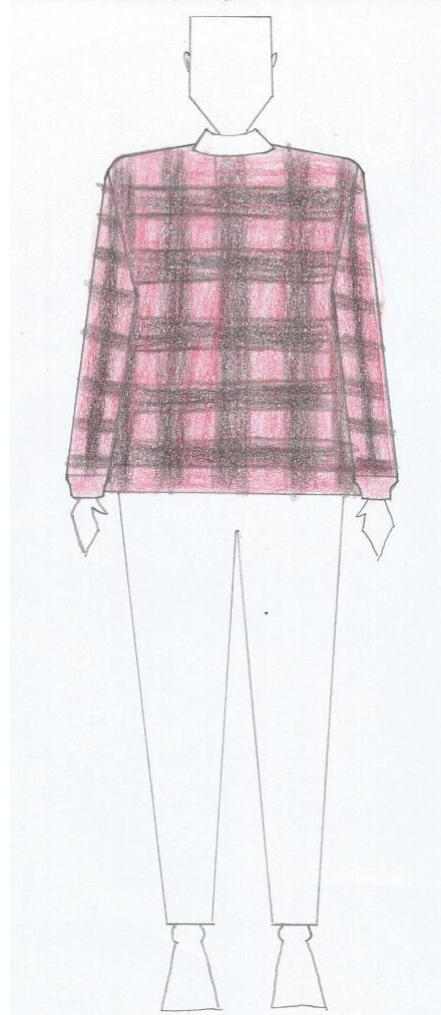
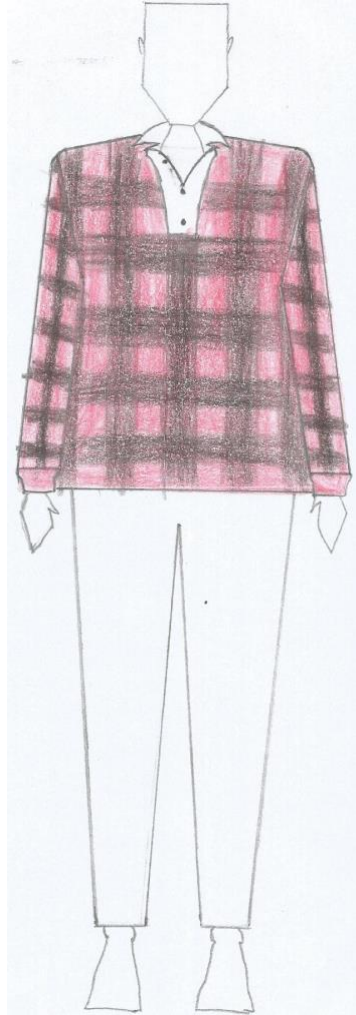


Widewale
Corduroy
100% Cotton

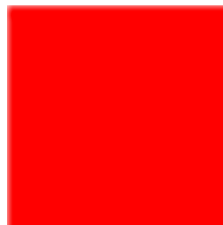
Leafy
Green

Nautical
Blue

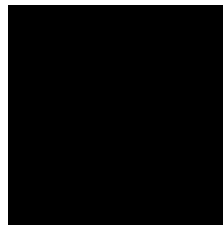
Egg White



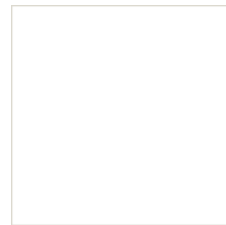
Madras Plaid
Pattern
100% cotton



Siren Red



Shadow
Black



Egg White

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Appendix

Trend Timeline Photos

