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Assignment #1

What is 'Cool Hunting'?

Cool Hunting which is also known as trend research main goal is to predict when there will be a shift among the mass population in a direction which leads to trend adoption that has social, environmental, cultural and political influences. To be cool means to create something out of the norm yet at the same time its social acceptable and desired. "From a behavioral perspective, different groups of people pick up trends at different stages of the trend cycle" (Deneke, 2017). Just based off behavior, different groups of people pick up on the trend cycle at different stages. The cool kids or the innovators are who introduce the new trend into the current market. The trend then moves on to the acceptance phase of the cycle, this is where the mainstream population comes in. Then after are the consumers who don't prioritize trend following. Finally, the trend enters the rejection phase and is no longer considered cool is it is discarded.

Trend #1: Trucker Hats

The trucker hat in the early 2000s became a big staple for young women in America. "Trucker hats are a snapback cap that usually comes with some sort of logo on the front. They also have a breathable mesh material with an adjustable snapback panel" (Pitcher, 2021). Brands

that carry trucker hats most notable are Von Dutch, Chrome Hearts and Y-3. The targeted consumer for trucker hats are young adult women and men between the ages of twenty to thirty-three years old. This consumers race is generally white, African American or Latino. Target consumers live in small towns and major cities across the United States. The behavior of this consumer is they are heavy into social media, listen to mainstream pop and rap music, attending fashion events and travel often. Trucker hats have even been seen on the celebrity like of Paris Hilton, Justin Bieber, Rihanna, Gigi Hadid and Miley Cyrus. Consumers who are into that nostalgic and vintage inspired accessories with a modern twist are loving this product and the return it has made.

Trend #2: Exposed G-string

During the early 2000s, the exposed G-string was worn by emerging young women throughout the United States. I'm sure most millennials remember watching Manny from *Degrassi* walk down her high school hallway having her exposed-thong moment. To see this trend, make a return is very much exciting to say the least. "If you're bold enough to take this on for yourself, the easy way to pull this off is to pair a fancy G-string with ultra-low-rise jeans or buy the thong built in" (Brown, 2021). A few retail brands that carry this renaissance trend are Namilia, AsYou, Cold Coco and La Perla. Based on the price point for some of these items one can tell the target consumer are young women between the ages of eighteen and twenty-three. They live in cities like New York and Los Angeles. The generation maximizing on this trend the most are the Gen Z and they are heavy users of social media platforms like Tik Tok and Instagram. Some of the young women taking part in the return of the exposed G-string are even internet famous and get access to celebrity events and are ambassadors to up and coming well-

known brands. There are also celebs like Kim Kardashian, Bella Hadid, Hailey Baldwin and Alexa Demie who have worn this early 2000s trend and made it loved all over again by the masses.

Trend #3: Pants with Messages on The Butt

In the early 2000s it was cool to advertise some of your personality traits across your butt. Words like “Cutie” and “Sassy” in big glittery letters and a fun font were a staple in all teen girls wardrobes. “Brands literally put their name on everything as a way of differentiating themselves from other groups and signaling very directly to people around you what brand affiliation you have” (Hoffman, 2021). Brands that gave examples for this trend most notable are Juicy Couture and Ed Hardy. The target consumer for these pants are twenty somethings living in major cities throughout America. These women travel, attend social events, enjoy shopping and listen to the latest pop and r&b music. This trend has been seen on celebrities like Halle Berry, Kim Kardashian, Britney Spears and Kylie Jenner.

Reference

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