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The Denim Report

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About the Authors

Ryan Cruz is currently in his last year as a student at New York City College of Technology currently studying to graduate with a bachelor in Business and Technology of Fashion. Ryan grew up always keeping up and fascinated with pop and Hip-Hop culture which has made a huge effect on how he sees fashion and the industry. Ryan currently runs a clothing line named D.B.C. Market and currently has had some experience with overseas manufacturers, e-commerce, outsourcing for things such as web and graphic design, and lastly social media marketing and how consumers respond to certain products. As Ryan continues to learn more about the Business of Fashion and its industry he hopes to merge his creativity and business savvy and eventually capitalize on the fast growing streetwear/luxury industry.

Seydi Farciert has received her Associate Degree in Fashion Marketing at New York City College of Technology and now is currently studying to receive her Bachelor of Science in Business and Technology of Fashion. Growing up in one of the city capitals of fashion has influenced her to go after her dream of studying fashion and business. As well as working as a trend forecaster. In addition, as Seydi continues to expand her skills she has gained work experience in proficient making customers satisfied while ensuring optimal guest flow, strong relationship builder, organized detailed oriented, and ability to handle a fast-paced environment. In the future, Seydi plans to run her own event planning business.

Danielle Hueston is in her third year at New York City College of Technology studying to receive her Bachelor's in Science in Business and Technology of Fashion. She was born and raised in New York City, one of fashion's most reputable cities and has been passionate about fashion ever since she was introduced to modeling at the age of 6. She is also an entrepreneur who has her own luxury hair and lash line named "Díace." With previous work experience in the fashion market under her belt she believes herself to be very familiar with the fashion industry overall and what it is to come in the future.

Graduating from the New York City College of Technology with a bachelor's degree in The Business and Technology of Fashion, Cynthia Martinez is currently working in *Elle* magazine as a trend forecaster. She noticed her love for clothing and styling at a young age, dressing herself before going to school. Living in New York City she has expanded her horizon in experience having interned and worked in the fashion industry such as for fashion week and gaining the knowledge of the creative process and being backstage through the challenging development. She hopes to continue her studies by going to graduate school for her MBA or PhD in fashion and business.

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Letter to the Reader

Fall of 2020 will introduce Denim Jeans to the world in a tremendously different fashion. Most people probably believe they have seen it all before, from Bell Bottoms in 70's to the designer jean craze in the 80's. Then distressed jeans taking over the 90's with an unexpected turnaround of skinny jeans becoming a staple in the early 2000's. There has been light denim, printed denim, cropped and colored denim. Fashion is unpredictable to say the least, especially when political, economical, social factors come into play, however the collections of Fall 2020 will consist of a variety of flared jeans and loose fits that go to an extreme.

The revival of high waist loose jeans are going to be back in style, however in a combination with the palazzo/ culotte pants. Functionality over fashionable is going to be more ideal to the "fashion eye" and flared wide denim will rise to the casual look. Escaping from the light wash color trends in denim jeans, one of the trends is going to go back to the dark wash and clear stitching look. The frayed hem look will come back having originated from the late 80s to early 90s where holes in jeans were agreed "cool and in." This trend will be relevant with the movement of sustainability in clothing and "recycling fashion." Made with organic denim this denim jean style will popularize in high end luxury markets and be seen in streetwear fashion.

Misses cropped jeans became a trend in the early 70s as gender stereotypes and elegance codes began to be challenged in the mainstream. During this time, Levis started to release a variety of styles and color to cater to this uprising popular demand (Idacavage, 2017). Cropped jeans have been severely increasing in popularity, along with the raw hem and wide cut. This is

an emerging trend that will further be adapted by the masses. Although, in 2020 cropped will still be in style, there will be a variety of style options for this type of trend.

Introduce your trends.....

Currently, there has been a combination of the trend from all decades in denim jeans today. With the previous history provided of denim jeans of past decades trends and today's trends will help the reader have a better understanding of the upcoming predicted trends. The future trends would consist of new exciting styles to watch. Most of the new trends will be a mixture of new and old style combine. In addition, another trend that is making a comeback is the natural look. With the help of baggy jeans and understanding the upcoming changes on fit, color, length, fabric, and style. , fashion lovers would be able to continue dressing fashionable and comfortable at the same time while taking the causal/natural look into a new innovation.

Ryan Cruz

Ryan Cruz/ Trend Forecaster

Seydi Farciert

Seydi Farciert/ Trend Forecaster

Danielle Hueston

Danielle Hueston/ Trend Forecaster

Cynthia Martinez

Cynthia Martinez/ Trend Forecaster

Consumer Profile

Young woman who is on a journey of self introspection and discovery. Between the ages 21-30, she is primarily in the beginning stages of her life. She is most likely trying to figure out who she is what exactly she wants in life and uses the knowledge she gains through her life experiences to do so. As she ranges from a college senior to beginning the early stages of her career, she is not yet financially or physically stable with an average annual salary of approximately \$24,648 (Josephson, 2018). Because of this she also either still lives with her parents or has just moved into her first apartment with a roommate in North Eastern Queens.

According to the VALS Survey she is most like the Experiencers in her consumer group (VALS Survey, 2018). She is the first to be in and out of trend adoption and is always up on all the current fashion trends (VALS Survey, 2018). She typically sees herself as very outgoing and spontaneous. If that doesn't quite sum up her lifestyle the next group she most likely is from is the Strivers (2018). In low status street culture she is always the center of attention and despite unfortunate mishaps that might happen in her daily life, such as unexpected unemployment, she continues to be a fun loving individual (2018). She possesses several ideal traits that many wish to acquire.

She typically only goes to school, work and maybe a few parties every other weekend so, her hair is usually kept in a simple ponytail or down in its natural state on a more risqué day. In her group of friends she is the more laid back one. As far as body type she fluctuates from a size 2-14 and isn't afraid to own up to being just a regular girl with normal body issues. Her typical

outfit, jeans and t-shirt, but knows how to dress it up need be with heels and bangin' accessories. She is the definition of a career women who can also take on casual looks while wearing something as "subtle" as jeans.

She is very dedicated and committed and these traits follow her professionally and socially. Although she strives on focusing on herself so she can obtain higher education such as her master's degree or get promoted at her office, she is open to personal relationships. Despite the fact that she is always studying for finals she enjoys watching Beauty and Fashion gurus on Youtube and scrolling through her Instagram feed in her spare time to help her keep updated on what is currently trending. This in itself keeps her the influential in her social group. Although she doesn't mind spoiling herself every so often with a new bag or shoes, she generally is a saver and only really splurges on food.

She may not always be her most glamorous but always keeps a positive and delightful attitude that makes people love being around her. She is relatable, sweet, but also knows how to say it like she means it. She's the friend everyone wants to have in their life.

History Timeline of Denim Jeans



JEANS IN THE 80'S

Jeans were worn more within the public and were officially no longer considered "only" for the working class with the help of designers.

A LOOK INTO ITS HISTORY CONT'D...

1980

Designer denim became a symbolism of status in the 1980's. The brand Calvin Klein caused a controversy when they used 15 year old Brooke Shields in a commercial that showcased jeans in a more provocative light. On November 19th CBS banned the advertisement.

1981

CDC identifies Ken Horne as the first patient of the AIDS epidemic in the US. This subconsciously keeps the denim jean trend long and covering the entire leg.

1983

Michael Jackson released his single "Thriller" & its viral video later followed days after. In this video along with other ones he released the same year, such as "Billie Jean", him and his co-stars can be seen sporting denim of mostly loose fit & light washes.

1886

During Reaganomics the Reagan administration averaged 167,000 in job growth per month and jobs grew by 2.0% annually. This in turn brought wealth to designer jean companies.

1988

Oprah Winfrey celebrates her weight loss on her show by dragging a wagon filled of 67 lbs of lost fat in high-waisted dark denim jeans.

1989

Madonna is spotted wearing patchwork denim shorts by Keith Haring.



Figure 6: Brooke Shields Iconic Calvin Klein Ad Just Turned Up On the Runway (Harper's Bazaar, 2017)

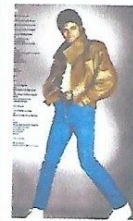


Figure 7: Michael Jackson (Courtesy of Pinterest Images, 2018)



Figure 9: Oprah Winfrey, 1988 (New York Times, 2018)



Figure 8: Why is Ronald Reagan Wearing Jeans? (Wordpress, 2009)



Figure 10: Madonna in Leslie Hamel Jeans. (Courtesy of Getty Images, 2018)

JEANS IN THE 90'S/EARLY 2000'S

As the grunge era continued through the 90's, baggy jeans and casual clothing became trendy, keeping away from the designer style in the 80's.

A LOOK INTO ITS HISTORY CONT'D...



Figure 12: American rock band Nirvana (Alamy, 2018)

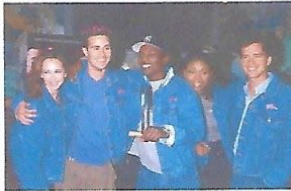


Figure 14: Cast of "I Know What You Did Last Summer" in movie premiere 1997 (Pound, 2016)



Figure 15: Granitz (photographer) (2001) Britney Spears in 2001: from Getty Image

1993

American rock band Nirvana, became a huge influencer during the grunge era, popularizing baggy ripped jeans and t-shirts.

1990

Iconic sitcom Fresh Prince of Bel Air, came to influence the wear of jeans and the denim on denim look.



Figure 11: The Fresh Prince of Bel Air (Courtesy of Getty Images, 2018)

1997

American slasher movie "I Know What You Did Last Summer," cast dressed in denim at premiere in 1997.

1995

Hip hop began affecting fashion, Tommy Hilfiger denim were seen on A-list celebrities like Destiny's Child, Aaliyah, and Snoop Dogg.



Figure 13: Destiny's Child in Hilfiger denim at Macy's event (Adducci, 2018)

2001

"The lower the better" Britney Spears was an iconic celebrity who first began to wear low rise jeans mostly grabbing the attention of young men and

1998

News of President Clinton's extramarital affair with the White House Intern Monica Lewinsky became public. Clinton denied the relationship before later admitting to "inappropriate intimate physical contact". He was later impeached by The House of Representatives for perjury and obstruction of justice but, was acquitted by the Senate.

JEANS TODAY

Jeans continue to make a impact
in the world...



Figure 17: Ray Tamarra (photographer)
(2010) via; Getty Image Celebrities
wearing Jeans

A LOOK INTO ITS HISTORY CONT'D...

2009

President Barack Obama made a statement at a baseball opening stating how comfortable "Mom jeans" are. The event influenced the comeback of Mom jeans.

2010

Higher waists, cropped legs, boyfriend jeans made a comeback into the fashion world.

2017

Meghan Markle is seen strutting in distressed jeans at her first public appearance as a couple with Prince Harry at the Invictus Games in Toronto. The "Mother" jeans instantly became sold out and over 400 people were put on waitlist to purchase a pair.

2018

Today Designers are using denim jeans to tell stories, make a statement and leave a reminder about sexual assault as well as play a role in #metoo.



Figure 19: Heather Sten (photographer)
(2018, June 14) Marta Goldschmied
left and Gabriella Meyer, the designer of
We Wear the Pants. New York Times

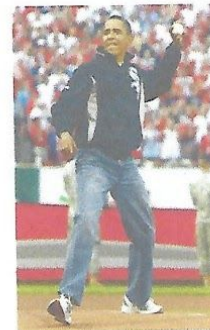


Figure 16: Rich Pilling (Photographer)
President Barack Obama at a 2009
All-star Game at Busch Stadium.
July 14, 2009 in St. Louis Missouri.
"Obama on "Mom Jeans:
I've been unfairly maligned"
Via Getty Image



Figure 18: The Sold-Out Jeans
Meghan Markle Loves for Dates with
Prince Harry Are Back in Stock
(Phillips, 2018)

Impacts on Denim through the Ages

The 1970's was an advancing era for fashion, polyester was the material of choice and bright colors were everywhere. By 1973 most women were wearing high cut boots with low cut pants. Fashion in the 70s basically took some elements from the 60's and either perfected them or exaggerated them. However, although it seemed like a very fun era, it was also a decade of rebellion and spiritual awakening as people questioned politics and civil rights. In the early 1970s amongst the younger generation there was a strong sense of wanting peace and an end to the war in Vietnam. As the 70s became more of an anti-establishment era, woman started wearing more of whatever they wanted to wear and society as a whole started to follow less dress codes. Then later in the 70s pop culture which stemmed from London started inspiring the youth in the U.S. to wear more torn clothing and that's where the frayed hems on denim and distressing mainly came from.

The 1980's was a unique decade for denim jeans. HIV and AIDS began to widely spread across the world. On April 24, 1981 Ken Horne, a San Francisco resident, became identified by the Centers for Disease Control and Prevention as the first United States AIDS academic patient (Sharp, 2011). People eventually refrained from hiking up their hems and wearing shorts and continued to cover their entire leg which was a subconscious method of protection. In 1980 Calvin Klein started the designer jean era after his seductive, controversial commercial featuring Brooke Shields made its way onto television screens (Montanez, 2018). Jordache and Gloria Vanderbilt also became popular in stores (Montanez, 2018). President Reagan's average job growth of 167,000 each month and 2.0% increase annually allowed designer jeans to continue to be a huge trend (Krugman, 2004).

The 90s was filled with new slang, Bill Clinton and politics, diverse music choices, the revolution of technology and leading to the almost apocalypse of the Y2K. As the grunge era continued through the 90s, Nirvana rose to the top with other popular bands like Red Hot Chili Peppers and Green Day. They influenced the more casual look especially when it came to denim jeans and having them ripped and frayed. Hip hop artists rose to fame with rappers like The Notorious BIG and Tupac Shakur (Powell, 2012). Extremely baggy jeans with oversized shirts started to be seen in hip hop music videos influencing style in New York and California. Pop culture was emphasized through new television sitcoms like *Friends*, *Boy Meets World*, *Will and Grace* and *Sister, Sister*, and the introduction of movie classics like *Clueless* and *Home Alone* that impacted the fashion industry (Powell, 2012). The 90s stimulated functionality over designer and style. Baggy, ripped, and oversized was the norm in clothes especially denim (Montanez, 2018). Bill Clinton's presidency in the 90s was termed "The Age of Clinton" (Troy, 2015). The controversial Lewinsky scandal, and then followed by his impeachment, scholars noted that he left the nation "politically polarized and economically imbalanced" (Powell, 2012). Technological advances such as the creation of the World Wide Web emerged setting forth the "Information Age" (Andrews, 2013). The decade of the 90s was marked by some the "unfashionable" decade choosing comfort over chic, light was shed on a political scandal and the dynamics of music changed with an introduction to a different genre.

In the early 2000s, Time Magazine crowned Levi's 501 blue jeans as the "Fashion Item of the 20th Century" (Castronovo, 2016). Later on, pop stars like Britney Spears popularized the ultra low-rise jean in other words the new trend catch was "the lower the better". This specific event in society brought the attention of most young men and women. Low rise jean became an

icon outfit to wear out for any casual day, office work, and night out affair. However, the flare, boot cut and bagging denim jeans trend faded away once skinny jeans began to take over the world. In addition, as technology began to increase it began to play a higher role in fashion by creating a higher demand on the production of denim jeans in the mid-2000s jeans were being produced in all sorts of colors, fabric, and style. Leading to the price of jeans to completely change throughout the mid-2000s the price of jeans changed range from \$25-\$450 a pair. In addition, as trend continue to change other celebrities brought out back trends from the past. For example in 2009 president Barack Obama made a statement at a baseball opening stating how comfortable “Mom Jeans” are. The event influenced the comeback of Mom jeans in order to show a comfort and natural look. As of 2010 the trend in denim jeans is all over we now have high waist jeans, crop leg, wide leg, boyfriend jeans, girlfriend jeans, mom jeans, skinny jeans and more. Today denim jeans have taken over the world with a street style layer.

Factors Affecting Trends

Back in the 80s, people thought 2020 would be filled with flying cars, robots, hoverboards and everything be at the tip of an individual's fingers, good news is humanity's almost there. With the way technology is advancing, it's going to infiltrate every aspect of our lives. Dt technology editor Matt Warman (2018) predicts the mobile phone already being a "gateway" to global communications will link to every screen in our homes and workplace, also stating that "supermarkets will restock your internet-connected fridge automatically." As technology progresses shoppers will become well aware when it comes to their consumer adoption process. Nonetheless the age of information began in the 90s and has been developed there's a new segment in this idea of people becoming more knowledgeable and tech- savvy than ever before with this new generation in a variety of products. A fashion trend can hit an extreme on a pendulum swing which is its periodic movement to one and that's where this future is heading towards. Sarah Mower (2018) fashion critic stated that this new generation tastes are for "extreme hair styles, make-up, jewelry, and accessories." The fashion electricity will come from social, political and economic movements, one being something that has started as early as the 19th century- women's empowerment.

It will be the age of empowered women in 2020. A study has shown that the global share of women in national parliaments rose from 15.1% in 2003 to 21.8% percent in 2014 (Parliamentary Union, 2018). These are significant improvements that one could see how much it has increased till 2018 and latter to 2020. Women's attitudes have changed from the traditional concepts women had before. Denim from when it got popularized and seen as a rebellious fashion item choice in the 1950s will become even though unusual will go back to the

functionality of what it originated from. With the trends being bold, denim culottes will be in style but bigger and baggier than ever. High waste when it comes to the rise and flared off the leg this style of denim jean will be worn by the “bold type” of women. No more of skinny leg, and tight jeans that were in “fashion” for so long, adopted by a number of people in society both women and men. However, it has been commonly seen today the intervention of a “healthy lifestyle” incorporating natural products and promoting a more natural look sustainability in fashion goes hand in hand with organic. Since the style will approach bold and flared with a mixture of natural, colors will be a different trend in the next upcoming two years.

The color palette is important for forecasting trends. Pantone ranked their color of the year for 2018 as “Ultra Violet” (Pantone, 2018). There explanation in Ultra Violet lies in it communicates “originality, ingenuity, and visionary thinking that points us towards the future” (2018). The falls top colors were a mix of “Red Pear, Nebulas Blue, Martini Olive, Ceylon Yellow, and Russet Orange” (Feitelberg, 2018). These colors are reflective of the zeitgeist of the times in the 21st century now. Women's Wear Daily reported saying people are looking forward to finding something new when it came to colors, and different fabrics with different textures will have the average consumer aware. Factors like sustainability, conscientious consumption and the wellness movement are going to affect the style of trends (Adegeest, 2017). This will affect the style of the denim trend when it comes to fabric. Consumers are going to want to buy products with no feeling of guilt because of how much information is around them that they were well aware of. Sustainability in fashion is going to be a big trend affecting all types of markets, high luxury designer houses and fast fashion.

As the world continues to gain new trends, it is safe to say denim jeans is a kind of trend that will forever suit everyone. However, the denim trend will take a spin back to the throwback styles. As life gets more casual, consumers are looking into a new casual and comfortable style. In the article *Introducing Gap INC. 's Cross-Brand Denim Innovation* Gomez (2017) stated that Gap company will take a new innovation by creating more comfortable jeans in order, for consumers can be able to move more freely and will be able to feel great about their body. With the use of new techniques sculpt denim will become more comfortable to wear. It is safe to say sculpt denim will become the new denim trend. Due to the new innovation of making the jeans more casual to wear for any occasion and easily to wear.

In addition, designers are also trying to convey the idea of not just selling a pair of jeans but instead selling a pair of jeans that have a story behind it. In *The New York Times* the author explained how the British are coming for the United States Denim Market (Cook, 2018). However, the British designers are doing it in their unique way. As jeans are being 100 percent constructed in the U.K it makes the pair of jeans more special. Why? Well, because it has a story behind it, not only are the jeans made there but there are also design and woven in the U.K (Cook, 2018). The article also stated not only are the British jeans holding a story behind it but they are coming out with a new sense of style. These pair of jeans are not your typical American Skinny jeans instead they are wide legged, high waisted, with a similar style to workers jeans and many of the new pieces are known to be unisex. These new style will become a big trend in the future due to consumers asking for a more comfortable fit in denim jeans the wide legs will definitely give consumers the comfortable feel they are looking for. As mention the British

denim jeans will contain a story behind it that everyone will want to be a part of. And finally more unisex clothes will be a big bonus for equality movement.

As mention, denim trend are the kind of trend that are never going to die out. Yet, somehow they continue to amaze us with all the different ways we can embrace denim jeans. In the article *Calvin Klein, Ralph Lauren Betting on Denim Revival* it was said how although leggings and yoga wear are taking over the casual style big designers are improving their making of jeans in order to make the denim more comfortable for consumers. Not only will this bring more satisfaction to consumer by giving them exactly what they want but it will also bring a big bonus to business of jean by having an “incredible improvement” (Bhasin & Rovella, 2018). As designer Ralph Lauren, Calvin Klein, J-Crew, and Gap have improved their denim they have seen good performance. In addition, Idacavage (2017) talks about how casual and comfortable jeans are encoring women to engage more in the fight toward gender equality worldwide. This demonstrate how throughout the years denim jeans trend will not only give women the satisfaction of feeling comfortable and beautiful but encourage them to stand up and fight for women equality because wearing jeans does not makes them any less.

Fashion moves forward as certain events and occurrences happens within a nation. Whatever political, economic, or entertainment phase we are on, directly affect what fashion and trends people will be shifting towards. Pop culture has a significant impact on the fashion industry, whether it is on TV or in a magazine, we see fashion mixed with popular culture everywhere (Restrepo, 2017). For example, Rihanna is known for her style around the world, as

a result she came out with a casual/athletic wear collaboration with puma. As society's mindsets evolve, fashion trends also evolve with them, and a main example of that is how society is going against objectification of women. As a result of this, women are starting to wear looser clothing and that includes jeans. Skinny jeans are in a steady decline, meanwhile looser and wider jeans with a cropped cut are what's next, which seem to be a result of going back to the 1950-1980s when women loose jeans were a thing.

Trend 1: Misses Cropped Jeans

Women's jeans have been trending ever since they became popularized in the 1920s. The number of women who were entering the workforce of manual labor during World War one started to increase to fulfill the duties of the men who were shipped to combat (Idacavage, 2017). However, it was in the 1950s when it really became socially acceptable for women to wear pants as acceptable clothing (Oscar, 2015). Therefore, more women started wearing jeans, and from there on different styles have been developed, one example being cropped jeans for misses.

Color

During past trends women would wear all types of colors on their denim, the more bizarre the color is, the better it was. For example, extremely faded, decorated, or simply raw indigo. Some of these colors will actually not be carried on in future misses jean's trends. For Fall 2020-2021 simplicity or two toned in the denim colorways is where the denim trends are headed, whether it be a simple sandstone, a midnight black or a raw indigo. As far as two toned misses jeans, there will be indigo and black, or stonewashed blue with a darker washed blue. These are characteristics that will give future misses jeans character. Misses Jeans move in a very slow cycle, and it is likely that current color trends may be retained until the next cycle comes along. However, what will change for Fall 2020 is the smaller details such as the color of the stitching; from a traditional yellow/golden color that compliments the blue washed denim to more vibrant and off-putting colors such as purple or pastelles to provide a smooth distinguishing

effect with the traditional denim colors and attract more millennial consumers who wish to dress to the extreme.

Style / Silhouette

As far as fitting and silhouette, today's trends are a combination of both skinny and baggy misses jeans. In the upcoming years there will be a cycle of loose and relaxed denim as it was in the 1950s-1970s. Although comfort is a factor for the current silhouette preference, misses jeans are not becoming looser for comfortability. Jeans in Fall 2020 will become more relaxed and loose due to the women's empowerment movement becoming even bigger and more mainstream. Women's empowerment movement affects misses jeans, because now women are not going to feel like their looks have to be narrowed down to the most feminine touch. Instead, women will feel free to wear more draped, less tight clothing and essentially show less figure.

Misses jeans trends move absolutely slow and the silhouettes are constantly repeated. High waisted, cropped legs, and straight legs are being worn instead of skinny. As previously stated this is a result of women going against objectification and opting to wear more loose and relaxed clothing. However, in contrast to baggier versions popular from previous decades, misses cropped jeans are currently being cut more slim through the hips and thighs while still retaining the loose and relaxed fit (Jacobs, 2018). Along with the relaxed fits and straight leg cuts, also

comes the cropped silhouette, as more celebrities and fashion models like Gigi Hadid and Kendall Jenner are publicly wearing more straight fit and cropped jeans. However in Fall 2020 there will be models more like Oumie Jameh who is a recent new face shown in Givenchy's and Prada's runways for 2018. Jameh, a west African model from Gambia will be seen more in Fall 2020 due to her natural hair, and beauty, representing the natural look and influencing different fashion on women, including jeans.

Applique

Although misses jeans cycle through every decade or so, during this current fashion climate there are more emerging fashion innovators than before. The trickle up theory (Field 1970) is still at play and more indie brands, and custom clothing are on the rise and influencing high-end fashion as far as denim goes. After all, denim started in the lower class with workers, miners and farmers and eventually moved up to high end couture.

It is safe to predict that in 2020-2021 the whole applique and detailing dynamic of misses jeans is going to be completely different, there will be more exaggerated and rugged details, although distressing will be out. For example, the normal round button and rectangle zipper handle will no longer be in style. Instead, innovators will find a way to replace these with different materials and uncommon shapes to provide a twist in the jeans. In addition, due to

customized misses jeans becoming more popular, the re-constructed look will become the next big trend for Fall 2020. The re-constructed look will consist of different fabrics and different color fabrics being part of the jeans as a whole. However, do not confuse this with patchwork, the reconstructed look will not be patched or have any layers on top of it, instead it will have a look somewhat similar of a blend of jeans put together by hand with different stitches in different uncommon areas and misplaced back pockets.

Fabric

Traditionally, denim fabric is 100% cotton and usually what provides individuality is the treatment of the fabric. Currently the most popular washes are acid, light, and bleach washes (burton 2017). However in Fall 2020 people are going to opt out on these very loud effect washes and instead go for the smooth or raw colors. Given that there is a rising health and natural movement, opting out for absolutely any chemical wash in 2020 might be a possibility. Consumers are going to want more organic and untreated fabric in order to not have any of the fabric finishing chemicals against the skin.

Fabric Blends are also going to be different in Fall 2020. In the late 2000s there was a resurgence of the misses skinny jean as a result of denim stretch technology becoming

popularized (Jacobs, 2018). Denim stretch technology is simply the blend of cotton with spandex or elastane. Skinnier styles for women currently remain the most popular, this blend of fabric helps with the stretch and fit comfort. However, in Fall 2020 fabric blends are going to be based more on decomposable fabrics such as bamboo fibers. Also different manufacturing techniques will be applied to help with the current inefficiency and sustainability issues that the world is facing with the current fashion waste, given that water waste and chemical pollution are very significant when it comes to the processing of denim (O'Connor, 2018).

Trend 2 : Misses Baggy Jeans

Watch out there that the baggy jeans are making a comeback, and the misses are taking over them. The 90's fashion style is coming back in a new style. Ever since the 90's baggy jeans have been a classic in the denim casual wear. In fact, Studio 54 played a big role in the fashion world during the late 70's. It was a popular nightclub where many celebrities and designers got together to party and make business connections. It is credited the denim jeans trend started with Calvin Klein jeans advertisement controversial with model Brooke Shields “Nothing Gets between Me and My Calvins” during the late 80's and early 90's (Keirans, 2014). The 80's was an era where many spectra happen one of the many important ones was women empowerment movement and other such as political, pop culture, and environmental events (National Geographic Society, 2013). The 80's demonstrated the beginning of women empowerment as of today there has been a lot of processes, and more to come. In addition, the 80's was also known for the Reagan era which was an era based on materialism and consumerism, also known for the rise of “yuppie” (baby boomer with college education with a well-paid job and expensive taste) (history.com, 2011). This was the moment where the era of casual jeans was born. Women's began to throw out their neon tights and began to wore denim jeans. However, as the 90's began the era of the yuppie began to die out in which it led to the consumers wanting to spend less money than usual, this specific event led to consumers to dress more casual. According to Freeman (2015) Stated The 90s was a period in where; “As everyday fashion broke from tradition, it shed much of its socioeconomic implications — people no longer dress to feign wealth like they once did — and took on a new meaning”. As the casual style began to grow and take over it led to the Hip Hop Evolution- where street hip-hop style left the streets to high-end

fashion.(Berlinger, 2018). This Hip Hop evolution became a big hit in the fashion world for influencing casual street world.

As the denim trend continued to grow, it took a spin-off from high waisted jeans and a loose fit to low rise and tighter fit jeans during the early 2000s. As the denim trend continued to grow, it took a spin-off from high waisted jeans and a loose fit to low rise and tighter fit jeans during the early 2000s. Today, there is many different kinds of denim jeans trend that influence life. For example, today designers are using denim trend jeans to tell stories, make a statement and leave a reminder about sexual assault as well as play a role in #metoo (Friedman, 2018). As female continue to use denim jeans to make statement it also known for 2020 baggy jeans are going to more comfortable than ever. According to Wetherille (2018), it discussed that Japanese denim are trending now due to the new innovation of making jeans as comfortable as sweatpants. For 2020 baggy jeans will be part of the denim trend, as it continues to be a classic for every women's wardrobe for any casual/ comfortable event.

Color

As the baggy jeans works its way into the trend it is also known for the year 2020 color would represent change due to the increase amount of science and technology. Color has always been used to demonstrate mood, change, control, and emotion. There is no doubt for 2020 color would continue to work its way into creating new innovations. Smith mentions for 2020 core colors will be the color palette, 'emerges a little tougher in tone as sharper greens and denser red tones come into play, with the introduction of indigo blue added to enhance the active living trend" (2018). In addition, as the 2020 election will be approaching one of the most have colors will also be white and navy. 2020 will also be the year of the olympics in Japan where we will

continue to see core and cool colors. As for the denim color for 2020 dark wash, blue jeans, and its original color will be the trend for color.

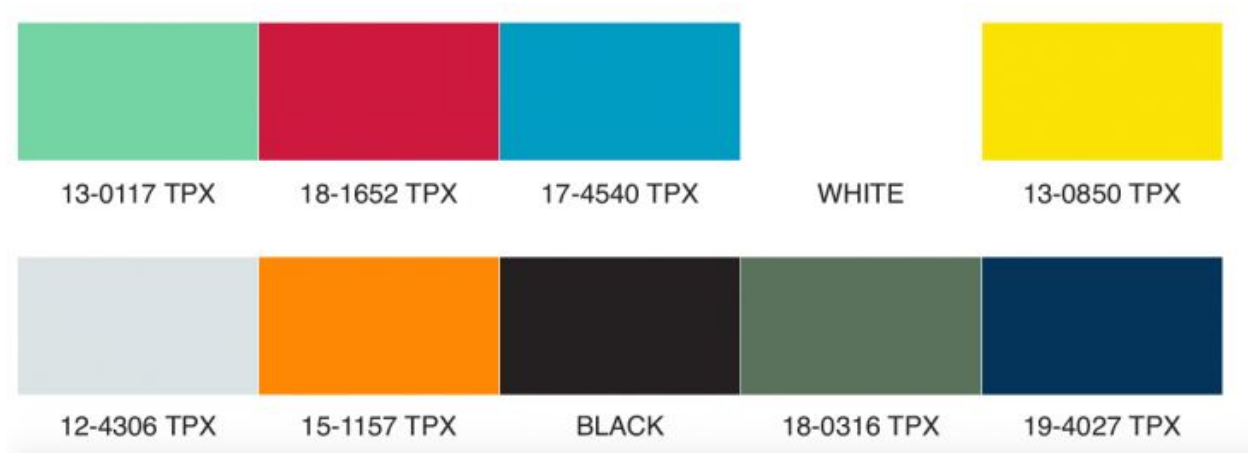


FIGURE 20: The Core Color Palette of Spring/Summer 2018

Fabric

The denim fabric has always been known for being 100% cotton. However, throughout the year's denim fabric has changed. For example, denim jeans now have a certain twist which allows the denim to have different kinds of style and fit. According to Textile School (2018) denim jeans are now being blended with polyester and Lycra and more. In order to prevent any wrinkles, and to add more stretch to jeans. As the trend of casual wear continues to grow in 2020 consumer would demand more comfortable fabric. According to Friedman and Medina they discuss how jeans manufactures are responding to demands and are stepping up their fabric innovations, by ongoing activewear craze (2017). By 2020, consumers are going to feel more comfortable than ever when wearing a pair of baggy jeans. For 2020 the *pendulum swing*; refers

to the periodic movement of fashion between extremes (Brannon & Divita, 2015,p.8) would slightly shift switching denim into a more softer, and stretchable denim fabric.

Style

Ever since the 90's baggy jeans played a role in the fashion world, there was no exact way on how to style them. It was more used to make a statement of attitude and comfort. However, for the year 2020, baggy jeans are coming out with a completely new sense of style. According to Nichols, baggy jean would be dressed-casually and dressed-up (2018). For example, for 2020 misses would be able to dress high waisted baggy jeans in a tucked-in top and sneakers. This specific look would inspired the casual and comfortable trend to spread around faster. Yet, if misses wishes to use baggy jeans for a dressed-up outfit then it can be styled with a loose bottom down blouse, tucked-in top with a tailor piece blazer, or even with a baggy blouse. These specific styles of baggy jeans will not only become a comfortable outfit to wear but it will leave a statement of the classic 90's look. The baggy jeans has become part of the *long wave phenomena*, it is always in style all year long, it comes in wave, varies in duration and magnitude, velocity and momentum across time (Brannon & Divita, 2015). This specific trend will continue to grow through 2020.

Fit

Back then the term baggy jeans meant baggy everywhere-legs, knees, and thighs, it even got to a point where baggy jeans become baggy jeans, a belt had to be used in order to hold them up. However, for 2020 the baggy jeans are coming out with a new fit, instead of being “saggy jeans” the baggy jeans are going to rise up to high waisted, with an oversize style, that has become one of the streets style favorite. Which once again giving the misses body a comfortable

fit. In fact for 2020, this specific fit will filtered everyone that wishes to make a statement with a loose figure and curvy fit. The fit of baggy jeans for 2020 will change so that people can be comfortable wearing them. In addition, the fit of baggy jeans comes back to 90's where before baggy jeans became a trend it all started off from street where. This type of trend is part of the *trickle up theory* fashion change, according to this theory the higher status segment with power imitated the lower class (Field, 1970). In where the speed depends on the sensitivity of fashion gatekeepers and visibility of the subcultural group. According to Field (1970) the source of change will be based on instability in age, gender, ethnicity, and appearance. By 2020 baggy jeans would be the jeans every fashion lover will have in their wardrobe.

Length

Ever since the 90s and early 2000s baggy jeans length was just straight-leg down and wide leg baggy bottom. However as new trends continue to move along the length of denim jeans changed. For example many of the denim jean length now today are cropped. As for baggy jeans, according to Kliet (2018) denim jeans length are going to be ankle length. This specific length will give the opportunity to take baggy jeans to a new level by giving misses the chance to wear heels or sneakers with a chic and comfortable style. With a hem that be folded and unfolded. Not only will the length be more crop but 2020 baggy jeans length will as well be cropped wide leg. In addition, For 2020 the *pendulum swing* (Brannon & Divita, 2015, p.8) will slightly shift switching the length shorter.



Trend 3: Denim Palazzo Jeans

Silhouette/fit

Leave the zipper and begin buttoning up!! And all the way up because accentuated high waist jeans are still overpowering the market, originating from the 70s with Sonny and Cher, these type of rise jeans are getting popularized. This year of 2018 women have been accepting their bodies, with no regrets. Being filled with confidence for who they are and finally not letting what others say get them down. High waist jeans are bold, and anyone can rock them confidently and with attitude. In the year 2020, high waist jeans are what is around emphasizing every women's waist and announcing those beautiful curves in a warm way.

These denim jeans will be buttoned up rather than the classic zippered up fly, which is going to make a comeback. Mix that high waist rise with a wide flared



Figure 2: High Rise button up denim jeans (AO.LA, 2018) Courtesy of Neiman Marcus

culottes style jean and that is bold and beautiful. Its empowering, elegant and comfortable which is very important for the year 2020 because women are opting out for tight and skinny and going for big, and confident.

Denim jeans are a sustained trend becoming popularized since the early 30s with the birth of “cool jeans” it has sustained for a long time. This type of trend is a *long wave phenomenon*. It is always in style all year long, and comes in “waves” varying in duration, magnitude and velocity (Brannon & Divita, 2015). However, when it comes to a specific style of silhouette that

is in for a while and dies down not considerably making it a *fad*, it takes part of a *pendulum swing*. Like a clock swinging back and forth the *pendulum of fashion* swings from a point of exaggeration and then moves to the opposite direction (Brannon & Divita, 2015). For high waist denim culottes, it is going to be a part of the pendulum swing it will begin and finally the trend dies down after it has been exaggerated and ultimately *exhausted*. How big and flared can denim culottes get right? That is exactly where the trend is headed to an exaggeration. The generation of millennials and the new generation everything is going to the extreme from hair and makeup to clothing and accessories.

Fabric

When it comes to organic, all things natural and being aware of the health movements this past year, in the year 2020 fashion is going to be right behind it. Organic denim created from organic cotton will be popularized and ideal for many retailers to sell to their target market.

Factors like sustainability, conscientious consumption and the wellness movement are going to affect the style of trends (Adegeest, 2017). Sustainability in fashion is going to be a big trend affecting all types of markets, from high luxury designer houses to fast



Figure 3: 100% cotton Denim Fabric

fashion. The market of denim will grow with the preference for recycling jeans to these conscious shoppers (Business Wire, 2016). Another important factor when it comes to the future

denim trend is the type of stretch the fabric has. Skinny jeans have been in for a while, and many consumers being women are tired of the tight uncomfortable trend that is seen everywhere for the last few years. Now for Fall 2018 functionality over fashion will override the skinny non-stretch jeans. Athleisure wear is growing into the market now of fashion and by the year of 2020 denim will trend itself relating to athleisure wear (Apparel, 2016). Jeans that are made with a four way stretch denim fabric is going to be more ideal for consumers.

Color

Color is always a major consideration in clothing. Color can be a representation of emotions and a specific mood an individual carries. From a child society is taught that colors distinct genders; baby pink and baby blue, and intangible ideas like feelings- red if one is angry. Feitelberg discusses that "...the whole idea of the psychology of color has really come more into the mainstream" (2018). It can be the expression of oneself. Cool earthy tones will be the color palate of the year 2020. With movements like the "#Metoo" and women's empowerment as a whole, bold colors will be mixed in. Like how can that bold red ever go out of style? In dresses, lipstick and some classic boots. When it comes to denim, the denim blue will never change as the original color for denim. This casts a vast spectrum of different hues of blues that, makes not denim blues alike. Color denim however, is coming back however in more earthy tones. There is going to be hues like *Rustic Orange*, *Dark Sap Green*, and *Mediterranean Blue*.

Cuffs

These tones and colors of the 2020 palette will be used as the color of the denim jean, however for a trendier revival way to innovate these denim palazzo jeans, they will be part of an exaggerated cuff at the bottom of the jean. Cuffs are a creative way to differentiate a jean and with them already being flared it makes them stand out dramatically. The cuff will be thick, and it will be a different color denim than the rest of the jean, which exaggerates the flared wide silhouette. The cuff is usually a fold at the hemline, however it is changing, and it will be a thicker hemline that resembles a cuff, but it is the same denim jean layer. This is an innovative style from the regular fold we are seeing now that look cropped. The denim palazzos will be full length to the floor with the bold thick cuff/ hemline strutting on the runways in Fall 2020.

Embroidery

Embroidery is a trend that has been seen this summer of 2018, in shirts, hats, and even on sneakers. No doubt that it is on denim jeans as well, although this is being seen now these designs will change year to year. There has been an influx in the Asian market, and this will influence fashion in a big way. There has been rising retail spending in Asia and it is a natural result to growing incomes and their wealth (Barua, 2017). Embroidery designs inspired by Asia and their culture will hit the



Figure 4: Embroidery on denim jeans (AliExpress, 2018)

runway. Designer name brands like Stella McCartney, Marc Jacobs, and Gucci are using embroidery in their recent collections.

This trend was first a tradition in many countries of creating different designs. This type of evolution of a trend is based on the *Tricke up Theory*. According to this theory higher status segments with more power imitate those with lower status (Brannon & Divita, 2015).

Embroidery was not introduced in the upper class, it was from the lower class that it was originated, then becoming popularized and ultimately being displayed in designer collections.

Embroidery *tempo* will not last as one would impose, since it has hit collections in jackets, sneakers, and purses the trend will eventually die down. The *pendulum swing* will be in the middle of narrow/ short and wide/long, a *direction* of 3-4 years. The mechanism of change will direct a new trend and will hit the market of *planned obsolescence*.

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Curriculum Vitae/Resume

Danielle Hueston

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718-926-2487

daniellehueston97@gmail.com

June 25th, 2018

To Whom This May Concern:

As a current employee for Walmart working as a retail stock associate and the Chief Executive Officer for Díace, a hair and eyelash company that I started myself almost a year ago I

believe that the skills and experiences I have gained through both of these positions make me an ideal candidate for the position you are offering.

As an entrepreneur I have grasped leadership and critical thinking abilities to a tremendously different level. My main reason for starting Díace was because I love challenging situations. In the past year I have juggled school, working with an employer and as one. Though is has been difficult at times there has never been a moment where I lacked determination or decided this wasn't a path I wanted to continue to take. Entrepreneurship has helped develop my strong writing, editing and marketing skills. For example, one of my main duties is to create advertisements for promotional use and write and edit website content. As a retail associate, I have matured by communication skills by assisting customers with their various needs and wants.

I am confident that my experiences in the retail will qualify me for consideration. I look hearing from you.

Best regards,

Danielle Hueston

Danielle Hueston

18801 Liberty Avenue, Saint Albans NY

Telephone: (718) 926 2487

daniellehueston97@gmail.com

Professional Summary

Accomplished entrepreneur with years of experience in video marketing. Currently on the verge of graduating from the New York City College of Technology with a bachelor's degree in The Business and Technology of Fashion.

Skills

Possesses strong leadership qualities and the ability to manage challenging behavior both calmly and effectively. Establishes positive relationships with fellow professionals, customers and peers. Friendly, reliable and an excellent communicator. Experienced in owning and operating a retail Hair Extension and Mink Eyelash business, Díace, therefore familiar with articulating strategic vision and formulating promotional marketing campaigns.

Experience

WALMART, *Valley Stream, NY 11581*

(Cashier)/(Overnight Stocker)

February 2016-Present

- Responsible for stocking sales floor shelves properly with merchandise.
- Assisted customers in finding products they were looking for.

(516) 887-0127

BOLTONS, *New York, NY 10023*

(Sales Associate)-Seasonal

January 2016- April 2016

- Greeted customers as they entered and left store.

- Returned unwanted items from dressing room back to display racks.
- Assisted customers with getting different sizes and designs of clothing.
- Helped customers find items they were looking for.

(212) 496-2705

Education

New York City College of Technology, Brooklyn, NY 11201

Currently a junior majoring in expecting to obtain a Bachelor's degree in Business and Technology of Fashion in 2019.

- 3.5 GPA

Preparatory Academy for Writers, Springfield, NY 11413

- Graduated in 2015 with a 90.7 cumulative grade point average and Advanced Regents Diploma.

Seydi Farciert

5626 Post Road

Bronx, NY, 10471

(347) 638-1383

Seydifarciert@gmail.com

June 04, 2018

Hiring Manager

Dear Hiring Manager,

I am interested in the position you are offering. I am currently employed as a babysitter for two local families. I believe the skills and experiences I have gained throughout my work life have made me become a good candidate for the sales associate position.

As an active employee I have had the opportunity to learn how to meet, and communicate with individual in different ways. For example, not everyone is the same or has the same interest but

everyone needs to be treated with the same respect as well as learning how to solve any situation in the most calm manner.

My experience throughout life has offered me the opportunity to gain a high level of communication skills. Not only did I learn how to communicate with adults but with the little humans too. I have had the pleasure to be given the trust of being left alone with both a restaurant as well as being left alone over night taking cares of children. The best experience has been demonstrating confident, trust, honesty, maturity, and seeing each customer walk out with a smile on their face.

I am confident that my experiences and skills qualify me for consideration because being part of the new generation and a fashion student has given me the knowledge of understanding and knowing all the different styles and trends in the market. As the company is selling all type of products from garments to accessories would be a great opportunity to help customer pick the perfect outfit. I am looking forward to meeting with you and discussing my qualifications in more details.

Sincerely,

Seydi Farciert

Seydi Farciert

5626 Post Road Bronx, New York 10471

Phone: (347) 638 1383 E-mail: Seydifarciert@gmail.com

Objectives

As a college student I tend to gain as much experience as possible in any field in order to increase my skills abilities. With a position as an active employee involving responsibility, teamwork, and management skills.

Experience

Santa Fe Bar and Grill (Hostess)

May 2015 to

December 2016

- Greet and welcome arriving guest into the restaurant
- Communicate messages to serves and managers
- Present and remember menu and the specials of the day to guest
- Prepare table for guest
-

Santa Fe Bar and Grill (Waitress)

December 2016 to September

2017

- Providing excellent wait service to ensure satisfaction
- Taking customer orders while giving out good recommendations from the menu, answering questions
- Delivering food and beverages in a professional manner

Babysitting/ Nanny

September 2016 to

Present

- Caring for children of the age of 4 and up.
- Adapting to different household environment
- Maintain a healthy and environment
- Ability to handle emergency situation in a calm manner way
- Doing homework, preparing and giving meal, disciplining children when needed and being patience

Internship

Bari Jay Fashion

January 2018-

May 2018

- Social Media
- Photoshop
- Search ideas for upcoming events
- Prepare for photoshoots
- Excel and Microsoft

Education

New York City of Technology, Brooklyn NY

Associate in Fashion Merchandising

08/2015 to

05/2017

Bachelor in Business and Technology of Fashion

08/2017 to Present

Skills and Certification:

- Certify on AIM 360 software for the fashion industry with Henry Toner
- Bilingual, fluent in Spanish
- Time Management and organized
- Proficient used in Microsoft Office, PowerPoint, Research, and Internet

Ryan Cruz
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Bronx, NY 10459
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RyanjCruz31@gmail.com

EDUCATION

New York City College of Technology(Business & Tech of Fashion)Fall 2017-Current

York College, NY(Marketing)Fall 2014- June 2017
Herbert H. Lehman High School, Bronx, NY Fall 2010 – June 2014

Leadership- Peer Group Connection -Peer Leader

Facilitated weekly groups with freshmen
Mentor and counseled incoming freshman, supporting them in their efforts to adapt and succeed in their new high school career.

CAREER HISTORY

Lifeguarding (Trinity School) November 2016-Recent

Ability to extend a hospitable attitude toward visitors and customers at the pool, assuring they will have a safe and enjoyable stay.
Great ability to react quickly and calmly in emergencies.
Knowledge of effective life saving techniques.
Knowledge methods and procedures of swimming pool operations.

D.B.C Market (Clothing Line) Owner

E-commerce
Social Media Marketing
Budget Management
Basic Garment Development
Basic Washing and fabric treatment knowledge
Overseas Manufacturer Relations

Skills/Knowledge

Experience in Microsoft office programs (Word , Excel, Powerpoint)
Basic Textile Knowledge
E-commerce Experience
Basic Garment Measurement Knowledge

