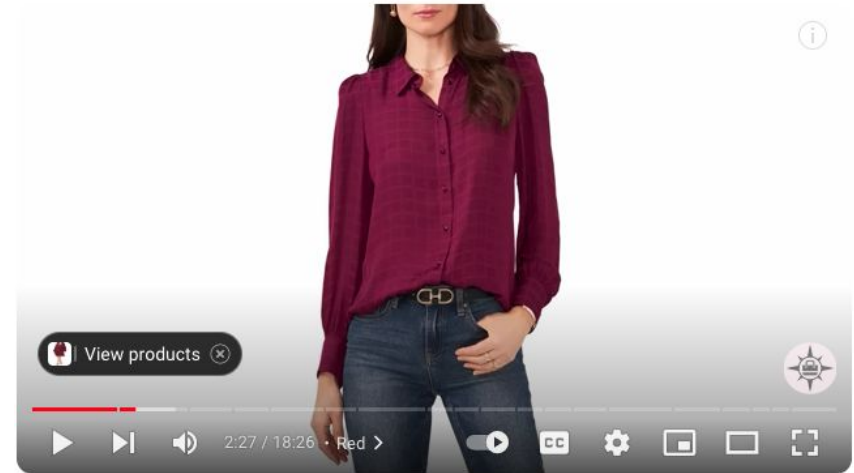


The Color Red - Fall 2023 Trend Forecast Prediction

In my Trend Forecasting class this fall at City Tech, we discussed and watched a video on Youtube discussing all the upcoming fall trends according to Nordstrom. According to the Wearable 2023 Fall Fashion video presented by Your Guide To Style, the Youtuber described how the color red will be a huge trend forecast color for this upcoming season. In my presentation, I will discuss the trend I chose for my project that is similar to the one pictured below.

Pictured to the right, is an image taken from the video, portraying a deep wine colored red blouse from the Nordstrom website.

Image taken from Youtube: *Wearable Fall 2023 Fashion Trends That Will Be Huge, Including Items from Nordstrom Anniversary Sale* by Your Guide to Style July 12, 2023
https://www.youtube.com/watch?v=Xpak0ujWf_g



Wearable Fall 2023 Fashion TRENDS That Will Be HUGE, Including Items From NORDSTROM ANNIVERSARY SALE!

The Color Red - Fall 2023 Trend Forecast Prediction

According to the Youtube video previously discussed of all the fall 2023 upcoming trends, the item I chose has to do with one of the biggest colors this upcoming season, **red**. The color red has many different purposes to it. The first purpose is to be bold and to stand out. This allows even more introverted people to have the chance to speak with wearing this color, along with building excitement to their wardrobe. Another significance red has is it implies a sense of spirit and leadership, portraying ambition and determination. In Western cultures, red signifies passion and love. Lastly, in Asian cultures, red signifies the color of celebration and prosperity. Personally, one of my favorite colors to wear to stand out is always typically different shades of red.



Image taken at *Target*: 6401 18 Ave.
Brooklyn, NY 11204 September 10,
2023

The top I chose is this wine colored red long sleeve ribbed scoop neck t-shirt, found in Target. The reason I chose this top was the purpose of its color, along with it being a semi crop top. This top would be perfect for an everyday-wear essential to have in your closet during the fall season. The scoop neck is perfect to allow room in the chest area. The material of this top has a very soft, elegant feeling on the skin. The materials used to create this top are 96% rayon giving its very soft texture, along with 4% spandex, allowing a slight stretch in the shirt.



Image taken from *Target*, Women's Long Sleeve Ribbed Scoop Neck T-Shirt - Universal Thread™
<https://www.target.com/p/women-s-long-sleeve-ribbed-scoop-neck-t-shirt-universal-thread/-/A-88441036?preselect=88283296#Ink=sametab>

The back of the top is simple with a small upside down V-cut design down the mid-back. The scoop neck only runs along the front of the shirt, allowing the back to have full coverage. I went onto the Target website and found they paired it with bell bottom jeans, another fashion-forward item for the season, along with a taupe bag and taupe chunky sandals. Personally, I would've styled this very similar to the way Target did.

This item is a perfect prediction of what the Fall seasons' color of 2023 will be. The same wine-colored red was predicted in the trend forecast. The Target location I used to find this top was at 6401 18th Avenue, Brooklyn, NY 11204. This top also came in the colors of light pink, brown, black, heather beige, and light blue.

Lastly, this top is a part of Target's own brand, Universal Thread™. This allows Target to design their own styles along with having a personal brand that belongs to them.

References

YouTube. (2023, July 12). *Wearable fall 2023 fashion trends that will be huge, including items from Nordstrom anniversary sale!*. YouTube. https://www.youtube.com/watch?v=XpakoujWf_g

Women's long sleeve ribbed scoop neck t-shirt - universal thread™. Target. (n.d.). <https://www.target.com/p/women-s-long-sleeve-ribbed-scoop-neck-t-shirt-universal-thread/-/A-88441036?preselect=88283296#lnk=sametab>