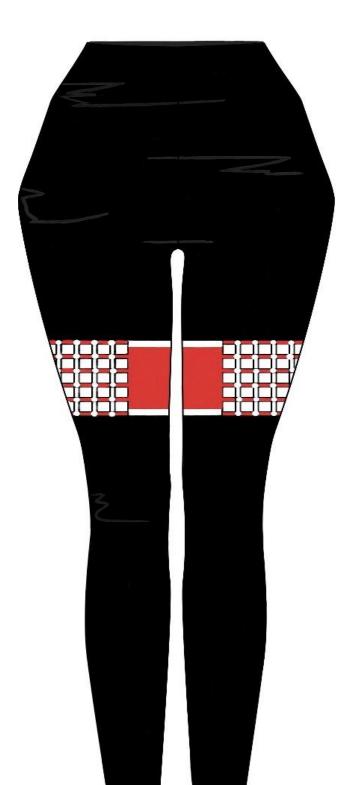
Running head: Legging Forecasting



Leggings

Emily Garcia

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BUF 3100 Trend Forecasting & Social

Media

Dr. Robert Woods



Running head: Legging Forecasting

Table of Contents

About The Author	Z
Letter to the Reader Consumer Profile	5
14th Century	8
1950s - 1960s	9
1970s	11
1980s	12
2000s	14
2020	16
Timeline	18
Moodboard	19
Eight Trends	20
Trend Report	22
Panels	22
Ruffles	23
Cropped	25
High waisted	26
Faux leather	27
Prints	28
Stirrups	29
Metallic & Theories	30
Influencers	31
Direction (Pendulum Swing) & Colors for the Season	32
Fabrics of the Season	33
Conclusion	34
Citations	35
Appendix	39
Index	42



About The Author



Emily Garcia is an experienced fashion trend forecaster of Activewear, as well as a sportswear designer/stylist. She's been in the fashion industry for over 10 years. She worked as a fashion forecaster of Activewear at WGSN for 7 years delivering authentic views and information on tomorrow, by researching and analyzing fashion trends on a global spectrum. She studies individuals who love comfort, performance and don't mind being self expressive while experimenting with different upcoming fashion trends we throw at them. She, herself has a passion for color and consumer insights for the Activewear market. She focuses on the VALs system as well as the trickle theories from all types of classes to see consumer responses. She understands different consumers value different things such as price, value, look or fit.

Her journey in fashion started and meshed with her journey into art at 14 years old. She began with art to get into Art & Design High School. Her first year in high school she had to experience a spectrum of art such as illustration, fashion design, cartooning, graphic design etc. in order to get into her major the following year. She realized she had a passion for illustration



and fashion, she had to choose between the two and had help from her professor who thought she had something extra special when it came to fashion. Since then she has worked to widen her horizons and knows the designing processes as well as the business aspects to the industry, particularly merchandising, textiles, and trend forecasting.

Since graduating from New York City College of Technology with an Associate and a Bachelors in Business & Technology of Fashion she has gained 10 years of experience, working for sportswear brands from Adidas to Nikes as well as upcoming brands such as Beach Riot and Joah Brown, delivering insightful, self expressive, and colorful projects for retail clients. Emily enjoys working for brands such as these, brands that give the consumer performance wear that can be traditional or both fun and whimsical and blur the lines between athleisure, activewear and ready to wear for those who want to live in comfort, but want to look fashionable at the same time. With so many years of experience and knowledge, she wants to invest her own brand and create her own comfortable whimsical designs.



Letter to the Reader

As Audrey Hepburn once said "As you grow older, you will discover that you have two hands, one for helping yourself, the other for helping others" (Audrey Hepburn). Couldn't have said that better myself! Hello reader in this report you will be reading about the next upcoming trend of leggings in 2022, and wouldn't you like to be one of the first to have such information? Great! I know what you're thinking, why leggings they're such an afterthought, well I like to think of leggings as a staple in your closet, like a default mood when you're tired of wearing jeans and want to be comfortable and rock your curves. At the moment we are living in a time where we are conscious in respecting our bodies, minds, and others whether that be by going to the gym, eating healthier, being mindful of what you say, caring and nurturing your mental health by being positive or seeking help. Leggings can represent many things to you and throughout time they have developed into multiple trends since they're creation.

In this report, we will go in depth into the type of ideal consumer who would wear leggings, we will also go over the history of leggings starting with the 14th century, a time we weren't aware that the idea of leggings could have existed and were only worn by men. Then we'll dive into the 1960s, the 1970s, the 80s, the early 2000s, and our current year 2020. All of this information at your fingertips, leading towards the presentation of leggings in the upcoming 2022. Leggings in 2022, will be showcased in 8 different types of trend ideas in verbal and visuals such as sketches, proposed silhouettes to cater to all our beautiful body types thus far, the colors and fabrics, and the direction of leggings.



Consumer Profile



Hi, I'm Jennifer.

The ideal customer is like Jennifer, between the ages of 18-34 living in New York City on the Lower East Side, making an average income of \$35,000. She is an upcoming entrepreneur, whether it's having her own brand, being a mobile stylist, beautician, or a musician, she's looking forward to achieving her dreams while expressing herself in the process. In her spare time she likes to draw, practice putting on makeup, maybe watch a movie or a fashion show, go for a stroll, go to the gym, buy food, shop online, search what's new and upcoming in fashion and other platforms.

Jennifer has multiple sources of income, one of them being her family, another being her current job at a retail store where she is a sales associate. The income she generates from this retail job is used to invest in her business ventures, as well as her shopping and foodie habits. Most of her money goes towards these three things.



She is an experiencer, she lives for spontaneity and visual stimulation, that's why she refuses to follow the masses; when it comes to her leggings she takes matters into her own hands, by adding her own personal touch with a sewing machine, or making different styling choices. Jennifer lives for being different, she's confident but not cocky. She's a very sociable person and likes to take pictures. Her goals are to be successful in all assets of her life whether that be an abundance of good health, joy, a successful business etc. She's motivated by everything around her such as nature, politics because she's outspoken/opinionated, fashion, friends and family. Wanting everything, is one of her traits that can work against her. This trend forecast is targeted towards experiencers because they're not afraid of self expression and being different, especially in leggings.



History of my Trend

14th Century

People who know little about fashion and more about science believe that leggings derive from the invention of Lycra by DuPont scientist Joseph C. Shivers in the late 50's. This might be true if we were just researching in the United States. Leggings were actually used way before they became mainstream in fashion. Leggings were first spotted on men in the 14th Century

according to Allyson Payer, around this leggings were two separates like our day stockings with a harness connected to These separates were used for daily life as for war. The 14th century is better known Late Middle Ages, characterized as a time suffering in Europe where famine, death, took place. The Great Famine resulted environmental change in Europe. It would during the agriculturing season, the rain impossible to plow fields with cultivated



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it would rot grains. This created a depletion in food, so <u>people gathered what food they could</u> <u>from the forests: edible roots, plants, grasses, nuts, and bark</u> to eat. This created a ripple effect, where people starved, died of either starvation or pneumonia, stole, and committed crimes of cannibalism. According to <u>Article 1</u> & <u>Article 2</u> this might have been where the fairytale of

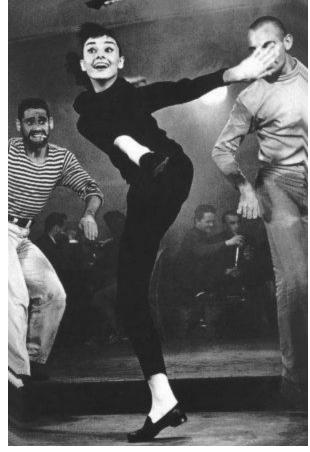


Hansel & Gretel derived from. The Great Famine was one of the events that affected a multitude economically and socially, as for the political affairs during this time; war, the Hundred Year's War with England disputing claim of territory and succession to the French throne. As we know throughout history, war leads to heavy taxation and takes attention away from its people at home. Despite suffering being the zeitgeist of the 14th century, there was progression in arts and science which led to the Renaissance era.

1950s - 1960s

Women have always been second to men especially when it comes to fashion. Showing skin or any of her assets had been frowned upon. Till the 60s, leggings have come back thanks

to Audrey Hepburn and Joseph C. the paywave in the USA to the leggings. Research suggests that came about due to the exhaustion pant styles from the 1940's into legged capris in the 1950's, this is due to WWII. Capri pants were by the European designer Sonja in the late 1940's. British actress, Hepburn didn't only popularize black dress, but also capris and Joseph Shivers, he was a scientist



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DuPont to develop polymers and ended up creating Lycra (Spandex) which is a lightweight, but durable, smooth and can expand five times its original length and continue to retain its form.

Dupont scientists were looking for alternatives for rubber because it was essential for war equipment and due to the high use of rubber, the prices for rubber fluctuated. Postwar,

Americans were copulating, the economy was growing due to government spending on construction of highways, schools, veteran benefits, airplanes and computers (History 1950s,

Postwar section). The zeitgeist of the 50s through the early 60s were prosperity and the promise of a better society. Pressing onto the 1960's when Spandex was manufactured on a large scale.

Politically, the presidential campaign of John F. Kennedy was taking place, a promise of reform leading into the social, Civil Rights Movement. We also made it to the moon! And Lycra was used in the Space Suit. Economically, "the United States experienced its longest uninterrupted







period of economic expansion in history" (<u>US History</u>). Leggings in the 60s were playful with their uses of color and patterns, above is a picture of <u>Emilio Pucci's</u> printed leggings.

1970s

Disco baby, one of the two things that remind me of the 70s, the other thing would be the iconic movie Grease. Saturday nights were for fun, going out to dance under the strobe lights in high waisted metallic pants/leggings. Although the few things I mentioned about the 70s are lighthearted, the 70s were actually a turbulent time period. Socially people such as women, African Americans, Native Americans, and gays were still fighting for equality rights, in response Congress approved the Equal Rights Amendment, which was then sent to the states for ratification and received conservative backlash because people were afraid of feminism; it was rejected. There were protests against the war in Vietnam, there were also protests against the government because Americans were questioning the governments meddling. This was known to be the "New Right" political movement against government actions such as "high taxes, environmental regulations, highway speed limits, national park policies in the West (the so-called "Sagebrush Rebellion") and affirmative action and school desegregation plans" (The Conservative Backlash). During this time Richard Nixon was in office, while in office he geared towards desegregated buses, he proposed a Family Assistance Plan of \$1,600 per year given to every American family, and a Health Insurance Plan for affordable health care.

Our first celebration of Earth Day was in the 70s! There was an environmental movement where people protected the environment of any toxic industrial waste, in fact they were so pro-environment that Congress passed the National Environmental Policy Act, the Clean Air Act



and the Clean Water Act. Economically, the Golden age or stability throughout the 50s-60s ended there, the 70s was all about inflation rising; "a mix of a high demand and a low supply of things such as jobs, houses, cars etc. The reason for this high inflation was because no one wanted to take office as the Federal Reserve chairman. Also many people underestimate the effects of the inflation problems. No one really had a mandate to stop the inflation either. So what happened was that the prices kept on rising and rising. Another thing that caused inflation was that the investors and creditors had no confidence in the bank system. The lack of credibility and commitment cause inflation to rise. The three main reasons toward inflation are as follows" (US History). It didn't end there, there was also an anti-war movement, the Watergate scandal, drug use, and Hippy style developed. In theory, people wore leggings in the 70s as a staple and

if they wanted to dance with pants instead of a dress, leggings were stretchable and comfortable enough to On the right is a picture of Olivia Newton-John in shiny high waisted leggings. Olivia Newton-John 1980s

The 1980s didn't fall short after the 70s, but the 70s, the 80s were sour and sweet. Ronald Reagan was in office, and guess what? He was voted majorly by democrats. This was definitely Reagan's

Olivia wton-Jo

well do so.

unlike

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time

of rein, he had instilled the Reagan Doctrine which was a policy that provided "financial and



military aid to anticommunist governments and insurgencies around the world" (Reagan & the Cold War). This policy being liberal, had its downfall when it came to The Iran-Contra affair.

Reaganomics, Reagan instilled an economic plan called "supply side economics" which favored the "New Right" by deregulating industrialization, reducing government spending and tax cuts for both individuals and corporations which allowed people to keep their money in order to incentivize them to invest in businesses that way the money would trickle-down. This economic plan was a bust because there were increases in military spending due to the Cold War and discrepancies during the Iran-Contra affair, they couldn't offset this huge amount of money spent with taxes. The stock market crashed in October 1987, once again America endured another recession with nine million people unemployed, losing homes and land. According to the Reaganomics section "the federal government accumulated more debt than it had in its entire history".

Social movements of this time were of the "New Right", watching family sitcoms, the

yuppies which were "a baby boomer with a college education, a well-paying job and expensive taste" (Popular Culture). People mocked yuppies for being self-centered and materialistic.

There were also rebels, people who were left out of the yuppies





and were into heavy metal like Metallica and things that channeled frustration/aggression; most

popular amongst young men. Lastly, fitness in of aerobics was popular because of baby wanting to shed a couple pounds as they their thirties. Soon this became an aerobic with young beautiful clueless women wearing leggings, and leg warmers. Picture above AEROBEROTICA section. This picture to is of Madonna performing on stage in 1985, wearing leggings under a miniskirt, she's a mix of hippy and grunge. Leggings in this



were used as a cover up but were either colorful or sheer with designs.

2000s

We've arrived to the 21st Century dear reader.

Leggings are back in full effect, worn under dresses, low rise skirts, shorts, athleisure wear, with long boots, they were cropped, they were made of vegan leather, faux leather etc. This decade is huge on streetwear, hip hop, emo, denim, and reminiscing a bit of the 60s and 80s.

Many things occurred like celebrating a



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millenium, George W. Bush becoming the 43 President of the US and Barack Obama becoming the 44th. We also have a major achievement for women, Hillary Clinton becomes the first lady to get elected into the Senate. The political measures Bush made were signing a tax cut law, going into war with Iraq, having America provide relief efforts to Southeast Asia in 2004 after his reelection, where 290,000 people died due to a 9.3 scaled earthquake. On a social scale, we were all affected by 9/11: the hijacking of airplanes by terrorists killing thousands of Americans and the course of our military aviation changed due to the construction of F-22 by Lockheed Martin and Boeing. "This F-22 raptor was a one-pilot plane" (2005). Towards the end of this decade, bankers and bad regulations led to economic turmoil, ending with poor Americans owning houses they couldn't afford because bankers wanted to make a quick buck. Obama now in office, proposed "several economic stimulus packages, with billions upon billions of dollars being spent in an effort to reinvigorate the financial system and free up credit. A country-wide cleanup of the banking system, with the aim of removing any toxic bank assets or loans" (2009).

Oh the irony, remember back in the 14th Century when men were allowed to wear pants/leggings, well in the Century men were stigmatized for wearing leggings, except if you're playing a sport like football. Men wearing leggings or in other words meggings, were considered distracting and uncomfortable to other people working out around them. Well, aren't we glad goes on..



only

21st

time



2020

Today, 2020 is all about technology, questioning the status quo and saying FU to people's opinions. In this decade it's okay for both men and women to wear leggings whether that be compression ones to work out or yoga pants or shorts. The zeitgeist is self care which can't be achieved if you follow other peoples negative opinions of what you are or aren't able to wear. Leggings continue to take place in athleisure, activewear, casual wear etc. The first 3 images are from Who What Wear. This year has started off with a bang, and not a positive one. The

presidential elections that were supposed taking place are now cancelled till notice. In recent news our democratic Joe Biden was recently accused of assault allegations which he denies. The has fallen under mandated quarantine mid-march due to the unforeseen



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pandemic the country's economy is staggering, it hasn't fallen into a recession just yet but it's heading that way as of right now. The economic growth has fallen, inflation was 1.54% in March, the government is trying to stimulate the economy by giving money to the Department of Labor, millions if not





trillions of people have lost their jobs or a loved one due to the pandemic, only essential workers are allowed to work, and climate change has affected the economy as well as natural disasters like the recent earthquake in Puerto Rico. Although people are losing family or friends, we have

created a social movement online for self care awareness, providing support, having at home concerts, donations of money or technology for children to continue to learn or food for the elderly or that are less fortunate. Well 2020 will not end here, continue and till then dear reader, we'll be back and





those it'll

updating this history section.

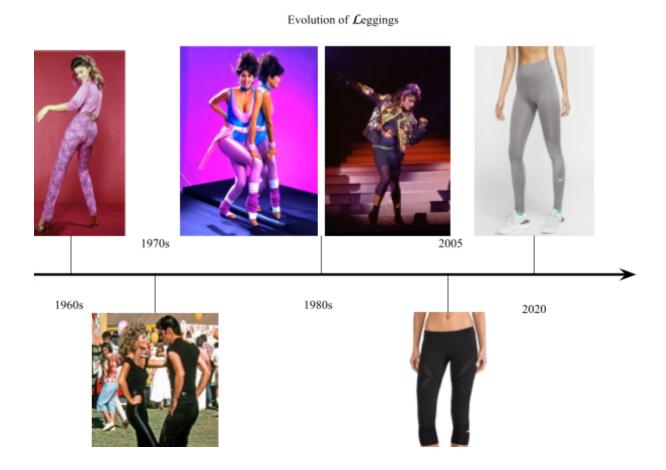
The following images of a girl in yoga wear is from Everyday Victories, and the other picture is from Nike NYFW Fall 2020.



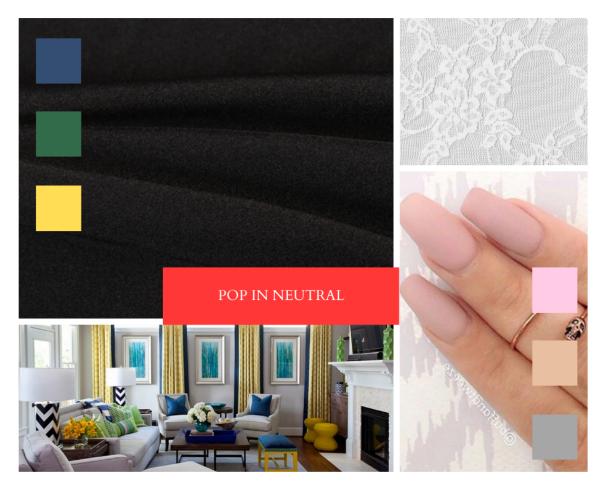


Timeline

This timeline reflects the evolution of leggings throughout 5 decades. For 1960, we have Ann Margret in vibrant pink and violet patterned leggings. For 1970, we have Olivia Newton-John playing Sandy Olsson from Grease wearing this decade's shiny leggings. Next, for the 80s we have two looks, a woman wearing a leotard, leggings and leg warmers for aerobics and Madonna in grunge; sheer cropped leggings underneath a miniskirt. The early 2000s were mainly cropped, these are by Stella McCartney. Lastly, 2020 Nike leggings.



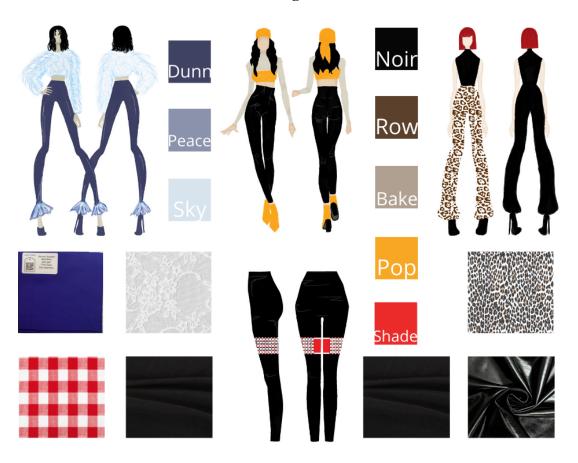
Moodboard



Pop in Neutral is the name of this moodboard. When doing research, I found out that the projected colors for 2022 would be hues of blue, gray tones and to me I think of these colors as neutrals. Currently we're going through an epidemic and history has shown that after sad or disastrous current events some people like to be colorful and expressive. So why not be expressive in nudes? Next you'll see the eight trends for 2022 as well as the swatches and colors.



Eight Trends



The first model is wearing a bell bottom style pant colored "Dunn".

The next model is wearing a black high waisted legging. The third model is wearing loose animal print leggings, the animal print is a bit sheer and the back is solid black.

The fourth trend is a legging with panels, the design is similar to gingham check plaid.





The 5th model is wearing a Gump colored stirrup legging with Egg and Lighter colored stripes running down the side. The 6th model is in a high waisted Maru and Mesh colored metallic legging. The 7th model is wearing a dark knight leather legging with a floral print running near the knee downward. Lastly, the 8th model is wearing a Rina cropped legging with a twist, I've added extra fabric running down towards the ankle ending in a bow, similarly to the stirrup style.



Trend Report

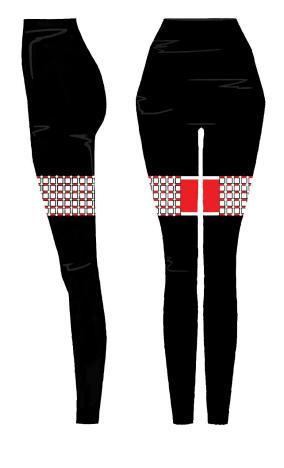
Leggings have become more prominent and mainstream in the 21st Century, due to this there won't be a drastic change in its styles because they've been adapted to almost all areas of our lives. From the historic journey we've taken, the eight trends within the legging history are a panel or a mix of lace or mesh with a motif, ruffles or a split hem very similar to bell bottoms, cropped leggings, high waist, leather: real or faux, printed leggings like animal or floral or stripes, stirrups, and metallic shiny leggings. According to a 1998 quote by McMurdy a trend is "a shift in the prevailing thought process that eventually manifests itself in a range of popular tastes and, ultimately, consumer goods" (Trend Forecasting, pg 4). These are considered trends because they continue to change throughout each decade to follow current events or zeitgeist, while keeping a previous era intact of the new creation.

Panels

Panels on leggings are still predominantly worn on women and at the moment mainly used in Activewear. Panels are considered bold, the placement of these can reveal that particular body part, which isn't a bad thing. During this time we're living in a health conscious society and things are being more acceptable or receptive. Silhouettes for leggings might be a triangle or even the use of mesh print like lace instead of the current long rectangular panels. Panels can either distract or attract attention, they're flattering on all body types, sizes or bum types and sizes; confidence is definitely a wow factor and living in leggings that make you feel and look great work in your favor. The fabric color choices for leggings are usually dark yet vivid, but that also depends on the leggings and what you'll use them for, if it's for casual wear, active,



athleisure, etc. From the history research we've learned that Panels were introduced in the 80s. I decided to design a pair of black high waisted leggings with red and white gingham checkered panels. With panels you can show skin or just add a little design to something plain and I decided to add a design to your everyday leggings. These can be worn out or to the gym, even to yoga. I used red as a use of pop to play contrast with the black. These leggings are made out of lycra, nylon which makes them comfortable and stretchy. Just like Women's Health says, leggings such as these are "all comfortable and add just the right touch of style".



Ruffles

Next up are Ruffles or any variation of
this trend will definitely make an appearance. Throughout history ruffles have become less and
then more, these go from ruffles to bell bottoms. Ruffles can be made with one fabric or more
than one fabric to add a different touch to a garment. In other words, bell bottoms are very
flattering no matter your body type, on leggings they're usually seen near the ankles making a



For the 2022 season I've designed high waisted pants with ruffles on bottom near the ankle. The ruffles are made of a mesh or lace fabric which create breathability. The pant itself is made of nylon and spandex for a comfortable body formed fit. Women tend to lead towards these because of how nicely it fits on their body. The colors used for this design are called Dunn, Peace, and Sky; these are all shades of blue. I decided to pair these with a fur cropped long sleeve top, making these apparent that they can be dressed up and worn out

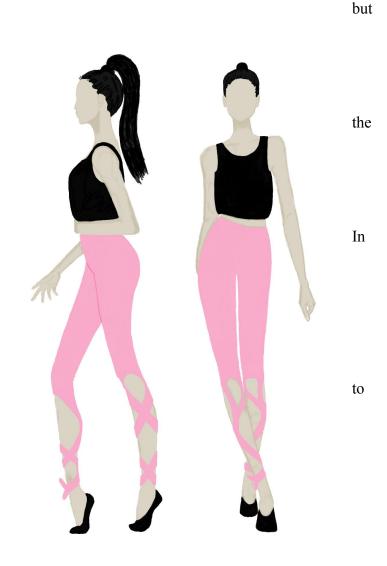


to wherever you're going whether it be school, a fashion show, the office, etc.



Cropped

Cropped leggings, the first time we've seen these were in the 50's with Ms. Audrey Hepburn. Cropped leggings are one those trends we see once in a while, they've become a part of everyday use. They're lengths are midi thighs, above the knee, on the knee, below knee, mid calf, lower calf, and ankle. The one's popularized in the 50's were around the lower calf and ankle. the early 2000's, it was below the knee. Now we see them in a wide variety and used for fitness or as loungewear. For 2022, I've decided spice things up a bit for our cropped leggings. I've made a Rina colored cropped legging, below the knee and added a twist... Literally! There's fabric going down your leg in a



crisscross ending at your ankle with a bow. These are similar to our legging friend the stirrups.

of

These are made out of nylon, spandex and can be used for yoga, working out, everyday use like lounging at home or running errands.

High waisted

Moving on to high waisted leggings, one of my favorites. haven't gone anywhere since the of the new decade in 2010. These comfortable leggings and if you anything high waisted, then these for you. Women's Health says "high-waisted leggings have basically become the skinny jeans activewear". I couldn't have said better myself. The leggings for are your high waisted legging, whether it be plain or with a design, these are a wardrobe staple. To the right I have paired or Noir high waisted leggings

two tone top, with a Pop or

like are it

These start are

of 2022

black

with a

orange and nude Bake color to give you an idea of how these leggings can be styled.



Faux leather

Leather, a reminder of the 80s, giving you chic edgy and trendy. Leather or faux leather was in, in the 80s as well as in 2013. Leather is one those fabrics that make you feel something when wearing it. Many women feel empowered when wearing leather. We're bringing leather back for 2022 and this time we're adding a little extra spice with a print. The textile industry continues advance in technology, so why not use it?! For 2022 we're going dark grey almost black colored Knight leggings with a hint of Soho for the floral print starting just below the knee and downwards toward the



ankle. It was only fitting to pair these leggings with a leather jacket aligned with fur running as a neckline downward.

Prints

era, like animal prints which tend to come back every 3-5 years. The 21st century lives for animal prints. According to **Printify**, animal prints such as the leopard print, "While it is popular it also feels nonconformist and an expression of an individuals' confidence in their sensuality". For 2022 we're doing animal print, here I've made a sheer animal print front with a solid backside. The leggings are loose and flowy as well. These leggings/pants are for those people who aren't afraid of self expression and that's where we're leading further towards in this era.

We're living for prints in this

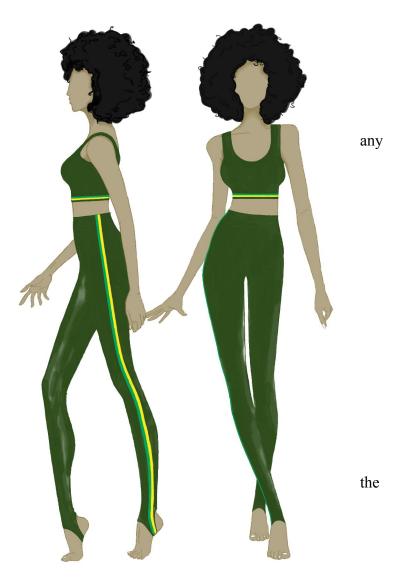


There's more acceptance with sexuality and health, we're gonna keep it this way and cater to those acceptances.



Stirrups

This trend has snuck up on many, mainly used for yoga. Some people wear stirrups out, this sexy trend was popular in the for baseball players but they were socks instead of leggings. They became a thing in 2018 and since then have been induced into yoga or activewear. According to WHO WHAT WEAR, stirrups are "A fresh take on the '80s style, the wraparound detail at the bottom effortlessly elongates your legs. Plus, the styling options are pretty much endless. Pair them with your favorite sneakers and a bomber jacket for an athleisure look or place stirrup underneath the bottom of your heels for a more elevated approach. From the gym to the



street". Stirrups are versatile, in 2022 we'll be wearing Gump colored stirrups with Egg and Lighter colored stripes going down the side, adding a little sassiness.

90s

Metallic

We're back metallics or shine in 2022. These are also to as coated leggings. These don't become popular as often when they do, it's a reminder of the decade people love going when they're feeling nostalgic.

2022 leggings will have a wide colors, but we're focused on Here we have a skin tone

Maru and Mesh colored with a matching top.

Theories

For each of these trends, seeing in 2022 has to do with



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current events. In 2020 people are already becoming more conscious and better with being mindful, but due to the Covid-19 Pandemic people are exercising more in order to maintain mental and just health over all while they're at home following social distancing guidelines.

After this pandemic we predict more health aware individuals who want to work out and maintain their fingers, who want to continue feeling good and being comfortable while doing so.



We also predict an expression in prints or designs, people would love going to the gym in these stylish leggings.

After this pandemic many people will want to let loose and go out dancing, what does this remind you off..... Disco right? Bell bottoms can be the front of this. We gotta cater to the masses. We propose skinny legged silhouettes as well as ankle bell shaped ones.

Influencers

Social media is taking over, it's the direction we're moving forward with due to the expansion of knowledge and technology, but due to unforeseen circumstances that have occurred in 2020 things are a bit shaken up in society, values are changing. Following a trickle across

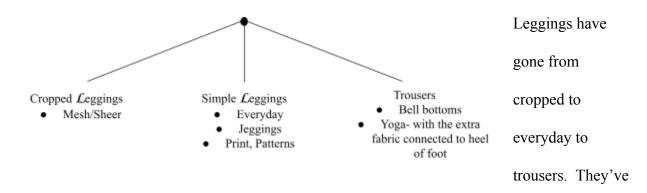


theory, leggings can be worn by all social classes. People continue to create their own variations of our eight trends. Like in the image above we have Kendall Jenner and Gigi Hadid in Alo yoga



leggings. Not only celebrities wear leggings but a regular Jane like you and I who might shop at GymShark, Adidas, Nikes or even brands like Pretty Little Thing to get some leggings.

Direction (Pendulum Swing)



become mainstream and they'll continue to be mainstream with a touch of technology.

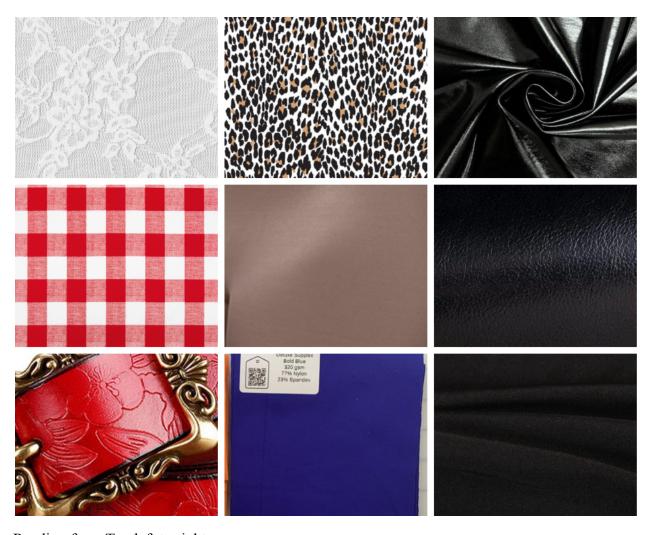
Companies are using technologies to print patterns on fabrics and will continue to evolve these forms to stay with the times.

Colors for the Season





Fabrics of the Season



Reading from Top left to right.

Lace/ mesh, Animal print, shiny leather swatch, gingham red and white checkered print, bronze shiny spandex like a foil, leather, printed leather, nylon with spandex, and nylon or lycra.



Conclusion

This report took you through the history of the trend of leggings, by diving into the first time period in history where we might have seen the appearance of leggings, the 14th Century. We took this trip through time into the 50s through 60s, the 70s, the 80s, the 2000s, and last but not least our current year 2020, in order to divulge what happened politically, economically and socially that could have affected the fashion of leggings in that time period. We continued our journey together by talking about the main trends that continue to reoccur in the trend report. We've gone over the fabric choices, whether they're considered trends, whether these styles are classic or bold, the silhouettes, the influences of these trends, the colors, and where these are going. We've also gone over theories and the current events of 2020 that would lead leggings into 2022. The year 2022 will include hues of gray, white, blue, black, what I consider nudes with pops of colors. Leggings are for everyone and they're versatile which makes them a wardrobe staple, make sure to have yours in 2022. Thanks for sticking with me this far and taking your time reading Leggings Forecasting.



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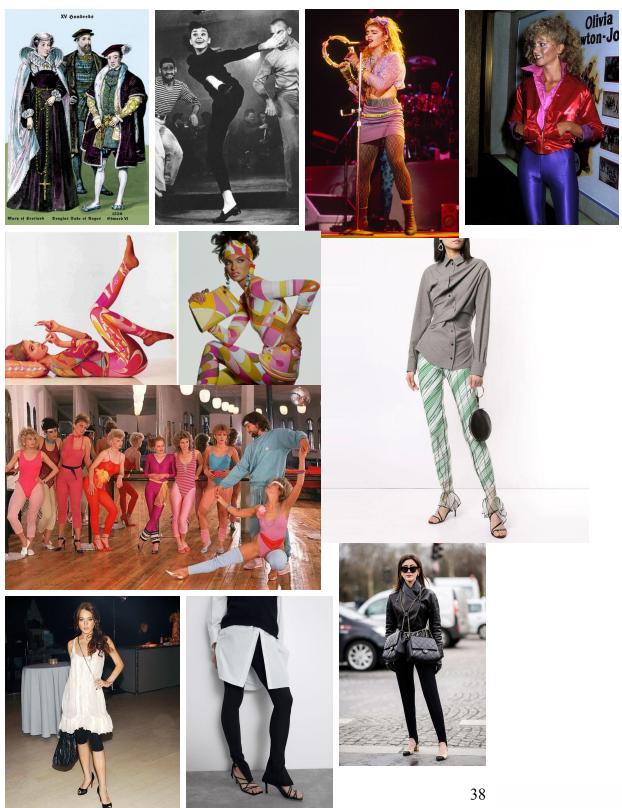
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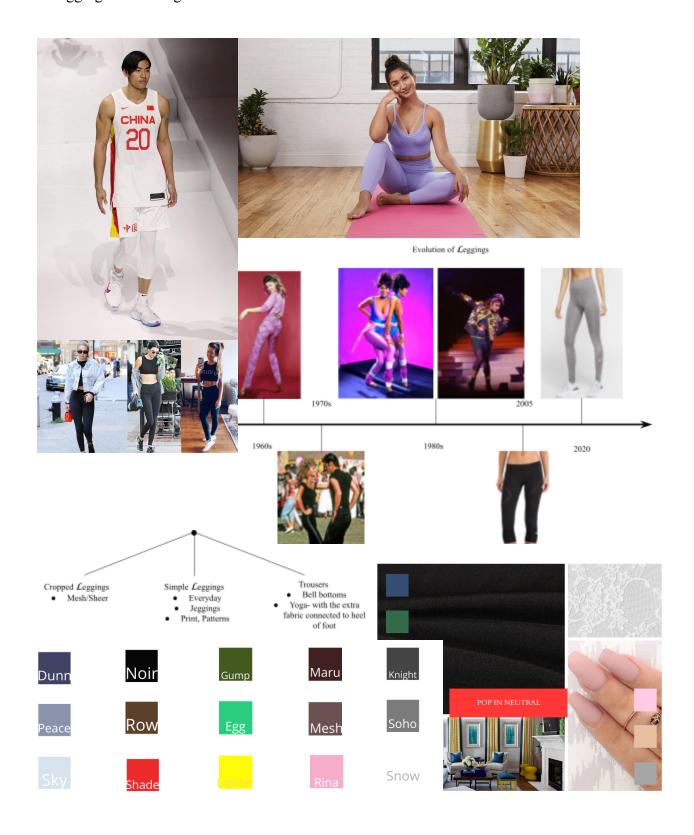
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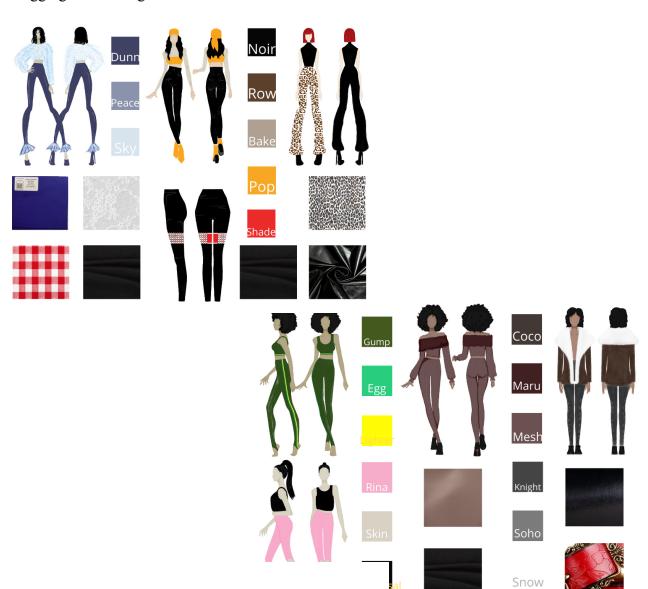
Appendix















Index

