

TREND FORECASTING AND SOCIAL MEDIA: SUNGLASSES

Trend Forecasting

BUF 3100

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Table of Context

Letter to the reader.....	2
Consumer Profile.....	3
Material.....	4
Styling.....	7
Color.....	11
Fit.....	15
Silhouette	18
References.....	28

Letter to the reader

Dear Reader,

Sunglasses have been an everyday accessory that has been sweeping the market these past 2 years. We've seen them everywhere, from grocery shopping to the red carpet its an accessory which ties the whole look together. Would this trend be as consistent in the year 2020 as it is now? As trend forecasters, we researched multiple sources including online and in field research to conclude that the eyewear market is progressively growing each year. It's interesting to see how specific events can cause the direction of where a product will evolve in 2 years. Fashion in 2020 will be inspired by not only the upcoming election but gender neutrality as well. The renewed and energized color pallet along with classic/futuristic eyewear silhouette for the year 2020 will keep you on trend and our plano features will keep you safe from the harmful UV rays. Why is this important? These events are going to shape what the market is going to provide and how we dress. Consumers are starting to buy sunglasses as an investment to their health.

Sincerely,

GJGC Trend Forecasting Team

Consumer Profile

Eyewear has always been big in the business department, but this year the competition has grown more than ever. “Projected to reach a value of £96 billion by 2020, the global eyewear market, which includes frames, contact lenses and sunglasses” (Pithers, 2017), which is dominated by Luxottica, who owns brands including Persol and Ray-Ban, and has the licensing to produce frames for luxury brands such as Prada, Armani and Chanel. In 2015, Luxottica registered sales of more than £7.2 billion (Pithers, 2017). No surprise then, that fashion brands are now seeking to cash in on new innovative styles of sunglasses. The trend that will be explained throughout this forecast is targeted towards young adults, due to its eye catching effects, who are about 18-35 years of age, that are fashion forward and enjoy trying new, unique styles. Young adults often try new things in order to find their style and identity. This trend is an attention grabber that makes an individual stand out. “ The concept of ‘gender neutral’ has grown fast in the new millennium” (Menkes, 2018). Millennials are more aware of gender fluidity than any other generation before them. This trend is forecasted to appeal all types of individuals who practice expressing themselves through fashion.

Material

Sunglasses are eyewear designed to protect eyes from harmful UV rays. Eyes are extraordinarily and mildly sensitive and may be easily damaged by way of overexposure to radiation within the visible and non-visible spectra (Vision, 2018). It helps to prevent sun related health problems, protection from elements such as snow, sand, wind and dust; as well as promote for safer driving (Tanasse, 2015). Aside from its many benefits, they are also used as fashion accessories. As people have become increasingly aware about their eye health, the sunglass market has also increased.

Due to many consumers purchasing sunglasses for extended wear, many companies are intending to use sustainable materials which prevent from breaking or cracking upon impact. “The borosilicate glass utilized in these lenses are scratch resistant which is made effectively by tempering these materials with diverse chemical solutions” (Vision, 2018). Majority of these lenses are made of colorized plastic, such as polycarbonate and polarized and Trivex (Advameg, 2018). Both Polycarbonate and Trivex lenses provide 100 percent protection from the sun's harmful UV light and are up to 10 times more impact-resistant than plastic or glass lenses yet are thinner and lighter than regular plastic lenses (Heiting, 2017). The sunglass manufacturing process has become increasingly refined in response to greater demand for high quality and stylish glasses. The new coatings and colorants, which deliver better protection against UV

radiation, continue to be developed and improvements in the way frames are manufactured continue to be made.

From a functional standpoint, sunglasses are designed specifically for a variety of outdoor activities. Sports enthusiasts have specific requirements that are reflected in sunglass design. Aside from sunglasses for UV protection, many athletes also wear heart rate monitors, stopwatches and mileage trackers. However, German lens maker Rodenstock created new innovative athletic sunglasses causing no need for additional tools while on their practice (Brighton, 2015). These athletic sunglasses feature a heart rate monitor and stopwatch in the peripheral vision of the sunglasses. This allows comfort and efficient use of tools in one wearable item.

Sunglasses frame are made from plastic, metal and others such as bone or wood. However, for sustainable frames, it is made from materials such as cork, reclaimed wood, and bamboo (Trade, 2018). For Metal frames, particularly expensive ones, it is often made of mixtures of nickel and other metals such as silver (Advameg, 2018). These frames have precisely engineered features, such as sculpted and gimbaled nose-pads, durable hinges with self-locking screws, and flexible temples. Upscale manufacturers use combinations of nickel, silver, stainless steel, graphite, and nylon in their leading-edge designs (Advameg, 2018). For the manufacturing process, one of the sunglasses procedure for plastic lenses are being made at an optical laboratory and follows three steps. First blocking, a technician places the lenses in a lensometer, an instrument used to locate and mark the "optical center" the point that should be centered over the customer's

pupil of the lens blanks (Advameg I. , 2018). Secondly, polishing which means, mold corresponding to the required optical prescription of the lens, and both lenses are placed in the fining machine with the back of each lens in the appropriate lap. Lastly, beveling which is the lens pattern that matches the shape of the eyeglass frames and inserts the pattern and the lenses into an edging machine (Advameg I. , 2018).

Current popular sunglasses on the rise this past season have been the all plastic sunglasses (T, 2017). These sunglasses were shown in an array of many various colors and are fully constructed in an all see-through plastic material. This frame usually consist of “zyl” (zylonite, or cellulose acetate). “Zyl is a very cost-effective and creative option for eyewear and is extremely lightweight”(Morgan, 2018). This perhaps is the reason why these colorful plastic sunglasses flooded the market this season with low prices ranging as low as \$5! Looking forward, this can make for easier recycle of material goods in the construction of new products as it reduces the use of metals, silicones and several other commonly used materials in the construction of sunglasses.

Style

Style is different for every person; it derives from what is aesthetically pleasing to oneself. As short-term forecasters, we are looking at styles that are going to be prevalent in the eyewear market 2 years from now. This allows the segments of the textile pipeline to coordinate seasonal goods around looks that can be communicated to consumers through the press and stores (Brannon, Divita, 2015). Sunglasses have taken a massive shift in the fashion industry. They are now being used with purposes other than their eye protection properties. Sunglasses have become a staple in one's wardrobe, often being worn at the beach or even in a nightclub. This has indirectly sparked creativity as to what different styles the sunglasses market can offer to consumers in their everyday life.

Thin Metal Wire Frames

Thin metal wire frame sunglasses: "Thin metal is the next huge trend" (Broughton, 2018). This style is simple and straight to the point. Metal eyeglasses are delicate and inspire elegance, it is perfect for accessorizing and constructing fun and quirky outfits. Slimmed down with definite sculpted lines, thin metal frames are tailored, sleek and light on the face. We have often seen thick eyeglass frames for the last couple of years, it's time to freshen up the look with this 70s-inspired metal frame that is slowly being promoted in the media by luxury brands such as Christian Dior. With a definite

celebrity approval, thin metal frames are already spreading throughout Hollywood and beyond.



Figure 1 (Dior 2018)

Transparent Hues

Transparent hues will be used in all types of silhouettes. The youth will continue to be the target market, therefore this fun, colorful, style will be on the rise because it screams youth and style. It makes one stand out and make a statement. Trendsetters like Kylie Jenner and Bella Hadid have been seen all over Instagram wearing sunglasses with clear lenses. Brands are designing a wide variety of sunnies that resemble optical frames with different colors.



Figure 2 (Jenner, 2018)

Figure 3 (Hadid, 2018)

Semi-Rimless Bottom

The semi-rimless bottom style derived from the classic “clubmaster”. This style is made up of a thick acetate or plastic base holding the lens halfway through, and giving it the rimless bottom effect. Its clean-cut edges make any outfit look inventive and futuristic. This universal style is gender neutral. More companies especially in the beauty industry are starting to promote genderless products (Austen, 2017), this is a trend that is definitely expanding to every sector of consumer buying. Prior fashion shows adapted this style in their own way bringing the new trend to the spotlight. For SS18 Maison Margiela opted for his more feminine take on the semi rimless bottoms, crossed over with a cat eye frame.



Figure 4 (MaisonMargiela SS18, 2017)



Figure 5 (StellaMcCartney SS18, 2017)

Plano Sunglasses

The Plano glasses also known as polarized/non-polarized are non-prescription lenses which are primarily used to protect the eye from unsafe UV rays. This specific style is expected to grow due to developing awareness about the security and protection of eyes (Persistence, 2018). With varying lifestyles, a demand for fashionable sunglasses and the availability of technologically advanced products, cities are some of the most important factors who are expected to drive the global Plano sunglass market over the forecasted period. The global Plano sunglasses market was valued at USD 10,828.0 million in 2012 and is expected to grow at a compound annual growth rate of 8.0% from 2013 to 2020 (GrandView, 2014). Companies like Ray ban use the “P” symbol on the lens to distinguish their Plano sunglasses from regular lenses.



Figure 6 (RayBan, 2018)



Figure 7 (RayBan, 2018)



Figure 8 (RayBan, 2018)

Color

The year is 2020, the re-election for presidency is on the way, the leisure trend is still rapidly growing and gender neutrality in fashion is prevalent. The report forecasts the global sunglasses market to grow at an annual growth rate of 6.07% during the period 2016-2020 resulting in sunglasses being the top selling accessory in the market. (Wood, 2016). Colors are re-energized for the season. As opposed to a more toned down, neutral color pallet, colors are more lurid and vibrant, representing strength. Primary colors are being used with complimentary colors creating color harmonies (PANTONE, 2018). Our color palette consists of recycled hues from past trends with a more energetic feel to them. We would also incorporate our neutrals with boldness to them.

Color pallet: **Radiating Intensity**



Some causes and cultural factors of the more vivid color trend are mainly due to politics. People want to be heard, they want to be seen and they want to let others know they aren't afraid to be who they are or stand up for what they believe. You can see their boldness being replicated through the color choices they're making. It is eye-catching and valiant. This color trend has been replicated before with more of a softer saturation. Gender neutrality is also one of our inspirations for our year 2020 color pallet. Gender neutrality is causing many companies to produce products that cater to anyone and everyone. Fashion brands are also starting to challenge the traditional idea of dress (Hambleton, 2018).

Color description



Navy Seal / PANTONE 282 C- this color conveys importance, confidence, power, and authority, as well as intelligence, stability, unity and conservatism. It is a timeless color that fits in nicely with preppy designs. It is a color that doesn't call attention to it. It is a gender-neutral color that fits in everywhere, which is why it will be used more frequently in designs considering we are moving towards a more unisex-based fashion.



Bora Bora / PANTONE 2347 C- this color is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love. It has very high visibility. It is a color found in many national flags as well as the American flag. This color can be used as an accent color to stimulate people to make quick decisions; it is a perfect color for 'Buy Now'. This color is also commonly associated with energy, therefore will also be used during the 2020 elections when parties are promoting.



Liberty / PANTONE 2728 C- this is a color that represents knowledge, power, integrity, and seriousness. It is associated with depth, expertise, and stability; it is a preferred color for corporate America. It is also strongly associated with tranquility and calmness. It is often used to symbolize sincerity, which makes it a number one color to use during the elections of 2020.



Sunny Side Up / PANTONE 102 U- this color is the color of sunshine. It's associated with joy, happiness, intellect, and energy. It is very effective for attracting attention, so it can be used to highlight the most important elements of a design.



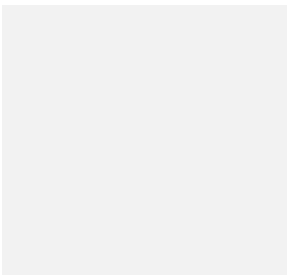
Tangerine / PANTONE 172 C- this color combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and the tropics. It represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation. This color is highly accepted among young people, who are lately becoming the main target market.



Come Over to the Dark Side / PANTONE 426 CP- this color is associated with power, elegance, formality, death, evil, and mystery. it is a mysterious color that denotes strength and authority. It is considered to be a very formal elegant and prestigious color that can make one appear thinner. This color can also be used to make other colors pop and stand out.



Mother Earth / PANTONE P 170-5 C- this is a earth tone color that signifies stability, structure and support. It is sensual, sensitive and warm, leading one in a feeling of calmness and comfort. This color makes products appear stylish and classy when used in fashion.



Tranquility / PANTONE 11-0601 TCX (OPTIC WHITE)- this color is associated with light, goodness, innocence and purity. It is considered to be the color of perfection. It means safety, purity, and cleanliness. The color usually has a positive connotation; it can represent a successful beginning. It depicts faith and purity, which gives a reason to be used during the 2020 elections when parties are promoting.



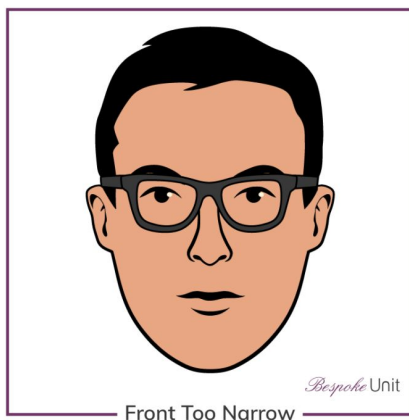
Gluten Free / PANTONE P 14-2 U- this color is a neutral, calm, and relaxing color that carries pureness and softness with a warm tone. It sets a relaxed tone of understated elegance. The peachy tone gives it a soft sweet feel to the color.



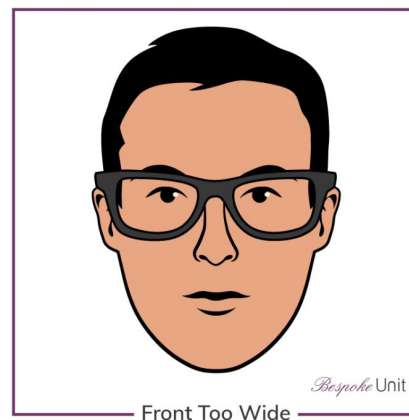
Space / PANTONE 877 C (SILVER) - this color is soothing, calming and purifying. It is associated with prestige and wealth. It is seen as a glamorous, sophisticated color related to female energy, prosperity and modernity. It is a color that relates to the professional and corporate market.

Fit

Sustainability is an important part of one's purchase. Along with sustainability, the fit is in extremely major part as well. Malfunction in the fit of sunglasses can often lead to headaches and other uncomfortable pains such as nose bridge indentions. These nose bridge dents often have to do with the heavy pressure of the sunglasses on top of the bridge of the nose. An ill fitting pair of glasses can also cause headaches due to the impact of blood circulation behind your ears (News, 2018). Each pair of eyewear has to tailor fit the individual wearing them. In order to get a pair of great fitting eyewear, one has to consider frame width, arm length and bridge width. By including these 3 characteristics in one's purchase, one can guarantee to find a perfect fitting pair. "Frame width also known as 'total width' should only barely extend past your cheekbones. If you can fit more than one finger between the arm and your temple, the frame is too wide. On the other hand, if the arm and your temple touch, the frame is too narrow"(BespokeUnit, 2018).



Front Too Narrow
Figure 9 (Bespoke, 2018)



Front Too Wide
Figure 10 (Bespoke,2018)

The arm length is very important, as it can ultimately enhance the care for your sunglasses, often preventing the glasses from falling and sliding down from your face. The good arm length can also prevent the user from getting headaches and sinus problems.

Another important characteristic is the height of the nose bridge and its placement on your face. Many metal nose pads often provide adjustable nose pads allowing for more accessible comfort but when choosing acetate glasses, which are often plastic with little flexibility for changes in bridge placements.

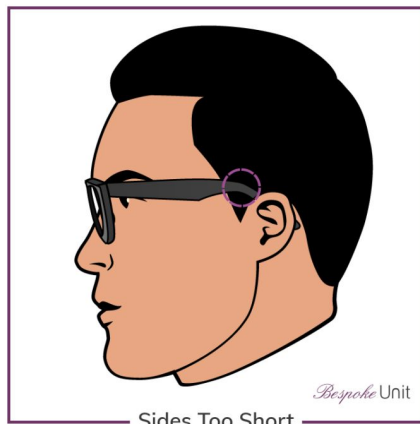


Figure 11 (Bespoke, 2018)

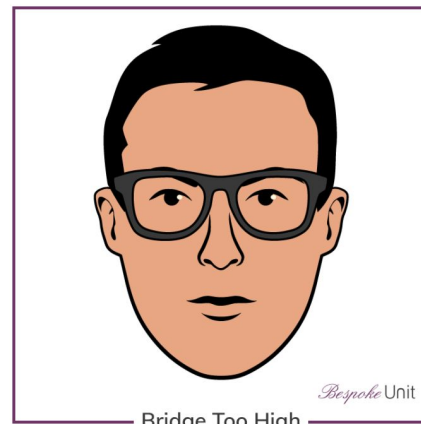


Figure 12 (Bespoke, 2018)

There are also many different variations of face shapes to consider when choosing a style of frame which can play a big role on the physical fit as well. The most common face shapes include heart, oval, round and square. The heart shaped face often contains traits such as a broad forehead and narrowed chin structure

while the oval face includes a chin often narrower than the forehead as well however include more balanced features. The round and square face shapes, often opposites include full cheekbones and a rounded chin often with equal length and width while the square face shape contains a prominent jawline with angular features and often wide forehead (Weston, 2018).

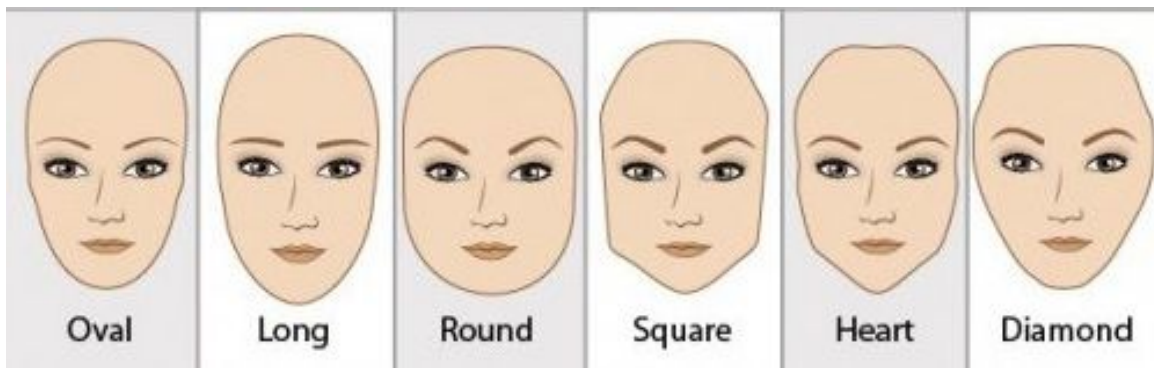


Figure 13 (Jan, 2013)

Silhouette

The silhouette of eyewear can be really diverse in trends being that not every shape is appealing to everyone's face. According to the pendulum swing theory, silhouettes for sunglasses will become slightly larger due to the extreme point the tiny sunglasses have reached. For the year 2020 we are predicting bigger shapes in eyewear. Being that we are only predicting 2 years into the future, the micro trend would still be in high demand among the market. Other silhouettes that will be trending in the following years will be round sunglasses, oversized frames as well as sport futurism eyewear.

Micro

Over the past year or so, and most notably last summer, tiny sunglasses rose from their '90s graves and landed on plenty of famous faces. Selena Gomez (Figure 15) wore mini specs while on tour in Japan. Rihanna (Figure 14) wore them on the Cannes Film Festival red carpet. And Bella Hadid (Figure 16) seemingly couldn't take them off her face (Bruculier, 2018). Due to the Pendulum swing theory, it is impossible for silhouettes to drastically expand; therefore similar shapes with slightly different sizes will exist for the year of 2020. With its effortless yet space-saving possessions, these micro styled sunglasses "step up your shade game in an unconventional way" that drifts from the classic cat eye or rectangular oversized look (Song, 2018). The matrix inspired trend have taken over currently being worn by the A-list, street stylers and influencers (Lewis, 2018), It some sort of a futuristic feel to the outfit.



Figure 9
(Getty, 2018)

Figure 10
(Getty 2018)

Figure 11
(Getty 2017)

Round Sunglasses

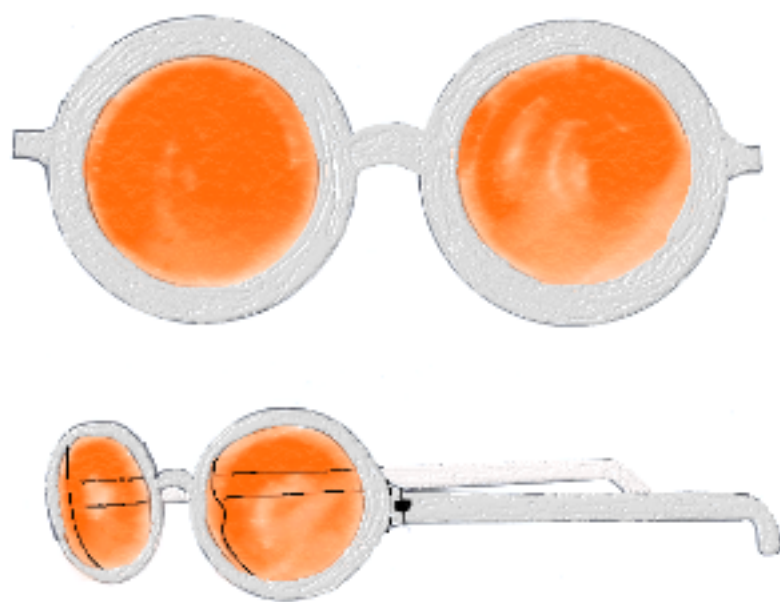
Round frames are still loved far and wide. This means that round sunglasses frames will still be around for the year of 2020, but with upgraded shapes & colors. Chanel's latest Resort 2019 collection designed by Karl Lagerfeld featured a single silhouette at the runway show. It was a classic round frame, which was worn by four different models. It being the only form of sunglasses used for the runway made it stand out, make a statement and hint for upcoming trends.



Figure 12 (Chanel, 2018)

Figure 13 (Chanel, 2018)

Figure 14 (Chanel, 2018)



Another source we can rely on for this upcoming trend of round sunglasses is change agents, tastemakers and influencers. Change agents perform many important roles in spreading an innovation. They communicate fashion trends visually and verbally. They have more knowledge and interest in fashion than others in their group. “They have aesthetic taste and social sensitivity to assemble a stylish look” (King & Ring 1980). When they are recognized by others they become influencers and influence the public taste. Therefore fashion bloggers and celebrities influence trends immensely. Bloggers like Vintagevandal, Songdani, Weworewhat, and SincerelyJules that have thousands, even millions of followers have recently posted pictures on their social medias wearing these round silhouettes. These bloggers spread awareness about upcoming trends that allow fashion followers to adopt in their own way, hence the different sizes of the round sunglasses.



Figure 15 (Song, 2018)



Figure 16 (Vintagevandal, 2018)



Figure 17 (Weworewhat 2018)



Figure 18 (Sincerelyjules, 2018)

Cat-eye Sunglasses

Part of the same micro trend is the extreme cat eye sunglasses style. We saw icons like Marilyn Monroe and Audrey Hepburn rocking them years ago, but they're back and more popular than ever. Cat-eyes are going through more changes for the upcoming years and many styles are becoming more elegant, with classic, clean lines. This silhouette will carry on because it is a statement piece. Women empowerment acts are on the rise and will continue to rise throughout the year of 2020 due to all the powerful women and campaigns that are being practiced by celebrities at special events like the Golden Globe. That is why this sexy yet serious design that contours the image of a decisive woman who knows what she wants will carry out through the next 2 years. Once again celebrities are the first ones to test these silhouettes and set the trends for the rest of the fashion world.

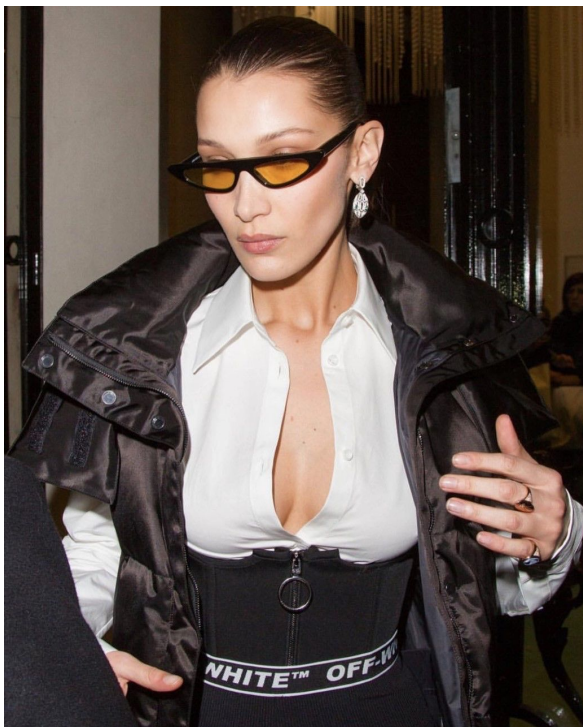


Figure 19 (Hadid, 2018)



Figure 20 (Beyoncé, 2018) 23



Sport Futurism

It's no surprise that the athleisure trend has had an impact of sunglasses as well. With its innovative take on the racer sunglasses, sport futurism brings together style, silhouette and color. Fashion Designer Stella McCartney took part in this trend for her SS18 collection where she debuted the Turbo Wrap sunglasses, which have a "sporty twist featuring bright colored frame and clean edges" (StellaMcCartney, 2018). This style will also be a rising trend for 2020 being that more people are researching the damaging effects UV radiations can have to the eyes/retina (PRnewswire, 2016). This style does have more protection against harmful UV rays, glare, and environmental conditions.



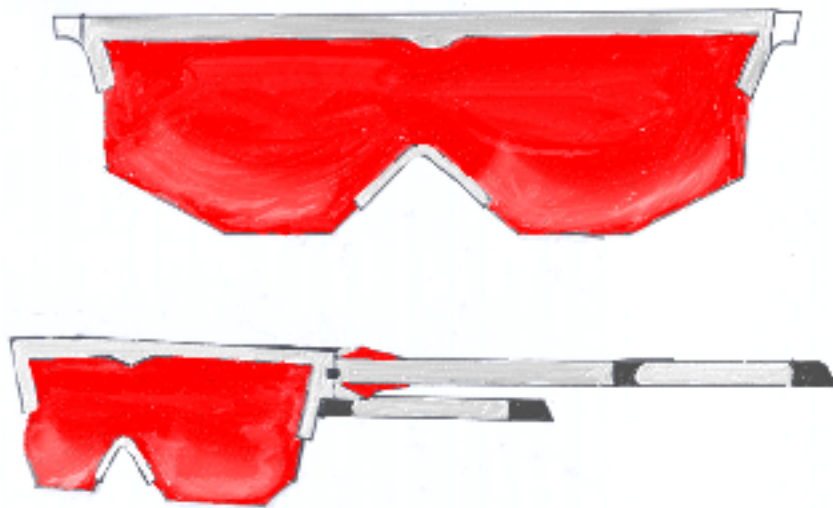
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Figure 22 (FentyxPuma SS18, 2017)



Figure 23 (MiuMiu SS18, 2017)



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