



SUNGLASSES

Guadalupe Guerrero, Jasmin Polanco,

Geicy Wong, Ceyda Yildiz

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 every year. It's interesting how specific events cause the direction of how 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.

Sincerely,

GJGC Trend Forecasting Team

CONSUMER PROFILE

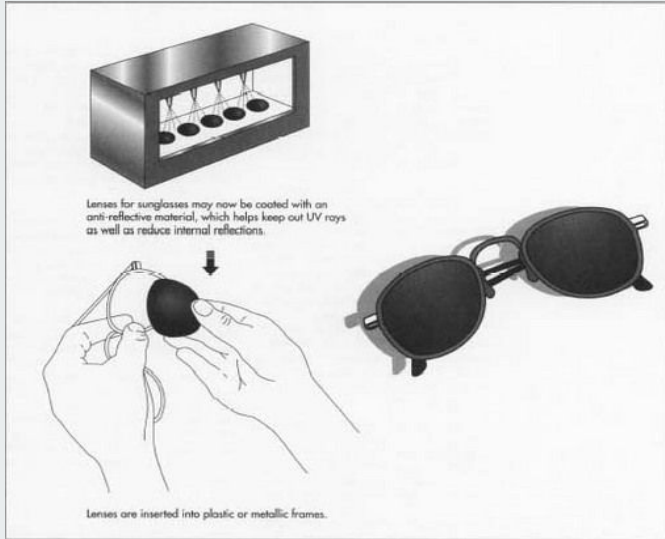
- The trend that will be explained throughout this forecast is targeted towards young adults, due to its eye catching effects, who are about 18-35 years of age, that are fashion forward and enjoy trying new, unique styles.
- Young adults often try new things in order to find their style and identity.
- This trend is an attention grabber that makes one 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

- Eyes are extraordinarily mild sensitive and may be without difficulty broken by way of overexposure to radiation within the visible and non-visible spectra (Vision, 2018). Therefore, Sunglasses are eyewear designed to protect eyes from harmful UV rays.



- The lenses are made of colored plastic, such as polycarbonate and polarized and Trivex.
- Both Polycarbonate and Trivex lenses provide 100 percent protection from the sun's harmful UV light and is more impact-resistant than plastic or glass lenses yet are thinner and lighter than regular plastic lenses.



Sunglasses frames are made from:

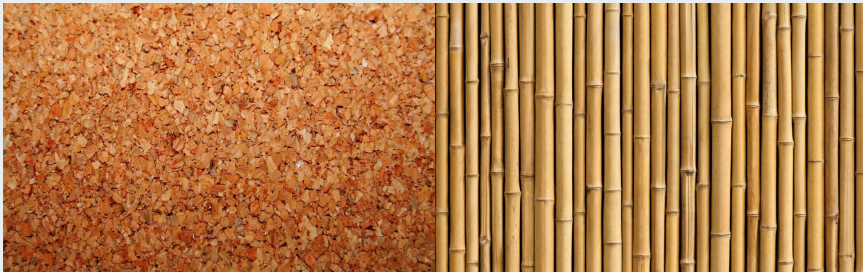
- Plastic
- Metal
- Bone
- Wood

For sustainable frames:


- Cork
- Reclaimed Wood
- Bamboo

For the manufacturing process, one of the sunglasses procedure for plastic lenses are being made at an optical laboratory.

1. Blocking
2. Polishing
3. Beveling



STYLE



Style is different to 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 press and stores (Brannon, Divita, 2015).

Sunglasses have taken a different role in the fashion industry. Being that they are now being used other than their eye protection properties, sunglasses have become a staple in one's wardrobe being seen at the beach or in a nightclub (Singer, 2018). This has indirectly sparked creativity as to what different styles can the sunglasses market give to consumers in their everyday life.

THIN METAL



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.





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.





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.






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)



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.

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.

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.

Some causes and cultural factors of the more vivid color trend are mainly due to politics and gender neutrality.



PANTONE 282 C



PANTONE 2728 C



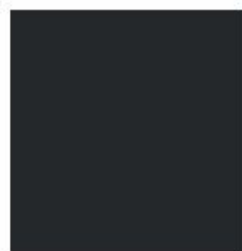
PANTONE 2347 C



TONE 102 U



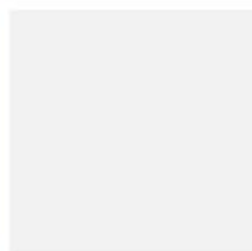
PANTONE 172 C



PANTONE 426
CP



PANTONE P
170-5 C



PANTONE
11-0601 TCX
(OPTIC WHITE)



PANTONE P 14-2
U

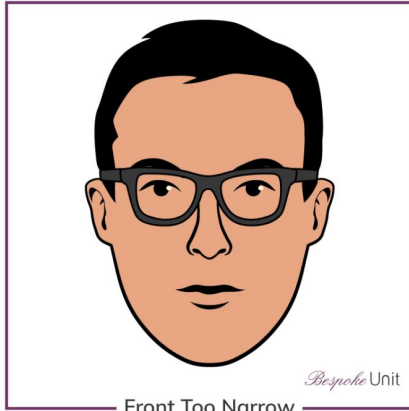


PANTONE 877 C
(SILVER)



FIT

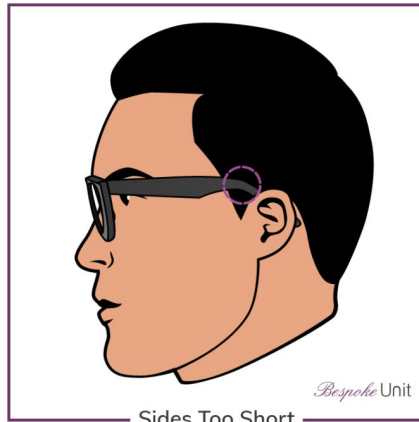
Malfunction in the fit of sunglasses can often lead to headaches and other uncomfortable pains such as nose bridge indentions. These nose bridge dents often have to do with the heavy pressure of the sunglasses on top of the bridge of the nose. An ill fitting pair of glasses can also cause headaches due 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."



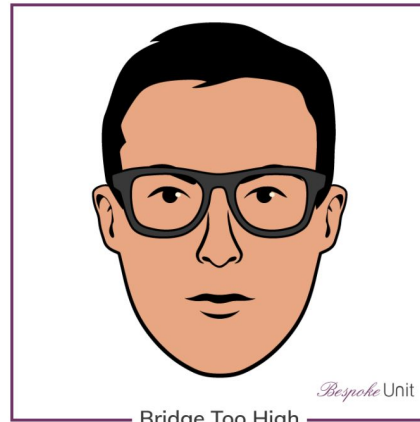
Bespoke Unit



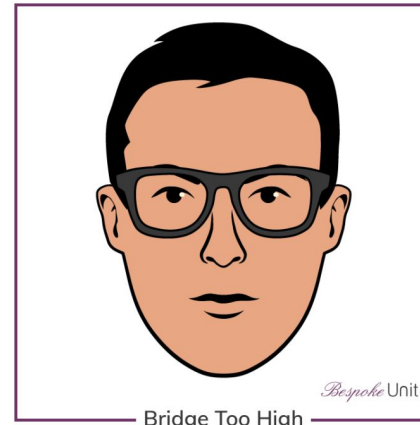
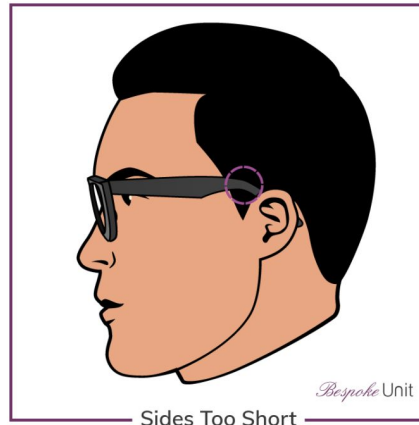
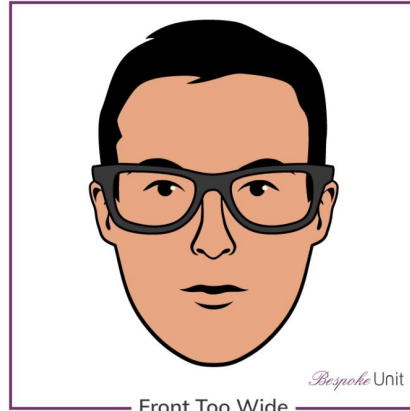
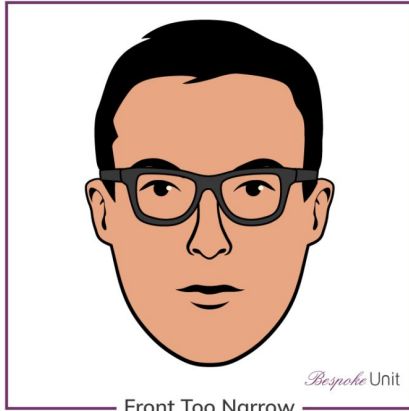
Bespoke Unit



Bespoke Unit



Bespoke Unit

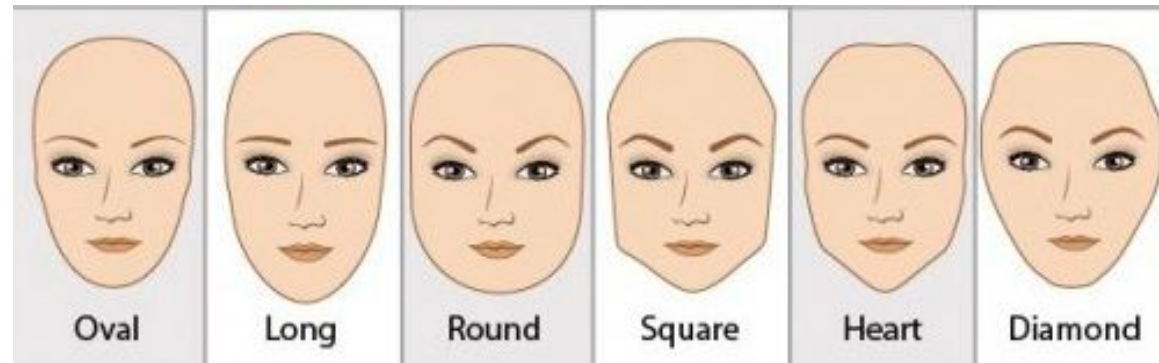





The arm length is very important, as it can ultimately enhance the care for your sunglasses, often preventing the glasses from falling and sliding down from your face. The good arm length can also prevent the user from getting headaches and sinus problems.

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.

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).



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 familiar within the market. Other silhouettes that will trend in the following years will be round sunglasses, oversized frames as well as sport futurism eyewear.

MICRO SUNGLASSES



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.


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.

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.



ROUND SUNGLASSES

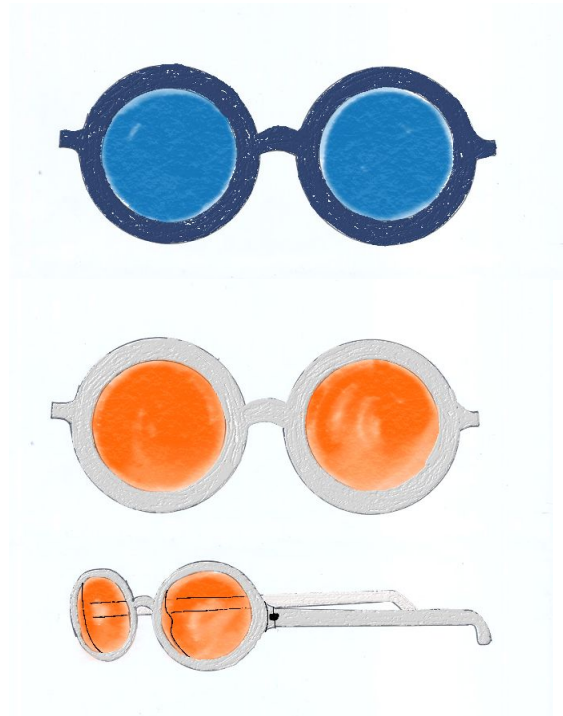


Round frames are still loved far and wide. This means that round sunglasses frames will still be around for the year of 2020, but with upgraded shapes & colors.

Chanel's latest Resort 2019 collection designed by Karl Lagerfeld featured a single silhouette at the runway show which was a classic round frame.

A 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.


Bloggers like Vintagevandal 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.



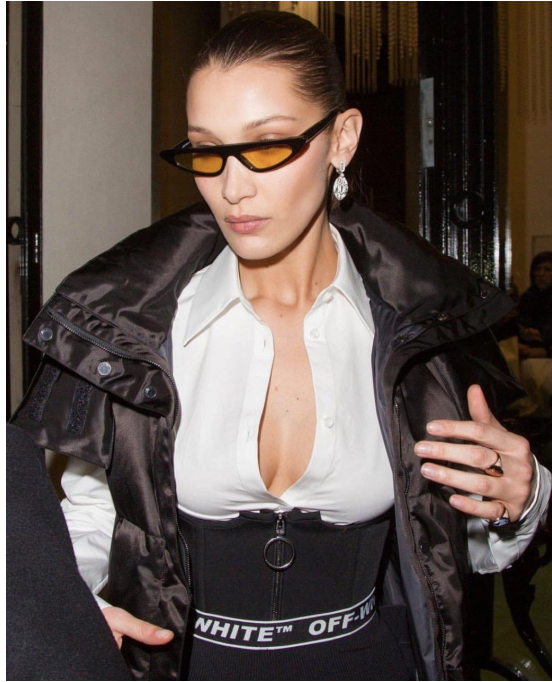
vintagevandal



CAT EYE SUNGLASSES



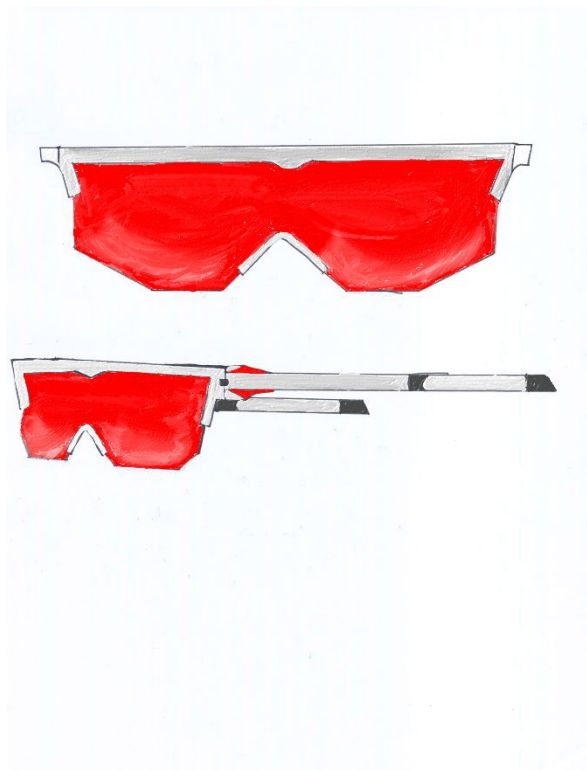
Part of the same micro trend is the extreme cat eye sunglasses style. We saw icons like Marilyn Monroe and Audrey Hepburn rocking them years ago, but they're back and more popular than ever. Cat-eyes are going through more changes for the upcoming years and many styles are becoming more elegant, with 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.



SPORT FUTURISM SUNGLASSES



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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