

Hania Gad's report

Trend forecast

Spring summer 2024/25
skirts

Hania Gad



HANIA GAD

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PROFESSIONAL SUMMARY

I worked as a sales associate before but I've never worked a job that fulfilled the passion I have for fashion and I strongly believe an opportunity like this would be an honor and a joy to have. Although I don't currently work as a marketer or stylist, I do both of these things everyday of my life. My friends and family always come to me for fashion advice whether it's a graduation, birthday or an event and that's what truly makes me happy and fulfilled

SKILLS

Very capable of working under pressure

Styling

trend forecasting

Organization skills

Motivated

Having creative and innovative ideas

Excellent attention to detail

social media managing

teamwork

Available any day of the week

EXPERIENCE

Retail Associate, Gap, Sep 2018 - Dec 2018, Brooklyn , NY

Organized merchandise on sales floor for customers and set up displays for new arrivals

EDUCATION

Bachelor of Science, Business of fashion

Dec 2022

New York City college of technology - Brooklyn , Ny

Learning and obtaining new information about the fashion industry will allow me to succeed in eventually having a fashion career.

Current trends

There are so many factors that contribute to what ends up trending each season and year. It's not just about what a fashion designer decides to put in their runway collection and people follow it, there's so much more to how trends come to be. Current trends have everything to do with what's going on in the world today also known as Zeitgeist of the times. Zeitgeist of the times has been changing throughout the years and decades which is natural and it will continue to change, evolve and develop through every stage in life because it depends on what's going on in the world and around us at that time.

Zeitgeist of the time is like the main vibe at a certain moment in time and the events that led to it. For example, what's been trending for the past couple of years has been directly affected by the pandemic in 2020 and the dramatic change that followed economically and globally.

During the coronavirus pandemic, the whole world had to get used to all the media outlets called "the new normal" because when the pandemic hit we all were kind of forced to forget about the way we are used to living our daily life and adapt to a completely new way of living. Naturally that change eventually affected our dress and the way we view clothing. Societies around the whole world adapted this new more relaxed style.

People stayed in more and got comfortable style wise. They started wearing more slippers, sweatpants and biker shorts. Most of the clothes that were being bought were mostly comfortable loungewear and that's why comfortable clothing has been the trend ever since the pandemic hit.

History of skirts

Skirts are one of the most iconic and used clothing items. They have been present throughout all of history. In fact if you look at the history of skirts it dates back to 3,000 BC. (Martin, 2018, p.6)

The skirt was one of the first clothing pieces to be invented, even before dresses so of course there has been many evolutions and history that comes with a clothing item being in history and relevant for these many years. When the skirt first got invented, it wasn't to be what it had become today, it was simply viewed as a piece of fabric that would cover the lower half of the body, the first skirt ever created was hand woven out of straw. (Morgan , 2021, p.2) Skirts go back centuries, back to ancient Egypt. Interestingly enough, in the beginning skirts were worn by men. (Patra, 2019, p.2) They weren't exactly designed the way we're used to seeing skirts with buttons, zippers etc. but they were a much more simple design that they wrapped around and tied at their waist and it looked like a kilt, it was called the Shendyt. These skirts were made from linen that was locally sourced from Egypt. (Patra, 2019, p.2)



The skirt evolved a lot throughout the years during the middle age, 19th century and the 20th century is when skirts became iconic. Throughout history women's clothing wasn't made to fit them nicely or show off their body but in the 1920s and 30s era the design of women's clothing started to completely change. From straight styles and bland to the waist being more cinched showing the figure better and that's where full skirts were also popular . The Victorian era was defined by dresses and super restrictive styles with the corsets and bustles. During that time era is where skirts also became popular again because women started to engage in more activities like riding a bike (Patra, 2019)

From 1886 skirts were less trimmed and their drapery placement changed. (Patra, 2019).

During the 20th century is when skirts really proved their presence and went through many alterations and evolving.





And this is another image demonstrating how women really started engaging in different activities and feeling more free and less restricted.

During that time skirts changed from different lengths and styles. In the beginning of the century, skirts started out being full length and by the end of the century there were many other styles and lengths introduced. Christian Dior who was a trusted fashion designer then introduced his new look which included that voluptuous long skirt look and revolutionized both skirts and fashion in the 20th century (Patra, 2019, p.6) . Christian Dior was considered one of the most important couturiers after this collection (Charleston , 2004) His new look that he introduced consisted of a cinched waist, round shoulders and of course a very full skirt. After years of restrictive clothing and the military, dior celebrated femininity in women's fashion (Charleston , 2004) and that's why this collection was so significant and had a huge impact.



Skirts are the most versatile too. They can be dressed up with a pair of heels or be worn casually with a t- shirt and a pair of sneakers. They're not seasonal and can be worn during every season depending on how one styles them. We've witnessed the evolution of skirts throughout different styles and eras and they will still continuously evolve and change with every moment in time in history. The evolution of skirts had another groundbreaking change when Mary Quant, an influential fashion designer discovered a new look to skirts and invented the "mini skirt". When

Mary Quant invented the mini skirt, it was the most defining look of the 1960s and it was the center of attention during the swinging sixties. The swinging sixties was a revolution led by the youth in London in the 1960s. (Darcella, A. and Galopin, B. (2019)

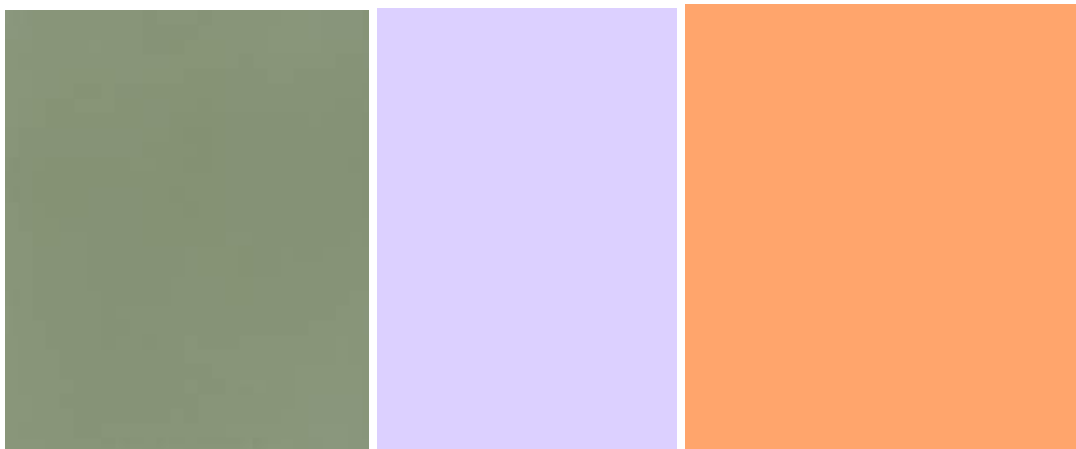
Trend forecast

Skirts are going to continue to be present in fashion and runway shows each season. Currently what's trending in skirts style wise is more on the shorter and flirtier side. And when it comes to colors what's trending is mostly the vibrant shades of each color . But what's coming next for skirts in the following years is more diversity in length styles and patterns as we move forward from the global pandemic. Less loungewear is going to be around and more fancier clothing items are going to prevail. This change has a lot to do with the global pandemic because for the past two years or so people have been locked up in their houses And getting more comfortable only wearing comfortable and relaxed clothing but in the next couple years one can expect to see the more dressed up, fancier clothes are being worn and trending because people are going to want to start dressing up more than before the pandemic and get back to the "normal" lives they lived prior to the coronavirus. This cycle has happened before in history when the influenza pandemic happened then the roaring twenties came shortly after. The roaring twenties was a prosperous time and music and fashion were at its highest peak. More and more people are going to be really interested and invested in fashion and while fashion is going to be big and extravagant the style of clothes is going to be more on the modern side because based on my research for trend forecasting we're definitely heading in the direction of the modernity era. For example skirts are going to be longer, super revealing clothes and that y2k style with the micro skirts and crop tops is not going to be trendy anymore.

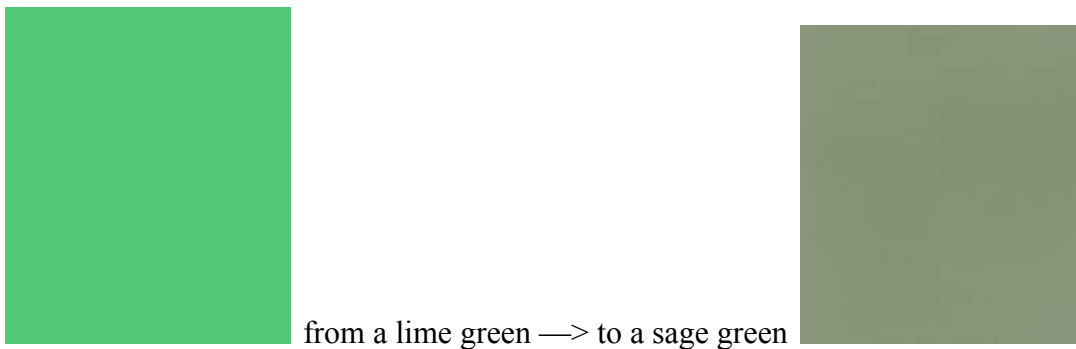


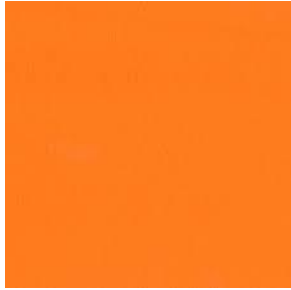
Color

Like we've seen and read, the dominant colors this season are more vibrant, bright colors but for spring/ summer 2024/25, colors are predicted to be more muted and on the neutral side.



Let's take a closer look at the colors trending this summer and how they compare to the color predictions a couple years from now.

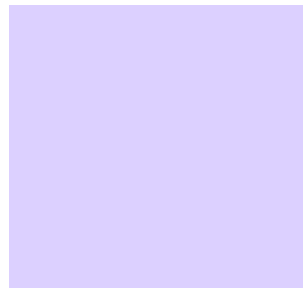




from a bright orange—> to an apricot orange

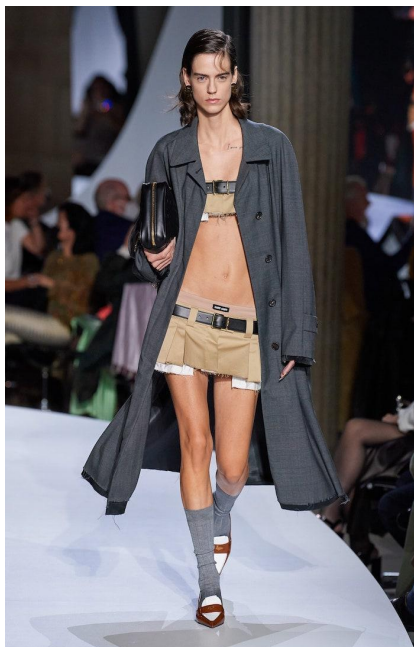


from crimson—> to a pastel lavender



The Fast fashion industry has an immense effect on our environment. The fashion industry is currently responsible for more annual carbon emissions than all international flights and maritime shipping combined. (Le, N., 2020). This is insane to believe because if we continue on this same path, it's going to be catastrophic. I bring this up to mention one of the biggest fast fashion companies called Fashion Nova which is known for copying other brands' styles and designs. When the miu miu summer / spring 2022 came out, there was a very distinct look and style that all the models were wearing. Miu miu caused a lot of conversation in the fashion industry because the theme was basically y2k but made it more luxurious. A lot of influencers and celebrities wore this collection and it was seen everywhere. A few short weeks after Fashion Nova came out with their new collection which included an exact replica of the miu miu signature look of the show. This is a side by side of both looks. When the lower class is able to get their hands on a style/ trend that usually only the higher class people are able to buy and wear, this process is called the *Trickle-Down Theory*.

Miu Miu S/S 2022



Fashion Nova



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Patra, R. (2019). *The history and evolution of skirts*.

[https://blog.patra.com/2019/07/12/history-evolution-of-skirts/#:~:text=The%20skirt%20goes%20back%20centuries,%2C%20was%20flax%20\(linen\)](https://blog.patra.com/2019/07/12/history-evolution-of-skirts/#:~:text=The%20skirt%20goes%20back%20centuries,%2C%20was%20flax%20(linen).).

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Figure 2.

<https://bellatory.com/fashion-industry/Fashion-History-Victorian-Costume-and-Design-Trends-1837-1900-With-Pictures>

Figure3.

<https://bellatory.com/fashion-industry/Fashion-History-Victorian-Costume-and-Design-Trends-1837-1900-With-Pictures>

Figure 4. Photographed by Serge Balkin, *Vogue*, April 1947

<https://www.vogue.com/article/christian-dior-archival-looks>