

# HANIA GAD'S TREND FORECASTING REPORT

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## SPRING/SUMMER 2024/25

## CONSUMER PROFILE

- ▶ Demographics: the consumer is Gen Z and younger millennials, ranging from 13-25 years old  
It's someone who works and has obtained a bachelor's or master's degree. Lives in an urban area, a city like Los Angeles, New York city or Chicago.
- ▶ Vals survey: -Experiencers (go against the current mainstream)





## HISTORY OF SKIRTS

- ▶ The first skirt ever created was in Egypt 3,000 BC called the Shendyt



- ▶ The victorian era, women's clothing and skirts became more restrictive with corsets and bustles. Later women started engaging in more activities so designs became less restrictive.







## 20TH CENTURY

- ▶ During the 20th century Christian Dior, a very influential fashion designer at the time introduced the “New Look” . Revolutionized fashion and skirts after the war



## THE 1960'S

- ▶ The mini skirt was invented by Mary Quant. She was known for giving women the freedom to start wearing what they want and fight for it.





## THE 90'S

- ▶ Y2k style was at its peak.
- ▶ Celebrities made it popular by getting photographed by paparazzis or being on the red carpet.





