SPRING/SUMMER 2024/25

HANIA GAD'S TREND FORECASTING REPORT

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)

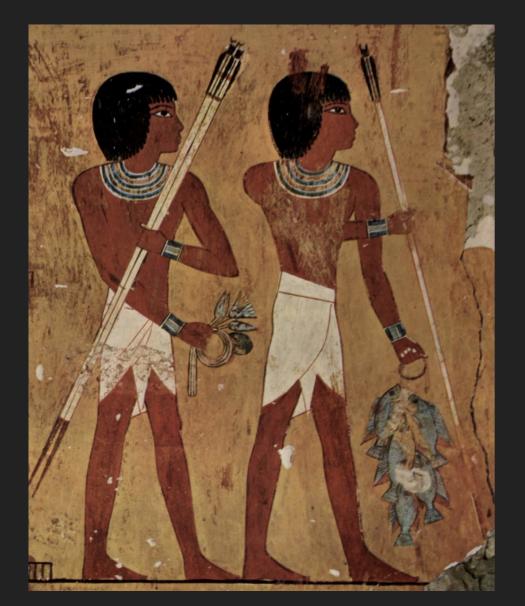
CURRENT TRENDS

 Currently trending is style is the y2k fashion which includes mostly a low rise waist band, micro skirts, crop tops and graphic baby tees.



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.







