

ABOUT AUTHOR

Haluhi Kato is a senior student from CUNY City Technology of New York, majored in Business and Technology of Fashion. She moved to New York City in 2014 from Yokohama, Japan to pursuit higher education and career in fashion.

Influenced by iconic fashion movies and television series, living in the fashion capital had always been her dream ever since her childhood.

With strong enthusiasm for career, she has started working as an intern since her sophomore year of college and experienced at several fashion firms including Organico showroom as public relation, freelance stylist assistant for fashion magazines, events such as Vogue, Harper's Bazaar, and Isetan Mitsukoshi as buyer assistant. She founded "HALUHI NEW YORK", a fashion trend forecasting / buying firm in 2017. Also, she opened an own boutique for Ready-To-Wear men's and women's apparel and accessories in Williamsburg, Brooklyn in a following year. She is hoping to expand her business into nationwide and potentially worldwide especially in Tokyo, Japan.



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TO READERS



HALUHI NEW YORK brings together chosen items from minimalistic, modern designer's Ready-To-Wear for men & women. Our dedicated collection connects you with new favorite item in your closet, explore personal assortment with craftsmanship by explaining details on our website. Select archival vintage which interacts with newness is also a key element for our concept. In addition, we are expecting to open a second location on Abbot Kinney Blvd, Los Angeles in Spring 2020.

We are very excited to announce that we are launching own collection of sunglasses to celebrate opening new location in Los Angeles. To response to demands for the sun of California, we wanted to offer Los Angelinos our distinctive point of view in a right way. We've chosen several styles of sunglasses including vintage, classic, and for party style, hoping to become an essential item of their everyday lives. Following trend forecast of sunglasses is to aim launching the collection for Spring 2020.



CONSUMER PROFILE

Abbot Kinney in Los Angeles is a street located in heart of famous Venice Beach where is popular by international tourist and young demographic. Opposite to infamous hippie and tourist crowds by Venice Beach, Abbot Kinney is lined with international flagship stores, designer's brand, life-style concept stores such as Rag & Bone, Current/Elliott, Adidas Original, Aesop.



Demographic / Psychographic

According to demographic research by *Los Angeles Times*, the neighborhood mainly consists residences among professionals in their 20s-30s, millennials and generation Z. 49.3 % of residents have bachelor degree, Average household income



is \$67,647 (high for city of Los Angeles) and the average rent in the neighborhood is \$2500 for one bedroom apartment.



Our target consumers are mainly singles or newly married couples who can spend time and money on leisure activities such as surfing, yoga, pilates etc. As beach neighborhoods in LA are especially known for healthy lifestyle and eco-friendly, our target consumers are interested in fitness, cooking by ingredients from local farmer's market, dressing up and participate to social events and night life over drinks occasionally. They admire craftsmanship of good quality products and they would prioritize security of knowing what products are made of. Even though, it is necessary to drive a car in LA, our targets would prefer to cycle instead. Types of sunglasses that we select would particularly function for that type of fashion trend and multiple purpose for activities such as running, hiking, skating, surfing etc. Yet our design provides fashion forward styling for social events/parties for young professionals.

HISTORY OF SUNGLASSES

In modern days, sunglasses have used for multiple purposes. Cutting harmful UV rays of the sun to protect eyes but most importantly hiding facial expression and looking cool. As we are familiar, some of well-known bosses and legendary fashion icons always wear sunglasses no matter where they are, year after year. These icons include an editor-in-chief of *Vogue*, Anne Wintour and a creative director of Chanel, Fendi and own eponymous label, Karl Lagerfeld. Meaning of sunglasses has changed through history with fashion icons from Hollywood film to the war. Sunglasses instantly add transform someone more mysterious and glamorous. They represent not only fashion accessories but also powerful component in contemporary culture.



Origin

The earliest historical reference of sunglasses is in China in 12th Century. These glasses were made of lenses that were flat panes of smoky quartz. Glasses were intended to hide facial expression of a judge at ancient Chinese courts. However, the dark glasses did not help vision nor function much to protect eyes from the glare (Gill-Brown, 2015).

Before 20th Century

Before 20th Century, sunglasses were used mainly for protection purpose of eyes. In 1752, English optician James Ayscough discovered that refraction of clear lenses obstruct vision, so he began making tinted glasses in blue or green which protect eyes from rays of the sun and potentially vision impairment. Yellow-amber and brown hued glasses were also commonly prescribed for those patients with syphilis and sensitive to lights (Glasses History, 2018).



In 20th Century

In 1929, modern type of sunglasses was introduced by Sam Foster to the United States. His sunglasses called Foster Grants were sold on the beach of Atlantic City, New Jersey. By

1930s, eye wears could be found in everywhere. Popularity became widespread on a street, especially among Hollywood stars to hide their fame behind shades (Glasses History, 2018).

Anti-glare lens for WWII

In 1937, Ray-Ban designed anti-glare aviator by using polarized lens for U.S. military when Air Force were reporting that glare of the sun was giving pilots headaches and sickness. Polarized lens technology was invented by Edwin H. Land in 1936. It allowed glasses to protect against harmful UV rays and played significant role of World War II. The prototype had plastic frames and green lenses that could cut out the glare without obscuring vision. It was redesigned with a metal frame the following year and rebranded as the "Ray-Ban Aviator" for commercial. It was sold with a slogan, "Champions and Leaders wear Ray-Ban Anti-Glare". First price was \$6.00 in 1939 (First Versions, 2018). A year later, these glasses became common for public as desirable items for protection of eyes and comfortable item (Gill-Brown, 2015).



1950s

Following movement of niche market and post-World War II economic boom had effect on the fashion scene. Released from wartime shortage, people wanted to enjoy fashion more and manufactures were designing new styles. Several styles of shades were born in post 1950s. Including some of classic styles today, Wayfarer style manufactured first in 1956. Popularity declined after 1960s and returned after 1980s and mid-2000s for product replacement. Wayfarer style has been worn by pop stars like Bob Dylan, also politicians like John F. Kennedy. A similar style, “Manhattan” designed by Oliver Goldsmith was worn by Audrey Hepburn in a film, “*Breakfast at Tiffany’s*” and became one of the most icon of her image.



Another classic design introduced in 1950s were Browline. They have been remained as everyone’s favorite shapes today. As it was named, frames and lenses are designed and shaped in a same as eyebrows frame the eyes. The design became icon of 1950-60s worn by James Dean and optical glasses were worn by political figure, Malcolm X and became the most common style of eye wears. Influenced by television series “*Mad Men*”, popularity of Browline shape rose

along with retro style and hipster subculture in 2010s (Pearl, 2014). They were often seen in paparazzi photo of celebrities to shield their eyes and facial expression as well.



1960s

Cat-eye shape were first born in 1930s by Altina Schinasi, originally as prescription optical lenses called pantoscopic fram. Unlike round or square shape, angled lenses make people look at distance and nearby without needing to adjust glasses (Colon, Schuessler, 2015). This trendy shape symbolized 1950's to 60's Hollywood glamor and popularized as “Harlequin” frame among women along



with Beehive hairstyle.

Sunglasses gain a wide

array of fans mainly in 60s. Movie stars like Marilyn



Monroe and Audrey Hepburn influenced many women and the silhouette became icon of 60's significant women image. After 1970s to 2000s, the silhouette was in decline period of trend cycle until current trend in 2010s (Lubitz, 2018).

1970s

Iconic fashion goodness, Jacqueline Kennedy Onassis was an influencer of her generation. Everything she wears guide many women and dominate fashion trend. One of her iconic style, oversized round frames boosted



popularity in 1970s. While first round shaped glasses tended to be small lenses, they kept growing larger over years. Big plastic frame almost cover entire face, and celebrities today still use to hide from crowds.



Round frame was often associated with the hippie, disco era of 1970s. They took many forms such as thick plastic frame or thin wire-rimmed frame.

Tinted lenses were hot trend influenced by hippie rock stars including John Lennon, Jimi Hendrix. Musicians like Bono and Elton John still wear these glasses during their performance today. Trend cycle of colored lens made come back in early 1990s and early 2010

influenced by movies and musicians such as Lady Gaga.

1980s

From hair, shoulder silhouette and sunglasses basically everything made it larger in 1980s. Shades also became darker and shaper to reflect power dressing culture. Frames were made with plastic with variety of colors and oversized shape. Ray-Ban Wayfarers made come back in 80's. Every popular 80s musicians, Michael Jackson to Madonna could have seen in Wayfarers sunglasses. Under impact of TV show like Miami Vice and Tom Cruise starred film "*Risky Business*" in 1983, Wayfarers dominated popularity. Knockoffs were also available everywhere, priced about \$7 with two-toned colors or neon shades, orange, yellow and pink etc. (Sooney, 2006) In late 2000s, Wayfarers once again gained popularity to revive 80's retro fashion.



Under influence from Hollywood star, Tom Cruise, another old-school design returned. Aviator which initially designed for U.S. Military became fashionable to wear in 80s with the explosive hit movie "*Top Gun*". Following the film release, 40% jump in sales of the model (Pearl, 2014). Today, Aviator remains popularity as timeless item.

1990s

Bold and large frames of 1980s changed the way in 1990s. Trend became smaller and more minimalistic in round and oval shape. Embracing vintage inspiration from 70's round



shape, as well as added new sporty style. Tinted sunglasses were also a trend during this time. These tiny sunglasses could see from everybody from music scene especially boy bands and 90s born grunge music. Teenager's icons such as Britney Spears, Mary Kate and Ashley Olsen were often sported these frames. Sporty shades were also hit for many people in the 90s. Wraparound sport sunglasses in different shades and fits were available (Adams, 2018).



2000s

Rebelling the 90's tiny, minimalistic style, "Jackie O' style" of 70's oversized shades returned in 2000s. Giant Bug-Eye pairs in all kind of colors and shapes with designer logo on a side were statement item for 2000's styling. Colored lens, even green, red, rose-pink, purple, any kind of colors were fit the trend. One of styles that grew from the 90's minimalistic trend were

square and frameless sunglasses. Lenses were usually colored in ombre between black or brown to clear (Hayes, 2016).



Trend Forecast for 2020/ Overview

Theory says trends recycle every 20 years. We can clearly see revival of the 90's trend in current fashion starting from tiny glasses, oval shape, colored lens etc. Same theory can be referred for return of 70's oversized shape in 2000s. It is inevitable to forecast that the 2000's fashion would make come back in 2020.

“Colorful, tinted sunglasses were a gender-neutral '00s trend, the light-colored lenses might not do much to keep the sun out, but they are Instagram selfie gold” (Duggan, 2017) Color frames would adapt with any kind of shapes such as Aviator, Cat-eye, Bug-eye, which would be perfect fit to Spring/Summer 2020.

Color lenses specifically fit our target consumer in California. These designs would be stylish for casual coffee run to hiking, yet also perfect styling item for music festival outfit or beach day.

Below is color palette of Spring/Summer 2020 by ISPO. The color palette is named “Rush” as inspired by a sugar frenzy. Bight palette gives bold and sassy mood (Smith, 2018).

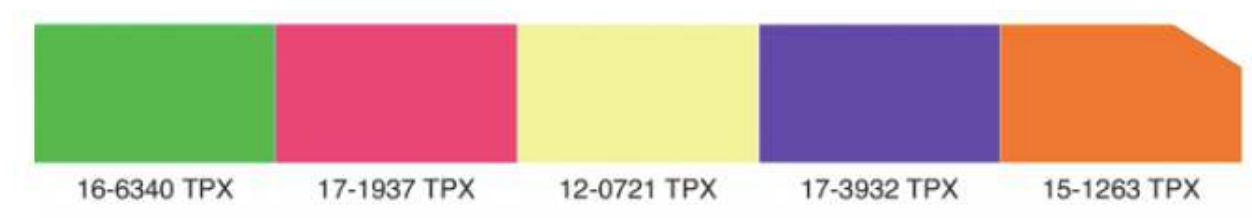


Image credit: ISPO Textrends

Design I

: Square + Frameless



Design 2

: Futuristic Shield Glasses



Design 3

: Vintage Classics



Conclusion

Sunglasses became not only shield from rays of the sun but also everybody's signature item in daily basis. Through several iconic styles, design slightly has enveloped to one another over decades to decades. As pendulum swing theory explained, one shape reached to extreme, another move back toward opposite direction. It was clearly shown in oversized and tiny glasses trend in every decade post 1970s. For that reason, forecasting for Spring / Summer 2020 would be inspired by 20 years ahead, trend of 2000s. Our designs for Spring/ Summer 2020 are categorized in three styles: Square / Frameless look which was revival of 2000's hot trend. Secondary, futuristic shield glasses which edited from a trend of oversized shapes and Bug-Eye sunglasses. The third looks are combination of vintage classics which are Cat-Eye, round shape and Aviator with colored lenses of forecasted color of 2020. Under many iconic fashion figures, sunglasses evolve and recycle trends decades to come with adding new taste as necessary item for protection and to be cool.



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