

Haus of Couture

By

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Course: BUS 2341-0L76

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Haus of Couture

For Fierce and Powerful Women

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Team Members

Isis Young



Isis Young, is one half of the creative designers at Haus of Couture. She is also the logistics leader, and editor of this company. She, and her partner Faharia Afrin, are responsible for the creativity, and forecasting of trending colors and clothes. As a logistics leader, Isis is in charge of developing and maintaining new hires, setting department goals, and constantly developing innovative solutions, to optimize the supply chain strategy. At times appearing stern, she is a friendly, optimistic, knowledgeable, business oriented, and reputable worker. Isis possesses an MBA (Masters in Business Administration), a Baccalaureate in the Business of Science, and two Associates, one of the Arts, and the other in Business of Science. Isis's colorful college background deems her as not only highly regarded, but well established. She specializes in Marketing, Market Research, Trend Forecasting, Selling, Advertising, Visual Marketing and Merchandising, Creative Design, Creative Writing, and E-Commerce.

Faharia Afrin



Faharia Afrin is the Creative Director, working alongside her colleague Isis Young, in their store, Haus of Couture. Her job responsibilities entails. Faharia Afrin is currently a senior at New York City College of Technology, majoring in Business and Technology of Fashion. She has previous college credits for an associate degree in Business Management from Borough of Manhattan Community College, as well as Economics from John Jay College of Criminal Justice. Their vision is to create a style of evening dresses for women that includes many eccentric designs of ruffles, patterns, silhouette and fabric.

Abstract

Haus of Couture, is a high-luxury fashion brand that specializes in creating beautiful, comfortable and durable evening dresses. We produce memorable, fashionable pieces, for those who value luxury. Our dresses are seen on celebrities, the general population, anyone who can afford our clothes. The focus of our brand is to successfully predict what styles, and colors will be trending, for the four seasons, in the years 2023 and 2024. The design team created a chart of all the colors that we feel are going to be trending, within these upcoming years. Our detailed sketches are based on long term, and short term trends, from past decades. We've combined these trends, to create new ones, that we hope will be long term. There are pictures of the colors, as

well as fabrics, to provide a visual of how our outfits will turn out, after manufacture.

Target Market

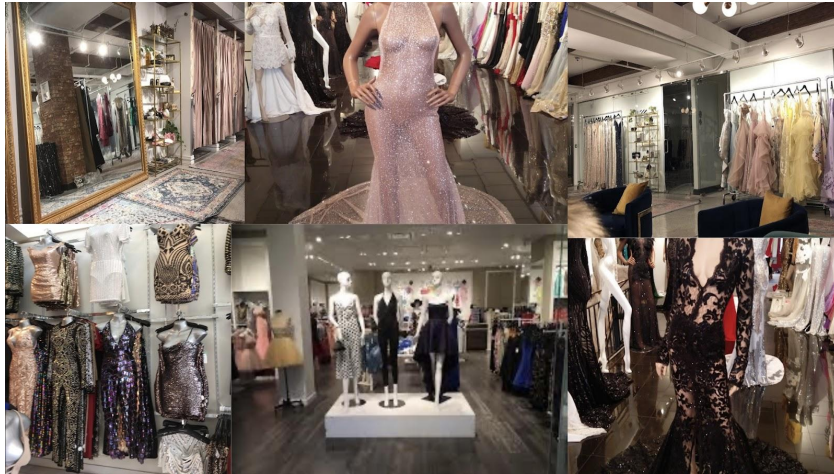
Haus of Couture's is inspired by the zeitgeists and carpe diems. We target high Status, high income earning women, living in upper class areas, seeking lasting luxury. We target women who are innovators, believers, achievers, and experiencers, who aren't afraid of being themselves in the nightlife. We want women, 20-45 to feel sensual, expensive, and put-together in our clothes. Our store is located in Soho, Manhattan in NYC. Soho is an upper class place, in a popular, fashionable district, so it will attract many luxury seeking women, from other upper class areas. Our main target are women, but we are pro LGBTQ+, and want anyone who wants to purchase our clothes, are more than welcomed to.

Storefront / Store Information



Haus of Couture is located at 93 Greene St, New York, NY. Our telephone number is (212)123-4567. Our website is www.Hausofcouture.com, and to contact us, email us at Socouture.Customerservice@gmail.com.

Inside the store



Flier + Website Design

Haus of Couture

Open

Monday: 10:00 am - 8:00 pm

Tuesday: 10:00 am - 8:00 pm

Wednesday: 10:00 am - 8:00 pm

Thursday: 10:00 am - 8:00 pm

Friday: 10:00 am - 8:00 pm

Saturday: 12:00 pm - 6:00 pm

Sunday: Closed

For Fierce and Powerful Women

11:27 PM Thu May 5

www.hausofcouture.com

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Size Chart

Women's Dress

Size	XS	S	M	L	XL
Bust (in)	31-33	33-35	35-37	37-39	39-41
(cm)	(78-83)	(83-89)	(89-94)	(94-99)	(99-104)
Waist (in)	24-25	26-27	28-29	30-31	32
(cm)	(60-65)	(65-70)	(70-75)	(75-80)	(80-85)
Hip (in)	33-34	35-36	37-38	39-40	41
(cm)	(83-88)	(88-93)	(93-98)	(98-103)	(103-108)

Colors of 2023/2024

THE COLORS OF 2023 / 2024 SS / FW

WGSN KEY COLORS S/S 2023

- DIGITAL LAVENDER 24-37-18
- LUSCIOUS RED 010-46-36
- SUNDIAL 028-59-26
- TRANQUIL BLUE 114-57-24
- VERDIGRIS 022-58-21

PANTONE 19-2024 TCX Rhododendron

PANTONE 19-2024 TCX Rhododendron

PANTONE Color Palette Spring-Summer 2023

PANTONE 14-0312 Cameo Green	PANTONE 19-4825 Blue Curacao	PANTONE 14-0312 Cameo Green	PANTONE 19-4118 Dark Denim
PANTONE 19-4421 Blue Grotto	PANTONE 17-3925 Persian Violet	PANTONE 19-3336 Sparkling Grape	PANTONE 19-3954 Bluing
PANTONE 18-4140 French Blue	PANTONE 19-3954 Bluing	PANTONE 18-4140 French Blue	PANTONE 19-4421 Blue Grotto
PANTONE 19-4118 Dark Denim	PANTONE 16-2516 Plum Perfect	PANTONE 17-3925 Persian Violet	PANTONE 17-3940 Iolite

SS 2023

DIGITAL LAVENDER	SUNDIAL	TRANQUIL BLUE	VERDIGRIS	LUSCIOUS RED
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AW 22/23

ORCHID FLOWER	HONEYCOMB	LAZULI BLUE	JADE	DARK OAK
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SS 2022

ORCHID FLOWER	HONEYCOMB	LAZULI BLUE	JADE	DARK OAK
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So far the 2020's have been catastrophic, from COVID-19, to Black Lives Matter protests, to the war in Ukraine. I think it's easy to say, "the roaring twenties" of the 2000's, has left us feeling

unsure, and uneasy about our future. This all seems too familiar. I mean, haven't we've been here before? 1920's anyone?

The 1920's, unlike its 2000's counterpart, started off well. The original roaring twenties were a time of new ideas, new innovations, lifestyles, political views, and morals. This colorful decade unfortunately came to an end, due to the start of the Great Depression in 1929. The depression would go on for 4 years into the 1930's. This dark period in American history caused the stock market to crash. Filing for bankruptcy was frequent, food and resources were scarce, families went poor, into poverty, and homelessness, and a lot of people died. Reminds you of recent times doesn't it? The sufferers of this dark period wanted to know when this depression would end, when would things be better, similar questions we ask of the 2020's.

The world may have been going through it lately, but the people who inhabit it are still optimistic. Still hopeful that things will be better. This is where colors come in. As we find our way back into normalcy, we find our way back into what's trendy, and what represents the times. In 2021, Pantone's color(s) of the year were Ultimate Gray, and Illuminating Yellow. These were the colors of the times because this was how the world felt. Gray for familiarity, comfortability, stagnation, and uncertainty, and illuminating for hopefulness, youthfulness, optimism and brighter days.

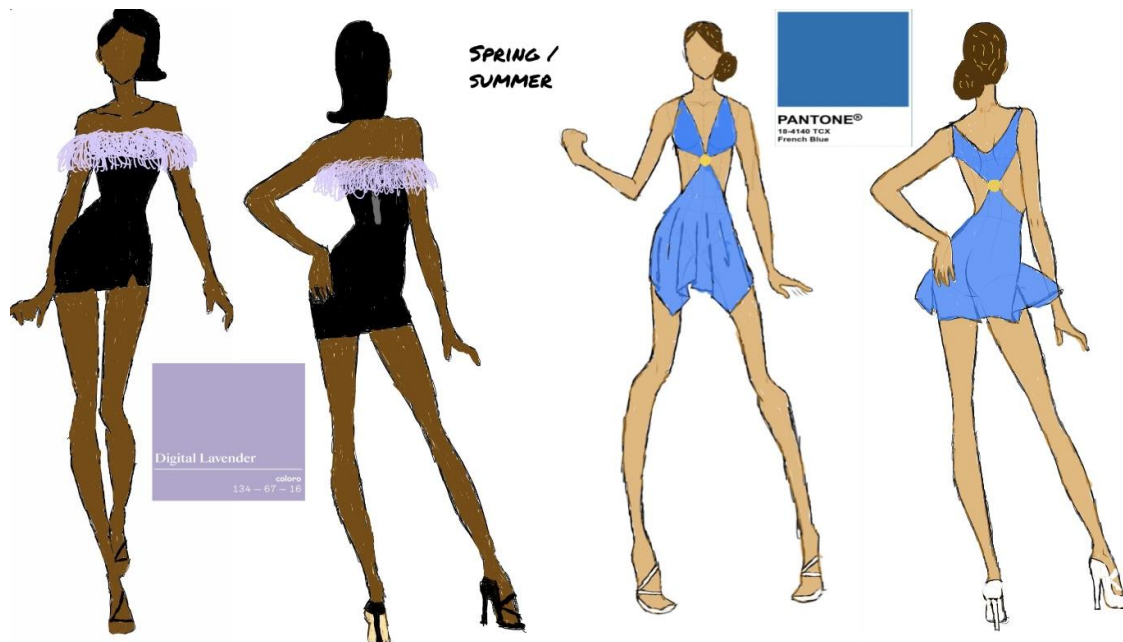
At Haus of Couture, our trend forecasting team predicted colors of 2023 and 2024, starting with some colors of 2022. Pantone's 2022 color of the year was Very Peri. Very Peri according to instyle.com, and Pantone, ["Very Peri" \(Pantone 17-3938\) promises to bring "newness" to the year ahead](#)". 2023 according to Coloro, and WGSN is Digital Lavender. ["Digital Lavender is a](#)

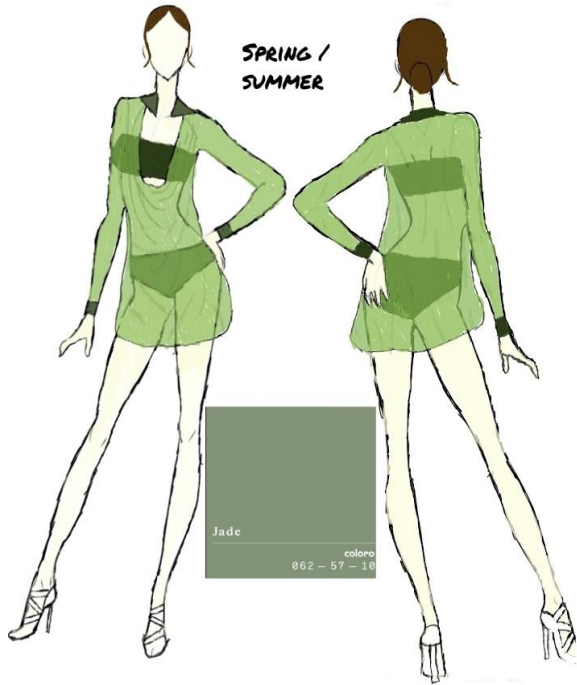
gender-inclusive colour that is already established in the youth market, and we expect it will broaden into all fashion product categories by 2023. Its sensorial quality makes it ideal for self-care rituals, healing practices and wellness products”. For 2024, the forecasters on our team have predicted the colors above, but are still aware that Pantone’s 2024 color of the year is Rhododendron.

The Sketches

The sketches below are based on the 1920’s, 1940’s, 1990’s, 2000’s. The team has chosen these four decades because, these era’s had events, that resonate to what we are currently facing in the 2020’s.

The Sketches : Isis





SPRING /
SUMMER

Jade
colore
062 - 57 - 10



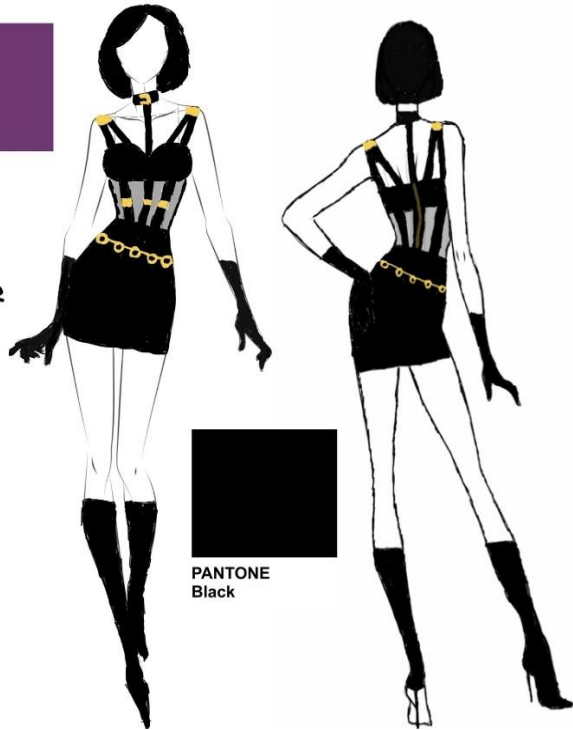
Luscious Red
colore
019 - 46 - 26

FALL /
WINTER



PANTONE
19-3336 TCX
Sparkling Grape

FALL /
WINTER



PANTONE
Black

The Sketches: Faharia



About the sketches: Isis

The Flapper

Time to party like it's the 20s!! Oh wait it is the 20s. The flapper dress is a modern day feather dress, based on the style of “The Flappers” of the 1920s. Feathers are definitely a trend that made its way back to the 20s, rightfully so. Feathers made popular cameos throughout the 90s and 00s, but I think we can all agree that it’s fitting, for the feathers to be in the 20s again.

This feathery bandeau, micro mini, bodycon dress, is made of Nylon and Spandex. This dress is available in Digital Lavender/Black. Black is the prime color on the dress, lavender, definitely lights up the dress a bit. Blue and purple hues are trending currently, and will continue to be trendy throughout 2023 and 2024.

This dress is sleeveless, and strapless with a straight across neckline, and a bare backline. From the neckline down, this dress has an hourglass and pencil skirt-like silhouette.

The flapper is for spring and summer, so spandex is the only fabric used, to make the dress light, breathable, and sweat wicking. The dress is tight, only to keep everything in place, so the dress won't slide down. The flapper has a wide zipper in the back, so the dress is easy to take off, without the feathers frequently getting caught in it.

The Handkerchief Dress

You know what's so 2000s? The Handkerchief look. The handkerchief look, took Y2K by storm. This look was everywhere, and I mean everywhere. Luxury brands made them, low end boutiques sold them, celebrities, and regular people wore them. The dress would make appearances at dinner parties, clubs, and even prom. This look doesn't get as much praise, as it's halter counterpart, but the handkerchief presence, was definitely among us, and is coming back. So if you hated 2000s trends and thought this dress or skirt was a nightmare to be seen in, DUN-DUN-DUN!!! IIIIIITTT""SSS BAAAAAACK!!!

The Handkerchief dress is a 2 piece, V neck, mini sun dress, that is made of Nylon, Cotton and Spandex. Due to the fabric blends, the dress is very comfortable, lightweight but strong,

breathable, and sweat resistant. This dress is available in, French Blue. This dress is a spring/summer dress, so the colors chosen represent freedom loving women, who go with the flow.

The dress is a snap dress. It snaps from the backline, to the back waistline of the handkerchief skirt, and the front of the top, to the front waistline making the dress easy to put on. The top of the dress stretches long enough, no wardrobe malfunctions occur at the top, and the bottom of the dress. The dress is more of an inverted triangle silhouette, but still has that hourglass look. This dress is available for plus size women.

Beach Party

Like the handkerchief look, the halter look was another popular style in the 2000's. The Halter neck, made relevant by Paris Hilton, was one of the most popular necklines of the 00's. There were halter dresses, halter crop tops, full tops, this neckline took over the fashion world, at one point. Now that the 2000's trends are back, more halter dresses and tops are seen all over social media, and replicas are worn by both celebrities and the general population.

Beach party is a wing collar, long sleeve, halter mini shirt dress, made of Mesh and Silk. It comes with a swimsuit made of, a polyester and elastane blend. This summer dress is available in Jade/Shaded Glade. Beach party in jade, has satin fold collars and cuffs on the sleeves. At first our design team was going to use black and white, but we held back. Those colors were too repetitive with our clothes, so we started off with green hues. Black and white will be included later.

Beach party is breathable, and sweat resistant, due to the mesh. This shift shaped dress is very easy to put on, no zipper needed. The wearer can just put the dress over her head, and let the dress fall. The swimsuit has a straight across neckline, with plastic straps, and a rectangular backline, accompanied by a zipper. This dress is for the water loving woman who loves to party on a beach, the pool, or even an expensive yacht.

Cutout Dress

Cutouts has been trendy throughout many decades, but in the 2010's and the 2020's. Cutouts are one of the most relevant trends right now. Cutouts may even be overdone, but it's still a popular trend.

The Cutout dress is a long, U neck, bodycon, maxi slit dress, made of Stretch Velvet, Spandex and Cotton. The dress is very comfortable, lightweight, breathable, stretchy and sweat resistant. The dress is available in Luscious Red/Black. Black is the prime color on the dress, but gold and red enhances a sexy, luxurious, and rich feel for the wearer.

With intense cutouts, the dress has a pear/rectangle silhouette. A bra and mini edge-less shorts are attached to the dress, to appear as underwear. The top of the dress has a grecian neckline, with a rectangular backline, accompanied by a zipper, to easily take off the dress. The slit of the dress starts at the thigh, so the wearer is not uncomfortable, and doesn't fear wardrobe malfunctions. This dress is for a luxurious and sensual woman. This dress is available for plus size women.

Hepburn

Hepburn, is a long sleeve, V neck, ankle, maxi gore dress, made of a Polycotton and Spandex. The dress is very comfortable, lightweight, breathable, stretchy and sweat resistant. The dress is available in Sparkling Grape. Sophisticated colors, for a sophisticated dress.

A simple dress, hepburn, has a inverted triangle silhouette that gives off a respectable, sophisticated, chic look for the wearer. The dress has a zipper at the back, to easily take off the dress. This dress is available for plus size women.

Bondage

The Bondage dress is inspired by S&M culture. This dress captures the trends of the 90s, and 2000s, like corsets for example. Corsets never go out of style. From elegance to S&M, corsets have been in style for over 100 years, and have been used for many different scenarios. They're considered a long term trend, so they will never not be in style. The chain belt is another trend that was very popular, in both the 90s, and the 2000s. Unlike corsets, the chain belt is considered a short term trend.

Bondage is a zipper/snap fastener dress. The sleeveless, mini, bodycon dress, is available in Black, for the leather and stretch velvet dresses. The fabrics these dresses are made of, are leather, spandex, stretch velvet, and stretch mesh. The colors illuminate this dress. The black velvet and leather dresses are perfect, for the women who want that sexy, slimming silhouette. This dress is for the confident woman, who has no problem showing the public how dominant she is.

Bondage is for fall and winter, so leather, and stretch velvet, are the prime fabrics our design team used to provide some warmth to whoever is wearing this dress. The leather dresses have stretch velvet inside the dress, to make the dress warm and a little stretchy. The stretch velvet dress has spandex inside the dress, making the dress more stretchier than the leather ones. The stretch mesh surrounds the mid section, making the dresses breathable, and easy to move in.

The belts of this dress start from both the rectangle back line, and from the halter strap neckline, and snap at the collarbone, near the neck, and shoulders. The belts hold the bra, providing breast support. The bra sizes up to DD. At the back of the dress, there is a zipper, making the dress easy to take off, without damaging it. The collar belt of the dress is inspired by the high bias roll collar. The collar belt starts at the back, and buckles in front of the neck. The middle of the dress is corseted, with stretchy mesh under the spines of the dress, front and behind. Corsets are normally very tight, tight enough to create an hourglass figure. Our dress provides the same hourglass silhouette, but the dress is more comfortable, and breathable. From the waistline down, the dress has a pencil skirt-like silhouette.

Key-hole bust detail dress

This type of dress includes a keyhole design in the bust area with the strap covering the neck, exposing the shoulders. This dress is best worn in spring and summer time, for formal events to casual days. The fabrics used to make this dress are polyester and spandex. This dress is mini but can also be designed in midi or maxi.

Maxi Dress

This style of dress is floor length which is best suited for formal events, and includes a slit to reveal the left side of your legs. The top bodice of the dress is strapless and is tight fitted to show a narrow waist as it comes down the hemline. This dress is best worn in spring or summer time and paired with stiletto heels. The fabrics used to make this dress are polyester.

Mini Dress

This type of design is meant to show off your legs and is perfect for spring and summer time. It can be worn for parties or a casual day. The length of a mini dress is supposed to be two or more inches above your knee. The silhouette of a mini dress can be loose or tight fitted and perfect for all body types. The fabrics used to make this dress are polyester and rayon.

Off the shoulder dress

This design showcases your shoulders while keeping the biceps covered with a sleeve or ruffle. The off-shoulder appearance is ideal for people who want to show off their shoulders and arms without resorting to a strapless look. The fabrics used to make this dress are crystal pleated and gore tex.

Long-sleeve Bodycon Dress

Long sleeve bodycon dresses can be mid length, short, or maxi. The fabrics used to make this design can range from rib knit to polyester/spandex, and cotton. Bodycon dresses are meant to hug your figure and accentuate your curves. You will find many people wearing this design from celebrities to regular people. The long-sleeve style gives a sense of comfort and coziness. This

style is worn for many occasions; birthdays, events, or just a casual day/night out with friends. The color jade is perfect for spring and summer of 2023.

Mermaid Silhouette Dress

The mermaid silhouette, which is similar to a ballgown, is ideal for formal events. The mermaid gown is long and slender from the base to the center of the thighs or calves, when it expands through into a broad hemline, just like a mermaid's tail. Choose a narrow silhouette if you have an hourglass or pear-shaped form. For a more block figure, go for a loose waist and hips contour. The color of this dress is waterspout, pantone 14-4618 from the Fall/Winter 2023 color pantone. The dress can be styled with a classic statement necklace and a furry winter coat to keep warm. The fabrics used to create this style of dress includes luxurious fabrics such as satin, lace or silk.

Conclusion

In conclusion, Haus of Couture is the center for women's evening dresses, forecasted for 2023 and 2024 spring, summer, fall, and winter trends in this report. Our main focus is creating dresses that will make women fall in love with their body and have many options of designs to choose from; whether it be a mini, midi, or maxi dress with cutouts or fully covered, straight, fitted, or asymmetrical, with sleeves or without, etc. Our goal is to satisfy our clients and provide them with the highest quality of garments and maintain those relationships for successful business as well as honest feedback for improvement. We strive to be innovative, persistent, and strategic in branding ourselves and keeping up with our clothing line business. We discovered as a group that designing clothing is something we truly enjoy working on as a result of this

endeavor. It was a wonderful opportunity, and we really appreciated being able to gather information through research, collaborating on projects, and create designs to actually gain the experience of the proprietors of a business. We genuinely aspire that one day this will become a possibility, allowing all women throughout the world to appreciate fashion. Given its rigorous aspects, the project has broadened our perspectives as well as our analytical and innovative powers.

Sources

*Some sites are linked into photos

Trenwith A. (2021) Lavender will take over the fashion industry in 2023

<https://www.shiftlondon.org/fashion/lavender-will-take-over-the-fashion-industry-in-2023/>

WGSN and Coloro announce which colors will be hot in 2023

<https://www.eliane.com/blog/wgsn-e-coloro-divulgam-quais-cores-estarao-em-alta-em-2023?lang=en>

Jade / Luscious Red

<https://www.pinterest.com/pin/346214290111014930/>

<https://www.pinterest.com/pin/8725793015245502/>

<https://www.redbubble.com/i/photographic-print/Pantone-Black-by-GigimasArt/34104825.6Q0TX>