

Jesenia Bravo

Forecasting the trends is key to staying relevant in the fast-changing world of Fashion. The article I chose spoke on the sneaker industry, it touched on dealing with the challenges of 2020 and how sneaker companies used innovative ideas to capitalize from their loyal die-hard customer base. It was very interesting how the article had a different view on the future trends and visions of smaller brands like New Balance, who had a remarkable 2020 year in reinventing itself from a company of the past and “dad” shoes, to creating great sneakers that kept pace with the likes of Nike and Adidas. New Balance in particular for 2020 used a trendy choice of partnering with great brand such as Aime Leon Dore or celebrities like Jaden Smith to relate and be more in demand with the sneaker culture. As the article spoke on, it’s hard to continuously get these trend predictions correct but once the vision is working, the momentum can drive the company to create cultural impacting products.

Paying attention to social media & trends can help the companies continue to make decisions that relate and benefit both themselves and customers, just like the sustainability and green movements build brand loyalty, trend setting and leading the wave of the culture will have create great benefits for these companies. As the article touched on last, trying to forecast the future of the sneaker market can be a world where shoes and loafers come back from the dead and usher a new era of shoes. “The Sneaker is dead long live the shoe.” I definitely don't imagine the sneaker culture to “die” out but as vaccines start to get around and the world continues to progress and become normal again, people will look forward to going out and “dressing up”. My prediction that for this spring/summer 2021 fashion for women will be a sneaker silhouette that has a much more casual look such as a heel. Something you can style with a dress and/or jeans.