



TREND ANALYSIS OF SKIRTS

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Consumer Profile

Experiencers

Strivers

Experiencers want everything that catches their attention and are first in and first out of trend adoption.

As a consumer group, Strivers have low resources and an achievement motivation.

they are open to new ideas and ahead when it comes to trends and they are up on the latest styles

Strivers rely on public transportation and are at the stage that they are fighting for what they want.

They also have a heightened sense of visual stimulation, therefore, they are interested in images, fearless to try the new, take control, and spend money on shopping and socializing

They are too busy living in the moment and desire to better their lives but have difficulty in realizing their desire. (VALS, 2018).



The Plaid Skirt



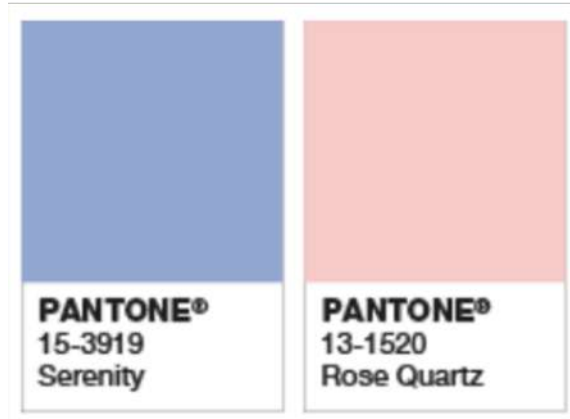
Plaid has long been a defining pattern in fashion. It has been used in many different garments such as skirts, flannels and linings of jackets.

In the 1500's, the Scottish used tartan to differentiate between one geographical region to another. We can predict that the styling of this skirt will go through the fashion pendulum.

For now, it's a mini, it's a very *Clueless* kind of theme since nostalgia is making a comeback. There are two different directions of color, "on one side towards a strong, vibrant palette, that recalls fauvist pictures, on the other towards pastel hues on light and deconstructed garments for an ethereal look".

Plaid has had a long history in fashion. It has gone through many phases in history, skipping to the 1970's, it is a form of "liberated, devil-may-care style". It has been part of the punk and grunge movement which will later on become a symbol of rebellion. Going into the 1990's, plaid became a huge garment statement for bands and other people who were into grunge fashion. As stated before, plaid was incorporated into the movie *Clueless*, plaid was no longer only rebellious.





Predicting Spring/Summer 2020 color trends will be an array of colors. Colors such as rose quartz was trending back in 2016 and since the cycle will return for the warmer season, this color may come back, possibly in a lighter shade. Pantone has also stated that rose quartz and serenity are the colors of the year back in 2016 (Pantone, 2018) so they will either be recurring in the coming years or have a variation of it.

The color of the year 2017 was called greenery. “A refreshing and revitalizing shade, Greenery is symbolic of new beginnings... evokes the first days of spring when nature’s greens revive, restore and renew. Illustrative of flourishing foliage and the lushness of the great outdoors, the fortifying attributes of Greenery signals consumers to take a deep breath, oxygenate and reinvigorate. Color also needed to reflect the zeitgeist of the time.

Plaid is so diverse, it can be used on so many different kinds of garments, shapes, colors and silhouettes. Plaid may change by color and length in skirts. The skirt will keep their classic colors such as navy blue and forest green but maybe the colors might change to a new shade of pink or orange when Spring/Summer 2020 come along.



This skirt trend will appeal to women who are in the age range of 15-25. By conducting a VALS survey, forecasters understand that this is going to attract the younger age range because this is a trending item. It's also about the shape and silhouette, older women are going to appeal to the pencil skirt trend much more than they would appeal to this plaid school girl trend.

Older people are going to aim more towards to classics and the timeless pieces versus younger generations who are still trying to understand their style and what they like.

Length will also be a changing factor because of the pendulum swing. The pendulum swing goes from one extreme to the other, therefore, when it reaches an extremely short length, the pendulum will swing back bringing the skirt back to the longer side.

Cultural causes play a big part in trends as well. Since forecasters are trying to predict trends for the year 2020, a huge political event will be upon us. The election played a huge part back in 2016, people started accessorizing with safety pins and many anti-Trump attire came out.

Pop culture is also a driving factor with trends changing. It only takes one person who has enough reach to make a trend, untrendy. Social media is another factor that will affect the trend because there is no gatekeeper there, it is open for every single person.





In the Spring/Summer 2020 season, forecasters can expect that the length will be shorter, the silhouette will keep its classic shape as pleated but the color is what will be the most distinctive changed factor of the garment.

Depending how the election goes, it could get to a darker shade of colors depending on the outcome. Designers have to understand how the nation feels and reflect the zeitgeist.

Looking at the past trends helped forecasters predict how the trend for the year Spring/Summer 2020 the plaid skirt will be.

- Darker shade of colors
- More modernized but similar
- Longer plaid skirts
- Asymmetrical cuts

The Ruffle Skirt



Ruffles were very popular in the 1950s, however, historically, it was a unisex characteristic of the garment. It made it seem that a woman was delicate, much like how people viewed women at the time. Ruffles were known to be ultra girly as well. When you think of ruffles you think of old fashion and romantic wedding kind of feelings.

Recently, ruffled skirts were presented differently in varying materials. Several examples include materials such as patent leather, leather, and denim. The style was a mini skirt and the color was in burgundy, reds, black, purple, and green. This trend was very rocker chic and grunge, since it gave off this vibe, this trend was very rebellious as well. Sometimes zippers were added for an edgy look.

Fabrics such as satin and organza will be in. The style will be a midi skirt also known as mid-length skirt. The choice of colors will be whites and yellows. The fit of the skirt would be a bit fitted on top and loose on the end. The silhouette overall will be like a flowy bodycon.



Ruffles have not only been in fashion lately, they have also been incorporated into interior design. They have been incorporated onto bed sheets, curtains, dresses, shirts and shawls.

Future ruffle skirts will be a bit form fitting, usually around the hip area to show the shape of the woman.

Forecasters went with colors that seemed refreshing. Forecasters have noticed that consumers have taken a break from the color black, therefore, the lighter colors are going to be trending.

Colors such as white and yellow are new and bright to the eye. Since the season is also changing, this is the reason why people are shying away from black and going towards lighter, more vibrant colors.



NYFW TREND GUIDE SPRING 2017

RUFFLEMANIA



This all began to shift in spring/summer '16, when designers from Gucci to Balenciaga popularized the flourish all over again. Whether layering frills on chiffon dresses or carefully structuring ultra-modern hemlines, sartorial demand for the ruffle seemed to reignite. This gives us the insight that we will still continue the ruffle trend but in a modernized way.

This particular flourish — flying upward from shoulders and adorning asymmetrical tops — power ruffle.

Frills were BIG at NYFW Spring 2017, both in terms of proportion and in terms of popularity. The styles were most eager to get a hold of, though, were those that balanced the femininity with a little sleekness or ease.



The 1975 film *The Stepford Wives*, a series of docile, cheerful housewives push shopping carts through sterile supermarket aisles. Blank-eyed, fabulously attired, and with limited brain capacity, they're robotic replacements for real women.

Their wardrobes are all pastel and cream, featuring floppy hats, lush curls, and — most notably — elaborately ruffled blouses and dresses. The ruffles are a throwback to the '50s — and a clear statement of delicate womanhood.



As a dress detail, the ruffle has a long and sometimes checkered history. It's seen as one of the most obviously feminine fashion statements — often, as with *The Stepford Wives*. Ruffles conjure up insipid images of Shirley Temple.

				
PANTONE® 19-1557 Chili Pepper	PANTONE® 18-3943 Blue Iris	PANTONE® 14-0848 Mimosa	PANTONE® 15-5519 Turquoise	PANTONE® 18-2120 Honeysuckle
2007	2008	2009	2010	2011

Looking at the past color trends, it helps us predict the following trending colors.

We believe Yellow will be the next color trend because we have seen different tones of violet and green for now.

We will transition to a nice sunshine yellow, similar to the color Mimosa from the year 2009 but with a lighter tint

				
PANTONE® 17-1463 Tangerine Tango	PANTONE® 17-5641 Emerald	PANTONE® 18-3224 Radiant Orchid	PANTONE® 18-1438 Marsala	PANTONE® 13-1520 Rose Quartz
2012	2013	2014	2015	2016

		
PANTONE® 15-0343 Greenery	PANTONE® 18-3838 TCX Ultra Violet	Color of the Year 2018 PANTONE® Ultra Violet 18-3838
2017		



Looking at the year 2016, 2017, and 2018 helped forecasters predict how the trend for the year Spring/Summer 2020 the ruffle will be.

It is here to stay but as for silhouette, it will be a bit more midi and maxi.

- Modernized ruffles - less is more
- Ruffles will hit the end of the skirt
- Ruffle skirts will be longer in length and fitted

The Pencil Skirt



The genius of the pencil skirt is its ability to not only manufacture its sex appeal for a woman but also personify class and become the modern uniform for woman. During the 1940s, Christian Dior cultivated this skirt by embracing the sleek design, ridding the skirt of its excess ruffles at the time. By doing this moderation, Dior created a classic that would allow women to fully embrace the femininity of their curves and still allow them to go to the workplace.

The new pencil skirts allowed women to show off their feminine curves, and not be quite as impeded from going about the business of daily life as they would have been in the immediate post wartime fashion.

Furthering the classic pencil was Marilyn Monroe. She was a huge proponent of the look and making it look sexy and classy in a classic way.



The pencil skirt style is cut straight down, and when laid flat, forms a rectangle. Using the cut straight down look, the pencil skirt reaches down all the way to right above the women's knee.

The length also allows the skirt to fully drape down the woman's body giving it elegance and visual perception.

Mary Quant was using new altered designs to create new mini pencil skirts well above at 6-7 inches above the knee.

Christian Dior created the pencil skirt to be sleek and to be a full embracement of the woman's body. While doing this, he used bold colors and flat patterns that fully complemented the woman.

With the pencil skirt being so in trend, it has popped up throughout pop culture including the TV show *Friends*. Rachel not only wears a pencil skirt but it is also using a light color green with a plaid design included. The versatility of the pencil skirt is in the aspect that it can be used in many different patterns.



With trends of design and color constantly changing, there is never an exact science to understanding what could be the next it trend.

These companies help predict colors such as the new neon green forecasters think will be hugely popular in the year 2020.

The reasoning comes in two folds, when it comes to a color for 2020, neo mint is an oxygenating, fresh tone that aligns science and technology with nature.

Recently, there's been a huge pop culture reinvestment in popular '70s genre cyberpunk, it is a sci-fi genre that warns against the power of technology and AI to overpower humanity.



Spring/Summer 2020 will play mostly with varying degrees of color and length.

There will be change in not only political elections but social climate will continue to empower women in a more progressive manor.

- Masculine
- Midi length

This all adds up to the pencil skirt becoming a force again for women in the corporate office to party wear.

With its ability to manipulate length, pattern and color, the pencil skirt is truly a chameleon in its own right.

The Wrap Skirt

Wrap skirts are timeless and adds a playful twist on a pencil skirt. Although one might say Diane Von Furstenberg was the inventor of the wrap dress, during the Great Depression, “Hooverettes” were popular.

They had a wrap design, however it was on the upper bodice, not on the skirt. *The Dictionary of American Regional English* defines Hoover Aprons as “slang for a coverall or house dress with an overlapping reversible front and the wrap-front dress could be worn until the bodice was dirty and then the overlap reversed to reveal a clean area.”

Diane Von Furstenberg made the wrap dress popular in 1974 when she rolled out the design as her signature.

Since this dress became popular in the 1970s and then again in 2010, it would be a trend once again in 2020 because of the pendulum swing of fashion.





The fabrics that will be trending for the wrap skirt will be satin, a lightweight cotton, even a polyester because light to medium weight fabrics will drape better.

The fabrics that were popular before was a clinging jersey material. It will be at a mid-length, also known as a midi skirt.

It can range from a mini to a maxi, however, wrap skirts will still trend in different ways. The fit may become looser and stray away from clinging to the body.

CALM IT DOWN



TRANSITIONS



The colors that will be trending will be core tones which are more bold yet subtle because they are fresh muted tones of the bolder colors. Colors will be in the neutral earth tones such as earthy olives, muted yellows, and rusted oranges.

Recently for spring/summer, tropical colors and pastel colors have been trending because of the change in weather. . It will redefine vibrancy and calm down traditional primary and secondary colors. Pantone's *Greenery* shade can act as a transition through these forecasts.

According to Pantone, Nature's neutral, PANTONE Greenery is a versatile "trans-seasonal" shade that lends itself to many color combinations. Greenery has also been used on another trend, the plaid skirt.



Reflecting at the past trends helped forecasters predict how the trend for the year Spring/Summer 2020 the wrap skirt will be.

- Modernized - simple
- Softer colors
- Loose fitting

The Denim Skirt



Made out of cotton fabric the denim skirt has become a classic, being that females typically consider the denim skirt a staple in their closets during the seasons of spring and summer. The word “denim” is a reference to the French town of “Nîmes”, where the textile was developed; this rugged cotton fabric “de Nîmes” was long known for its sturdiness. The reason why this notable sturdiness is achieved is because the weft undergoes double, triple or multiple warp threads, during the weaving process.

Denim is a sturdy cotton warp-faced textile in which the weft is under at least two or more warp threads. The common denim is indigo denim in which it's dyed completely from the warp thread but the weft thread remains white. The indigo dyeing goes through extensive dyeing in which it gets its signature faded look. Denim Skirts

In 1983, the denim miniskirt with the pencil skirt denim skirt silhouette had become popular amongst teens. The trend lasted through the 1980s, until the late 1980s when the miniskirt had become popular but died down until it re-emerged in the late 1990s.

During the 70s, it became popular due to how much hippies wanted to converse and spend less by ripping up old jeans and bringing them new life. As the 2000s emerged, the skirt kept getting shorter and shorter.

The pantone colors have always been in and are always the colors everyone tend to grab when it comes to denim. 5395 U dark navy color is the universal jean color that is easy to combine with multitude of colors.

Blue indigo is going more towards the spring/ summer trend, lighter tones are considered better in warmer climates because for a wearer to have a dark tone garment it can be uncomfortable especially under the sun.

Faded denim is a classic tone, the original denim jeans usually came in this color having it easier to transition this color onto skirts. Lighter tones are a must in warmer climates in order to stay cool under the sun compared to wearing darker tones



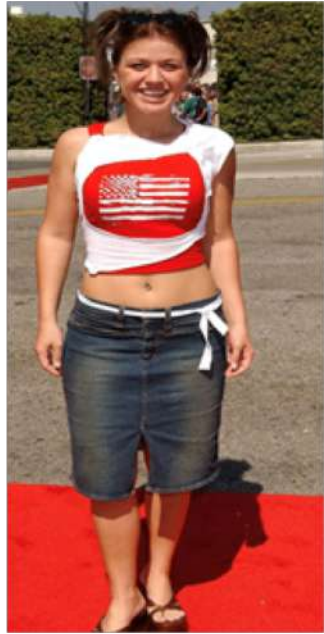
Alexa Chung's first collaboration with AG Jeans was a major trend in 2015. For the iconic Alexa Chung to use Denim in her collection, we believe that this helps us predict how denim has been in.



It's very versatile and is seen on almost everyone. Alexa Chung states "I wanted to look at how men wear denim and try and replicate that fabric wear in the women's collection."

It was just the effort to make something that someone will really love, cherish, keep forever, and wear day in, day out".

This also shows that the future trend for denim will be on the more masculine because of the fit to be easy and comfortable but still stylish.



In the early 2000s, pop culture took on a love for denim skirts. People tend to follow whatever celebrities are wearing these days because they are influencers as well.

Having a Disney star like Raven Symone wear something like denim will have an impact onto the younger crowd.

While teens read up about gossip on celebrities like Nicole Richie and Kelly Clarkson, seeing how celebrities dressed they followed along with their trend



We predict that in 2 years from now the trend it's going to be a balance of fit and length as shown through past runways shows with Stella McCartney, Julien David, and Chanel.

All three skirts have shown a dramatic difference compared to the fitted and short denim that the early 2000s popularized.



After comparing the past trends and the current trends, the colors ranged from a distressed look going into a bluer tone in spring/summer 2020.

As for now it's more of grey undertone and more light washed as shown in 2016 runway shows.

- A balance of length and fit
- A sense of balance in color and silhouette will be the upcoming look in 2020.
- A brief sketch the team has come up with to show a sense of balance in both colors like light tone and darker denim.
- range for the wearer to have the ability to choose a longer hem or short hemline.

