

# DAY DRESS

**MELISSA ROMERO | TAKIRA POOLE |  
CARLA WARD | JESSICA ROSA | MAKENNA  
PRINCE**

# Consumer Profile

## Demographics (Carla)

- Young women, millennial, age group 25-30 years old
- Middle class, some college education
- Resides in the United States in predominantly urban cities e.g. New York, Los Angeles
- Highly health and environment conscious
- Income of \$60K and up
- Active lifestyle, free spirited, liberal political views
- Frequent traveler

## Vals Survey (Takira) Strivers:

They desire to live better lives, wear their wealth, and attracted to street culture (VALS™: VALS™ Types: Strivers: SBI) .

## Experiencers:

They " are the first in and the first out of trend adoption and are up on the latest fashions. (VALS™: VALS™ Types: Experiencers: SBI) ."



# Spirits of The Time - 2020

## **Social**

- As of March people were told to stay home and socially distance from one another
- The trends for Fall 2020 came out in February before the virus hit the United States

## **Facets of Life**

- Parents are now faced with the job of homeschooling their children
- When outside one is required to wear a mask

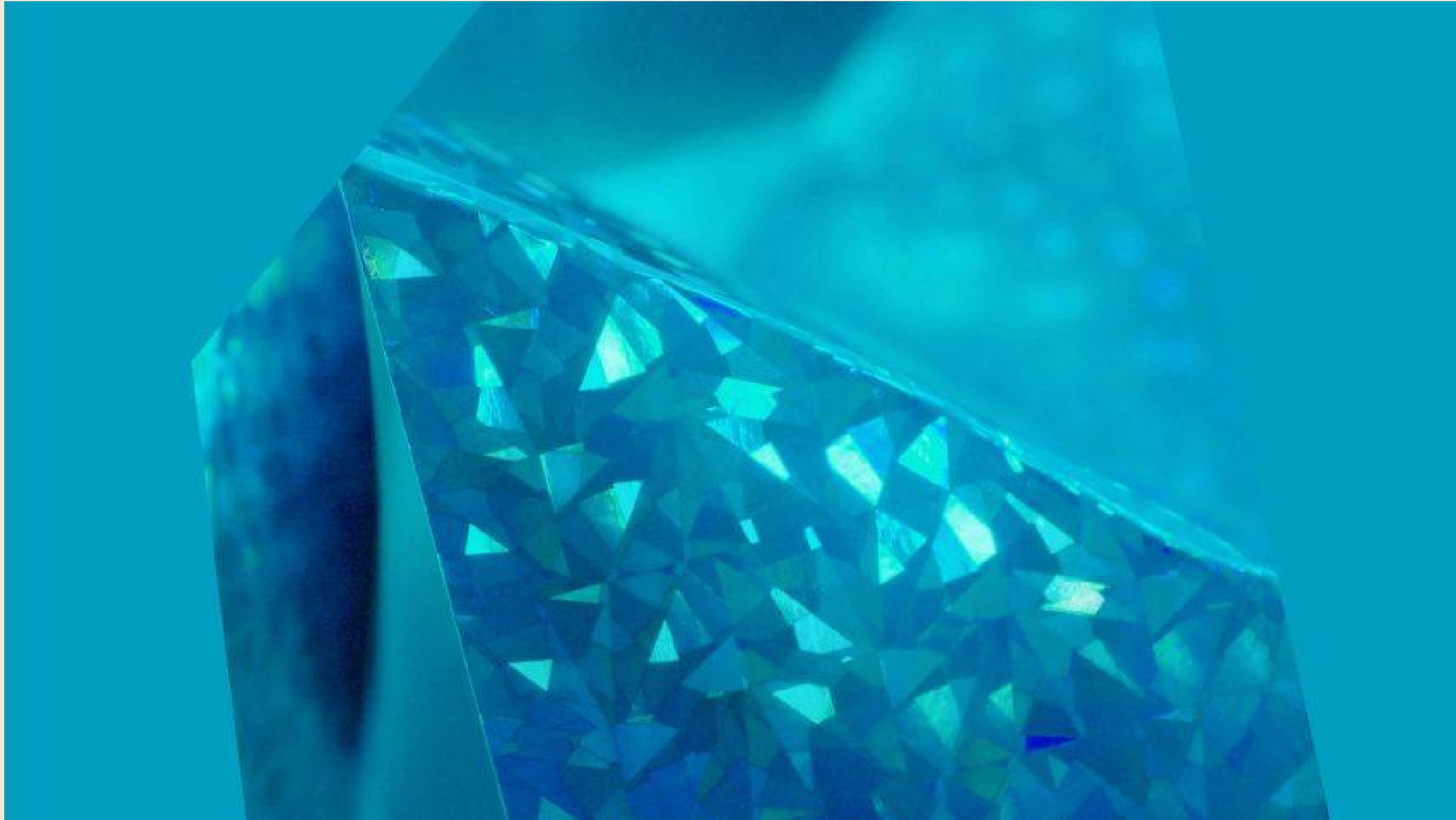
## **Economic**

- Due to the coronavirus the world is in an economic depression
- Lots of people are still currently out of jobs, some are working from home and a few are able to go back to work

# FALL 2020



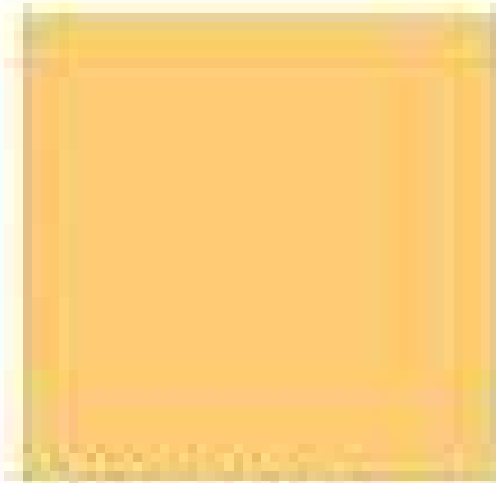
(Jessica)



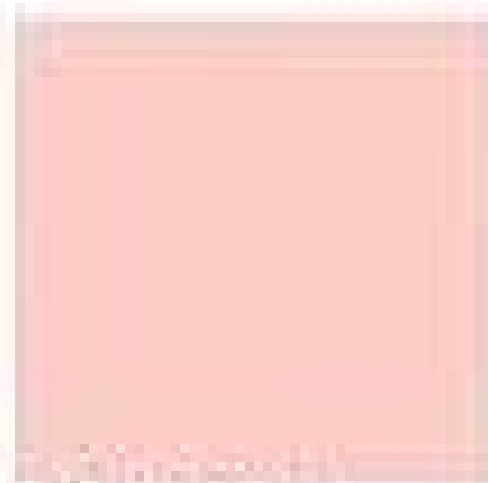
**Color of year 2021- Aqua**

**(Jessica)**

# Spring/Summer colors for 2021



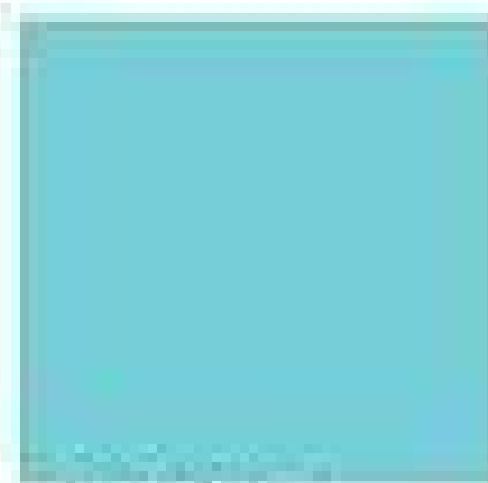
PANTONE®  
13-0755  
Flamingo Yellow



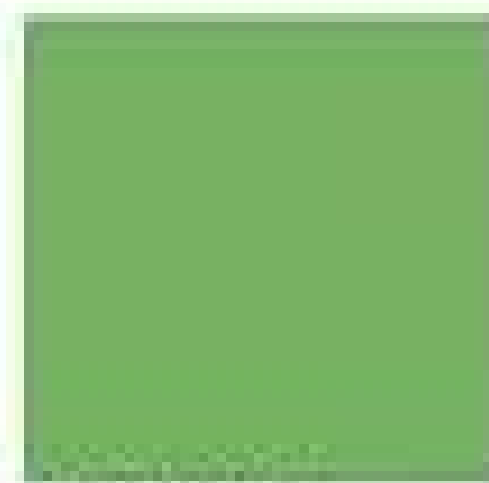
PANTONE®  
13-1404  
Pale Dogwood



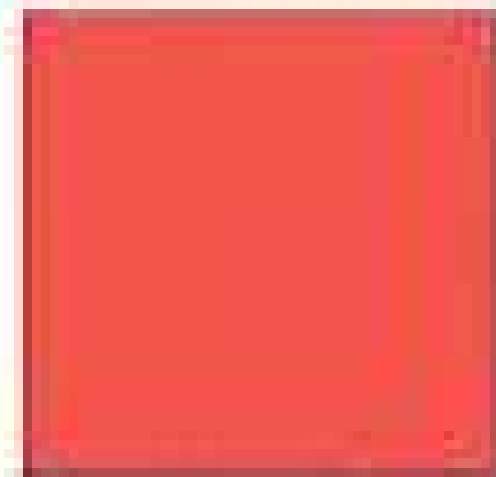
PANTONE®  
14-1315  
Harriet



PANTONE®  
14-4620  
Island Paradise



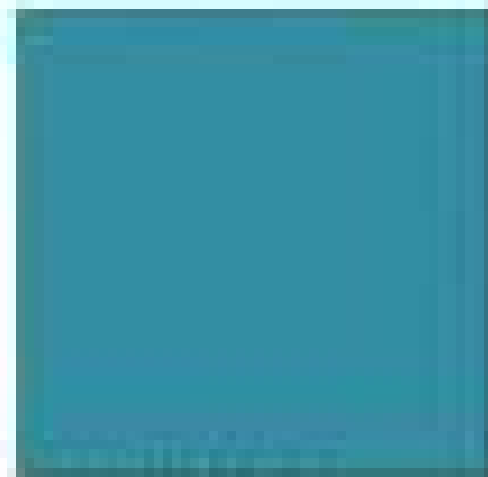
PANTONE®  
15-0343  
Greenery



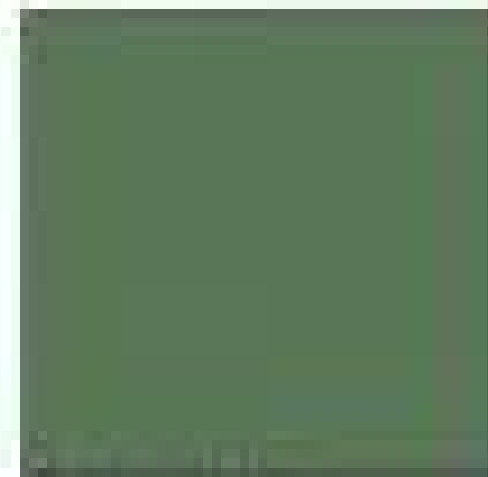
PANTONE®  
17-1462  
Flare



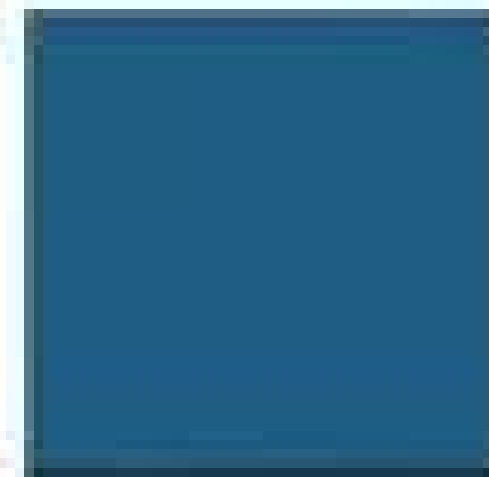
PANTONE®  
17-2034  
Pink Yarrow



PANTONE®  
17-4123  
Nagata



PANTONE®  
18-0107  
Kale



PANTONE®  
19-4045  
Lapis Blue



# FLORAL FLING (Melissa)

Spring/Summer  
2021 (Trend)



- Summer floral cotton fabrics
- fabrics will be polyester and cotton with floral appliques and graphics.
- the colors will be aqua and yellow - the colors will give a new meaning to the new year, which will be emphasizing the meaning of the colors' happiness and serenity.
- The day dress will be flirty and flared. The length of the dress will shorten a little bit above the knee





# FALL/WINTER 2021



**(Takira)**



# CHUNKY KNITS (Carla)

The day dress will transform into heavy knits that cascade past the knees. Instead of brighter hues of yellow and blue from the previous summer season, fall will roll out more muted and mellow tones of yellow and grayish blue (slate). In addition, earthy tones are introduced like a mossy green. The color trends haven't completely darkened to deeper colors but instead decrease in vibrancy. Recovering from a pandemic, colors seen as uplifting and associated with positivity will remain on trend.



Gigi Hadid's Street Style | E Online | [www.eonline.com](http://www.eonline.com)

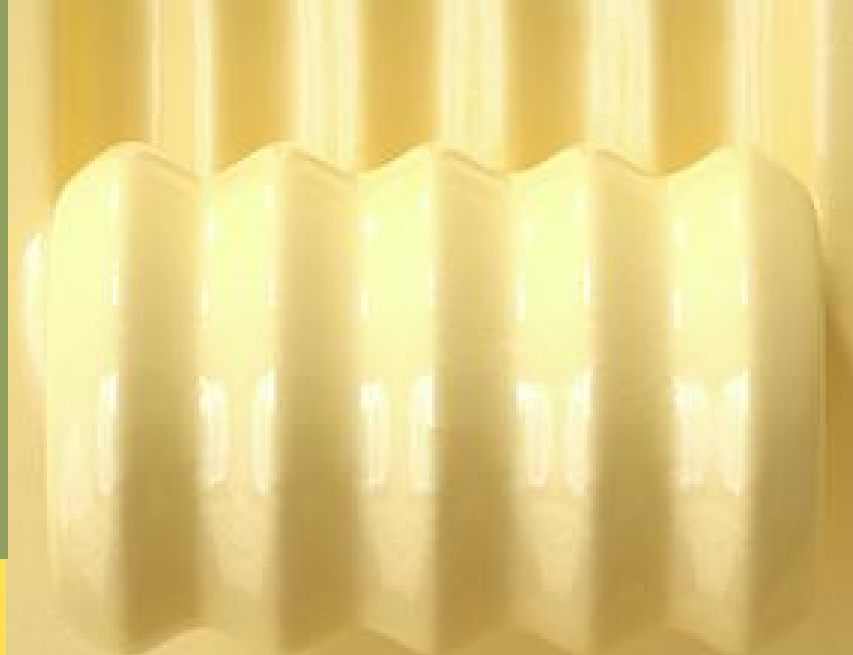


Fall / Winter 2021  
(Trend)



Spring / Summer  
2022 (Trend)

**(Jessica)**



# EMPOWERMENT

*POWER FOR WOMEN*

- **Fun and celebration will continue into Spring 2022, but with power set in place for women.**
- **Such as congresswoman, Alexandria Ocasio-Cortez has a strongly voiced her opinion and even though facing backlash from Donald Trump and a confrontation with another congressman; she has continued to stay true to herself.**



# FALL/WINTER 2022

(Takira)



# DARK ROMANCE

For this ending season, lace will make a debut showcasing elegance. Velvet fabric will be on-trend for the holidays. Dresses will have a flounce style; this means at the front of the dress it will start at the knee and in the back the length will go at the calves giving it a layered look. There will be long sleeve with rhinestones, see-through sleeves, and dresses in Fall 2022.



Fall / Winter  
2022 (Trend)



The GOCO Collective | Minimal Wardrobe + Cruelty-Free Beauty saved to HOW TO LOOK CHIC | STREET STYLE  
Purple velvet dress. | @gococollective

**(Melissa)**

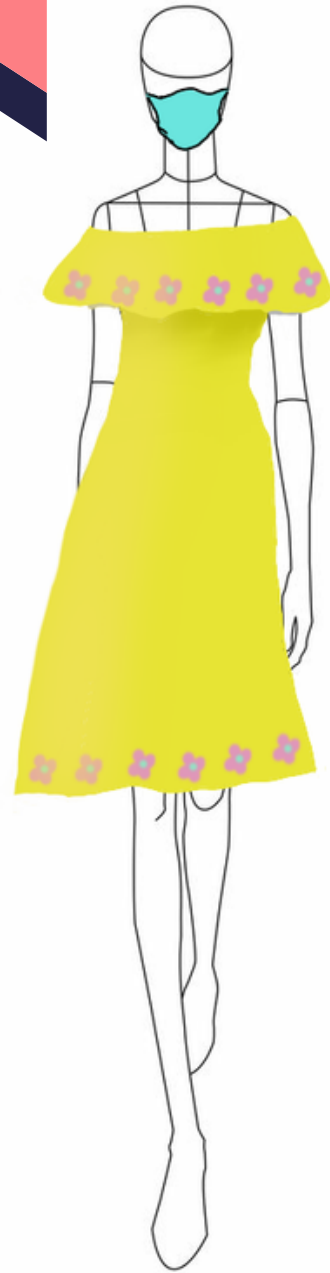


# Sketches



**(Makenna)**

**SPRING  
2021**



pretatemplate.com

*Makenna Prince*

**FALL  
2021**



pretatemplate.com

*Makenna Prince*

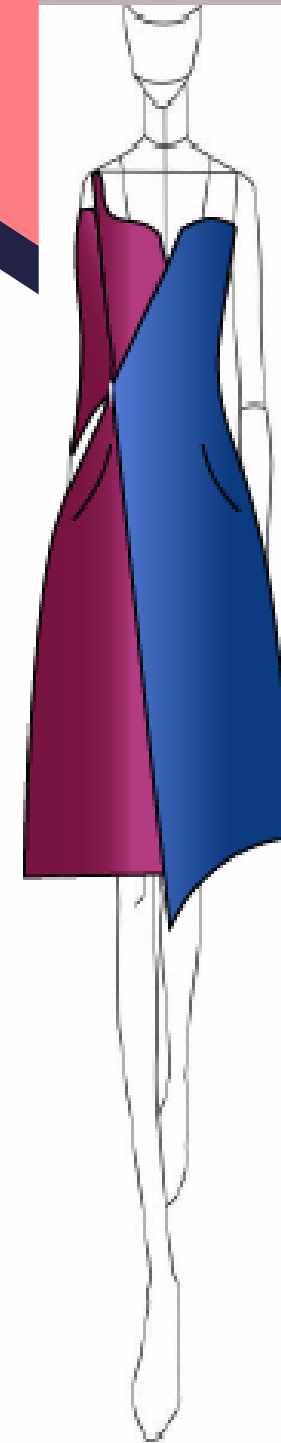
**SPRING  
2022**



prostatemplate.com

*Makenna Prince*

**FALL  
2022**



prostatemplate.com

*Makenna Prince*

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