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BUF 3310 CONTEMPORARY DESIGNERS IN LUXURY MARKETS
The New York City College of Technology
Professor Jackson

Assignment #2

Conduct trend & style research utilizing Trade Publications/Digital Platforms, CUNY Library Database and Fashion Snoops.

Suggested Trade Publications and Digital Platforms:

Vogue & Vogue Runway

GQ Style

Highsnobiety

Hypebeast

WhoWhatWear

Refinery29

Students will practice ‘Cool Hunting’ strategies to understand the fashion consumer of the early 2000’s by answering the following:

What is ‘Cool Hunting’?

The method of analyzing present patterns and projecting where they will change in the youth population in the near future. Coolhunters are the individuals who do the coolhunting, many of whom are able to predict fashion and technology patterns to come accurately.

Retail Landscape

What are THREE popular trends that emerged during the early 2000’s? Provide trends, brands that sell such trends, and demographics of the consumer?

TREND 1:

The first trend is oversized sunglasses and was sold by Christian Roth, Chanel’s, Karl Lagerfeld, and Marc Jacobs. The demographic of the consumers were from any age and gender.



Source: <https://www.ebay.com.au/itm/283411813354>

TREND 2:

The second trend is wedge flip flops and was sold by Steve Madden, Rocket Dog, Gianni, Simon Miller and etc. The demographic of the consumers are females and any age could rock them.

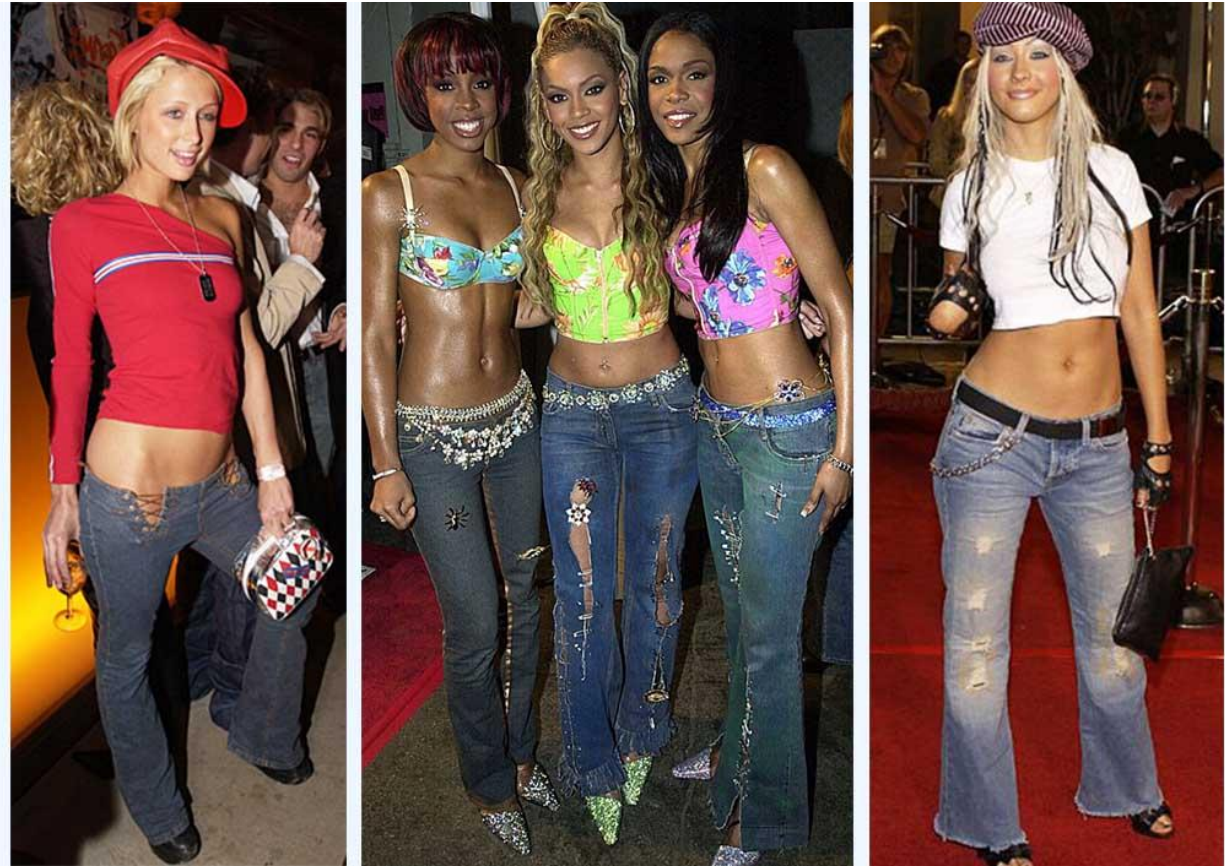


Source:

<https://www.elle.com/fashion/shopping/a28249248/designer-flip-flop-thong-sandals-trend/>

TREND 3:

The third trend is low rise denim and was sold by McQueen in her 1996 “Dante” collection. The demographic of the consumers were mostly females from a middle class and celebrities in their 20s.



Source: <https://www.typesofjeanfits.com/low-rise-jeans-back-on-trend/>

Consumer Shopping Theory:

Explain how the impact of consumer shopping choices led the once classic brand, Christian Dior, to modernize their fashion house.

The impact of the consumer shopping choices led the designer Christian Dior to change his fashion house because after World War II he got really popular in fashion designing. Some of the trends were Skirting – calf length, full length, Cinched waists, Fuller bust than had been seen since the turn of the century, and a rebuttal to post-war fabric restrictions – the average dress used 20 yards of fabric. Many celebrities like Rita Hayworth were ordering his pieces and she was raising Dior profile. Even people from high were buying his stuff and they were really loving his collections. He had a chance to make a collection for the British royal family. It made Dior want to improve and create more new designs and wanted to continue catching his consumers attention. Later Dior joined hands with other fashion designers to come up with the newer designs and he also got licenses for jewelry, fragrances, fur, and different kinds of clothing styles. Then when more designers started to come up with different modern ideas then that pushed him to do more challenging and more modern styles too. Dior modernizes his fashion house on a cultural influences and interests that give a signal of what may be cool.