

The force of a trend



A study of how perception impacts an entire outlook.

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Example of a “Dad” shoe

A shoe designed for running and mobility in the early 1970's.



Old



New

The actual purpose...

The “dad” shoe has had an odd history with consumers since its earliest recountable iteration, that being the early 70's. Then went on to be cast from the spotlight by the close of the 90's, only to be deemed as "dad" shoes from there on out. Worn mainly by middle aged men.

The idea with this model of sneaker, though was to accommodate the consumer who would be walking for a while or running.

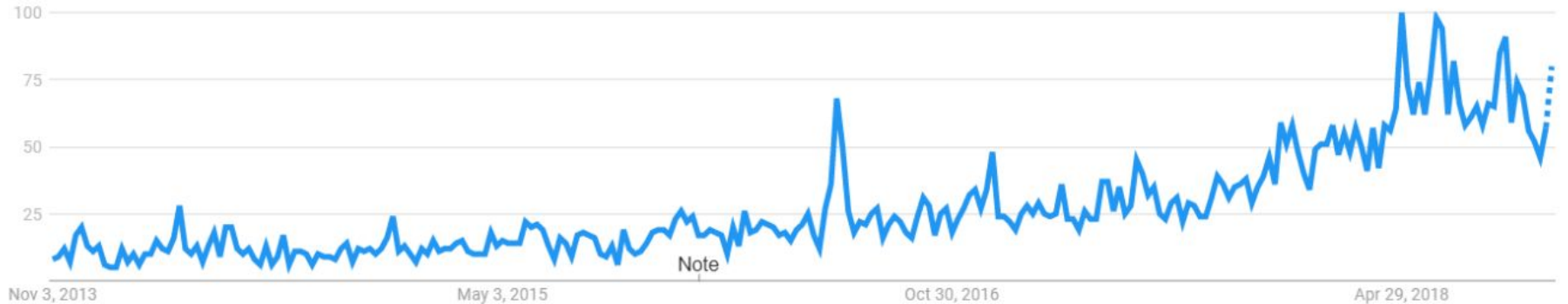
More so, made to enhance the comfort of someone partaking in vigorous activity outdoors such as sports, much less was it designed as a “fashion-statement”, as it would later go on to become some decades forward.

In short, the design and “aesthetic” of the shoe was not taken too heavily into consideration as it was merely for physical use. Something sneakers are made for to begin with. This perspective behind the sneakers unattractive look and low appeal though, was a key factor towards its temporary fate into oblivion amongst younger audiences..

Analyzing the consumer.

- Notice the conspicuous spike in their increase as the trend rises around early 2018.

Interest over time 



The variance...

The style of shoe itself, a running sneaker, comes in all shapes, prices and colors, but the aspect which remains static is its oversized build.

Most notably, major fashion groups like Gucci, Balenciaga and Chanel have in recent times capitalized off of this sudden popularity surge for this build of sneaker, Innovating their own takes onto the model.

Which peaks curiosity towards the contrary, "Why now?"

As shown by the timeline chart, it is heavily implied that there was indeed a sudden spike in the demand for this style of shoe,

However, in the early and mid 00's, the interest and demand for this type of shoe was relatively and more so comparatively low, to that of 2016's and onwards demand.

An average runner shoe

And its use..



The origin of the name



And its use..



The rich...

Again, in more recent times, celebrities with their taste for high end and luxury brands had inevitably flocked to these glorified running sneakers by the aforementioned brands, examples here

But this time with a different “use” or lack of.



Saussure & semiology

While Linguistics is the overall study of language composed of many branches of study, this phenomena in general is strikingly synonymous with the study of semantics

Semantics is defined as the branch of linguistics and logic concerned with meaning. Saussure's "Course in General Linguistics" is based on the study of this field and how it applies to everything.

The book indeed applies to the phenomena that is this trend, as it does to all other trends. In the aspect of semantics.

Semiotics is the study of how people make meaning through both linguistic and non-linguistic ways. It is a philosophical theory concerned with understanding how people use signs and symbols in meaning-making.

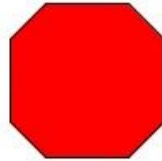
He argued that meaning is created inside language in the relations of difference between its parts.

How Semiology works

Based on semantics, you associate “right” or “wrong” with your understanding be it based on language or personal perception.

Semiotics

For example, an everyday example is a stop sign. In this example, the physical sign is the signifier. The concept of stopping is the signified.



=the signifier

STOP!!!

=the signified

Celebrities, their effect on the trend, the relation to semantics/linguistics with their effect

Same applies here. “good” things with something you like and accept leading the person to be influenced subtly or willingly. These “positive” deemed people are like “symbols” influencing the outlook onto something that was otherwise left alone for decades.

Celebrities in most cases, are looked up to by many as role models. When they do certain things, changes happen.

How did a style of shoe, that was deemed obscene by “fashion” and fated to rot away into obscurity manage to gain a spontaneous rise in popularity?

In reference to Semiology, I’ve concluded this trend to be based on the positive perception held by viewers who would see their favorite celebrity or role model even, wearing something deemed “bad”, however seeing something or someone associated with “good” doing it, makes it just fine.

The line graph portrayed earlier suggests a sudden and rapid increase, this can be pinpointed to social media and celebrity influencers alike, as semantics has illustrated.