

Fall/Winter 2024 to 2025 Swimwear Trend Forecast

By Lori Perez & China Smith

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## Letter From The Editor

Welcome to the new season's women's swim forecast in which companies and fashion students will be able to see what's new ? what's over ? And what again has been *fashion cycled* into the new year. Bathing suits are the best way to tan but how long have they been around ? What's the latest style of swim ? Have swimwear changed from the first time they came out ? Within this forecast the evolution of the bathing suit will be laid out as a bathing gown turns into a one piece and one piece turns into a two piece bikini.

The history of bathing suits dates back to 1767's from the first bathing machines to fitting rooms now in 2022. History has played a huge part in the influence of fashion within the design of these swimming garments. As some *fabrics, design and silhouette are cycled* back into *trend*, some never leave. The *zeitgeist* of the times shows how economical, political and cultural influence have also affected the fashions within swimwear; as women are leaving behind modesty and moving on to empowerment. As for politics, swim *fabrics* have become more environmentally friendly as fashion is ranked one of the biggest contributors to climate change. When it comes to culture this forecast also takes a look at how inclusive swimwear has become having plus size swim become available in more than sizes such as extra large.

Swimwear is a timeless piece of garment that will never go out of style but does change within the times. The following forecast will show how Russia's war on Ukraine and inflation in the US amongst other things will change the design of these swimwear garments. As well show how even in tough times fashion is a creative art that reflects what is going on and where we are heading. Now Let's Dive in.

( Lori )

### Consumer Profile

During the months of spring/summer, or anytime consumers allow themselves leisure whether that's going on vacation or staying home to relax. When thinking of leisure time in the Spring/Summer months it is directly associated with swimwear because many (any age) participate in activities that involve water. The *focus/target market* will consist of women of any race and background between the ages of 21 and older. This age group consists of *Generation Z* and early groups of *Millennials*. A generation with a lot of opinions and a wide range of body types and heights. Generation Z is a now growing age to the social media side of the world; everything is technological. Millennials who follow the newest trend from what is in the current news on paper or on t.v. (Demeku, 2021) Millennials are not very technological, may even struggle with the technology currently out now. A celebrity that aligns with the target audience of this forecast is Zendaya Coleman her brand image sparks inclusivity, individuality and confidence. She has a younger demographic when it comes to her fans and keeps up with social media trends. Her latest fashion collaborations have included plus sizes such as 0-22 and within her own clothing she has pushed for wider variety sizes ( Muller 2016). Zendaya embodies the target market audience as she is young, dependent, confident and active on social media.

Even though any age may use swimwear the type and print/material may vary, and the taste in our chosen age group are similar. Consumers nowadays are deemed very on trend in cities such as Los Angeles and New York where the younger generation are very sociable, like to take risks, not really a part of the working force. Keeping up with the latest fashion trend is something very in style for them. Would easily purchase a clothing item they deem cute or cool rather than saving their money for something more of a better use. According to VALS, this

generation consists of *Strivers* and *Experimenters*. The confusion between the world made up in one's head and reality because most of the time is spent watching the screen of a technological device and not going outside to see the world for themselves. Where depression has hit harder than anything else in this generation.

Looking now at the trend in swimwear, thinking back to when swimwear wasn't really associated with leisure and how it evolved throughout the years. The differences of how someone uses swimwear today to how it was being used before. Before it was used to cover the female figure, to promote "modesty". Respecting the bodies of women, showing less instead of more (Dundas, 2021). Which definitely evolved overtime as that's the opposite of what it is now. Women are now sporting swimwear as if it's an everyday attire, not afraid to show off the figure many deemed to be hidden. Showing more self confidence in swimwear now more than ever, not feeling the need to be modest. That's something swimwear companies should think of when creating swimwear for women because women are forever evolving. They are more interested in swimwear that would make them look good and cover up less. Showing off what's underneath instead of covering it all up to please someone else.

Everything is monitored through a screen and consumers will purchase something if it looks good on someone else, in this case the model on the website who is wearing it. The target market consists of an age group that relies heavily on social media and that is one easy way to sell a product rather than just selling it from the shelves of a store. Media influencers can grab the attention of a consumer faster than anyone else can because trust was gained in the process of the following. (Yotka, 2019) When seeing someone who you love and look up to wearing something that is cute even might look good on them, they're definitely going to buy it and try it

out for themselves. Social Media can influence anyone to buy or not to buy an item, and companies take advantage all the time by having people with a lot of following to wear/promote their products. It's the very social media that can be used against a business, as a company providing the best products is what the goal is in order to make income. Many others may think differently of the product, if negative connotations are received back on the product it can be bad. Especially if the following is big, others may agree and it won't be good. Social Media can take a huge toll on one's business, especially in today's society. It can either be good or bad, it is very much a huge risk. (China)

## Current Trends

Women's Swim has been around for a long time and it has changed colors, length and fabrics many times since coming out. From the first ever bathing gowns which can be seen in **Figure one** was white with a hint of light sky blue and was made out of liden material. It was an unfitted, elbow length sleeve and finished just above the knee. ( Ibbetson, 2020) To Summer 2022 latest fashion are night and day transformations according to Danielle Flum from the cosmopolitan article "From Pool Parties to Tropical Vacays, These 2022 Swimwear Trends Are Taking Over" Bikinis are all the buzz. However unlike when the first bikinis which came out back in 1946 plus size bikinis are now offered.



**Figure one Claudia Kidwell, 1968**

**"Women's Bathing and Swimming Costume in the United States,"**

**United States National Museum Bulletin 250**

Due to inventions such as Nylon swimwear for the plus size community not only does it fit but it's offered in many colors. According to Glamours "The 27 Best Plus-Size Swimwear Pieces to Wear All Summer Long" article written by Kristin corpus the regenerated Nylon is back again this summer and is used to make Cabo Bikini top from brand Girlfriend collection is able to reach sizes two extra small to six extra large allowing more coverage and better fit as there's a

vast size selection. Andie swim is also ranging from vast sizes, however this company is using environment friendly Nylon which is less harmful to the environment. (Corpus 2022). Another highly used fabric for many bathing suits within the 2022 year is polyester; bathing suits are worn in water and polyester is less prone to shrinkage and wrinkles. Within almost every bathing suit some amount of elastic is also added which helps adjusting to sizes. Another summer 2022 trend is crochet bathing suits from halter, triangular or cross back bathing suits. Crochet fabrics used are cotton and acrylic blends.

Many of these man made fabrics have been adjusted to be more eco friendly like Andie and Swim Nylon since today's *zeitgeist* has influenced the change in fashion. With the rise of global warming the government has issued The Green New Deal introduced by representative Alexandria Ocasio-Cortez this is a government plan to reduce climate change. The deal's main focus is to reduce greenhouse gasses and just fashion production alone is responsible for 10% of humanity's carbon emissions. (Johnsen 2019) Another effect of this deal is removing the use of plastic within stores and forcing brands to think on how to restructure their products so that they are more environmentally friendly. Many brands have used more eco-friendly fabrics like the Nylon Andie swim uses. Even stores like ASOS who sell many summer time swim suits have created new mission states on how to reduce their carbon footprint by selling more sustainable clothing and sending multiple orders within one shipment.

As for designs with the 2022 summer, many bathing suits have plain color design while others mimic designer Sonia Delauney who would incorporate art within her work. These abstract patterns for bathing suits have taken over many fast fashion brands. Many bikinis and one piece over the shoulder suits included bold colors such as bright red, mustard yellow and



loud pinks. Many who aren't showing abstract patterns and just have one solid color are focusing on more earth tones hazel browns, leaf green, and even black. More luxury Fashion have tone into these earth tones and have even used gold instead of slivers for there add on to these bathing suits.

The styles expected to be seen are two pieces and one piece. The two piece current in style feature the classic tie up triangle bars a fad that has taken over this fashion style is wearing the bar downward to expose more of the sides and stringes have become longer as tie up bathing suits. **Figure two** shows the styling of this new trend as fashion influencer Kim Kardashian share's an instagram post.



**Figure two**

**Kim Kardashian 2021**

**Photograph**

**I Hope You Have A Great Day**

**Kim Kardashian Instagram Page**

( Lori )

## Fall/Winter 2024-2025 Swimwear Trend Forecast

The one piece current in style features more of a full coverage look, with one to two different cutouts. Or an off the shoulder look that still gives you full coverage but keeps it young. **Figure three** shows Kourtney Kardashian wearing a one piece off-the-shoulder outlined with gold dots swimsuit as the newest trend. As fashion influences such as Kim and Kourtney Kardashian bring in the newest trend allowing consumers to take the trend and use it and spread like wildfire. The Kardashians have always been a celebrity that received a lot of viewers. Due to the new generation coming up, it gives a whole new set of eyes looking for guidance on what is acceptable or not. Swimsuits are a staple and people tend to buy them mostly when on vacation. Especially if its climate is tropical, most likely spend most of the vacation in swimsuits. It's stylish and versatile, giving more room to do other things.



Figure three

Carolina Leaper (Kourtney Kardashian 2015)

Celebrity Swimwear Trends ( May 08, 2015)

[Celebrity Bikini Pictures: See The Best Celebrity Swimwear Styles](#)

One piece swimsuits are versatile because it works with any body type, giving those more to work with without showing too much. The off the shoulder look makes it a little more feminine as the many other different designs such as ruffles, cutouts on the side, scalloped (rounded) ends. (Williams, 2017). That's the appeal in today's world for women to be deemed feminine and sexy, for themselves and not others. It's more *fashion forward* for women to wear something for self confidence, because that's what the women above are promoting. Not afraid of the negative comments even with the large audience that follows them. Swimsuits will forever be evolving as time goes on because more fabrics, patterns and designs will come out giving a new look to the swimsuits out now.

(China)

## Swimwear Timeline

### 1800 - Bathing gowns



**Figure 4 -William Heath 1830, Mermaids at Brighton,Satirical print, The British Museum**

In the early 1800's women were given the role of housekeeper, modestest was the only style around. Women wore full length,long sleeve wool gowns.(Booth 2021)

### Late 1880



**Figure 5 - Artist unknown 1884, Bathing Costume The Delineator, Washington Museum Of Art**

In the 1880's also known as the Victorian period women would wear long turtlenecks, knee length skirts and bathing slippers. Bathing suit caps were also introduced to protect women's hair; some women would add a scarf to the cap for style. ( Ibbetson 2020)

### Late 1890-95



**Figure 6- Maker unknown, 1890-95, Bathing suit,Photography, The Metropolitan Museum of Art**

Towards the end of the Victorian period the princess suit came out for women. This was a huge change as this was a black one piece knee length with white outline towards the next and this moved away from traditional swim. Flannel was first used to create the suit however due to its heaviness when wet they changed to serge and other knitts. ( Ibbetson, 2020)

### 1900-1945



**Figure 7- Neyret 1937 Machine Knitted wool,Photography, Victoria and Albert Museum**

Swimming soon became a competitive sport and the first woman elected was Annette Kellerman during her competition she was heavily inspected by the modest standards. However, having judges agree heavy suits were impractical; her one piece fitted bathing suit started a shift. Sleeves got shorter and shorter and after the WWII 1932 strapless tops and bottom shorts one piece became popular. Materials also changed as lastex was introduced 1931 which gave swimsuits more stretch and color unlike wool that would lose shape when wet. This new fabric also allowed more colors and variety. ( Ibbetson, 2020)

**1945-1960**



**Figure 8 Willy Rozier 1983, The Girl in the Bikini, Photograph**

In 1946 the word bikini was created by Reard who designed a bathing suit with only two pieces: a top and bottom. In 1956 nylon was introduced into swimwear which the Speedo was created to help “drag Time” within competitive swimmers. High rise bathing suits started to become more popular as well. (Ibbetson, 2020)

**1970 - 1990's**



**Figure 10 Photographer unknown.,1995 Pamela Anderson, Baywatch, Harper's Bazaar**

During the 70's ready to wear clothing was more accessible, new colors, patterns and styles became available and individuals wore more vibrant colors. In 1989 Baywatch came out making high cut bathing suits a trend and bringing back more one piece suits. (Ibbetson, 2020)

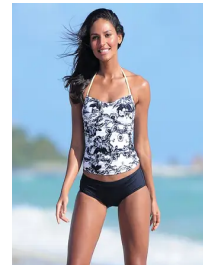
**1960's**



**Figure 9 William Claxton 1964. Designer Rudi Gernreich Monokini 1964. The Met Museum**

With these new fabrics many designers started to explore and create new styles of swim. Calvin Klein created ready to wear lines in the 1960's. However the designer that had everyone talking was Rudi Gernreich who invented the monokini in 1964. This was a black one piece topless bathing suit.

**2000's**



**Figure 10 Alo Ceballos 2009, Photograph, The Insider**

Designer Anne Cole created a two piece that embodies a tank top and bikini panties in her creation of the Tankinis. (Booth 2021)