

## How History Has Shaped Us

Modesty and purity was a women's highest core value within the early ages of the Victorian period. Queen Victoria took her crown at only 18 years of age and became a *fashion staple* of the era (Sullivan 2019). Women during this time were housekeepers who cooked and kept the household clean. Queen Victoria was a *Fashion leader* as women would look up to her; her tight corsets and *bell-shaped silhouette* dresses were in trend. When it came to swimming women would ride the bathing machines which can be described as dressing rooms on water to change from their Victorian dress to their swim gowns can be shown figure 4 and 5. They were covered head to toe and as exemplified in figure 5 even had swim caps in which women would style by adding scarfs. Swimming was difficult as swim gowns during this era were made of wool fabrics and when wet heavily.

However, following the *zeitgeist* of the 19th amendment in 1920 which gave women the right to vote came ( Flappers, 2018) the Flapper era which was a complete contrast to the Victorian era. Flappers were young ladies who did what they wanted, smoked in public, wore their hair short, and preferred a less fitted *silhouette* rather than a traditional *bell shape*. Being that Flappers preferred bars and lingerie, instead of corsets the knitted bathing suit was created. Designers like Jean Patou and Coco Chanel were heavily influenced by flappers ( Women's history milestones: A timeline, 2019). The *trickle- up theory* was heavily impacted by the *zeitgeist* of the times as designers left traditional garments behind and created the first ever one piece bathing suit shown in Figure 7 that was made out of wool. In which is still in fashion today this halter tie up swimwear top has been the blueprint to swimsuits as it was used to create the first ever bikini top and is still around in 2022.

In 1946 the original name for two-piece bathing was coined as bikini by designer Louis Réard, however three designers were credited with this *fashion forward* look Jacques Heim, Heim's Atome and Louis Réard. Heim's Atome was the first two pieces to be allowed on the beach( Ibbetson, 2020). This was the first time in history a bathing suit showed the women's full stomach as it only had a bar and panties (Waxman 2016). While women were far more liberated then the Victorian period when Reard released the Bikini in 1946 modesty was still very valued which is why Reard presented this bathing suit in a unique *style*. Since no one will wear the bathing suit he got nude dancer by the name Micheline Bernardini who was 19 years old to wear the two-piece; he named the two-piece bikini due to the the Nuclear test bombing that accorded earlier that week at testing cite named The Bikin Atoll ( Hendrix 2018). In 1952 the film The Girl in the Bikini created in Hollywood helped the bikini style bathing suit reach further audiences. The Bikini and one piece bathing suits had gone through the *fashion cycle* and its continues of acceptance and reintroductions within society have made these pieces a *classic*. (lori)

During the 1970's to about the 1990's a transition occurred. It was then that life got more exciting for swimsuits. Started seeing new colors, patterns and fabrics. Swimsuits style had a trickle *across* effect as the designs of most swimsuits led to less fabric and more skin. The revealing cutouts, string bikinis, thongs and even sheer swimsuits had become very popular. (Booth 2021) With less fabrics covering the body we see bright colors & new fabrics, and that was throughout the 80's and 90's. Becoming even more *trendy*, new colors such as the neons and the floral/ psychedelic prints. Everyone was stepping out with these wild prints on their swimsuits. From fringe to crochet swimsuits (Valenti, 2015), people are coming out of the comfort zone and exploring. Replacing the old with the new. The era of the Baywatch movie, where the swimsuit that Pamela Anderson was wearing in the movie became a swimsuit that

everybody needed to get their hands on. The Iconic red swimsuit was a one piece with a high hip cut and a squared tank top look. Mostly all swimsuits after that came out with the same similar structure of the arch above the hip.

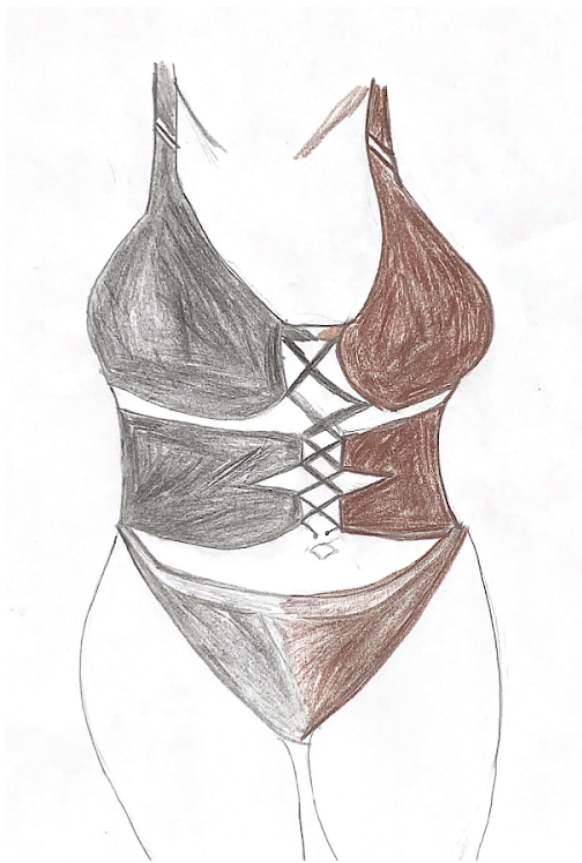
Swimsuits now are a mirror image of swimsuits that were popular before, there is just a different take on them. *Patterns* are still big from stripes to floral to the psychedelic patterns. (DelBasso, 2022) So are the bathing suits with the square (straight across) neckline; it's either that or the v-neck neckline. Fringe, ruffles, mesh, and high waisted swimsuits are very popular now as we see the evolution as to what has come before it. When comparing the swimsuits that were used before to what we have now you can see the evolution. We see how not only has the environment but the people have changed and evolved. Swimsuits when first brought up were clothing that covered the whole body and showed modesty. Now in this decade, the swimsuits show more than it does cover very far from modesty. The generation now is very fashion forward so everything from crazy prints to crazy cutouts are very mainstream now. With both one piece and two piece swimsuits, the inspiration dates back to the 70's and 80's where it had the most impact. From actors in movies to everyday people just going for a swim, the continuity of the trend goes from one generation to another because of the *influences* it has on those already wearing it.

(China)

## Swimwear Forecast

The *zeigitests* of the start of the 2022 New Year brings in Russia's war on Ukraine and can have long lasting effects on the economy and fashion over all. Russia attack on Ukraine on February 24th 2022 has cost oil shortages everywhere; Ukraine is the third largest oil distributor, which hints at Russia's invasion (Freedman 2022). For instance gas prices have now skyrocketed hitting almost \$5 dollars a gallon; California has even average there new gallon prices are \$5.57. Paul Ashworth, U.S. chief economist mentions a worldwide increase of \$150 dollars per barrel which is more than a 20 percent increase on oil (Sommer 2022) within less than a year of the war on Ukraine. While just getting out of a worldwide pandemic, having inflation and now extremely high gas prices the economy will be more resourceful and budget friendly in regards to saving money. Having fashion *trends* become more modest and less bold than before.

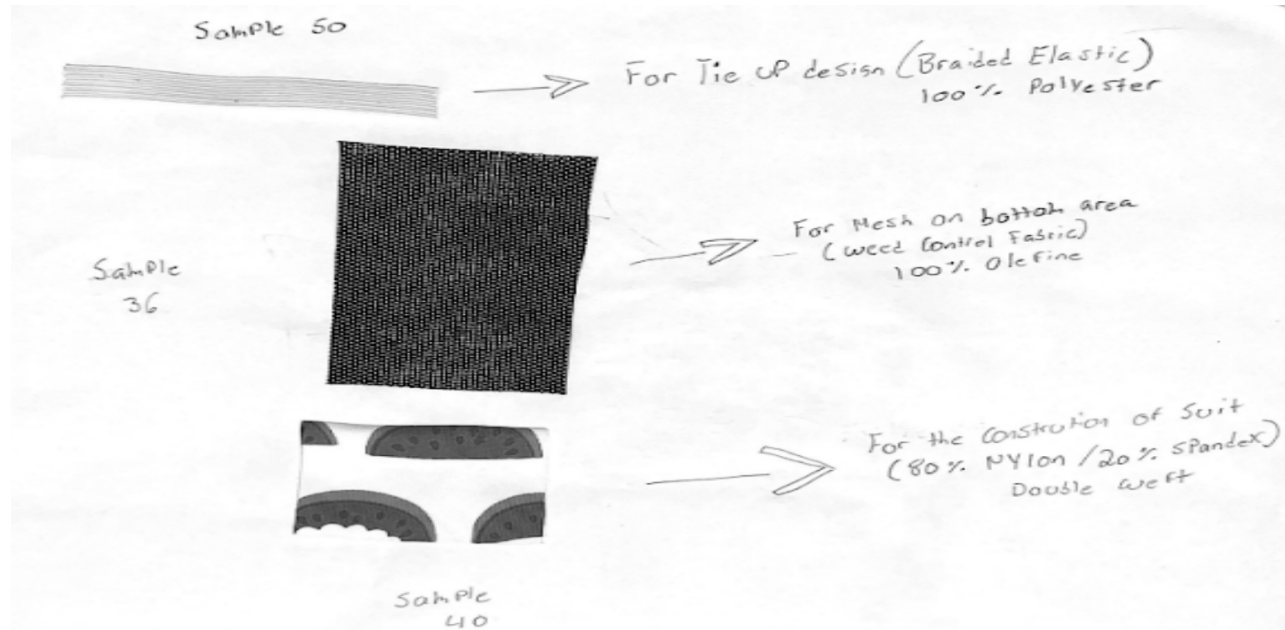
Within the Spring/Summer seasons of 2024/2025 one-piece sets will come out in more common and reusable solid colors such as black, red, pink and nudes with less designs. The one piece bathing suit will have less long sleeve options as fabrics will go up in prices. Instead there will be a halter-like top with a bikini top cut out and high rise that goes up to a thong . With mid to low cut backs and adjustable cover up shorts or shirts. Since inflation can get worse instead of having designs such as rhinestones or fringe which are more expensive mesh and cut outs will be sold more frequently. Man made fabrics will be used more having fast fashion retailing at a rise; fabrics like spandex, polyester and rayon will be in high demand. Figure 13 in the next page will show a design that can come out and the fabrics that will be used to make the garment. Having a very slick, simple yet modern take on the original one piece.



**Figure 13 (Lori's One piece swimwear forecast )**

This inclusive one piece is modest yet *fashion forward* as it split into three pieces but held together as one and it will be called Tire Me Apart. The bra is adjustable as it is controlled by strings. It can be adjusted to create the trendy side/under boob or use for maximum coverage. The middle part is like a corset that can be used to bring in the waist to create a more *hourglass* silhouette. Lastly we have the see through me bottom which are mesh lace on the top and full coverage on bottom. This high rise has a thong in the back and full back support with mid high back.

This bathing suit is body inclusive and has a two color design. There's black on the left and brown/nude on the right . As fashion becomes more inclusive nudes are offered in more than one skin tone.



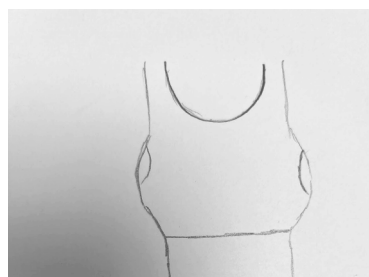
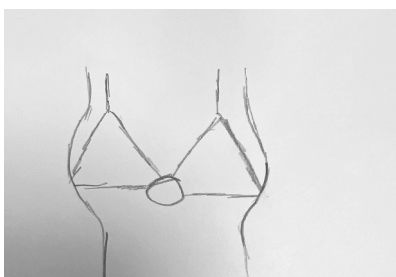
**Figure 14**

Each sample was chosen from the Textile kit. Sample 50 the braided elastic string for extra support and stretch this will be used to connect all three pieces together and hold things in place.. Sample 36 will be used for the mesh design and will be made with weed control fabric in charcoal black and in my perfect skin nudes. As inclusivity has become many big brands main focus these nudes are offered in more variety creating a nude appeal. Lastly the construction of the suit will be 80% nylon and 20% spandex double weft for comfort and adjustability using sample 40. This will be plain design and will be in skin matching nudes and charcoal black.

**(Lori)**

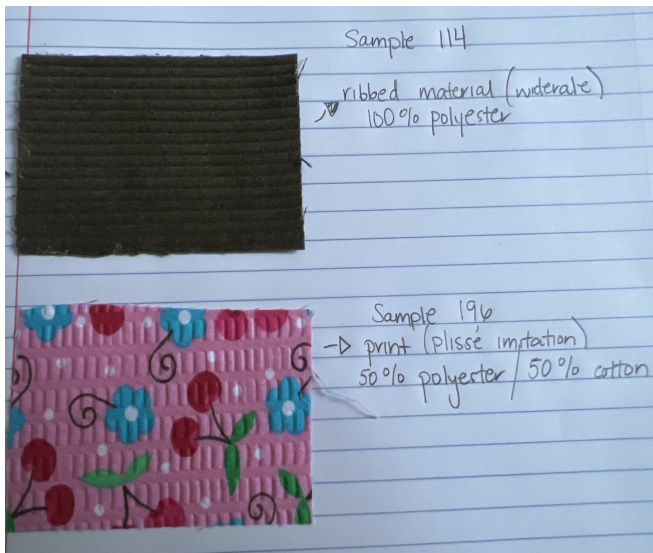
The effects of Covid-19 are still playing a role in why many of these businesses are dealing with inflation. Increases in everything from clothes to shoes to food, prices are increasing and these items are no longer affordable. During Covid people weren't purchasing as much as they did when it came to clothes because they spent most of their time at home. There was no need to buy an excessive amount of clothes when all that was to be done was chores around the house, maybe even going to the supermarket, etc. With stores not receiving a certain amount of income in those months, money had to be made one way or another. The clothing industries/companies dealt with their sources for materials increasing the prices of the material. From cotton to silk everything was becoming expensive, and transportation of the goods prices have also increased (Baskin, 2021). In order for companies to accept and pay the new prices they increase their goods price providing the consumers with the extra weight. Inflation has affected every part of the retailer world, from clothes to toys to groceries (Thomas, 2021). Consumers are becoming more aware of what they purchase as they can't afford to purchase everything.

The Spring/Summer season of 2024/2025, two-piece swimsuits will provide the selection of nude colors (brown, khaki, light brown, black, peach) and it will also include the bright colors such as (red, pink, neon yellow, white). The two-piece swimsuit will come with two different bottoms as one will be swim short and the other are regular bikini bottoms. The Bikini bottoms will have a ridge along the top of it and will be low waisted. The top will include a triangular shape with a loop in the middle. The second two-piece swimsuit will include swim shorts and a bra top for consumers who don't like to show too much, more on the *modest* side. Spandex and polyester will be the top fabric used in these swimsuits as they provide the most stretch and comfortability. Figure 15 will show a visual description of the two-piece swimsuit.



### Figure 15 ( China's Two-Piece Swimsuit)

On the left the bikini bottom and triangular top will be a ribbed material all around consisting of the bright neon summer/spring colors (pink, yellow, red, and white). The bikini top contains a triangular shape top with a loop in the middle of the bra. The bottom consists of a rigid almost



triangular edge to match the top. On the right is the bra top swimsuit with the swim shorts giving a *modest* look to the two-piece swimsuit.

### Figure 16

Sample Fabric chosen from the Textile Kit, it shows widewale and imitation plissé. Sample 114 shows the ribbed effect that the

swimsuits will have. Sample 196 shows the material the swimsuits will be made out of. The swimsuits will consist of 50% Polyester and 50% Cotton. (China)

### Conclusion



Overall, determining the swimwear for the following years of 2024/2025 has not only been difficult but has been interesting. Given the certain circumstances that have been dealt with in the last few years a shift in the fashion industry is definitely in place. Change is necessary in this ever evolving world, given the right circumstances. Swimwear is vast, from one piece to a two piece to a full body swimsuit. Evolution will forever continue as we see it in the swimsuits, from it being a modest look that women wore around the house to do chores in, to something less because consumers now use it not for leisure in water. Certain problems that took place in today's world such as Covid, war between Russia and Ukraine, Women Right's on abortion has simply changed the fashion industry as of today. Looking into the future, consumers will be more open to buying swimsuits with more coverage. Swimsuits that show less are going to be more of an option as consumers will be in a depressive state. Our economic problems will still have an effect in our everyday lives. Consumers will express more of their feelings through clothing so brighter colored and more of a nudetone color of swimsuits will be an option. Things such as a certain fabric no longer being attainable as the price of it has increased tremendously or consumers no longer liking the bikini look, want something that can cover them up. *Fabric* such as spandex, polyester, and more of the man made fabrics will become more of a trend as they will be cheaper to buy. Change happens everyday, and it can affect everything. What comes out on the other side and how it's dealt is what consumers look for.

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