



# Fall 2024-2025 Swimwear Forecast

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# Consumer Profile



Focus/Target Market will consist of a wide range of women of the ages 21 and older. A range of Generation X and Millennials in particularly with different cultural backgrounds. Millennials who are very technological, on the social media and celebrities influenced side. As Generation X who are very news influenced, like to keep up with the current events through newspaper and television.



Our target market geographics are in cities such as Los Angeles, New York, and Miami. Fashion Forward cities where many of the social media influencer and celebrities are located. Very visual and sociable cities, providing consumers a hub for fashion forward followers. The newest trend tend to come out of the big cities as the population is filled with trendsetter.



Target market that consist of Strivers and Experiencers. A generation that is more hands on, like to experiment before any last decision. An educated bunch but are on and off with employment, as many Millennials means for income is social media. Very goal-oriented, once set there eyes on something it will be reached.

## *Current Trends And Zeitgeist*



The Green New Deal introduced by representative Alexandria Ocasio-Cortez in 2021 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)



Many brands have used more eco-friendly fabrics like the Nylon Andie swim uses (Corpus 2022). 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.



Inflation throughout the last two years has been extremely high. Covid has pushed a lot of companies and businesses back to ground level, forcing them to start over thinking of other ways to makeup the income. Increase of prices in fabrics/materials and transportation of goods made a lot of fashion companies switch up their regular procedure of purchases. Looking for something more in their budget.



Fabrics such as plastic and vegan leather more of the petroleum based fabric are being used as it is cheaper (Tabuchi, 2022). A lot of fashion business/companies are willing to take this road because consumers are still expecting product. Product such as swimsuits that are necessary during a certain time of the year consumers expect for business to have swimsuits so they can purchase.

Figure one  
Claudia Kidwell, 1968  
"Women's Bathing and Swimming  
Costume in the United States,"  
United States National Museum  
Bulletin 250  
1767  
Swim gown



Late 1880

Figure 3- Neyret 1937 Machine  
Knitted wool, Photography,  
Victoria and Albert Museum



1945-1960

Figure 5 William Claxton  
1964. Designer Rudi  
Gernreich Monokini 1964.  
The Met Museum



1970 - 1990's

Figure 7 William  
Claxton 1964.  
Designer Rudi  
Gernreich Monokini 1964. The Met  
Museum



1767



Figure 2 - Artist unknown 1884,  
Bathing Costume The Delineator,  
Washington Museum Of Art

1900-1945



Figure 4 Willy Rozier 1983, The  
Girl in the Bikini, Photograph

1960's



Figure 6- Figure 10  
Photographer unknown.,1995  
Pamela Anderson, Baywatch,  
Harper's Bazaar

2000's

# History's Influence



Figure 3- Neyret 1937 Machine Knitted wool, Photography, Victoria and Albert Museum

Annette Kellerman inspired change as she wore one piece suit with stocking for the swimming competition. After the zepitig of WWII 1932 strapless tops and bottom shorts one piece became popular. Lastex was introduced 1931 which gave swimsuits more stretch and color variety unlike wool that would lose shape when wet. ( Ibbetson, 2020)

1900-1945



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

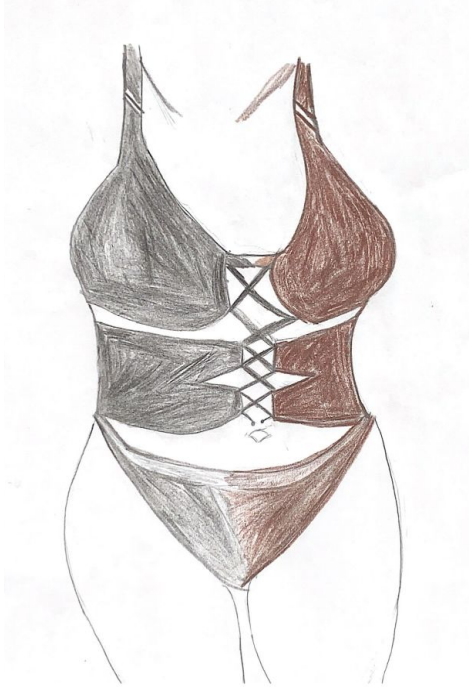
In 1946 the word bikini was created by Reard who designed a bathing suit with only two pieces: a top and bottom. He had such a difficult time getting someone to wear the bathing suit he got 19 year go-go dancer to model it. He named it Bikin because earlier in the week they were testing an atomic bomb on The Bikini Atoll ( Hendrix 2018). The movie Bikini beach made this a popular trend that became a classic.

1945-1960

The One Piece

The Two Piece

## One Piece Swimwear Forecast



This one piece swimsuit is divided into three and is called Tear Me Apart.



The top is inclusive to variety of sizes as it can be adjusted due to the design of the strings. Consumers can create different designs such as a tightening making it smaller creating the trendy side/under boob. Consumers can also pull the bra all the way down for maximum coverage.

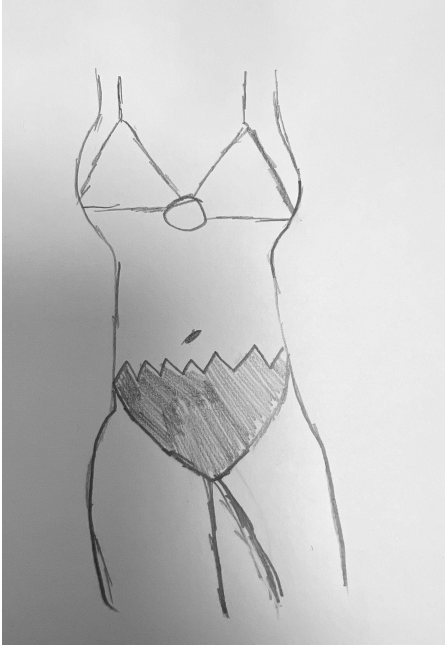


The middle part is like a corset that can be used to bring in the waist to create a more hourglass silhouette.



Lastly consumers have the see through me bottoms which are mesh lace on the top and full coverage front and a thong in the back.

## Two Piece Swimwear Forecast



The Triangular Jam is a two-piece swimsuit, ribbed material providing more of a texture. A middle loop in the top filling in the space between the chest area giving more of a shape.



The bottoms have a rigid triangular effect on the seam, also giving the basic bottom more of a shape and design. The ribbed effect will also be provided in the bottom.



The Triangular Jam while be provided in multiple colors such peachy pink, arctic, mint, lavender, etc.



With inflation and the use of cheaper fabrics/materials, garments such as the Triangular Jam will be made in order to provide consumers with product. Economic issues such as inflation and the war between Russia and Ukraine will have an effect on us for years to come. To continue to provide consumer with products is tasks that does not stop.

## Best Bet



### Colors



Tear Me Apart will be charcoal black and perfect match nude. The nude will seem like mesh as it will be offered in variety of shades. Since the zeitgeist of 2022 Russia War on Ukraine cause greater rates of inflation forecast predicts neutral colors such as black, red, pink and other nudes to be in style.

### Fabric



Man made fabrics are the cheapest and best fabrics for waterproof suits. The top fabrics that will be used are elastic for stretch and support. Nylon and Spandex for design variety and tummy control. As well as polyester which holds up well underwater.

### Fit



More of a comfortable fitted swimsuit will trend more as people will want to feel relax and comfort in the clothes they wear. With months due to Covid of being at home consumers are more use to leisure clothing.

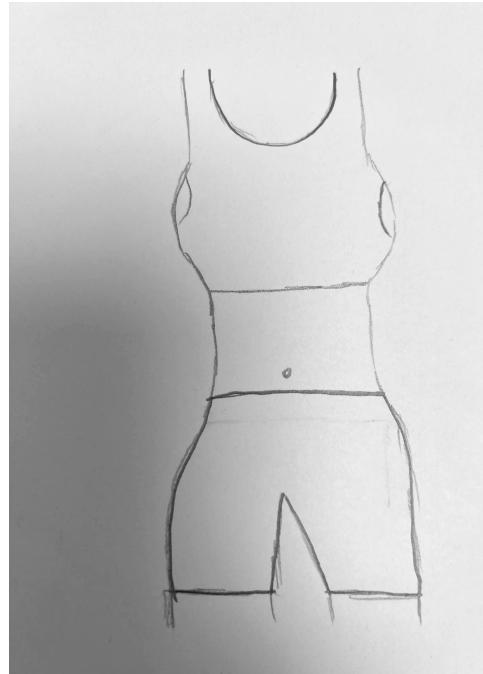
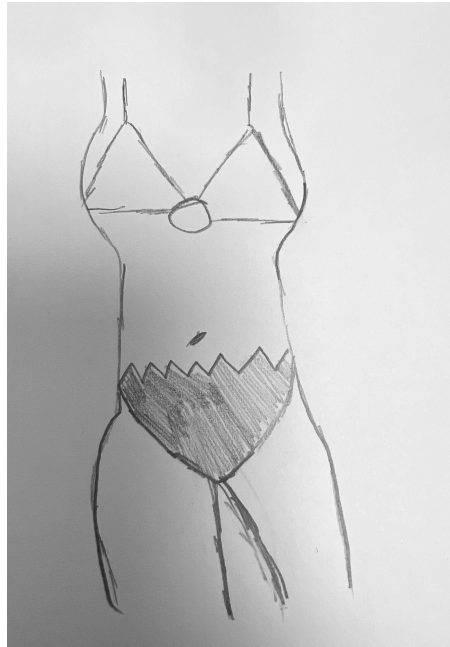
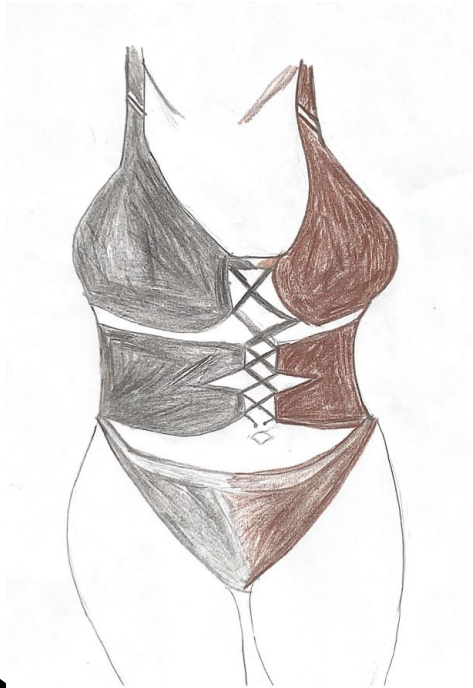
### Design



Mesh, Cutouts, Psychedelic patterns are just a few designs that will be provided in the following years to come for swimsuit. Swimsuits that will be cheaper to make or even contain less material will trend as inflation will still have an effect on the following years.



## Best Bet



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