



# CROP TOP

Trend Forecasting Report  
*Pilamunga, Tang and Cortez-Ruiz*



# Consumer Profile

- Demographics & Geographics
  - *Women and Men*
  - *20 – 29 years old*
  - *Live in Metropolitan Area*
  - *Bachelor's Degree or Above*
  - *Entry Level Fulltime Job*
- Psychographics
  - *Entertain from Shopping*
  - *Love Social Life*
  - *No Saving Habit*

# Consumer Profile- Continued

- Experiencers
  - “Are first in and first out of trend adoption (Strategic Business Insights, 2020).”
- Strivers
  - “Desire to better their lives but have difficulty in realizing their desire (Strategic Business Insights, 2020).”

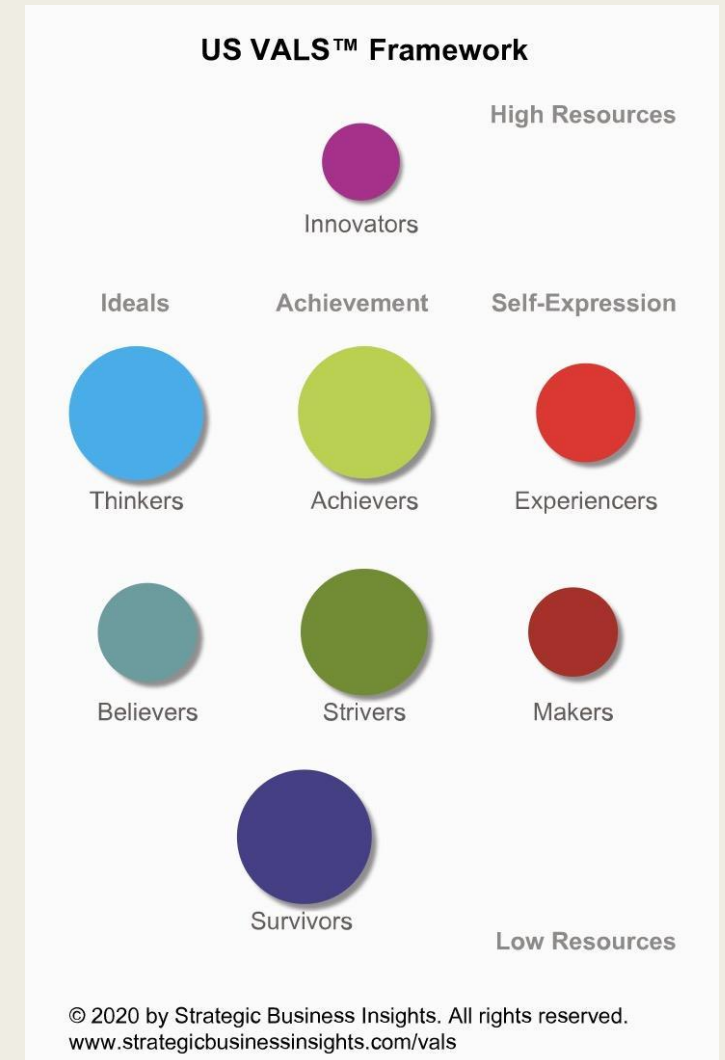


Figure 1. US VALS  
Framework for Consumer  
Types

# Zeitgeist of the Times

- The zeitgeist of fashion is nostalgia or “*the Y2K Aesthetic*” (Ulaby, 2022)
  - many of medias started to bring back different types of nostalgia era back from 1960’s to 2000’s.
  - bring the modern era into “Y2k” era to allow it mixing into something new.
    - *upgrade the “Y2k” into better version that can be wear by ANYONE.*
- “Menswear has been increasingly embracing what was generally considered to be women’s garb – high heels, jewelry, frills, gloves, capes – and I think this is due in part to changing perceptions and greater acceptance of different forms of masculinity.”
  - *Vogue Business retail editor Kati Chitrakorn (Elan, 2020).*

# Current Events

- Several events inspire people to wear a crop top to protest their beliefs, push out of their comfort zone in the different periods and change the way to save from become waste
  - *Global Warming/Climate Crisis*
  - *Coronavirus Pandemic*
  - *Crisis with Russia in Ukraine*
  - *Different events and activities going on based on hate crimes:*
    - police brutality
    - Depp v. Heard which it echoes all the world as proves of the male victim to domestic violence exist
    - struggling to remove the stigma of sexualizing
      - *removing the toxic masculinity (Infoplease, N/A).*
  - *RuPaul's Drag Race,*
  - *Getting recognized by the federal government to celebrate the month of Pride as*
    - President Joe Biden mentioned in his white house statement,
- First transgender in NFL cheerleading team (LGBTQ Nation, N/A).

# Current Events- After COVID-19

- Exercise Activities – Indoor and Outdoor
- More Passion for Healthier Lifestyle
- Rising Popularity of Activewears
- Growth of “Athleisure”
- Lightweight and Breathable Crop Top



**Figure 8**  
Belly Dances Wearing Bedlah  
at the World's Fair in Chicago



**Figure 9**  
Crop Tops from Alden's  
Catalog in 1955



**Figure 10**  
Pam Grier Wearing a  
Crop Top in 1970s



**Figure 11**  
Mark Wahlberg in a crop top  
posing alongside Supermodel Kate  
Moss in the '90s.



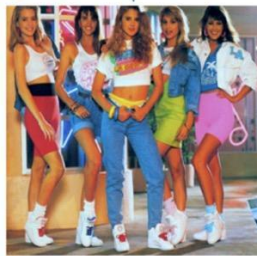
Current Trend  
(After 2000s)



**Figure 12**  
Ginger Rogers Wearing a Crop  
Top in 1930s



**Figure 13**  
1960s Fab and Funky Mod  
Hotpants and Crop Top



**Figure 14**  
1980's Catalog Photo



**Figure 15**  
Combined Picture of Runway  
Models in Crop Tops

# TIMELINE



# TREND WATCH





Figure 1: original sketches

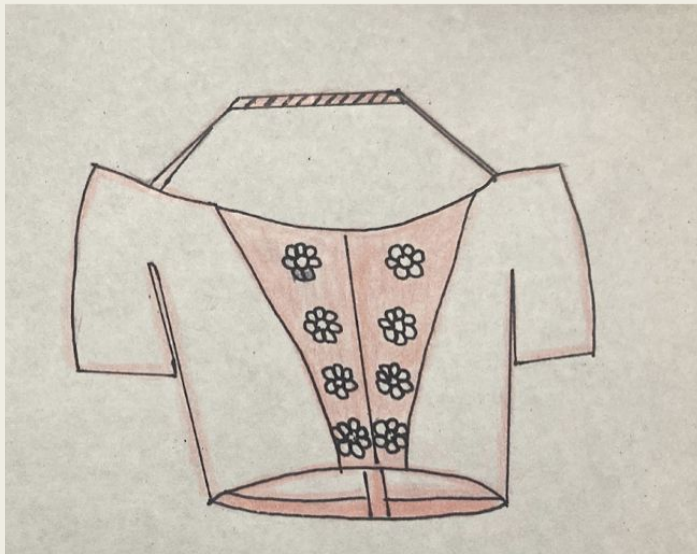


Figure 2 : original sketches

# Dream Dill

- This trend is widely popular in the 80s.
- Crop top with different kinds of designs from shoulder to chest.
- Bright colors and very exaggerated necklines

## Fit

- Having a fall just above your natural waist will highlight the narrowest part of the torso

## Color

- Colors like Lava Falls, Samoan Sun, and Orange Tiger.

## Fabric

- Nylon fabric its strength, durability, and elasticity.
- High resistance to water.
- The cotton fabric is highly breathable and absorbent



Figure 3 : original sketches

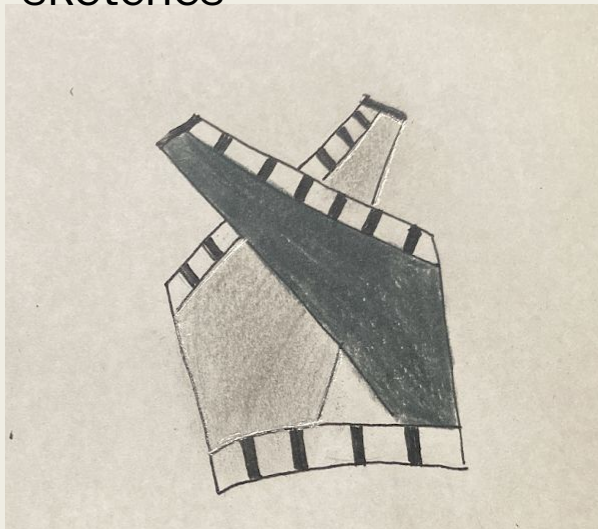


Figure 4 : original sketches

# Mad Colors

- Matches for everyday wear or any type of occasion.
- Contrasting prints, we can enjoy a wide range of styles
- **Fit**
  - A set of crop tops and printed skirts or pants is a modern and very flattering style
- **Colors**
  - Caramel Cafe, Martini Olive, and the Arctic Wolf
- **Fabric**
  - Wool fabric is a soft, voluminous, heavy, and very warm fabric
  - UV protection
  - Rayon is stronger and more elastic

# Classic Curves

- Exaggerated design
- It can be created with sleeveless tops, half sleeve tops
- The sewing patterns on this crop top can be tied in a bow or wrapped

## Fit

- Wearing a blazer or coat to cover up will give an additional fashion touch
- Extra revealing in chest and back

## Color

- Polar nights, chiseled stone, and autumn blonde

## Fabric

- Satin fabric is a smooth and shiny surface
- Ruche, which refers to a folded or gathered strip.

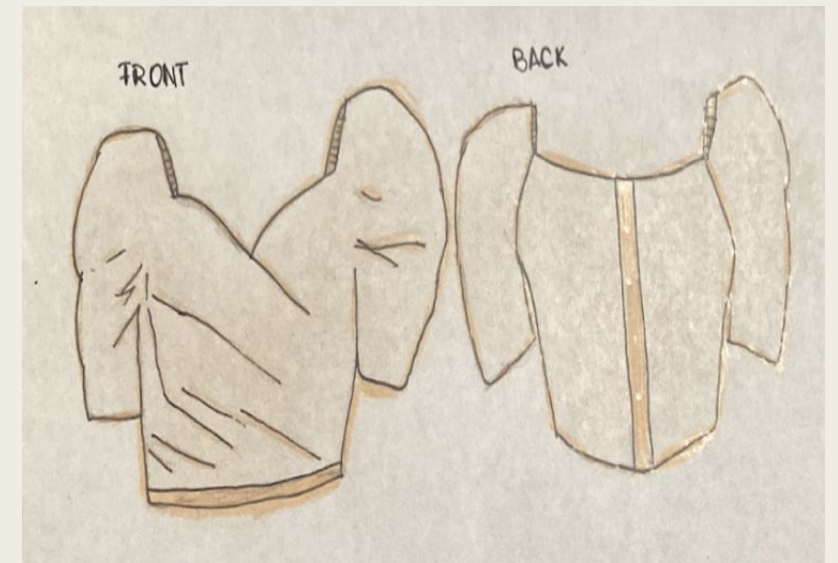


Figure 5 : original sketches

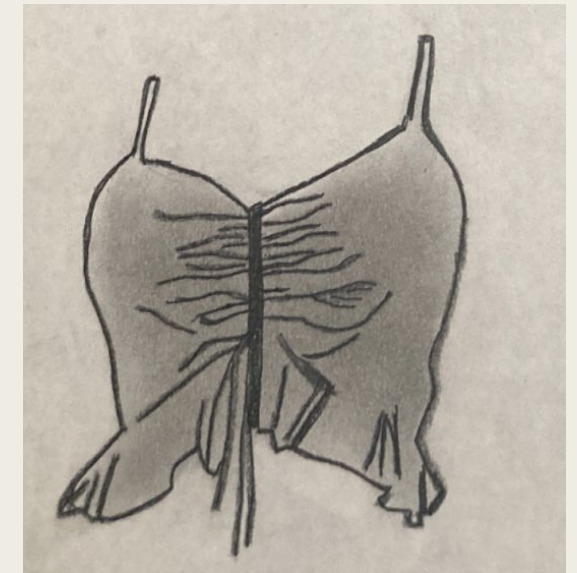


Figure 6 : original sketches

# Best Bets

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