

# Cortez-Ruiz-Pilamunga-Tang Report

# F/W 2024 Trend Forecasting – Crop Top

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## LETTER FROM EDITOR

Dear Customers,

In Fall/Winter 2024, we will see the effects of the economic crisis due to both the pandemic and the war between Ukraine and Russia. They will significantly impact the fashion industry. During the COVID-19 lockdown, many people started to realize the importance of the comfort and quality of garment fabrics. After nearly one year of home quarantine, we are fed up with boring colors. Therefore, the fabrics of our Fall/Winter 2024 collections will definitely be soft, breathable, and have a good hand feel. The colors would be bold, exciting, and extravagant. Through the collections, we are showing the trend of the fashion revival after the pandemic. The war between Ukraine and Russia caused economic inflation. People will want to look at you effortlessly. Classic and minimal garments will be a big hit during the Fall/Winter 2024 collection.

When people want to be gorgeous and a little bit extravagant, that is why garments with extravagant necklines, cuts, and prints will be big during the season. These new crop top designs can be mixed and matched with any garment to create new looks that will make you feel fashionable.

You will see more revealing touches and sexier touches. You will also see our collections come in different body sizes. The bold colors will refresh your eyes, the contrasting print will elevate your style, and the diversity of clothing sizes will meet all your needs.

The Fall/ Winter 2024 would be chic, and gender-neutral, and women and men could both be welcomed. This season will bring a perfect trend for you if you are one of those who like to stay active. Adorable and comfortable sports-inspired crop tops. This top will be the right one to be at home, go for a walk, go shopping or simply go to the gym. It will be comfortable and beautiful, and you will be able to show that impact figure. For women and men who have a relaxed lifestyle and want to always look fabulous.

Fall/Winter 2024 will be all about expressing yourself. The trend in men's crop tops reflects this. This trend is inspired by the fact that not only women can wear certain clothes but also men and look fabulous. The abdominal or back neckline, this trend is sexy. It makes us want to say if they can, so can I!

Finally, the color palette that will be seen on the catwalks will be striking and extroverted at the same time inspired by showing a cheerful and lively attitude, as well as a dynamic presence that awakens the courage to create an imaginative expression. You will see variations of violet-blue, fiasco emerald, green, and mint green. When dressing, yellow, orange, and beige tones create an attractive contrast when matched.

Best,

Cortez-Ruiz, Pilamunga and Tang

## Consumer Profile

The target market we are trying to reach out to would be women and men between the ages of 23 and 29 years old. They are open-minded. They live in New York City, which has a high population density and people of different races and skin colors. The consumers that we are targeting have obtained bachelor's or master's degrees and at least have an entry-level full-time job. Our consumers at least earn 70,000 per year. The geographic location for these specific consumers is in New York City.

The consumers that we are targeting are confident, bold, and willing to try new things, and most importantly, they are not afraid of being judged by others. They are single or currently dating someone and are not ready to have a family. They pay attention to their mental and physical health. They love to work out and do perfect outdoor activities and go on vacation at least once a year. Some of them are just starting to work, and some are well into their careers.

Our target consumers make purchase to satisfy themselves and show others that they are living a decent life. These people are doing not well when it comes to manage their money. They spend a lot of money in social to get connections with others. They like to be social and go to happy hour after work, which means they will be ready to spend money on social activities as well as apparel. They use their outfit to make a statement about their exquisite taste, strong personality, and confident.

## Current Trend

The brand like Hanes, you could buy their tops in bulk at adorable prices. They are made of lightweight material and not easy to see through and allow men's pics to show off at the same time. If someone wants the designs and the prices of tops to be fancier. You would have Amiri, a Los Angeles brand, sells "bandana-printed cashmere-blend tanks with scooped arm holes" like those on basketball jerseys at 790 dollars; for \$420, "Saint Laurent sells a striped black-and-white tank" with a nautical vibe. Bottega Veneta's woven leather sleeveless top may be the priciest tank: it costs \$4,500 (Gallagher,2021). The crop tops are growing more popular since all brands are scrambling to launch different designs and fabrics with different functions.

Crop tops are casual garments that are worn on the upper part of the torso. They differ from sweaters in their method of cut and construction. Crop tops are usually made from cotton jersey or interlock fabrics. The silhouette can be tailored using silk, polyester, rayon fabrics, or knit fabrics. Some of the crop top fabrics are designed with prints to give texture to the fabrics, this can be achieved by knitting, prints, etc. Prints and other techniques such as *dévoré* or laser cutting are widely used techniques to create crop tops. The patterns on each crop top help create figure illusions with the help of lines, shapes, and texture. With the help of current digital printing, a more stylized silhouette can be obtained (Keiser, 2003). This has helped a lot in the growth of crop tops because a great innovation can be created that improves and becomes more extravagant as the years go by.

Some of the shapes of the silhouette within the garment help to acquire a better fit. Allows the designer to create optical illusions. Creating proportions within the silhouette. The symmetrical and asymmetrical balance is important in this type of garment. Since the crop top is mostly a form-fitting garment, shapewear is needed. The use of fabrics made with fibers such as lycra also helps

a lot to shape the garments. Crop tops have necklines that can be round, square, scooped, or heart shaped. Necklaces are a fundamental part of the crop top style. The drop neck is the part of the neck that surrounds the support of the garment (Keiser, 2003). Innovations like these are also presented throughout the years. Many of these cuts are not only in the neck but also on the sides in the back, many have prints, accessories, combination of colors that make this garment even more striking.

Crop tops for men were a way to show off their muscles. The stomach cut made an extension by enhancing the size of his torso and muscle. Men's style has ranged from shorter-hem t-shirts to draped camp-collar shirts that fall just above the waist. While women's silhouettes are often looser, men's tend to be more fitted. Many of the men's crop top designs have slightly higher hems at the navel or waist, as opposed to the hips, and the sleeves are shortened proportionately. While the sporty style is made from high - performance materials like polyester. The top's androgynous materials range from spandex to mesh and organza in an off-the-shoulder cut and fully sleeveless style (Yaskey, 2021). These styles help men to look more stylized and many times to feel sexy, for many it is like being a celebrity since everyone has their eyes on you.

The conflict between Russia and Ukraine has generated an increase of up to 40% in gas. What has generated a significant impact in the fashion industry. This has generated an impact on the consumer's psyche, purchasing power, which is something fundamental in the growth of all companies, including the textile and clothing market. As Menon (2022) mentions "In Ukraine, on the other hand, the revenue in the apparel market amounts to 5,027 million dollars in 2022, and the market is expected to grow each year by 8.09 percent (CAGR 2022-2026). Some of Ukraine's clothing companies include PrJSC Specodgda, Diya Trade Company, Jannet Von Klingen, Lia Ukraine Ltd., Gloria and Lamma, among others." Russia depends on Turkey and China for textile



fabrics and shoe soles, with the sanctions imposed by the European Union it will make it more difficult for the Russian clothing and fashion sector to obtain these materials. The impact of the Russian-Ukrainian war has impacted the production of Fall/Winter 2022 collections as it was stopped. Many of the productions were made in kyiv, so the war has paralyzed many things (Archer, 2022). Various changes in technology will take place over the years.

Artificial intelligence is an area where its operation goes from the manufacture, marketing, and sale of products. As Bakshi (2022) mentions, "In the coming years, technology will maximize users' shopping experience, improve sales systems, and improve the sales process through intelligent automation." This means that there will be more chatbots and touch screens that will be used in stores to improve the customer experience by giving them a better suggestion of more personalized products.

In the new crop top trends, designers have chosen unbiased tones and a piece of simple fabric like marine wool. With the Covid 19 pandemic, the use of comfortable clothing has become a necessity for many as people work, live, and play from their homes. Many of the crop tops fall into the athletic category. Lululemon had a sale taking off their crop tops for many people who like to keep fit (La Salle, 2020). They have implemented some eccentric cuts that will give a lot to say this season such as geometric cuts, details on the skin of the shoulders, and asymmetrical cuts on the abdomen. Maximal cuts with mesh and holes are also a massive fashion that many designers imposed on crop tops. This trend is going to achieve those funky tan lines thanks to all these quirky cuts and mesh. With temperatures getting warmer, the days get longer, and there's nothing like wearing a crop top to feel sexy and relaxed. This unique garment can also be worn under a blazer giving one a warm look yourself. This crop top fashion is right to put on both in a knit skirt or high-upward thrust denim pants. Another trend that has returned with crop tops is voluminous

sleeves (Bengel,2021). On the other hand, FIFA has just announced that 2026 World cup will be held in New York / New Jersey (“New York”, 2022). At that time, people from all around the world would coming to New York to watch the game. You will also see the sporty crop top keep trending in the next few years.

The crop top with wide sleeves can be worn with shorts and open skirts to give it that sexy touch that gives you a relaxed look. As Harding (2021) mentions... this season's motto is "the bigger your sleeves, the better".

**Figure 2**  
Colorblock Cut-Out Knit Crop Top



Note: Adapted from the color-blocked top, by [VICTOR GLEMAUD](#) .n.d. [INTERMIX](#)

**Figure 3**  
*Lustrate Fork Crop Top*



Note: Adapted from Fork Crop Top, by Dio Lee, n.d. [Dio Lee](#)

Society is changing in such a way that anyone can wear a crop top. Crop tops for men are back and it's here to stay. Men's striped contrast binding cropped t-shirt. This dress has a classic striped design that is quite retro, one can combine it with what you really feel comfortable with. Outside of the ever-dramatic sphere of excessive fashion, younger guys with day jobs who are not modeling also are showing a little skin. This sleeveless model will allow one to show off your shoulders and show off your arms and space in the abdomen. One of the colors with which you will stand out the most is black. This will make one feel so free that one will enjoy the summer to the fullest. While the D.A.R.E crop top model is considered old school as we could see celebrities like Will Smith and Johnny Depp wearing them. It will help one look like a real actor like in the '80s this summer (Harding, 2021).

**Figure 4**  
*Workout Cropped Tank Top*



Note: Adapted Cropped Tank Top by Runcati, 2022 [Amazon](#)

**Figure 5**  
*D.A.R.E Crop Top*



Note: Adapted D.A.R.E Crop Top by Joseph, n.d. [Etsy](#)

The zeitgeist of fashion is nostalgia or “*the Y2K Aesthetic*” (Ulaby, 2022) because many of medias started to bring back different types of nostalgia era back from 1960’s to 2000’s. But not only they bring “*the Y2K Aesthetic*” back but they also bring the modern era into “Y2k” era to allow it mixing into something new. Like, upgrade the “Y2k” into better version that can be wear by ANYONE. One of an example of nostalgia is crop top and it can be wear by men and women. Crop top was popular during late 1960 to 1990 even though it wasn’t documented because nobody finds when it was originated but it become popular during that period. According to an article from *The Guardian*, “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.” It was stated by *Vogue Business* retail editor Kati Chitrakorn (Elan, 2020). For example, high heel was worn by men before women took over and dominating because of different perspectives which is like the crop top. Men wear it just to cool off their body or to make themselves look alpha or something like that until women started to wear it which become sexualized by men. Several events inspire people to wear a crop top to protest their beliefs and push out of their comfort zone in the different periods such as the coronavirus pandemic, the crisis with Russia in Ukraine, and different events and activities going on based on hate crimes like police brutality, Depp v. Heard which it echoes all the world as proves of the male victim to domestic violence, struggling to remove the stigma of sexualizing such as removing the toxic masculinity and many more (Infoplease, N/A). People across the world went through a lot of transitions lately with different situations that we go through our entire life. Not only does the unsettling news occurs but a lot of positive events inspire other to be different when wearing crop top like 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, the first transgender in NFL cheerleading team and many more (LGBTQ Nation, N/A).

Several celebrities are champions for wearing crop tops even though some people think it's wrong for most of them to wear them due to age, sexes, sexual orientation, race, and many others like Johnny Depp, Zac Efron, Will Smith, Willow and Jaden Smith-Pinkett, Bella Hadid, Jane Fonda, Viola Davis, Kendall Jenner, Jennifer Lopez and to name few of other celebrities and social media influencers. Many social media influencers and celebrities' impact and inspire other to think out of their boxes in the order to improve and enhance their lives. That's why they are exploring and transitioning to the new one.

**Figure 7**

*Willow and Jaden Smith-Pinkett*



Note: By Davies, T., 2016, Teen Vogue

The crop top itself is unisex, and it can match with anything such as fabric, texture, length, style of garment, and pattern. Especially the color. The color defines our identification and character, and according to an article, Pantone, the color of the year 2022 Pantone select is PANTONE 17- 3938, also known as, Very Peri (Pantone, 2022). Pantone selects this light and soft purple-looked in the spectrum of purple. The color experts from Pantone believe Very Peri is “a symbol of the global zeitgeist of the moment and the transition we are going through” (Pantone, 2022). Intriguingly, they use the term, *Zeitgeist*, to define their perspective of the color because it is very close to too accurate according to our daily routines and events. This is also a perfect description and time for the people to transition through their life such as removing the toxic masculinity, changing their perspectives of becoming normalizing the wearing crop tops into everyday wear, and opening their eyes to new things such as the movement of justice like Black Lives Matters and many more. It is what color experts feel as they select Veri Peri as the color of the year: the growth of being empowered and spreading the positive energy into the future.

**Figure 6**

*Pantone Color of the Year*



# Timeline

**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



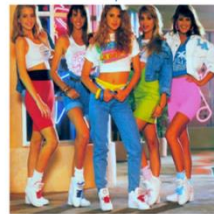
**Figure 11**  
Mark Wahlberg in a crop top  
posing alongside Supermodel Kate  
Moss in the '90s.



**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

## History

The early history of the crop top is associated with how people thought about the midriff, and it is beginning with the performance of “Little Egypt” at the Chicago World fair in 1893 (Bacharach, 2020). The crop top became more popular in the 1930s and 1940s, especially in the 1940s. During WWII, many materials were extreme limited, fabric was included. Crop tops were designed as a solution to save fabric (McFall,2020). On the other hand, while men were at war, women were forced to take over manufacturing jobs. Women stepped in and filled positions in industries, the military, and other places where they were needed. Meanwhile, women also needed functional clothing that would keep them safe while also allowing them to move around (\*,2022). Therefore, the designer needed to be innovative to preserve the fabrics and also to be creative to design new types of garments for women.

The idea of cutting a shirt in half was an easy but elegant solution. This style had a high collar, short sleeves, and was often paired with high-waisted midi skirts. This combination established the famous hourglass form of the time. It was ideal for summer vacations since it seemed stylish while being casual (Bacharach, 2020; Mcfall 2022). However, as with most new trends, not everyone adopted the crop top into the fashion world with open arms. Many people still thought the dress was excessively exposing. After the WWII years while regulations lifted, women’s style became extra sensitive once more with the addition of lace insets, ruffles, pintucks, tonal embroidery, string tie necks, shirring, pleats, and gatherings. They regarded it as extra like Victorian technology blouses than the ones of the previous few decades (Vintage Dancer,2014). This garment was considered vulgar by many conservative people who thought that a woman could not show so much. It was a big change in fashion since it brought a point of revelation of



stereotypes that did not allow women to express themselves freely. And at the time, only a small number of women wearing red the crop top.

The crop top wasn't widely accepted for women until the late 1960s and early 1970s. The combination of student protests, contraception, and sexual revolution in the 1960s and 1970s resulted in significant societal changes. "The 'swinging sixties' has become a symbol for the social conflict between the old and the new, the rigid and the forward thinking" ("Sexual liberation", 2017). Many women were allowed more freedom during this time, including to choose what they want to look like and what they want to dress. When celebrities like Barbara Eden and Jane Birkin started who started knotting their blouses around her ribs, this gave a relaxed bohemian look, while hems on shirts became more and more popular. Jane Birkin was seen wearing a midriff-baring lace top with white pants, the lace crop top is the true star of this ensemble, it's startlingly cut and has a classy bohemian vibe (Tregaskes,2020).

This garment did not reach its peak until the 70s and 80s thanks to pop culture. The hippie movement also helped popularize this garment in the 1970s with the "au-natural" look making the cropped top known. The crop top falls under the t-shirt category, the only difference is that it often ends above the midsection of the abdomen. It is a shorter garment that gives a sexier design to the figure. Most designers used the pattern in the 80s for looks created by women who tied their blouses in the front. Fitness fashion had women wearing crop tops everywhere in and out of the gym (Bacharach, 2020). The "aerobic" look consisting of a cropped sweater was one of Madonna's favorite styles, something that became her signature look. Madonna who in 1980 debuted in the Fashion industry with her successful music video "Lucky Star", the singer wore a mesh crop top, which made crop tops more popular among women over the years 80 (Yuman,2022). The influence

of crop tops was not only influenced in music but also in famous movies which gave a lot of exposure to crop tops.

The crop top frequently appeared on the big screen during the 1980s and was a design for many iconic movie characters such as Baby from *Dirty Dancing* and Alex in *Flashdance* (Bucci,2022).In the 1980s, cutoff crop tops became a trend because cardio workout was all the rage and the movie *Flashdance* was a big hit (McFall, 2020).The eighties was one of the times where the changes for women were more noticeable. It was one of the times when the sexual stereotypes that were established by the media were fought against. One of the most iconic dance movies of the 1980s was *Dirty Dancing* as *Flashdance*, this movie addresses gender issues that includes feminist ideas, something that implies female sexual liberation. This movie attracted millions of girls giving a great impact since many wanted to look like the protagonist Alex who had a great sense of style and a great dance sequence that caught more than one attention. And it not only had an impact on women but also on men since this character, having an athletic body and highly sexualized dances, attracted a lot of attention from men at that time (“Gender and feminism”, 2019).

In 1980 crop tops became popular among men. Even though, the crop tops were invented for man during the war but it actually took a while for straight man to widely accepted without prejudices. Many might think A man who wears a crop top must be gay, hiding his sexuality, or at least a woman. In the 1980s men wore it to represent their well-toned midsection and attract the attention of the ladies. Men's fashion grew in the 1980s because the fashion industry wanted to have a real impact on its consumers, along with amazing hairstyles. The crop top made a big impact on men as it helped them show off their abs. During games, football jerseys were continuously torn and shredded, revealing players' torsos and abs. This unintentional exposure sparked a trend

in the early 1980s of athletes purposefully slashing their jersey tops to show off their sculpted bodies (George, 2019). In the 1980s, this crop top fashion originated in universities where it embodied the idea of masculinity. The impact that the cut had on the t-shirt in the movie that Johnny Dep starred in *A Nightmare on Elm Street* was called a t-shirt tear (Nast, 2022). This trend became popular in soccer players where they prevented opponents from ripping off part of their t-shirts or stopping them from wearing them. This trend also reached more conventional sports such as boxing and bodybuilders, who found in this garment something perfect to show off their sculpted abs, something that helped them at that time since it was forbidden for men to exercise shirtless inside gyms (Talon, 2022). As athletes were working out hard and wanted everyone to know it (George, 2019; McFall,2020). After seeing this, Nike set out to create and sell men's crop tops specifically for this reason.

The crop top remained popular in pop culture throughout the 1990s. Low-rise jeans with "belly shirts" were all the rage, particularly in the music and entertainment industries. Many popular pop artists such as Britney Spears and the Spice Girls often wore shirts like this, and Beyonce, Gwen Stefani had also been seen wearing their crop tops dancing in their MTV videos (Narasaki, 2016). In the 90's, Calvin Klein's famed androgynous ads featuring Kate Moss also featured a muscular, crop top-wearing Mark Wahlberg, and the image of the top shifted more towards fashion and sensuality in the 1990s. Similarly, underwear firms like NIKOS marketed the garment in a sexual, often homoerotic, way, using models that looked like Greek Gods which often representing hermaphrodite. The masculinity and athleticism have gradually been replaced by sensuality and androgyny. This re-branding led to the downfall of the crop top fad. The brutal murder of Matthew Shepard, a young homosexual man, and the new law in the UK banning the encouragement of homosexuality in the British schools, and after ADIS, men don't want to be

labeled as homosexual. As the result, men begun to represent everything virility and was trying to avoid: camp, queerness, and effeminacy (George, 2019). Since then, the crop top went through a brief absence in the 2000's.

When Covid hit the U.S. in 2020, people had to quarantine at home for almost one year. The social media like YouTube and TikTok have become everyone favorite for entertainment. Gen Z sparked the early aughts craze when they started wearing silk scarves as shirt on TikTok. Soon after, this look appeared on the runway as well (Allaire, 2021).

Kendall Jenner, Bella Hadid, and Gigi Hadid have all been seen wearing the ab-baring garment. The model-squad trio has successfully shown the piece's hitherto unseen adaptability by cutting and styling it in several ways. When worn as an off-duty uniform, a crop top instantly elevates any look, whether it's a long-sleeved ribbed version combined with high jeans, an oversize retro Tommy Hilfiger piece worn with basic leggings, or a bralette tucked under a fitted jacket. A crop top brings instant sexiness to any outfit without much effort. It's simple and not easy to get wrong to pair with anything. Since there are so many ways to wear it, there's no doubt that the potential of this little item was fully exploited by the designers for the spring and summer (Carlos, 2016). Obviously, the crop tops have rapidly captivated the hearts of every girl and have become a summer wardrobe essential. It phenomenon mathes the Trick-down theory, when celebrities start wearing them at first and then rest of people start to follow then trend (Simmel, 1904).

There are a few things that boost the popularity of the crop top for both men and women. During the quarantine period of the pandemic, many started fitness exercises at home and people's passion for workouts continues to this day. The sporty crop tops are paired with high-waisted leggings because the silhouettes complement each other so well. There is nothing better than wearing a crop top when you're exercising. Since their fabrics are breathable and flexible. As

the result, the sales of the sporty crop tops tremendously increased (Yaffe,2021). During the lockdown, many could try out new styles "in a more private way" from the comfort of their own homes. This gave them the courage to try out more bold clothes, like those tanks that showed off their arm's muscle. This summer, when we get back to our regular lives, people who spent their time in quarantine doing push-ups and workouts can show off their hard work with a tank top. For others, the intense summer weather is enough to persuade them to wear a tank top (Gallagher,2021).

Today crop tops are everywhere. On red carpets, on the runway they are even in the wedding aisles. Currently crop tops are garments where a lot of skin is shown. Like in the music video for "SolarPower" by singer Lorde. According to youth strategist Marian Park, she says she's quenching thirst for younger consumers, bringing back the festival style she's been missing. Her choice of outfit said it all: a canary yellow satin skirt with a crop top. matching that hugs the lower part of your chest (Testa, 2021). It's not a subtle outfit, it's a more extreme midriff. It was such a hit that Lorde's outfit sold out and is now available for pre-order. This peculiar piece has attracted celebrities such as Rihanna and Lady Gaga. This garment wants to make girls look sexy but also supported. A kind of exploration of sensuality for women. This style became popular in the pandemic since many could not dress to go out but could dress to stay inside (Testa, 2021).

## Trend Watch

### Dream Dill

One of the trends you will see for Fall/ Winter 2024 is sleeveless crop tops. The economic crisis not only affects the United States but with the epidemic and the Ukraine war, the economic problems in the country do not intend to end. When the recession hit the United States many people will begin to lose their jobs many will not be able to afford high fashion luxury clothing. As a consequence, many designers have to lower the prices of their products, many will have to close due to labor laws and the recession (Hood, 2021). The global economic situation is very complex, so we must be simpler. Simple shapes, solid colors, and basics will keep you on-trend. This movement can often seem rigid but you will really look very chic. This trend is widely popular for people who like to feel chic or nostalgic such as '80 rock'n'roll vibes. It can be inspired by Madonna's appeal (Fisher, 2019). It would be great on a crop top with different kinds of designs from shoulder to chest. A sleeveless crop top or off-shoulder crop top would be great with beads, especially in nightlife fashion. A different kind of chic is high-end chic such as PatBO's "Hand-Beaded Floral Cropped Top" (Saks Fifth Avenue, N/A).

A high-end crop top would make people feel like they're high maintenance or show off the brands they brought. This type of crop top is long and can cover most of the belly and can leave a very small strip above the waist. Want a flattering fit, "Dream Drill" will be the perfect model, for having a fall just above your natural waist will highlight the narrowest part of the torso and give it an elegant and slimming effect, especially if you combine it with high-waisted bottoms (Fajardo, 2021). Sleeveless crop tops will be making a comeback on runways lately. The color palette will be based on the Fall/Winter 2022/2023 megatrend predicted by the experts at the Pantone Color Institute. This trend includes colors like Lava Falls, Samoan Sun, and Orange

Tiger. The fashion industry feels that these colors support the need for nourishment and touch (Trendsetter, 2022).

Nylon fabric is known for its incredible strength, durability, and elasticity. With a high resistance to water. Nylon feels cool and smooth to the touch. It's wrinkle-resistant. It has the ability to retain color and is resistant to daily wear and tear (Thuck, 2021). The cotton fabric is highly breathable and absorbent. Its softness makes it a good option for formal wear (Sewport, 2019b). This trend is characterized by being extroverted with bright colors and very exaggerated necklines. Because we are in a crisis, we all want to look good. This trend can help you with that as there are endless clothes and accessories that you can mix and match to create new looks. [L  
SEP]



## **Spring Peach**

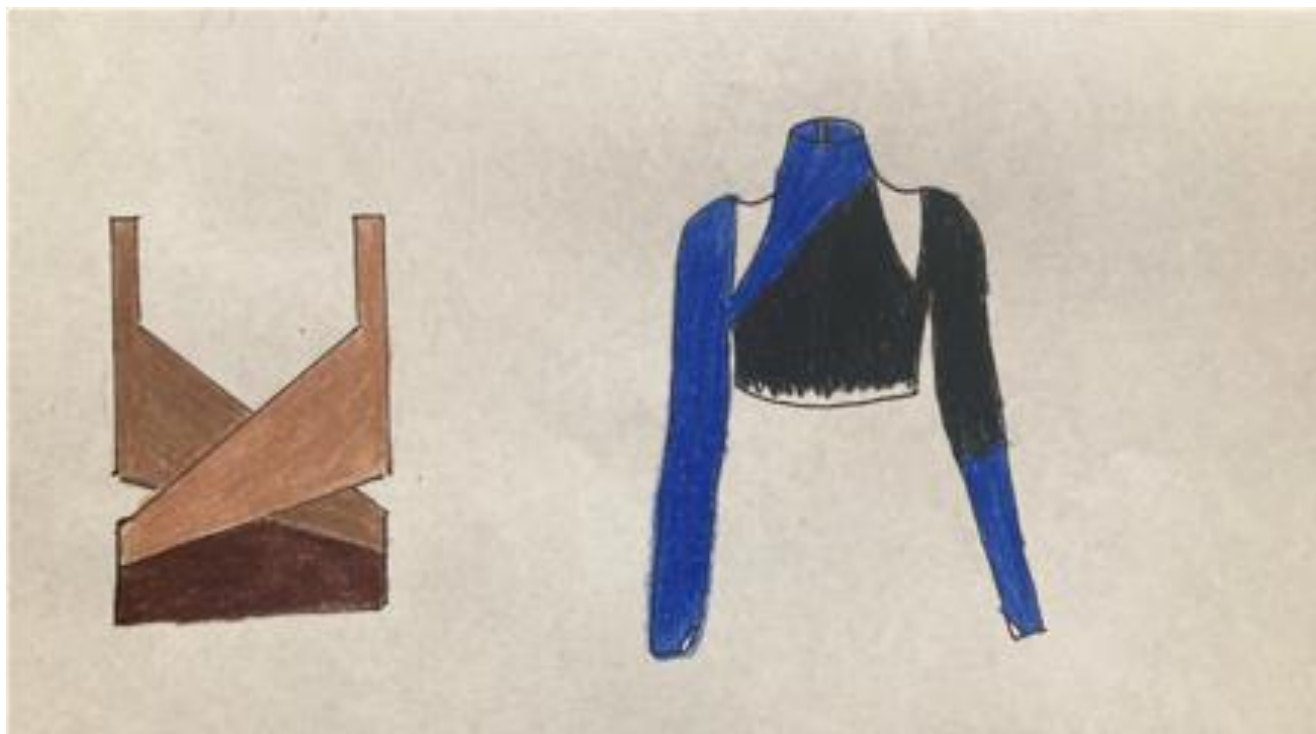
While pandemics are disappearing more and more, take the opportunity to go out and show the world a cutout top! The global pandemic changed life as we knew it in many ways overnight. With no need for formal office attire and restrictive garments, closets became comfort: no more suits, no more jeans, and in some cases, no more bras. Second-hand fashion purchases are on the rise thanks to the pandemic. With many people out of work, buying new clothes took a backseat, and saving became increasingly popular. While shopping for second-hand clothing may not be for everyone, many thrift stores have sprung up selling “pre-loved” designer labels at massively discounted prices (Russell, 2020). Cropped crop tops will set the trend again and line the catwalks. Today is the day to start preparing everything to enjoy this summer. Crop tops with different cuts and designs can help you look fabulous in the summer. Crop tops come in different styles, creatives, colors, and many others to suit your everyday wear or anything you find suitable on any occasion. It's also a major trend this season because it's an "effortless way to be sexy and a huge throwback to the Y2K aesthetic trend" (Feiam, 2021). The Y2K palette is all about color, particularly pastels, pinks, purples, greens, and blues. There is a special place for animal prints, butterfly prints, and logomania pieces. For Spring Peach it tends to be longer and more structured, you have artistic cuts that will make you feel that it is not too much for your skin. It is a way to show your sexy and elegant side with each cut that your crop top presents (Fajardo, 2021).

A trend that continues to be used year after year. The fabric that will be used in these garments can be rayon. Rayon is one of the oldest manufactured fibers (Rub, 2022). In the 1920s, this fabric became popular among people. This fabric was versatile and cheap, similar to silk (Thomson, 2021). Rayon fabric is soft, breathable, and comfortable to wear. Its soft texture is similar to silk and linen. It wicks moisture making it perfect for sportswear and humid climates.



Knit fabric is a soft, stretchy knit fabric that is made from cotton and synthetic fibers. The weight of the fabric is usually light to medium. This material is very breathable and soft (Okafor, 2022)

The crop top design in Y2K fashion is comfortable and easy to wear. For many people who are in their 20s and 30s it is a nostalgic memory to go back to the era of the year 2000 and many are eager to revisit those trends. Whether you're looking to channel your Britney for a nostalgic fashion revival, Y2K fashion is the perfect style for you (Admin Lu, 2022).



## **Mad Colors**

The power that the government has reflects the purchasing power of its citizens in the market. Many people with the economic problems that the country presents are taking better into account when they spend on purchases. It should be clarified that all this economic instability that we are experiencing will also affect the fashion market. Many designers are creating crop tops with contrasting prints, which is a different type of pattern that doesn't fit other allures, but matches for everyday wear or any type of occasion. Take an example: Versace is famous for the Medusa-inspired contrasting crop top pattern, but it would pair really well with high-end pants or jeans.

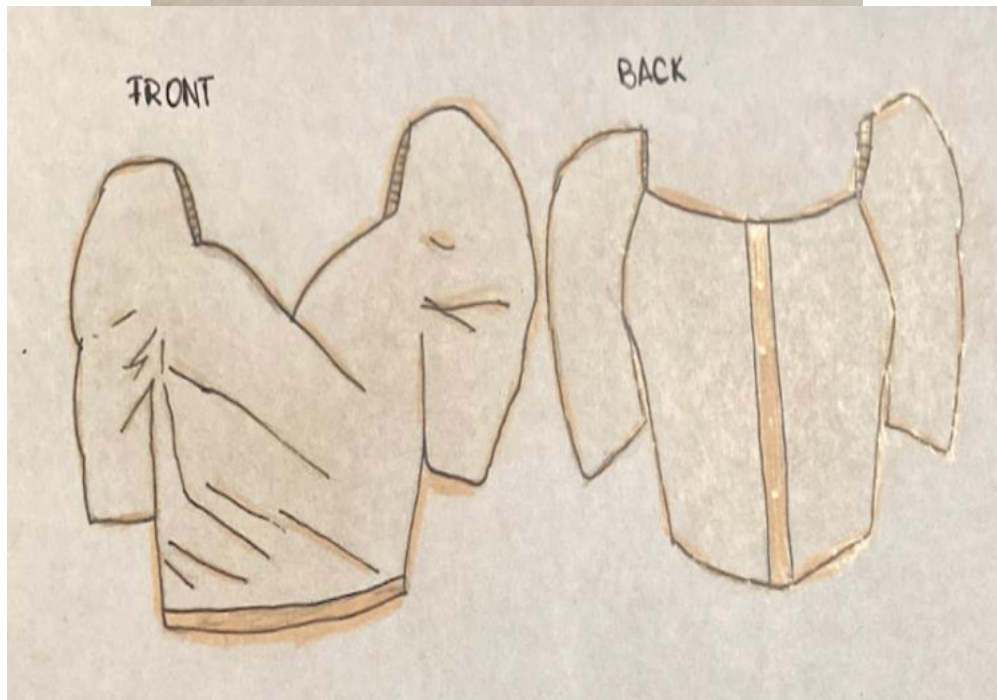
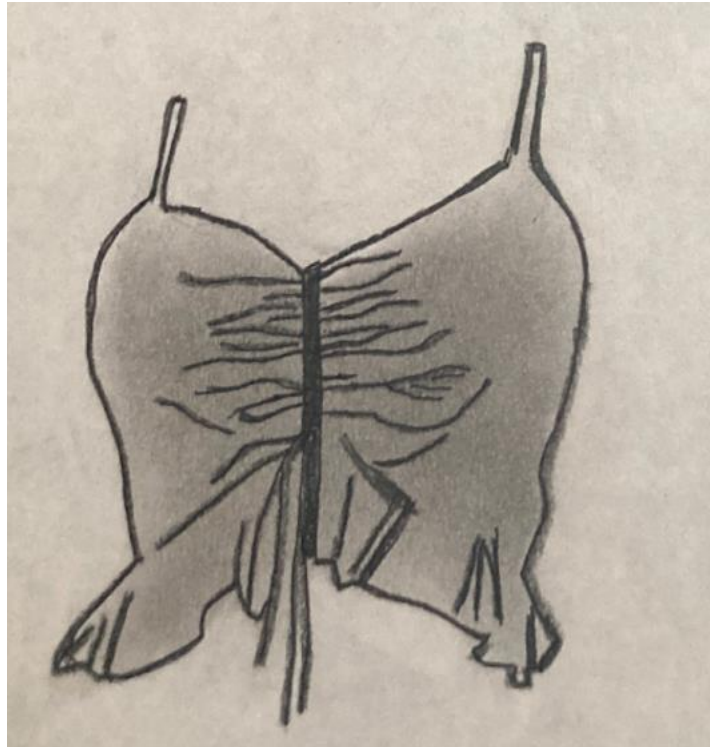
With contrasting prints, we can enjoy a wide range of styles. It helps to break stereotypes so that you are not afraid to wear that style regardless of your age or gender (Kalki, 2022). This trend can be worn with jeans or high skirts. Many of these models have an empire set with which you can perfectly match. A set of crop tops and printed skirts or pants is a modern and very flattering style that could be perfect for parties or even school dances (Fajardo, 2021). This category will grow by changing some details on the sleeves and neck. Giving it a unique touch. Caramel Cafe, Martini Olive, and the Arctic Wolf are some of the colors used in this new trend (Trendsetter, 2022). Wool fabric is a soft, voluminous, heavy, and very warm fabric. It has great absorbency, can absorb moisture from the body, and evaporates into the air. It has insulating control as it keeps the body at an optimal temperature, ideal for summer. It has integrated UV protection (Lump 2022). You can also use Viscose commonly known as Rayon which is commonly used as a substitute for cotton. It is stronger and more elastic (Sewport, 2019).



## Classic Curves

According to Merriam-Webster, ruched means "a pleated, ruched, or gathered strip of fabric used for trimming" (Merriam-Webster, 2022), the famous ruched dress brings it back to this era, especially with the crop top playing the role as a mini dress or anything that comes with an exaggerated design. It is also an alternative way of dressing and is also part of the traditional silhouette category due to the different forms of ruching in any resource. It is more daring to highlight what is the perfect way to wear it during the summer season because it is the right time to show off what they are wearing. It can be created with sleeveless tops, half sleeve tops, or many different types of crop tops for any occasion, from everyday wear to nightlife. This trend never really goes out of style but becomes a long-wave phenomenon. The fabrics that we will see for this trend will be very light in Fall/ Winter 2024. The colors will include many polar nights, chiseled stone, and autumn Blonde (Trendsetter, 2022). The sewing patterns on this crop top can be tied in a bow or wrapped, this is a good option for anyone who wants multiple looks from one garment (Khan, 2021). The characteristic fit of "Classic Curves" will make you feel very sexy and sure of yourself with this any style will make you feel comfortable and beautiful. Wearing a blazer or coat to cover up will give an additional fashion touch, a look more appropriate for a formal date or the office (Fajardo, 2021). Satin fabric is one of the fabrics used in this garment as the satin fabric is characterized by a smooth and shiny surface. This fabric is more flexible than plain weave fabrics, satin is generally known for its shiny finish and beautiful drape. (Lim, 2021). Another of the fabrics used is Ruche, which refers to a folded or gathered strip. The gathering involves suddenly gathering, pleating, or folding a fabric as an ornament. The gathering is a technique used to create three-dimensional aspects in the fabric and manages to emphasize the contours of the way it is worn (Lump 2022). The finishes of the fabrics will start to take on an extra revealing look

that will only cover the chest and can be combined with tied-back strappy or ruched sleeves for a sexier touch. To highlight the theme "Ruched" for Fall/Winter 2024.



## **Terri Berri**

Many people may think that a “Terri Berri” tank top is very simple and basic. With the rise of gender-neutral and unisex fashion this year, this classic tank top is not only very friendly to gender-free people but also an entry-level fashion item. Wearing the “Terri Berri” tank top will give a simple but classic look that can be paired with any other outfit or style. If you want to look casual, just wear it with short jeans; if you want to look formal, pair it with a blazer and pants; if you want to look elegant with effortless, wear it long dress. The sleeveless crop top could be designed in as many different styles as possible, casual, sporty, and sexy. One of the designs for this trend you will see a sleeveless top that has beads shoulder straps and is made of woven linen. Unlike cotton, linen tends to retain moisture for significant periods, it dries quickly (Sewport, 2019c). Each of the shoulder straps is strung up with different sizes and colors of beads and each one of them has a front half that uses bigger beads while the back side uses smaller ones. Bright tangerine and wine are the main colors of the beads and there are some blue ones in between. The crop top has a light blue strap pattern with cream-white color as the base of the fabric.

People's enthusiasm for workouts and outdoor activities is still high after COVID-19. Meanwhile, FIFA has just announced that the 2026 FIFA World Cup will be held in New York/New Jersey (“NewYork”,2022). It means that at that time, countless World Cup fans and sports lovers will come to New York from all over the world to watch the game. In the other designs for this trend, you will see a classic and sporty crop top in 2 styles for both men and women. The colors for this design will be cream green, bold red, and dark pink.

## Conclusion

In conclusion, crop top is part of the fashion that'll always "go and come back" but not anymore because it's coming back for long time. Moreover, it'll expand more with many of new designers' ideas that comes with new trends based on the technology. Based on the history and current events, the expansion of crop top come out with latest technology and innovation by designers. Not only it'll be change but it'll be unisex because it will be worn by all the ages, gender, races and many more, and it'll be use on any kind of occasions from sports to nightlife. Many of influencers and celebrities started to break the stereotypes and show how comfortable they are as they wear which mean it'll inspire other to wear same what they wear. Trickle-down/across system does works wells based on the current events and the history comes with impact and/or influencing toward the customers and audiences. And that's how crop top runs longer without going into fad away from fashion cycle.

## About the Authors



**Lizeth Pilamunga** was born in Ecuador and now lives in the United States. Lizeth is creative and has a passion for fashion and the styles that she makes known every day in the city that never sleeps. In New York she could find the right place to follow her fashion dreams. She wants to explore various fashion industries where she can do internships that will help her get more involved in the New York fashion industry as soon as possible. She believes in that dream as she has a creative soul, a hard-

working, persistent personality, and a good attitude that will help her find many doors to enter the world's fashion industry. Although it is taking steps little by little, she firmly believes that she will soon reach the true world of fashion, it is only a matter of time before the doors open wide and she will fulfill her dreams.

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### PROFESSIONAL SUMMARY

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Seeking an Internship in Forecasting , where I can utilize my knowledge and skills to contribute to the success of prospective employers, improving my experience and elevating my company profile with the target market.

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### EDUCATION

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**New York City College of Technology**

NY  
Fashion  
Present

Bachelor: Business and Technology of  
January 2019 -

Brooklyn,

- Overall GPA: 3.4



- Relevant Coursework: Trend Forecasting and Social Media | Marketing Research | Foundation of Marketing | Financial Management | Visual Merchandising | Advertising.

**High School Diploma**  
NY  
School

Long Island City,  
Newcomers High  
June 2018

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### WORK EXPERIENCE

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**82<sup>nd</sup> Street Academy**  
**Assistant Child Care**  
2018

New York, NY  
March 2018-August

- Help children with homework
- Help children keep good hygiene.
- Supervised and monitored the safety of children.
- Assisted to serve meals.

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### SKILLS

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- Planning and Coordination
- Knowledge of computer
- Working as a teamwork
- Resourceful and able to adapt quickly
- Fluent in Spanish




Joe Cortez is an Ecuadorian-American, gay, and deaf guy who born and raised in Queens, New York.

He is a deaf latino freelance photographer and he have been doing it for about 12 years. He went to few of New York Fashion Show before and he realized he want to work in the business and


technology of fashion. He also have experience in the business by running his own photography business. He want to explore more in the fashion industry in the order to understand and operate well. Fashion is part of an art. Everything is an art in our own way.


# Joe Cortez-Ruiz

Professional Photographer

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Dedicated Photographer exhibiting true love for craft, [art](#) and science of photography process. Seasoned professional at using camera lenses, [controls](#) and composition to capture stunning results. Consistently enhancing creative insight through projects and professional workshops. Creative Photographer offering expertise in photography-related sales and marketing, customer service and project management. Outstanding talents in various photography styles and types, identifying client needs and providing innovative suggestions. Practiced in location shoots, studio set-up and equipment requirements.

## Skills

- Strong compositional skills
- Strong exposure techniques
- Visual design

● ● ● ● ●  
Excellent

● ● ● ● ●  
Excellent

● ● ● ● ●  
Excellent

2012-05 - Current

● Visual design	● ● ● ● ● Excellent
● Retouching and color correction	● ● ● ● ● Excellent
● Canon Mark II proficient	● ● ● ● ● Very Good
● Food photography	● ● ● ● ● Excellent
● News photography	● ● ● ● ● Excellent
● Digital Photography	● ● ● ● ● Excellent
● Creative <u>visionary</u>	● ● ● ● ● Excellent
● Video Editing	● ● ● ● ● Excellent
● Creative artistic vision	● ● ● ● ● Excellent
● Fashion photography	● ● ● ● ● Excellent
● Adobe Creative Suite	● ● ● ● ● Excellent



## Work History

### Photographer

*Top Secret Photography, New York, NY*

- Knowledge of using Canon or Nikon camera equipments.
- Excellent interacting with clients and business.
- Creatives skills with several of current trends.
- Setting up the lighting equipments.
- Photographed high-quality images for various print and digital projects.
- Digitally edited photos to enhance appearance.
- Determined and adjusted subject position, props and lighting equipment while selecting camera angles to optimize final product.
- Produced album publicity photo sessions for artists.
- Selected and set up appropriate props, backdrops and lighting.
- Performed advanced computer processing of images for assignments.
- Archived photographs on computers and servers.
- Defined and recommended detailed solutions to capture images.
- Edited, toned, captioned and uploaded photographs for publication.
- Maintained and shared portfolios of artistic work to demonstrate styles, interests and abilities with potential customers.

2020-11 - Current

### Overnight Inbound

*Target, Bronx, NY*

- Knowledge of guest service fundamentals and experience supporting a guest first culture across the store.
- Experience in retail business fundamentals: department sales trends, inventory management, and process efficiency and improvement.
- Experience executing daily/weekly workload to support business priorities and deliver on sales goals.
- Knowledge in food seasonality, freshness and quality, food safety standards and routines, and merchandising.
- Cleaning before the store open for customers to shopping.

2020-06 - Current

### Seasonal Fish Processor

*Silver Bay Seafood, Seattle, WA*

- Panning fish.
- Grading fish.
- Work in Freezer.
- Roe basket gathering; must be able to carry 50 lbs.
- Roe weighing and tally.
- Roe case-up.
- Fish case-up.
- Work out doors on the loading dock.
- Labeling boxes.
- Making boxes.
- Placing boxes on pallets.
- Moving pallets to container vans.
- Hosing down production line.
- Cleaning and disposing Herring parts.
- Able to perform repetitive work, stand, bend, twist and constantly work with your hands.
- Work very long hours (up to 12-16 hours a day, 6-7 days a week) in cold, wet and humid conditions.
- Able to lift heavy objects (up to 50 lbs.) and carry materials from one point to another.
- Able to work well in close proximity with others.
- Other tasks as needed.

2017-12 - Current

### Housekeeper

*Handy Technologies Inc, New York, NY*

- Dust all accessible surfaces.
- Wipe down all mirrors and glass fixtures.
- Clean all floor surfaces.
- Take out garbage and recycling.
- Wash and sanitize the toilet, shower, tub and sink.
- Empty sink and load up dishwasher with dirty dishes.
- Wipe down exterior of stove, oven and fridge.
- Cleaning inside the cabinets, fridge, and oven.
- Laundry wash & dry.
- Interior windows.

2019-08 - 2020-03



### Housekeeper

*Elite New York Sport Club, New York, NY*

- Dust all accessible surfaces.
- Organize the exercises equipment.
- Wipe down all mirrors and glass fixtures.
- Clean all floor surfaces.
- Take out garbage and recycling.
- Wash and sanitize the toilet, shower, tub and sink.
- Empty sink and load up dishwasher with dirty dishes.
- Wipe down exterior of stove, oven and fridge.
- Cleaning inside the cabinets, fridge, and oven.
- Laundry wash & dry.
- Interior windows.



### Education

2020-04 - 2021-07



#### No Degree: Business Administration And Management

*Independence University - Salt Lake City, UT*

2013-06 - 2013-09



#### No Degree: Photography

*New York Institute of Photography - New York, NY*

Independent Study and certification program to become a photographer.

Stopped attend it and self-taught the photography skills.

1993-09 - 2009-06



### High School Diploma

*Lexington School for the Deaf- Queens, NY*



### Software



Microsoft Words



Microsoft Excel

●●●●●  
Excellent



Microsoft PowerPoint

●●●●●  
Excellent



### Languages



English

●●●●●  
Excellent



American Sign Language

●●●●●  
Excellent



Spanish

●●●●●  
Excellent



●●●●●  
Good



Diandian Tang was born in China, and she came to the United States when she was 15. She loves Fashion and she believes that no one could judge what fashion is and it's a way to express her ideas and creativities.

## Diandian (Sophie) Tang

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250 E 30th St, New York, NY 10016

### EDUCATION:

**New York City College of Technology** – B.S. Business and Technology in Fashion      Sept 2020 - Jan 2023

**GPA:** 3.85/4.00

**Relevant Course:** Merchandising Planning and Buying, Visual Merchandising, Foundations of Marketing and Sales, Textiles

**Queens College** - Mathematic Education      Sept 2015 - May 2019

**Murry Bergtraum High School for Business Career**      April 2012 - June 2015

### Skills:

**Computer:** Microsoft Excel, PowerPoint, and Word

### EXPERIENCE:

**Newline Fashion Group**      Jan 2022 - Present

Showroom Assistant – Spring Internship

- Worked with the team to ideate and execute designers' concepts for apparels
- Assisted in the processes of sourcing, following up, and bringing onboard new brands
- Created purchase orders and packing lists for customers, and tracked the international shipments
- Arranged orders and allocated products for clients
- Managed and monitored showroom fabric inventories thru Excel

**Longchamp**      Dec 2017 – Jan 2019

Sales Associate

- **Assisted** store managers on product displaying and showcasing
- **Developed** and maintained returning customers to grow personal sales goals
- **Helped** customers with product selections and inquiries with professional knowledge about products
- **Oversaw** and managed inventories and stocks levels, making replenishment accordingly

**Macy's Herald Square**      Sept 2017 – Dec 2017

Seasonal Sales

- **Maintained** consistent high levels of customer services by developing excellent relationships with clients and continuous interactions
- **Assisted** customers making purchases over the phone and placing orders with Macy's POS accurately
- **Participated** in seasonal promotion decorations and counters setups
- **Developed** clientele through friendly services and follow-up after sales or new services are obtained

**Bob's Discount Furniture**      Dec 2016 – Sept 2017

Office Associate in Retail

- **Possessed** strong customer service skills with the ability to identify root causes to assist customers efficiently in timely manner with empathy
- **Provided** exceptional sales support with accurate and efficient sales order processing while maintaining a positive mindset

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[utm\\_term=0](https://www.etsy.com/listing/908074707/dare-crop-top?source=aw&utm_source=affiliate_window&utm_medium=affiliate&utm_campaign=us_location_buyer&utm_content=299513&awc=6220_1654568487_9daa1949985b98182f6d1acff4558949&utm_term=0) [Figure 5]

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