TITO - TREND IN TREND OUT

FALL/WINTER 2022/23

DAY DRESS FORECAST

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BUF 3100: Trend Forecasting and Social Media

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July 20, 2020

HE ORIGIN OF DAY DRESSES

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Day Dress Origins

The day dress came about in the early to mid-nineteenth century during the Romantic/Victorian era. Women of the Victorian era, in particular, were expected to have a dress for every occasion. With the need to distinguish the purpose of multiple dresses, the name of the "Day Dress" was born. Like most dresses during this era, day dresses had an hourglass silhouette and were made up of a fitted bodice, full skirt, puff sleeves, and varied in the material. The use of a corset, crinoline, and bustle would later replace the parts of the dress. The day dress was generally worn for errands, receiving visitors at home and walking. Due to the necessity to wear a different dress for different activities, there were sub-categories of the day dress. An example of a sub-category was the walking dress, which was made of richer and elaborate fabrics to draw attention from admirers while taking a stroll (Fitzgerald, 2019).

Spirit of the Times

During the twentieth century, dresses became extravagant due to the upper-class Edwardian and Parisian social life. The fashionable dresses were made from Laces, nets, crepe de Chine, and cashmere was layered with frills, ribbons, beads, and braids (Enfield: Guinness Superlatives, 1981), pp.8-10. The mono-bosom was the new look that gave women the appearance of a flattened chest. The necklines were high boned and wired boned.

Social changes that allowed women to work and perform outside activities required hemlines to be shorter and less tailored. Women wore outfits that were more practical with their everyday lives. Social reform movements such as The Rational Dress Society and the creation of undergarments paved the way for loose and flowing day dresses. Gustav Jaeger created sanitary-knitted undergarments which reduce the weight of garments and added warmth to the wearer

(London: John Murray, 1974), pp.98-102. The Rational Dress Society campaign to remove corsets and require support from the shoulders. Fashion designers like Paul Poiret created high dresses, loose waist, and narrow skirts. This is known as the *trickle across theory* because the influencers (active women) needed outfits that catered to their lifestyle, so retailers and manufacturers were the gatekeepers to bring these styles to the mainstream media.

World War II sparked a huge increase in women in the workforce. Women were able to work skilled jobs and union jobs, that were previously unavailable to them. They were able to support their families while their husbands were away at war. Women's participation in the workforce continued to rise after World War II. Labor market participation among women increased from 30% in 1950 to more than 50% in 1980. By the late 1970s, nearly 50% of all married women and 40% of all women over age 16 were working (Domenico & Jones, 2007). This change helped women to become independent and move away from the traditional stereotypical roles of women. This also inspired women to become educated so they can move up the socioeconomic ladder.

The Original Designs

Day dresses are identified by the length, and as its name implies, it's use for the day. They are usually knee-length and can be worn dressed up or dressed down depending on the event and time of the day. It can be sleeveless, strapless, or with sleeves. Another characteristic is that it was fitted or flared complementing each body type. In the 1920's it was about elongating the body. At this time tall and thin was the trend. They used vertical lines to create the illusion of a longer body. Long vertical lines were also very flattering for full-figured women.

They were mostly handmade and tailored to flatter a person's body. Popular necklines were the bateau, the boat, or the scoop neckline. In the 1930's one of the designers that stood out was Elsa Schiaparelli. Her style was very avant-garde and surrealist designs. "She was ahead of her time in designing clothes for women to move in: she was one of the first to use zips, rather than buttons, to fasten evening clothes, and a pair of culottes" (The Guardian, 2013). She incorporated styles that help shape the women to have a more modern look.

"Fabrics for day dresses ranged from casual jersey, batiste, wool, linen, knits, crepe, and rayon to fancier silk, taffeta, organdy, and velvet. The richer fabrics raised a woman's status from a common housewife to a charming socialite" (Sessions, 2013). With the changing seasons, trending colors will change. The fall and winter colors will be black, mauve, purple, sage green, and burnt orange. "In the summer Nile green (similar to jade), sunset orange, French blue (powder blue), white, and maize (light yellow) were the trends" (Sessions, 2013). This type of dress had matching or contrasting trims because the dress was fairly simple. The decorative trim was in the form of embroidery, buttons, bows, and flowers. For the spring and summer patterns with floral or geometric print designs, plaid, windowpane, and polka dots were popular. Dresses today are worn for the workplace and to give it a more professional look women buy day dresses that have sleeves.

"From sumptuous leather to luxe-looking satin, these fabrics are already having a major moment among the street style set and will serve one for a plethora of occasions throughout the rest of the year" (Jones 2020). The fabric trend for the fall and winter 2020 will consist of leather, satin, suede, and sequins; for the leather fabrics depending on the season, the colors will change.

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For example, for spring it can change to more bright colors. Fabrics to be displayed for the spring will be crochet and vintage-inspired denim fabrics. Satin fabric will be used for special occasions. The Color for 2020 is classic blue. For 2021 are aqua and yellow. The concentration will be on more saturated, blue and bold colors for 2021. Also, a combination of the classic blue and several colors such as mauve, vermilion red, medium grey, tobacco brown, and blush will be on trend for 2021.



Figure. I. Vogue Illustration of three women in Schiaparelli suits.

Photograph: Condé Nast Archive/Corbis

Theguardian.com

1820's Day Dress



Figure I. 1827 Morning Gown

One wears clothing for many reasons, but it protects the body overall. The dress has become a huge staple in the fashion industry. The way that is had transformed over the years explains the past, present, and future. Such as the day dress, which has come a long away. In the 1820s, the day dress is not what anyone would wear right now. The day dress came about in the early 1800s and has changed a lot since then. In the early 1820s, the day dress had a ruffled neck (Franklin, 2020). The waist was lowered, and the sleeves were fuller (Mimi Matthews, 2015). Changes occurred more into the late 1820s, these dresses, were

tighter to give a shape to a woman's body, but the sleeves were still full, whether they were short or long (Mimi Matthews, 2015). Such as, in figure 1., the 1827 British Cotton Morning Dress, considered as a day dress. The neckline has changed, the sleeves were still full, but printed muslin and chintz became the favored fabrics for this time (Mimi Matthews, 2015). There is not an exact creator of the day dress, but in 1883-85 the House of Worth owned by Charles Fredrick Worth Created day dresses, and it represents what day dresses looked like when they started (Dress Met Museum). In 1912, the dress silhouette started to follow the natural shape of women which made the day dress more fitted and flattering (McGlinchey, 2013).

Zeitgeist of the Time



Figure 2. https://www.whowhatwear.com/springdress-trends-2020/slide17

The day dress has come a long way from its origins. The modern-day dress is less structured and fitted. The modern dress pays homage to the past with the chosen patterns of the dresses. In Spring 2020, there has been a resurgence of puff statement sleeves in day dresses playing on the Victorian style dress (figure 2). As stated earlier, the day dress had a reemergence in the 1920's. The 1920's was known as the roaring 20's. The hemlines were getting shorter and the young people were out partying secretly. This time was also the birth of the new woman how broke out of the social norms. She was

allowed to vote and now had more access to birth control (History.com Editors, 2020). Due to the change in social circumstances, women were out more often, and they needed a dress they can wear while out and about. In the mid-19th century the day dress was created for women to wear while out shopping for groceries or inviting guest over, it was supposed the perfect middle between the house and evening dress.

Fall/Winter 2020

For the upcoming Fall season, the day dress will come in a variety of different cuts made from multiple materials. One is dresses are expected to trend in neutral, nude and brown tones ranging in materials such as leather, polyurethane, cotton, satin and sequins. The color of the tones gives a flesh tone appearance on contrary to the design of the dress revealing little to no skin (Samaha, 2020). Another trend trailing into Fall 2020 is the statement sleeve/shoulder. Romanticism has returned in the form of exaggerated sleeves reminiscent of Victorian style. It has been seen on baby doll dresses, tea dresses and midi bias cut dresses. The voluminous shoulder dress will come in lace, satin, cotton and tweed. These are examples as to what to expect for the new season.

On March 11th, 2020, the Coronavirus was declared a pandemic changing the world as people knew it. Masks have become a necessity in everyday wear as protection as it is personal protective equipment for healthcare workers. Due to the pandemic, Fall 2020 will look different and masks have already been incorporated into fashion as an accessory. Masks have been decorated in embellishments and customized with logos to pair with today's clothing. The sudden shift in the direction of fashion due to the pandemic will cause designers to become more innovative in creating protective wear in a fashionable way.

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Jersey Fabric

Crepe Fabric



Fabrics

One of the fabrics that usually are selected for day dresses are Jersey fabric. This fabric is made out of cotton but is also made of synthetic fibers (wool and silk). This type of fabric is very soft, stretchy, and drapes well. Another fabric is the batiste fabric is a lightweight plain weave fabric made with cotton. Also, the crepe fabric is a weaving method that results in a three-dimensional texture. A commonly used fabrics is velvet. It is described as a luxurious and soft fabric that is formed by a pile of evenly cut fibers. Leather Fabric refers to a vast variety of treated animal skins or hides that go through a specific processing method. One of the three major textile weaves is satin is described as a glossy texture.

The fabric trend in the fall and winter 2020 will consist of leather, satin, suede, and sequins. Fabrics to be displayed in the spring will be crochet and vintage-inspired denim fabrics. Satin fabric will be used for special occasions.

Hemline

Twenty-twenty has been indeed an interesting year so far. It was predicted last year that flared hemlines will be seen throughout 2020. As well as, rotund shapes on the hemline (Carreon, 2020). Unfortunately, that will not be seen this year. According to George Taylor, an economist, who created the hemline index theory, that the length of a women's dress or skirt will define the economy's future (Shaw, 2020). The theory goes, if the hemline is longer, the

economy worsens (Bhattarai, 2020). This time, brands will be taking another direction. Marshal Cohen, a retail analyst from the NPD Group, stated that hemlines will be shorter (Bhattarai, 2020). Many brands are not doing so well and they are figuring out ways to keep people from constantly buying something new (Bhattarai, 2020). Shorter hemlines create bold statements on one's appearance.

Silhouettes

The move towards minty, pastel, and earth tones are a true reflection of the times. As the use of technology increase and more people are staying at home, the need to look fashionable is not there. Sweatpants, t-shirts, and leggings have created a more laid back and carefree style. The Fendi Fall/Winter 2020/2021 collection displayed midi silhouettes in earth tones and pastel colors with puffed sleeves. Midi silhouettes hit below the knee but above the ankle. This silhouette is less exposing and covers the body. Women have been drawn to outfits with more coverage during the pandemic. Including the requirement for people to wear a mask, the less exposure, the better.

Moving forward people are going to start dressing modestly and being conscious of how they interact with people. There will be dresses with bright colors and 3D prints.

Colors

Color for 2020 designated by Pantone is classic blue. Fall 2021 colors are aqua and yellow. These colors represent serenity (aqua) and happiness giving it a different perspective from the year 2020. The year 2020 completely changed the world; it turned dark for everyone. Due to the pandemic, thousands of people died. The concentration will be on more saturated blue and bold colors for 2021. The color for 2022 will be magenta symbolizing powerful women.

The zeitgeist of the time for 2022 will be the Women empowerment movement. Women such as congresswoman, Alexandria Ocasio-Cortez have strongly voiced her opinion and even though facing backlash from Donald Trump and a confrontation with another congressman; she has continued to stay true to herself. She is an inspiration. She is a leader in 2020 and will continue to be a positive role model for young women and girls. Ocasio-Cortez has been seen frequently wearing white. White symbolizes a pure, clean, and a fresh start. This can be seen as a correlation to her views on the current system and leadership of the U.S. Also, the *trickle-across theory* will be moving through the socioeconomic level. Day dresses are used through any social status. These dresses were worn by political figures such as former first lady Michelle Obama. Designers making day dresses popular are Oscar De La Renta and Carolina Herrera for the highend market. Banana Republic and Burlington are more affordable options.

Fit and Length

Day dresses as previously stated, are identified by the length. For Fall/Winter 2020 Day dresses will use thicker fabric such as wool and it will be a *Midaxi* dress. A *Midaxi* dress is a dress to the length of the calves. The *Midaxi* dress is a hybrid of the *midi* dress and the *maxi* dress. It will elongate the body and give the body a sexy look because of the fitted look complementing the female body. This dress can have a slit giving it an edgier and sophisticated look. This will make the erogenous zone for this trend the calves. For the Fall/ Winter 2020 darker colors will be popular such as emerald green, ruby red, the color of the year classic blue, violet, and mustard yellow will be on-trend. This trend will emphasize color block and complementary colors to give an illusion to the body by shaping or elongating the body.

Appliques

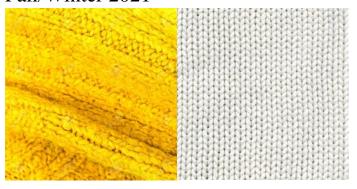
For Fall 2020, there will be sheer overlay fabric and along with floral detailing. The flowers will be made out of lacey fabrics and added on top of the dresses and along the hemline.

Spring/Summer 2021



For the Spring/Summer 2021, the colors will be aqua and yellow. These two colors will give a new meaning to the new year emphasizing the meaning of the colors' happiness and serenity. The day dress will be flirty and flared. The length of the dress will shorten a little bit above the knee. The pandemic caused people to wear loungewear and pajamas because people were restricted to being indoors. Businesses were closed. At this time as a new year starts, businesses are opened and people will go out more. Face masks will continue to be part of the outfit due to the expectancy of coronavirus remaining a threat until 2021. Face masks will be available in stores displayed with the fabric trend of the time and with appliques and embroidery to give it a more youthful look. The fabrics will be polyester and cotton with floral appliques and graphics.

Fall/Winter 2021



Wool and woven

For the Fall/Winter 2021, the colors yellow and blue ,colors of the year, will be used in knitwear but duller/less intense unlike a 'Duck yellow' giving it a new trend for the fall and mixing it with darker colors to stand out even more. The color blue will change to a slate blue. Besides, the day dresses will have pockets, and pleats and paired with booties to complete the look. Fabrics such as woven and wool will be part of the colder months. The erogenous zone for this time will be the arms. The trend will show sleeveless dresses paired with rich-colored sweaters.

Fall/Winter 2022

Velvet Fabric



Satin Fabric

For this ending season lace will make a debut showcasing elegance. Velvet fabric will be on-trend for the holidays. Dresses will have a flounce style; this means at the front of the dress it

will start at the knee and in the back the length will go at the calves giving it a layered look.

There will be long sleeve with rhinestones, see-through sleeves, and dresses in Fall 2022.

Another fabric will be satin, chiffon. Chiffon is a lightweight, balanced plain-woven sheer fabric, or gauze.

The midi dress will be cyclical and is a classic. It has variations on how to utilize it for different looks and different occasions. There are four categories for this trend. These are fit, fabric, color, and length. For the *pendulum swing*, the trends will be on a long-term basis to have the customers on the expectancy of something new and various styles. To push this trend to be an innovation, everyday women and public figures will be used. The fashion of this time is being inspired by all women.

Spring/Summer 2022

Fun and celebration continue as a new year enters. By this time hopefully no need for face masks. Dresses are midi length. The erogenous zone is the shoulder showcasing necklines such as Bardot or off the shoulder necklines that will be on-trend. This type of neckline will complement the female body. Magenta is a beautiful color and it will complement every skin tone as well. Women will comfortably dress up and have fun with the outfits.

Sketches





Fall 2021 Spring 2022 Fall 2022



Conclusion

From the first day dress in the mid nineteenth century to now, the day dress has changed exponentially. The day dress initially was structured, long and heavy but now the hemline is shorter, and the dress is lighter and unstructured. The day dress was created as an in-between dress for going out, shopping or having guests over. The day dress made its debut again in the 1920's also known as the "Roaring 20's". For Fall 2020, the day dress will return in a variety of styles in the color of the year *Pantone* Classic Blue. For fall 2022 the predicted color is magenta along with velvet fabric. With the current pandemic and the uncertainty of this virus, many are questioning the future. Unemployment is at highest rate since The Great Depression and many are losing their homes. The United States will soon have elections that will determine the future of this country. Along with the United States deteriorating relationship with China, the traffic of imports from China is also questionable. This could be a hindrance to fashion houses overall production, efficiency and low cost as some products are produced overseas. The potential for brands to be impacted by the United States and China's strained relationship is great. These factors and many more help determine the future of fashion.

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