

BUF 3310 CONTEMPORARY DESIGNERS IN LUXURY MARKETS
The New York City College of Technology / Professor Jackson

Musarat Merchant

Assignment #2

Students will practice 'Cool Hunting' strategies to understand the fashion consumer of the early 2000's by answering the following:

What is 'Cool Hunting'?

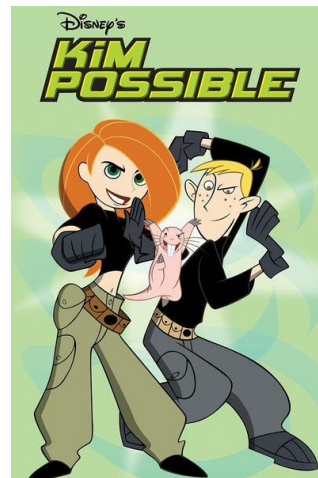
Cool Hunting is a marketing research practice identifying what is perceived to be currently "cool" amongst the in-crowd.

Retail Landscape

What are THREE popular trends emerged during the early 2000's? Provide trend, brands that sold such trend, and demographics of the consumer?

TREND 1: CARGO PANTS

In the 2000's Cargo pants were a huge trend and Ralph Lauren featured them in his Fall 2000 Ready to Wear collection. The demographics was mainly college going females from age 17 to 30. Moreover, we see this trend in the TV industry too as a very popular cartoon character Kim Possible a teenage girl who was an icon as she would fight crime on a daily basis wearing her cargo pants.



Ralph Lauren Fall 2000 Ready To Wear

Source: Vogue

TREND 2: LEOPARD AND CHEETAH PRINT

In the year 2004, we saw designer Christian Dior hitting Leopard and cheetah print trend on the Fall 2004 Ready To Wear Runway show. The show was mostly focused on animal prints. Moreover, on we saw Cheetah Girls a Disney movie coming out with many parts continuing the trend! The demographics for this trend was young high school girls from 13 to women aged 40. Pretty much any fashion forward lady would be following this trend!



Dior Fall 2004 Ready To wear collection
Source: Vogue.

TREND3: STATEMENT BELTS

In the 2000's particularly in 2005 Statement belts became a huge trend. Before belts were worn for their function, but in 2000s' we saw belts used as jewelry items as they were heavily studded or detailed. Such belts would add life to a boring outfit. Many people were seen wearing belts over their tops such as we all saw Miley Cyrus playing Hannah Montana on the Disney channel. The teen sensation was remembered for wearing the most detailed belts and accessories. Moreover, we see designers such as Oscar De La Renta, Versace, Johnathan Saunders, and Marc Jacobs designing belts for RTW Fall 2005 Runway. The target demographic was females again from teenage girls to grown women.



Versace 2005 Fall Ready to Wear Collection
Source: Vogue.



Hannah Montana Statement belt trend

Consumer Shopping Theory:

Explain how the impact of consumer shopping choices led the once classic brand, Christian Dior, to modernize their fashion house.

Fashion is cyclical, it means that in fashion what has happened 20 years ago always comes back again due to the idea of the “pendulum swing”. Fashion goes to its extremes and then comes back to normal or socially acceptable. Christian Dior modernized his house with “The New Look” because if we look back during the Roaring 20s’ the flapper look was a style of the time as we were dealing with the WW1 fabric shortages at that time hence the hemlines became shorter. Just as the 30’s we saw more feminine designs as the WW1 was over and men came back in house so their wives would dress in a more feminine way once again. (Note: Whenever there is a war, there are big changes in the way consumers choose to spend their money and also expect designers to understand the fact that the resources are scarce). Then again, we had WW2 from 1939 – 1945 so we had rules on how much fabric designers are using. Back in the Victorian age, a person’s social status was measured by the opulence of the fabric they were wearing, and the amount of fabric used to make their ensemble. But designers after the WW2 were scarce at resources as there were post war fabric restrictions (20 yards of fabric for an average dress at the max) plus “The New Look” by Dior was launched in the year 1947 which was just two years after the WW2 was over so just like before, fashion hit the extremes and the designer came up with the calf-length skirting feature, full skirt and also had a very feminine and sophisticated look in his designs with the cinched waists, fuller busts, and deep V necklines (which were too modern for that time). Moreover, his new look featured cute matching accessories such as gloves, shoes, and hats which added value to his designs on the whole giving them a classy and royal look. Even though he took a risk at that time launching his collection, he made sure he did right marketing by having celebrities wear his designs on magazine covers. This effort of him trying to modernize the female wardrobe and also the thinking of the society on the whole was so successful that within a year from his launch of this collection that he was able to establish his first flagship store in 5th Avenue, New York. Looking at how successful Dior’s New Look was, other designers also developed the courage to move with the same vision as Dior and hence modernized the fashion industry.

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