



SPRING/ SUMMER
2021
TREND:MIDI SKIRTS

By Musarat Merchant (Founder of MTF)

History of Midi Skirts:

- Victorian Age 1700's (Non Existent)
- Prohibition Age 1920's (First Spotted)
- Post World War 2 1940's to 1960's (Widely Accepted)
- Decline Stage 1960's (Mini's replace Midi's)
- The New Look 1970's (Protests Begin: Pro Mini Anti Midi)
- WWD and Designers left hurt (Women switch to pants)



Mini-skirted women protest the midi in Miami in 1970

Jim Kerlin/AP

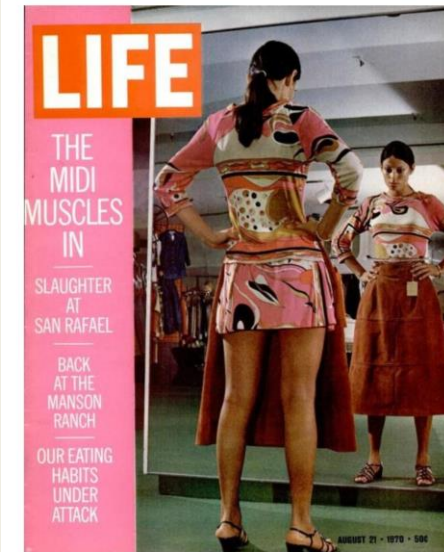
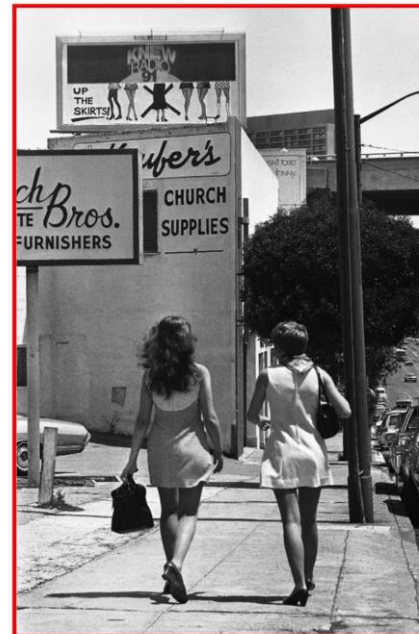


Image source: TIME



Zeitgeist: “The spirit of the times”

Then (1920's)

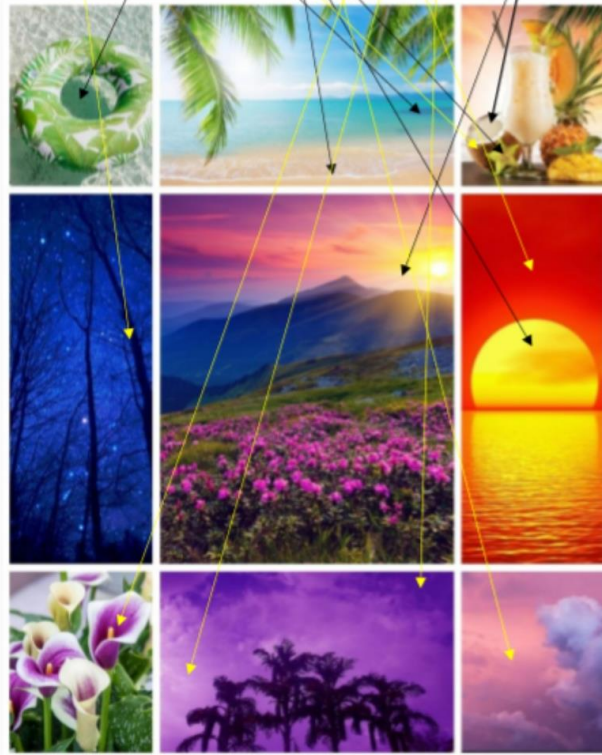
- Social: The Printing press age, (Print media directs trends)
- Political: Women get voting rights, alcohol is prohibited to stop domestic violence (women's liberation movement)
- Economical: Good shape but soon will encounter an economic depression/recession (1930's)

Now (2019)

- Social: The internet age, (social media directs trends)

Instagram: @leopardprintmidiskirt

- Political: Me too movement (women's liberation movement)
- Economical: Good shape but soon will encounter an economic depression/recession (anytime soon!)



Spring / Summer 2021 Color Palette



My 10 Sketches for 5 Trends of Midi Skirts in Spring /Summer 2021

- TRENDS:

1. Assemetrical/
Wrap/ Tulip
Skirts

2. Floral print

3. Gingham print

