

# RêVE LuCiDE



By Karlique Caesar, Morelia Pena & Taina Lewis

## **Letter To the Reader**

Dear Reader,

Thank you for taking the time to read this project about our dress line. Dresses are timeless and versatile pieces of clothing that have been worn by people for centuries. They come in a wide range of styles, cuts, and fabrics. However, these can be worn for many occasions from casual outings to formal events. In this project, we explore and acknowledge the different trends that are available to create our very own brand of dresses, as well as the fabrics that are commonly used to make such unique pieces called “ReVE LuCiDE”. We also provide an overview of items that will be in our store and what each item would look like. This offers an insight into the latest trends in women's dress fashion.

Furthermore, you will also find out how our unique dresses have made an impact on women's life. We have enhanced our collaboration abilities and cultivated a reputation that our brand is worthwhile wearing. With these qualities, we can positively change and impact the generation of women who would like to embrace their inner beauty and feel comfortable being a part of what we have in store for them.

On the other hand, we hope that our project will inspire you to explore the world of women’s dresses and to find the perfect dress for your next event whether you prefer classic styles or the latest trends. There is a dress out there that will suit you perfectly. We are excited to hear your feedback on behalf of our project. For a better insight into our brand, dive into our research.

Best regards,

Karlique Caesar, Morelia Pena, and Taina Lewis.

## Abstract

RêVE LuCiDE is a clothing brand designed for people who wear dresses. We start off by using fair trade sourced sustainable material, with a specialization in organic cotton. Our business is based on the idea of paying it forward and is centralized by the “Sleepwalker” program, available through our RêVE LuCiDE app provided on all digital marketplaces. This app allows our customers to return pieces from our previous releases to receive discounts on later purchases. We then deconstruct returned dresses to be recycled and reused in later offerings under our RE:RêVE line. Designs can be voted on for the RE:RêVE line before each new release. We also offer a variety of other items, such as teacups, shirts, local plants, and more with each purchase. We ensure that our customers are satisfied with their purchases at all times before leaving our store or online. Our products are made of good quality and are affordable to fit everyone’s desire.

Our loyalty program is one of our most recognized perks for our customers, offering free returns without any additional charges. Our competitive edge lies in our ability to use mostly recycled materials and customer feedback to better serve our clientele and our environment. We are mainly focused on the sustainability of our environment and how RêVE LuCiDE can help customers make the most out of their purchases.

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## Our Team



**Karlique Caesar, Creative Director**

On September 12, 1999 a star was born. Unfortunately he was named Karlique Caesar instead of one of those really cool scientific names most other stars receive. Karlique knew from a young age that he admired beauty in its many shapes and forms. He had a beautiful mother who shared the same date of birth. She had encouraged him in his pursuit of beauty through her support which entailed assisting in his pursuits of art and knowledge. Karlique loves to draw, paint, write and orchestrate music. Currently within his final semester here at New York City College of Technology, Karlique wishes to start up his own online retailing streetwear brand *Divine Punishment* with a projected rollout of August 2023. This is just the beginning of Karlique's legacy. As the creative director for this project he is responsible for the development of visual and written content. They work closely with clients, project managers and designers to ensure that the vision is assigned with the project goals .



### **Taina Lewis, Statistical Writer**

Taina Lewis is a current student at New York City College of Technology and is majoring in Business of Fashion to obtain her bachelor's degree. She is a hardworking and a driven individual who isn't afraid to accept challenges. As the statistical writer for this project she is responsible for writing, editing and synthesizing the major components of this research. They work closely with data analysis, researchers to develop written reports and presentations that summarize the ideas and provide insights to stakeholders. Statistical writers may work in a variety of industries including healthcare, finance, marketing and government. Ever since she was younger, she aspired to be a model or own her own clothing line apparel. In Jamaica where she would be a part of many talent shows and got the opportunity to design her mothers birthday dress made her get lots of recognition and pushed her even more to join the fashion industry. Hence the reason she is in this major today "Business of fashion". She educates herself daily on gaining knowledge about the fashion industry in hopes to become the first Jamaican black model and fashion designer to represent her country.



### **Morelia Pena, Research Analyst**

Morelia Pena is a New York City College of Technology student with an associate degree in Arts and pursuing to get her BA in Business & Technology of Fashion. As a research analyst for this project, she was responsible for collecting and analyzing data to help this project on making informed decisions as well as stay up to date with industry trends to draw the appropriate conclusions. Currently, she owns her own Construction company which was one of her dreams since she was young. For the future she plans to be involved in the real estate business. However, fashion is a key component in her life no matter what path she takes. Dress is an essential part of self-expression and identity. Morelia comes from a Dominican background and has implemented her culture into her personal style. Since moving to the United States, she has established a more diverse and eccentric style. No matter what career she pursues, presentation is a key component to leaving a mark on any person she comes across. She presents herself in a professional yet chic fashion. She believes that making a great first impression is essential no matter where you go.

## Merchandising

Store Layout:



*Figure 1. RêVE LuCiDE view from inside (2023)*



*Figure 2. RêVE LuCiDE view from outside (2023)*



RêVE LuCiDE opened its first store on Bedford Avenue, Williamsburg, because it is a rising hipster scene and creative people embodying the community. Our target customer segment is individuals who are not afraid to be unique, and this place appeared to meet all our requirements.

When you first walk into RêVE LuCiDE, upbeat music will be played in the store to let customers feel relaxed and shop without difficulty. Our retail layout will be a free-flow structure with *1,300-sq-ft.* because we want our customers to be able to roam about, observe their dresses and see the variety of hues RêVE LuCiDE offers. We will have colors ranging from neutral to vibrant hues, which will be arranged on the tables you see in *Figure 1*. So, customers could easily grab any dress and try it on in our fitting rooms. Our dresses will be shown on mannequins to provide customers with a visual representation of how the garment will look on them. We want our interior design to be clean and classic. So, we went with a wooden floor, neutral wallpaper, and rectangular and circular blue rugs to brighten up the space and add a focal point. Also, an enormous mirror will be placed at one of the corners for customers who love to look at themselves through the mirror. We will also have a vanilla bean-scented humidifier to help the room smell pleasant.

RêVE LuCiDE plans to offer an expansive digital marketplace so if customers are unable to visit the Williamsburg location, they may visit us through the RêVE LuCiDE app and website, where our full selection of offerings will be available. We can be found at our official website [www.revelucide.com](http://www.revelucide.com) and if there are any questions about the brand, we can be contacted at our business number, 347-972-6352 or by email: [contactus@revelucide.com](mailto:contactus@revelucide.com).

## Consumer profile

RêVE LuCiDE has our insights set on the target of individuals who wear dresses and are looking for fashion more in-line with their personal ethics. Our dresses have been designed with millennials and Gen Zers in mind as research shows that millennials are by far leading in conservational efforts and conversations. (Pew Research Center, *US Adult Climate Change Survey*, April 2021). Keeping the world clean is a duty of utmost importance to the fashion industry. We only have one world and RêVE LuCiDE is dedicated to protecting it and matching ideals with our target market. Our products will have an extensive ready market. The goal of RêVE LuCiDE would be to target people who would like to wear dresses between 18 and 35 years of age. This will be accomplished through the use of social media to target our marketbase. Based on the research available, Facebook has displayed a very strong relationship with the Millennial user base (making up 29.9% of Facebook's total user space). The same can be said about how well TikTok and Instagram resonate with users within the Gen Z demographic (making up 21% and 30.8% of their user base respectively) (eMarketer, 2021). We can supply the new clothing line which includes dresses of all different patterns and styles for people who wear dresses in small, medium and large sizes. These sizes have been decided to provide comfort for people of many biological builds, allowing anybody who would like to wear RêVE LuCiDE to do so.

This will effectively increase our target market. According to Jackson (2006), the rationale behind positioning is with a view to creating uniqueness upon the purchase of a product. Our target market, which consists of people who wish to wear dresses and have an interest in the environment between the ages of 18 through 35, offers a market full of potential. The spirit of our time is extremely focused on the expression of our youth. The qualifiers of our

target market often feel misunderstood and let down by the generations that have existed before them. RêVE LuCiDE quite literally means lucid dreaming: the act of having control of your dreams. This is the feeling we want to capture in our business strategy. The previous generations ruined the planet. Help us save it. The previous generation attempted to rob you of your unique perks and identity, let us embrace you. This is the motivation behind RêVE LuCiDE.

## **Mission Statement**

RêVE LuCiDE's mission is to be a fashionable and sustainable clothing brand suited for the needs of people who wish to express themselves and make sure the environment does not suffer for it. Using eco-friendly practices, our company designs clothing lines for all seasons and body types. Our commitment demonstrates the urgency to preserve the environment while encouraging customers to make environmentally conscious clothing purchases. However, we also provide a variety of services that help our customers to feel more confident when shopping with us. RêVE LuCiDE can be worn as a badge to represent "I am here. I have existed. My feelings have been felt. My thoughts have been heard." Furthermore, our mission stands out because we focus on reaching our consumers on an extremely personal level through customer interaction via our *Sleepwalker* program. Our brand shows our customers' passion and strengths which can encourage others to shop with us. We don't belittle our customers, rather we make them feel proud about all the things that make them unique.

RêVE LuCiDE continues its dedication to providing a unique range of products, exceptional customer service, and great experiences. Our outstanding clothing-styled dresses will make our customers show their pride and joy all year round while giving back to our community. We are a brand that acknowledges those individuals who would like to express themselves through clothing. We want people to know that they are not alone in their struggles

to make tomorrow a better place on all fronts. This is the reason why the environment's preservation is such an important part of our brand's identity.

## History of Dresses

For decades, dresses have been a mainstay of women's fashion, with styles and designs changing over time. Dresses have been used to convey cultural identity, social position, and personal style from antiquity to the present. Women in the ancient world wore long, flowing gowns made of linen in Egypt, and a simple, rectangular piece of clothing called a chiton that was draped over the body and fastened at the shoulders with pins or brooches in Greece (Tortora, 2023). These garments were frequently embellished with beautiful needlework and motifs, demonstrating the significance of clothing as a means of cultural expression and self-expression.

Women wore corsets and hoop skirts to give themselves a curvaceous silhouette throughout the Renaissance, which resulted in even more ornate clothes (Hanson, 2023). Dresses were frequently constructed from luxuriously patterned fabrics and embellished with lace, embroidery, and other details (Hanson, 2023). Women also donned lavish jewelry and hairstyles, demonstrating the significance of fashion as a means of individual expression.

Dresses in the Victorian era featured high necklines, long sleeves, and full skirts that covered the legs, showing a return to the latest fashions. They were rapidly made from heavy materials like silk and velvet. Women frequently wore corsets to give themselves an hourglass figure. The tea gown, a casual outfit that was worn for up-class gatherings, also became popular during this time (Franklin, 2019).

In the early 20th century, dresses became less restrictive, with women embracing looser, more comfortable styles. The flapper style of the 1920s featured short, straight dresses that

allowed for greater freedom of movement, while the 1950s saw a return to more fitted styles with full skirts and cinched waists (Kerry Wishy, 2022). Women then began to wear pants more frequently, reflecting new attitudes towards gender roles and fashion. Today, dresses come in a huge number of styles and designs which include casual, sundresses, and formal ball gowns. The majority of designers are experimenting with new materials and technologies, such as 3D printing and smart fabrics, to create dresses that are more sustainable and have more impact on the environment. However, the fashion industry is becoming more inclusive, with designers making dresses that cater to a wide range of body types and sizes. For decades, dresses have been a mainstay of women's fashion, with styles and designs changing over time. Dresses have been used to convey cultural identity, social position, and personal style from antiquity to the present.





## Textile

RêVE LuCiDE exclusively uses 100% Fair Trade Organic Cotton.



## Trends

To create our dresses, we have taken into consideration six trends that are predicted to be used in 2025, and below is the history of each one (*The Style Insider*, 2022):

### Neon History

Neon was discovered in 1898 by the British chemists Sir William Ramsay (1852–1916) and Morris Travers (1872–1961) in London. The name neon comes from the Greek, neos meaning new. It was found along with “krypton and xenon” in 1898 as one of the three residual rare inert elements remaining in dry air, after nitrogen, oxygen, argon, and carbon dioxide were removed. In 1962 neon became a trend that had to do with colors while being compared to the second of these three rare gasses to be discovered and was immediately recognized as a new clothing color trend from its bright bold colors. However, the year of Marilyn Monroe’s suicide. Andy Warhol experiments with bright gold, blue, pink, and green in his famous painting of Monroe's iconic face, making neon a permanent stain on pop culture's sordid and colorful history.

Eventually, Neon has been a staple in the wardrobes of the fashionable avant-garde for nearly 20 years throughout time; it starts to appear in modern clothing of the time, like wind-breaker jackets and jelly shoes. Hence the reason, neon has a new role as the fashion choice of club kids in the underground rave scene of New York and London. It's in makeup, glitter and glow sticks, and even in hair dye; it' is now part of a counter-culture that exemplifies freedom, parties, and wild times. The fashion industry continued to evolve more and more since neon-colored clothing became more popular day by day.



## Neon Timeline



*Figure 1. Serr, Jennifer, 2022, neon fashion style.*

In the 1980s people wore neon-colored dresses to recognize the optimism of the decade and to influence the cult movies and TV shows of the decade. Neon colors were symbolic of a new mood and season of burgeoning hope across the world.

### 2000's Neon Dress



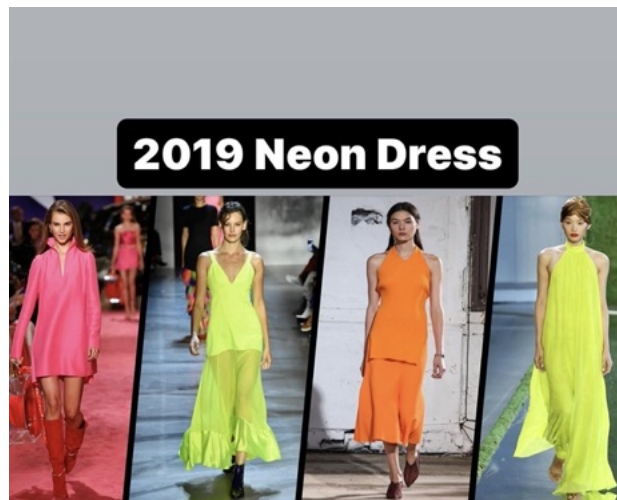
*Figure 2. Schild, Darcy, fashion trends neon DC., 2019*

During the 2000s, the growing popularity of rave style inspired by neon dresses made individuals full of life. From matching neon bags and jewelry to full-on glow-in-the-dark ensembles make them feel “hot”.



*Figure 3, Luxemi,Joanna, Pearl.,2012. Top fashion*

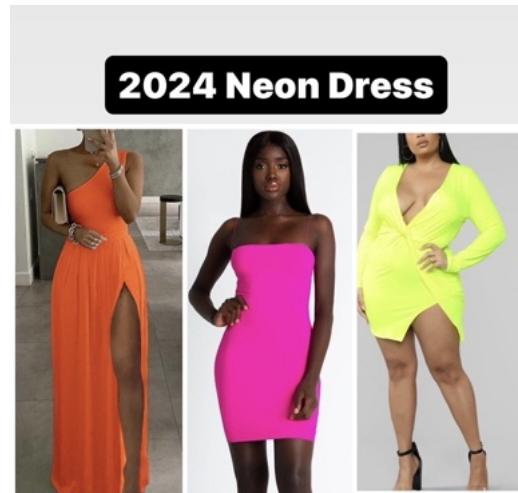
A color as punchy as highlighter is impossible to ignore, so it's no surprise that the neon-colored dress was worn by about 93% of the population in 2012 to show off their unique way of gesture. The solid hue received a ton of attention day by day.



*Figure 4., Adam,Pearl, and Rowe, 2019, spotted (Rana pretiosa)*

In 2019, neon dresses became a full force. Almost every celebrity was wearing a variation of neon-colored dresses. Wearing the shade which can range from a super-bright green

to a yellow-green or more of a deep chartreuse shows a certain kind of confidence, and everything else looks bland next to it. The vivid hue is just as loud as a bold print without seeming too busy, and it takes the phrase "glow up" seriously.



*Figure.5. Silva Natalie, C.A., McCreary, A., and Rowe, J.C., 2021.*

The color neon and buzzy brights are back for 2022 ongoing into now, particularly in formal dresses, activewear, accessories, outerwear, beauty, and the digital landscape. In beauty, neon colors have sparked a new craze fueling creativity and individualism amongst Gen Z, who are more comfortable experimenting with brightly dyed hair and playful makeup for self-expression.

## Lace History

The history of lace spans Europe with a marked rebound in the 16th century when cities such as Venice and Flanders produced this delicate hand-knitting for the monarchy and aristocracy of the time. Initially, lace was produced in linen or silk, and its laborious manual work made it one of the most sought-after textiles, for both men and women. Some lace accents were added to the cuffs, collars, or any other decorative detail that could stand out on an outfit.

Long into the seventeenth century, lace was a symbol of absolute wealth, and could sometimes be the most expensive part of the entire outfit worn by a person. Its use was widespread among the wealthy classes of France, Spain, England, and Italy. This type of fabric used to take its name from the cities in which they were manufactured, such as Punto di Napoli, Cluny, Chantilly, or Veneziano (today known as Guipure). Each city proudly protected the production of this fabric, so that it became a product that was marketed from one city to another or between neighboring countries, and was even distributed as contraband.

## Timeline For Lace Dress Trends



*Figure 1, Silva, Natalie, (2019, ) observations in England, 2019*

The enigma of lace is that it can achieve the sensuality and mystery it gave to Hepburn's character, or the sophistication and pristine purity of women. Its versatility brings us pieces that can accompany women from birth, in the christening gown; in youth, with the subversion of transparent pieces; or in the solemnity of a mourning veil.

**2000's Lace Dress**



*Figure 2.,Errik, Giles"Fashionistas lace trend,2018.*

The 2000s were also home to trends that hit big and burnt out fast. If you're going for a particular look, be sure that lace dress was the style from the right time period before heading to set. Many clothing trends including lace dress in the 2000s were born out of globalization, the rise of fast fashion (affordable clothes based off runway designs usually found in department stores like Mervyn's, JCPenney, and Macy's), and celebrities' growing influence as style icons.

**2012 Lace Dress**



*Figure 3, Spence, Zackry J.C., 2022, New York Fashion Event,.*

The many different colors of lace dresses never go out of style, but fabrics frequently change depending on what's hot and what's not. However, for fall 2012, Tinseltown was trending with black lace, be it from head-to-toe or in tiny details, such as lace-clad sleeves on your favorite frock. There are plenty of wardrobe options, flirty and sophisticated, so you can be sure to find what fits your fancy best.

**2019 Lace Dress**



*Figure 4, SpenceZackry, 2019, Lace Dresses by top designers.*

There has never been a better moment to shop for lace dresses in 2019 collections than now. The overarching trend in the lace industry currently revolves around functionality and laces are very common. Nonetheless, the fandom of the trend thrives due to the fact a tiny piece of lace can serve as a perfect feminine contrast to a lot of hyper masculine silhouettes. Apart from this, lace also gives an illusion of high-end garments that need not be very expensive.

**2024 lace dress**



*Figure 5. Bibal, Gtrace., Lace Dresses Never Go Out of Style, 2024*

Lace dresses suggest a mixture of sophistication, purity, and a delicate hand-beaded lace over a shantung knee-length sheath version with scalloped cap sleeves, curved bateau neckline, and scalloped hem in a navy blue unique lace design that is versatile enough to be dressed up or

down. Chic or casual, combine it with high-heeled silver sandals for a cocktail party, or put on metallic flat sandals and a gray trench for a more informal look.

## History of Denim Trend

The word “denim” comes from the fabric "serge de Nimes" originating from the French city of Nimes. Since the 1700s, blue jeans have been made in America using indigo dye to give them their characteristic blue color (Hakoo, 2019). Jeans are made of cotton. Levi Strauss began making jeans in America specifically for miners that were made from durable material and reinforcement where pants usually tear which prolonged the life of pants for workers. Younger people began wearing denim in the 1950s as a means of rebellion as college students started wearing them as a protest against the Vietnam War and the formality of the establishment (Lovelace, 2022).

After that, jeans evolved into a staple piece in the 1900s once they became more fashionable but still known to be durable. In the late 1900s, it became an essential part of pop culture that we see in fashion daily. As far as cost goes, real denim is always costly due to its durable material. Therefore, retailers began blending denim cotton with other materials such as polyester to make it more affordable, but of course not as durable or sustainable. This allows a variety of styles to be provided in the market for any kind of consumer and budget. As of 2020, the Denim Jeans market in the United States is valued at approximately \$16 billion. China, which is the second largest economy in the world, is expected to reach a market size of \$19.9 billion by 2027, with a compound annual growth rate of 7.5% during the analysis period of 2020 to 2027 (Business Wire, 2021).

As denim has developed throughout centuries, it has been worn in many different styles and settings. Whether it be in high fashion or streetwear, denim is an iconic piece that will never go out of style. Kate Moss was a huge model in the industry in the early 2000s and therefore skinny jeans were the biggest thing when we were growing up, however, now it is out of style temporarily (SOWRAY & MURRAY, 2023). The fashion industry is more diverse now and we see lots of different styles everywhere. Such as bell bottoms, mom jeans, high rise, cargo, high waisted, and so forth. Our perception of what looks cool has shifted and will always be evolving. Every generation wears denim and we think that is a prime example of how significant it is in everyone's lives all over the world.

## Denim Timeline

1873: Denim was invented by Jacob Davis with the notorious brand of Levi Strauss in 1873 and their first pair of denim jeans were designed to be durable and long-lasting, which is the reason why denim became very famous with the miners, cowboys, and hardworking people which were the ones who wore their jeans.



*Figure 1. Levi Strauss and Jacob Davis (source: Blue Jeans History, 2014)*

In the 1940s denim went to War. Denim was used in WWII due to its revolutionary durability. Soon after, Wrangler and Lee began to compete with the dominant Levi's brand (The



Editors of GQ, 2014). Wrangler for endorsements while Lee targets the unseen women's market. Levi's encountered its competition, and the three primary American denim brands were created.



*Figure 2.* The Wall Street journal (source: Corbis, 2009)

1957: Rockstar Elvis Presley puts on a black denim jacket and jeans for Jailhouse Rock music video. Black jeans soon became an essential part of any respectable rock-and-roll uniform.



*Figure 3.* blogger.com (source: Kerlinge, 2022)

1969: At Woodstock, Jimi Hendrix's performance in bell-bottom jeans made the relaxed and wide-legged hippie pants appear fashionable (The Editors of GQ, 2014).



Figure 4. Getty (source:Seth, 2019)

1980: In the 1980s, denim was a staple of casual wear. Acid-washed jeans were particularly popular during this time, as were high-waisted styles. This era proved that jeans will look good no matter where, or when, you are.



Figure 5. (source: High waisted jeans, 2022)

1990: In the 1990s, denim continued to be a popular choice for casual wear. Baggy, oversized jeans were a popular trend during this time, as were distressed styles. The street style

began to evolve even more and became part of pop culture's attire. Aaliyah was notorious for wearing baggy denim in this era as one can see in *figure 6*.



*Figure 6.* Aaliyah (source: Devaney, 2020)

2010: In the 2010s, denim was more versatile, and it was worn in a variety of settings. During this time, skinny jeans became a popular trend as well as their variations of tones.



*Figure 7.* Getty image (source: Harding, 2023)

2018: In 2018, denim continued to be a popular choice for casual wear, but with a focus on sustainability. Many brands began using eco-friendly materials and production methods in their denim products.



*Figure 8.* Cut-out jumpsuit (source: Bird, 2022)

2020: In 2020, denim continued to evolve with new styles and trends. Loose-fitting, wide-leg jeans became a popular trend during this time, as did denim jumpsuits and dresses. Additionally, denim brands continued to focus on sustainability, with many offering recycled denim and eco-friendly production methods.



*Figure 9/10.* Olivia Vinten (source: Elizabeth, 2020)

## History of Sheer Trend

In 146 B.C.E the ancient Greeks adopted a style of dress called the Ionic Chiton, a tunic-like garment. The wealthiest and most royal Greeks wore Chitons made of fine wool or woven linen that was so thin it was nearly transparent. The thinness of the material of the Chiton made it possible to be folded and pleated in so many ways that allowed this style to become so unique. Both men and women wore this lightweight garment (Gill, 2013). Then, during the 19th Century, lots of old trends from centuries before began to resurface in fashion. One of the major trends is one called Betsy. The Betsy trend was a ruffled collar that looked like something that Queen Elizabeth wore in the 1500s. A few years down the line the 1980s was a time that completely re-ignited the sheer trend. Everyone was becoming extra aware of their body image and the athletic lifestyle and began looking for exciting ways to show off their bodies. Fashion in the 1980s was influenced by celebrities and what they wore, as every trend was. Many people do not wear sheer regularly because it can be difficult due to how seductive it may be, but according to POPSUGAR's report in 2010, a trend of sheer separates was identified that would enable people to incorporate the sheer trend in their outfits without revealing too much. (Gill, 2013). A small-scale trend within the sheer trend of 2013 involves sheer hemlines that begin at the thigh and expose undergarments once again (Gill, 2013). As of today, there is a range of sheer clothing items, including sheer prints, sheer stripes, sheer overlays, and decorated sheer blouses. (Gill, 2013).

Today, sheer fabric is a popular choice for a variety of clothing items, including blouses, skirts, and dresses. Sheer fabric can be used to create a range of looks, from delicate and romantic to edgy and daring. Sheer fabric can be layered over other fabrics, such as cotton or

silk, to create a more subtle effect, or it can be used on its own to create a more dramatic look (*What is sheer fabric? Types and benefits of sheer fabric*, 2023). One of the key benefits of sheer fabric is its versatility. Sheer fabric can be dressed up or down, depending on the occasion and the wearer's style. Sheer fabric can be used to create a variety of looks, from classic and elegant to modern and edgy. Additionally, sheer fabric is often used to create clothing that is lightweight and breathable, making it a popular choice for warm weather. However, the sheer fabric does have some drawbacks. Because it is transparent, sheer fabric can be difficult to wear in certain situations, such as in the workplace or more conservative settings. Additionally, the sheer fabric can be difficult to care for, as it is often delicate and requires special washing and drying instructions.

## Sheer Timeline

In 1980 the rise of sheer fabric increased, and it was a very popular choice in fashion. It was used to create a variety of styles, from blouses to dresses. This fabric was often paired with bold prints and bright colors, creating a unique and eye-catching look. One of the designers that applied sheer to their designs was Jean Paul Gaultier creating a new trend in fashion.



Figure 11/12. Jean Paul Gaultier striped edges sheer bomber jacket (source: farfetch.com)

In 1990 sheer was not that popular. It declined because the rock movement suggested a more casual and laid-back style, leading to a decrease in the use of sheer fabric in fashion. However, there were still some designers who incorporated sheer fabric into their designs, albeit in a more subdued way. Sheer fabric was often used as an accent rather than the main fabric. Designers such as Versace and Dolce & Gabbana used this fabric to create sensual and provocative looks.



*Figure 13.* Embellished Sheer Panel Red Evening Dress Gown (source: Gianni Versace 1stDIBS.com)

In 2010 sheer fabric came back because the rise of social media and the influence of fashion bloggers played a significant role in its resurgence. Sheer fabric was often paired with more structured pieces, creating a balance between soft and hard elements. Designers also experimented with different types of sheer fabric, such as mesh and tulle, to create new and interesting designs. Designers such as Alexander McQueen and Valentino used sheer fabrics in their collections, creating a romantic and ethereal look.





Figure 14. Sheer Genius (source: Los Angeles Times, 2010)

In 2018 sheer was the cupid of its popularity and it was used in a variety of styles, from evening gowns to streetwear-inspired pieces. Sheer fabric was often paired with other trends, such as ruffles and metallics, to create a unique and modern look. The cultural significance of sheer fabric in 2018 was tied to the rise of body positivity and self-expression. Designers such as Tom Ford and Marc Jacobs used sheer fabrics in their collections, creating a bold and daring look that celebrated individuality and confidence.



Figure 15. (source: Thakur, 2018)



In 2020 the fashion industry suffered a significant impact and the use of sheer decreased due to the COVID-19 pandemic because many people were working from home, social events were canceled, and the demand for formal and dressy clothing decreased. As a result, designers began to experiment with more casual and comfortable styles, including sheer fabric. Sheer fabric was used in loungewear and athleisure styles, creating a new and unexpected trend. Designers such as Christian Dior and Chanel used sheer fabrics in their collections, creating a feminine and delicate look.



*Figure 16. Vogue Runway (source: World Fashion Channel, 2020)*

## **History of Stripes**

Stripes have historically been tied to the spirit of rebellion. During the middle ages, wearing stripes was an extremely taboo action to commit. Stripes were commonly associated with ne'er-do-wells, people who were rejected by and had rejected the rules of society. Stripes adorned the bodies of those considered within the Medieval positions of the jester, prostitute, outcast, and Hangman. Dishonored knights would be removed from their nobility and sentenced to wear stripes as a sign of all of their transgressions. (Pastoreau, 1991) It is to be noted that due

to the heavy catholic faith of Medieval Europe, the fear of stripes may find its root in the bible passage *Leviticus 19:19* “You shall keep my statutes. You shall not let your cattle breed with a different kind. You shall not sow your field with two kinds of seed, nor shall you wear a garment of cloth made of two kinds of material.” The ending of course holds the most relative information. It would not be until 1777 that the stars and stripes would be accepted by the masses as the American Flag. France would soon follow suit during the year 1794 further cementing the association of stripes to the idea of freedom. It is of course very important to remember the timeline of stripes is not one of a strictly positive trajectory. Stripes had seen continued use as a form of embarrassment and dehumanization through prison uniforms and of course the infamous “striped pajamas” that polluted Nazi concentration camps (Stanton, 2019).

## 1920s



*Figure 17. Photo: Vintag.es*

The onset of the 1920s introduced the first real wave of women's activewear in fashion. The key piece was of course the striped bathing suit. The bathing suit offered more comfort for

women when it came to the act of swimming. Product of its effect had been unprecedented at the time.



*Figure 18* Photo: MPTVImages

The onset of the 1920s had seen many changes facing America. At the height of prohibition, the frequent stress reliever of alcohol had been banned. With the world coming off its first major war people were more desperate than ever for escape. This of course led rise to the criminal underbelly known as the Mafia. Mobsters and other criminals took to parading the stripes proudly establishing themselves as those outside of the ramifications of the US Justice system. The pinstripe to be exact.

## **1940's**

Stripes would remain indecisive about their position in the hearts of the public. No set of time had expressed this better than the 1940s. By this time, It had become commonplace for sailors to adorn stripes along the colors and sleeves of their uniforms. Around the same time, zoot suit fashion had become very popular in the communities of African and latino americans.

With wartime sentiments back on the rise, some citizens fueled by their feelings of nationalism would end up provoking the ultimate clash of stripes' iconography when a group of sailors confronted any individual wearing a zoot suit and attacked them for not following the wartime ration rules. The riots lasted three days and led to the abuse of many Latino Americans, African Americans, and Filipino Americans. (Onion, Sullivan, Mullen, 2017).



*Figure 19 Photo: Bettman Archive/Getty Images*

## 1980's

Stripes have remained a mainstay in the fashion industry throughout the oncoming years. The next point in time that would see a drastic evolution in stripes would land us in the 1980s. In the 1980s, stripes would begin to take on the design trends of the time. Neon pastel colors had become extremely common during the height of 80s fashion. The result was the neon pastel stripes trend of the 1980s.



*Figure 20 Photo: Seventeen Magazine*

## **1990s**

The 1990s had seen the onset of grunge fashion. Derived from its sister culture of Punk, grunge fashion had brought the spirit of being an outcast and feeling different than the majority to the 90s. One of the main centerpieces for grunge fashion was the use of black and white striped long-sleeved T-shirts, often worn in a layered fashion with graphic tees. The leader of this trend was the lead singer of Nirvana, Kurt Cobain.



*Figure 21 Photo: Barry King / Alamy Stock Photo*

## 2010s

By the 2010s, innovations in the fashion industry had developed to a point in which the use of color-blocking techniques had become significantly easier. These advancements in technology gave way to stripes coming back in very interesting ways. Stripes had started to take a far more subtle approach by a presentation of ascending and descendants' color values and tones.



*Photo: Roksanđa Ilincic, Summer 2014*

## History of Fringe

Fringe is best described as an adornment to fashion that lines a garment in the form of distinct strands. The history of fringing fabric seems to have begun sometime around 3000 years BC in Mesopotamia. Fringe at this time was used on garments like shawls and skirts. Fringe was such an important and valued aspect of ancient Mesopotamia that there is evidence of imprints of one's fringe in clay and paint as a form of signature and identification. The next major presence of fringe as a mainstay in a culture's fashion was the fringing of garments conducted by Native

American populations. Native Americans used fringing to border jackets, shawls, dresses, and pants. (Bucci, 2019) The first time fringe would hit it big in modern times would be in the 1920s.

## 1920s

In the 1920s the world was introduced to fringe in high fashion. The onset of flapper fashion had spread to the mainstream around the same time and had pushed the envelope as to what female dress would entail. Pioneered by designers such as Madeleine Voinette and Charles Worth, fringe fashion took influences that derived from Native American cultures such as feather tiaras and fringing and matched them with the extremely popular boyish look of the presently popular flapper style philosophies. Dresses stemmed from fringe resting on the hem of the dress to an all-encompassing mass of fringe that was sculpted to fit the human body reminiscent of a boyish silhouette. (Elizabeth, 2023) While these dresses were made in the styling of flapper fashion, it is important to note most flappers could not afford a dress of the caliber due to the meticulous use of gelatin to create the fringes.



Photo: H. Armstrong Roberts/Getty Images

## 1980s

The 1980s would see fringe coming back in full effect. Music artists like Tina Turner brought about the rise of Diva fashion. Divan fashion rested heavily on inspiration from go-go dancers broadcasting a trickle-up trend in the influences of fringe in mainstream fashion.



Photo: Getty Images

Fringe would continue to make waves throughout the decade in the form of rocker fashion. Rocker fashion's main inspirations stemmed from those hippie fashion sentiments. Due to hippie culture heavily borrowing its main aesthetics from the culture of Native Americans, it is very easy to see how fringe jackets could also make their way back to popularity in this time period.





Photo: Rock Paper Photo

## 2000s

The early 2000s contained fringe galore. Fringe had been in full effect hitting pants, shirts, skirts, dresses, and even accessories. The trend-setters at the time like Halle Berry and Britney Spears had adorned fringe frequently and in this era, there were very few other female stars that you would want to be compared to.



Photo: Ron Galella, Ltd./Getty Images



Photo: Peter Brooker/Shutterstock

## 2010s

During the 2010s, Fringe began to take a more subtle approach. In most cases, fringe had been relegated to an adornment on accessories such as scarves or handbags. It is important to note that these particular accessories were still extremely popular throughout the 2010s, even though the fringe trend had moved off the main garments.



Photo: Jeff Thiboudea

## Theories That Support our Trends

We believe that one of the theories that support our trend is the trickle-up theory because this one states that fashion trends can emerge from the streets and everyday people, and then be adopted by designers and retailers (Revell DeLong, 2023). When it gets popularized by everyday people creating and defining new styles and looks. For example, a group of friends may start

wearing a particular style of dress that they find comfortable and flattering, and this style may then catch on among others in their community. Over time, this trend may spread to other communities and regions, and may eventually be picked up by designers and retailers who see the potential for commercial success. Another important factor in the trickle-up theory of fashion is the increasing importance of sustainability and ethical fashion. As consumers become more aware of the environmental and social impact of the fashion industry, they are increasingly seeking out alternative sources of fashion inspiration and are looking for ways to create their unique looks. By embracing the trickle-up theory of fashion, RêVE LuCiDE consumers will take control of their style and help to create a more sustainable and ethical fashion industry.

## **Influence and direction**

A Lot of celebrities and influencers are going to be excited by these trends. Rihanna, Cardi B, Megan Stallion, and many other celebrities have found success through popular social media apps like Instagram and TikTok. There is no denying the power these influencers have in our society, and their power is as simple as a TikTok ad review video or Instagram video post. Rihanna is estimated to be worth 1.4 billion by Forbes, she has had much success relying heavily on her social media marketing. Rihanna is one of the most followed celebrities on social media, her followers become inspired by her unique style of trends and her clothing brand but seek the amazing prices and quality that ReVE LuCiDE offers. Rihanna will be the fashion leader "fashionable and highly visible person that served as models for the new looks" (Veblen). She would determine these upcoming trends that our mass market will follow through the constant sharing of her personal lives and her fashion choices that make use of mass communication.

"Mass communication delivers impersonal messages to the general public through uses through social media marketing methods that would reach a huge audience." (Rath et al., 2012).

Furthermore, celebrities are not the only form of influencers, according to an article on Google by Influencers Marketing by the Huffington Post, Demographics and Fun Facts, there are currently over 1 million active influencers on Instagram (Aslam, 2021). These Influencers are driving the success of ReVE LuCiDE and will be pushing the trends of 2023.

## **Proposed Sketches**

### **Lace Dress Sketch:**

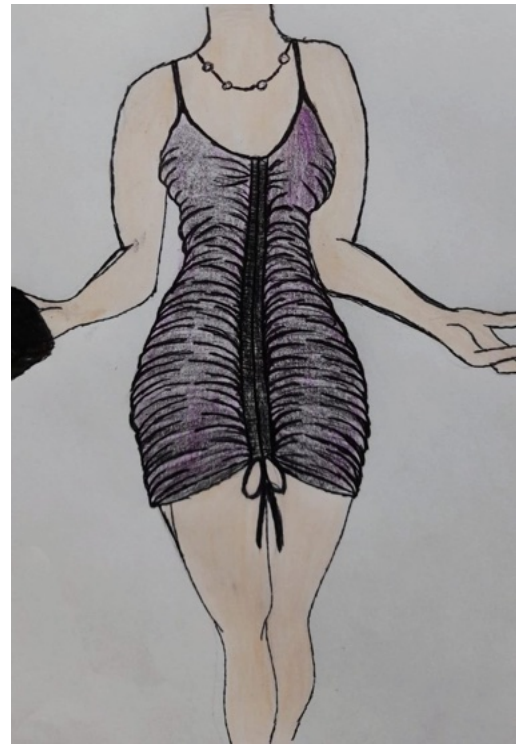


Neon Dress Sketches:





**Sheer Sketches:**



**Denim Sketches:**



**Fringe Sketches:**



**Stripes sketches:**





## **In Conclusion...**

We chose these designs because they reflect the recurrence of timeless trends approached with the flavor of our ever-evolving world. We believe that revolutionizing how trends are used allows us to continue exploring different styles while still keeping the classic concepts that we all know and love. These designs embody those trends perfectly and still have a modern and chic approach due to the cut, silhouette, and textiles used. We believe that these designs would be very popular when such trends resurface soon. Trends come and go, but at the core of all fashion are creativity and self-expression. Creating a new vision for these trends allows generations of people to be introduced to the history at hand and induct both ourselves and our clients into the long lineage of these concepts to fashion design. We know this to be the future of fashion, and we are passionate about supporting the new school of the world in cementing our place in history. Let's save the world by living on our own.

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