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Trend Forecasting and Social Media

BUF 3100

Neon Trends

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Trends Predictions For 2023

Last year I saw the pop of neon trend a lot, especially during the summer time. I think a lot of what inspired this was Kim Kardashian's collaboration with Balenciaga. They are known for bold neon colors paired with neutral or all black outfits. This definitely elevated the trend, and I predict it will come back stronger this year. Although Balenciaga received some backlash, I believe other brands will mimic this trend as it is very versatile and easy to style. Pop of neon has been an ongoing trend that comes and goes for years. In 2023, I foresee this trend to come back as it is effortless and chic.

Figure 1

The Neon



The Style Insider. (2022). *Neon*. 10 Wearable Fashion Trends That Will Be HUGE in 2023. photograph, The style Insider.

Figure 2

Alexa Demie



MARC PIASECKI, M. A. R. C. (2022). *Alexa Demie*. photograph, Instyle.

References

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PIASECKI, M. A. R. C. (n.d.). *Alexa Demie Just Wore the New It Bag Celebrities Are Freaking Out About*. Instyle. photograph, <https://www.instyle.com/look-of-the-day/2022-03-08>.

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