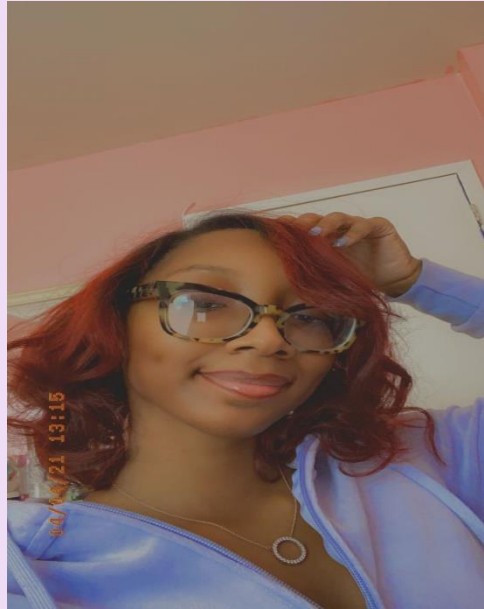


NAJA'S VELOUR'E COLLECTION



Letter to The Reader



Hello there! My name is Naja, and I have the passion for fashion. I am a stylist for many famous celebrities and a model so, I know all about the latest fashion trends. I consider myself a fashionista and I have a great amount of experience in the fashion industry.

Also, my creativity and imagination sets me apart from the competition. My designs are captivating and can make the fashion world expand with limitless ideas. As an owner of my brand Velour'e my responsibilities are to manage the company, meet our customer's needs, and keep a successful business running. As a trend forecaster, I found trendy season colors that gave my brand a pop! I want anyone who reads this project to feel inspired and thrilled about what is next to come in fashion!

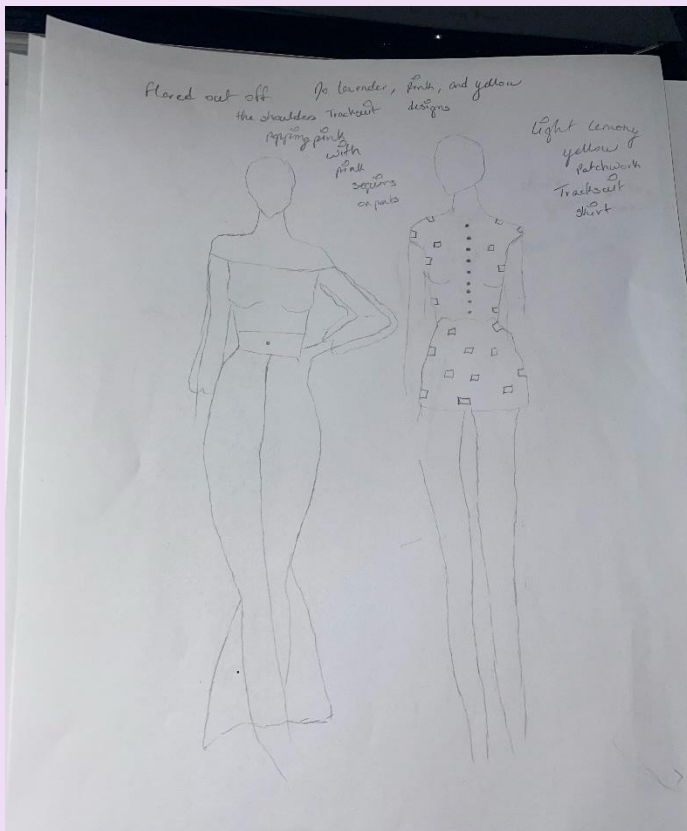
Consumer Profile

At Velour'e's Collection, we want our customers to feel vibrant and confident in our tracksuits. Our ideal target customer at Velour'e are single women who enjoy shopping and spending money with occupations such as public relations, model, and medical assistant. They are between the ages of 21-40. They are African American, Caucasian, and Hispanic. Our customers are women who has income between \$20,000-\$40,000 a year. They also have disposable income. Most of our customers have some college education, others have high school education. Our target customer Layla Brown is African American and lives in Los Angeles, California. She is a public relations specialist and likes to shop for trendy and comfortable clothing. Layla is an innovator, she is always focused on the future than the present, she is very creative, enjoys taking risks, likes to express herself, and she enjoys new experiences.

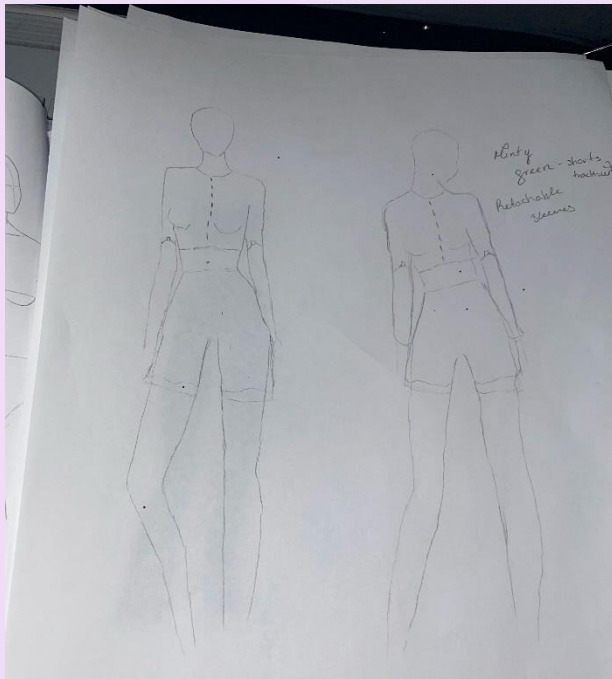
Activities she enjoys on her own time is writing poetry, meditation, exercise, playing instruments such as the guitar or piano, and traveling to new places. Layla is family oriented and always helps out her family if they are in need. She lived in California all her life with her mother, and younger brother Liam.

Velour'e Collection Trends

Design #1: Satin Popping Pink Flared out off the shoulders with pink sequins



Design #2: Velour Light Lemony Yellow Patchwork Tracksuit Skirt



Design #3: Spandex Minty Green

Tracksuit Detachable Sleeves

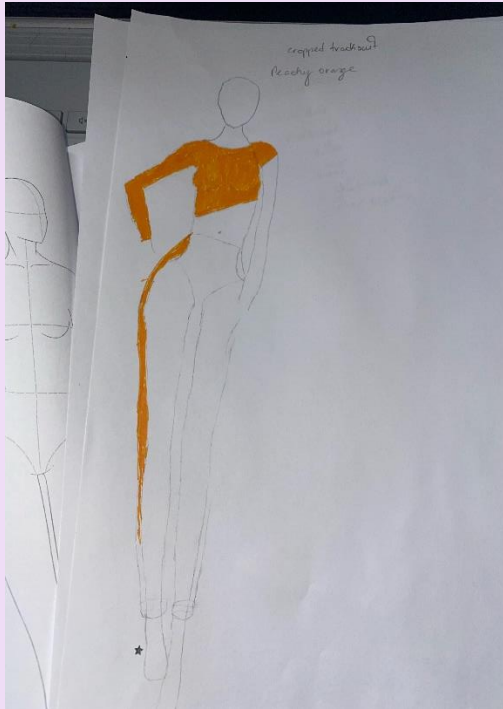
One image is shown with the sleeves and one is shown without.

Design #4: Satin Backless Ocean Blue Cutout Tracksuit



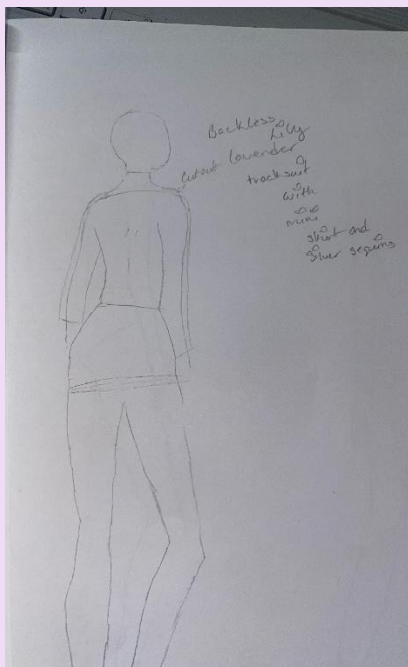
Design #5: Satin Peachy Orange Cropped

Tracksuit



Design #6: Velour Backless

Lily Lavender Tracksuit with mini skirt and silver sequins.



History of Tracksuits

Tracksuits are revolutionary in fashion; over the years they have continued to evolve in many ways. The evolution of tracksuits is because of types of fabric used, embellishment, and how the style changed over time. Tracksuits were first worn on the track which is where the name originated from. In the 1960's tracksuits emerged, and were worn by famous track runners Messrs John Carlos, and Tommie Smith (Mak, 2021). Since, tracksuits were created to keep athletes warm they were made of cotton, polyester, or even terry cloth. The tracksuit colors were light blue, dark blue, white, red, brown, and cream. They were designed with a matching set, with buttons. The successful brand Adidas released their first tracksuit in 1967 worn by athlete Franz Beckenbauer. This tracksuit was designed with three white and red stripes and were made of synthetic nylon (Babcock, 2020). The style of this tracksuit influenced others to come, this can be seen even today.

70's & 80's Shift of Style

The 1970's was all about self-expression, disco, unique prints, and changes of style. At this time tracksuits began to shift from just sportswear to comfortability. In 1971, the actor Bruce Lee wore a red striped tracksuit for the television show Longstreet. This tracksuit was iconic and very popular. Tracksuits started to use a new material called Velour. Both, men, and women were wearing velour at this time because of comfort and for lounging in (Kunkel, 2017). Transforming to the 80's where hip hop culture was dominant and meshed together with fashion, tracksuits were now expanding with materials such as nylon, silk, Gore-Tex, and spandex. At this time, everyone was wearing Fila, Kappas, or Adidas tracksuits. Fila's tracksuits were white, black, red, and even blue. These tracksuits were more streetwear and stylish. Rappers such as LL Cool J can be seen wearing a velour Fila tracksuit in his music videos and some photoshoots.

Adidas tracksuits were also a success during this time because of the “puffer look” which were called shell suits. They were waterproof and made of a thin nylon. The legendary hip hop group Run DMC wore an iconic black leather with red stripes on the sleeves and a matching bottom by Adidas in 1988. Tracksuits became a huge statement in places like the Bronx, Brooklyn, and Queens.

90's & 2000's Transformation

The 1990's and 2000's was all about fashion, new trends, new brands, velour tracksuits and hip-hop culture once again. Tracksuits began to spread more and more. In 1992, famous basketball players Magic Johnson, Michael Jordan, and Scottie Pippen were dressed in American flag matching tracksuits (Mak, 2021). These tracksuits were designed for basketball players to be more comfortable. In hip hop culture, rappers such as Jay-Z and P Diddy were not only seen in tracksuits, but they even started their own labels. P Diddy started his label Sean John in 1998 for the spring wear collection for menswear. His tracksuits were designed with a loose silhouette and velour. The year after in 1999, Jay-Z and Damon Dash released the brand Rocawear. Which consisted of tracksuits made of velour and loose pant silhouette like Sean John. The same year the iconic brand Baby Phat was launched by Kimora Lee Simmons. Baby Phat was such a success that every young girl and women owned at least a pair of jeans with the well-known logo. The brand became more popular in the early 2000's because of its streetwear clothing with velour tracksuits, shirts, jeans, outerwear, lingerie and even accessories (Andrews, 2019) Many celebrities wore their clothing such as rapper Lil Kim, Alicia Keys, Raven Symone, and singer Pink. Baby Phat paved the way for other women streetwear brands. Although the label Juicy Couture launched in 1997, they became popular around the same time as Baby Phat. Their clothing line is also women based and consisted of bright velour tracksuits, and shirts.

Celebrities such as Britney Spears who was spotted in a dark blue velour tracksuit, Paris Hilton, and Kim Kardashian. Jennifer Lopez also wore a pink sweat short Juicy Couture set in her music video for her song "I'm Real" (Brannigan, 2020). In the 2000's velour tracksuits were super popular that they even appeared in tv shows and movies such as The Cheetah girls which released in 2003, and the tv show The Sopranos (Noone, 2018). Even, today velour tracksuits are making a comeback with clothing brands such as Fashion Nova, Missguided, Forever 21, etc. Tracksuits continue to evolve with new designs and changes. It is going to be interesting to see what is in innovation for tracksuits.

Figure 1



Rapper Missy Elliot in Pink Velour Tracksuit

Figure 2



Singer Rihanna wearing Pink Velour Tracksuit

Timeline History of Tracksuits

1960's ~ Tracksuits were first seen on the track worn by athletes. Adidas created their first tracksuit in 1967.

1970's ~ All about comfort and the fabric material Velour emerged.

1980's ~ Hip Hop culture and fashion was the focus. Tracksuits became a fashion statement in places like the Bronx, Brooklyn, & Queens.

1990's ~ The popularity of tracksuits expanded. Rappers were now starting their own fashion labels that incorporated famous tracksuits known today. The iconic streetwear brand Baby Phat emerged into the scene.

2000's ~ Velour tracksuits were super popular. The brands Juicy Couture and Baby Phat were very popular.

Trend Report

Our tracksuits from Velour'e Collection have a Y2K aesthetic and are a homage to the early 2000's legendary tracksuits with a special velour'e twist. Our first design of tracksuit #1 was a satin popping pink off the shoulders with flared out arms, a popping pink color, and sequins. This design is inspired by the 70's pants with exaggerated flares along with the off the shoulder look. This trend is making a return currently in fashion. In an article [The History of Flares](#) by Greg Whitmore he states "For the past few years, fashion designers have been telling us flared trousers are coming back. We'll see. They've been around a long time, but only one decade really embraced them: the 1970s. Rich and poor, teeny boppers and football hooligans all wore their flares with pride. Here we look back at those halcyon, bell-bottomed days of yore." Design #2 is a short sleeve with buttons light lemony yellow patchwork tracksuit skirt. Patchwork is also making a return in fashion and in the article [Elite Daily](#) by Margaret Blatz she states "What is patchwork, really, if not just buying an already-pattern-mixed outfit? Dolce and Gabbana, Issey Miyake, and Gucci are just a few of the brands that displayed the funky style in their 2021 campaigns. You can easily intro this trend to your wardrobe in the form of patchwork dresses, flannels, jackets, and more". This article states how the trend can be transformed to other clothing. Design #3 is a minty green tracksuit shorts with detachable sleeves made of spandex. Therefore, a person will wear this if they want a different style of the shirt or become hot, they can remove the sleeves. Design #4 is a satin ocean blue cutout tracksuit with the back exposed. This design is made with low-cut pants which takes inspiration from the early 2000's. In an article by [NBC News](#) by Kalhan Rosenblatt states "The return of low-rise jeans was noted Tuesday by Vox's Rebecca Jennings in an article for "The Goods," spurring a

polarizing social media response from those eager to get back to their early 2000s low-rise jeans and those who decried the return of a garment often associated with thinness and body-shaming”.

Based on this article, currently low-rise pants are making a huge comeback. Design #5 is a satin peachy orange cropped top, with one full sleeve and one short sleeve tracksuit. Design #6 is a backless velour lily lavender with a mini skirt and silver sequins. Velour is also making a comeback in fashion.

Figure 3



Paris Hilton Wearing Pink Velour Tracksuit

Mood Board

This Mood Board is based off Y2K(early 2000's) Aesthetic.



Proposed Fabric Swatches

Velour



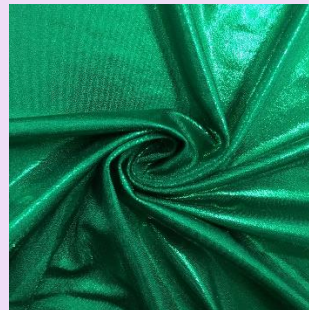
Sequins woven mesh



Satin



Nylon Spandex



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Appendix

Figure 1 & 2: Noone, G. (2018, October 9). *The Velour Tracksuit: Dream of Doing Nothing*.

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Figure 3: *The 14 Most Iconic Tracksuit Moments*. (2016, February 15). ELLE.

<https://www.elle.com/uk/fashion/trends/articles/g29204/the-14-most-iconic-tracksuit-moments/?slide=9>