

**Trend Forecasting: Misses Swimwear**

**Rokiatou Bah, Dominique Jones, Kayla Nelson**

**New York City College of Technology**

# The Beach Collective



Figure 6 (Sea Elements 2021)

**Table of Contents**

**I.** To The Reader..... Page 4

**II.** Consumer Profile.....Page 5

**III.** History of Swimwear.....Page 8

**IV.** Forecast.....Page 19

**V.** Conclusion.....Page 22

**VI.** References.....Page 23

### To The Reader

It comes around at the same time each year, SWIMSUIT SEASON! This can either be quite exciting or frightening for beach and pool go-ers, but with the forecasting conducted by The Beach Collective, it will certainly be exciting! The Beach Collective strongly believes in looking to the past in order to find the future in fashion. In this forecast, one can find the history of swimwear dating all the way back to the 1700s, the current trends, the future for swimwear, reasons swimwear has changed over time, demographics, and more. Continue traveling with The Beach Collective to find out the swimwear must haves for the 2023 season.

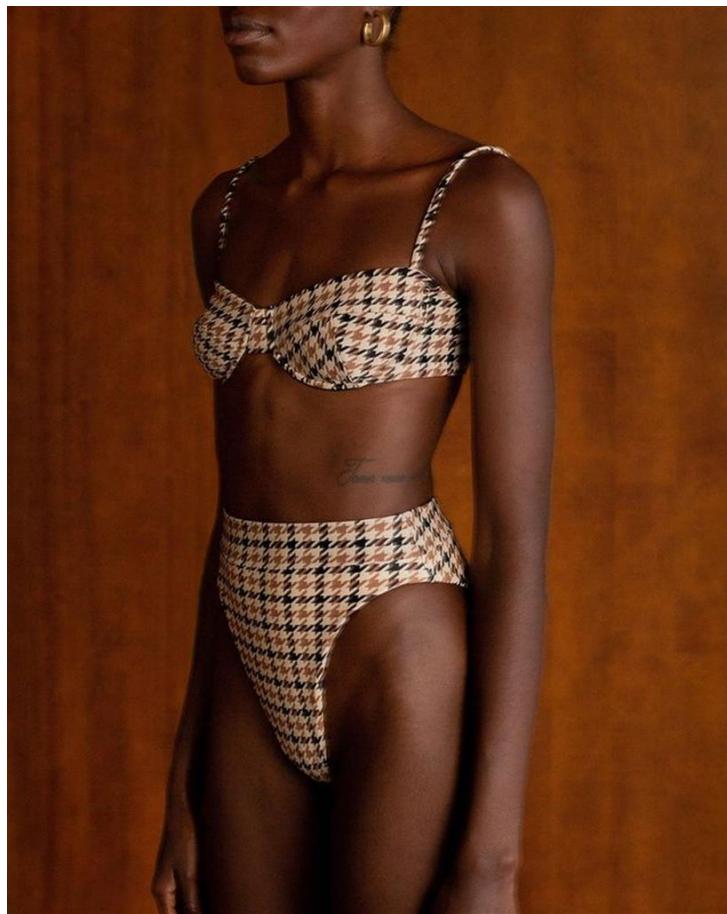


Figure 5 (Trend Forecasting 2021)



### **Consumer Profile**

When it comes to the age demographic in swimwear, women of all ages purchase bathing suits from centennials to baby boomers. We see more of a focus when it comes to the style and price range of swimwear. Baby boomers may wear more conservative one piece bathing suits that may be plain in color, meanwhile centennials would purchase two pieces that show off their youthful bodies and draw attention to them. Since the “pre-depression” group is more conservative and concerned with financial and personal security” (Brannon, 2010). They are less likely to spend lots of money on swimwear and also less likely to buy swimwear in a one to five year span than any other consumer group (Kunst, 2019). The Generation X group although have grown up through tough economic times (Brannon 2010) are likely to spend more money on swimwear. They are also the group that many people are married, established in their careers, have older children leaving them with less financial burdens. This allows them to take more vacations and spend money on luxury or higher priced swimwear. Generation Y and Generation Z are more likely to buy swimwear than any other consumer groups. “52% of people ages 16 to 25 are likely to buy swimsuits more than once a year” (Kunst 2019). This consumer group may also have less bills, are either just starting or finishing college and will buy swimsuits that are more revealing and stylish but are cheaper because they buy swimwear more often.

The Pre- Depression market consists of those 55+. This group thinks conservatively and considers the finances while making a purchase (Brannon 2010). The Pre- Depression group’s conservative mindset may also trickle down into their swimwear attire and prefer to buy a model swimsuit rather than a skimpier silhouette. Compared to the Pre- Depression generation, the Depression generation may be more daring in their clothing considering they are the generation

that created rock and roll (Brannon 2010). Overall Baby Boomers are concerned about their youthful appearance, so this idea translates into their fashions. This need for youthfulness may attract the Boomers to a more youthful swimsuit such as the high-waisted bikini while maintaining “appropriateness”. Generation X is in a transitional period of their lives and think about marriage/families, so one may not wear something too youthful such as the string bikini. Generation Y has innovative intellectuals (Brannon 2010). This generation thinks about the world, so an eco-friendly swimsuit may be inviting to them. The Millennial thinks in a free spirited way and can either be frivolous or savvy.

Clothes seem to always have been debateable, especially when slut shaming became a consistent trend. A child wearing something small and cute is considered adorable, why when women wear something of that nature they are demeaned and harassed? “A 1921 Hawaiian law was enacted that no one over 14 years of age could appear in a swimsuit unless "covered suitably by an outer garment reaching at least to the knees. Women began to wear towels around their waists or wrap raincoats around themselves”(Wild, 2015). The behaviorism of trying to show the difference between a grown woman and a child was a way to prove that innocence and modesty is a character quality that in the present date children possessed no matter what they wear. “In the late 19th century, swimming became less about health and more about pleasure. At that point, the genders divided; men swam with men, women with women, but rarely together” (Wild, 2015). Women becoming revolutionary and fighting back police officers who enforced the law resulted in behavior conditioning that suited what the society wanted at the time, which was the separation of men and women. To change women’s stubborn behavior on following modesty wear resulted in being punished and humiliated publicly to rectify a person’s choice.

### **History of Swimwear**

## 1790-1900

The women's swimwear styles that are popular now compared to the ones that existed and were allowed in 1794-1840 are not the same (Ibbetson, 2020). Swimwear that was created during that time was made to preserve women's modesty, image, and dignity. Bathing clothing was chosen as swimwear for women because it did not expose women's body intensely, less skin was showing, and that was a period where a woman's respect relied heavily on how much the person's skin is covered and looking modest. Also, the fabric used would become heavy and saggy once the women went inside of the water and came out, this kept women's sexuality and body shape to remain hidden, and prevented women from participating in intense physical activities due to the heaviness of the fabric material when wet. Furthermore, In the 1900s, when the women's movement began to rise, swimwear had to be changed. One-piece suits became popular and controversial at the same time. 1 piece swimwear was more suitable for swimming sport due to its material lightness, but to the society it was presented as demeaning to a woman's image or character because it defies the "physical constraints on women in nineteenth-century patriarchal society" (Ibbetson, 2020). Fast forward to the 21st century swimwear fashion started becoming more alarming due to it no longer just being something a woman wears, it became a symbol of freedom and self expression for women's sexuality, this is where a person sees bikinis, smaller and lighter swimwear being worn. (Ibbetson, 2020)

The *zeitgeist* of the 1790-1900s era was one of respectability and modesty for woman. The expansion of the United States caused much unsettledness. "The Civil War of 1861-1865 threatened the country's very survival" (Stone 2013). Women were expected to be respectable and modest. The way women dressed revolved solely around respectability. *Vogue* magazine was established in 1892 giving women the opportunity to see what they looked like through

photography (Stone 2013). “By the 1910s the suffrage movement was well underway, paving the way for change in women’s lives that trickled town into swimwear styles” (Layton, 2020). This movement was not just about women being more recognized and being accepted in society at high value, but about occupation and their choice of dress. There would be a *long and wide* trend of modest swimwear for women for a very long time.

#### 1910s -1920s

By 1910, women began to show more skin with swimsuits that were not so constrictive and weighty. Now, women revealed their arms and mid thighs were shown because of a raise in the hem line. Designers were not as interested in hiding the woman’s physique anymore. (Picone 2015) The designs featured shorts and cut outs. After World War I, American women wore knitted and sporty swimwear. The knitted swimsuits were not ideal for getting wet; They would not hold their shape after being in the water. (Ibbetson 2020) V-neck and deep boat necklines were popular during this time. Swimsuits were designed in the vibrant colors of the 20s: red, blue, green, grey, and black. (Session 2013) Swimwear has changed in material, fit and style over the years. The one piece bathing suit was popularized in Australia during the early 1900s by swimmer and model Annette Kellerman. During that time swimsuits were a boy shorts style full swim suit which still was not accepted by many people because of the idea that women needed to be modest (Schmidt 2012).

Unfortunately, the zeitgeist of 1920s included Women’s Suffrage. As time went by, there were a lot of people in society that hated women participating in sports because it was perceived as more of a masculine form of play. Women were able to play sports between themselves for fun, but it was controversial for women to officially join mens play. At that time it seemed like men felt they were losing control of women. The competitive racerback swimsuit and women's

boldness threatened the men. The *Pendulum Swing* for the racerback swimsuit is *long and wide* being that it is still used in fashion and competitive sports today. “In 1928, the first real breakthrough in the history of competitive swimwear was made with the introduction of the racerback swimsuit by Speedo – then known as Fortitude – which allowed a greater movement in the arms” (Pattinson, 2020). Women wanted to be recognized for a role different than which the role society boxed them into. Women playing sports was revolutionary. The need to have freedom and higher recognition caused women to be courageous and break the barriers that limited them. Swimsuits prior to the racerback did not allow women to perform to their highest capability, but the racerback swimsuits allowed women to show they can be great in a man’s world.



A timeline between 1800s to early 1900s showing the changes in swimwear from full covered swim to more revealing swimsuits. (Figure 1, Picone 2019)

## 1930s-1940s

In 1930, healthy living became very popular and people found a great way to maintain good health; Swimming. Now that a healthy lifestyle and tanned skin were encouraged for women, Elsa Schiaparelli designed a swimsuit that was backless and had a built in bra to avoid tan lines while swimming. Wool was a sought out fabric for swimwear because it was stretchy and accentuated the women's body. Also, there was a panel at the waistline that supported the woman while giving one the sought-after shapely look. (Session 2013) A major issue with swimwear at this was the use of wool. The material did not hold its shape when getting in and out of the water. By 1931, Lastex yarn was introduced. With this new material, that was inevent with a mix of Rayon, swimsuits would hold their shape when wet. (Ibbetson 2020) Nautical appliques were used such as the anchor, birds, and even sealife. Swimsuits in the 1930s revealed more legs and backs. White belts accentuated the waistline and darts were sewn to give one a shaped bust. One would wear a halter neck top and even multi-colored swimwear. The 3 swimsuit styles of the 1930s were the skirted, the skirtless, and the dressmaker. (Session 2016) During the 1930s - 1960s it was popular for women to wear corset style one pieces with detachable straps and a slightly higher cut, that were commonly made out of lined cotton, stretch latex and elastic ruched waffle nylon. Late in the 1930s european women were the first to start wearing two piece bathing suits, which included a bikini top and high waisted bottoms that would only show the midriff. After world war 2 america had also adapted to this style of swimwear due to a shortage of fabric. At that time many swimsuits were made out of nylon or lycra (Thomas 2021).



Figure 6. Pictured: Actresses Ida Lupino and Kathleen Burke in 1935. (Waxman 2016)

In the 1940s, V-neck and sweetheart necklines were lowered to show a touch of cleavage. (Session 2016) The bikini is budding, but it is not here yet, so only sides of the midriff are revealed at this time. Also, there is now a two piece look; High waisted short and a bra top. in 1946, Jacques Heim and Louis Reard revolutionized swimwear and the bikini was created. Heim's bikini was minimal in design, having a bra top and full coverage bottoms. Reard's bikini was very tiny in design being that it was 4 triangles held together with string. (Ibbetson 2020) Since many models were not comfortable modeling the bikini he used an exotic dancer Micheline Bernardini to model it. Even though the bikini was very popular, countries like Spain and Italy banned them to be worn on public beaches. Late in the 1950s they lifted the ban to keep up with fashion trends. America was actually the last country to accept the bikini when it was made popular by the song "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini" by Brian Hyland and was mostly worn by young liberated women. (A&E Television network, 2010)



Figure 5 (Micheline Bernardini the first person to model the bikini) (Waxman, 2016)

The economic *zeitgeist* in the 1930s to the 1940s, was the introduction of “The New Deal” which caused there to be extra funding to build more community pools. Many women would go to community pools or take vacations to beaches if one was of a higher class. With the invention of lastex, swimwear was made to be more comfortable for women to wear. Many designers were creating swimsuits that were higher cut and showed more back. Multi colored swim suits were also becoming popular around this time, instead of one color swimsuits would be one color or print at the top and a different color or print for the bottoms. There was also the introduction of more appliques and belts in misses swimwear (Dancer, 2016). The *pendulum swing* of this new one piece was *long and wide* because even with the development of the two piece bikini, one piece swimsuits stayed in style. They still bring style and comfort to women of all body types. The popular trend of more revealing backs and thin straps opened the door in the 1940s for deeper v line tops that showed more of women’s cleavage. There was a *zeitgeist of dominating technology* as well during the 1940s more prints and better fabrics were being produced changing the patterns that we saw on many swimsuits. We saw more floral prints,



strips, and polka dots (Dancer, 2016).

### 1950s-1960s

In addition, a lot of things have influenced swimwear in all the centuries or years that have passed. In the 1950s, swimwear styles were influenced by a sexuality revolution. “Swimwear during the 50s honed in on curvier women, which meant working structured undergarments into the designs for shape and comfort” (Valenti, 2018). It became a sexual revolution because the more time went by the less fabric yards were being used, women’s swimwear designs went from covering almost the entire body to rising up on the thigh until little pieces of fabric started being used to create swimwear. Moreover, Individualism has also influenced the styles of swimwear, wanting to show one’s personality or style and introducing the ‘mix match’ swimwear-----“While the rise of mix-and-match options allowed women to individualize their looks” (Cheng, 2016). Women wanted to appreciate the part of themselves that made them unique and wanted to be proud about it despite society customs desire to have them restrained. Now that the modest 1950s are out, in came the 1960s with more flashy designs. There was color blocking and jewel tone swim being sported during this time.

In the 1950s there was a rise of the film industry and Hollywood glamour. Many films focused on women's bodies and many viewers followed the trend of what they saw on Tv. It changed the perspective that the world had on bikinis. This shows us that the media influenced alot of the changes that happened during this time (Ibbetson, 2020). Fabric was also being changed to better support athletic swimmers, “Speedo first introduced nylon into swimwear in 1956 . For the Melbourne Olympics in 1956, Speedo created the well-known male Speedo shorts.” (Ibbetson, 2020). In the 1960s there weren't too many changes to the swimsuit besides

the fit. Since Nylon was introduced, swimsuits became extremely tight and more fitted showing off womens figures even if it was a one piece or two piece (Hill, 2017).

### 1970s-1980s

The 1970s brought the most revealing swimwear yet. For the first time, people dare to wear thongs, cut-outs, sheer and string bikinis. (Booth 2019) The swimsuits of the 1970s were vibrant in both color and pattern.



Figure 2 (Booth 2019)

The *zeitgeist* of the 1970s includes social unrest due to the Vietnam War and the unequal rights for women and minorities. The economy plummeted to its lowest point since 1929, The Great Depression. Now that they were maturing, the baby boomers, sought out to find their purpose and individualities. Television changed to show unconventional ideas such as, *Charlie's Angels*, and *The Mary Tyler Moore Show*. These TV shows had storylines that portrayed the

single working woman. “Fashionwise, “anything goes” was the mantra of the 1970s” (Stone 2013). The hippie culture was very popular to the younger generation who didn’t partake in Woodstock. Because there were no longer rules to fashion during this decade and it was all about freeing self-expression, one could sport thong and string bikinis. The thong and string bikini both have a *Pendulum Swing*, that is *long and wide* because there are still popular in 21st Century fashion.

The 1980s swimsuit trends consisted of thongs, bring neon colors, and animal prints. The swimsuits had low cut necklines and extremely high cut bottoms that would elongate the length of the leg. (Booth 2019)



Figure 3 (Booth 2019)

The *zeitgeist* of the 1980s was excessiveness. Although the decade began with inflation and a hostage crisis in Iran, Ronald Reagan and his wife, Nancy, made a glamorous change to the times when he became president. This was the era of young urban professionals who’ve newly stepped into executive-level positions and were ready to dabble into their financial success. Status and fitness were important during 80s which meant for more swimwear. “The stock market was suddenly sexy” (Stone 2013). It was sexy until it crashed in 1987, of course. In 1981, MTV revolutionized pop culture and the “music video” was born. Performers like Michael Jackson and Madonna, were able to exploit music videos which made them superstars (Stone

2013). The *trends* of the 1980s may be considered to be a *long wave phenomenon*. Across time, trends such as the high leg bikini, animal prints, and neon colors vary in their duration.

### 1990s-2000s

Swimsuits got even brighter, bolder, and funkier in the 1990s. Now, swimsuit designs were inspired by Athletics and Speedo became popular during this time. The infamous Baywatch one piece bathing suit with the extreme high leg and low cut tank top neckline inspired swimwear trends. (Booth 2019)



Figure 4 (Booth 2019)

The 1990s brought a new recession after the 1987 stock market crash. Also, there was the Persian Gulf War in 1991 and President George H.W. Bush lost the election to Democrat Bill Clinton in 1992. A new rise of technologies including cell phones, the Internet, and email. Generation X went against the excessiveness of 1980s; This generation was more interested in technology. A major influence to the 1990s was the “alternative” garage rock band scene. Bands to note are Pearl Jam, Nirvana, and Soundgarden. In the late 1990s, the economy boosted which made for lighter sounds in the music industry. Popstar, Britney Spears, made her debut during this time (Stone 2013). Although the *zeitgeist* of the 1990s was somber, swimwear remained

bright and funky. One can still see the *long and wide Pendelum Swing* of the high cut swimsuit and low cut neckline.

The early 2000s brings the Tankini. Designer, Anne Cole, can be credited for inventing this style. (Booth 2019) Although there is the new, more modest tankini, the bikini is still very much existent in the 2000s. One piece swim and high waisted bottoms make a comeback due to the fact that many pull inspiration from vintage designs (Booth 2019).

In the beginning of the 2000s, the devastating terrorist attacks in the United States took place on September 11, 2001. Because of this, Americans no longer felt secure or that they should show vulnerability. The tankini was born in the 2000s, which covered the midriff, and allowed for Americans to be less exposed and vulnerable. The internet is now vital asset to retailers. Every company needs a website for consumers to purchase their merchandise. It is the age of Social Media and more & more people are continuously exposing themselves to the world through Facebook, Instagram, Twitter, Youtube, and TikTok. Today's consumers with the damage that has been down to the Earth in the previous century. Many choose to take the affects of global warming in consideration when making a purchase. Celebrity culture and Reality TV inspire people on how to dress. For example, Paris Hilton can be noted as a young starlet being watched for her fashions (Stone 2013). Swimsuits are now *cyclical*; They come back for the same season each year. The *Pendelum Swing* of the swimsuits have been *long and wide*, and will continue as a *long wave phenomenon*.

### **Current Trends**

Currently there is a surge in social media influence from Instagrammers and Celebrities. There is a combination of activewear and swimwear, so that the consumer can partake in

activities they've taken up during the pandemic. There is an edgy style to the design and very revealing for those interested in the Y2K- inspired fashions (Frankies Bikini 2021).

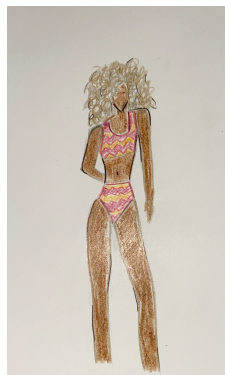


Figure 8. (Frankies Bikini 2021)

### Forecast

The year is 2023 and life as one once new it makes a comeback, but with an abundance of appreciation for normalcy. Nostalgia from life Pre-Pandemic will subsist, but travel will have resumed allowing for space to create new memories like the ones that are being looked back on. Also, the 2020 pandemic will have caused for a trend of minimalism when it comes to consumers; Consumers will have a sense of essentialism when shopping. The United States will be preparing for yet another presidential election at this time which may affect the fashion trends.

### Poolside Preppy



Sketch 1

### Style

A preppy style will be back and it will not be the time to lack. The style will pay homage to collegiate attire by combining both sportswear and swimwear. A *wave* of minimalistic and retroness will live in the designs. Because of consumers newfound sense of essentialism, classic silhouettes will be wanted such as the square neck and high waisted cut swimsuits. Other silhouettes that will be popular are: balconette top, underwire bra, scoop neck sports bra, cropped top, the square bandeau top and high waisted briefs (Resort Club 2021).

### Fit

The fit will be modest offering consumers comfort in a world that is still uncertain. Although the designs will be square, they will still be flattering to the body and offer support to the chest (Resort Club 2021).

### Color

The colors for spring/ summer 2023 are all about neaturls. Many flesh tone colored swimsuits will be prevalent along with soft colors like pink. There is a connection more with earth tones that match the tropical places women will visit now that covid has died down and we are on the track to going back to pre-pandemic life. There will be some dark colors as well, like dark greens and reds and even though that is more popular in the fall we are moving away from the neon colors of the past (Terrace 2021).

### Fabric

Fabric will also change during this time, as people look for more time outdoors and with nature fabric is being made with more recycled materials. There is also the use of materials that

dry quicker and are UV protectant (Nature reserve 2021). There is also the return of floral prints. It will see a lot of petals and Bohemian style fabrics being used rather than the one solid pattern or color blocking which is popular now ( Terrace 2021) . Also with introduction to earth tone colors there will be the return of army fatigue, as people are going camping and taking getaway retreats swimsuits will also be made with more camouflage prints. (Nature reserve 2021)

### Design

New designs that captures the public attention. The forecast for 2022/2023 introduces diversity in color, style. Fit, fabric and most importantly design. The First image the design is a sport set swimwear sport bra with scoop neckline, matching high cut bikini bottom, and print application. After, there is image 2 where the inspiration was to make the classics sexy with subtle color tones and retro- inspired shapes. The swimwear is sleek, offered in optic jacquard and rib knits that hug and hold the body in check patterns. Next, image 3 is a bandeau bikini in line, which shows a square neck bandeau top, high cut leg bottom, and color block print. Image 4 is a representation of speedo swimsuit and the world's first non- woollen swimsuit, the swimsuit known for its high notch functionality and elasticity. Last but not least, Image 5 is a utility bikini set, the top designed as a triangle top, high rise briefs with belt loops, and detachable flap pockets (Resort Club 2021).



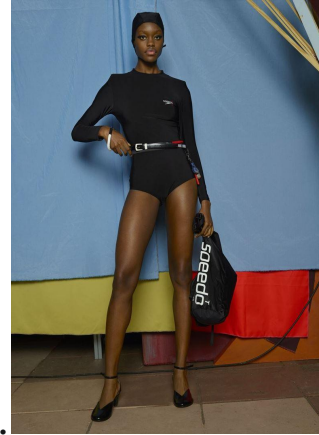




1.



2.



3.

4.



5.

### Conclusion

After all the revolution and controversy that women in the past history went through to be able to finally go from heavy and covering clothing as swimwear to thin and more revealing of skin has great impact in the fashion world, and sport world. Swimwear before was something that kept women inferior to men, but today it symbolizes women's freedom in lifestyle, self expression, and self value. Through The Beach Collective's breakdown of past history and

swimwear trends, the future was able to be told. With great influences from the pandemic, a more modest and eco conscious consumer will evolve and one who is looking for new experiences.

### References

- A&E Television Network. (2010, March 3). *Bikini Introduced*. History.com.  
<https://www.history.com/this-day-in-history/bikini-introduced>
- Booth, J. (2019, May 29). *From the 1800s to now: Here's how swimsuits have changed over the years*. Insider.  
<https://www.insider.com/evolution-what-swimsuits-look-like-over-the-years-2019-5>.
- Booth, J. (2019, May 29). *From the 1800s to now: Here's how swimsuits have changed over the years*. Insider.  
<https://www.insider.com/evolution-what-swimsuits-look-like-over-the-years-2019-5>. (Figures 2, 3, 4)
- Brannon, E., L. (2010). *Fashion Forecasting: Third Edition*
- Dancer, V. (2016, April 25). *1930s Swimsuits- Ladies' Bathing Suits History*. Vintage Dancer. <https://vintagedancer.com/1930s/1930s-swimsuits-pictures-history/>.
- Frankies Bikinis. (2021, June 10). *Alo Yoga and Frankies Bikinis Collaborate in Swimwear Collection*. Fashionsnoops.  
[https://fashionsnoops.com/ReportPage/women/Hot\\_Now/Main/item/season/0-1986-reportcreator](https://fashionsnoops.com/ReportPage/women/Hot_Now/Main/item/season/0-1986-reportcreator).
- Hill, G. (2017, May 12). *The Evolution of the Swimsuit: A Century of Swim*. Threads by Garnet Hill.  
<https://www.garnethill.com/threadsbygarnethill/2017/05/12/century-swim-evolution-swimsuit/>.

- Ibbetson, F. (2020, September 24). *A History of Women's Swimwear*. Fashion History Timeline. <https://fashionhistory.fitnyc.edu/a-history-of-womens-swimwear/>.
- Kunst, A. (2019, December 20). *Frequency at which women purchase swimwear by age U.S. 2017*. Statista. <https://www.statista.com/statistics/696028/frequency-at-which-women-purchase-swimwear-by-age-us/>.
- Layton, V. (2020, September 20). *Evolution Of Swimwear - From The 1800s Until Today*. WTVOX. <https://wtvox.com/fashion/evolution-of-swimwear/>
- Pattinson, M. (2020, March 16). *History of competitive swimwear: From racerbacks to supersuits*. Swim England Competitive Swimming Hub. <https://www.swimming.org/sport/history-of-competitive-swimwear/>
- Picone, K. (2019, October 30). *Appreciate Your Bikini: A Brief History Of Women's Swimwear*. All That's Interesting. <https://allthatsinteresting.com/history-of-womens-swimwear>
- Picone, K. (2019, October 30). *Appreciate Your Bikini: A Brief History Of Women's Swimwear*. All That's Interesting. <https://allthatsinteresting.com/history-of-womens-swimwear> (Figure)
- Sea Elements. (n.d.). *Vector Sea Elements - Swim At The Beach Cartoon, free png image*. PngKit.com. <https://www.pngkit.com/bigpic/u2t4y3w7i1y3i1q8/>. (Figure 6)
- Schmidt, C. (2012). *The Swimsuit: Fashion from Poolside to Catwalk*. Bloomsbury Academic.
- Session, D. (2013, September 7). *1920s Swimsuits- Women and Men (Parasols too)*. Vintage Dancer. <https://vintagedancer.com/1920s/1920s-swimsuits/> .
- Session, D. (2016, April 25). *1930s Swimsuits- Ladies' Bathing Suits History*. Vintage Dancer. <https://vintagedancer.com/1930s/1930s-swimsuits-pictures-history/>.
- Stone, E. (2013). *Dynamics of fashion* (4th ed.). Fairchild Books.
- Trend Forecasting*. Resort Club Fall Winter 22/23. (2021, June 9). <https://fashionsnoops.com/ReportPage/women/Forecast/Main/item/FW%2022-23-100/100-57901-item> . (Figure 5) (Images 1, 2, 3, 4, 5)
- Waxman, O. B., & Ronk, L. (2016, July 5). *Swimsuit Photos Now and Then: The Evolution of Bathing Suits*. Time. <https://time.com/4383860/swimsuit-evolution-bikini-origins-history/>. (Figure 5)

Westin Thomas , P. (2021, June 3). *Womens Swimwear from 1920 to 2000 - Swimsuit Fashion History*. Fashion. <https://fashion-era.com/swimwear.htm>.

Wild, C. (2015, May 27). *What slut-shaming looked like in the 1920s*. Mashable. <https://mashable.com/2015/05/27/swimsuit-police/>.

*Trend Forecasting*. Fashionsnoops. (n.d.). <http://www.fashionsnoops.com/Default.aspx>.  
<http://www.fashionsnoops.com/Default.aspx>

*Trend Forecasting*. Fashionsnoops. (2021, May 27).  
<http://www.fashionsnoops.com/ReportPage/women/Forecast/Main/item/FW%2022-23-100/100-57850-item>.

<http://www.fashionsnoops.com/ReportPage/women/Forecast/Main/item/FW%2022-23-100/100-57850-item>

