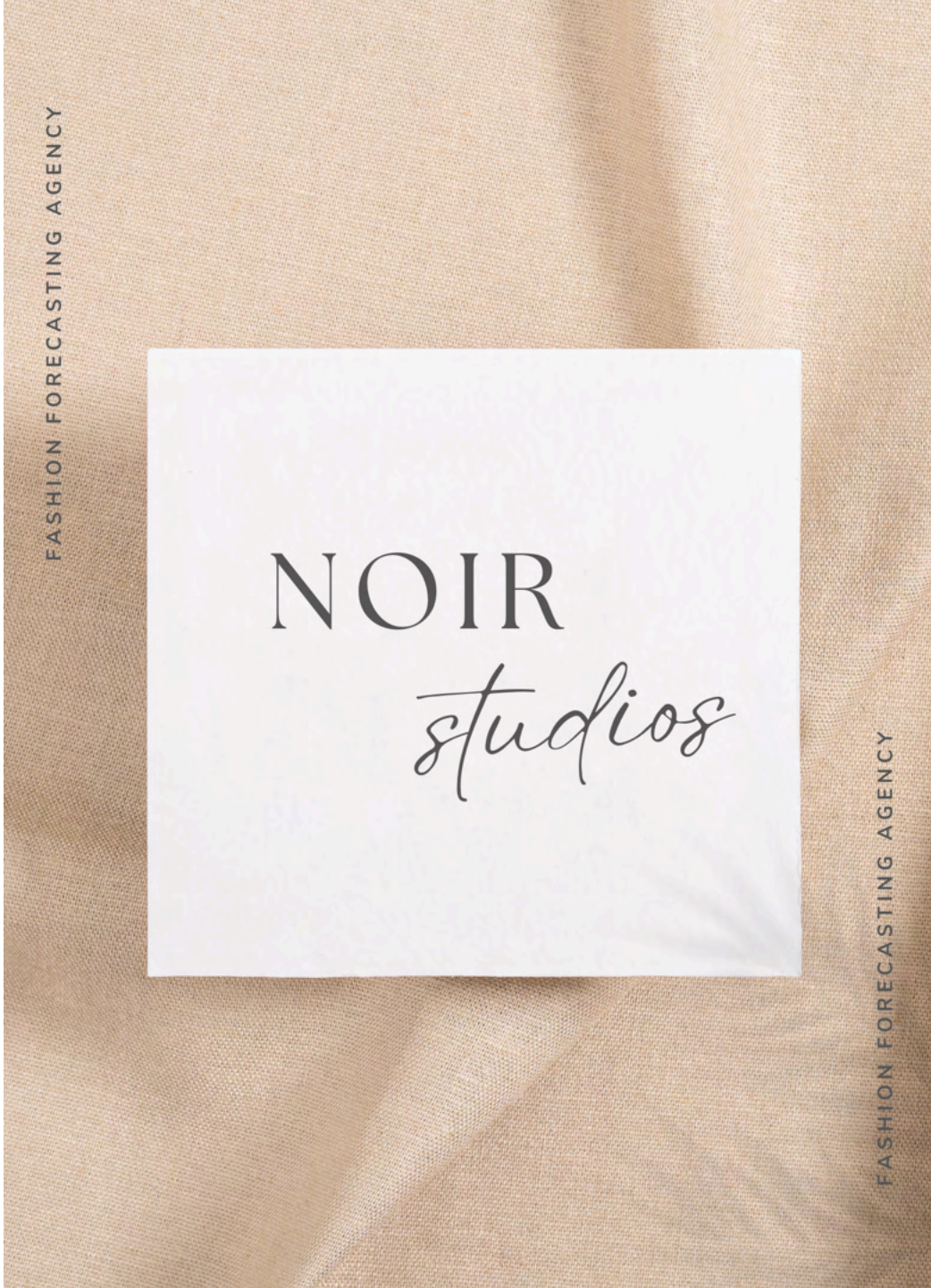


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FASHION FORECASTING AGENCY

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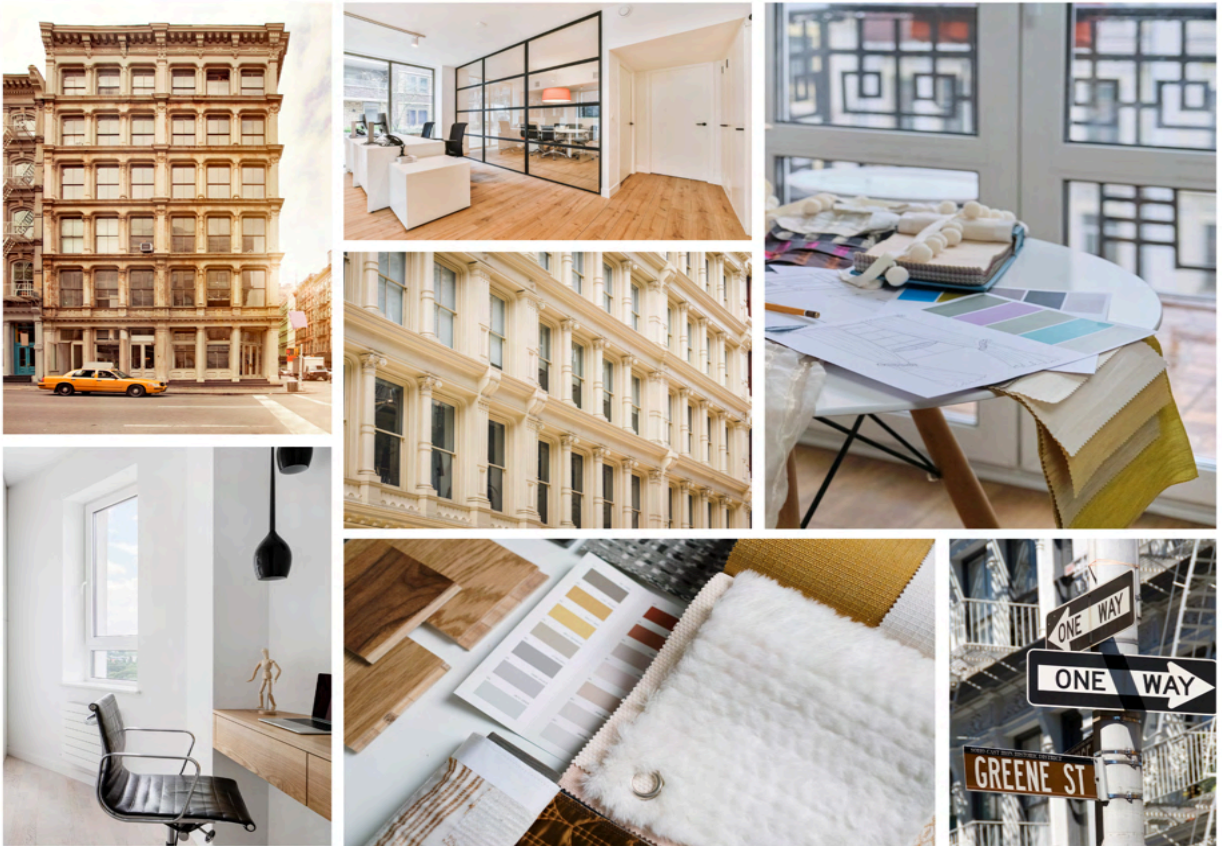




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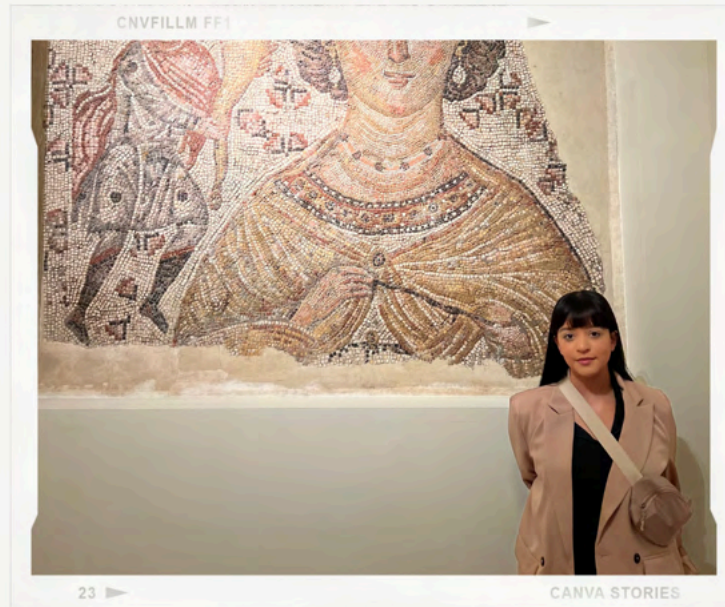


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MEET THE TEAM

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*Nathaly Ramos*

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SOCIAL MEDIA AND CONTENT  
MANAGER

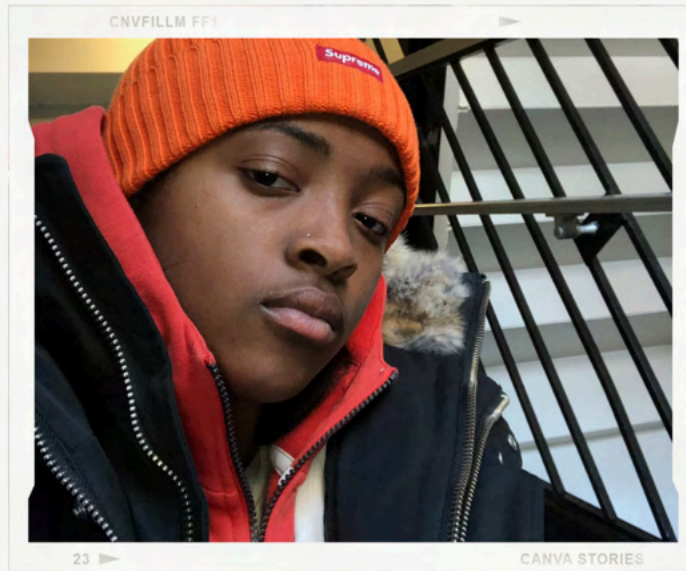
Hey there! I'm a 25-year-old New Yorker, born and raised in the city that never sleeps. I studied both Associates and Bachelors in Business of Fashion, and I've been working in the fashion industry for over 8 years. Living in New York has nurtured my passion for creativity. Growing up, I was curious about how brands start trends and who decides if they'll catch on. I met my lifelong friends, Rhonda and Olivia, while in college. In 2019, we founded Noir Studios in Soho to help big retailers and famous brands analyze upcoming trends for better profitability. Nowadays, I assist in managing Noir's social media presence and oversee upcoming trends in the final stages of proposals.

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MEET THE TEAM

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*Rhonda Duncan*

ORGANIZER OF PROJECTS

Rhonda Duncan is a driven and ambitious senior at New York City College of Technology, located in Brooklyn, NY. Currently pursued her Associates degree in Business and Technology of Fashion, Rhonda has graduated in the Spring of 2022. With a strong passion for the fashion industry, her academic journey is just the beginning of her pursuit of knowledge and expertise.

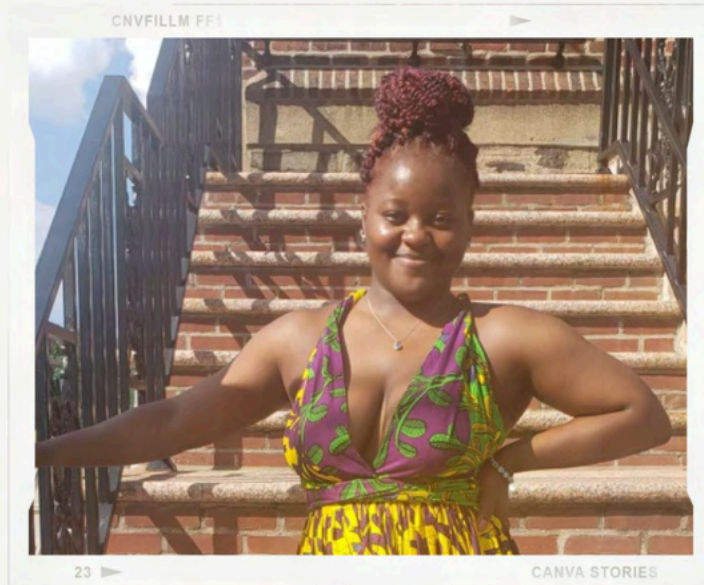
Following her graduation, Rhonda plans to continue her education by enrolling into Bachelor's degree program. Her intention is to gain a deeper understanding of the intricacies of the fashion industry and how it operates. By furthering her education, Rhonda aims to enhance her skills and broaden her knowledge base, preparing herself for future endeavors. Rhonda's ultimate career aspirations lie in contributing to struggling companies as a buyer or working in the offices of prominent fashion brands. She envisions herself bringing fresh ideas and innovative concepts to the table, helping these companies revitalize their businesses and ultimately succeed. By leveraging her passion, education, and creativity, Rhonda aims to make a significant impact on the fashion industry.

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MEET THE TEAM

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*Olivia Ireland*

**TREND ANALYST**

I'm a 23 year old Jamaican American, born and raised in Brooklyn, New York. I have my associates and bachelor in business and technology of fashion, I have been working in the fashion industry for over 6 years. Growing up i alway really into fashion and how it was decided what was the next big thing. I want to start up a business was focused on fashion.in 2019, my lifelong friends Nathaly and Rhonda and I started a company Coir Studios analyze upcoming trend. As part of Noir Studios, I manage what trends are come through research of the consumer data and marketing research.

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Esteemed readers, it brings us joy to present the thrilling prognostications for Spring/Summer 2025 from our team at Noir Studios. In this discussion, we will cover current trends, past research that informed our forecasts, as well as fabrics and hues. Our observations of recent happenings and fashion shows have greatly contributed to our ability to make accurate predictions. By utilizing both visuals such as mood boards and inspiration wardrobes, we were able to not only express our findings but also deliver the perfect sense of essence to you today. The extensive use of visuals that we will be sharing today will help you all understand the current patterns of trends in both color and fabric. This approach will better direct you to comprehend the present trends, past trends, and upcoming trends. We sincerely hope that you find the findings from Noir Studio informative and enjoyable. As you observe these trends on the runways and in street fashion, we hope that our report will come to mind and help deepen your understanding of them.



Our predictions for Spring and Summer 2025 have been influenced by both sustainability and the COVID-19 pandemic. Interesting trends such as day wear to night wear have been observed in previous years leading up to 2023, and we believe that this trend will continue to evolve and take shape into 2025. Sustainability has become a significant aspect of many well-known companies, and shopping with a purpose has become the norm. Loungewear, particularly pj sets, has gained the attention of both consumers and fashion brands. Wearing these versatile sets not only supports sustainability but also complements many lifestyles. Genderless wear and sustainability are the themes that will be observed in Noir Studio's findings. Fashion has no age or gender, which is why Noir as a unit decided to research pj sets for the upcoming year of 2025. The ideology behind shopping for an outfit that will serve more than one occasion goes hand in hand with sustainability. The versatile pj sets can be worn together or individually. Occasion wear with comfort that helps transition from daywear to nightwear is the solution for consumers who shop consciously. The unisex spirit the pj set offers allows all individuals to take part in the upcoming trends.





## **Demographic**

Noir Studios' target market comprises women of diverse racial backgrounds aged 20 to 30. They are part of the working class and have either completed their education or hold a bachelor's degree in any field. This demographic includes individuals who are single, married, planning to start a family, or already have children. With an annual income ranging from approximately 30k to 50k, they are mindful of their budget while seeking quality loungewear options.

These women are looking for loungewear that combines both comfort and style, allowing them to feel relaxed and confident in their clothing choices. They seek loungewear that serves multiple purposes and can be worn for various occasions. Whether they are at home unwinding after a long day, running errands, or attending casual gatherings, they want loungewear that is appropriate and fashionable.

Comfort is a top priority for this target market. They desire loungewear made from soft and breathable fabrics such as cotton, modal, and bamboo blends. These fabrics provide a gentle and cozy feel against their skin, ensuring maximum comfort during extended periods of wear.



Breathability is essential to prevent overheating and to maintain a comfortable body temperature throughout the day.

In addition to comfort, these women value versatility in their loungewear choices. They look for pieces that can be easily mixed and matched with other clothing items in their wardrobe, allowing for a variety of outfit options. This versatility enables them to create different looks and styles, enhancing the value and functionality of their loungewear. They appreciate loungewear that can transition seamlessly from relaxing at home to running errands or meeting up with friends, offering flexibility in their day-to-day activities.

While comfort and versatility are key, style is equally important to this target market. Women in their 20s and 30s are fashion-conscious and seek loungewear that reflects their style and taste. They appreciate modern designs, trendy colors, and flattering silhouettes that make them feel fashionable and put-together even in their casual attire.

Considering the specific needs and preferences of this demographic, Noir Studios aims to provide a range of comfortable and stylish loungewear options. By offering a selection of soft and breathable fabrics, versatile designs, and on-trend styles, they cater to the desires of women in their 20s and 30s who are seeking loungewear that meets their comfort, fashion, and lifestyle needs.



## **Target Audience**

The target market for sustainable loungewear consists of women who prioritize both comfort and sustainability in their purchasing decisions. These individuals are conscious of their environmental impact and seek brands that align with their values. They are actively looking for sustainable options when shopping and support ethical fashion practices.

These women desire loungewear pieces that are not only comfortable but also environmentally friendly. They are interested in brands that actively work to reduce their ecological footprint through their production processes, materials sourcing, and packaging. They value transparency and want to know the origins of their clothing, supporting brands that embrace fair trade practices and prioritize social responsibility.

While sustainability is a key factor, these women also appreciate stylish and fun pieces to add to their loungewear collection. They seek loungewear that reflects their style and can be worn confidently in various settings. Whether they prefer neutral colors for a minimalist look or vibrant prints for a touch of personality, they want loungewear that combines fashion and sustainability.

Comfort remains a top priority for this target market. They seek loungewear made from soft, breathable, and high-quality fabrics that offer maximum comfort throughout the day. These women value well-fitting clothes that allow them to relax and move freely. They appreciate loungewear that provides a cozy and comfortable experience, enabling them to unwind and rejuvenate.



In summary, the target market for sustainable loungewear consists of women who prioritize sustainability, comfort, and style. They are environmentally conscious consumers who seek brands that embrace ethical and sustainable practices. They desire loungewear that is not only eco-friendly but also reflects their personal style preferences, allowing them to feel comfortable, confident, and fashionable. By catering to these values, brands can appeal to this target market and provide them with the sustainable loungewear options they are looking for.



## **History of Women Loungewear**

The history of women loungewear is a fascinating journey that reflects the ever-changing social, cultural, and fashion landscape throughout the centuries. From the 19th century to the present day, the evolution of women's loungewear has mirrored shifts in societal norms, women's roles, and the desire for comfort and self-expression.

In the 19th century, women's loungewear was characterized by loose, informal gowns or robes designed for comfort within the privacy of the home. Made of lightweight fabrics like cotton or linen, these garments allowed women to relax and move freely while engaging in daily activities. The emphasis was on practicality rather than fashion, as women's roles primarily revolved around domestic responsibilities.

The 1960s and 1970s saw a departure from the traditional loungewear aesthetic, as the countercultural movements and social changes of the era influenced fashion choices. Women's loungewear took on a more bohemian and carefree vibe. Kaftans, caftans, and maxi dresses became popular choices, reflecting the desire for comfort and self-expression. Vibrant prints, flowing designs, and loose fits allowed women to lounge in style while embracing the cultural shifts of the time.

As the 20th century dawned, loungewear for women began to take on a more refined and glamorous tone. Tea gowns, inspired by Japanese kimonos, gained popularity as informal attire for hosting tea parties or receiving guests. Made from luxurious fabrics such as silk or satin, these flowing gowns featured delicate details and elegant designs. They represented a shift



towards a more indulgent and leisure-oriented approach to lounging, as women embraced the idea of loungewear as a fashionable choice for relaxation.

The mid-20th century witnessed further changes in women's loungewear. Hollywood glamour heavily influenced loungewear styles, with film stars' fashion choices becoming iconic. Silk slips, negligees, and pajama sets became symbols of sensuality and sophistication. Women sought to emulate the allure of Hollywood stars in their loungewear, embracing luxurious fabrics, lace trims, and feminine silhouettes.

The 1980s and 1990s witnessed the rise of casual fashion and the influence of activewear on loungewear. Tracksuits, sweatpants, and oversized sweatshirts became fashionable choices for relaxed at-home attire. Reflecting the growing emphasis on fitness and wellness, women sought loungewear that provided comfort and practicality. The athletic-inspired loungewear of this period catered to the active lifestyles of women, offering ease of movement and a more relaxed aesthetic.

In the 21st century, loungewear has experienced a resurgence in popularity. The rise of athleisure has blurred the lines between athletic and leisurewear, leading to a fusion of comfort and style. Women's loungewear now encompasses a wide range of options, from cozy joggers and leggings to oversized hoodies and knit loungewear sets. Soft fabrics, relaxed silhouettes, and versatile designs dominate modern loungewear, meeting the demands of a fast-paced yet comfort-driven lifestyle.

The COVID-19 pandemic has further emphasized the importance of loungewear in women's wardrobes. As remote work and stay-at-home measures became prevalent, the need for

comfortable and functional clothing escalated. Loungewear became the go-to choice for women seeking comfort, versatility, and a sense of normalcy in unprecedented times.

The history of women's loungewear is a testament to the evolving desires and priorities of women throughout history. From the practicality of 19th-century gowns to the glamour of 20th-century tea gowns, the bohemian styles of the 1960s, and the athleisure influence of the present day, women's loungewear reflects not only fashion trends but also societal shifts and the desire for comfort, self-expression, and a sense of personal sanctuary within the home.



Pj  
Sets Historical  
Timeline



1980



1990



2010



2018



2020



## **Quality Control and Merchandising**

The clothing for Noir will be outsourced because it has many advantages. Outsourcing provides efficiency, accelerates product development, and allows a company to focus on its core skills( Vinciguerra, 2021). Whether in garments or morale, our brand is all about offering the greatest quality most safely and healthily possible. There is an understanding that outsourcing has a negative reputation for terrible factory conditions and how factory workers are treated. There was an incident in Bangladesh where the Rana Plaza building collapsed and thousands of workers died due to unsafe working conditions. It was said that this incident could have been prevented. This tragedy became a symbol of the effect of the fashion industry and the need for long-term reform( Goodwin, 2021). Being that apparel is being outsourced we will only do business with factories that are in good working order and conduct regular inspections to make sure everything is running smoothly. We can evaluate the quality of our products at all levels and ensure that it meets our standards by conducting frequent inspections. Inspecting, also ensures that everything is done correctly, saving us time and money.

We will also show the workers our utmost respect. The highest respect for factory workers can only go hand in hand. We treat them well, and they return the favor by willingly working for us and creating great apparel.

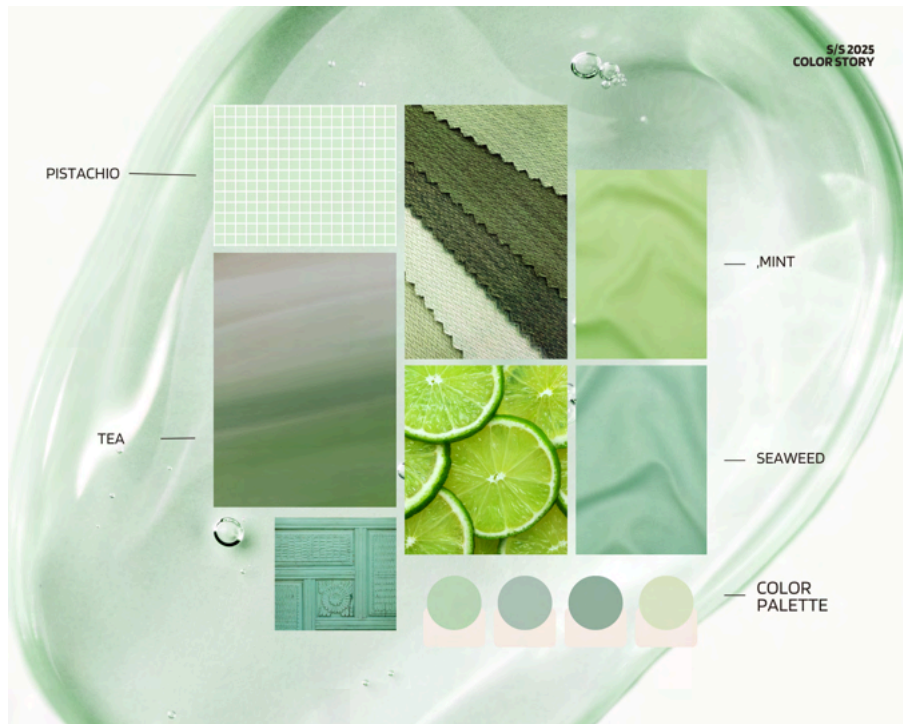
As our merchandising tactic, we will focus on product and promotion. Our brand is all about the highest quality so we will make it of the highest quality as well as out of the safest and healthiest materials. Because almost every consumer prefers good quality over bad, our brand



will be noticed. Being customer-centric only promotes our company. Knowing our target allows us to focus more on developing apparel that meets their needs and desires. Through social media platforms such as Facebook and Instagram, we will be heavily promoting and educating individuals on our products. Continuously promoting, will increase brand awareness and attract potential clients to choose our brand over competitors.



Color Story: Tea, Mint, Olive, Pistachio, and Seaweed.





## **Color Story**

Noir Studios has carefully researched and analyzed the latest color trends to align with the preferences of its target market. Considering the impact of colors on our brains, they have chosen to focus on neutral colors for their loungewear collections. Neutral colors are known to be versatile, calming, and effective in capturing attention while building a strong connection with consumers.

As the pandemic gradually recedes and the spring/summer season unfolds, the choice of neutral colors is particularly fitting. These colors provide a sense of tranquility and balance, which aligns with the desire for comfort and relaxation that loungewear represents. By incorporating neutral tones, Noir Studios aims to create a color story that not only sets the tone for their collections but also conveys important messages to their customers.

The uniqueness of Noir Studios' products is enhanced by their use of neutral colors, distinguishing them from other brands in the market. Each color story is carefully crafted to engage consumers in the decision-making process, fostering long-term loyalty and building brand value. This strategy ensures that the chosen colors resonate with the target market, creating a strong and lasting connection.

In recent fashion trends, green has emerged as a popular color choice. This can be seen on fashion runways, such as Cynthia Rowley, and at high-profile events like the Oscars, where many celebrities adorned shades of green, pastels, and mint colors. Fast fashion brands like SHEIN and Zara have also embraced this trend for their spring/summer 2023 collections.



Looking ahead to the spring/summer of 2025, Noir Studios predicts that natural greens and earthy hues will dominate the color palette. These shades reflect the growing desire for sustainability and a connection to nature. Additionally, softer pastel colors like Mellow Peach, Fresh Mint, Gentle Lavender, and Glacial Blue will evoke a sense of self-care and relaxation. By staying attuned to color trends and incorporating them into their collections, Noir Studios ensures that their loungewear offerings remain fashionable, appealing, and relevant to their target market. The carefully selected neutral and nature-inspired colors aim to provide a soothing and aesthetically pleasing experience for consumers seeking stylish and comfortable loungewear.



## **Fabric Selection**

In the process of creating an environmentally friendly and sustainable loungewear collection, the selection of textiles played a central role. The goal was to choose fabrics that not only aligned with sustainability principles but also possessed desirable properties such as breathability, softness, and thermal regulation. By carefully considering the environmental impact of the fabrics and their ability to provide comfort, the collection aimed to offer a truly sustainable and enjoyable loungewear experience.

The first aspect taken into account was the sustainability of the fabrics. This involved assessing the production process and the overall ecological footprint of each textile. Fabrics that were made from renewable resources or recycled materials were given preference. For example, organic cotton, which is grown without the use of harmful chemicals and pesticides, was a popular choice due to its reduced impact on the environment. Recycled polyester and nylon, made from post-consumer waste or discarded materials, were also considered as sustainable options.

In addition to sustainability, the fabrics needed to possess specific properties that would contribute to a comfortable fit and wear. Breathability was a key factor, as loungewear should allow air circulation and prevent overheating. Fabrics like bamboo blends, modal, and Tencel® (lyocell) were selected for their natural breathability and moisture-wicking properties. These fabrics help regulate body temperature, ensuring that the wearer feels comfortable throughout the day.



Softness was another important criterion, as loungewear should provide a gentle and cozy feel against the skin. Fabrics like organic cotton and modal are known for their softness and smooth texture. These fabrics not only feel pleasant to the touch but also offer a luxurious and comfortable sensation when worn.

Thermal regulation was also taken into consideration, as loungewear should adapt to the body's temperature to maintain optimal comfort. Fabrics with natural insulating properties, such as bamboo blends and Tencel®, help keep the body warm in cooler temperatures while also allowing for breathability in warmer conditions. This ensures that the loungewear can be comfortably worn throughout different seasons and varying indoor temperatures.

By selecting textiles that meet both sustainability criteria and desirable properties, the collection aims to provide environmentally friendly loungewear that doesn't compromise on comfort. The combination of breathable, soft, and thermally regulating fabrics create a loungewear experience that is not only sustainable but also enjoyable to wear.

**Influencers and Trend Directions**





## **Ashley Graham**

Ashley Graham would be an excellent choice as an influencer for eco-friendly loungewear. As a well-known model and body-positive advocate, Ashley Graham has a strong presence in the fashion industry and a large following that looks up to her for fashion inspiration and body confidence.

One of the reasons why Ashley Graham would be a great fit for NOIR loungewear is her commitment to sustainability and promoting a more inclusive and diverse fashion industry. She has been vocal about the importance of sustainable fashion and has worked with brands that align with her values.

By partnering with Ashley Graham, an eco-friendly loungewear brand can leverage her influence to raise awareness about NOIR's commitment to sustainability and ethical practices. Ashley's authentic voice and genuine passion for promoting sustainability can resonate with her followers, encouraging them to make more conscious choices when it comes to their fashion purchases.

Additionally, Ashley Graham's body-positive message aligns well with the values of the company. She embraces and celebrates body diversity, which can help the brand showcase that its loungewear is designed for all body types, promoting inclusivity and body positivity.



When collaborating with Ashley Graham, NOIR needs to ensure that its eco-friendly initiatives and practices are communicated effectively. Partnering on content that highlights the brand's sustainable materials, production processes, and positive impact on the environment can create a powerful message that inspires Ashley's followers to choose eco-friendly loungewear options. Overall, Ashley Graham's influence, commitment to sustainability, and promotion of body positivity make her a great choice as an influencer for an eco-friendly loungewear brand. Her partnership can not only drive brand awareness for NOIR but also inspire and educate her followers about the importance of making sustainable fashion choices.

### **Lydia Okello**

Lydia Okello could be a great choice as an influencer for loungewear, especially if NOIR wants to emphasize inclusivity and body positivity. Lydia is a body-positive advocate, content creator, and model who actively promotes self-love and acceptance. They have a strong online presence and a dedicated following that resonates with their message.

By collaborating with Lydia Okello, an eco-friendly brand can showcase its loungewear line as inclusive and suitable for people of all body types. Lydia's influence and visibility in the body-positive community can help NOIR reach a wider audience and establish a connection with individuals who value representation and diversity.

Lydia's authenticity and commitment to promoting body positivity align well with the values of an eco-friendly brand. Their influence can help drive awareness and engagement for the brand's loungewear, emphasizing that comfort, style, and inclusivity can go hand in hand.



When partnering with an influencer like Lydia Okello, NOIR needs to ensure that its messaging and values align. Collaborating on content that showcases the brand's loungewear in a positive and empowering way, while highlighting the importance of body acceptance and self-love, can create a meaningful and impactful campaign that resonates with Lydia's audience and the brand's target market.

## Trend Analysis



In recent years, there has been a noticeable trend toward versatile silhouettes in women's loungewear and pajama sets. This shift can be attributed to the growing demand for loungewear that can effortlessly transition from home to outside activities, offering both comfort and style.

One key aspect of this trend is the incorporation of relaxed and oversized silhouettes. Women are increasingly seeking loungewear sets that provide a comfortable and unrestricted fit,



allowing them to move freely and relax without feeling constrained. Loose-fitting tops and bottoms, such as oversized t-shirts, boxy sweaters, and wide-leg pants, have become popular choices for loungewear ensembles. These silhouettes not only offer a relaxed and laid-back aesthetic but also allow for ease of movement, making them ideal for both lounging at home and running errands or meeting up with friends.

Another aspect of versatile silhouettes in women's loungewear is the integration of layering pieces. Loungewear sets now often include multiple pieces that can be mixed and matched to create different looks and adapt to changing weather conditions. For instance, a pajama set may feature a camisole or tank top, a lightweight cardigan or kimono, and shorts or pants. This layering approach enables women to adjust their loungewear ensemble according to their comfort and temperature, making it suitable for various settings and activities.

Furthermore, the trend of versatile silhouettes embraces the concept of elevated loungewear. Designers and brands are incorporating elements of sophistication and style into loungewear sets, blurring the lines between casual wear and fashion-forward outfits. This can be seen in the use of luxurious fabrics, such as silk or satin, and the inclusion of unique details like lace trims, embroidery, or subtle prints. The result is loungewear that not only provides comfort but also exudes a sense of elegance and chicness, allowing women to feel stylish even in their most relaxed moments.

Overall, the trend of versatile silhouettes in women's loungewear and pajama sets reflects the evolving needs and preferences of modern women. By offering relaxed and oversized silhouettes, layering options, and elevated designs, brands are catering to the desire for



loungewear that seamlessly transitions between different activities and environments. This trend allows women to maintain their comfort while still expressing their style, making loungewear a versatile and fashionable choice in their wardrobe.

### Trend Analysis



Inclusivity and body positivity have become increasingly important trends in women's loungewear. Brands are recognizing the need to cater to a diverse range of body types, sizes, and shapes, and are striving to create inclusive designs that celebrate and embrace all women.

One aspect of this trend is the expansion of size ranges. Brands are offering a wider range of sizes, including plus sizes, to ensure that women of all body types can find loungewear that fits them comfortably and flatters their figures. This inclusivity allows women to feel confident and comfortable in their loungewear, regardless of their size.

Another aspect of inclusivity in loungewear is the incorporation of adjustable features. Brands are incorporating elements like adjustable straps, waistbands, and closures to provide a



customizable fit for different body shapes. This allows women to personalize their loungewear to suit their individual needs and preferences.

Body positivity is also reflected in the design and imagery of loungewear campaigns. Brands are showcasing a diverse range of models of various sizes, ethnicities, ages, and backgrounds to promote inclusivity and representation. By featuring real women in their marketing materials, brands are sending a powerful message that all bodies are beautiful and deserving of comfortable and stylish loungewear.

In terms of design, loungewear is being created with an emphasis on comfort and flattering silhouettes. Fabrics with stretch and drape, such as modal and jersey knits, are used to ensure a comfortable and accommodating fit. Designs may include relaxed cuts, loose-fitting styles, and wrap or tie details that allow for flexibility and adjustability.

Additionally, brands are incorporating body-positive messaging and promoting self-love and acceptance through their loungewear collections. This can be seen through uplifting slogans, empowering graphics, or even collaborations with body-positive influencers and activists. Loungewear becomes a medium for expressing and promoting a positive body image and self-care.

Overall, the trend of inclusivity and body positivity in women's loungewear is driven by a desire to create a more inclusive and representative industry. By embracing diverse body types, offering extended size ranges, and promoting self-love, brands are empowering women to feel comfortable and confident in their loungewear choices, fostering a sense of inclusivity and body positivity in the process.

**Trend Analysis**



One emerging trend in women's loungewear and pajama sets is the concept of elevated sets. While loungewear is traditionally associated with comfort and relaxation, elevated sets add a touch of sophistication and luxury to the category, blurring the lines between loungewear and ready-to-wear fashion.



Elevated sets are characterized by high-quality fabrics, meticulous craftsmanship, and thoughtful design details. Instead of basic t-shirts and sweatpants, these sets often feature more structured silhouettes, refined cuts, and elevated materials such as silk, satin, or cashmere. The focus is on creating a polished and put-together look while still maintaining comfort and ease of wear.

One key element of elevated sets is attention to detail. Designers are incorporating unique embellishments, intricate lacework, or delicate embroidery to elevate the overall aesthetic. These details add a sense of luxury and femininity to the loungewear, making it suitable for both relaxation at home and for more dressed-up occasions.

Another aspect of elevated sets is the use of sophisticated color palettes. While neutrals and pastels are still popular, there is also a growing interest in richer and deeper hues such as jewel tones or muted earthy tones. These colors add depth and sophistication to the loungewear, further enhancing the elevated feel.

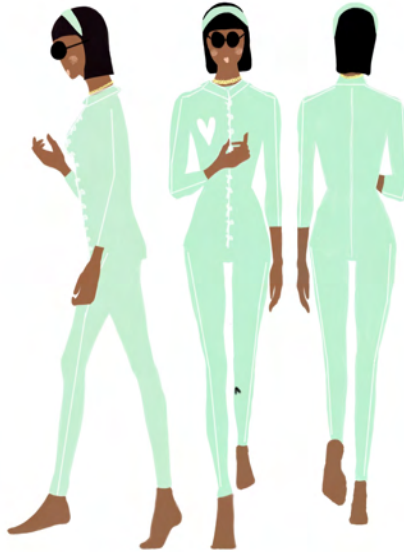
The rise of elevated sets can be attributed to the changing lifestyle and fashion preferences of women. With the increased popularity of work-from-home arrangements and the blurring of boundaries between leisure and work, there is a desire for loungewear that can seamlessly transition from home to virtual meetings or casual outings. Elevated sets offer a stylish solution for those seeking comfort and versatility without compromising on style. Furthermore, the influence of social media and the rise of influencer culture have played a significant role in popularizing elevated loungewear sets. Fashion-forward influencers and



celebrities often showcase their elevated loungewear looks on various platforms, inspiring their followers to embrace this trend.

As the demand for elevated loungewear sets continues to grow, fashion brands and designers are responding with more options and styles to cater to this market. Whether it's a matching silk set with delicate lace trim or a tailored loungewear suit in a luxurious fabric, elevated sets provide women with the opportunity to elevate their loungewear game and feel stylish and sophisticated while staying comfortable at home.

## TREND ANALYSIS



In recent years, there has been a notable trend in the use of bold colors and prints in women's loungewear and pajama sets. This trend reflects a shift towards more expressive and vibrant designs, offering women the opportunity to make a statement even in their casual attire.

Bold colors, such as vibrant reds, electric blues, and sunny yellows, have gained popularity in loungewear. These striking hues create a sense of energy, positivity, and confidence. They are attention-grabbing and can evoke feelings of excitement and empowerment, allowing women to showcase their personalities and mood through their loungewear choices.

In addition to bold colors, prints have also played a significant role in this trend. Prints ranging from floral patterns to geometric designs and animal prints have become increasingly popular in loungewear. These prints add visual interest and create a playful and lively aesthetic. They allow



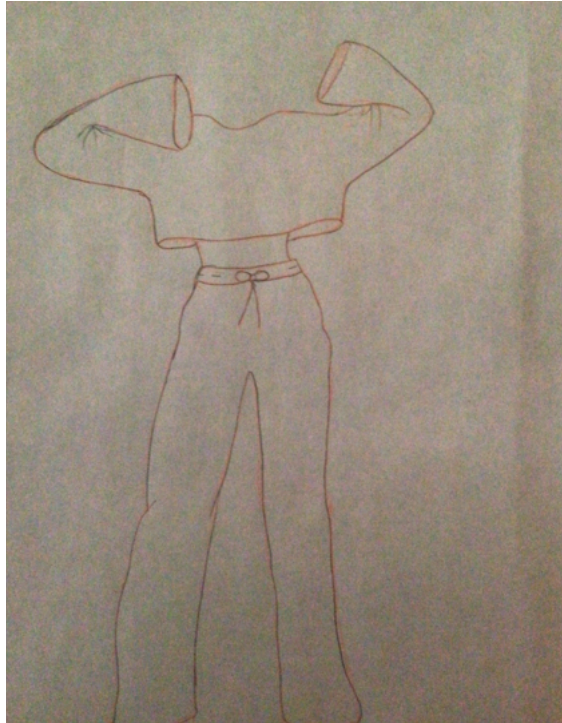
women to express their style and create a sense of fun and personality in their loungewear ensembles.

The use of bold colors and prints in loungewear aligns with the growing demand for versatility and self-expression in fashion. Women are no longer limited to dull and monotonous loungewear options but are embracing bold and vibrant choices that make them feel confident and fashionable even in the comfort of their homes.

Fast fashion brands and designer labels alike have incorporated bold colors and prints into their loungewear collections, offering a wide range of options for women to choose from. This trend has also been seen on social media platforms, where influencers and celebrities showcase their stylish loungewear sets featuring eye-catching colors and prints.

Looking ahead, it is expected that the trend of bold colors and prints in women's loungewear will continue to thrive. As fashion evolves, women are seeking more opportunities to express themselves and make a statement through their clothing choices, even in their downtime. The use of bold colors and prints allows them to do just that, creating a sense of excitement and individuality in their loungewear looks.

## TREND ANALYSIS



One emerging trend in women's loungewear and pajama sets is the incorporation of hybrid styles. This trend involves blending elements of traditional loungewear with elements of other clothing categories, resulting in unique and innovative designs that offer both comfort and style.

An aspect of the hybrid style trend is the fusion of loungewear with elements of streetwear or casual wear. This can be observed through the use of oversized and boxy silhouettes, graphic prints, and bold branding. Loungewear sets may feature streetwear-inspired logos, slogans, or graphics, creating a trendy and urban vibe. By incorporating these casual elements, loungewear becomes more versatile and can be worn beyond the confines of the home. Women can

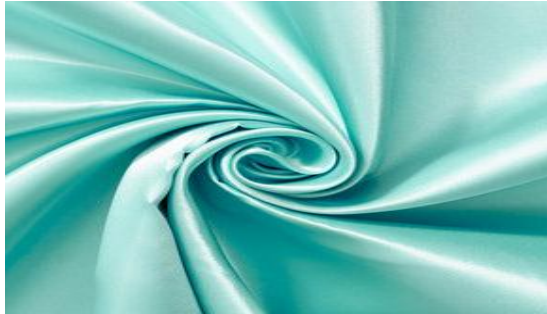


effortlessly transition from lounging at home to running errands or meeting friends while maintaining a fashionable and contemporary look.

Additionally, the hybrid style trend in women's loungewear includes the incorporation of luxury and high-fashion influences. Loungewear sets may feature elements such as silk or satin fabrics, intricate lace detailing, or elegant draping. These elevated touches add a sense of glamour and sophistication to loungewear, blurring the lines between sleepwear and eveningwear. Women can now enjoy the comfort of loungewear while still exuding an aura of luxury and refinement.

Overall, the hybrid style trend in women's loungewear and pajama sets showcases a blending of different aesthetics and influences. By incorporating elements from sportswear, streetwear, or luxury fashion, loungewear becomes more versatile, stylish, and reflective of the evolving fashion landscape. This trend allows women to embrace comfort without compromising on their style, making loungewear a fashionable choice for various occasions and settings.

## **RECYCLED SATIN**



100% polyester



100% polyester

### **Evaluations of Fabrics**

Satin may not be as breathable as natural fabrics like cotton or modal. It tends to have less airflow, which can lead to a warmer feeling. However, if you prefer the smoothness and sheen of satin and don't mind the warmth, it can still be a viable option for loungewear. Satin may be more suitable for cooler seasons or air-conditioned environments where you won't overheat. If you live in a hot and humid climate, you may find that satin is not as comfortable for extended lounging periods. Satin has a slippery surface, which can make it prone to sliding around or causing garments to shift. This aspect can be a personal preference, but it's worth considering if you prefer loungewear that stays in place during relaxation or sleep. By recycling satin fabric into new loungewear pieces, you can reduce waste and create personalized, sustainable garments that add a unique touch to your lounging experience.

## MODAL



49% modal 45%polyester 6%spandex



78%modal 22%polyester

Modal is a semi-synthetic fabric made from beech tree pulp. It is known for its luxurious softness, lightweight feel, and excellent draping properties. Modal is highly breathable and can keep you cool in warm weather, making it a popular choice for loungewear. Modal fabric is known for its exceptional softness. It has a smooth texture and feels gentle against the skin, providing a luxurious and comfortable feel for lounging. Modal is highly breathable and offers excellent moisture-wicking properties. It helps to regulate body temperature by allowing air to circulate, keeping you cool and comfortable during relaxation. Modal fabric has excellent draping qualities, which means it gracefully falls and flows on the body. This creates an elegant and flattering silhouette, making it an attractive choice for loungewear. Modal is lightweight and has a silky touch, giving loungewear a lightweight and airy feel. This adds to the overall comfort and ease of wearing modal loungewear. Modal fabric is known for its durability and resistance to pilling. It retains its softness and shape even after multiple washes, ensuring that your loungewear maintains its quality over time. Modal fabric is derived from beech tree pulp, making

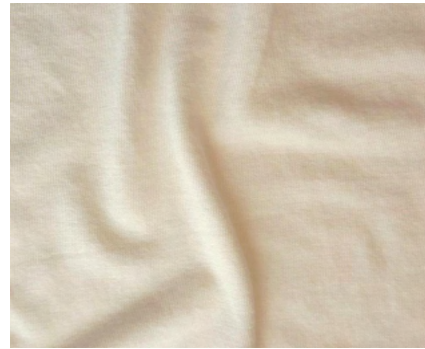


it a sustainable and eco-friendly choice for loungewear. The production process uses less water and energy compared to other materials, contributing to a more environmentally conscious wardrobe.

## **BAMBOO**



92%bamboo 8%spandex



70%bamboo 30% cotton

Bamboo fabric is derived from the bamboo plant and has gained popularity for its eco-friendly properties. It is incredibly soft, lightweight, and moisture-wicking, making it suitable for loungewear. Bamboo fabric is also naturally hypoallergenic and has antimicrobial properties. Bamboo fabric is incredibly soft and gentle against the skin. It provides a luxurious and comfortable feel, making it ideal for loungewear where comfort is a priority. Bamboo fabric is highly breathable and has excellent moisture-wicking properties. It helps to regulate body temperature by allowing air to circulate, keeping you cool and comfortable during lounging activities. Bamboo fabric is naturally hypoallergenic, making it a great choice for those with sensitive skin or allergies. It is gentle and less likely to cause irritation or allergic reactions, enhancing the comfort factor of loungewear. Bamboo fabric has natural thermal-regulating properties, meaning it keeps you warm in cool weather and cool in hot weather. This adaptability



makes it versatile for year-round loungewear. Bamboo fabric has antimicrobial properties that help to prevent the growth of bacteria, reducing unpleasant odors. This feature is particularly beneficial for loungewear, as it helps keep you feeling fresh and clean. Bamboo is a highly sustainable and renewable resource. It requires fewer resources and water than other fabrics, making it an eco-friendly choice for those concerned about the environmental impact of their clothing choices.

## **TENCEL**



45%tencel 52%cotton 2%spandex

Tencel fabric, also known as lyocell, is an excellent choice for loungewear due to its softness, breathability, and sustainability. Tencel fabric has a luxurious softness and a smooth surface, making it incredibly comfortable to wear. Tencel fabric is highly breathable and moisture-wicking. It has excellent moisture absorption properties, which help to regulate body temperature and keep you cool and dry during relaxation. The breathability of Tencel fabric allows air to circulate, enhancing comfort during lounging activities. Tencel fabric is derived from sustainably sourced wood pulp, often from eucalyptus trees. The production process uses a closed-loop system where solvents are recycled, making it more environmentally friendly compared to other fabrics. Tencel is considered a more sustainable alternative to conventional fabrics, reducing water consumption and chemical usage. Tencel fabric is hypoallergenic and suitable for those with sensitive skin. It has a smooth fiber surface that reduces the risk of irritation and is less likely to cause allergic reactions. This feature makes Tencel loungewear a



comfortable choice for individuals with skin sensitivities. Tencel fabric is known for its strength and durability. It retains its softness and shape even after multiple washes, ensuring that your loungewear maintains its quality and longevity over time. Tencel fabric can be blended with other fibers like cotton or silk to enhance its properties and create different textures. This versatility allows for a wide range of loungewear styles, from loose-fitting pajama sets to draped robes or comfortable lounge pants.



# PJ SETS INSPO





## **Final Cost**

After carefully analyzing the loungewear market and our competitors, we have decided to keep our prices around the same as our competitors. When finding the right prices and total cost for our brand we decided that the value-based pricing approach is the most resourceful approach with our goals for this brand. Value-based pricing is a means of price-setting wherein a company primarily relies on its customers' perceived value of the goods or services being sold—also known as customers' willingness to pay—to determine the price it will charge (Stobierski 2020.). Each of these pieces is made from bamboo, Tencel and organic cotton. Bamboo is on the pricier side but it is gentle on our environment and sustainable. Cotton is one of the strongest natural fibers around, cotton is more durable and resistant than other fabrics. This strength allows it to withstand constant wear without wearing out (Homegrown Cotton 2018.) At NOIR, our loungewear PJ sets are priced in the range of \$98 to \$198. All of our PJ sets are thoughtfully crafted from high-quality materials, such as bamboo, Tencel, and organic cotton. Bamboo is a premium fabric known for its softness and durability. Although it may be on the pricier side, it is an environmentally-friendly choice. By using bamboo in our PJ sets, we contribute to a more sustainable fashion industry. Tencel is another eco-friendly fabric derived from cellulose fibers. It is known for its silky smooth texture, breathability, and moisture-wicking properties. The combination of these materials allows us to create PJ sets that are not only aesthetically pleasing but also long-lasting. The durability and resistance of cotton ensure that our PJ sets can withstand constant wear and maintain their quality over time.



Our Competitors

ZARA  
2023



SHEIN  
2023





After searching through the market, comparing prices and the quality that other brands have to offer we have decided to keep our prices around the same amount as some of our top competitors. Our top competitors are popular brands you may know such as Skims, J.Crew, Nadine Merambi, Ettitude, Zara, and Sheil. Pricing is a major factor when it comes to our brand. Every business has to compete within its market, and it pays to know who (Qualtrics 2022.) By identifying and monitoring competitors, you'll be able to see where their exploitable weaknesses are, and conversely, what threats they pose to your business. You'll be able to run competitor analysis and also spot gaps in the market (Qualtrics 2022.) We wanted to make our pricing based on the average consumer's disposable income and make it a top priority that our customers won't break the bank. For us being a private label, our price point is going to be slightly higher than average. For the quality that you get, it is incomparable to any of our competitors at such a price point.





## **Conclusion**

The fashion industry is always evolving, NOIR understands the growing demand for loungewear, which has become increasingly popular due to its comfortable and fashionable style. We understand that many of today's styles and fabrics originate from Generation Z (born from 1996 to the present), who have greatly influenced fashion trends. As a company, this group of three prioritizes the importance of fabrics in creating the desired silhouette and aesthetics of our designs. The choice of fabric plays a crucial role in determining the shape and overall look of the final product. We strive to select fabrics that not only provide comfort but also enhance the overall design and appeal of our loungewear collection. At NOIR we have successfully built a pattern of consumer behavior where customers become committed to making purchases with us and prefer not to shop elsewhere. We understand that consumers may choose our products for their convenience or price point, and we aim to exceed their expectations in both aspects. To maintain a competitive edge over other companies we've created a loyalty rewards program that caters to our loyal clients, which grants them access to exclusive products that may or may not be available to the public. Having a direct relationship with and knowledge about our end-consumers creates a loyal customer base. While competition, such as Skims and Lululemon, constantly seeks to dominate the market, our focus on building brand loyalty and direct customer relationships sets us apart. Brand loyalty, which encompasses customers' preference for our brand, is a keystone of our success. It ensures our sustained existence in the marketplace and



allows us to continuously meet our customer's needs. In the world of fashion, where trends and preferences can shift rapidly, we remain committed to providing our customers with exceptional products, and innovative designs. NOIR will continue to strive for a long-term impact in the world of luxury loungewear.

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