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ABSTRACT

The COVID 19 pandemic has drastically changed the world, from worldwide shutdowns, collapsed economies, nearly 3 million deaths, and an entirely new way of living life. With all of the turmoil of the pandemic, there have been drastic changes in all industries. From the way people share and receive information to the way consumers spend their dollars, there is a new normal. The future of business is sustainable and social media-driven. The fashion industry is no stranger to this possible future. Trend analyzers have been predicting this for years, but the COVID 19 pandemic has only added fuel to the sustainable fire. Currently, the fashion industry is moving exponentially, with brands like Shein, Zara, and PrettyLittleThing producing clothing at unbelievable rates. In a few years, fast fashion will be a thing of the past, and simplified fashion will be what's trending (Forbes, 2020). Fashion will be significantly more simplified, and trends will not be changing every week. One reason for this can be the use of social media in information spreading. Instagram and other social media platforms have become a place to share news and ideas that are not represented in traditional media. People also use social media as a platform for their activism. Social media activists used their platform to bring to light the fashion and textile industry's harmful effect on the environment. Also, the COVID 19 pandemic caused many people to lose their jobs and spend time at home. The time spent at home allowed many people to explore fashion and their wardrobe and the desire to pursue a career in fashion. The future of fashion will also be accessible. In recent years the plus-size industry in modeling has skyrocketed (Forbes, 2019). People like to see themselves in the media they consume, and consumers will hold fashion brands to that same standard. There is severe criticism of brands that do not include all body types and discriminate toward larger bodies. Brands such as Brandy

Melville will be lost in fashion if they do not change their business model to be more inclusive of all bodies.

Biography

Living in Brooklyn, New York but belonging to a Pakistani background, one has seen a world of people with different styles. Educating oneself on the harmful effects that the fashion industry has on the planet, it was made apparent this is a problem that needs to be stopped. With contributing efforts from all individuals in order to hinder the world's destruction.



HOW GLOBAL CHANGE HAS AND WILL INFLUENCE NEW FASHION

COVID 19 has changed everyone's life in different ways. Many people lost their jobs, some found new jobs, and other people fell into a rut where they had no idea what to do with their lives. We are living through unprecedented times and nobody has the rule book on how to handle it. At the beginning of the pandemic, thousands of people started making masks from fabric they had around the house and the old sewing kit in the back of their junk drawer. This was the beginning of change for many people and their relationship with clothing and fashion. The pandemic caused people to go stir crazy and led to them picking up hobbies. A very popular hobby became sewing and knitting. With nothing but time on their hands, people got very skilled with what they were doing. With fear of leaving their homes many people began making their own clothes or upcycling the clothes, they owned in their own closets. In addition, the ability to stop and spend time without the pressure of work allowed people to connect with cultures from all across the world. Some people baked through the world while others listened to music from all over the world; the same occurred with fashion. Fashion in Asia is completely different from fashion in the UK and fashion in the UK is completely different from fashion in the US. The current world is no longer disconnected and individual but there is a constant sharing and flowing of styles. Chinese and Japanese style is fusing with the streetwear style of the US and is creating a bustling Chinese streetwear culture that rivals the looks during Paris or New York Fashion week. Consumers have also become more conscious of what they are buying. People have been shopping significantly less than they have in the past due to the COVID 19 pandemic and that will continue into the future. Trends will not be fleeting and clothing won't just be produced just because it can be. Designers will produce clothing with a purpose as people will shop with a purpose.

INFLUENCE OF SCANDINAVIA ON FASHION IN 202

Scandinavian countries are ahead of the pack in terms of creating clothing that reflects the desire of consumers. Scandinavia has one of the best sustainable clothing industries. During their fashion week, they focus on the climate over the aesthetics of their clothing (Peahen, 2019). Copenhagen Fashion Week is drastically different from NYFW. Every designer featured on the Copenhagen Fashion Week Website has a section on their clothing brands' sustainability. Scandinavian countries urge consumers to buy less and to buy better. Compared to the United States which has one of the worst consumer cultures in the world. The future of fashion is sustainable so Scandinavia will have a large impact on the worldwide fashion stage. Sustainability is not only defined by what clothing is made of it also includes the culture of buyers and the way consumers spend their dollars. Currently, the Nordic countries are making moves to create a more circular economy.

The circular economy aims to move past the current business model that creates excessive waste and is actively destroying the planet. The circular economy essentially works to separate the harmful practices of destroying finite resources and economic activity. A circular economy would eliminate most, if not all, waste from the system. The economy would no longer run on fossil fuels but rather on renewable resources. The circular economy is perfect for creating a sustainable fashion industry. A circular economy would keep materials and products in use and regenerate natural systems. Industries don't only play a role but consumers do as well. Consumers can upcycle clothing, rent instead of buy, and resell clothing they no longer wear.

A researcher from Denmark explored how a circular economy would be the greatest innovation for the sustainable fashion industry. In the study, they conducted they found that there are gaps between a sustainable and circular economy. However, there are many overlaps that are

extremely beneficial to the future of our society. There is an ethical responsibility to stop the damage we have created in our society.

MODERN APPROACHES TO FASHION MARKETING AND BRANDING

Marketing is a social media game now. Social media marketing is traditionally used to connect brands to their consumers. In the past it wasn't something all brands felt they needed to. In the current day, brands have to rely on social media to share their product, engage with new consumers, and present themselves as a brand that the informed consumer would want to buy from. Brands have to do this all while staying up to date with what is trending. Keeping up with trends is hard for social media influencers, so brands have to dedicate entire teams to keep up with social media trends.

It is also important that brands stick out from the crowd. Social media is a breeding place for creativity but also a place for exceptional ideas to be stolen and recreated. Small businesses fall prey to this far too often. Large influencers for brands will see a small brand with a great idea but market that idea better and receive the credit for the idea. Brands now have to find ways to stick out from the crowd. The black-owned business Telfar has done a great job with that. It is not every day that a small business grows to be a luxury brand in just a few months. Telfar is a luxury brand at an affordable price that values the customers. The sneaker resale culture has destroyed many brands' accessibility but Telfar marketed their brand in a way that would stop the face of their brand from being ruined. They have created a service that allows people to purchase a bag beforehand and it will be shipped when completed. Their system ensures that all customers can buy a bag and not be outbought by a robot that will list the product for three times the price of a third-party service. Brands have to be exceptional to be noticed in the modern age.

INNOVATION IN FASHION TECHNOLOGY AND DIGITAL

The future of fashion is digital in more ways than one. Everyone knows about online shopping but AI is a major part of the future of fashion. Fashion and trend analyzers are working on ways to predict fashion and shopping trends faster using AI. Trends are the driving force of the fashion industry and choosing trends to partake in could decrease the harmful effects brands have on the environment. They are also able to use AI to quicken the design process and streamline the process of creating clothing. It is important for the future that creating clothes is done in the most environmentally efficient ways. AI can help determine the effect one piece of clothing will have on the environment and possibly find ways for brands to counteract the damage done by their clothing.

CULTURE HISTORY AND ARTISANSHIP IN THE CONTEXT OF GLOBAL FASHION BUSINESS

The industrial revolution begins the beginning of the destruction of artisanship. Before the industrial revolution textiles and clothing were created on a very small scale. They were handmade by skilled artisans. This form of creating textiles was referred to as the cottage industry. Large companies would commission works from women in their homes and would send the textiles out when they finished a certain number. This was a decentralized industry that rewarded skilled work. Industrialization no longer required skilled workers. Factories allowed for textiles to be created quicker and more efficiently without less manpower. During the early 20th century the growing consumer culture only furthered the rapid production of clothing. The consumer culture of the 20th century is ever prevalent in our current society. In

2020 the equivalent to the industrial revolution is the fast fashion industry. Fast fashion has damaged the fashion industry in more ways than one. Brands such as Shein or BooHoo rapidly create designs that are ripped off of luxury brands and mass produce them from cheap materials. The materials are cheap and are easily broken leaving consumers needing to buy more clothing much quicker.

CONTEMPORARY INNOVATION IN SUSTAINABILITY VALUE STREAMS AND THE CIRCULAR ECONOMY

The fast fashion industry has been perpetuated by social media trends and influencers. Social media has played a large role in making fashion more accessible, which is a positive thing. However, even though people are more exposed to fashion, brands have not made their products more accessible. This fact has led consumers to go for what they have available and that is unethically produced clothing. The circular economy is meant to alleviate this problem but capitalist governments are not on board with supporting it. A circular economy would benefit the environment and in the long run the economy, however governments are greedy and capitalize on the use and selling of fossil fuels. With our current state, the only thing that can stop us from going down the worst path is to start using sustainable methods in our fashion choices.

It is as simple as five clicks to order a pair of pants from an online boutique. In the time it takes to put shoes on to go to the store someone who ordered from online could have their receipt emailed to them. Shopping online is just easier than in person and it makes fashion brands and designs easily accessible to all people. The online shopping world has only grown because of the pandemic. Brands that do not become more accessible in the social media age will lose out and be forgotten. High fashion brands are especially at risk because they are highly exclusive, and the future of fashion is accessible.

HOW THE MENTALITY OF FASHION CONSUMERS HAVE RESHAPED THE FASHION APPAREL AND RETAIL BUSINESS

High fashion brands such as; Gucci, Versace, and Dolce & Gabbana, will be at risk in the future. Expensive high end brands are known for being exclusive and that is a major part of their draw. exclusivity has worked for over a hundred years because there were significantly fewer people interested in fashion. The digital age has changed how people view fashion, and it's no longer a luxury that many can't afford, but something that everyone can partake in to express who they are. During the first months of the quarantine period, people felt isolated and lost sight of who they are. In dark times people look to find a way to express themselves and fashion became an outlet for millions of people. Many people were afraid to try new styles and the isolated period allowed people to find themselves. Apps like Depop, Pinterest, and Etsy have pushed away from the desire for new clothing. Vintage and upcycled fashion are what won people over during the pandemic.

LOCAL AND GLOBAL PERSPECTIVES ON DISRUPTING THE FASHION CONSUMER

Retailers have needed to act accordingly to the fashion trends of younger generations. Vintage clothing is what is in and that can be a danger for fashion retailers because instead of running to the store consumers are running to their parent's closets. Brands have needed to be significantly more tuned in and have a much greater social media presence than they have needed in the past. Apparel brands have needed to use social media "stars" to gain attention from younger audiences and maintain an up to date instagram, tiktok, and twitter. Traditional adverts are a thing of the past. To catch the attention of consumers brands have to show they are aware of what is trending and tailor their brand to the audience they want to attract.

LEADERSHIP DIVERSITY AND THE ROLE OF MENTORS IN GLOBAL FASHION BUSINESS INNOVATION

Currently, the fashion industry is the second biggest industry in the world, falling short only of information. As such a large industry it has a massive impact on the people in the fashion world as well as people who are not interested in fashion; everyone needs clothes to wear. It doesn't matter what race, gender, or sexuality someone is, they want to be represented in the media and brands they support. The plus-size fashion industry is said to be valued at 46.6 billion dollars by the year 2021 (Statista, 2020). In 2019 the plus size industry was only valued at 29.8 billion dollars. In the past fashion, particularly high fashion was meant to be exclusive; there was a point when there were no black supermodels. People no longer vye for exclusivity but now prefer accessibility and representation.

CONCLUSION

Representation, in a social media-driven society, is a key factor in much future business marketing. Research has shown that people need to see themselves in the media they consume and are more drawn to brands that represent the people that look like them (Caswell et al., 2016). The representation in media can extend to representation in leadership. Nobody can advocate for you better than yourself. In boardrooms where discussions of fashion innovation occur if someone who represents you is not present you cannot be sure that as a consumer you are being thought of. The future of fashion should represent everyone and that can only be accomplished with diversity and inclusion for people in power.

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