



Shaanazay Chaudhry

Trend Forecasting Final Project- Little Black Dress

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Dr. Woods

New York City College of Technology



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# About the Author

Hey! How are you? This trend report has been created by the CEO of CZay Marketing Inc. Shaanzay Chaudhry. She is currently studying for her Bachelors in Business of Fashion and Technology from the New York City College of Technology after receiving her Associates in Marketing from the same institution. Her company wishes to create fashions to cater to women of all shapes and sizes. As all women deserve to look and feel flawless. Belonging to a Pakistani background but being born and raised in Brooklyn New York she grew up juggling two identities in order to create one beautiful whole. That is the goal of CZay Marketing Inc. Bring together people from diverse backgrounds through the beauty of the fashion industry.

Growing up as the only daughter in a house of two brothers Shaanzay has always had an increased inclination towards women's fashions. Along with a curiosity on how fashion trends are monitored and predicted. So that all companies - both big and small follow them over the course of the seasons. After fulfilling her Associates and taking Trend Forecasting with Dr. Woods was able to attain a better understanding on how to utilize forecasting techniques in order to conduct her research on the forecasting of 6 trends for the Little Black Dress for the year 2023.



# Letter to the Reader

Dear Reader,

Welcome to the CZay Marketing Inc. Family! We are proud to introduce the release of our Trend Forecasting Report on the Little Black Dress for the year 2023. Our company wishes to ensure that you and your gal pals stay updated on changes in the fashion industry without having to do any of the heavy lifting of research. Which is why we are here to help take the burden off of those stunning shoulders. So you can look the best you, with all the glitz and glam of fashion paired with glowing, stress free complexions. Allowing for the inner elegance to ooze out with each Little Black Dress design.

Stay Glowing and Growing Beautiful!

Always Looking Out For All Your Fashion Needs,

Yours truly,

CZay Marketing Inc.

# Consumer Profile: VALS

The company wishes to reach women of a variety of cultures and backgrounds while catering to all body types in order to ensure there is enough glam to go around. Around this part of town, no sister is ever left behind! Thus, there is the inclusion of skin tones, cultures, religions, along with access to diverse disposable incomes. Women all around the globe can usher elegance and grace without breaking their wallets. As everyone is already aware, true beauty comes from within. Clothes are here to bring the inner shine out for the world to see.

As there is incorporation of varying silhouettes, a larger group of women will be reached. Do not worry, CEO Ms. Chaudhry made sure to incorporate a Little Black dress for those women who are expected to share the gift of life with the world as well. After all, that is the true essence of what beauty is. Which is shared with family and friends through women. They have the ability to carry life instead of them, the least they deserve is to have clothing that only fits but also helps them feel like a fashionista on a day to day basis. Being pregnant should not mean having to wear bland, tasteless clothing. It's the beauty of life, not the forgiving of life for mothers. It is about time to recreate the narrative.

CZay Marketing Inc will sell its designs through our partner company, CZay Boutique all across the United States along with shipping services offered worldwide through FedEx, UPS and DHL.

## The Ideal **Target Market** Checklist

- Women
- Millennials
- Gen Z

- ❑ A desire to dress to impress - especially yourself!
- ❑ Residing in city areas such as: New York, Florida, California
- ❑ All relationship status' and occupations are welcome with open arms here
- ❑ Middle and Upper Class ( access to disposable income)
- ❑ Median income ranges from roughly 30,000 to 125,000 per year (regardless of occupation, house-wives with no occupation and women who can not work or do not wish to work are encouraged to shop as well)
- ❑ All females are welcome to come shop the designs regardless of age, gender orientation/ preferences, race, ethnicity

## Six Trends

Fashion movements directly coincide with the events in a given period. For instance, during a recession people do not have as much disposable income so it would be common to see a lot of stores adding sales to their collections. A time when conspicuous consumption is looked down upon and is not accepted. One such example lies in Coco Chanel's introduction of the Little Black Dress during the Roaring Twenties as the Flapper movement was on high rise after the passage of the 19th Amendment. Which stated, "the right of citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of sex" (Seidman & Seidman, 2019). More specifically, as the world has currently been plagued with the coronavirus, researchers have found that the trends for this summer include more relaxed outfits and brighter colors are making a comeback. Operandi and Matches have both noticed that people are preferring bolder, brighter colors along with prints and comfortable footwear (Kohan, 2020). The increase in which can be seen as a method of escapism and an attempt to increase positivity.

In turn, CZay Marketing Inc has projected over the course of the next two years the Little Black Dress will no longer just be black but will incorporate bold colors and patterns, especially floral prints. The evergreen mock neck will remain in style. Along with the current fashion favorite, peter pan collars. Little Black Dresses will not be so little anymore as maxi dresses will be making a comeback, bigger and better than before. Polka dots will definitely be making a comeback in 2023. Lastly, statement ruffle sleeves will make their way into Little Black Dresses as well.

Figure 1





# History of The Little Black Dress

## Introduction

Figure 1.2 Flappers



The little Black Chanel in the 1920's. movement within the

Dress was first created by Coco During the reign of *The Flapper* Roaring Twenties. Before this, black

was reserved only for occasions of mourning. After Coco Chanel's bold move to create a difference in the fashion movement, the little black dress has become a staple. One which oozes grace and elegance. There is nothing else that quite compares to the little Black Dress.

Regardless of the event, one can never go wrong with this stylish outfit.

## Coco Chanel

Gabrielle "Coco" Chanel was born on August 19, 1883, to a poor family in Saumur, France. She was one of five kids and passed away at 87 years old on January 10, 1971 at the Ritz

Figure 1.3 Chanel LBD Design

hotel in New York City. While designing her new collection. She started off her career as a singer at the cafe La Rotonde which is where she got her nickname "Coco." With the help of her love interest of the time, she opened up a shop in 1913 where she displayed her designs which led to popularity after the outbreak of WWI. From 1920 to 1923 her designs had Russian influences. After which she simplified her designs and began the international trend **towards shorter hemlines**. Chanel had designed black





Figure 1.4. Flapper in Little Black Dress.

dresses as early as 1913 but they did not gain momentum until the Flappers following WWI (Haye, 2020).

## Flappers

Flappers were spotted by the way they dressed and the activities they partook in. Flapper women had short “bob” hairstyles, wore makeup, smoked, and wore short skirts so that they can

go dancing (Pruitt, 2018). They were women who dared to break

the rules and do something their predecessors were confined from doing. As society put women in cages unable to freely express themselves and live their lives. Everything was dictated by outdated ideologies of how women should talk, behave and dress. Believing that a woman's rightful place was none other than the home nurturing their spouses and children. Flappers threw these notions out the window by doing what they wanted, breaking cultural norms.

The fact that they took up smoking especially, in public, was a game-changer. This was never seen before as this was considered a luxury exclusive only to men. Flapper women were rebellious and just wanted to enjoy their lives. Their revolutionary dressing sense changed the course of women’s fashion. An influential designer during this time was Coco Chanel with her little black dress. It fit in perfectly with the rebellious image that flappers wanted to show the world. Show people that women had the right to their own lives.

## Little Black Dress

Figure 1.5: Audrey Hepburn in Little Black Dress



Figure 1.6: Coco Chanel Vogue Cover

The little black dress gained more popularity in the 60's after actress Audrey Hepburn wore one in "Breakfast at Tiffany's". Coco Chanel first advertised her creation on the cover of Vogue magazine in 1926.

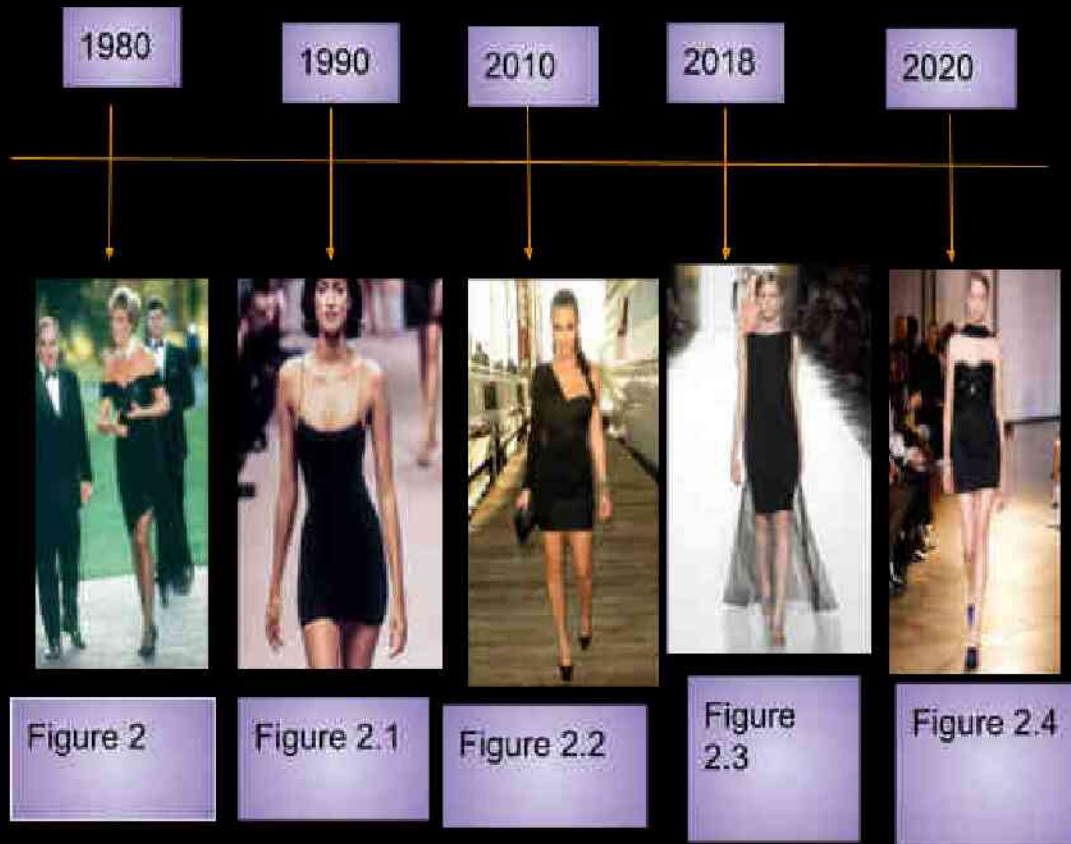
*"Thanks to me, they [non-wealthy] can walk around like millionaires." -Coco Chanel*



### Conclusion

One single event can have very dynamic impacts that change the course of history. Ultimately leading to ripple effects that have lasting impacts. Due to the flapper movement during the roaring events after women gained the legal right to vote, "changes in the family, the movement toward smaller families, birth control, fewer restraints in private life," Dumenil says—these changes were "permanent" (Pruitt, 2018). Since the world of fashion coincides directly with societal events, the flapper movement changed the scene of female fashion that has lasted to date. Women now utilize clothing as a form of self-expression as they have less fear of societal constraints imposed on them by a patriarchal world.

# Timeline



# Trend Report

## Trend #1: Florals

After the coronavirus lockdown, people around the globe have had a lack of social interactions. This in turn meant that women were unable to get dolled up for events leading to pent up desires. Due to this, everyone will be going above and beyond as the vaccine has been released and everyone rushes over to get the shots. Which also means that the world will slowly begin to reopen and reach some sort of normalcy.

Due to which CZay Marketing Inc. has predicted bright bold colors especially the use of floral prints will be on the cover of every magazine and closet in 2023. Especially as florals have been trending for years now. They have practically a staple in the industry just as blue jeans are. One can never go wrong with wearing floral prints no matter the season nor occasion. They

were seen on runways in 2019 and 2020. In 2019 Brands such as Simone Rocha, Rodarte,

Erdem, Alexander McQueen and even Louis Vuitton added florals to their runway collections

(Adivi, 2018). Surprisingly, Louis Vuittons clothing does not use many prints, mostly just its own brand logo. Keeping designs sweet and simple but simple is not always best. If such luxury brand names can see that then there's no stopping the florals from blooming worldwide once again in 2023.

Figure 3: Polka Dots on runway



Florals add quirky fun and excitement to any outfit. That is just what women will be seeking after trying to reenter the social scene towards the latter half and hopefully end the pandemic. So that life begins to slowly transition back to how life was pre-COVID.

## Trend #2: Mock Neck

Figure 3.1: Mock Neck on Runway



Turtlenecks used to be all the rave but they did not suit everyone nor did they accommodate every outfit nor season. Yet it was a really cute trend not really fit for all seasons though, imagine wearing a turtleneck in the spring or better yet, summer. One can already feel claustrophobic as the sweat drips down the neck. The goal is to look hot, not a hot mess! Therefore, the Mock Neck is the ideal go to! It adds the extra sophistication that everyone desires. Rather they are outspoken about it or not. That is why the mock neck is here to stay and will continue to be trending in 2023. Mock necks can be added to crop tops, dresses, shirts, anything! The lower neck coverage makes it even easier to accessorize as the neck in itself plays off as a type of necklace. One can dress up or dress down depending on the occasion with a mock neck. Added onto the Little Black Dress, it will become a favorite everywhere it is worn.

As mock necks were “the late-’80s and early-’90s wardrobe staple” (Satenstein, 2017) the pendulum has swung back in time to bring back this fashion since 2016 when it was paved its way to Vogue. Since then it is still heavily used in 2021 therefore this is yet another cyclical trend that is here to stay. It may go out of fashion for a little while as people might use it less frequently but it will definitely make a comeback in 2023. This is many peoples signature style, even if they are taken off the shelves, people will push for this style to come back.

The Little Black Dress will use the mock neck in variations with cut out fabric slits as along with crop tops. Such as a mock neck crop top black dress but with cutouts in the midriff area to give off the illusion that the dress is a two piece set. As two piece sets are currently all the rave in 2021.

## Trend #3: Peter Pan Collars

Collars are very important as they make or break the outfit. The Victorian-Era peter pan collar that was still popular in the 80’s but with modifications according to the zeitgeist of the times such as shoulder pads and

(Couros, 2021) This style has become iconic Princess Diana. As her silk and Elizabeth Emanuel exaggerated peter pan collar. After the release of the Netflix original show, The Crown which shows the daily lives of the royal family spanning into the life of

Pan Collar



oversized sleeves were added become synonymous with the wedding gown created by David incorporated the use of an After the release of the Netflix shows the daily lives of the royal

Figure 3.2: Princess Diana in Peter

Princess Diana showing multiple scenes of her wearing Peter Pan collared tops, this trend is bound to sky rocket as well. As the world is reminded of the great fashion sense the princess had. Not every girl can be a princess but she sure can dress like one!

In 2021 this collar has been “layered over androgynous cuts, printed pants, cottage-core dresses, and one of the best edits is wearing it over a lacy bra that peeks out from underneath” (Couros, 2021). The amazing thing is that this collar can be mixed and matched in order to create different aesthetics which go along with all parts of one's personality or mood. The obvious Victorian-era based outfit can be made, the princess vibe can be recreated or the modern woman working in the law firm fighting for justice.

As the modifications were put in place for 2018 and now 2021, so will they be for 2023. The collar will become more exaggerated. Not in size, but in length! It will follow the same basic beginning as all its predecessors but one change will be that the shape will be more in the shape of a V laying just above the breast area. While some variations will also have an additional collar in the middle area that extends down to the belly button imitating ties.

## Trend #4 Maxi Dresses

Figure 3.3: Maxi Dresses





Over the course of the pandemic there has been an increased desire for comfortable, relaxed clothing (Kohan, 2020). After all, who wants to be socially constrained and physically as well? People would lose their minds. Majority of days are spent in front of laptops or tablets anyway as college and work are all conducted remotely. Through the camera only the top quarter of the body is shown. Just like in an elevator pitch, during which one only has a few seconds to reel in the listener otherwise the deal is lost. In the same sense, if one really wants to make an impression in the digital world just the top quarter will make or break a girl's fashionista status.

Therefore, the Maxi Dress is the best upcoming candidate for the fashion trends of 2023. As women have begun to dress more comfortably, ditching their jeans for joggers or leggings, it will be near impossible to get them to start wearing tight fit clothing. Society had normalized women wearing tight fit clothing in order to accentuate the body and show off their body which was of course, put in place by a patriarchal narrative. Now, women are changing the narrative as they were adrogoyonus clothing, loose fitting. Females that dressed in such a manner used to be looked at weirdly or told that they were lesbians but now this is the norm. Perhaps one can thank COVID for doing so.

The Maxi dress allows women to be dressed up while feeling loose and free as if the whole world's troubles could not bother them. They add an extra lightweight and free flowing attitude to whoever wears the garment. It will also be in style as it's the perfect deal, buy a dress and get pants as well. One will not have to stand in front of their closet trying to find pants that match. Pull out the dress and be ready to go! In 2023 the dress will increase in length and width as there will be bigger umbrella shaped skirt finishes. The Little Black dress will have a variation of mermaid style bodycon dress with previously mentioned fall with the utilization of the seasons colors in divisions all across the flare of the dress.

## Trend #5 Polka Dots

Polka Dots are so chic and girly. A couple of those little circles around a shirt or dress can make even the most out of sync individuals look fashion forward. They were seen consecutively on fashion runways from 2019 till 2021. Three years in a row! In 2019 Dolce & Gabbana, Andrew Gn, and Celine used large polka dots along with touches of polka dots in Marc Jacobs collection (Adivi, 2018). Designers Yohji Yamamoto, Marni, and Chloe utilized asymmetrical dots. They were also added to suits, loose dresses, and formal skirt suits by Adura and Escada (Adivi, 2018).

In July of 2020 more crowds of people began wearing polka dot printed clothing during Couture Week in Paris. Around the same time when [Zara posted a polka dotted dress which went viral \(Bobila, 2019\)](#). Celebrities Brittany Spears and Alison Brie wore polka dots on the red

carpet. In addition to this designers such as Carolina Herrera, Adam Lippes and Zero Maria +

Cornejo used polka

their collections for

Week. Zero Maria +

own creativity

polka design to

They put the dots so

they almost messed

print.



Figure 3.4 dots in

New York Fashion

Cornejo added their

energies into the

make it their own.

close together that

into a checker like

Most recently, at “Dundas and Alessandra Rich, the spotted print took on its often visited ultra-feminine form, incorporating silk, ruffles, and puffed sleeves” (Stewart, 2020). Due to the pandemic, designers had their models wear matching face masks to highlight how fashion moves with the political, social, and economic changes in society. This print is clearly here to stay and will not be going anywhere over the course of the next two years.

The Little Black Dress will incorporate polka dots but not just the basic white polka dots. They will add the colors of the year in addition to the small white dots that look like little specs. The asymmetrical dispersion of dots will still be trending so that the elegance and class of the Little Black Dress can be maintained. There will be an updated version of the mock neck to further enhance the appeal. The neckline will begin and end around the neck and lightly over the shoulders as there will only be one full length sleeve. There will be a cutout under the mock neck just below the collar bones as they will be the erogenous zones. Following a fit and flare silhouette with an extra flare triangular shaped A line dress.

## Trend #6 Puff Sleeves



Figure 3.5: Puff Sleeves by designer brands

The puff sleeve trend started in 2018. There have already been many variations to the trend thus far such as the “balloon, the Juliet, the leg-of-mutton” (Fass, 2020). The trend originally was seen on Victorian-inspired shirts and romantic house dresses but now has

expanded its horizons to just about anything with sleeves. For the Fall/ Winter 2020 collections designers Fendi, McQueen, Rodarte, and JW Anderson used puff sleeves. Fendi used them on sweaters, McQueen attached the sleeves to pleated shirt dresses, Rodarte incorporated them on puffed gowns and JW Anderson used them on double breasted winter coats (Fass, 2020).

The beauty of puff sleeved outfits is that they make exaggerated yet subtle statements. After slipping on a dress or shirt with puffed sleeves on them, there is not much else left to do.

Figure 3.6: Puff Sleeve on Model

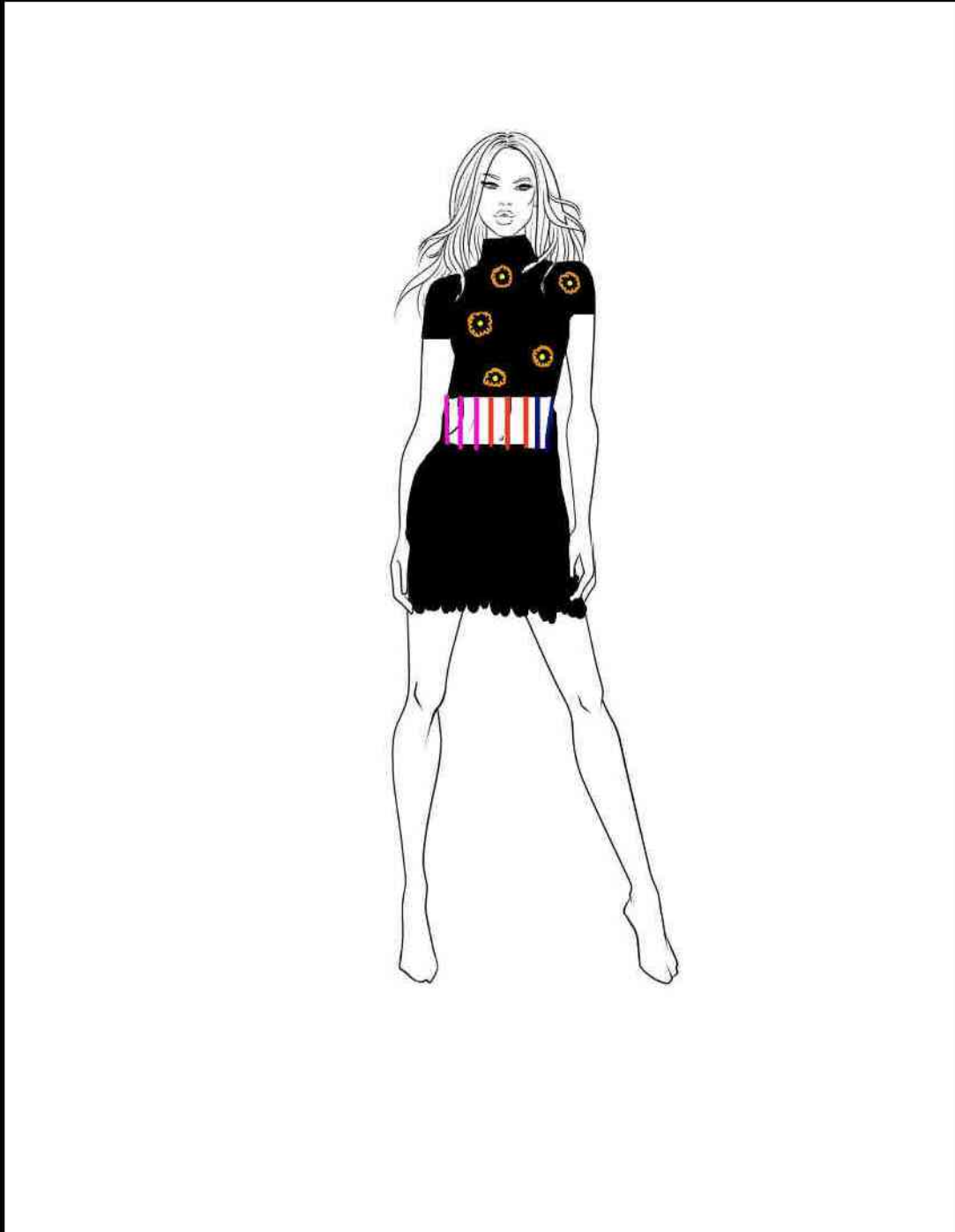
No need for extra accessories or heavy makeup, less heat for the hair as natural hair goes best with sleeves that do all the work for you. According to the editor of Whowhatwear.co.uk, Emma Speeding states, "exaggerated puff sleeves is a silhouette that has dominated in recent years, and is set to continue and become even more prominent in 2021" (Fass, 2020). This trend has only gained more momentum and accelerated over to the top of the fashion cycle over the course of the last three years. Giving the possibility that this trend will be seen in 2023 an even higher probability.

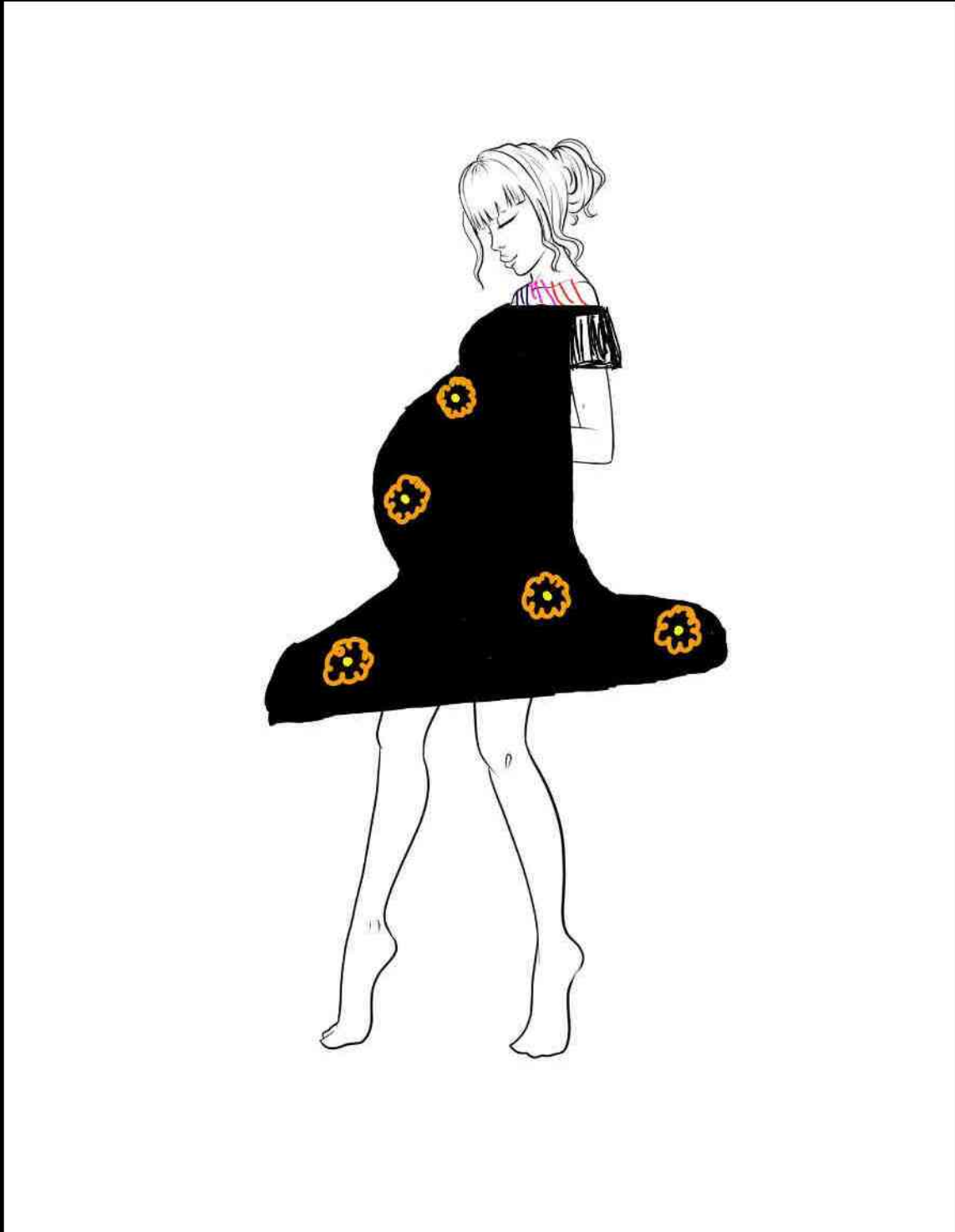


In 2023 the Little Black Dress will use bodycon silhouettes with puffed ruffle sleeves for both mini and midi dress lengths. V-necks will be used in order to allow the collar bones to stick out. There will be both colored and see through sleeves used. There will be a chain like pattern to the ruffled sleeves along with the repeated pattern of cut out clothing. Adding the extra edge to the Little Black Dress.

# Sketches of Trends

## Floral (Silhouette: Bodycon)





Silhouette: Fit and Flare/ U shaped

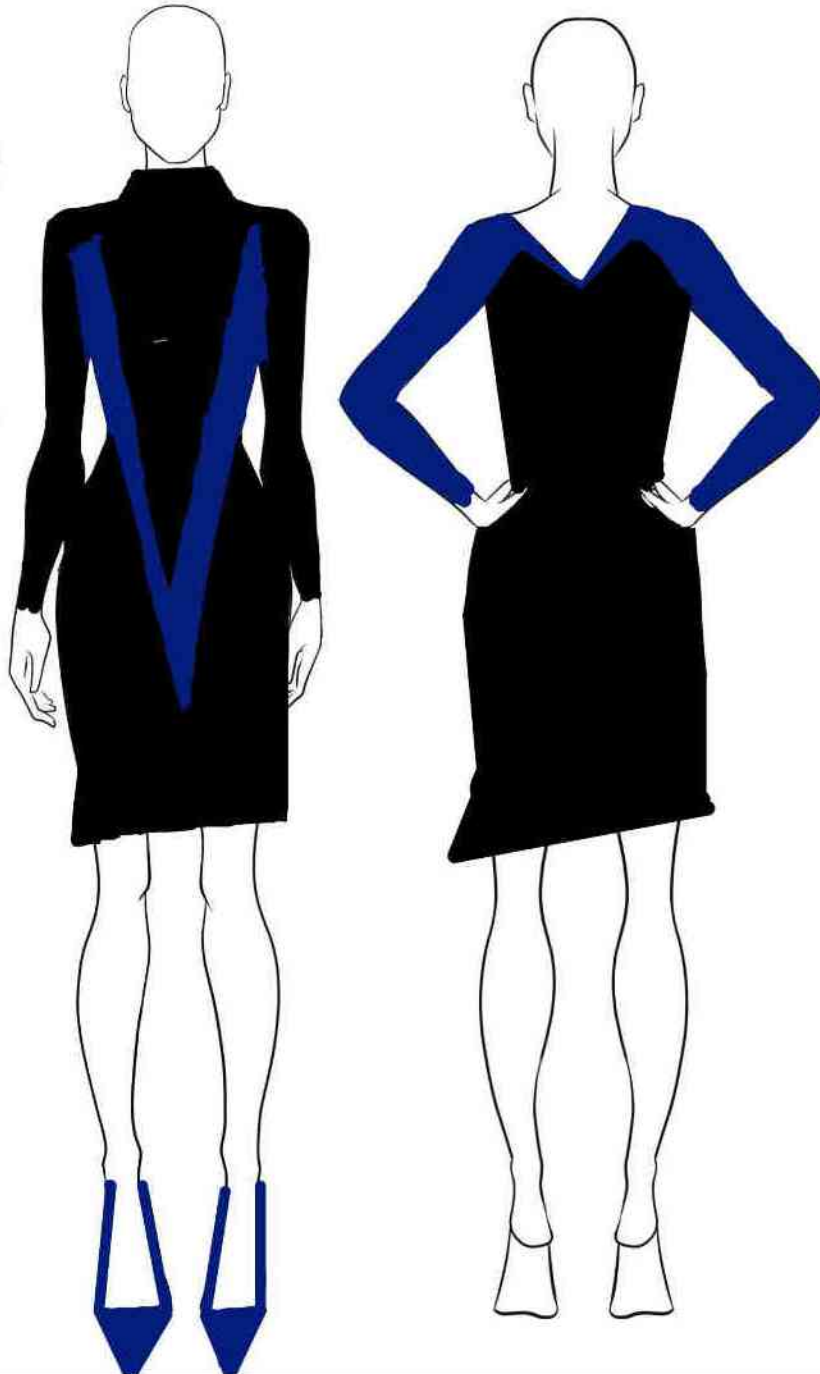
# Mock Neck

(Silhouette: Bodycon/Straight fit for both)

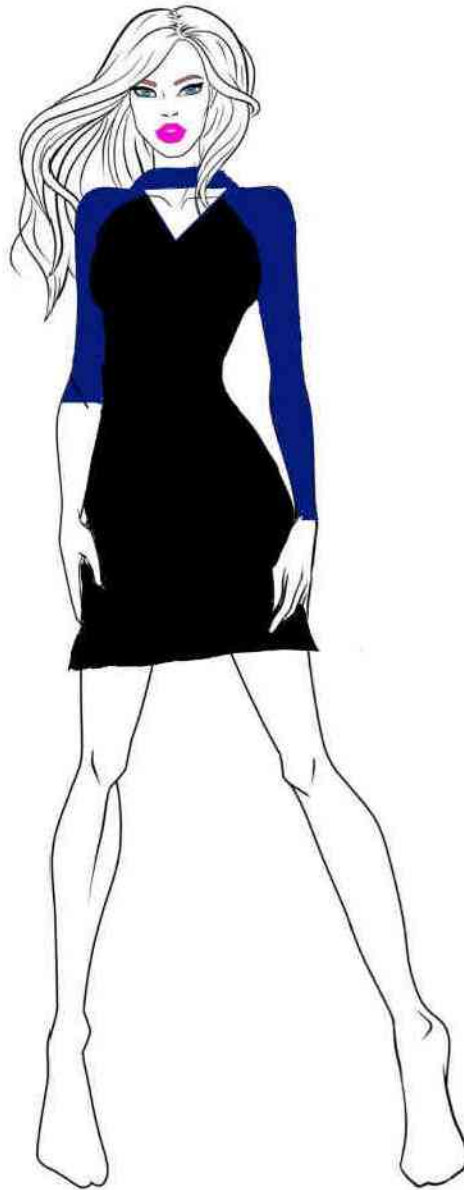
Little Black Dress with a twist. Trend 1 Version 1

Description;

- Turtleneck midi dress
- Partial Princess and A-line
- Bodycon fitted dress
- Paired with V cut pencil heels



Trend 1 Version 2 (mock neck)





# Peter Pan Collar (Silhouette: Fit and Flare/ Umbrella)





Polka dot trend

version 1

# Maxi Dress

Pink is the new black (Silhouette: Fit and Flare/Bodycon/ Umbrella)





Silhouette: Fit and Flare/ Medium Umbrella

# Polka Dots

(Silhouette: Fit and Flare/ Triangular for both)

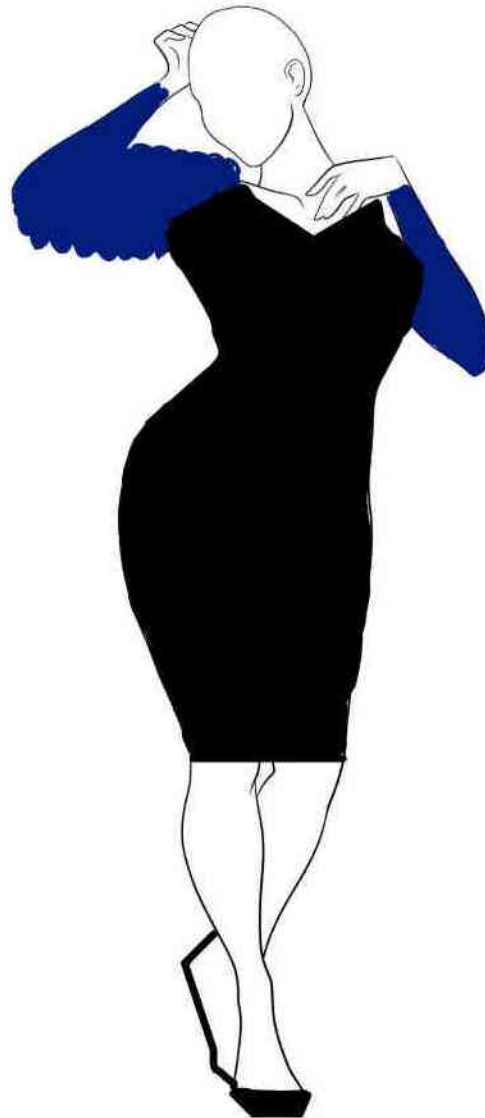


polka dot

version 2



# Puff Sleeves (Silhouette: Bodycon for both)







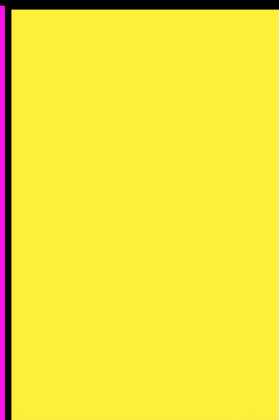
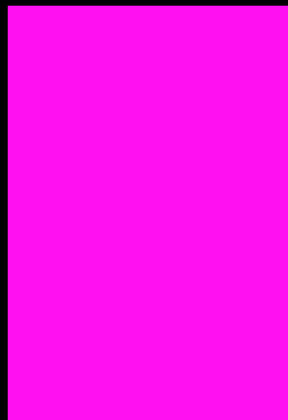
# Color Palette

The color palette for spring and summer 2023 will be filled with vibrant, bold colors to give women around the globe the confidence and sunshine they crave after surviving the Coronavirus pandemic. Highlighting five of the hottest colors of the season that will leave you craving more!

## Majestic Blue

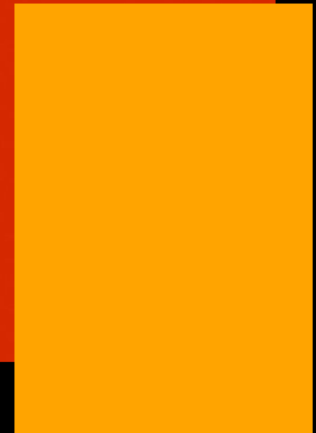


## Pretty in Pink



## Sunny Side-up Yellow

## Rockin' Red



## Yearning Yellow

**Majestic Blue:** Women are no longer royalty, they are majestic beings that need such bold colors to let the world know that they are not playing around!

**Pretty in Pink:** This vivacious color can uplift even the most dull spirits.

**Sunny Side up Yellow:** Youthful and flirty, will have all the boys stopping to stare.

**Rockin' Red:** Rock the night away in this elegant, strong color.

**Yearning Yellow:** Let out that the inner life you have been holding back since lockdown

# Proposed Fabrics



**Matte Satin:** 100% Polyester



**Chiffon:** 60% Cotton, 40% Nylon



**Net:** 100% Nylon



**Cotton:** 100% Cotton

# Influencers and Direction

Coco Chanel created the Little Black Dress for bold, rebellious women. Coming from a Pakistani background, CEO Ms. Chaudhry decided to forecast and design this garment due to the fact that women belonging to Pakistani ancestries normally do not have the liberty or confidence to wear such designs. Therefore, the goal for this project is to create contemporary designs that let women express their inner femininities all around the globe. The Little Black Dress has been worn by celebrities such as Audrey Hepburn, Princess Diana, Beyonce and The Kardashian sisters.

## SWOT Analysis

### Strengths

- ❖ International shipping which allows for broader audiences
- ❖ Strong online platforms especially through social media such as: Facebook, Instagram, Snapchat and Tik Tok

### Opportunities

- ❖ Getting the chance to work with international companies especially boutiques in the Pakistan region.
- ❖ Ability to cater to women of varying body types
- ❖ Capability to collaborate with bigger brand names in order to increase clientele

### Weaknesses

- ❖ Small business, relatively new in the game
- ❖ Weak financial backing which hinders production as less employees

### Threats

- ❖ Niche market in which there is head to head competition with pre established brand names
- ❖ Increased competition with other small novel businesses

# Mood Board



# Conclusion

All in all, this project was a great experience thanks to Dr. Woods who pushed me past my boundaries. Allowing me to realize that my long withstanding ideology that I could not draw to save my life was actually really flawed. I discovered that I actually really enjoy designing clothes. Through this assignment another job opportunity door has been opened for me. Being able to write out a report as if I were a marketer also helped me realize that I am in the right field and I could pursue this career path with passion. I am much more creative than I had previously given myself credit for. Although the project was hectic I have broadened my horizons along with my mental and creative capabilities.

An important lesson that I learned while designing the clothes was that all body types and fashion styles need to be catered towards in order to ensure that the company can be successful. It was an extremely fun experience and I loved being able to talk as if I owned a boutique for which I conducted research. I really hope to make this a reality one day so I could make fashion accessible to all the women in the world. So that I could bring people happiness as they flaunt off my pieces. I have come to heavily appreciate the amount of work that goes into creating Trend Forecasts as this was an intense project that required full dedication and commitment. I chose to do my proposed trends on the Little Black Dress as I am a huge Coco Chanel fan and I absolutely adore the freedom and boldness the Little Black Dress offers any female that slips one on. The Flapper movement is also one of my favorite movements in time as women had finally decided to take a stand and live their lives however they wanted.

Furthermore, that goes to show how fashion is impacted by the social, political and economic changes that happen in the world.

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# Appendix

Figure 1: Shein.com

Figure 1.2: <https://www.blue17.co.uk/vintage-blog/flapper-dress-history-1920s/>

Figure 1.3: <https://www.pinterest.com/pin/15903404920174666/>

Figure 1.4: <https://www.pinterest.com/pin/430023464391471856/>

Figure 1.5:

<https://www.amazon.com/24x36-Audrey-Hepburn-Little-Poster/dp/B0052RH7TS>

Figure 2: <https://www.elle.com/fashion/g8192/evolution-of-the-little-black-dress/>

Figure 2.1: <https://www.pinterest.com/pin/75153887520517790/>

Figure 2.2:

<https://www.glamourmagazine.co.uk/gallery/most-iconic-lbd-moments-of-all-time>

Figure 2.3:

<https://medium.com/@peggykuo/the-little-black-dress-reinterpreted-for-2018-30f7014952b1>

Figure 2.4: <https://www.whowhatwear.com/little-black-dress-trends>

Figure 3: <https://glowsly.com/spring-summer-2019-print-trends/>.

Figure 3.1: <https://www.vogue.com/article/mock-neck-fashion-trend>.

Figure 3.2: <https://www.girlfriend.com.au/oversized-collar-fashion-trend>.

Figure 3.3: <https://www.youtube.com/watch?v=fgXEb6COBXI>

Figure 3.4: <https://fashionista.com/2019/09/nyfw-spring-2020-trend-polka-dots>.

Figure 3.5: <https://www.vogue.com/slideshow/trends-with-staying-power-puff-sleeves>.

Figure 3.6: <https://www.vogue.com/slideshow/trends-with-staying-power-puff-sleeves>.

