

Cromwell-Martinez

Cromwell Martinez Report

Fall / Winter Forecast 2024-2025 Women's Pants Shana

Cromwell-Ramnarain, Brenda Martinez



TITLE PAGE.....p. 2

TABLE OF CONTENTS

A LETTER FROM THE EDITOR.....p.4

CONSUMER PROFILEp.5

 A. DEMOGRAPHICS.....p. 5

 B. PSYCHOGRAPHICS.....p. 6

 C. GEOGRAPHICS.....p. 7

ISOLATION BREEDS EXPRESSION.....p. 8

TIMELINE OF WOMEN'S PANTSp.14

ZEITGEIST OF THE DECADES.....p.15
FORECAST.....p.18
 A. CONSERVATIVE COLLECTIONp.18
 B. INTEGRATED TECHNOLOGY TRAITSp. 21
 C. STRIVE FOR SUSTAINABILITY.....p.24
 D. COLOR
 CRAZE.....p.25
 E. HEMLINE HALT.....p.26
ABOUT THE AUTHORS.....p.28
REFERENCES.....p. 34

Letter from Editor

Welcome to the issue...For fall/winter 2024-2025, this is a forecast of the up and coming spring fashion trends. As we observe a worldwide pandemic after nearly a century, you will observe a move from the free flowing, routine predictability of everyday dress, into the uncertainty and panic that a pandemic can bring to the fashion industry. After two years of an abrupt halt in fashion, sweatpants replace working clothes as we spend most of our time indoors, in comfort and retreat. Relaxation and roominess became the predominant need for our dressing necessities. Since work from home became a large part of American life, embracing comfort and the serenity of taking it slow became the norm. As the brutal Covid-19 levels begin to recede, we begin to see a rebirth of our self-expression, in bright beautiful colors that glimmer beautifully in warm spring weather, looser fitting clothing providing room to move around, and overall a feeling of freedom and ecstasy after desolate times.

Comfort is carried out in daily wear as we bring back the revival of the 2000's baggy pants era and a wider silhouette in women's pants, bringing the sense of relaxation and comfort while we integrate our new wardrobe into our working lives. Although you can see the affinity towards the safe, comfortable looks, Fashion designers of today are bringing back their explosion of color and freedom in our modern trends after periods of lonely restriction and smober lockdown, consumers are hungry for more.

Consumer Profile

Due to the pandemic, a firm's target market has grown or changed throughout the past years because of the way customers have adapted to the widespread epidemic. Many customers' values change, customers' preferences are no longer the same, and the way they shop and do things are different due to the pandemic. The overall shift is from in person shopping to online shopping, which has had a universal impact across high income earners and millennials (Charm 2020). More than ever, US shopping behavior is changing and because of this, many companies are shifting the way they operate and communicate. When it comes to figuring out how one can reach out to their consumer profile there are three segmentations to keep in mind: demographics, psychographics, and geographics. In order to figure out how to better handle the changes going on and how to keep an honest clientele, it's important to understand these three categories.

Demographics

This trend forecast was created for women between the ages of sixteen to twenty eight. This includes women of Generation X as well as generation Y. Women of any race or ethnicity are included; this trend forecast works well in a diverse group. These women are educated, and enrolled in some form of schooling whether it be high school, college, or pursuing a master's

degree. If not in attendance to school, these women have social responsibilities to their work-life, traveling to and from work, constantly involved in traditional work or social work settings. Their income ranges from \$45,000-\$100,000+, and are single or newly married females usually with no children. This trend forecast is for women of less modest religious belief, although options for modesty are available as well.

Psychographics

This trend includes women who are concerned with fashion news and styles. These women are usually extroverted fashion enthusiasts, and usually fall under the category *Innovators* on the VALS survey. These women are confident in experimentation, make many purchases, are always looking out for new ideas and trends, and lead their own path (Strategic Business Insights 2020) These can be women high in agreeableness and low in openness, who are always looking to be on-trend, or women extremely low in agreeableness and higher in openness, who want to stand out from current trends; either way, they are always seeking what's new and popular to make their image stand out. Shopping lovers and socialites are included in this group, who frequent stores with more than one person; usually a friend or family member when shopping. Shopping is a leisurely activity for women in this category, who shop often and frequently, mostly on weekends or evenings.

These women are less price sensitive, and more concerned with trending styles, beauty & aesthetics of garments when shopping. They are interested in new cosmetics, pop culture (musical artists, movies, TV shows), celebrity styles, and fashion news outlets. Social media use is high as well as social involvement within their friend groups from school or work. These women care to a higher degree about their social status and rank in social hierarchy. They are

concerned with their social groups, and always are interconnected with colleagues. Vacationing and leisurely activities after work or school are a priority. Overall, these women have responsibilities in school or work and love enjoying social activities.

Geographics

The geographics of this trend forecast include women in the United States, living in highly populated urban cities. These women are highly influenced by celebrities and fashion influencers. One knows every city has its own fashion identity, such as Downtown, Soho NY is more of a boho look (chunky colorful knit sweater cardigans oversized with levi distressed jeans or jean shorts and a simple top. Cities in Atlanta such as Buckhead, GA would be considered more of a street urban look (A classic pair of jeans , a designer shoe such as Bottega heels and a more explicit top). More toward the Los Angeles area, is a warmer look but sporty calm chill vibe(Shorts a tank or tee and a beanie hat).

Improving the way a company handles their customers is the way they keep and gain more. That is why it is in the best interest of a company to research their consumers demographic, psychographic, and geographic profile. Understanding one's characteristics such as age, level of education, gender, occupation etc (**Brannon 2015**) will help the firm to find the appropriate target for their business. This involves knowing what kinds of lifestyles they enjoy living, the habits they feel pleasure in doing, and their behavior and beliefs as well. Last but not least, this allows firms to have knowledge in detail about their consumer's surroundings and what area are they being influenced by to create a sort of identity on the target (**Brannon 2015**) The ideal customer lies within these main terms; young women in booming urban cities, between

the ages of sixteen to twenty-eight, who are educated and keep themselves very productive and are up to date with the news and especially incoming fashion trends.

Cromwell-Martinez Report

Introduction: Isolation Breeds Expression

Throughout history women have transformed from specific roles as domestic creatures, to members of modern society and the working population. With this change comes change in attire as women made a huge jump from dresses and skirts prior to the 1900s, into pants made specifically for women in the modern day. Women's pants have adapted in many different ways, taking on simultaneous trends at the same time the effects of these trends can be seen in our society today. After nearly 100 years, the world as we know it experienced one of the most damaging pandemics in human history, bringing the apparel industry to an abrupt halt. The Covid-19 pandemic has affected consumers world-wide in every industry, stripping consumers in the apparel industry of their freedom to express (Revolution 2020). Clothing manufacturers in Asia suffered great loss as factories closed and workers underwent an agonizing period without pay or labor opportunities (Sen et al., 2020). Americans suffered loss of freedom, expression, and experienced prolonged periods of fear and isolation. Many experienced great personal loss, a time for rebirth indeed as smother feelings of anxiety and unsurety plagued the states for nearly 2 years. Americans faced economic hardships alongside pandemic restrictions, this phenomena reflected in today's fashions.



Figure I

Wide Legged pants

After periods of isolation imposed by pandemic restrictions, women are once again set free from the bounds of work-from-home. Although they are leaving our homes to go back to work, they do not need to leave the comfort at home as well. The pandemic of 2020 has made comfortable clothing an everyday part of their lives; Making a comfortable work suit a necessity. A large amount of space in wide-leg pants and the baggy trend making a re-emergence gives exactly what comfort is ordered. With more modern-day women returning to work, formal attire has taken an oversized, and baggier look in order to cater to the comfort levels of post-pandemic times. The trend around loose pants legs in formal suits continues to tread onwards (Fashion Snoops 2022). Although formalwear has previously been very structured, pressed, and sharp, the softness and comfort that wider legs bring exhibits the more relaxed attitude of post-pandemic living. Even in denim, the relaxation that comes from extra leg room will remain a popular silhouette during these nostalgic times. The baggy pants have come back around since the early 2000's, after a long reign of skinnier, and low cut bottoms.



Figure 2.

Casual Baggy Pants

Comfort is here to stay, and with that comes fabrics to match. Soft, thin linen works best to promote airflow, keeping your body cool in the warming weather while maintaining the soft but comfortable feel. In the synthetic world, nylons helped to create a squishy, free-flowing, carefree feeling (Laplaca 2022). This promotes the comfortable feeling of a soft material, coupled with the free flowing energy of the spring time. Soft, delicate fabrics that feel gentle to the touch are gaining popularity for the warmer seasons. Other popular fabric choices for the current season seen are lightweight cottons. Absorbent and functional, this cotton is best for the heat and influx of activities people will be participating in this summer. A light-weight cotton or linen blended with spandex or elastane for some less-roomy designs, is perfect for the spring and summer heat. These fabrics allow the freedom of flow, and since they are natural cellulose fibers, they will be able to absorb the bright summer colors even better (Kovačević et al., 2022). Dyeing the natural fibers of this current spring/summer season is no issue for natural cellulose fibers, and helps to deliver the bold beautiful colors of the seasons. These light weight fabrics are

the perfect material for flowing, long women's pants designs for these heat seeking seasons.



Figure 3

Meridian Linen Pants

As Covid levels begin to retract, and *life* itself can seemingly resume. With restaurants, workplaces and other outdoor activities beginning to re-open, one also begins to re-enters the world after 2 years of isolation. Breaking free of one's shackles in isolation becomes the top societal priority which can be seen in fashion trends today. Isolation periods are over, and freedom is gripped once more. The changes one experiences are represented in this color, with contrasting hues that blend elegantly together. Pantone's color of the year (Pantone 2022) is Very Peri, a calming blue with red undertones. Trust, calm and joy are displayed through the blue hues, encapsulated by spring warmth. The return to modern life in post-pandemic conditions brings a sense of freedom, or breaking free from a once locked-up environment. With new horizons in view, the future still holds an unexpected feature about it, ruminating on the unforeseeable effects of seesawing Covid-19 levels. Color is an integral part of our expression, holding meaning and representing ideas. The complexity of the added red hue, stands for the unknown yet to be discovered. Americans are facing economic unsurely, the red hue represents the fear one might still feel, even after a period of release (Karl 2020) . Comfort, relaxation and a

movement back to work is the biggest motivator for consumers in the American market currently.



Figure 4

Pantone's color of the year: Very Peri

Isolation and more time at home meant more time online, as *fashion leaders* were not predominantly found in micro influencers and celebrities through social media. Celebrities like Kim Kardashian brought about fashion leadership through collaborations with luxury brand Balenciaga. In color, Kim sported various outfits brandishing the bright and almost neon color pink (Baudler 2022) making her statement as the leader of *barbiecore* in modern day. The bright pink color goes along with one's need for expression after a long period of isolation and uncertainty. Other fashion leaders seen in this bright beautiful color include Margot Robbie, as she takes on the image of Barbie with her natural look. This takes the term "dolled up" to a new level, allowing influencers to set the tone post-pandemic.

Figure 5



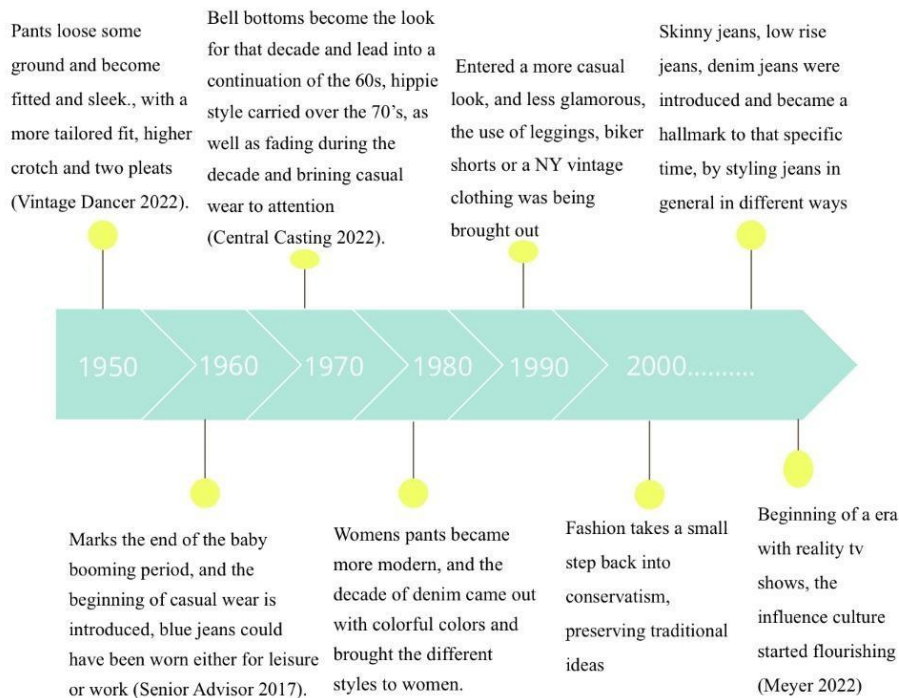
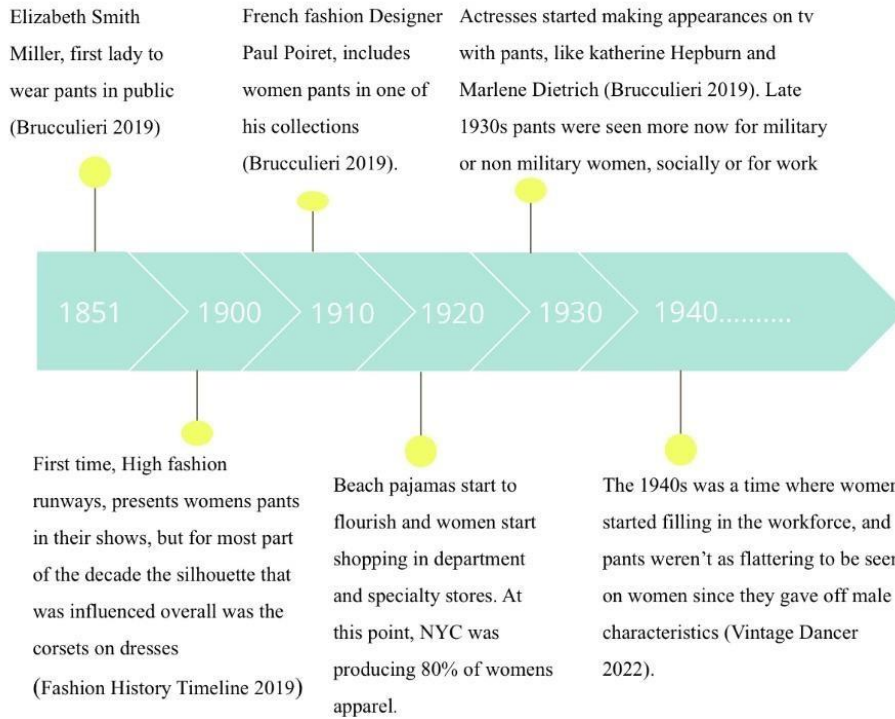
Kim Kardashian in a Barbie Pink Jumpsuit for SNL

Perfectly accompanying the open legged comfort feeling, comes the split leg trend. This trend is perfect for the spring breeze. With almost cut-out like splits in flare and wide leg pants. Taking inspiration from Victoria Beckham's label seen in the Spring/Summer show of 2019, split hem pants has been making a prominent upward trend in recent months (Salessy 2021). The split on one side look can be applied to classic pant suits, giving the serious look a relaxed, bouncy feel when walking; almost like a skip. Piggybacking off the comfort, baggy and wide legged trends as mentioned previously, split hems are very popular for spring and summer. Like designs created by Balenciaga, split hems allow space in the garment where air can enter. This gives a cooling effect to compensate for the required length & extra fabric that is popular at this time.



Figure 6

Split Legged Jeans
TIMELINE OF WOMEN'S PANTS



Zeitgeist of the Decades-

Fashion Historians themselves have noticed the rapid change there has been in Womens Pants. All these changing experiments that have been made throughout time have become trends

that have been repeated in current years. When putting together the timeline, it's strange to think about today, and how there was a point in time where women actually wore anything but pants (Britannica . Women had very limited privileges and to an extent, limits on options on what to wear. In many cultures, it's seen that women are supposed to wear dresses and skirts and follow the conservative traditions of what a woman's role is. According to the timeline, one notices that it started appealing to the eye of the feminine this idea of wearing pants because it gave living a much more comfortable feeling and a thrill of excitement to do activities one couldn't do when they had a few extra layers on. Many of these changes were made due to political, social, or economic issues. This being said, many of the new garments coming decade by decade have great reasons as to why they started to evolve.

At the very beginning of 1910, we start noticing the start of what is known to be as pants, in a woman's wardrobe. In 1911, Paul Poiret, a famous french fashion designer, also known as "The King of Fashion ", launched a fashion show runway and included women's pants which marked a significant appearance in history (Fashion History Timeline 2019). It was the very first time it was set on a fashion show. Poiret was a one of a kind innovator who took his designs to another level. This incorporation of womens pants in his collection his message overall was to give women the liberty of comfort, a fitted corset didn't always feel good on a woman's body especially if it was being worn throughout the whole day. Shortly after we experienced World War I, a time where the Central and The Allied Powers were against each other because of the assassination of Archduke Franz Ferdinand (History 2022). From this war, many people were killed, the effects on the workforce was so horrific, that women were also drafted to the civilian workforce. That led to them wearing men's clothes and the war and being heavily influenced by it. However, this shows that only under certain circumstances one was able to wear these garments. Overall, the beginning of the 1910's marks a great point in introducing a new piece to women other than dresses and skirts. However, one really starts to see the appearance of pants on the womens body in the beginning of the 1940s and how tidy they were being worn.

Throughout the evolution of pants, you clearly see in the 1940s, how dramatically the pants fell off the womens body, cinched in around the waist, and very wide legged. They started being worn due to women entering the workforce, and were way more simple than wearing a

skirt or dress (Vintage dancer 2014). This era in women's fashion was a way for women to experiment with the new styles of pants that were coming out. The 1940s was a time where the crisis of what was occurring had a huge impact on women's fashion. WWII resulted in cutting down and limiting resources. There was a scarcity in various things including fabric, which resulted in simplicity in women's clothing. The reason for the acceptance of wearing pants in the 1940s came from the war time. One saw how women's fashion slowly started changing to calming down rather than complexity. During this decade, Christian Dior was the most influential designer during this time, many aspired to his looks and fashion designs because of the immense changes in silhouettes he created (Claire 2021). Dior's power to master domination and hold a vast consumer market also came from his ability to influence those below him. For example, one of his famous works, the "New Look", hit massive society, leading to certain people, women buying haute couture, want to get involved in Dior (Foley 1997). In other words, the Trickle-down theory flourished and was set for designers to pass down their ideas. Despite all the tribulation, new changes were brought to this decade and from then on it was just modifications going all the way to 1990 and continuing.

Women's Fashion during the early 1990's one knows was to be described as more of a wide leg flared look with a preference of more of a looser fit. Although this look was a big trend in the 90's it stuck around for a while. Throughout the decade the style did not change but ones did notice that because of the LA riot it made a major impact due to all of the media that happen during this time. One sees that although Americans loved a good fashion look but had the slightest idea that this fashion trend would have them in harm's way. Ballon leg trousers were such a popular trend for young Mexicans and Mexican Americans. During the Zoot Suit riot these trousers were made of wool in violation of wartime rationing. The worst of the rioting occurred and servicemen and citizens were attacked due to wearing of this specific wardrobe including the Ballon trousers.(Jeff,2012). In all the riot didn't stop what was truly destined to be, it made it more resourceful and turned a riot uniform to a fashion moment forever.

As one knows the start of the 2000's was such an inspiring moment, a fresh new decade, the start of something new. There were tons of resources such as Ask Jeeves, Google, Facebook, fashion blogs with fresh new aspiring stylist and other social media sites. Better opportunities

such as content with high tech gadgets like cell phones that fit into the 2000's aesthetics. Denim became a staple for women and men. Lots of women's fashion became more acceptable for both genders without categorizing anyone. In the 2000's just about everyone was allowed to express their true self and creativity. Baggy jeans played a major part of this well rounded decade. This style was comfortable, versatile and made it to be one of the most wearable trends. In addition the fashion of these denim was here to stay because of " Viral social media moments". Not only did baggy jeans make a big hit in this era, so did a lot of life changing moments. During the week of September 7- September 14, 2021 one of New York's biggest fashion week shows of all times was scheduled to take place. Celebrities, influencers and just about anyone who contributed to fashion and made iconic looks were all in attendance to celebrate New York City's fashion week. Then suddenly the world came to a complete stop and on September 11th at 8:36 am a plane crashed into the world trade center followed by a second plane. (Jessic,2021). One knows that September 11th the fashion industry took a big loss especially with NYC becoming a national fashion capital. Due to this tragic moment fashion might have been on a stance being that the world was falling apart in one's eyes.All in all there was no need to panic fashion always finds its way home. More than 12 years later its industry has done tons of iconic collaborations and the best is yet to come.

In conclusion Something that was seen a long time ago in history is being rebirthed. Baggy pants specifically are all being included in every designer's collection and have become very versatile. Social media is rising to its highest potential, lots of creatives and fresh new designers will all get a turn to shape its industry. Although the industry has faced all of its traumatic and world wide disasters, fashion never dies. It continues to revamp, evolve and inspire

Forecast

Conservative Collection

The current economic state of The United States has affected the fashion industry greatly. Currently in high times of inflation, one can predict that recession is right around the corner. If an extended recession continues, depression may set forth in the next two years. Post pandemic conditions have shocked our economy, halting multiple industries in their production, especially in fashion. Suddenly, only the hyper-rich were able to use disposable income to purchase luxuries during the pandemic. Although this may take a while to set in, it will affect many if not all consumer buyers, leaving those with higher incomes as the consumers with ability to purchase. A similar spirit of the times will be seen years into the future, as economic collapse continues to make its path through American economics; a more conservative lifestyle will be implemented. With the stock market and cryptocurrency markets hitting an all-time low due to inflation, a recession, an ongoing depression in the American economy will only hinder consumers' ability to spend on clothing and extravagant design. This will usher in a time of modesty and conservatism.

This trickle-across trend will affect multiple income classes, as the economic position of the United States has the ability to affect the entire population. It may be slow, but this trend will trickle across many groups of fashion over time. Peak times will be during political election periods. With the democratic president currently under unpopular scrutiny, Biden faces backlash for the economic upheaval and incoming recession (Groppe 2022). In the future, a republican president will be the popular choice for voters in the election of 2024. this will bring about conservative fashions, and more conservative lifestyles. Due to the prolonged supply chain

interruptions, less textile options will be available for extravagant mainstream design, making way for a more basic yet calm pattern-less, conservative looks. A more streamlined, minimalist look will characterize the feelings of the economic depression times. Formality and cleanliness will personify the feelings of anxiety and the need for normalcy in American financial terms.

Minimalism in times of economic hardship is a concept seen also in interior decoration of the home (Brooke 2018). A minimalist look can also be a beacon of hope and hold a sense of optimism during hard financial times. As opposed to the extravagance and celebration of out-of-the-box design during times of high financial gain, minimalism redirects our priorities to the conservation of materials and styles. The theory of shifting *erogenous zones* can be exemplified here (Brannon 2015, pp. 81-84) after a long while of freedom and expression got about from our release from pandemic isolation, the erogenous zone will shift from the midsection to the ankles. This is perfect in ties with conservative fashions, as higher hemlines in women's pants will be seen more often, showing off the ankles while covering the midsection. This is a huge *pendulum swing* in silhouette as well. From modern day baggy, conservative will take on a sleeker look in this fashion trend.

Money is being conserved in this economic environment, and as is said in the stock market, holding steadfast is the predecessor to more bullish economic times, bringing back a sense of cheer and relaxation. Basic clothing will take on a traditional and formal look, with pants suits for women, with calmer fit selections, neutral colors and more casual styles will prevail in minimalism. Slim fit silhouettes and straight legs will complement the calmer reflection of the times, avoiding the loud volume of patterns such as pleats or designs.

Conservative style will reflect the restrictions one faces during times of recession; an idea many will express through their clothing.



Integrated Technology Traits

The pandemic of 2020 brought us to periods of isolation. Connecting socially changed as we knew it, the Internet became the biggest means of communication for humans all over the world. Tech giant, Facebook, who has changed its name to *Meta*, has done so to bring about a

movement towards social interaction via technology (Mystakidis 2022). In recent years, new inventions such as VR (virtual reality) brought forward by companies like Oculus, have changed the way consumers interact with each other and spend time. Targeting the youngest generation, Generation Z, this *trickle up* trend will embody the fast pace of the youngest generations. Their interconnectedness with technology will allow this trend to be popular amongst the young, and slowly make its way into popular culture amongst all age groups. Although the isolation period of the pandemic has magnified the use of these technologies, it's giving way to digital life platforms such as second life, Sims, and VR Chat where Friends and colleagues can meet on a digital platform without ever having to meet in real life. This takes our real life, and gives us a chance to represent ourselves digitally.

According to Stone (2013), we strive to express our personal attitudes and characteristics through our fashions. This also applies to our digital lives; we still strive to express our personality even on a digital platform. With technology industries steadily at a growing pace, companies like meta have brought about a new way of expression for the modern-day consumer. Interaction has become normal on digital platforms, especially in the youngest generation, Generation Z. Being the most technologically integrated generation, this platform makes it possible for digital fashions to take a mainstream spotlight in the coming years, as development in this industry is still under way; early adopters are able to benefit.

Luxury fashion brands such as Balenciaga, Gucci and Louis Vuitton have already integrated their designs into Meta's digital platforms in the form of sneaker drops, as well as fashion items available for retail on the digital platform (Williams 2022). Lesser on the luxury

scale, are brands like Prada and Thom Browne acting as one of the the first fashion brands on Meta's virtual fashion store (Bain 2022) With a growing number of the population interested in virtual life, the biggest advantage to digital fashion, is the ability to procure textiles, traits, and attributes that are impossible to attain in the physical world. The creativity of our youngest generation combined with the opportunity to create new fashions digitally, will give way to extremely new and formerly impossible fashion designs worn in the digital world.

Designs that go beyond the physical restrictions of real-life physics are now possible through digital fashions; In women's fashion, creating digital pants with impossible features such as elemental fire, or pants for women made from water are now possible traits for your online avatar. Moving designs and patterns are all now possible with these new technological advancements. In two years, companies such as Meta will have made more advancements in their Virtual Reality as well as Augmented Reality technologies, allowing one to combine their love for fashion with extreme design capabilities, only possible digitally (Ning, et. Al 2021), Meta's technological advancements have paved the way for digital fashions.

Companies like Dress X are leaders in digital fashion technology. They find a way to integrate digital fashions to consumers online profiles (Hirschmiller 2022). If you buy a digital fashion, of a pair of women's pants created from moving patterns, dress X can create media images for their consumer with their purchased item, appearing to be in real life. digital clothing is finding its way to be represented more tangibly in our real-life interactions, but this time, powered with the technological advancements of digital world as well as the creativity that lies in Generation Z, leave the jital fashions will have new design attributes that go beyond what's

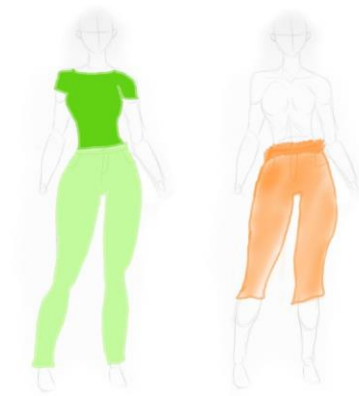
possible in our physical world. Companies like Dress X will help and integrate modes of communication with these digital fashions that still make them relevant in our interactions today.



Strive for Sustainability

Fashion experts have been doing research and collecting data in order to forecast essential trends about sustainable textiles in the upcoming Fall/Winter 2024/25. For many years, scientists have proven that sustainable textiles, or also known as, natural fibers, have been of higher quality and are progressing among fashion industries to align with global ambitions (Apex 2020). Due to this, fabrics are not only becoming more sustainable, such as using more bamboo, but as well as

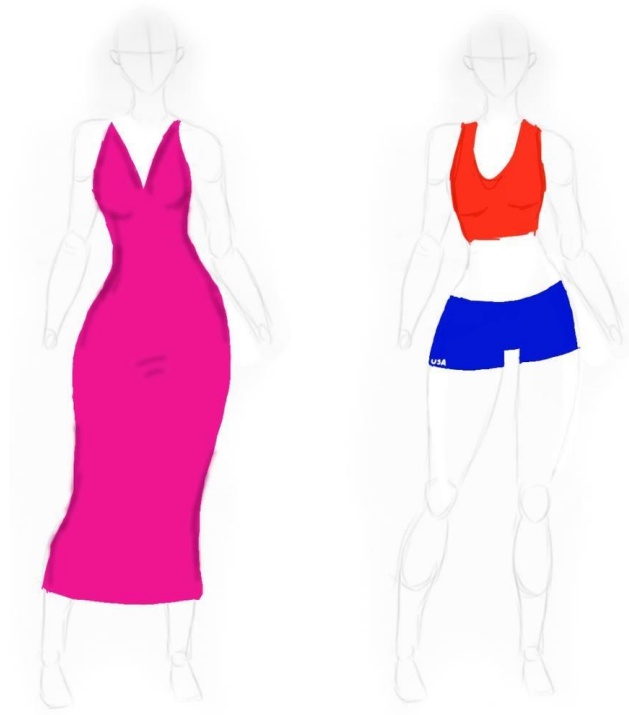
acknowledging ethical sustaining. Individuals are now health conscious and not shopping as much in fast fashion but are shifting towards buying better, sustainable fabrics to help the environment. From this we will see consumer and subculture groups forming imperishing principles that will soon prosper into the higher levels of discretionary income, identified also as the *Trickle-up theory* (Brannon 2015). This movement will all arise from the newly innovators, the rising generation that care about the wellbeing of the world and will create.



Color Craze

With a combination of extensive research and validating social, economic, world wide events, trend forecasting of colors can be planned and designed for the collection of Fall/Winter 2024/25. Future color trends can be predicted with the upcoming major US events occurring in our democracy. Like, the Olympics taking place in Paris, France, August 2024, upcoming huge fashion shows in NYC, and even the Election coming up at the end of 2022 (Paris 2022). With the Olympics taking place in France, one will see the three major colors blue, red and white everywhere, symbolizing nobility (Adenet 2018) Another event that would influence color, is a release of the movie Barbie coming out in 2023. (Guerra 2022) Barbie is known for its hot pink

color Within the speculation of all these events occurring and especially after going through a huge pandemic like covid 19 people no longer want to whereThere will also be .Earth tone and soft vibrant colors such as all shades of brown, hints of green, soft pinks to soft yellow. These colors will be much more popular due to the fact of all these events and big historic occasions. When adopting these innovations, consumers will try more expressionary designs with new expressive colors that make them feel comfortable with oneself and warm emotions. Color forecasts reflect the zeitgeist of mood, by staying up to date with many trends and today's society situations that we've faced.a transformational shift of consumers' lifestyle to the better being. This being said, sustainable textiles forecasts will not only be influenced around the world but developed into an evolution of historic continuity. Textiles like cotton and linen will be more prevalent in future trends, blended with synthetic fibers like spandex, this will help to create a finer silhouette.



Hemline Hault

Hemlines make a huge contribution to the trend forecasting due to clothing shortages that they've faced during historical moments. For example during WWII, clothing and material became a very big deal to the fashion industry. One knows that millions of women and men needed to serve in the war and a strict uniform policy was needed. One became more modest during the difficult times where the hemlines economy went hand in hand, if the length of the hemline would rise so would the economy, same as, if the economy is falling the hemlines would follow (Sundin 2022). Even though hemlines may drop due to any war, supply shortages, or downfall they can easily go up just as they went down. As mentioned in the historic trend, in 1940, much scarcity was in various things including fabric, which resulted in simplicity in

womens clothing, relating back to one being humble. Behind the hemlines, war also has a huge effect on individuals' well being, there will always be a before and after in humans perspective and how they view wartime to peacetime. (Dudziak 2012). This is a trend that will also be seen as trickle-across. Powered by the overall economic state of the country, shorter hemlines will be trending in every income class. This trend will be seen sooner than later, as the effects of supply shortages will take heed sooner than that of the incoming depression.



About The Authors***Shana Cromwell-Ramnarain***

Born in Georgetown, Guyana, Shana immigrated to the United States in 2001. Upon growing up in the bustling city of New York, Shana procured her own love for fashion expression at a very young age. Interested in artistic self-expression, Shana was always intrigued by the artistic tools and ways of the Fashion and Art world. Expression in fashion was a top priority for Shana as she grew up in one of the major fashion centers of the world, as well as artistic beauty and art techniques. Shana maintains a 4.0 GPA while independently running a luxury service business, servicing private clientele with nail-care services aside from her educational pursuits. Currently pursuing a bachelor's in Business & Technology of Fashion at New York City College of Technology, Shana finds the perfect educational equilibrium in her luxury service business. She hopes to expand and scale her business internationally to provide women world-wide with high-quality beauty care, and beautiful artistic designs fostered in her love of creativity and balance.

ABOUT ME

Looking to apply my knowledge and build my experience in the marketing world.

CONTACT

@ Shanacromwell98@gmail.com

📞 (347) 484-9313

New York City, NY

EDUCATION

🎓 **QUEENSBOROUGH COMMUNITY**
Associates
2020

🎓 **NYC COLLEGE OF TECHNOLOGY**
Business & Technology of Fashion
2023

SHANA CROMWELL-RAMNARAIN

INDEPENDENT OWNER

OBJECTIVE

To obtain a position where I can best apply my skills, knowledge and abilities in the workplace. I want to be a part of a passionate team, ready to improve operations wherever I am.

EXPERIENCE

SHAPE BY SHANA

(January 2019-Present) Independent Owner

As a professional nail technician with over 8 years of artistic ability, I service private clientele with natural nail reconstruction services or acrylic nail services. Backed by years of customer satisfaction, I provide my clientele with the highest quality services. I maintained all business aspects including finances, scheduling/services, customer service, marketing etc.

IDEAL UNIFORMS

(July 2017-Jan 2019) Head of Order Department

As head of the orders department, I oversaw the online order process department of the Valley Stream location. I was responsible for packaging, processing, and scanning online orders accurately daily, and training new recruits to complete intricate order processing. Orders can range from 10 to up to 300 online orders during high-volume seasons. During off-seasons, I was responsible for all sales floor activities, customer service, store maintenance, and creating solutions for printing & storage issues.

AMDO MEDICAL P.C

(January 2016-September 2016) Front Office Manager

Managed the front desk for a busy acupuncture doctor's office. Scheduling inbound and outbound patient appointments, drop-offs, and pick-ups. Maintained office organizations and patient files, assisted doctors with Spanish-speaking patients, completed daily tasks and catered to patient concerns.



Brenda Allison Martinez

Currently a student at New York City College of Technology. Majoring in Business and Fashion of Technology. Brenda Martinez is studying and working the extra mile to go after her dreams. Working towards the life, her parents always wanted her to have. Family being the biggest motivation, and giving my parents the best in life. After she receives her BA she plans to find an Internship with Proenza Schouler as a development and production intern, to gain much more knowledge within the fashion industry. Hoping to one day build a clothing business of her own and help others find their true passion in life.

Brenda Allison Martinez

Brenda Allison Martinez

646.954.7042
Brenda.Allison07@gmail.com

ABOUT ME: Motivated with 6 years of gaining more knowledge within the fashion industry. Resourceful and well organized in creating business objectives and presentations. Excellent individual and teamwork. Plan on continuing learning in this field with innovation and dedication.

Skills

excellent communicator, highly organized, multitasker, problem solver, creative, optimistic, excellent sewer, bilingual, patient, motivated, generally happy person, high sense of urgency

Education

New York City College of Technology of The City University of New York / B.A. Business and Fashion of Technology
EXPECTED 5/23

High School of Fashion Industries / New York, NY
6/18

Principal's Honor Roll, Soccer Team Member, Captain
Member of NSHSS (National Society of High School Scholars)

Majored in **Fashion Design**

Coursework Includes

Visual Merchandising, Product Development in Fashion , Intro to Fashion Industry, Intro to psychology, Advertising, Market Research, Elements of Sociology

Experience

El Apachi Mini Market / Store Clerk

MAY 2020 - FEBRUARY 2021, KEYPORT, NJ

Interface with customers, executing checks, assisted with WIC services

Proenza Schouler / Intern

MAY 2021- NOVEMBER 2021, NEW YORK, NY

Support the development and execution of design seasonal strategies and business objectives

Self-Employed / Babysitter

FEBRUARY 2014 - PRESENT, NEW YORK, NY

Experienced with infants + toddlers + children, supporting families in an organizational capacity

References

A New Era of Barbiecore Fashion Is Upon Us. (2022, June 1). InStyle.

<https://www.instyle.com/fashion/clothing/barbiecore>

Adenet, I. (2018, July 25). *Why is the French flag blue, white, red ?* ILA. Retrieved June

20, 2022, from, <https://www.ila-france.com/blog/why-is-the-french-flag-blue-white-red>

Apex Mills. (2020, March 5). *Sustainable Fabrics*. Retrieved June 20, 2022, from

https://www.apexmills.com/media_post/sustainable-fabrics/

Bain, M. (2022, June 17). *Balenciaga, Prada and Thom Browne will be the first brands on*

Meta's Virtual Fashion Store. The Business of Fashion. Retrieved June 20, 2022, from

<https://www.businessoffashion.com/articles/technology/balenciaga-prada-and-thom-browne-will-be-the-first-brands-on-metas-virtual-fashion-store/>

Bologna, C. B (2021, December 1). *Shop The Trend: The Best Wide-Legged Pants And How To*

Wear Them. Huff Post. Retrieved June 8, 2022,

from https://www.huffpost.com/entry/wide-leg-pants_1_60c9f2b4e4b0d2b86a811402

Brooke, E. (2018, December 27). *How the great recession influenced a decade of design*. Vox.

Retrieved June 20, 2022, from [https://www.vox.com/the-](https://www.vox.com/the-goods/2018/12/27/18156431/recession-fashion-design-minimalism)

[goods/2018/12/27/18156431/recession-fashion-design-minimalism](https://www.vox.com/the-goods/2018/12/27/18156431/recession-fashion-design-minimalism)

Bruculieri, J. (2019, March 8) *Women and Pants: A Timeline of Fashion Liberation*.

Huffpost.com Retrieved June 8,2022, from [https://www.huffpost.com/entry/women-and-](https://www.huffpost.com/entry/women-and-pants-fashion-liberation_1_5c7ec7f7e4b0e6)

[pants-fashion-liberation_1_5c7ec7f7e4b0e6](https://www.huffpost.com/entry/women-and-pants-fashion-liberation_1_5c7ec7f7e4b0e6)

[2f69e729ec](https://www.huffpost.com/entry/women-and-pants-fashion-liberation_1_5c7ec7f7e4b0e6)

Central Casting. (2022, May 28) *What to Know About 1960s Fashion*.

<https://www.centralcasting.com/what-know-about-1970s-fashion/>

Charm, T., Coggins, B., Robinson, K., & Wilkie, J. (2020). *The great consumer shift: Ten charts that show how US shopping behavior is changing* | McKinsey. Mckinsey.

<https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/the-great-consumer-shift-ten-charts-that-show-how-us-shopping-behavior-is-changing>

Claire, M. (2021, January 6). *This is what women used to wear in the 1940s and it was pretty damn stylish*. Marie Claire. Retrieved June 7, 2022, from

<https://www.marieclaire.co.uk/fashion/1940s-fashion-the-decade-captured-in-40-incredible-pictures-108160>

Dudziak, M. D. (2012). *The Idea of Wartime*. IAS EDU. Retrieved June 20, 2022, from

<https://www.ias.edu/ideas/2012/dudziak-wartime>

Fashionsnoops. (2022, February 28). *Tailored With a Twist*. Fashionsnoops. Retrieved June 7,

2022, from <https://fashionsnoops.com/ReportPage/women/Runway/Main/item/season/0-2454-report-creator>

Fashion History Timeline. (2019). *FashionHistory*. Retrieved June 7, 2022, from

<https://fashionhistory.fitnyc.edu/1900-1909/>

Figure 4. Pantone. (2021, December 17). *Introducing Pantone® 17-3938 very peri: Pantone color of the year 2022*. PANTONE® USA. Retrieved June 21, 2022, from

<https://www.pantone.com/articles/press-releases/introducing-pantone-17-3938-very-peripantone-color-of-the-year-2022>

Figure 5. Allaire, C. (2021, October 11). *Kim Kardashian wore three hot pink balenciaga looks to host SNL*. Vogue France. Retrieved June 21, 2022, from <https://www.vogue.fr/fashion/article/kim-kardashian-balenciaga-looks-snl>

Foley, B. (1997) *HAUTE COUTURE THE TRICKLE-DOWN THEORY*. Women's Wear Daily. Retrieved June 20, 2022 from <https://wwd.com/fashion-news/fashion-features/article-1114053/>

Gall, J., & Joe, T. (2019, August 12). *How to style side Split Jeans*. Marie Claire Magazine. Retrieved June 15, 2022, from <https://www.marieclaire.com/fashion/a28485451/split-hem-jeans-style/>

Groppe, M. (2022, June 17). Biden says Americans are 'really, really down' over pandemic, gas prices but economy is resilient. USA Today. Retrieved June 20, 2022, from <https://www.usatoday.com/story/news/politics/2022/06/17/biden-really-down-pandemicgas-prices/7656825001/>

Hirschmiller, S. (2022, June 17). *LVMH Innovation Award 2022 finalist DressX wants to be the google cloud of digital fashion*. Forbes. Retrieved June 20, 2022, from <https://www.forbes.com/sites/stephaniehirschmiller/2022/06/16/lvmh-innovation-award-2022-finalists-dressx-on-the-future-of-digital-fashion/?sh=669140a23b22>

History.com Editors. (2022, May 26). *World War I*. HISTORY. Fashion History Timeline.

(2019). *FashionHistory*. Retrieved June 7, 2022, from

<https://www.history.com/topics/world-war-i/world-war-i-history>

Karl, J. (2022). *Higher Prices Might Save You From a Fashion Nightmare*. Bloomberg.com.

Retrieved June 8, 2022, from [https://www.bloomberg.com/opinion/articles/2022-05-](https://www.bloomberg.com/opinion/articles/2022-05-24/walmart-target-clothing-retailers-see-inflation-hurting-sales)

[24/walmart-target-clothing-retailers-see-inflation-hurting-sales](https://www.bloomberg.com/opinion/articles/2022-05-24/walmart-target-clothing-retailers-see-inflation-hurting-sales)

Kovačević, Z., Sutlović, A., Matin, A., & Bischof, S. (2021, July 22). *Natural Dyeing of*

Cellulose and Protein Fibers with the Flower Extract of Spartium junceum L. Plant.

Materials (Basel, Switzerland). Retrieved June 21, 2022, from

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8371470/>

Laplaca, A. (2022, January 19). *Sorry to the Jeans in my closet-these 6 new pant trends are*

replacing you. Who What Wear. Retrieved June 6, 2022, from

<https://www.whowhatwear.com/pant-trends-2022/slide9>

Mystakidis, S. (2022). Metaverse. *Encyclopedia*, 2(1), 486-497.

MATLIN, J. M. (2021, September 7). *How 9/11 Changed the Fashion Industry Forever*.

BAZAAR. Retrieved June 10, 2022,

from [https://www.harpersbazaar.com/culture/features/a37387293/9-11-oral-history-septe](https://www.harpersbazaar.com/culture/features/a37387293/9-11-oral-history-september-2021/)

[mber-2021/](https://www.harpersbazaar.com/culture/features/a37387293/9-11-oral-history-september-2021/)

Meridian Linen pant. Banana Republic. (n.d.) Retrieved June 12, 2022, from

<https://bananarepublic.gap.com/browse/product.do?pid=860389022&vid=1&tid=brpl00>

[0047&kwid=1&ap=7&gclid=Cj0KCQjwhqaVBhCxARIsAHK1tiMgdxki3ItbhsC7KMZ -
DROKdFy10rYoUxU4IUe9Ekacx-peza5mh_AaAgLxEALw_wcB&gclsrc=aw.ds#pdp-
certona-content](https://www.google.com/search?q=0047&kwid=1&ap=7&gclid=Cj0KCQjwhqaVBhCxARIsAHK1tiMgdxki3ItbhsC7KMZ-DROKdFy10rYoUxU4IUe9Ekacx-peza5mh_AaAgLxEALw_wcB&gclsrc=aw.ds#pdp-certona-content)

MONET, D. M. (2022, April 10). *Women's Fashion During WWI: 1914–1920*. Bellatory.

Retrieved June 10, 2022, from <https://bellatory.com/fashion-industry/Women-and-Fashions-of-the-World-War-I-Era-Clothing-of-1914-1920>

Ning, H., Wang, H., Lin, Y., Wang, W., Dhelim, S., Farha, F., ... & Daneshmand, M. (2021). A

Survey on Metaverse: the State-of-the-art, Technologies, Applications, and Challenges. *arXiv preprint arXiv:2111.09673*.

Paris 2024. (2022, June 16). *Paris 2024 Olympic and Paralympic Games*. Retrieved June 20, 2022, from <https://www.paris2024.org/en/>

Pantone. (2020). *Pantone Color of the year 2022 / introduction*. Pantone. Retrieved June 8, 2022, from <https://www.pantone.com/color-of-the-year-2022>

Revolution (2020, May 11). *The impact of covid-19 on the people who make our clothes*.

Fashion Revolution. Retrieved June 20, 2022, from <https://www.fashionrevolution.org/the-impact-of-covid-19-on-the-people-who-make-our-clothes/>

Salessy, H. (2020, January 29). *Pants trends: Why the split hem is the detail that will change everything this season*. Vogue France. Retrieved June 7, 2022, from

<https://www.vogue.fr/fashion/article/pants-trends-split-hem-trouser-detail-victoria-beckh>

[am](#)

Schimminger, M. C. S. (2018, January 17). *Wide-Leg Pants Are the New Skinnies and You'll Get No Complaints From Us*. The Fashion Spot. Retrieved June 8, 2022, from <https://fashionsnoops.com/ReportPage/women/Runway/Main/item/season/0-2454-reportcreator>

Sen, S., Antara, N., Sen, S., & Chowdhury, S. (2020). The Unprecedented pandemic'COVID-19'effect on the Bangladesh apparel workers by shivering the apparel supply chain. *Sen, S., Antara, N., Sen, S., & Chowdhury, S.(2020). The Unprecedented Pandemic'COVID-19'Effect on the Apparel Workers by shivering the Apparel Supply Chain. Journal of Textile and Apparel, Technology and Management, 11(3), 1-20.* https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3598542

SeniorAdvisor.com Staff. (2017, September 19). *1960s Fashion*. SeniorAdvisor.Com Blog. <https://www.senioradvisor.com/blog/2014/08/1960s-fashion-peace-love-and-bell-bottom/s/>

Strategic Business, I. (n.d.). *Strategic business insights*. Strategic Business Insights. Retrieved June 20, 2022, from <http://www.strategicbusinessinsights.com/vals/ustypes/innovators.shtml>

Stone, E. (2013). In *The Dynamics of Fashion* (4th ed., p. 27). essay, Fairchild Publications.

Sundin, S. (2022, March 8). *Make It Do – Clothing in World War II*. Sarah Sundin. Retrieved June 20, 2022, from <https://www.sarahsundin.com/make-it-do-clothing-restrictions-in-world-war-ii/>

VALS™ / VALS™ Types / SBI. (2009–2022). Strategic Business Insights. Retrieved June 20, 2022, from <http://www.strategicbusinessinsights.com/vals/ustypes.shtml>

Vintage Dancer. (2014, March 4). *1940s Pants History- Overalls, Jeans, Sailor, Siren Suit*.

Retrieved June 18, 2022, from, <https://vintagedancer.com/1940s/womens-1940s-pants-styles/>

Williams, R. (2022, January 28). *Bernard Arnault's take on the metaverse*. The Business of

Fashion. Retrieved June 20, 2022, from <https://www.businessoffashion.com/news/luxury/bernard-arnaults-take-on-the-metaverse>

/

Zak, E. (2020). *Everything You Need To Know About The History Of The Fashion Show*.

Vogue. Retrieved June 20, 2022, from, <https://www.vogue.co.uk/fashion/gallery/history-of-the-fashion-show>