

Sidney Lora  
Spring Summer 2020 – Dress Trends



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Welcome All,

This is Sidney Lora, a born and raised Dominican-American Brooklynite. She is the author that will be guiding you towards the future of dress!

For as long as she could remember she has always been a fashion fanatic recreating and elevating clothes. Her immigrant grandparents bless their hearts, were humble and bought only when necessary. Their values geared her to become creative and make the most out of a small budget. Consignment helped her to truly express herself through dress, it became a hobby to rejuvenate vintage clothes.

While applying for colleges Ms. Lora, worked in multiple retail store and no career path spoke to her the way, the fashion industry did.

Sidney became a The New York College of Technology baccalaureate alumni in Business and Technology of Fashion. Ms. Lora stayed in tune with her passions, as she interned at NYFW and coordinated her own fashion shows, in college. This helped her earn a full time styling position with Tradesy Closet consulting after college. Since then she has worked bi-coastally for Tradesy, advising exclusive women on wardrobe ideas and styling aspects.

Ms. Lora is currently working with international fashion forecasting company Trend Spot. There she analyses the future direction of women's clothing.



To My Readers,

I invite you all to open your minds to the future portal of women dresses. One will be presenting multiple ideas for ready to wear dresses. Couture looks with endless splashes of iridescent fabrics that fit the futuristic professional.

One has realized from experience interacting with women in various different professions, they all have a common desire for that perfect transitional fit to lead them to confidently lead them to success. Ms. Independent has multiple occupations in one day, she needs a versatile and transitional look for brunch, lunch, cocktail hour and dinner. Through these pages one will direct you to look at dress in a way that you have never seen before.

This Spring/Summer 2020 Fashion Forecast will amaze women out of this universe. This intergalactic collection, of futuristic dresses imagine Mandarin collars, Cap sleeves, tightened waist and knife pleats. Complemented with extravagant appliquéd fabrics, with loose and tight silhouettes that will elegantly fit any women while throughout a hectic day. The calming hue of relaxing dusty colors and spikes of bright jeweled colors will give you a burst of energy that keep you striding through your day for most prosperous destiny.

## Target Market Demographics

The Market that I will be targeting are Ms. Independent women. Let's call Ms. Independent "Chelsea". Chelsea was born during the early 1990's she is a part of the Millennials or Generation Y cohorts. She is in between the ages of our most loyal customer which is 26-36 years old. Chelsea is well educated, already obtaining a masters degree in advertising and

marketing but she is motivated to continuing her studies and accomplishing her doctoral degree . Clients like Chelsea also have occupations in fields like business administration, director of fashion merchandising, public relations, real estate, medicine and law. Chelsea is still developing herself in her career and earns a salary income of 200,000 yearly. Through her career as a president of advertising and marketing at Google co. Chelsea is constantly able to travel I internationally around the world to find inspiration while working remotely away from her jobs actual location.

Chels lives alone in a condo-loft with her puddle Lilly and drives a Mercedes Benz C

class. She is a city girl and resides in a big city like NYC, LA and ATL. Single and looking for her perfect match, she dating to hopefully creating her own immediate family soon. Chelsea is an American native, with immigrant parents who came from the West-Indian islands.

Chelsea is 5 feet and 7 inches tall, height, she is a size 29 in pants and a in small tops. Chelsea is poised and elegant, with brown hair, with slender curves and a bronze caramel complexion skin tone. She has an hour glass figure and loves to show it with her dress usually by wearing fitted clothing to display her curves. She has worked hard to be in her position,

and enjoys flaunting the fruits of her labor without negotiation.

Chelsea's favorite brands to shop are, YSL, Louis Vuitton, Gucci, Ralph Lauren, Balmain, Balenciaga and Fendi. She usually shop online on websites like Net-A-Porter, Sak 5<sup>th</sup> Ave, Niemen Marcus, Tradesy and The Real Real. Chelsea loves to shop luxury for herself, but mostly when she finds it's on sale.

## Target Market Psychographics



Ms. Chelsea is constantly papering herself because she works hard in her career and she deserves it. She lives alone and has no one other than dog Lilly to maintain which allows a lot of room for fun in her disposable income. What she does values is innovations within fashion and home decor, she is a extreme fashion enthusiast and always wants to be the first to have the “new trend” and show it off.

Ms. Chelsea cares as much about her career as she does her health, she works out daily before work, either at the gym, tennis court or swimming pool. For leisure Chelsea’s hobbies include museum visits, dinner dates with friends, shopping, reading and exploring new outdoor adventures. She vacations multiple times a year, yachting somewhere on an island, relaxing in the Hamptons for labor day or skiing in Aspen with her cohorts. Some of Chelsea’s favorite shows include Top Design, Breaking Bad, Law and Order, and Million Dollar Decorators.

Chelsea is also very interested and knowledgeable on current events and world news, she has CNN, and MSNBS apps on her phone to stay updated. She is well involved in the future of the youth after her, so she volunteers her time to publicly speak to an audience of inner city students about goals, advice, decision making and planning their future. Chelsea also annually gives back donations of school supplies, clothing and money to charitable foundations in third world countries for young kids.



# Venus



## The Shirt waist Dress

The classic men's collared button shirt made its first appearance in women's closets once women became more prevalent in society. The shirtwaist dress was a collared shirt from the waist up and a dress from the waist down. This look became a uniform, for working women around the world. The shirtwaist reached a peak in popularity during and after WWII in 1945 (Romero, 2018). When women were less encouraged by being seen as housewives and embarked on the responsibilities of working to provide for their families. Especially after many of their husbands did not come back from war.

Christian Dior was the first designer to create the shirtwaist in 1947 (Romero, 2018) . Later becoming internationally known as the “New look” in 1950. A fashionable Dior woman would wear her shirt dress under her suit jacket, this ensemble was called a “Bar suit” ((Trocchio, 2013).. The shirt dress, came in many different fabrics, silhouettes, buttons and collars. Fabrics like Cotton, Wool, linen were the perfect material to work with when it came to the silhouette of the shirt waist. A wasp- waist and A Line, flare, pleated and billowing skirts (Trocchio, 2013) gave just the right amount of curves to the working women’s uniform.

The blouse and skirt combination gave women a sense of authority as they elevated their social and economic statuses in society. Television shows like the “Donna Reed Show” advertised the shirt dress, dressing main actresses in shirt waist dresses (Romero, 2018) . Dior was the influence on the hour glass figure silhouette , in the shirtwaist. Later on designers like Yohji Yamamoto found that all of his clientele wanted the same silhouettes in dresses.

By 1969 Yohji Yamamoto had already designed dresses for women with the western inspired silhouette (Trocchio, 2013). He studied for years on the rationale of the collar, and how to incorporate it into women’s clothing while keeping the clothing feminine. In 1981 Yohji Yamamoto created a collection described as a nuclear bomb that was emotionally shocking

(Trocchio, 2013). He brought the idea of women being completely disguised in men's clothes, incognito to their responsibilities dressed in button downs and trousers, incorporating elements from other designers like Dior.

Yohji Yamamoto Spring RTW 2000 (below), deconstructionism and reconfiguring



collection, was an elevation from his first collection but had direct connection to the Dior's Bar Suit. Combining the masculine and famine wardrobe with wing collars, and relaxed mandarin collar and A line dresses. His collection was androgynous with minimalism.

Prior to then and from that point on women were pushed to step out of there comfort zone and becoming edgier with a hint of femininity. Yamamoto put together Wing collars on a women trench coats, very bold of him to incorporated formal, black tie elements to women's pieces (Clothing, 2018 )

The mandarin collar is a short close fitted stand up collar that does not close together, it was originally from Northeast Asia, and was slowly assimilated into the Chines culture during Qing Dynasty in the 17<sup>th</sup> century. The collars were named after the Qing-era bureaucrats who wore them, the Mandarins. Also influenced by the Portuguese word “mandar” (to command, order) (Clothing, 2018) that is how it was named.

Women have been fighting for equality, Dior and society knew this since the development of the bar suit. Women have been searching for respect and ability to have authority since then to present day. Designer labels understand the target market market and their needs, so they use it to their advantage. What is women in authority? A Queen, and in Balmain's A/W

2016 collection his designs brought the Elizabethan period to the runway. Tall stiff Queen Anne neck lines elongated the necks of the models as they walked down the runway, with their mini crinoline corsets and bustle dresses (Trocchio, 2013). Balmain brought classic elements of the past and modernized them to fit todays sexualized women. What Balmain did not take into consideration was the multiple roles a women has daily.



In contrary Heaven Gaia RTW Spring 2017 collection created by Chinese designer Ying Xiong , persisted in showing the beauty in minimalism (Trocchio, 2013). He displayed a homage to his culture by designing women dress with mandarin collars that are usually for men in his culture and keeping women modest with longer hemlines. Xiong also used white silk and organza fabric he was able to portray a humble and regal women. His depiction of a the women was modest, and wholesome with masculine and feminine details to make a modern



women.

Chanel Spring 2019 completely geared the direction of the zeitgeist of present day women. Effortlessly casual but yet luxurious. Chanel has created a perfect mix of femininity while staying on the wave of androgyny between the sexes. Collared mini dresses, blazer dresses, Bar suits, shirt dresses, and pant skirts their collection had pieces from the past and a vision into the future.

Ones predicts that fashion will keep adding on to what is already developed. Ones designs for 2020 will incorporate elements like authoritative collars, androgynous pant skirts and synched waists to show femininity and futuristic vibes.

2020 Dress Trends – Wing Corset Dress, Queen Anne Pant Skirt, Collared Mandarin Gown

# *Moon Light*



## Above the Knee Dresses

From the start of a women's life they are taught that, they are suppose to be modest, and show the respect for themselves through dress and not wear provocative clothing. This all started to change after the 1920's when women gained more independence. The impact women were making in the society during the time was also very influential, like the women suffragettes fight and marched to pass the law that allowed women to vote (History Net, 2013). The zeitgeist of that time was women freedom and social progression. Also Women began to rebel and dance during the roaring 20's, in fringe knee length dresses in bold colors, styles and silhouettes, it took over the youth and influenced to future (History Net, 2013). After the 20's the stock market crashed and the scarcity of money took people back, and the risky behavior of the 1920's disappeared, hemlines elongated again.



The film industry rose during the 1930's and glamourous looks conquered the dress of movie's, starring Bette Davis (History Net, 2013). Sleek, sophisticated, and lengthy gowns hid the socially sexualized legs of women. Post war 1940's laws did not allow designers to use an extreme amount of fabrics.(History Net, 2013), women's dressed were plain, with minimal design in contrary to prior years and lengths varied from knee length and inches below .

During 1950's teenagers began to mature and make their own style, disregarding the suggestive parent professional look. Completely rebelling against the norm and taking on their own fashion senses independently.

Courreges French designer the first interested in the innovation of rising the hemlines on women dresses in 1960 (Bourne, 2014). The concept of the Mini dress, was first developed in

England during the year 1964 by designer Mary Quant (Bourne, 2014). Like many designers of today Quant found her inspiration for the future trend from her observation of the local England streetwear. The girls in England were wearing skirts inches above their knee's, which was never seen or accepted before then. The Mini skirt was named after a car, the Mini (Bourne, 2014). During the 1960's political forces from countries like Soviet Union, United states and England were racing to be the first to land on the moon. This created a social interest on space and designers like Courreges thought "what would they wear on the moon", this curated a trend of space age clothing.



Infamous models like Twiggy and Jean Shrimpton were seen all over flaunting their knees and long thin legs. Mini dress brought a lot of shock to the industry and society women where becoming immodest and exposing their bare legs to the world. Although elders did not find kind to the mini dress the youth did and designers like Paco Rabanne and YSL noticed the trend and followed. Soon after the mini dress became a staple in women's closets, designers even created suit dresses with short hem lines.

In 1969 Jacki Kennedy was even seen wearing a Valentino mini dress for her wedding with Aristotle Onassis (Bourne, 2014). Above the knee skirts were finally back assimilated back into women's wardrobe thanks to the youth.

By the 1980's and 90's women were empowered and battled face front with sexism and inequality , in the work place and on stages, thanks to the Spice Girls. The theory of Feminism was also being established at this time and women were fighting to prove that they could do

whatever and wear whatever they wanted (History Net, 2013). Mini skirts and thigh high boots lead the 1980-1990's women were vibrant and unapologetic.

During the 2000's all styles of dresses and skirts were free to choice from. Skirt lengths vary from season to season and flexibility in wardrobe showed social classes. The zeitgeist of the 2000's is conspicuous consumption, the more a consumer buys the more valuable they feel. In 2010 the zeitgeist of the society was still very humble from the recession of 2008, cost were high and money was still tight. People needed jobs and designers created collections that were influenced by this, and modernized elements. Jean Paul Gaultier Spring 2010 RTW brought all lengths in dresses to his collection, to fit all different types of women who aspired for different purposes. (History Net, 2013).



In recent years fashion has evolved and designers understood that every woman has their own choices and individuality no consumer what's the same thing someone else has. A perfect example of differentiating designs for different types of women, with a variety of hem lengths is Ralph Lauren. His collection of dresses are a perfect example of creating a mass amount of length dresses for a mass consumer. In his Spring 2017 RTW collection Lauren embodied multiple types professional women who wore different length dresses that varied, above below and on top of the knee cap (Nnadi, C. 2018). Then in his Spring 2018 RTW collection summer halter dresses varied in lengths, maintaining a modest look with flared knee length skirts and pencil above knee dresses. Current trends have become modest and professional women are gearing away from the business suit and are engaging with their femininity in the workplace.

Ralph Laurens 2019 Resort collection directly connects to one's theory for 2020 trends. Women need want to wear dresses that are transitional modest, comfortable and fashion forward. One predicts that above knee length hemmed dresses will be a perfect combination for todays modern women. Also V-neck lines are a major key in this future dress forecast.

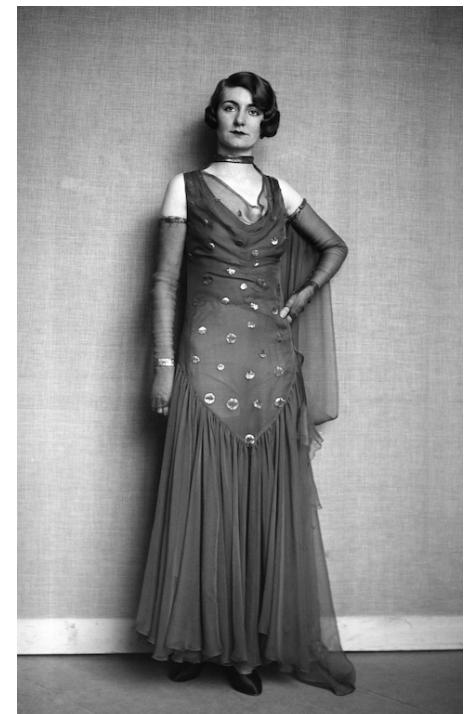
## 2020 Dress Trends Above the Knee Dress

# *Galaxy Gala*



## Evening Gowns

The evening gown, an elegantly traditional ankle length dress, was directly inspired by the dresses worn during the Elizabethan era. Long dresses called maxi dresses were wore under bodice's, bustles and corsets (Graham, 2012). During the early 19<sup>th</sup> century women began to wear evening gowns to formal events, balls and galas (Graham, 2012) to accompany their partner. Evening gowns were couture, one of a find dresses with immaculate draping, luxurious fabrics, beading and finishes that were eye dropping. The long length gowns presented a look of modesty elegance and wealth. Later during the 20<sup>th</sup> Century Paul Poiret revolutionized woman in dresses by showing more of the nature curves of women, taking away the crinoline bustles and allowing a straighter sleeker dress style (Conway,2011). During this time woman were changing and wanted to be more comfortable in the clothing they wore. When the market crashed in the 1930's The film industry rose and the glamourous life was admired and craved. Actresses embodied the glamour of Hollywood and the beautiful evening gown look conquered the themes of movie's, (Graham, 2012)



Ball gowns slowed down as America went to war in the 1940's-50's instead women were directed to maxi dresses during the 1960's. This was during the hippie movement of free peace and love. Feminism and women's right to protest was popular at the time, and hippie women were known to wear the loose multi printed long dresses fitting the zeitgeist. Free spirits, complemented with free clothing that would allow air to freely move through one's bodies. Yves



Saint Laurent was a designer that designed closely to the maxi dress creating dresses that feel straight to the floor, elongating the legs of women (Conway,2011).

Since then the Maxi dress have been a staple for women especially for gowns and special events. In 1997, evening and ball gowns reappeared on the runway of multiple designers like Dior's S/S 1997 collection (Left) . Magnificent maxi crinoline gowns glided down the runway. The year 2000 come along and ball gowns were all over the film industry, designers were using films to advertise and present their gowns. Actresses advertises gowns in movie

like, "Atonement staring Keira Knightly who wore a Jacqueline Durran green gown and Anne Hathaway in Devil Wears Prada (2006) wearing John Galliano (Wood, 2015).

Couture's and RTW designers since then have continued to incorporate ballgowns and evening dressed into their collections. Rei Kawakubo for Comme de Garson is one designer that always reinvents and deconstructs elements to modernize the industry. In her Spring 2017 RTW collection She brought back crinoline gowns but not how they are usually remembered as, her collection was sculptures (Mower, S.2017). Three Dimensional dresses and gowns that were more of an art form rather than clothes. These styles opened the door back up to crinoline in women's clothing just in a different way. Kawakubo next Spring 2018 RTW collections



was a direct elevation from her previous collection. She creates Avant-garde design's through multiple miraculous gowns, that hold abstract weights and edges that have never been seen before.

Rei Kawakubo has been one of the leaders in innovation and surrealism when it comes to gowns,

her 3-D art is striking and over the moon.

Matty Bovan Spring 2019 RTW is clearly directly impacted from Comme De Garson, the 3 dimensional fabrics like bustle looks and crinoline lining is connecting from the past and a innovation toward the future (Wood, 2015).

For 2020 Trends one will incorporate the crinoline bustle for curves in the buttock area. With the sleek design to show the women's natural curves.

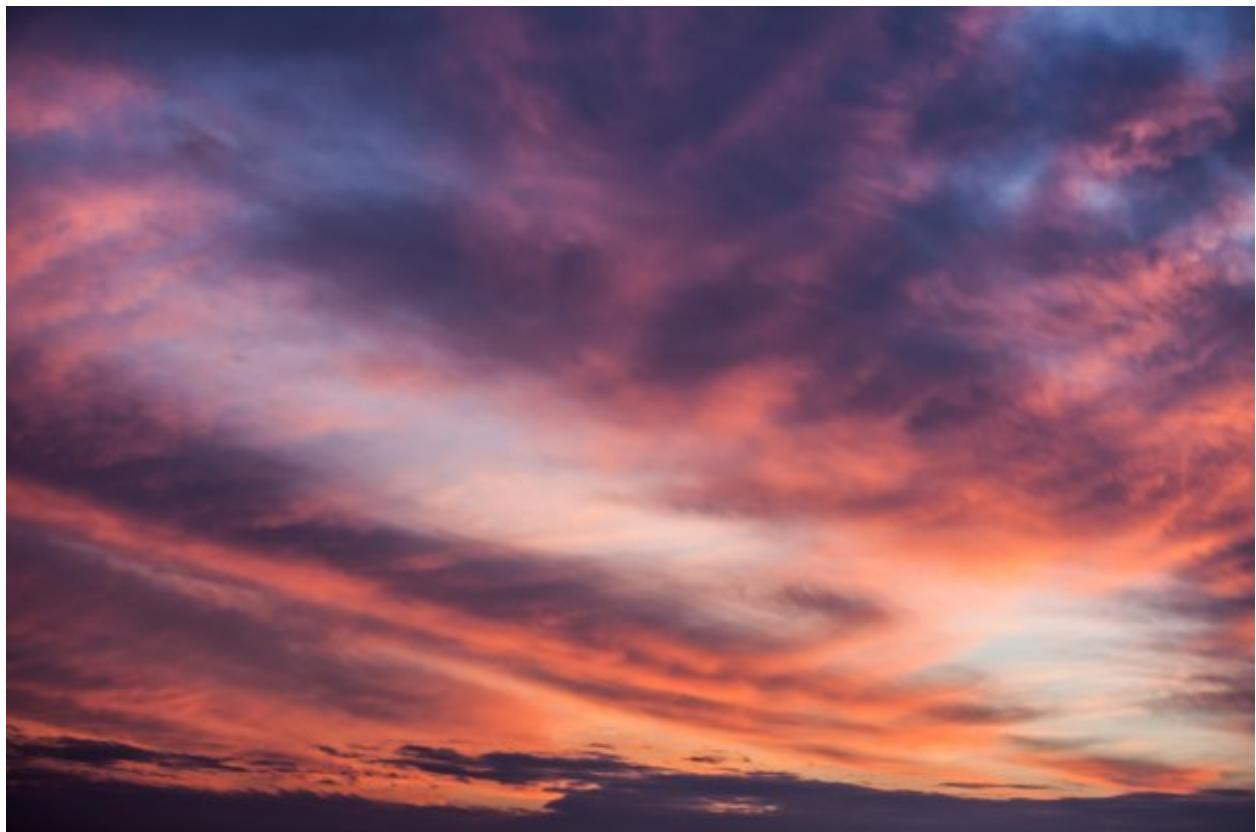


Matty Boven S/S 2019



## 2020 Twilight Hue Theme

The color theme of this intergalactic trend will include most the 2020 spring forecasted colors. Iridescent hues Monument grey, Heather Rose pink, Cream Blush, Platinum and Hawaiian Ocean blue. These colors are usually seen during the moody crepuscular time of day. The dull metallic colors give's a sense of serenity and relaxation (TEXTRENDS, 2018)



Monument grey   Heather Rose pink   Cream Blush      Platinum      Hawaiian Ocean Blue

## Fabrics

Through this forecasting collection one will use multiple fabrics to ensure the luxurious looks of these dress. List of fabrics include but are not limited to Solid Twill , Neoprene ,Silk Organza, Silk Faille, Silk Satan, Silk Wool, Tulle , Iridescent Chiffon, Cotton, Stiff Cotton.

## Conclusion

Fashion changes so often and it so subjective to each individual, that it can only elevate its self through innovation. One has investigated all current and past dress trends, during the 19<sup>th</sup> century to conclusion that regal Elizabethan era aesthetic is assimilating back into current dress with mixtures of with futuristic elements. Elizabethan era use of Queen Anne collards, crinoline and bustles are being revived magnificently through women's dress. Also the constant use of androgynous clothing is prevenient in women's clothing in the spirt of equality and feminism. The zeitgeist of this era is transition, sustainable and innovation driven, women's clothing.

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