

# TG Report

Trend Watch

Fall/Winter 2024-2025 Forecasting Report: Sneakers



# Table of Contents

Letter from the Editors.....	p.4
Consumer Profile.....	p.5
Trend Watch.....	p.8
- Intro	
- Designers Color Palette	
- Style	
- Design/Pattern	
- Fabrics	
- Length	
Historical Continuity.....	p.16
Fashion Forecast.....	p.22
Conclusion .....	p.24
Resume.....	p.25
References.....	p.15

*Letter from the Editors*

Dear Customers,

Welcome to the TGT fashion forecast report for Fall/Winter 2024-2025! In this issue, the several editors are exploring and going into depth all about sneakers and what the current trends are. By being able to analyze what current and past trends are, we will be able to gain an idea of what direction these trends are going in and what will be the next big thing in the upcoming years. Sneakers are an integral part of our society and oftentimes we don't think twice about them. Here we will show you just how far sneakers have come and how much further they will go. The important trends that we are watching with sneakers are fabrics, colors, length (low top, mid-top, high top), style, and pattern/design. Each of these trends has its own unique story as to why it was the zeitgeist or spirit of the times and how that led to it being what is trending today. Trend popularity is a direct reflection of what is going on in society, and sometimes even the world. When it comes to color, many muted and earthy tones are trending and seem to be the go-to pick for many consumers. These colors have become more prominent over the last few years, and people have grown a strong liking for all the different shades of brown, gray, etc. With style, we can see that many consumers love to grab a pair of sneakers that are a collaboration with another brand, artist, designer, or even influencer. These sneakers are usually very limited and hard to get, which only helps increase their value to others. These are some of the analyses that were made to help us dive into what the trends truly are.

Sincerely,

*Tanner Jules Gordon*

*Gerard Allison*

### **Consumer Profile**

When one usually thinks about sneakers it is usually a clothing item that most people don't think twice about. Almost everyone has a pair and it is an essential part of most of our daily lives. However, sneakers' role in fashion runs much deeper than one may think and has turned into a unique subculture of its own. The term “sneakerhead” was created to help identify the people who really appreciate all aspects of sneakers and are truly sneaker enthusiasts. This in turn has created the sneakerhead community to have its own demographics, psychographics, and geographics.

Demographics such as age, gender, income, and race all help us better understand who the optimal target market is. When it comes to generation the ones who are seen most in the latest sneaker trends and have a keen eye for what's popular are generation Z and millennials. While these generations can range from the ages of 10 to 41 years old, the true target market for sneakerheads is 20-25. At this age consumers are young and still want to make sure they are keeping up with fashion and pop culture. Twenty and thirty see sneakers almost as a status symbol and a way to show off that they are keeping up with the times (Jake, 2020). When it comes to gender it has been found that sneakerheads tend to usually be males however, that does not mean that women aren't a part of this culture as well. Women have been known to be sneakerheads just as long as men but they just aren't as prominent in the scene (Cardin, 2016).

Another demographic that is paid close attention to is the income of the average consumer. In the sneakerhead culture, although it is very common to purchase a cheap sneaker, it is also just as common to purchase very expensive sneakers. Sneakers such as the Nike Air Mags, which were made popular by the 1985 film “Back to the Future ”, can easily go for over \$100,000. Sneakerheads have deemed the Nike Air Mags as a holy grail or a collector's item and

to be able to say one has them in your closet is a very big deal. According to sneakerhead data from StockX, it has been found that the average sneakerhead who is not currently in school makes around \$46k a year (Luber, 2016). Out of their \$46K a year income studies have found that about 10% of that money is spent on sneakers. It is important to understand what the average consumer's income is because this allows you to further understand what type of sneakers are being bought the most in the market. Whether that be the sneakers that are around \$200 or the ones that are around \$1,000 there is a price point for everyone. Lastly, race is also an important demographic to think about to help you know who to market to. Sneakerheads come in all shapes and sizes, including people from all races and ethnicities as well. However, there has been a study that revealed that within the sneakerhead culture the majority of people are African-American which had a heavy influence from Hip-Hop and celebrities (Oleniacz, 2021). These factors helped spark their love for sneakers and over time have grown into a passion that they can't get enough of.

As one begins to narrow things down to find the perfect target market one must also look at the psychographics of the consumer. Psychographics help us classify and group certain individuals together based on things such as interests, lifestyles, attitudes, and beliefs. After using the VALS survey to identify different consumer groups, you can see that the majority of sneakerheads are either experiencers or strivers. When sneakerheads are described as experiencers there are many attributes that put them in that category. Sneaker enthusiasts are always the first in and out of a sneaker trend since they are usually some of the first people to know about the trends (VALS, 2022). Oftentimes they will wear sneakers that most people wouldn't wear which actually begins to start a trend of its own. Often with experiencers, one will also see that they go against the mainstream of fashion (VALS, 2022). This again is what helps

make them stand out so much because of the fact that they have no problem going against social norms. This in turn is what helps them stay ahead of the game and catch trends before they even happen. These are some of the attributes that make experiencers a very important market segment of the sneakerhead culture.

Another important target market is the strivers. Strivers are the consumers that have low resources but are driven by high motivation and the satisfaction of achievement (VALS, 2022). Just like many sneakerheads, strivers are loving, fun, and imitative. This group of consumers does not have a high level of income but still chooses to wear their wealth. Sneakers are an important part of one's everyday fashion and sneakerheads ensure that their sneakers are always flashy and trendy. Even if it is out of their budget, they will find a way to make sure they get that sneaker. However, even though strivers are low income this is exactly what makes them the center of "low-status street culture" (VALS, 2022). They are always in the know and over time have become the essence of the sneaker culture.

Lastly, another marketing segmentation that is very important to sneaker culture is geographics. Geographics is what helps us identify where in the world are sneakerheads most prominent and have a big presence. In the United States, New York City has become home to the most sneakerheads and has the most active sneaker culture (Engvall, 2013). New York City is known for its impact on the fashion world and sneakers are no exception to that. The heavy fashion scene in New York City is what influenced major brands such as Nike, Bloomingdales, Adidas, and Flight Club to set up Flagship stores in the city. On release days for sneakers, there are many consumers who are willing to camp out overnight just to ensure that they obtain the sneaker they want. Another reason New York City is a hot spot for sneakers is because of the prominent buying and selling culture as well. The streets of New York have raised many hustlers

who have turned their passion for sneakers into a money-making business. Buying and selling sneakers is a process where people buy the shoe at retail price and sell it for more (Dayton, 2019). This has only caused the want for sneakers to increase and the sneaker culture to stay buzzing more than ever. - **(Tanner Jules Gordon)**

### TREND WATCH

Throughout the years, sneakers have undergone many changes to where they are now. Just 10–15 years ago, there were no websites or blogs about sneakers. According to Complex, if the person was into sneakers or was considered a "sneakerhead," only those who had close friends or were on the internet knew that hip-hop culture would have information on new shoes that were being released. Only a handful of magazines will put sneakers in their magazines (Battle, 2016). In modern times, technology has allowed information to be placed in people's hands. So, since the advent of technology, the sneaker culture has evolved rapidly.



Figure 1: RICK OWENS SWAMPGOD BY END. GEOBASKET SNEAKERS, 3/06/2022



## **Color**

Currently, the sneaker trend is determined by the designer's idea of the shoes. Travis Scott's shoe collection, for example, is entirely made up of earth tones. While Kanye West's sneakers are more diverse, his current color palette consists primarily of mustard yellow, maroon, black, earth-tone colors, and a few other colors, as evidenced by his recent sneaker releases. Designer Rick Owen created yet another pair of sneakers, where he collaborated with END Clothing on the new collection. Swampgod geobasket sneakers are the name of the shoes, and knowing this designer, his style mainly consists of black and white. As a result, it can't just be assumed that seasonal colors are what is popular in clothing. They must keep in mind that the shoe designer prefers specific colors or themes for their sneakers. On the other hand, when looking at typical sneakers that sneaker companies seek to sell to local people who just want a nice pair of shoes, the most popular colors are often all white and off-white, as well as black sneakers. It's always a popular colorway, as well as an all-season shoe that goes with any look. They would choose something that reflected the bright and brilliant spring and summer colors on other occasions.

During the early stages of the pandemic, everyone became accustomed to staying at home and dressing in more comfortable clothing. Many people at home have begun to incorporate the stay-at-home lifestyle into their daily lives. As a result, sneaker firms began to create more comfortable sneakers and slides, according to (Vogue, 2021). Even though slides aren't the typical sneaker, they deserve a mention because everyone started wearing them, including several A-list celebrities. Justin Bieber, for example, teamed up with Crocs. Additionally, one of the fastest-growing brands to hit the top 20 hottest brands that occurred during the pandemic was Fear of God/Essentials. Their clothing and shoes were getting a lot more recognition,

specifically, their slip-on was getting the most hype. Meanwhile, Fear of God/Essentials collaborated with Nike to make a few lines of Nike's original sneakers design. These are the reasons why slides should be celebrated (Voguebusiness, 2021). As the pandemic restrictions were eased and people began to venture out more, the style of clothes evolved once more. Designers are now again focusing on creating fashionable sneakers for customers to wear instead of the comfortability they previously preferred. Gucci and Adidas are two of the many designers who have recently collaborated. Louis Vuitton and Nike are two more notable designers. All of these fantastic partnerships have increased the attractiveness of prominent fashion houses teaming up with shoe brands. - **(Tanner Jules Gordon)**



Figure 2: Nike Air Fear of God 1



Figure 3: Louis Vuitton Air Force 1, 2022



Figure 4: Adidas x Gucci, 2022

## Style

In the last 20 years, there has been a complete transformation in the way sneakers are designed by brands and worn by customers. Sneakers have become extremely diverse in the last couple of years and it is credited to sports and pop culture for the diversity of sneakers, tennis sneakers have turned into an errand-running sneakers, basketball sneakers may be the perfect addition to a party outfit, and running sneakers are now seen as everyday sneakers due to their comfortability but this wasn't always the norm, there was a time when sneakers were only worn



Figure 5 : Adidas Waitzer track sneaker.

for sports. One of the earliest sports sneakers worn by both athletes and everyday consumers was the waitzer sneaker by Adidas. Adidas is one of the most iconic and longest surviving sneaker companies known internationally for their 3 striped logo, while

consumers may know Adidas today for their many collaborations with designers such as Jeremy



Figure 6 : Jesse Owens in the 1936 Olympics running with Waitzer sneaker from Adidas

Scott or athletes such as Stan Smith,

this was possible due to the trends

Adidas was able to start after about 10 years of existence (Braithwaite, 2021).

Adidas and its founder Adi Dassler

figured out early on that they had both

an innovative and popular sneaker with

the Waitzer sneaker and many of their

other early sneakers such as the Samba design of the Adidas sneaker which became very popular

in hip hop culture. Adidas became the zeitgeist of the 1930s and 1940s when the Waitzer was worn in the Olympics by track runner Jesse Owens. This specific shoe was created specifically for sprinting and middle-distance running, this cleat was made of goatskin, chrome splits, piked plates, and an outer sole made out of vegetable-tanned leather (DesignBoom, 2013). For the next few years, Adidas would show up on the track field at the feet of many athletes because of the technology of the sneaker/cleat. This cleat was the very first cleat to hit the track with a “screw system” according to Adidas and DesignBoom, this screw system was placed on the bottom of the cleat after it has been laser cut into a hexagonal shape and pushed through the precut holes in the bottom of the cleat and then screwed on for durability (DesignBoom, 2013).

Today one of the most sought-after collaborations between a sneaker company isn't with an athlete but with a fellow designer, the late Virgil Abloh who was a lead designer at Louis Vuitton. Louis

Vuitton and Nike recently collaborated to give one of their classic sneakers, the Air Force 1 a new look. This collaboration featured sneakers with Graffiti prints, suede accents, checkerboard Louis Vuitton monograms, shoelaces labeled “lacet” for shoelace is french, and metallic sole finishes (Maguire, 2021). Other brands such as Adidas have collaborated with Gucci, Crocs, Balenciaga, Kanye West and Adidas, Human Race and Adidas and the list goes on and on. -  
**(Gerard Allison)**



Figure 7 : Nike x Louis Vuitton collaboration 2021, Air Force 1 Sneakers

### Design/Pattern

Over the years, there have been many different textiles that have been used to create sneakers. Sneakers are a very versatile clothing item and can often vary in textile depending on what the end use is. Sometimes the outsole fabric might differ from the insole to help provide a better look or feel. Some of the most popular or common materials that are used for sneakers are rubber, plastic, nylon, and leather (Sneaker Factory, 2018). These textiles are what help define the design of the sneaker when it is time to be produced. For example, if someone were to buy a sneaker made out of leather, there is a high chance that they will have an everyday wear design.

One of the sneaker designs that is trending right now is the “dad shoe”. Dad sneakers are also oftentimes referred to as ugly or bulky shoes. The sneakers' design has become a must-have for many people's closets because of the simple and minimal design it gives. While some people see this shoe as an eyesore, others aren't quite worried about that (Chan, 2018). The insole of the shoe is made to be very comfortable with cushions to help with the feeling of being light on the feet. This cushioning is not only to help feel lighter but it also is designed to maintain focus on support for the foot. Many other dad shoes are usually featured with very chunky outsoles which are then followed by textured paneling.

Basketball sneakers may be the most adaptable sneakers because they also can be worn to run, to work out, to school, to work, and almost any social activity which is the reason for the popularity of specific sneakers. The most influential basketball sneaker that can still be seen on



Figure 8 : Nike Air Jordan 11

the feet worldwide is the Air Jordan by Nike, which is still creating lines outside of sneaker stores almost 35 years later (Nike, 2021). Micheal Jordan and Nike gained so much popularity which is still very

prominent today due to their innovation of the basketball sneaker introducing many “firsts” specifically in the Air Jordan 11. This shoe was designed by Tinker Hatfield and Micheal Jordan, they wanted this to be a shoe that basketball players can wear when they aren't playing the game so comfortability was key for the design. Hatfield took this into consideration and decided to use carbon fiber for the bottom sole of the sneaker, something that has never been done until the Jordan 11 arrived. Aside from the carbon fiber this sneaker also had another fabric never used for basketball sneakers which was patent leather; Jordan wanted a shiny sneaker which has never been done before for basketball sneakers. Hatfield took on the challenge and discovered a custom Japanese Nike cleat that was made with patent leather and adapted that to the Jordan 11 due to patent leather’s rigidness that doubled as support (Nike, 2021). These “first” made the sneaker look more appealing to the masses and not just athletes, the shiny leather offered a new aspect customers had never seen, it also helped that Micheal Jordan was a superstar basketball player at the time so many people emulated him; this sneaker can be seen as a classic as every time it releases it attracts so many customers to sneaker stores that lines form from the night before release.

At this point in time, a shift is seen in how many designers are switching their styles. They are much more quiet and muted colors in the sneakers they design such as black, white, gray, and earth tones. Many are also bringing back the retro 90s sneaker look because for many people it is a timeless design that never goes out of style. - (Tanner Jules Gordon)



Figure 9 : Lines form outside of shopping mall for the release of the Air Jordan 11

### **Fabrics**

Fabrics and textiles are a very important part of what makes up a shoe. The fabric of the sneaker helps determine what the shoe will be used for. For example, the fabric of the sneaker may help with the rain or maybe the fabric is used to help give a very sleek look. One of the most popular sneakers made by Nike is undoubtedly the air force one. The classic all-white colorway is made from a mixture of rubber and leather which helps give a very timeless look (Levine, 2021). However, these fabrics were used purposely to help make this sneaker become something you can wear any day. Leather is very popular among sneakers because it is able to easily be molded to the shape you want it to be. Leather is also very durable which means when they are used on a shoe it will last you a good amount of time (MAHI, 2022). Most importantly, leather offers overall comfort which is extremely important in today's fashion. Nobody wants to walk around all day with a shoe that is hurting their feet so comfort is one of the first things that is looked for when going through the *consumer buying process*.

Another sneaker that is always in the loop is the air max's, more specifically the air max 90s. These sneakers, which are also a must-have for any sneakerhead, are made to be a running shoe. Lightweight fabrics are used in place of heavier fabrics to ensure a lighter shoe and better running experience. Different types of textiles such as suede, nylon, and foam are used to help give the shoe texture and depth. These little add-ons are what helps not only the structure of the sneaker but the aesthetic as well. With the use of these materials, Nike was able to achieve not only a visually appealing sneaker but also one that is able to properly perform in the correct conditions. The use of rubber is also strategically used at the bottom and side of the shoe to help with grip and reinforcements all around it. - **(Tanner Jules Gordon)**

### **Length**

The length of sneakers varies due to many considerations, basketball sneakers are usually high top, skate sneakers are usually a low top, and sneakers worn for dance are usually mid-length such as the Nike SB released in the early 2000s ((Nike, 2021). Looking at previous and upcoming sneakers, consumers should notice that their sneakers are being designed for whatever the end use may be. Nike's Dunks has a model for every length, a low version, a mid version, and a high version, all of these sneakers were designed with the use in mind; Low tops and mids were made for skate culture at first, the low and mid version served for comfortability, durability and versatility while riding, and the high tops were made more for basketball players to ensure ankle protection while on the court moving around (Flanagan, 2020).

The length of a sneaker can also be dictated by the customer of that specific sneaker, this can be seen very closely when looking into the evolution of Nike's Dunk sneaker. In the very first version, this sneaker was a hightop but when skateboarders got a hold of the sneaker Nike took notice and made the change to accommodate their customers. The length of a sneaker has always been decided by its activity.

### **Historical Continuity**

At the beginning of history, the needs for sneakers were just mainly for sport use. However, it has evolved into a large factor for civilization over time. Looking at periods with amazing garments and designs we can see all of the great achievements that led to sneakers becoming such an influential piece in the fashion world. The decade we are going to be discussing is when Michael Jordan signed with Nike as a rookie in the 1970s. The brand evolved through time as a result of Michael Jordan because more and more people wanted to be like him.



Therefore, they went to great lengths to obtain his shoes, which kicked off the sneaker culture. In that period of time, Micheal Jordan was wearing his most iconic sneaker, which was the Air Jordan 1, in one of his games to advertise it causing many to fall in love with it.

So, many people started to wear it for basketball because they wanted to be able to be like Michael and shoot like Michael, and even skateboarders were starting to wear it, which kicked off the Nike dunks (GOAT, 2022). During the 1980s, Adidas had a significant impact on sneaker culture as well. When Run DMC's song My Adidas was released, Adidas was beginning to gain popularity; however, the song was neither sponsored nor endorsed. The artists were only interested in the shoes because they liked them. Adidas quickly signed them as their first non-sport endorsement deal (irishexaminer, 2021). Many people are unaware that Vans played a major role in sneaker culture during this period as well. Mostly because of the skateboard craze, many people on the West Coast were drawn to Vans which was also the start of streetwear (irishexaminer, 2021). Their Checkerboard slip-on is now the most iconic design for Vans. This was one of the most influential decades in terms of influencing the majority of individuals engaged in sports and artists. This was the zeitgeist of the 1970s-1980s.

Moving on to the next decade we can see that the 90s was a period of time that showcased a lot of different fashion trends that have been seen to come back around today. This is no exception for sneakers as they were also a trend staple in the 90s. There were many different sneakers trends going on at the same time so this gave consumers options. There were many styles for people to choose from to fit their individual aesthetic and personality. One of the most popular and versatile sneakers was the converse all-stars. This sneaker was versatile because a wide range of people were wearing them. Skater kids, people in grunge bands, kids and adults of all ages were all sporting this sneaker and everyone loved it (Flanagan, 2020). The

converse all-stars were paired with many different types of outfits since these were seen as the “key ingredient” to help up the style of any outfit the person wears. Many would catch people sporting these sneakers with mini dresses made from denim, tights, pencil dress, blazers, and even just a plain white tee (Flanagan, 2020). Kurt Cobain, who is a famous musician, was seen wearing a pair of converse all-stars and this only helped make the sneaker even more popular and helped it become the zeitgeist of the time. (MeTV, 2022).

Another sneaker that was the spirit of the times in the 90s was the classic Adidas Superstar. This shoe became an instant icon with the help of the legendary hip-hop group Run-DMC. In some of their music videos, they can see the Adidas superstar sneaker featured on their feet and this helped boost the popularity of the shoe ( MeTV, 2022). Everybody at this time had to have a pair because it was seen as a wardrobe must-have. These sneakers were usually paired with a tracksuit or even sometimes a cowl neck satin top for a night out (Flanagan, 2020). With the 90s era coming to an end we can now further analyze what the spirit of the times were in the 20th century. - **(Tanner Jules Gordon)**

With the 20th century bringing so much innovation and change to the world it can be seen why the last 10-20 years of sneakers have changed so much when it comes to width, height, fabrics being used, graphics printed on sneakers, and every other way brands try to give a sneaker a unique look. One of the most prominent sneakers released in the early 2000s was the Nike Dunk designed by Peter More in 2002 (Danforth, 2022). This sneaker has become one of the most collectible sneakers today in 2021 and 2022 and that can be credited to the versatility that was shown by Nike in the early 2000s. Nike released the “Nike Dunk High” in 1985 primarily as a basketball sneaker, with basketball players like the famous Micheal Jordan in mind. Nike designed this sneaker for the basketball courts at first; using the same traction from

the soles of the “Air force 1” and then characteristics from Micheal Jordan's first sneaker, “AJ1” made this show perfect for doing moves such as spinning and blocking while playing basketball (Mukhametzyanov, 2021). For years to follow this sneaker would dominate basketball courts from colleges to the pros gaining popularity and becoming the “go-to” sneaker for basketball players, this popularity can be credited to the way Nike advertised these sneakers and use many big-name college basketball players as sponsors such as The University of Iowa, The University of Kentucky, Georgetown, Syracuse and many more to follow, the Nike Dunk became their official school sneakers gaining popularity on the courts and campuses of these schools (Mukhametzyanov, 2021).

This all changed no more than 15 years after the release of the original Nike Dunk thanks to skateboarders worldwide. In the early 2000s the Nike Dunk began to decline in popularity and was seen as a “cheap” sneakers, Dunks were even spotted in discount stores (Danforth, 2022). As these sneakers began to become less popular in basketball due to Nike's collaboration with Micheal Jordan and his signature sneakers, the Nike Dunk began to become popular in another sport, skateboarding. Skate Culture loved these sneakers because in the years of 2000-2002 it was primarily a low-priced sneaker, easy to find, durable due to the leather used, had a cup-shaped sole with simple construction and they were also easy to style. (Mukhametzyanov, 2021). Sadly at the time Nike did not recognize the popularity that the Nike Dunk had in skateboard culture, Nike tried to reach them through ads but they were seen as “immature” and in a way mocked the skate community. Nike retracted this attempt and started Nike SB which was run by Sandy Bodecker. Sandy would redesign the shoe to have a fatter tongue, improved sock lines, a poron foam bed, and a zoom air unit in the heel for support when doing skateboarding tricks (Mukhametzyanov, 2021). This was definitely something you didn't

see from other skateboard brands at the time, this also made the sneaker catch the eye of Nike's non-skateboarding customers due to the comfortability of the Sneaker. For the next few years, the Nike SB Dunk would be the primary sneaker for skateboarders offered in a high top and low style, this shoe would mostly stay the same until 2005 when a few changes came to the SB Dunk.

Nike released its third constructional version of the SB Dunk now being offered in a mid version, prior years only offered low and high versions. 2005 would also begin to broaden the audience of the Nike SB dunk when Nike started collaborating with other skate brands. Collaborations with Futura, Supreme, Chocolate, Zoo York, Slam City Skates, Levi's, Stussy, MF Doom, Jeff Staple, Diamond Supply, Concepts, and many others allowed Nike to reach more of the skate community and began to trend of "camping out" outside of a retailer to purchase sneakers released as stores open; the most chaotic sneaker release of the Nike SB was the "Pigeon" sneaker which caused chaos and police intervention in New York streets in 2005 (Mukhametzyanov, 2021). For years to follow the Nike SB would be seen as a classic sneaker within different subcultures of sneakers, 2015 brought back some original designs of the SB dunk and revealed some new colorways since it was the sneaker's 30th anniversary. 2015 and 2016 was the year the SB Dunk reached the "luxury" level. Thanks to Rei Kawakubo, founder of CDG, the Nike SB Dunk appeared on the runway for the first time in a black, white, and teal colorway attracting customers very far from skateboarding (Mukhametzyanov, 2021). - **(Gerard Allison)**

## A timeline of sneaker brands: 1876 - 1980

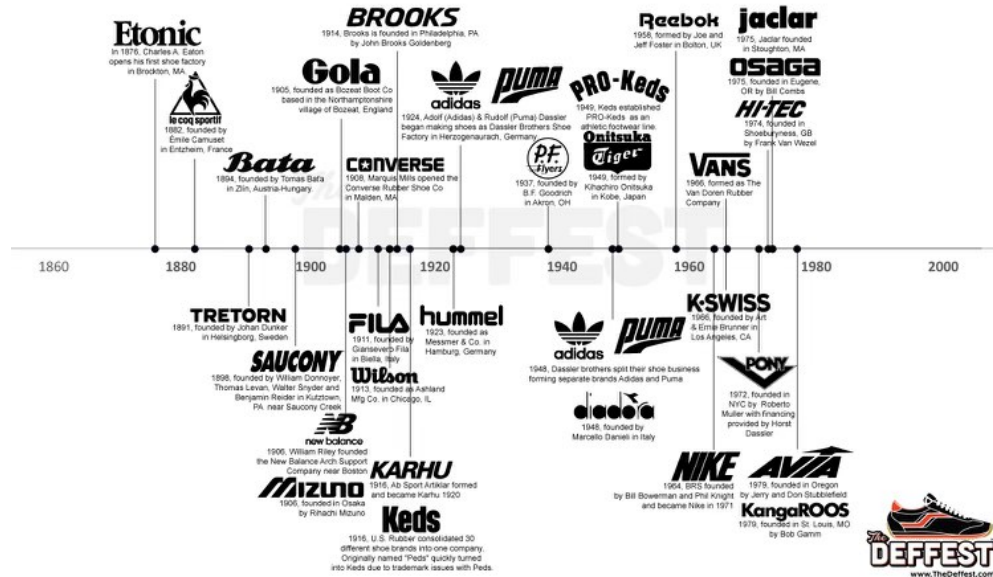


Figure 10: Timeline of Sneaker brands

### **Forecast**

After looking at past trends and the zeitgeist of the times we have been able to forecast future trends for S/S 2024-2025. When looking at colors, the shades that are in style now are the muted tones. Dark tones such as gray, black, and earth tones are what is trending right now however in 2 years we expect things to brighten up. In 2 years people will no longer want to sport dark and muted colors in their sneakers, but instead, want bright colors that will catch someone's eye. Bright hues of the color blue will be what consumers will begin to fall in love with. Many sneaker brands will begin to follow suit and do many designs that will incorporate the color.

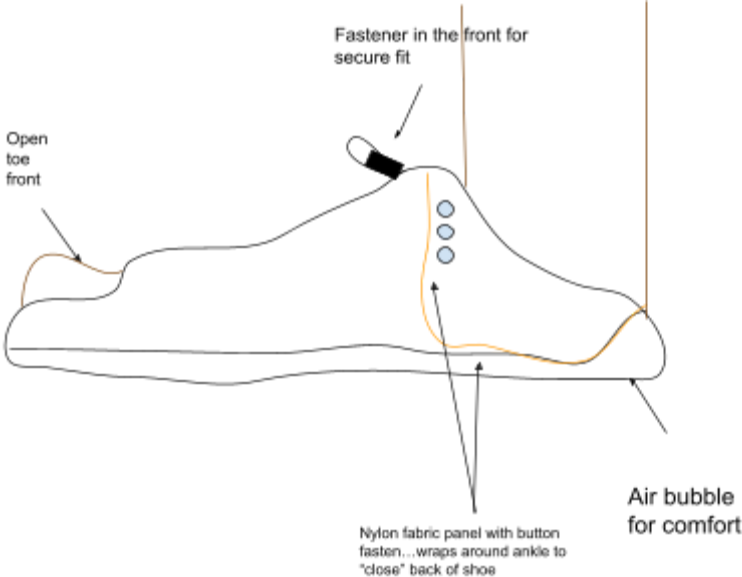
When it comes to design, in 2 years the trend will be comfort for the consumer. The majority of consumers will choose the overall comfort of the sneaker rather than buying a pair that looks good but doesn't feel good. Comfort over style will be what is most focused as many people are beginning to understand it doesn't matter what others think. We will also begin to see a slight shift in the way the structure of a sneaker is designed since comfort levels are trying to be heightened.

The comfort of the shoe has a direct impact on what fabrics and textiles designers choose to use. In two years sneakers designers will begin to use other textiles to create comfort instead of just leather. Innovative brands will begin to incorporate textiles such as linen, silk, and rayon into their shoes to create something that goes against what we normally see as a sneaker. The most important new trend that we will see, however, will be the introduction of much more eco-friendly sneakers. A lot of sneakers will begin to be made out of 100% recycled materials and start to be manufactured in a much more eco-friendly way. As consumers are starting to take a shift and care more about sustainability we plan to see a big increase in eco-conscious choices

being made. These choices will especially be considered when shopping for sneakers since oftentimes oil, rubber, and many other non-renewable resources are used to create them.

The next trend that will see a change is the design/pattern. In previous trends, we can see that people have been going for a much more simple and quiet look that doesn't quite catch people's immediate attention. However, as we move forward in fashion we will see that in two years people will begin to purchase sneakers with intricate design and detail. As we move out of covid and the recession people will want to be seen more. Intricate floral designs, animal prints, monograms, and more will start to become much more prominent on footwear. This trend is what is going to lead fashion in sneakers even further and break social norms.

Lastly, when it comes to style we will be seeing a return in high-top sneakers. Right now low-top sneakers such as the Nike Dunk and Air Force 1 are trending and everyone seems to have a pair. In two years people will be ready to switch up their style and begin searching for a new look. High-top sneakers can be seen as a fashion that is cyclical since most people do not wear them as much in the summer time but they can be worn whenever. New designs for high tops will start the upbringing of a new trend that will have everyone forgetting about their low-top sneakers. - **(Tanner Jules Gordon)**





### **Conclusion**

After careful analysis of the ongoing and upcoming trends in sneakers, it can be safe to say that sneakers designers will continue to be innovative in the design and end-use of sneakers. The best bets for the future will be design/pattern, color, and style. With multiple brands doing collaborations such as Gucci and Adidas, it opens the door for Adidas to first have access to higher quality production, secondly, this collaboration allows both Adidas to market to a different segment of customers, and lastly allows Gucci to try designs that they wouldn't normally consider.

Brands that aren't as big as Gucci or Dior such as Adidas and Nike have started to make sneakers with the customer in mind. Nike has Nike SB while Adidas has brands such as "Y-3" and "Yeezy", these brands have a specific customers in mind which such as skateboarders, office workers, designers, musicians, and other specific markets which may be why Gucci or Dior would collab with a brand like these (Cary, A, 2021); Skateboarders and musicians aren't Gucci or Prada's main target customer but collaborating with brands such as Nike or Adidas allows Luxury brands to reach customers they weren't thinking of. This also allows customers to have access to higher quality sneakers, Subtle changes such as using leathers and soles produced by Luxury brands should offer higher quality sneakers at a more reasonable price for consumers. -

**(Gerard Allison)**

**Resume****Tanner Jules Gordon****Professional Profile**

Undergraduate in college with 5+ years of work experience in sales and 2+ years in fashion. I am a fashion business student with a passion to learn continuously learn more about this field. Seeking employment in a professional environment where I can diversify and improve upon the skills gained throughout my past experiences. I am aiming to use my knowledge to effectively fill your position.

**Education**

<b>(BA) Business and Technology of Fashion</b>	<b>Current</b>
Degree currently in progress at New York City College of Technology	
<b>Fashion E-portfolio</b>	<b>2021-2022</b>
Accumulation of work done	
<b>(AAS) Marketing/Marketing Management</b>	<b>2018-2021</b>
Undergraduate degree received, Brooklyn, New York	

**Coursework Knowledge**

Marketing Research | Advertising | Financial Forecasting | Visual Merchandising | Textiles | Product Development | Trend Forecasting | Merchandising Planning and Buying

**Work Experience**

Textile Assistant, Munroe Corp.   Manhattan, NY	2021 - Present
PR & Social Media Intern (Remote)   Brooklyn, NY	2020 -2021
Sales Associate/Cashier, Homegoods   Brooklyn, NY	2017 - 2020

**Skills**

- *Photoshop*
- *Microsoft (Word, Office, and Excel)*
- *Communication*
- *Social Media Marketing*
- *Adaptability*
- *Design*
- *Pattern Drafting*
- *Problem Solving*
- *Time Management*
- *Teamwork*

**Gerard Allison**  
 Graphic Designer  
 Photographer



## EXPERIENCE

Freelance Designer/  
 Photographer **Youth Design Center**

March 2019 - Current

- Collaborated with clients to guarantee satisfaction with advertisements.
- Work with school-age children Pre-K through 12 and school personal
- Provide professional customer service with the highest level of attention, devotion, and commitment.
- Mastered editorial software such as the Adobe Suite and Microsoft Office

Social Media  
 Marketing  
 Intern **Brownsville Community Justice Center**

March 2020 -  
 July 2020

- Developed engaged Community of followers
- Designed and executed social media strategy across 5,000 followers on Instagram and Facebook
- Created original content using Illustrator and Photoshop which had engagement of over 100 likes
- Worked closely with the Director of Events to create and optimize a content calendar across platforms

Marketing  
 Assistant **CUNY JOHN JAY COLLEGE OF  
 CRIMINAL JUSTICE**

March  
 2018-January  
 2019

- Generated reports detailing campaign performance, customer engagement and engagement trends
- Maintained complete database of all files, contacts and project materials.
- Drafted and managed print, online and social media communications designed to promote company brand, image and values
- Updated events calendar weekly
- Ability to target customers on social media platforms i.e. Instagram, Facebook, Snapchat, etc.

## EDUCATION

BACHELOR IN  
 BUSINESS **CUNY NEW YORK CITY COLLEGE OF TECHNOLOGY**

Business & Technology of Fashion - BS

- Navigating modern fashion industry electronic resources, including e-commerce and social networking.
- Distinguishing between domestic and international processes, and adapting to inevitable changes in the fashion industry.
- Applying knowledge about the roles and functions of fashion industry sectors in which products are developed, sourced, produced, marketed, sold, and consumed. Distinguishing between domestic and international processes, and adapting to inevitable changes in the fashion industry.

## ABOUT ME

Creative, independent and detail-oriented graphic designer with three of experience in a variety of print and digital media. Experienced with Adobe Creative Suite, particularly with Photoshop and Illustrator, and has a vast knowledge of fashion design. Saygeez.com

## SKILLS

PHOTOSHOP ★★★★★  
 ILLUSTRATOR ★★★★★  
 INDESIGN ★★★★★  
 PREMIERE PRO ★★★★★  
 PREMIERE PRO ★★★★★

Project management  
 Creative direction  
 Art direction  
 Critical thinking  
 Social Media Management  
 Adobe Creative Suite  
 Microsoft office

## LANGUAGE

English  
 Spanish

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