

Book of Exotica

*Brought to you by Tatyiana Flood
Of
Psych & Fortunes*

The Way to an Exotic Adventure

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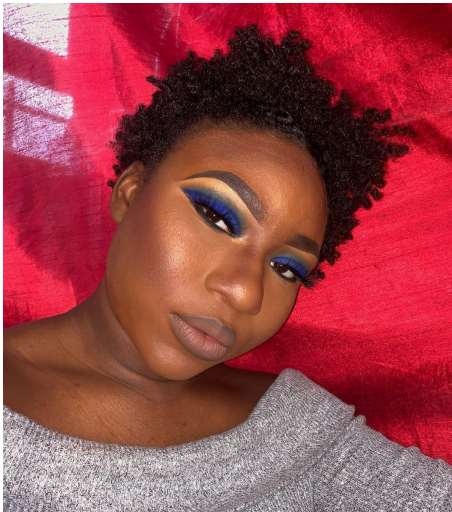
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A Look into Who I AM

She is someone with a fierce attitude and tons of class. Someone who is very real and will tell it like it is. She's a mixture of book smarts and streets smart, just enough smarts to take her to the top. 22 years may seem like a short time to acquire such skills, but her hard work has paid off. Born on the third day of the second month of the 1,996 year. Someone who prides themselves for being accepted into the High School of Fashion Industries



where she studied Fashion Design and earned her degree. While there she interned with Anne Klein, constructed garments for a fashion show and graduated as an Honor Roll student with an Advanced Regents Diploma. She obtained an Associates Degree in Fashion Merchandising and Marketing while maintaining a Stylist position at Topshop as well as Freelancing in the cosmetics field. Her parents gave her love, affection, protection and the necessities for a life without wants and needs and they did so while caring for nine other children. She is someone who attends Greater St Stephens Church of God in Christ whenever the building is open. Someone who dances, sings in the choir and is in charge of picking out the attire for special events and occasions. She's humble, shy and very generous where she will give her last if it meant helping someone who has nothing. She is someone who was raised to honor morals and to give respect even when it isn't given back. Someone who will go on to be famous one day so get her autograph now. I am she. Tatyana Mary Flood.

To Our Supporters

This Trend Forecasting Book is not your ordinary thrown together book that will tell you what you can and can't wear just because grandma told you it wasn't lady-like. It is not for the weak, snobby, or uppity women who walks around all day with her silk pajama set on, praying that their cooking and ride-or-die mentality will keep their man friend home. Neither is this forecast prediction for women who "stick up their nose" at the young striving to be successful women climbing the corporate ladder. You might as well set this book on fire if you're one of those conservatives who believe the only way to maintain class and modesty is by dramatically covering up.

The author of this forecast is not someone who is a plain Jane. Nor someone you should underestimate. We can put two and two together and assume neither would this book be. What you are about to experience is a collection of the Spring 2020 lingerie forecasts that will have your significant other running through redlights to get home to you. These trends have evolved to a point where less is more and hooker wear is tonight's theme. You will be schooled on the history of the lingerie. Yes, you will be reminded of those god awful "lingerie" garments that you accidentally came across from looking through mommy's or grandma's hidden photo albums, being so nosey. You will get a sense of the consumer this lingerie is appealing to and who she is demographically and psychographically. These three new trends were futuristic predicted by research the history of these garments and analyzing past trends. The collection of lingerie you will be exposed to, have been created in hopes of being flaunted on the cover of Zane's erotica book.

Our “IT” Consumer



The consumer that the Spring 2020 lingerie trends will appeal to is a young adult lady, preferably between the ages of twenty-one and twenty-six years old. She resides in the major cities of New York, Los Angeles, California, Miami, Florida and Las Vegas. These are a few of the most populated, nightlife and tourist

active cities, that never sleeps. Black and Latina women are the targeted focus for this trend though it is not limited to that specific ethnicity. This “It” girl is educated whether it is high school, some college or an undergraduate. She holds a salary job with a yearly income between \$28,000 and \$40,000. She makes just enough to feel as if she can afford moderately priced lingerie but also makes too little to endure hungry nights after purchasing high-end or designer lingerie.

This consumer is classy by day and naughty by night. She holds such style and vibrant but will put someone in their place when needed to. Self confidence and assurance is what pours off of her persona. Our customer doesn't need compliments from anyone reassuring her that she is a dimepiece. She works her curves and beauty like the trophy she is. This kind of lingerie attracts a very sultry, single or dating women, one who isn't ashamed of her sex life. Occasional mingling in search of a commitment doesn't faze her at all. She's attracted to this new style of lingerie because it compliments her figure, insinuate her curves and identifies with her personality and who she is. Our consumer doesn't identify lingerie as what is and isn't covered but looks pass it to the women beneath. A women who encloses whatever erotica she wants.

A Strut Through History



1770: *Whalebone Corset*



1889: *S Curve Corset*

1910: *First Bra*



1937: *Closed Crotch Panties*



1930s: *Open Crotch Panties*



1946: *Strapless Bra*



1955: Pin up Girls



1960s: Baby doll look



1977: Victoria's Secret Launched



1980s: Teddy Introduced



Present Day: Ashley Graham, Plus size model

Over the past two centuries, undergarments has transitioned from restricting body modifying devices to invisible means of covering essential private parts to the highlight of each sensual moment (Lindig, 2016). In the eighteenth century, corsets known to be made of whalebone was the highlight of the Victorian Era (Duan, 2015). This undergarment was the essential piece for the everyday wardrobe of a “proper” women. It shaped the body to form one of a tiny waist and pushed-up breast that was idealized at the time Duan, 2015). By the late nineteenth century, the S-curve corset became popular for it arched the chest back and pushed the breast forward, accentuating the hips, creating an hourglass body shape (Duan, 2015). They were constricting and very uncomfortable but it depicted great wealth and beauty amongst socialites. Due to World War I’s shortages and the rejection of Corsets made way to the invention of a new fashion piece.

The open-crotch panties became a thing and was normally worn by middle-class women, not to signify sexual availability but it separated the men’s closed-crotch undergarments from the women’s undergarments (Duan, 2015). It wasn’t until 1937 that closed-crotch panties became the highlight of lingerie. This new feature broke from tradition and became the symbol of sexuality because it was meant to be seen (Duan, 2015).

Lingerie, in the 1950s finally developed its openly display and societal acceptance (Saggese,n.d.). Sex as an image became tangible and the rise of pin-up girls contributed to this (Saggese,n.d.). The girls were photographed dressing provocative and scantily wearing stocking, corsets and acted as fashion leaders of the lingerie trends (Saggese,n.d.). The first strapless bra gave women an alternative when wearing revealing necklines and the push up bra, pioneered by Frederick Mellinger (the founder of Frederick’s of Hollywood, a famous lingerie retailer) offered women the push they desired (Lindig, 2016).

In the ‘70s , lingerie aged compared to the youthful and girlish trends in the ‘60s (Lindig, 2016). Styles were sleeker and more streamlined, constructed in lace and silk (Lindig, 2016). A major lingerie retailer was

founded in this decade and has until this day played a major role in the lingerie industry. Colors became more sultry and bold and the styles became more hyper-sexualized (Lindig, 2016).

Victoria's Secret was founded by Gaye and Roy Raymond in 1977 in San Francisco (Duan, 2015). At the time women only bought plain garments from department stores and expensive undergarments for special occasions (Duan, 2015). When Victoria's Secret came into the lingerie market they exposed affordable padded bras and lace thongs to the consumers and made sexy lingerie an everyday thing (Duan, 2015).

Forgotten for quite some time, lingerie, in the '80s, officially revived the one-piece bodysuit or Teddies (Saggese, n.d.). They came in various styles such as thongs, g-strings and high-cut features (Saggese, n.d.). The liberation of women and the trend of wearing men's suits with these teddies underneath acted as a way to remind individuals of their femininity (Duan, 2015).

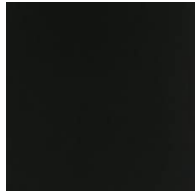
Present day, lingerie is more accessible and comes in a variety of styles and forms (Saggese, n.d.). It contributes to the modern day version of sensual that is able to be worn in the bedroom as well as outside combined with regular clothing (Saggese, n.d.).

Color Evolution



B11 Rich Blue

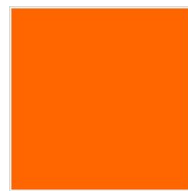
Rich Blue



Onyx Black



Eastlake Gold



Solar Orange

For years color has been and will be essential when it comes to lingerie. For an industry as intimate, apparel that is worn via this category are worn to either capture attention, express emotion or to self-please. Color suggests a mood, an emotion, an occasion and lingerie calls for a special occasion whether it's a special event or a "just because" day. Deep saturated colors such as red, blue and violet express lust and passion whereas pastel colors, baby blue, blush pink and lilac illustrate delicacy and femininity (Intimate Apparel Trends, 2018). There's always an audience that keen on combining masculine and feminine elements and for them a set of colors has been laid out and those include blueberry, ethereal green, pine grove and pirate black (Intimate Apparel Trends, 2018).

The colors that will play a major role in 2020 Spring lingerie collection are Rich blue which is a deep shade of blue than resembles ultra violet, one of the deepest shades of black, Onyx Black, Eastlake Gold that some may confuse with Taupe and last must but not least, Solar Orange which is positioned between a bright and pale shade. Every color mentioned has been a top choice used for the creation of lingerie lines, specifically in Savage X Fenty by Rihanna and Victoria's Secret Spring 2019 fashion show. This color story holds a color that appeals to an emotional or dress preference stated above. The darker colors picked does an extraordinary job with making the body look slimmer. Eastlake Gold is the perfect color for those customers that feel more comfortable with subtle hues and would prefer staying in colors they know may work on any skin tone. Solar orange brings flavor to any event. Though it is a very risky color, it is also one of those colors amongst purple and green that is being chosen over the typical ones such as red, ivory and black. This is definitely a hue that goes with the "dare to be different" attitude.

Historical Events

Socially

During the Roman Republic women were forced to wear mamillares, a cloth that was tightly wrapped around the bust areas (Street,2015). Romans disliked women with with overly sized breast and viewed them as a characteristic that only elderly women possessed (Street,2015). They had a strong belief that a woman's body caused to much of a distraction for men and their jobs so they were to disguise this temptation and for this they often appeared to be viewed as a man (Street,2015).

Politically

The roaring 20s was a significant time in history for women. Women began to enter the workforce during World War I due to the fact that the men were being enlisted to fight, the passing of the 19th amendment gave them their rights to vote and the wave of women's rights to contraception have all contributed to women freedom (History.com/2018). With this newfound freedom came flappers or women who embraced their lifestyle and were known for their energetic persona (History.com/2018). Shorter and boyish dressed called for specific undergarments to be worn underneath it. In 1910, socialite, Mary Phelps Jacobs also known as Caresse Crosby invented the first bra by sewing two handkerchiefs together with a ribbon tie (Saggese,n.d).

Economically

In the Summer of 2011, The Ministry of Labor issued a royal decree in Saudi Arabia, ordering that all sales associates working in shops selling women's undergarments and other goods must be of the female gender only (Lippman, 2012). This creates a major employment opportunity for a gender that was once excluded from the workforce (Lippman, 2012).

History of Lingerie III: Rise of the Roman Courtesan

By the time the mighty Roman Empire was on the rise, undergarments no longer had anything to do with status, rather lingerie and underwear was about either hiding a woman's physical assets or displaying such assets as much as possible. From the first century B.C. to the end of the Roman Empire during the first few centuries after Christ, undergarments were worn much more frequently and became more complicated in their construction. Extending from the later days of the Roman Republic through the rise, height, and eventual fall of the Roman Empire, underwear and lingerie such as garters and clothing pieces very similar to the modern-day bra and panty set or bikini were part and parcel of the usual fare. Such sets were worn both as outerwear in the same fashion as the bikini, as well as beneath clothing the way we wear bras today.

The Roman "bikini."

Unlike the Classical Greek era where homosexuality prevailed and a woman's role was solely within the household, the female form was considered an object of desire in Roman times, and Roman men were much more likely to engage in heterosexual love affairs. Romans, in contrast to the Greeks who had wives but would consort with young boys, had the courtesan with which to release sexual tension. Rome was an international city in the first century, and courtesans from all over the world come to Rome, bringing with them new ideas about the relationship between men and women, female sensuality, and the lingerie used to enhance that sensuality.

Rome's far-reaching empire.

During the later days of the Roman Republic and the early days of the Roman Empire, women wore versions of the Greek apodesme, as bands that covered the breasts and hips. These bands were called taenia and were worn under the breasts. Young girls wore bands called fascia, which covered the breasts and were meant to inhibit growth. After a girl matured she wore a mamillare, a leather band that flattened and disguised the breasts. Though items of this nature were worn in ancient Greece to make women appear more mannish, it is likely they were worn during Roman times as a preemptive measure, since the power of the female form could make any man forget about his duties to the Roman state, and succumb to the pleasures of female flesh. These undergarments were intended to make the female body appear as harmless as possible.

While the mamillare is considered a cruel piece of underwear by historians, it was later used by women whose breasts were so ample they required the leather bands for concealment and support, since a large bosom was not fashionable during the last days of the Roman Republic. Yet the more common piece of female underwear during this time was the strophium, a scarf that was wrapped around breasts to provide support without stifling them. During this time different types of strophium were found all over the Mediterranean area, including those with shoulder straps worn by Jewish women and the capitium, a larger, softer version of the strophium worn by lower-class Roman citizens.

By the end of the second century B.C. underwear in Rome had become more complicated, and Romans also equated undergarments with sex in a way the Greeks had not. The Greek zona in the Roman world became longer and metamorphosed into a type of girdle that went around the hips. A piece of underwear similar to the zona, called the cestus, is described by Roman poet, Martial, as a cloth that covers the body from the breasts to the groin. According to

Martial, the cestus was invented by the Roman goddess of love, Venus, and he describes it as a man-luring trap from which no male could possibly free himself once ensnared.

Saudi Women Shatter the Lingerie Ceiling

By Thomas W. Lippman Jan. 21st, 2012

A SOCIAL revolution began in Saudi Arabia this month, and it has little if anything to do with the Arab Spring. Women are going to work in lingerie shops.

The Ministry of Labor is enforcing a royal decree issued last summer ordering that sales personnel in shops selling garments and other goods, like cosmetics, that are only for women must be female. More than 28,000 women applied for the jobs, the ministry said. Anywhere else in the world, it would not be news that sales assistants in shops selling panties and bras were female. In Saudi Arabia, where women have always been excluded from the public workforce, it is a critical breakthrough. This is not just about intimate garments; this is a milestone on the arduous path to employment equality for women in a country where they are systematically excluded from retail activity.

Saudi Arabia's economic planners recognize that if women are going to be educated at public expense, as they now are in increasing numbers, they will expect to work and the country will need their economic output. Society has increasingly accepted the idea that women will work outside the home. They have long been employed in medicine and education. Retail commerce, however, has generally remained closed because such work usually requires interaction with men, which is prohibited. The lingerie shops are breaking that taboo.

One of the oddest sights in Saudi Arabia is that of fully veiled women, hidden from others by their enveloping garments, going into the Saudi equivalent of Victoria's Secret stores in the many upscale malls and being greeted and assisted exclusively by male sales clerks, most of whom are from South Asia. This absurd situation so embarrassed many women that they waited until they were out of the country to buy their underwear and nightgowns.

The campaign to change the rules began several years ago, and was led by Reem Asaad, a fashion-conscious financial adviser who speaks flawless English and is comfortable with the Western media. It appeared to have succeeded in 2006 when the government ordered that the sales jobs be transferred to women. But social conservatives and the religious establishment objected, arguing that Islam prohibited women from working outside the home and that putting women in retail shops would expose them to the view of any passing stranger. If the sales clerks were female, the shop windows would have to be covered, the opponents said.

Shop owners objected, too, saying that no women were trained to do such work. In addition, the 2006 decree failed to address the transportation problem: if women were going to work in those shops, they would need a man to drive them because they are prohibited from driving. Saudi cities have virtually no public transportation. So the decree was never enforced. Ms. Asaad then used Facebook to organize a boycott of the shops, and arranged for some women to be trained in retail work.

This time, King Abdullah has put his personal authority behind the new decree. Last year he also installed a new minister of labor, Adel Fakhieh, who had embraced the idea of employing women at a supermarket chain owned by his holding company. Under the new rules, the country's thousands of lingerie and cosmetics shops have until June to replace their

male employees with women. The feared religious police, who are really the behavior police, have been ordered to cooperate.

Flapper

Flappers of the 1920s were young women known for their energetic freedom, embracing a lifestyle viewed by many at the time as outrageous, immoral or downright dangerous. Now considered the first generation of independent American women, flappers pushed barriers in economic, political and sexual freedom for women.

WOMEN'S INDEPENDENCE

Multiple factors—political, cultural and technological—led to the rise of the flappers. During World War I, women entered the workforce in large numbers, receiving higher wages that many working women were not inclined to give up during peacetime. In August 1920, women's independence took another step forward with the passage of the 19th Amendment, giving women the right to vote. And in the early 1920s, Margaret Sanger made strides in providing contraception to women, sparking a wave of women's rights to birth control. The 1920s also brought about Prohibition, the result of the 18th Amendment ending legal alcohol sales. Combined with an explosion of popularity for jazz music and jazz clubs, the stage was set for speakeasies, which offered illegally produced and distributed alcohol. Henry Ford's mass production of cars brought down automobiles prices, allowing the younger generation far more mobility than in earlier eras. Many people, a number of them young women, drove these cars into cities, which experienced a population boom. With all these pieces in place, an unprecedented social explosion for young women was all but inevitable.

Tomorrow's Predictions

Bralettes

Brassieres has always been a staple piece when it comes to intimate apparel and lingerie. As a female being summoned to wear them, not only because it maintains modesty but through the influence of society's perception that wearing brassieres would enhance breast growth and provide natural support. Many women can attest to living by this believe or even hearing such myths. I say a myth because recent studies have surface with the help of research performed by University Professor Jean-Denis Rouillon stating that after monitoring women between the ages of eighteen and thirty-five, in 2015, data had concluded that brassieres are restricting and prohibits tissues from growing leading to premature saggage (Halliwell & Nicholas, 2016). Common symptoms include back pain, muscle pain and scarage of the skin (Halliwell & Nicholas, 2016).

2020 will bring forth innovations that addresses these issues to satisfy not only the customer but to improve business in a market that is very essential to life as a women. For these reasons, Bralettes will be a number one trend and has been for the past couple of seasons. A Bralette is a brassiere excluding wiring and cups (Apasnau, 2013). It provides support without restricting and can be creating using various kinds of fabrics (Apasnau, 2013). Sheer nylon and cotton blend with complementary lace trimmings will hold a great significance in this forecasting collection. We're doubling up on the straps of a basic bralette, including the high neck halter bralette and further introducing our sexy and sweaty sports bra. Sprinkles of satin incorporated into these styles will enhance any look bringing comfort and decreasing skin bruising. Satin multi strap sheer bralette with lace trimming, sheer halter bralette with lace applique and satin lining the collar

stitched over with even more lace applique and finally our satin with sheer side panels sports bralette with soft satin strap will be trending for 2020 Spring's bralette collection.

Panty

The panty brings the outfit all together. Similar to brassieres, panties often have a negative impact on the wearer. Besides the typical problems with fit and size a rising issue that women have to deal with is the material used to produced this undergarment. Synthetic fibers tend to cause skin irritation and vaginal infections due to the moisture held in these fibers (Andriakos, 2015). Ob/gyn Melissa Goist recommends cotton as the perfect material to use for undergarments because of its breathability (Andriakos, 2015). Thongs narrow shape sometimes doesn't cover as much as it need to and this too creates an entry way for infections. We think to ourselves that bloomers are the only option left for us but it isn't so. Seen in some products but not mass produced are panties with the cotton crotch insert. It solves so many problems while allowing wearers to still look sexy.

Panties to be seen in the coming years are in the introductory stage for present day. With low-rise panties on one side of the pendulum swing and high-waisted panties on the opposite side. We are now transitioning into all things high-waisted. Three trending categories of panties are the multi-strap thong, the high-waisted, high leg panty and the cheeky panty with garter belt set. With this in mind we bring to you a sheer polyester thong with silk threaded lace overlaying the crotch and multiple elastathane straps wrapped in

soft satin. A stretched satin retro style, high leg panty with silk lace applique at the waistline and a sheer cheeky panty with silk lace trimmings along the leg paired with a stretch satin garter belt with silk lace panels on the right and left side of the belt. Each underwear will have cotton lining the inner crotch area.

Teddy

A Teddy is a one piece garment that covers from the bust to the crotch (Evans, 2010). Though it's similar to a bodysuit, its differences include a looser fit and may be constructed using sheer and/or lace materials (Evans, 2010). What's so great about this piece is that it required nothing to be placed underneath it. It decreases the amount of time spent on looking for the perfect set.

Though there are so many amazing choices of teddies being produced, there is a place and time for trends to appear and be adapted. Spring 2020 calls for deep plunge thong teddies, an all in one bralette and panty teddy and keyhole bodice, teddy. Our team has masterminded several looks of trending styles along with popular characteristics to bring to you three options of this category that will have the shelves and rails cleared. Due to social changes and a rise in self-esteem of curvy and plus size women we have predicted that our most popular piece will be the lace keyhole bodice with a high rise leg. Ashley Graham whom is a plus size model walking in various fashion shows has greater influenced this movement. Our next two pieces include a satin multi strap bralette with silk lace trimming connected to a matching satin super high- waisted panty with sheer panels and a full lace deep V plunge teddy enclosed into a thong. All teddies will be created in a way that is body conscious which ensures that all curves will be secured in place as a girdle would perform but in a less restrictive way.

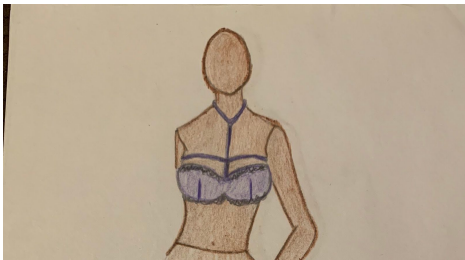
Overview of Sultry Attire

Beginning with a whalebone corset, society has advanced and adapted to intimate apparel being used in other ways than for support and environmental protection. Slowly but surely we have gotten to a point, with the help of rights for women being initiated and a social freedom movement such as the roaring 20s, where we have a choice, an option to express how we would like to communicate our sexuality. Individuals are in search of these types of garments needed to express themselves or communicate their emotions and that what this forecasting book is all about.

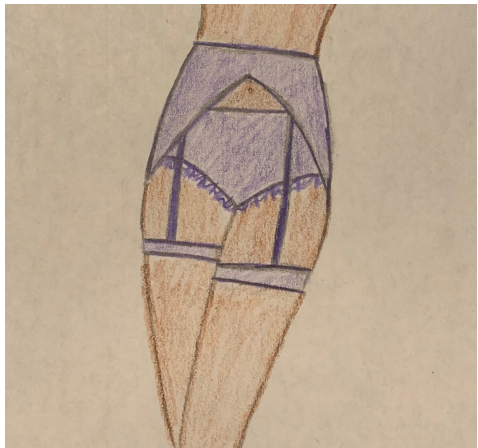
We at Psych & Fortune has thoroughly sifted through trends from previous years as well as current trends to bring to you what we believe will be a collection of that will sell out in all stores. The lingerie presented is sultry to the eye and will give a grand confidence boost to our clientele who lives an adventurous lifestyle, staying up late watching reality television when their not out having drinks with their girlfriend waiting for that very appealing individual to offer them a drink. Our pieces which includes the bralette, the moisture proof panty and a very body conscious teddy. Lingerie in Spring 2020 will include strappy bralettes, high waisted and high leg panties and garter belts and finally deep plunge, keyhole, and all in one bralette and panty teddies.

Lingerie Samples

Bralettes



Panties



Teddies



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