

# FORECASTING WELCOME PACKET

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EST. 2023

# VALENS

Feel Good, Look Good

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[www.valensdesign.com](http://www.valensdesign.com)

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Dear Community,

Here at Valens, our team is filled with empowered women who understand the needs and wants of comfort and support. At Valens, our goal is dedicated to bringing back comfortability and inclusivity, allowing women everywhere to feel confident, stylish, and on-trend. Our cargo pants are designed for women longing for a versatile piece that will last a lifetime. With our inclusive sizing, that features a range from XS to 3X and even petite and tall sizing there is something for every woman.

Our manufacturers produce to the best of industry standards and are constantly innovating, providing high-quality Organic Cotton, Spandex, and Outcool Fibers. Our high quality fabrics ensure that the Spring weather will not interfere with your flow of movement and gives you that combativity you need. The versatility of our cargo pants, allow you to be able to turn your cargos into long shorts/bloomers, having multiple pockets, allowing you to get creative and never run out of style. Our mission is to provide you with the best fitting, most fashionable, one-of-a-kind piece of cargo pants that are long-lasting, timeless, and adaptable. In simple terms, allowing you to feel good, look good.

# WELCOME

## **Consumer Profile**

At Valens, our target market includes New York City women from the ages of 20 to 30 years old. We target this market from New York City because they are the forefront of street culture and tend to be the ones starting at the eyes of a new trend before everybody else. They make everything look cool and that's what we want to attract. Our target market can range from Generation Z all the way to the Millennials.

Generation Z standpoints: Ages 18-25 years old (as of 2023)

The younger generations in New York City are the biggest trendsetters, adapters, and consumers that we have today, they impact social media trends and long story short, control the market. We want to encourage the younger generations to be able to express themselves while being comfortable and fashionable. We need them to influence their classmates and friends so that every woman can feel good and look good. We will be doing this by releasing a new line that displays different aspects of functionality while looking fashionable every season to preview the new clothes and to remind the consumer what we're about.

Millennial standpoints: Ages 26-41 years old (as of 2023)

Millennials are our hopeful target that does not only need to follow our trend but follow us as a useful brand for their daily outfit inspirations. They care mostly about the reliability of their purchases rather than if it's cool for the time being and that's who we hope to keep as a trusted customer. We need women to be able to walk outside feeling good and looking good so that they can feel confident throughout the day. This will expand our online market when other people that are not in New York City see what this brand offers in the field.

Valens is focused on building their brand and building a community around their brand identity for future generations rather than prioritizing the profits of fast fashion. An approach that we follow is having local New York City women run the store, they are the heart of our company and when customers come in they make the clothes look cool. They are the types of models that we want to represent our company. A parent could come in and want to buy a cargo for their child because it looks good on the associate. Same way as if a kid comes in and they want to buy it because it looks cool and when they do further research on what the brand is about they get sold into the idea of being comfortable while being fashionable. Our cargo pants' versatility allows you to transform them into long shorts/bloomers, and their various pockets allow you to be creative while never going out of style. Our goal is to present you with the best-fitting, most trendy, one-of-a-kind cargo pants that are durable, timeless, and flexible. Essentially, allowing you to *feel good and look good*.



## History of Cargo Pants



**Figure 1**



**Figure 2**

Cargo Pants originated in Britain in 1938, these pants were designed and worn by military personnel as a part of their Battle Dress Uniforms (BDUs) as seen in figure 1. The pants were designed to be durable and practical, with large pockets that allowed soldiers to carry ammunition, rations, and other essential items, as noted in figure 2 (Ohlendorf, 2021). The design was later adopted by other armies, including the US military during the 1940s, and became a standard part of military uniforms during World War II. After World War II, *The Trickle Down Theory* became in full effect, as the utility wear veterans brought home ended up in military surplus stores and worn by the subcultures who shopped there (Rainey, 2022). This caused cargo pants to gain popularity among outdoor enthusiasts and adventurers as well. Having the pants be the perfect fit for activities such as hiking, camping, and fishing, as they provided ample storage space for gear and equipment (Alex Q.M, 2011). During the 1970s and 1980s, the popularity of cargo pants decreased, and many decided to drop the style, but women during this time embraced the comfort cargo pants brought. This wasn't seen much until the 1990s, thanks to the skater and hip-hop culture as seen in figure 3 being worn by the group TLC. Once again



cargo pants were becoming popular due to their ability to allow for ease of movement and their flexibility in pocket accessibility (Rainey, 2022).



**Figure 3**



**Figure 4**

Today, celebrities such as Hailey Bieber and Bella Hadid sporting the style allowed for the pants to be particularly popular among young people as seen in figure 4, who appreciate the casual and practical nature of the design. Shoe brands such as Vans and The Half Cab Shoe, revolved their shoe style around the cargo pant, allowing for the pants to be revamped and even hit the high-end fashion world where brands such as Gucci, Jacquemus, and Bergdorf Goodman that have been able to embody and include other fabrics, designs, sequins, and embroidery, along with playing with different proportions and silhouettes (Vogue, 2023). Now, in today's generation, cargo pants are seen as a staple piece of clothing. Here at Valens we believe the popularity of cargo pants will never leave, and our Spring 2024 collection will allow for cargo pants to be viewed in a variety of fabrics, colors, and silhouettes. Customized to every woman's body type like no one has ever done before.





# Timeline of Cargo Pants



Figure 5



Figure 6



Figure 7

1940s



Figure 8



Figure 9



Figure 10

1970s-1980s



Figure 11



Figure 12

1990s

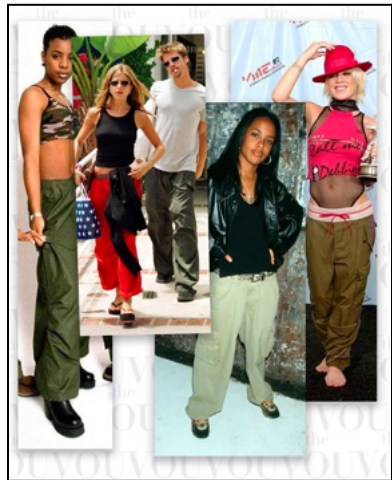


Figure 13

2020s (Present)



Figure 14 & 15

## Trend Report

### Trend 1: Exposed Zippers



**Figure 16**

Before zippers, clothing was held together with buttons and buttonholes especially within women's clothing in the 18th and 19th centuries, laced together at the front or back. Exposed zippers were mostly used within childrens clothing, and it wasn't until after World War II when zippers became widely used within North America and Europe fashion (Hamlin, 2011). Cargo pants have allowed for this trend of exposed zippers to become versatile and the ability for more flexibility and storage. This secured form of keeping your fabrics together has allowed for the potential to play around with how pants can look. Exposed zippers allow for a more industrial look, giving a deconstructed look but also the ability for you to step up a plain garment. If done properly you are left with an edgier look, empowering your basic pieces to be viewed as stylish and the exposed hardware to be viewed as a staple piece of hardware. As shown in Figure 16, the aesthetic look of zippers have granted the ability for a functional and nonfunctional, and here at Valens we thrive on creating multifunction.

## Trend 2: Full Length Pants



Figure 17

Full length pants allow for the consumer to be able to put together a casual yet put together look. The trend of full length pants isn't new, but has grown to show the capability one has to transform an outfit into something more. For women, this trend of full length pants lets you not sacrifice comfort or style and gives you the choice to dress up or down. During World War I, pants were widely known to be worn by women who had gone off to work replacing the jobs of men as they fought. This socially became acceptable for women and by World War II pants were worn by all, many women did not follow with the idea of wearing pants, so the trend fell off (Britannica, 2023). That was until the 1970s-1980s where the women's rights movement allowed for this freedom to revert back to pants wearing (Britannica, 2023). Figure 17 shows the recent way this trend has been worn, in this case, cargo pants, being full length and casual. This trend is here to stay, and with the potential to wear heels, sneakers, flats, platforms, or boots, this style of pants will never get boring.



### Trend 3: Versatility



**Figure 18**

Versatility is a trend that is predicted to gain a lot of traction in upcoming seasons as the consumer desire for sustainability in fashion continues to grow. As seen in figure 18, versatile clothing is when one piece of clothing has multiple ways to wear it. In this case we are referring to cargo pants which have the ability to be unzipped and go from a full length pair of pants into a pair of shorts. The sustainable sector in the fashion industry has been growing at an exponential rate in recent years, brands who don't follow this trend will be left behind and consumers will invest their money elsewhere (Buller & Scott, 2021). Brands will be joining this versatility and convertible fashion trend with modifiable clothing pieces in order to create clothing that has longevity without sacrificing quality or design.

## Trend 4: Wide Legged Pants



Figure 19

Wide legged pants are here to stay, skinny jeans and tight pants are not making a comeback just yet. Women are still loving the relaxed and comfortableness that wide legged pants offer, everything from jeans to work pants will remain in a wide silhouette. Wide legged pants work on a variety of body types, and have the ability to elevate a simple outfit (Lentz, 2023). With this style being so adaptable to all body types it makes it remain popular because of how universally flattering it is as seen in figure 19 .Wide legged pants also provide consumers with more comfort while also being able to dress them up or dress them down for a more casual look. When it comes to cargo pants they are a style that has been done in every variety from skinny fits, elastic bottoms, and more so it is only natural that we would begin to move over to this upcoming trend of the wide legged pants.

## Trend 5: Color Blocking



**Figure 20**

Color blocking is when one mixes items in blocks of solid colors which create contrast, this can be achieved through a pattern or by wearing clothing of varying colors (News Tess, 2023). When color blocking it is important to be careful with the colors you choose, otherwise the outfit can be overwhelming and tacky (Narula, 2022). Color blocking was used in the forecasted designs by Valens by using varying colors for the cargo pants pockets to contrast the main color of the legs of the pants. Color blocking when done properly is the perfect way to incorporate more color into one's wardrobe. Some different ways to select colors for color blocking includes selecting analogous colors or complementary colors, using the color wheel as guide is extremely important when selecting the colors to use (News Tess, 2023). Figure 20 displays the way which color blocking can be done effectively.



## Trend 6: Low Waisted Pants

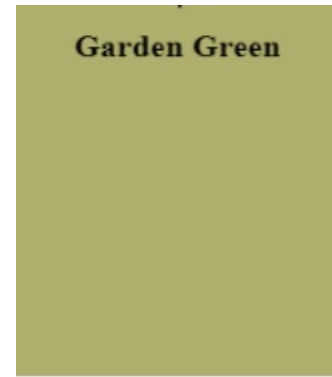
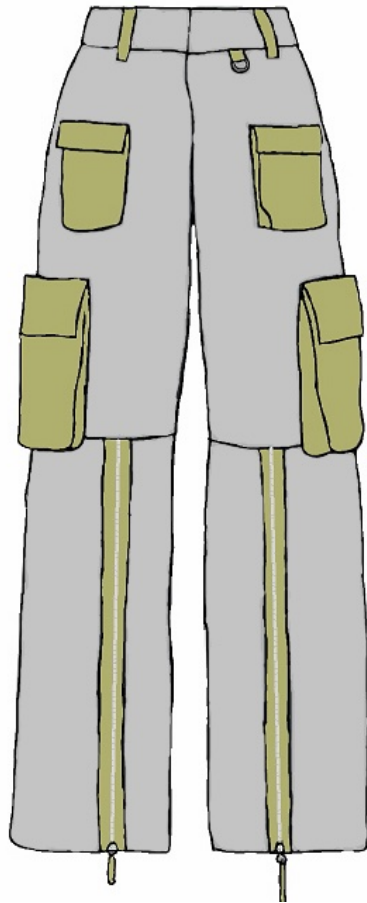


**Figure 21**

Low waisted pants is a new trend that many are fearful of wearing. The fear of this trend shouldn't stop you from being able to show off your unique body, along with your creativity, and exploring a new style. This trend started in the 1990s when fashion was taking a turn and taking risks. Low-rise pants were typically worn right at the hip, coming in styles like flared, bootcut, and even embroidered. It was also common to style them with a bejeweled belt or even some bedazzled stickers on exposed hips, and no look was complete without a belly piercing on display (Roby, 2022). Nowadays, low waisted pants are seen with more simple designs and accents, the rise of the pants is what stands out more than the outfit itself. Crop tops, bandos, baby tees, and even casual button downs are ways to style this trend, the relaxed style adds to the casual feel of the pants. In this case, our cargo pants here at Valens can help when it comes to comfort and ease. The drawstrings around the waists can help you to style as high or low on your waist as you want. The zippers, designs, and bagginess alone adds to the direction of low wasted, giving you the confidence you need to be daring.

## Trend Sketches

### Trend 1: Exposed Zippers

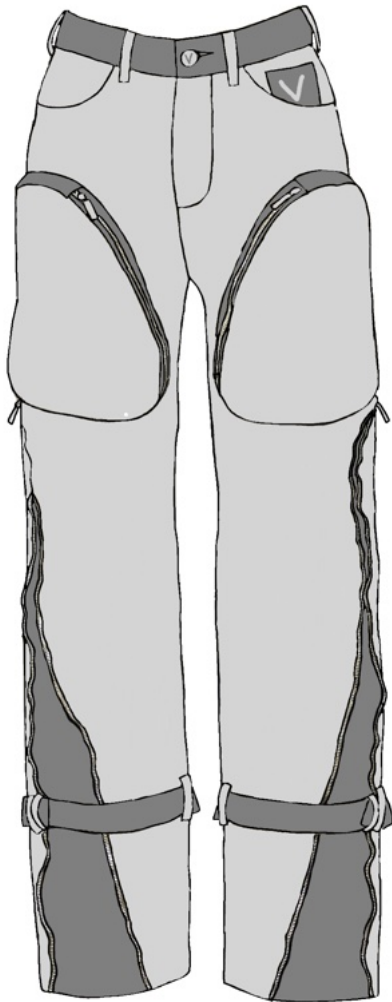


### Plant Based Vegan Leather



**Product Description:** These cargo pants are an example of our regular sizing. They are made out of our plant based vegan cactus leather and feature the colors cool gray and garden green. The gray is used as the base color for the pants while the green is used as an accent color. The pants show our predicted trend of exposed zippers along the bottom half of the pants. As well as having four large pockets with velcro seals on the upper half of the pants.

## Trend 1: Exposed Zippers

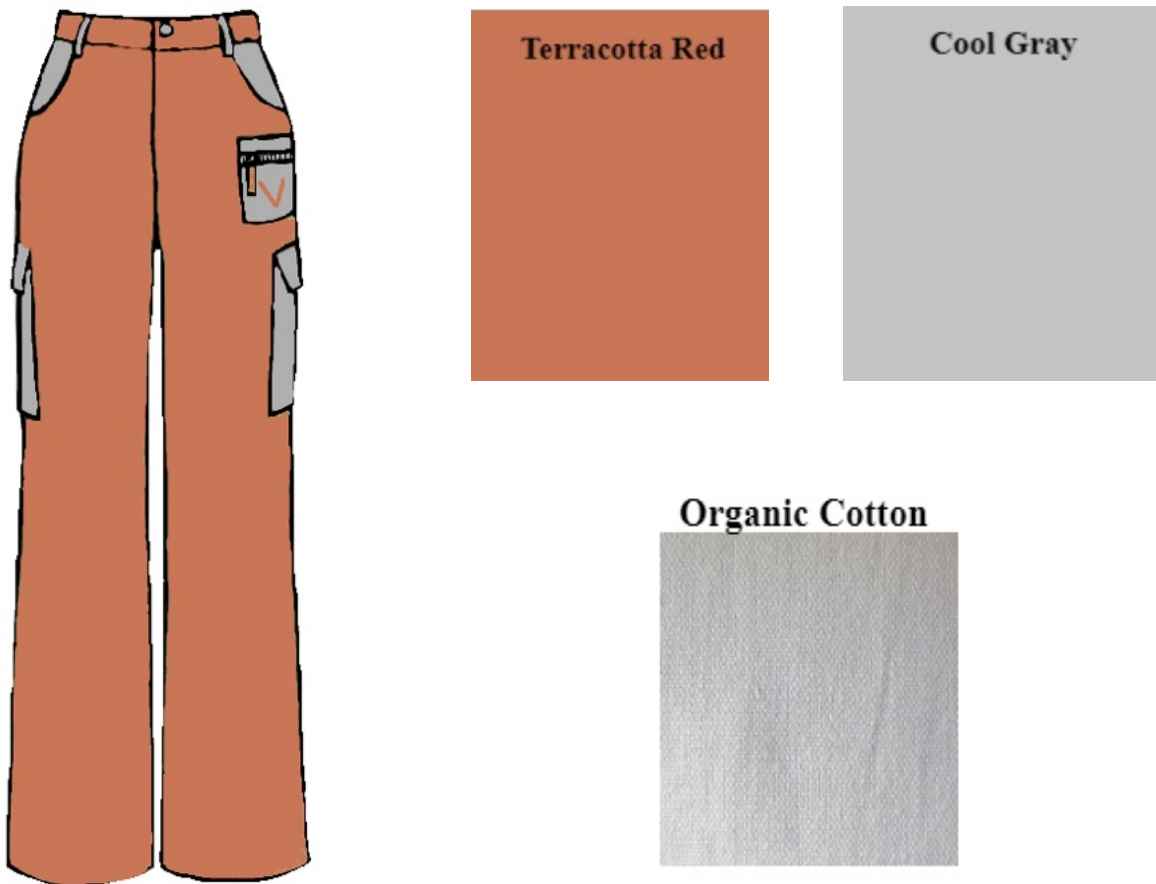


Plant Based Vegan Leather



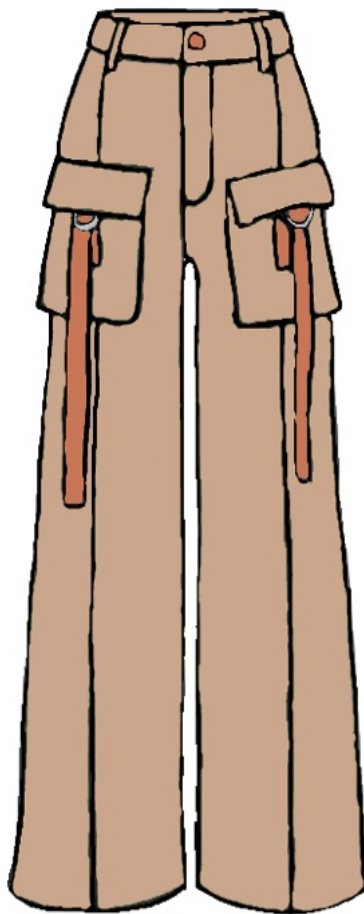
**Product Description:** These pants are an example of our regular sizing. They are made out of our plant based vegan cactus leather and feature our predicted color cool gray. The forecasted trend on these cargo pants are the exposed zippers which are left open and are not functional, but rather a decorative feature. The pants feature three traditional pockets near the waist as well as two large zipper pockets on the thigh area.

## Trend 2: Full Length Pants



**Product Description:** These cargo pants are an example of our tall sizing. They are made out of organic cotton and feature our forecasted trend of full length pants. The leg of these cargo pants will hit just below the ankle of the client making for the perfect full length fit. The colors used here are our terracotta red accented by our cool gray. The pants feature two pockets by the waist, one zipper close pocket, as well as two large velcro sealed pockets on the upper half of both legs.

## Trend 2: Full Length Pants



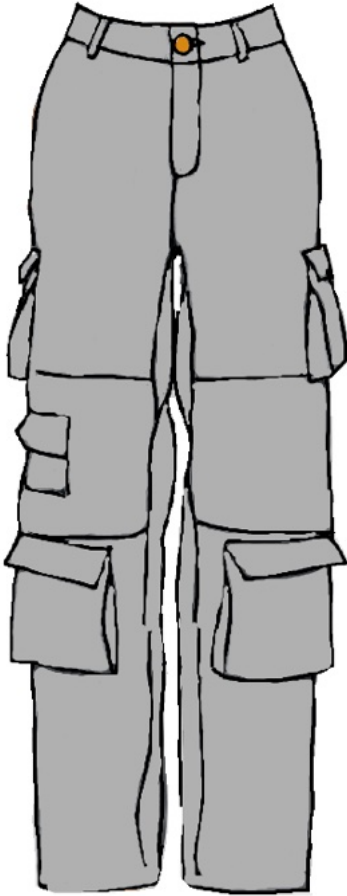
Cinnamon Sugar

Terracotta Red

Plant Based Vegan Leather

**Product Description:** This would be an example of the tall sizing that we offer and is displaying the full length pants trend. These cargo pants are in the color cinnamon sugar and have a button closer and two straps in the color terracotta red. The straps used on the two pockets are only decorative as the pockets use a velcro closure. The stitching down the center of the pants is used to give shape to the legs in order to provide a flattering look to women of all body types who wear these pants.

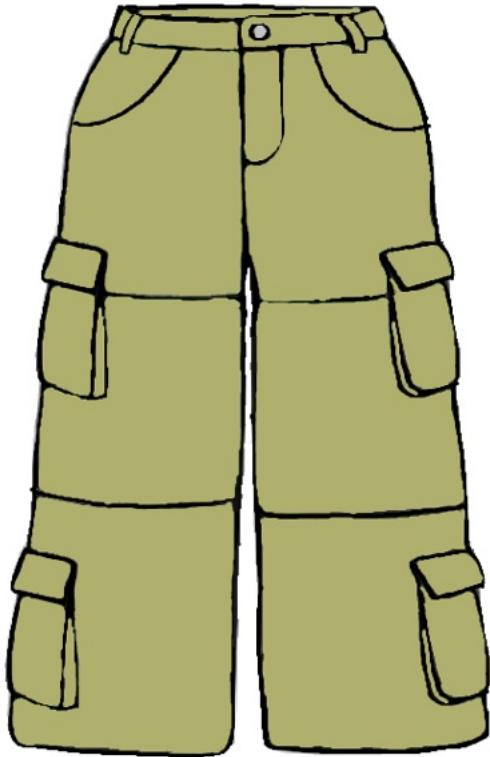
### Trend 3: Versatility



**Product Description:** These pants are a more traditional example of cargo pants and are an example of our regular sizing. Cool gray was used for these pants, although it does have a small pop of color on the button closure which was done in the terracotta red color. They are made of recycled polyester and show the forecasted trend of versatility. These pants can be unzipped and turned into shorts of two different lengths. There are also five pockets along all three sections of the pants each which use velcro closures.



### Trend 3: Versatility



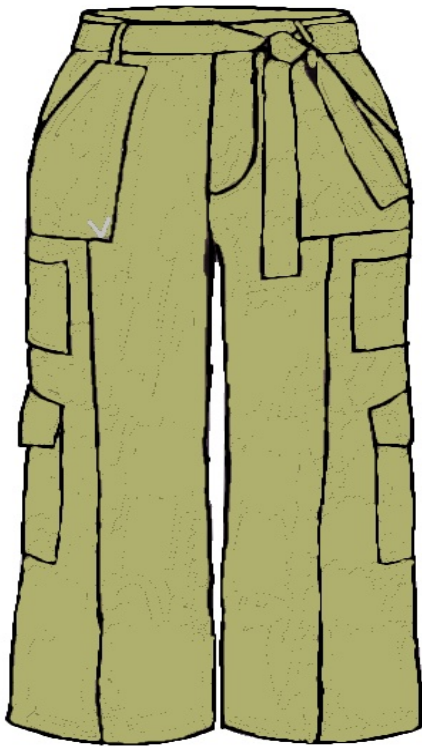
Garden Green

Recycled Polyester



**Product Description:** These are another example of a more traditional style of cargo pants which we included as they will always be a classic style. The pants are versatile, they can be turned into shorts by zipping off the bottom area of the pants. The sizing of these cargo pants are an example of petite plus sizing. There are two medium sized pockets with velcro closures on each side of the legs.

### Trend 4: Wide Legged Pants

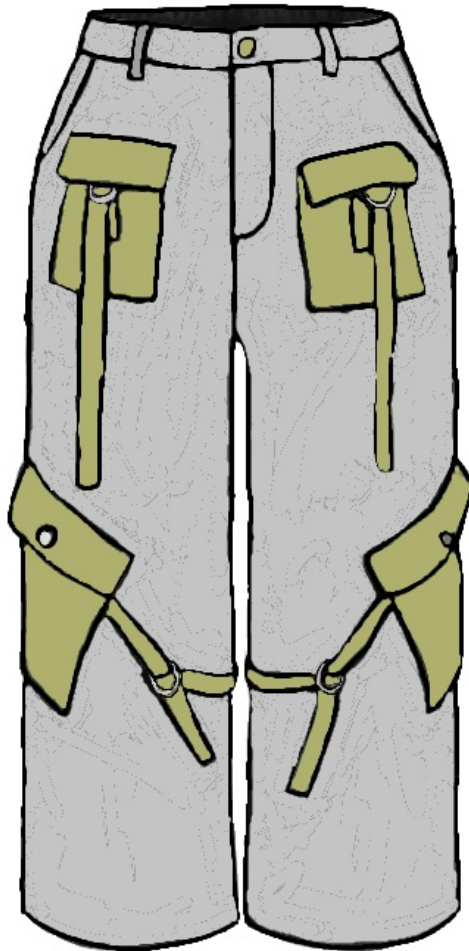


Garden Green

Organic Cotton

**Product Description:** These cargo pants are an example of petite plus sizing. They come with a belt in matching garden green, and have six pockets along the front of the pants. The first two sets of pockets do not use any closure, while the bottom set of pockets use a velcro closure and have a flap. They are an example of the trend of wide legged pants, the stitching down the center of the pants give shape to the wide leg in order to make it flattering for women of all sizes.

### Trend 4: Wide Legged Pants



Cool Gray

Garden Green

Plant Based Vegan Leather

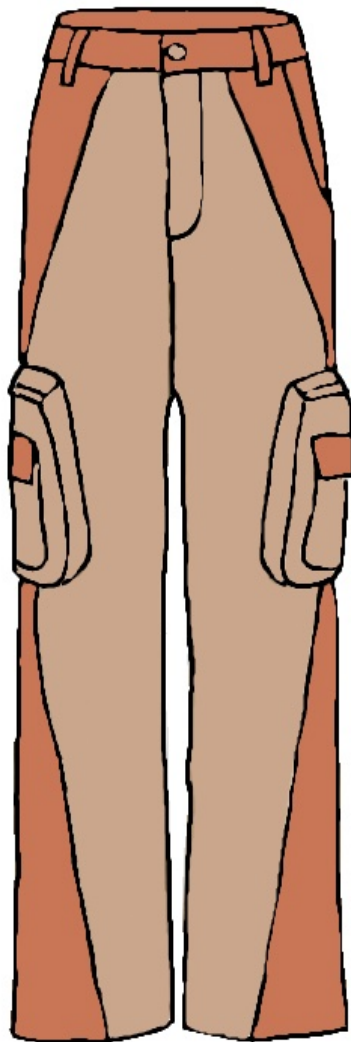
**Product Description:** These cargo pants are in the cool gray colors and the pockets are made in the garden green color. They are made out of our plant based vegan cactus leather and are an example of tall plus sizing. The trend that is displayed on these cargo pants are the wide legged trend and we used vegan leather in order to give the legs shape and structure for a more flattering look. The cool gray was used as the base color and the garden green was used on the pockets. The straps on the pockets were all decorative as they used velcro closures.

## Trend 7: Color Blocking

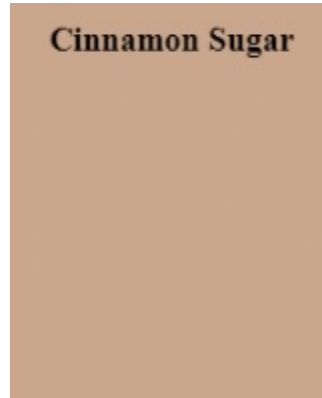


**Product Description:** This is an example of our plus sizing in the trend of color blocking. Color blocking is achieved on these pants by using the cool gray on the pockets and belt loops against the main color of the cinnamon sugar. The fabric used for these is the organic cotton and all of the closure on the pockets have velcro closures. The strings used at the bottom of the pants are tied into bows and are only decorative.

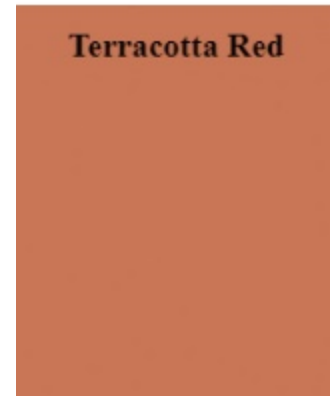
## Trend 7: Color Blocking



Cinnamon Sugar



Terracotta Red

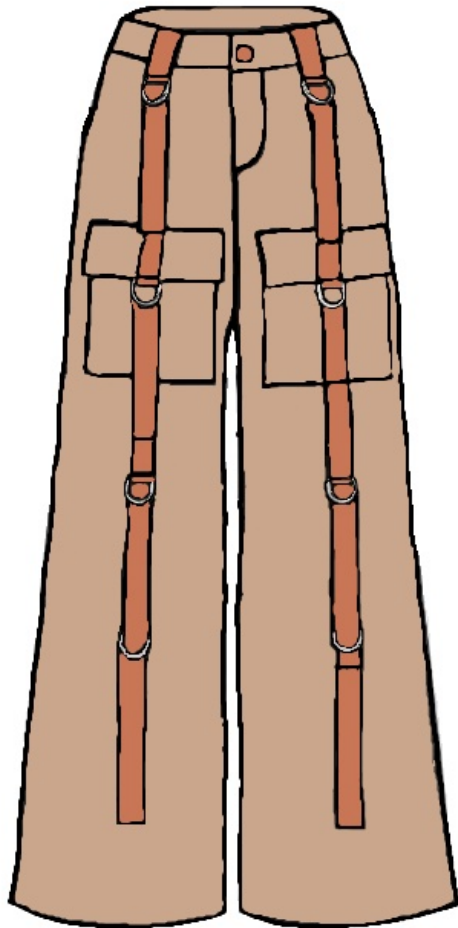


Plant Based Vegan Leather

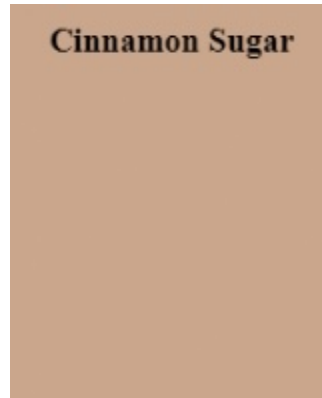


**Product Description:** This is an example of our tall sizing with the color blocking trend using the cinnamon sugar and terracotta red. The plant based vegan cactus leather was used for this design because the pockets require a fabric that can hold shape. The large pocket has a zipper closer at the top, and on the pocket is another smaller pocket with a velcro closure.

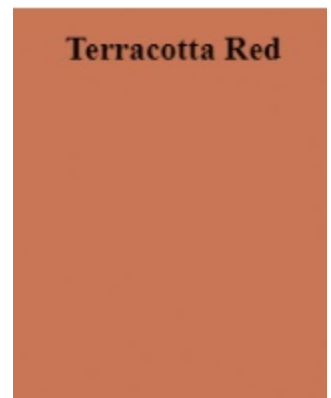
### Trend 8: Low Waisted Pants



Cinnamon Sugar



Terracotta Red



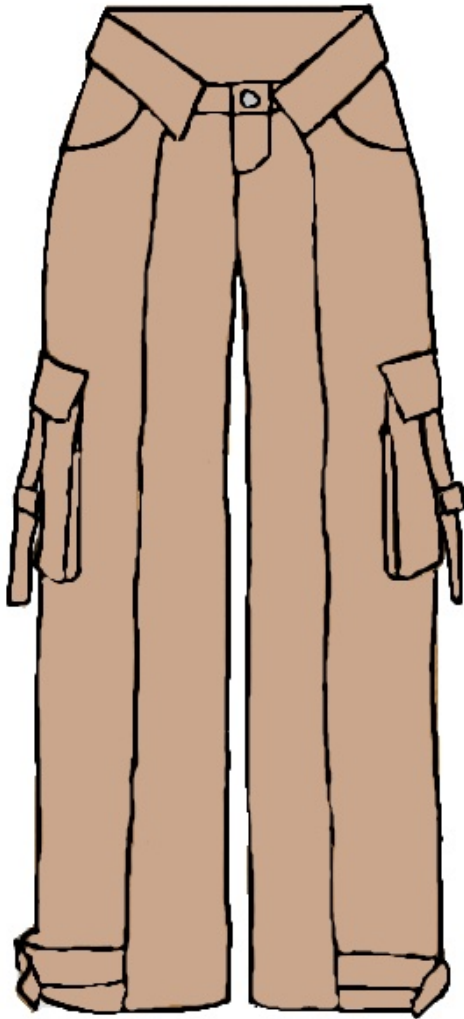
Organic Cotton



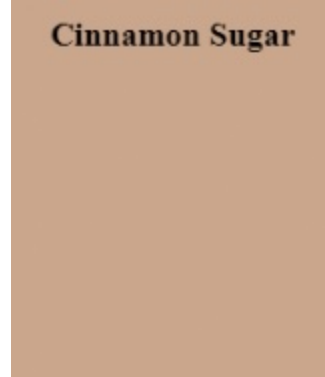
**Product Description:** This is an example of cargo pants in regular sizing with the trend prediction of low waisted pants. The pants are made out of organic cotton and use the colors cinnamon sugar and terracotta red. The straps going down the center of each leg are simply decorative. The two pockets on the front of each leg have velcro closures.



### Trend 8: Low Waisted Pants



Cinnamon Sugar



Recycled Polyester



**Product Description:** These cargo pants are made with recycled polyester and use the color cinnamon sugar. They are an example of the regular sizing we offer. The trend shown here is a low waist, the waist is also in a “v” shape to give a unique look. There are four pockets on these pants, two by the waist and two large ones on the legs with velcro closures.

## Proposed Colors



### **Cool Gray**

Gray is a calm and neutral color. Gray is elegant, cool, and can also be mysterious (Sensational Colors, 2023). Valens has chosen this cool gray for spring as the lightness of the color reflects spring and the start of the warm weather.



### **Garden Green**

Green symbolizes prosperity, the natural world, life, and rebirth (Masterclass, 2022). During spring when the weather begins to warm up and the plants are revived from the summer we see green begin to pop up all around us, so naturally green has to be included in some capacity in our spring color forecast.



### **Terracotta Red**

Terracotta red is a mix between orange, red and brown. It is a cozy and warm feeling that brings about feelings of summer and the Mediterranean (Claessens, 2020). This color fits in with Valens prediction for a move towards earth and natural tones this spring.

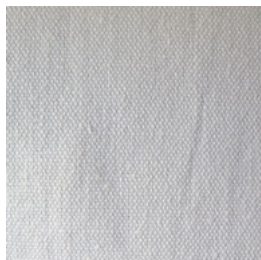


### **Cinnamon Sugar**

This color is somewhat of a light version of our terracotta red and again fits in with our concept of natural earth tones. This light brown and red color evokes a feeling of warmth, nature, and comfort.

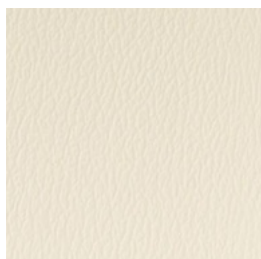
## **Proposed Fabrics**

### **Organic Cotton**



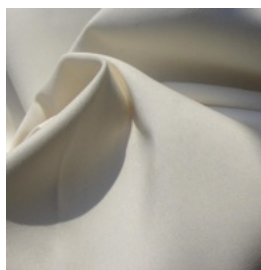
Organic cotton differs from traditional cotton as it is more environmentally friendly because it does not use any harmful chemicals and requires fewer resources to produce (McFarlane, 2022). Organic cotton is able to support biodiversity because when no chemicals are used on the plant, the environment around it is not harmed (Radhakrishnan, 2017).

### **Plant Based Vegan Leather**



Valen's choice of plant based vegan leather is cactus leather, as alternatives to natural leather rise in popularity we see this alternative standing out from the rest. The cactus that is used to make this leather is easily grown in arid conditions, requires little water, and is drought tolerant (Lebby, 2022). Traditional leather requires a lot of water and harms cows, traditional faux leathers are made of plastic which harms the environment, making plant based the best sustainable option.

### **Recycled Polyester**



Recycled Polyester, also known as rPet, is made from recycled plastic bottles, which is an effective way to divert plastic from landfills (Sustain Your Style, 2023). rPet is just like regular polyester quality wise, but it is better for the environment and uses much less resources to produce (Van Elven, 2018). Consumers are expressing a desire for sustainable clothing by using this fabric Valens is meeting that consumer demand.

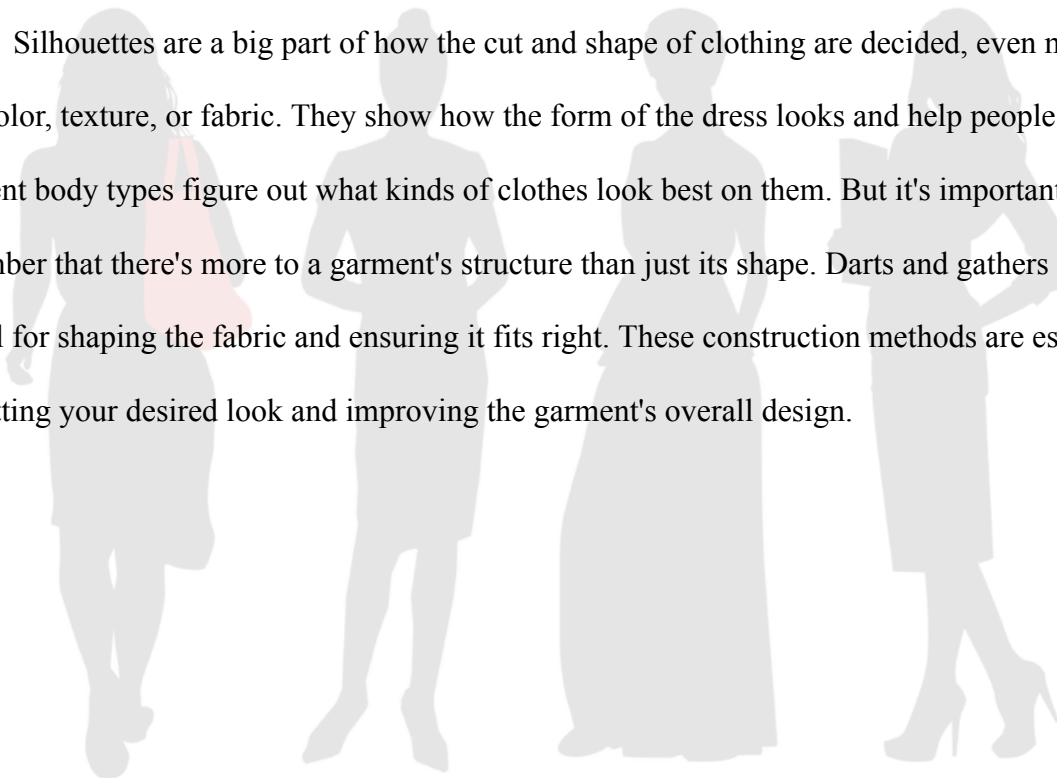
## **Proposed Silhouettes**

In fashion design, a "silhouette" is a clothes or garment's shape or outline (Kiron, 2021). It gives the first image of the clothes, especially on the catwalk and at fashion shows. Before looking at cloth and texture, you can get a general idea of the garment's shape by looking at its silhouette. It helps determine which body parts to show off and which to hide.

**Sheath Silhouettes:** Sheath silhouettes closely follow the body's shape from top to bottom. It looks best on people with few or no curves, and more petite women with well-defined waists are often told to wear it.

**A-Line Outline:** This outline looks like an uppercase "A." It is tight at the top and gets wider as it goes down. It looks good on almost every body type because it is slim and gently flares at the bottom. It has a form that works for many different body types.

Silhouettes are a big part of how the cut and shape of clothing are decided, even more so than color, texture, or fabric. They show how the form of the dress looks and help people with different body types figure out what kinds of clothes look best on them. But it's important to remember that there's more to a garment's structure than just its shape. Darts and gathers are crucial for shaping the fabric and ensuring it fits right. These construction methods are essential for getting your desired look and improving the garment's overall design.



## **Influencers and Direction**

Gigi Hadid, Bella Hadid, and Hailey Bieber have played influential roles in establishing cargo trousers as a fashion staple. Their celebrity status has given them the ability to set fashion trends, inspire style directions, and give inspiration to consumers.



**Figure 22**

Gigi Hadid, known for her flawless street style, quickly wears cargo trousers as part of her trendy outfits as displayed in figure 22. She can combine various pieces to make stylish and functional outfits. Gigi's style has been a source of inspiration, demonstrating how cargo trousers can be dressed up in unexpected ways, making them a must-have for fashionistas.



**Figure 23**

Bella Hadid, known for making bold fashion statements, boldly incorporates cargo pants into her characteristic look as seen in figure 23. By combining them with oversized outerwear, sweatshirts, and bold accessories, she makes outfits that are equal parts assured and hipster. Bella's unique style has made cargo pants integral to producing daring and trendsetting companies, encouraging others to try them.



**Figure 24**

Celebrity style icon Hailey Bieber wears cargo pants in various ways to show their versatility. Hailey shows how versatile cargo pants can be, whether she's going for a more put-together look with fitted shirts and accessories or a more casual one with oversized tees and shoes as seen in the examples from figure 24. Cargo trousers are a go-to for people who wish to find the sweet spot between elegance and comfort, and thanks to her sartorial guidance, they have become a fashion staple.

Cargo pants have become increasingly popular due to the influence of models like Gigi Hadid, Bella Hadid, and Hailey Bieber. Their ability to confidently and creatively mix cargo pants into their outfits has inspired their fans and influenced fashion trends. Cargo pants, which these trendsetters have helped popularize, are now essential for anyone who wants to make a fashion statement while still being comfortable and practical.



# Mood Board



## **SWOT Analysis**

### **Strengths:**

At the same time, we guarantee both quality and style. Because of the high quality of our products, we gained a significant database of devoted consumers. The garments are created in-house under continuous supervision, we are able to maintain a high degree of quality and innovation.

### **Weaknesses:**

Since fashion trends are continually changing and technology is advancing we must constantly be prepared to deal with the market's variable conditions and unforeseen reactions.

### **Opportunities:**

Overall expenditure on high-quality and fashionable goods has climbed dramatically. Consumers are more mindful about their appearance and desire to convey a more positive image of themselves. Not much companies offer versatility like Valens.

### **Threats:**

The fashion industry is highly competitive compared to other industries because of the demand consumers have for fashion. If we slack and do not adapt to new trends fast, we may be outruned by other fashion companies.

## **Conclusion**

We are Valens and here we strive to empower women while feeling good and looking good. We are four women who are still in college that got the inspiration to create Valens because we feel that women should always be able to feel good in our clothes. No matter what size, shape or how old we are, we want every woman to have the opportunity to feel empowered wearing one of our cargos. Our goal is to make sure every woman feels comfortable with our versatile styles. Our cargo pants range from sizes extra small to triple extra large to make sure we make every woman feel included in our brand. Not only do we have your sizes, we also have versatile designs that will make our cargos last a lifetime in your closet. From the fabrics we use to the ethical work standards we have in our company, we want to make sure everyone feels good while looking good. Although our target market is women from the ages of 20-30, we hope every woman of all ages can see our innovative designs in their closet.





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## **Appendix**

Figure 1:

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