

Trend Forecasting in Skirts

Group 6

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TREND FORECASTERS
RODRIGUEZ &
VALLADARES CO.

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Meet The Team



YANCEL VALLADARES

Yancel is currently an upper senior at New York City College of Technology working to get a Bachelors degree in Busines and Technology of Fashion. she is a qualified and professional tend forecaster with a high level of experience in the fashion industry, and in knowing the trends fashion students indulge in. She is an initiative, determined, hardworking, and fast-learning person who is always ready to keep up with the fast-moving environment within fashion.



- Ashley Rodriguez is twenty one years old. She was born and raised in New York City and is currently a student at The New York City College of Technology majoring in Business and Technology of Fashion. She admires the world of art and is completely fascinated by fashion. This trend forecaster has an eye for color, shapes, and design! Whether it's modern chic or timeless classics, she aspires to be one of your new favorite forecasters.
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Hello!
I'm Ashley
Rodriguez

Letter to Reader

THANK YOU

DECEMBER 10, 2022

Dear reader,

At Rodriguez & Valladares Company, we believe that with how rapid the fashion world goes through changes, the ones who admire and love it so much should feel at ease when keeping up with the trends. We are delighted to help fashion students find a place they can trust wholeheartedly that will provide them with the newest trends in not only clothing, but also in its fabrics, color, and silhouettes.

In this trend forecasting report, we hope to share with you the trends that will be happening the year 2024. Our report will mainly focus on the trends happening in skirts in that year. We expect to see wrap skirts, office pencil skirts, grunge denim maxi skirts, maxi skirts, asymmetric skirts, and ruffled jersey mini skirts become exceedingly trendy also with popular colors such as pink, auburn, blue, lavender, brown and green. Fabrics that would also be fashionable in that time would include those of rib knit, leather, denim, linen, and cotton.

We are located in the heart of the Garment District in New York City on 38th street between 7th avenue and 8th avenue.

Sincerely,

Rodriguez & Valladares Co

Rodriguez & Valladares. Co

Consumer Profile

Background/Demographics:

- Age: Early 20s and Older
- Gender: Women
- Location: New York City
- Career: College Student or Working
- Activities: Friend/Family Gatherings, Special Occasions, Working Out, Traveling

Decision Making Process:

- Income: Average
- Marketing: Online (Major Cell Phone or Social Media Presence)
- Purchase Habits: To satisfy basic needs and to look/feel good.

Business Sales:

- Products: Skirts and Accessories
- Pricing: Varies
- Tactics: Special Promotions or Discounts
- Competitors: Group # _____

Company's Aims:

- Features: Researched forecasts that keep you up to date on what is to come.
- Goals: Diving into trends that were not anticipated while assuring consumers to fall into these fads with realistic attire choices.
- Challenges: Finding trends that flow with what we have already seen and being early enough for competitors.

Six Trends Sketches

Wrap Skirt #1:



Wrap Skirt #2:



Office Pencil Skirt #1:



Office Pencil Skirt #2:



Grunge Denim Maxi #1:



Grunge Denim Maxi #2:



Maxi Skirt #1:



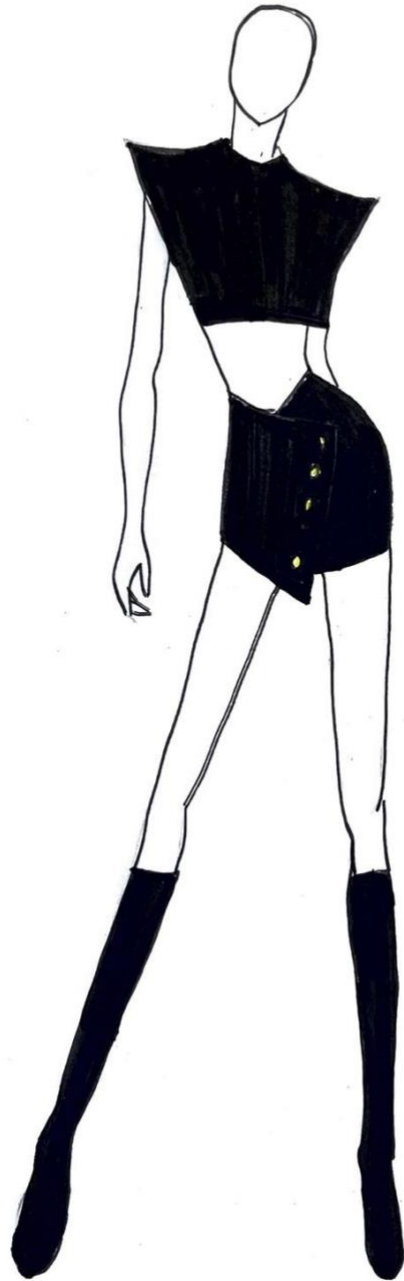
Maxi Skirt #2:



Asymmetric Skirt #1:



Asymmetric Skirt #2:



Ruched Jersey Mini Skirt #1:



Ruched Jersey Mini Skirt #2:



Timeline

1980:

During this time women were moving up in society, therefore were really stepping out in their clothing. We could see that skirts had brighter colors, more animal print designs, and incorporating various fabrics were quite popular too.

1990:

In this year we came across a lot of plaid skirts as the grunge trend had hit the younger audience in this age they are most likely finding their style tribes. Also, we can't forget about the babydoll or mini dress body outline that skirts were mimicking.

2010:

During this decade, miniskirts were seemingly the go-to. Not to mention denim was everywhere as it could be dressed up or down and layering the skirts with other garments was quite a staple as well.

2018:

Here, we saw a lot of high waisted fits for skirts and more chic and simple looks. Whether long or short it was mostly about the detailing and fabrics to establish a more elevated yet casual dress style.

2020:

As we reach the present day, we have a variety of skirts. Being that fashion trends always come back around we see a lot of those more traditional styles finding their way back either exactly replicated or through minor callbacks in a specific costume. However, there are some new types of creative cuts and drapes for a modern touch with unique designs or layers that are meant to capture this generation's style.

Trend Report (Proposed Silhouettes, Colors, & Fabrics for the 2024 Season)



FONDANT PINK

coloro
147 - 70 - 20





Digital Lavender

coloro
134 — 67 — 16





NUTSHELL

024 — 37 — 20

coloro





Galactic Cobalt

coloro
120 — 28 — 32





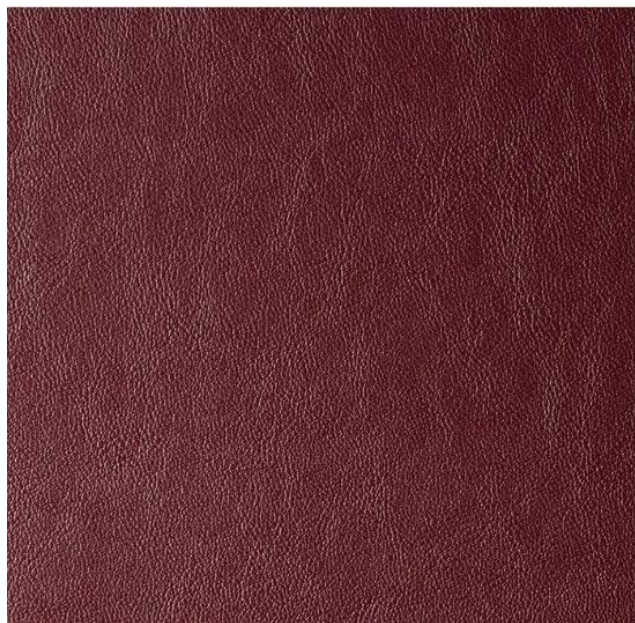
Sage Leaf

coloro
072 — 45 — 06





Astro Dust



coloro

010 - 42 - 20



Trend #4: Maxi Skirts

According to Refinery29 maxi skirts are the upcoming biggest fashion trend. Nowadays, we are seeing the 90s or Y2K look make a comeback and using that inspiration to style outfits around many pieces like a maxi. The article goes on to say that, “Fashion, in general, is seeing a moment of extremes... Daywear is [more] classic-leaning while eveningwear is quite over-the-top and colors are either washed, near-neutral or vibrant and loud. With that said, I wasn’t shocked to see the resurgence of maxis.” There are countless ways to go about showcasing these kinds of skirts but it truly depends on one’s own style. Seemingly, this generation leans into the Zeitgeist as they want to capture nostalgia in their dress. Moreover, as Rodriguez & Valladares Co. we envision the forecasted maxi skirts to include:

- Silhouette that calls back to '90s chic and clean look
- Detailing whether it be a defined hemline, slits, or haberdashery
- Colors would be mixed with the more so neutrals tones
- Fabrics can be Cotton, Spandex, or Denim
- Top picks for patterns would be: Plaid, Houndstooth, or Animal Print
- Influence this fit for practicality/everyday wear.



Trend #5: Asymmetric Skirts

Another foreseeable trend is asymmetric skirts. There have been many eccentric ideas and garments popping up recently have proven that including an asymmetric piece for your collection can add that spice into your wardrobe. Woman and Home claims that, “An asymmetric skirt is incredibly flattering, helping to lengthen legs instead of cutting you off in the same spot.” These skirts are intended to stand out with the dramatized draped look for a sophisticated yet abstract artistic vibe. Throughout our search we would like the forecasted asymmetric skirts to include:

- Silhouette with statement Asymmetry or Wrap for body shape definition
- The high and/or low angles, ruffles, even layered cutouts
- Fabrics could be Rayon/Silk or Challis
- Patterns would consist of Stripes, Floral, and Herringbone
- Colors would be leaning more towards rich hues like Wine, Mauve, Navy or Emerald.
- Influential for consumers that are daring and wanting to try something outside the box.



Trend #6: Ruched Jersey Mini Skirts

Last but not least, a newer trend coming along for us is the Ruched Jersey Mini Skirts. We saw the ruched detailing getting popularized in tops or dresses but now the ruched skirt design seems to be in full effect. The Zoe Report explains that, “Ruched jersey minis combined with languid sheer maxis made for the perfect skirt styling inspo. It was somehow an ethereal look that still felt modern. When recreating the look yourself, keep things up-to-date...”

This trend will fit right in because it’s super easy as it can be dressed up or down for day to night looks giving consumers that interchangeability they tend to be on the hunt for. We believe that the this ruched forecast style should contain:

- Silhouettes can be Hourglass, Sarong, and even Pareo
- Fabrics would be desired as Cotton, Spandex, and Velvet
- No patterns because they take away from the ruching.
- Colors can vary during seasons (Summer/Spring would have bright neons or pastels whereas Fall/Winter would have darker staples or earth tones)
- Influential as it could be seen as Street Fashion depending on how it is mixed in with the full outfit.



Conclusion

In conclusion, we wrote this trend report to explore the life cycle of skirts and the creativity of the fashion industry. Throughout this forecast we have been able to learn a lot about how society's skirt dress has evolved, we found the most memorable trends, and have led you towards what's coming up so that you know the goods to stock up on for 2024!

We had our work cut out for us when doing research like having to find magazines, blogs, articles, even go through our closets for inspiration. We knew that we wanted to find the pieces that were realistic and would be the gradual transition from where our trends are now. In this trend report we wanted to capture as much detail as possible with visuals and explanations for your reference so hopefully we helped you see firsthand the skirts and the shift therefore you can start establishing new outfits.

We know it can be hard to keep up because this is an ever changing industry but no matter your vision or style, wear whatever you like as long as you are building a clothes collection that is true to you. As Rodriguez & Valladares Co. we want to thank you for trusting our abilities and perspective for your fashion findings and we plan to continue our endeavors as your favorite fashion forecasters. With a shared love for style, we hope to see you out there trend-setting on!

Appendix

- Style Tribes are adopting an appearance style as a distinction of “belonging to” a group.
- Zeitgeist (Spirit of the time, What’s happening Politically, Economically, and Socially with your Trend)
- Haberdashery refers to buttons, zippers and other like components of clothing.
- Ruching is a gathered overlay of fabric strips that are pleated, fluted, or gathered together to create a ripple-like effect.
- Street Fashion is not a shared dress style associated with a particular lifestyle instead a mix of current trends and individual expression.

Citations

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