

Trend Analysis of Skirts

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Table of Contents

Letter to the Readers	Pg. 3
Consumer Profile	Pg. 4
Trends	
The Plaid Skirt	Pg. 5
The Ruffle Skirt	Pg. 13
The Pencil Skirt	Pg. 22
The Wrap Skirt	Pg. 28
The Denim Skirt	Pg. 33
Reference	Pg. 42

Letter to the Readers

These past years we as a society have witness a great take upon being unique and expressive as a trend, whether it's through our clothes, hair and accessories. Whether it's a trend being revived from the 90's or keeping it classic with staples. As the years go by and the world is changing whether its society, the economy, or politics, fashion will go along with its people. Within the Spring/ Summer 2019, wearers will see change in women's skirts whether its color, style, textile, breaking gender barriers, pattern and length.

From classic 90's chic of plaid skirts that brought joy to many teens and trend setters, to the wrapped skirts that added taste to the classic pencil skirt silhouette. Even taking a classic like denim into something innovative that was originally created from recycled jeans. Spring/ Summer of 2019 is about being unique and free to express ones characteristics. The sense of having garments such as the mini skirt become empowering just goes to show how much clothes can be a sense of identity to everyone. Even glamour plays a part of how the silhouette of set garment such as the mermaid skirt takes the challenge to show off curves around the world for females.

This report will give anyone a chance to view the upcoming trends for 2019 on the topic of feminine skirts. Focusing of the Zeitgeist of the current time, as well how society, politics, the economy, technology, and movements within every social issue does have an effect on fashion trends thus being the reason why certain concepts trend.

Consumer Profile

This trend report aims at consumers that are both experiencers and strivers. As a consumer group, experiencers have high resources and self-expression motivation. Experiencers want everything that catches their attention and are first in and first out of trend adoption. In other words, they are open to new ideas and ahead when it comes to trends and they are up on the latest styles. Experiencers love physical activity and they are spontaneous. They are very sociable and value their friends. They also have a heightened sense of visual stimulation, therefore, they are interested in images, fearless to try the new, take control, and spend money on shopping and socializing. (VALS, 2018)

However, Strivers are a bit different from experiencers. As a consumer group, Strivers have low resources and an achievement motivation. Members of this group have revolving employment; high temporary unemployment. They love to fantasize so they use video and video games as a form of fantasy. They are very imaginative, imitative, and fun loving. Strivers rely on public transportation and are at the stage that they are fighting for what they want. They are at the center of low-status street culture. They also wear their wealth, they would put their money in fashion to convey that they are wealthy. They are too busy living in the moment and desire to better their lives but have difficulty in realizing their desire. (VALS, 2018).

The Plaid Skirt

Plaid has long been a defining pattern in fashion. It has been used in many different garments such as skirts, flannels and linings of jackets. The fabric of plaid can be made from many different materials. Wool and cotton are perfect examples of plaid skirts. Styling this iconic plaid



(Figure 1 – *Scottish Kilts*, 2018)

skirt has gone through many phases. In the 1500's, the Scottish used tartan to differentiate between one geographical region to another. We can predict that the styling of this skirt will go through the fashion pendulum. For now, it's a mini, it's a very *Clueless* kind of theme since nostalgia is making a comeback. Since the Spring/Summer season is approaching, there are several colors that this can come in. There are two different directions of color, "on one side towards a strong, vibrant palette, that recalls fauvist pictures, on the other towards pastel hues on light and deconstructed garments for an ethereal look," (Olivia, 2018.) Several colors that are trending currently include lavender, rapture rose, military green, sky blue, milk white, yellow and chocolate brown. Silhouettes come in A-line and but will

eventually become longer. Since the pendulum is on the shorter side, it will eventually change over to the longer side maybe when the seasons change again. This chic garment and pattern is a staple in an urban girl's wardrobe.

Plaid has had a long history in fashion. It has gone through many phases in history, skipping to the 1970's, it is a form of "liberated, devil-may-care style" (Atwood, 2014). Plaid became a huge pattern and was put on



(Figure 2 – *Clueless*, 1995)

everything from garments to interior elements. It has been part of the punk and grunge movement which will later on become a symbol of rebellion. Going into the 1990's, plaid became a huge garment statement for bands and other people who were into grunge fashion. However, it was not only grunge. As stated before, plaid was incorporated into the movie *Clueless*, plaid was no longer only rebellious, it was popular like Cher.

The colors chosen feel like they came straight out of the '90's. Nostalgia and old pop culture movies are popular again and everyone is copying those movies. Even though the style is old, it is becoming modern again by just changing the color to be more on trend. Color plays an integral part of a garment being on trend or not because color is ever changing. Predicting Spring/Summer 2020 color trends will be an array of colors. Fashion is always in a cycle, colors reoccur, silhouettes return in a newer and chic way and styles gain a new and revived look. Colors such as rose quartz was trending back in 2016 and since the cycle will return for the warmer season,

this color may come back, possibly in a lighter shade. Other colors were lilac gray and serenity, (DeSimone, 2015). Pantone has also stated that rose quartz and serenity are the colors of the year



(Figure 3 – *Pantone Color of the Year, 2016*)

back in 2016 (Pantone, 2018) so they will either be reoccurring in the coming years or have a variation of it. Interestingly enough, in 2017, the color of the year was called greenery. “A refreshing and revitalizing shade, Greenery is symbolic of new beginnings...



(Figure 4 – *Pantone Color of the Year, 2017*)

evokes the first days of spring when nature’s greens revive, restore and renew. Illustrative of flourishing foliage and the lushness of the great outdoors, the fortifying attributes of Greenery signals consumers to take a deep breath, oxygenate and reinvigorate.” (Pantone, 2018). This was right after the election and this color signified that there will be a new beginning and to take a deep breath for what would be coming next. Color also needed to reflect the zeitgeist of the time.

Plaid is still a forceful pattern in the industry. Since it is so diverse, it can be used on so many different kinds of garments, shapes, colors and silhouettes. Plaid may change by color and length in skirts. The skirt will keep their classic colors such as navy blue and forest green but maybe the colors might change to a new shade of pink or orange when Spring/Summer 2020 come along. Plaid will always be a classic in every person's wardrobe whether it is a jacket or skirt.



(Figure 5 – *The Real Skinny on Dressing Slim*, 2015)

This skirt trend will appeal to women who are in the age range of 15-25. By conducting a VALS survey, forecasters understand that this is going to attract the younger age range because this is a trending item. It's also about the shape and silhouette, older women are going to appeal to the pencil skirt trend much more than they would appeal to this plaid school girl trend. Older people are going to aim more towards to classics and the timeless pieces versus younger generations who are still trying to understand their style and what they like.

As stated before, the changes will be coming from color. Length will also be a changing factor because of the pendulum swing. The pendulum swing goes from one extreme to the other, therefore, when it reaches an extremely short length, the pendulum will swing back bringing the skirt back to the longer side. This can happen for a number of reasons such as season and longer skirts trending. The swing can also happen with color, since it seems as though the colors are turning towards a lighter shade, it will surely go back to the classic, dark colors as pictured in figure 4. Cultural causes play a big part in trends as well. Since forecasters are trying to predict trends for the year 2020, a huge political event will be upon us. The election played a huge part back in 2016, people started accessorizing with safety pins and many anti-Trump attire came out. The safety pin to show support “amid fears of abuse against minorities, immigrants, women and members of the L.G.B.T.



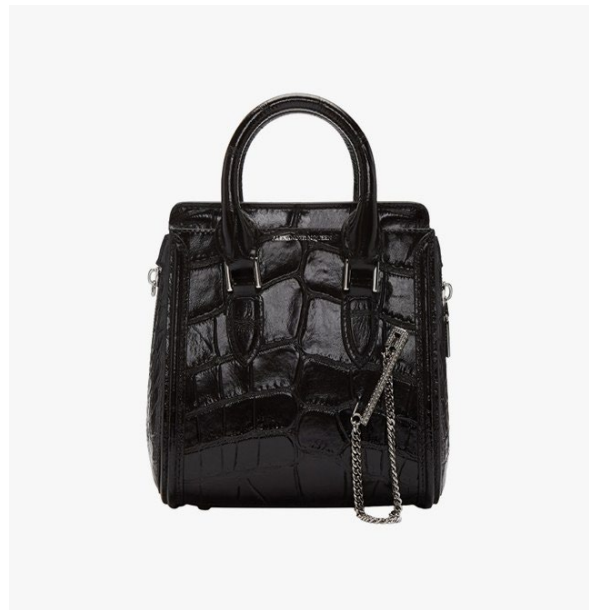
(Figure 6 – *Schoolgirl*, 2015)

community” (Safronova, 2016). Since the next election will be that year, there is a possibility that another round of the meaning of safety will come out. This means that plaid skirts may have safety pins or another sign of support on the garment. Although it is a repeating trend, there will be new parts added to the skirt or the materials may shift to a lighter material.

Several factors that will be affecting the trend will be seasons changing and climate change, pop culture, social media and the presidential election. Seasons always have an influence in fashion because climate change is “becoming less predictable each year” (fashioncloudsoftware, 2018). As this continues, trends will be affected because designers need to adapt to these changes. Pop culture is also a driving factor with trends changing. It only takes one person who has enough reach to make a trend, untrendy. This ties in with social media. Social media is a wide platform that anyone can use, this opens up the door to people who are just emerging into the fashion scene, entrepreneur brands as well as larger brands. Social media is another factor that will affect the trend because there is no gatekeeper there, it is open for every single person. Fashion is becoming much more accessible to everyone who



(Figure 7 – Farra, *Maison Margiela* 2016).



(Figure 8 – Farra, *Alexander McQueen* 2016).

wants to see it and trends are changing because it seems as though the cycle is being pushed through faster. “The market is so saturated with new bloggers wanting to break into the industry” (Fateh, 2017). Since it’s much easier to access an app than to pay for a subscription, trends are seen here much faster than the traditional publication. It is almost as if the gatekeeper is becoming

obsolete with the coming of social media tools. The presidential election is going to be a groundbreaking event in 2020 and will definitely affect trends that are emerging in the time. In 2016 when the election was happening, there was much talk of safety and with all the protests and the Black Lives Matter Movement happening, it was a turbulent time and the trends reflected that. The same thing will be happening in 2020 if Trump will be running again, the safety of people will be in question. The plaid skirt will change through all these factors. Change is inevitable in the world of fashion, however, trends often reoccur with new additions to it.

In the Spring/Summer 2020 season, forecasters can expect that the length will be shorter, the silhouette will keep its classic shape as pleated but the color is what will be the most distinctive changed factor of the garment. Depending how the election goes, it could get to a darker shade of colors depending on the outcome. Designers have to understand how the nation feels and reflect the zeitgeist.



The Ruffle Skirt

Recently, ruffled skirts were presented differently in varying materials. Several examples include materials such as patent leather, leather, and denim. The style was a mini skirt and the color was in burgundy, reds, black, purple, and green. It was bold but dark at the same time. The fit was square and the silhouette overall was a boxy fit. This trend was very rocker chic and grunge (Dobrzykowski, 2017), since it gave off this vibe, this trend was very rebellious as well. Sometimes zippers were added for an edgy look. Also, the skirts would have many ruffles much like the ones on shirts and dresses (Sutton, 2016).



(Figure 9 – *Nasty Gal*, 2017)

Forecasting ruffled skirts will be a trend in the coming years, style, color, silhouette and material will all play a crucial role in the prediction. Fabrics such as satin and organza will be in (Newland, 2016). The style will be a midi skirt also known as mid-length skirt. The choice of colors will be whites and yellows. The fit of the skirt would be a bit fitted on top and loose on the end. The silhouette overall will be like a flowy body-con.



Ruffles were very popular in the 1950s, however, historically, it was a unisex characteristic of the garment (Newland, 2017). It made it seem that a woman was delicate, much like how people viewed women at the time. Ruffles were known to be ultra girly as well. When you think of ruffles you think of old fashion and romantic wedding kind of feelings.

(Figure 10 – Marques Almeida, 2018)



(Figure 11 – Mango, 2017)



(Figure 12 – Saint Laurent, 2018)

Ruffles have not only been in fashion lately, they have also been incorporated into interior design. They have been incorporated onto bed sheets, curtains, dresses, shirts and shawls.

Future ruffle skirts will be a bit form fitting, usually around the hip area to show the shape of the woman.

Forecasters went with colors that seemed refreshing. Forecasters have noticed that consumers have taken a break from the color black, therefore, the lighter colors are going to be trending. Colors such as white and yellow are new and bright to the eye. Since the season is also changing, this is the reason why people are shying away from black and going towards lighter, more vibrant colors. Forecasters have also noticed how blues and greens have been in. Pantone announced the color of the year 2017 was green (McGowan-Ellis, 2017). As for 2018, the color of year is ultra violet (Pantone, 2018). Forecasters can now predict that the color yellow will be in.



Forecasters have seen ruffles take over, the trend is applicable for many creative pieces of work. Ruffle skirts will still trend but in a sophisticated and modernized way. Ruffled skirts will be part of the norm soon.

(Figure 13 – *Yes Rail*, 2018)



(Figure 14 – *Parkin, 2017*)

Frills were BIG at NYFW, both in terms of proportion (some looked capable of swallowing models whole) and in terms of popularity (you’d be harder pressed to find a show that didn’t feature a little bit of flounce). The styles we’re most eager to get a hold of, though, were those that balanced the femininity with a little sleekness or ease—think asymmetrical dresses, one-shoulder tops, and voluminous skirts styled as effortlessly as a pair of jeans. (*Parkin, 2017*)



(Figure 15 - *Gucci Spring/Summer 16*, 2016)



(Figure 16 – *Balenciaga Spring/Summer 16*, 2016)

This all began to shift in spring/summer ‘16, when designers from Gucci to Balenciaga popularized the flourish all over again. Whether layering frills on chiffon dresses or carefully structuring ultra-modern hemlines, sartorial demand for the ruffle seemed to reignite. This gives us the insight that we will still continue the ruffle trend but in a modernized way.

This particular flourish — flying upward from shoulders and adorning asymmetrical tops — could be thought of as the power ruffle. It’s the perfect combination of womanly and forward-thinking, and to wear one means to embrace a surprisingly fearsome legacy. The ruffle was once worn by royalty and revolutionaries of both genders, to connote strength and exceptional power (Newland, 2017).



(Figure 17 - *The cast of The Stepford Wives*, 2017)



(Figure 18 – *Shirley Temple*, 2016)

The 1975 film *The Stepford Wives*, a series of docile, cheerful housewives push shopping carts through sterile supermarket aisles. Blank-eyed, fabulously attired, and with limited brain capacity, they're robotic replacements for real women. Their wardrobes are all pastel and cream, featuring floppy hats, lush curls, and — most notably — elaborately ruffled blouses and dresses. The ruffles are a throwback to the '50s — and a clear statement of delicate womanhood. (Newland, 2017)

As a dress detail, the ruffle has a long and sometimes checkered history. It's seen as one of the most obviously feminine fashion statements — often, as with *The Stepford Wives*. Ruffles conjure up insipid images of Shirley Temple. A grown woman can swan through the streets in a baby-pink coat or a vertiginous pair of heels, but until recently, ruffles could be a difficult thing to pull off without feeling like a walking confection. (Newland, 2017)



(Figure 19 – *Announcing PANTONE 18-3838 Ultra Violet, 2018*)

Looking at the past color trends, it helps us predict

the following trending colors. We believe Yellow will be the next color trend because we have seen different tones of violet and green for now. We will transition to a nice sunshine yellow, similar to the color Mimosa from the year 2009 but with a lighter tint.



(Figure 20 – *Instyle*, 2016)

In 2016, the spring collections were rife with ruffles. The detail swept the runways, including at (from left) J.W. Anderson, Peter Pilotto, Salvatore Ferragamo, and Michael Kors Collection, trimming hemlines, tiers, and sleeves with its frills. It's the perfect way to sweeten up any look. (Parente, 2016)

Looking at the year 2016, 2017, and 2018 helped forecasters predict how the trend for the year Spring/Summer 2020 the ruffle will be. It is here to stay but as for silhouette, it will be a bit more midi and maxi just as in figure 17 compared to figure 9, 10 and 11.



The Pencil Skirt



(Figure 21 – *Christian Dior*,
2010)

The genius of the pencil skirt is its ability to not only manufacture its sex appeal for a woman but also personify class and become the modern uniform for woman. During the 1940s, Christian Dior cultivated this skirt by embracing the sleek design, ridding the skirt of its excess ruffles at the time (Wright, 2016). By doing this moderation, Dior created a classic that would allow women to fully embrace the femininity of their curves and still allow them to go to the work place. The length of the pencil skirt made it perfect for the modern work place in the beginning periods and still created an aura around itself by being so different from previous renditions of skirts with designs of a-lines & ruffles. The new pencil skirts allowed women to show off their feminine curves, and not be quite as impeded from going about the business of daily life as they would have been in the immediate post wartime fashions (Wright, 2016). Furthering the classic pencil was Marilyn

Monroe. She was a huge proponent of the look and making it look sexy and classy in a classic way.



(Figure 22 – Marilyn Monroe, 2016)



(Figure 23 – Marilyn Monroe and Man, 2016)

2018 revealed shortening lengths of many designs including the skirt. The pencil skirt style is cut straight down, and when laid flat, forms a rectangle (Schwanke, 2015). Using the cut straight down look, the pencil skirt reaches down all the way to right above the women’s knee. The length also allows the skirt to fully drape down the woman’s body giving it elegance and visual perception. Yet through time and generations, a new creation was created in the 60s. Mary Quant was using new altered designs to create new mini pencil skirts well above at 6-7 inches above the

knee (Sew-simple, 2010). This full embrace of womanhood and power will full be on display during the Spring/Summer 2020 seasons as themes of women empowerment and cultural movement in continuing to push forward the narrative of societal equality and be a major trend.



(Figure 24 – *Friends*, 2018)



(Figure 25 – *Style Pantry*, 2013)

Christian Dior created the pencil skirt to be sleek and to be a full embracement of the woman's body. While doing this, he used bold colors and flat patterns that fully complimented the woman. With the pencil skirt being so in trend, it has popped up throughout pop culture including the TV show *Friends*. Rachel not only wears a pencil skirt but it is also using a light color green with a plaid design included. The versatility of the pencil skirt is in the aspect that it can be used in many different patterns by checkered print, and various others such as animal print, color block and many more. The pencil skirt design allows it be a chameleon in the form of its many patterns and color use. For Spring/Summer 2020, the pencil skirt would use various color blocking themes with tertiary color in lays as the meshing allows for more outfit versatility and showing the continuing trend of women and power with business accents from the classic pencil skirt designs of its beginning by Dior.



(Figure 26 – *Neo-Mint*, 2018)

With trends of design and color constantly changing, there is never an exact science to understanding what could be the next it trend. Thankfully, companies like WGSN use a combination of social science, deep insight and instinct to predict trends up to 24 months before they enter the retail space (Grobe, 2018). These companies help predict colors such as the new neon green forecasters think will be hugely popular in the year 2020. Pencil skirts will join in this mega color trend and join the fray. The reasoning comes in two folds, when it comes to a color for 2020, neo mint is an oxygenating, fresh tone that aligns science and technology with nature. Recently, there's been a huge pop culture reinvestment in popular '70s genre cyberpunk, it is a sci-fi genre that warns against the power of technology and AI to overpower humanity (Grobe, 2018). These two factors easily help in pushing the pencil skirt forward as its versatility has always played a huge part in its patterns used and color usage over the decades.

Spring/Summer 2020 will play mostly with varying degrees of color and length. The skirt had been created for women during a time of tremendous progress and we can expect that in the year 2020. There will be change in not only political elections but social climate will continue to empower women in a more progressive manor. This would be allowing the pencil skirt trend to fluctuate in length, color and societal ideas. With all these factors expect more color such as the neo green lay out to be used to explore the freedom of expression through color theory. This all adds up to the pencil skirt becoming a force again for women in the corporate office to party wear. With its ability to manipulate length, pattern and color, the pencil skirt is truly a chameleon in its own right.



The Wrap Skirt

Wrap skirts are timeless and adds a playful twist on a pencil skirt. Although one might say Diane Von Furstenberg was the inventor of the wrap dress, during the Great Depression, “Hooverettes” were popular (Brackman, 2010). They had a wrap design, however it was on the upper bodice, not on the skirt. *The Dictionary of American Regional English* defines Hoover Aprons as “slang for a coverall or house dress with an overlapping reversible front and the wrap-front dress could be worn until the bodice was dirty and then the overlap reversed to reveal a clean area.” (Cassidy & Hall, 1985). These were used for women to do work around the house and reflected the zeitgeist of the times.



(Figure 27 - Hooverettes, 2010)

Diane Von Furstenberg made the wrap dress popular in 1974 when she rolled out the design as her signature (Cuccinelli, 2015). A 70s western vibe has been trending for some years now in fashion. Since this dress became popular in the 1970s and then again in 2010, it would be a trend once again in 2020 because of the pendulum swing of fashion. More innovations can be made with

this skirt because of its simplicity yet unique silhouette. The trims can be of a different fabric such as lace, and can be styled in innovative ways.



(Figure 28 – *Diane Von Furstenberg Wrap Maxi Skirt*, 2018)

The fabrics that will be trending for the wrap skirt will be satin, a lightweight cotton, even a polyester because light to medium weight fabrics will drape better. The fabrics that were popular before was a clinging jersey material. It will be at a mid-length, also known as a midi skirt (R & Butler University, 2011). For a wrap skirt, the lengths will differentiate. It can range from a mini to a maxi, however, wrap skirts will still trend in different ways. The fit may become looser and stray away from clinging to the body.

For the upcoming seasons, the colors that will be trending will be core tones which are more bold yet subtle because they are fresh muted tones of the bolder colors. Colors will be in the neutral earth tones such as earthy olives, muted yellows, and rusted oranges. These colors can change a look to become dramatic or subtle. Recently for spring/summer, tropical colors and pastel

colors have been trending because of the change in weather. These colors will die down and become more muted bold colors once the temperature drops and the season changes, it will be a refreshing twist on these colors (Ispo, 2017). It will redefine vibrancy and calm down traditional primary and secondary colors. Pantone’s *Greenery* shade can act as a transition through these forecasts. According to Pantone, Nature’s neutral, PANTONE Greenery is a versatile “trans-seasonal” shade that lends itself to many color combinations. Greenery has also been used on another trend, the plaid skirt. As displayed in the 3 palettes below, Greenery is paired with neutrals, brights, deeper shades, pastels, metallics and even the enduring presence of PANTONE Color of the Year 2017 (Pantone, 2018).

CALM IT DOWN



(Figure 29 – *Past colors of pastels*, 2018)

TRANSITIONS



(Figure 30 – *Transitions into trending colors*, 2018)



(Figure 31 – *Fresh muted tones of bold colors for 2020*, 2018)



(Figure 32 – *Flora Tie Front Wrap Skirt*, 2018)



(Figure 33 – *Beautiful Tempest Navy Blue Print Wrap Maxi Skirt*, 2018)



The Denim Skirt

Made out of cotton fabric the denim skirt has become a classic, being that females typically consider the denim skirt a staple in their closets during the seasons of spring and summer. The word “denim” is a reference to the French town of “Nîmes”, where the textile was developed; this rugged cotton fabric “de Nîmes” was long known for its sturdiness (Hyde Park, n.d). The reason why this notable sturdiness is achieved is because weft undergoes double, triple or multiple warp threads, during the weaving process.

Being that these denim skirts will be worn during the warmer climate seasons, it's assumed that the skirts have to be made out of a fresh material. The hemline of the skirt can either be micro, mini and floor length but it all depends on the wearer's personal taste. The material is obviously made out of denim material just like the blue jean. Being that denim is a sturdy cotton warp-faced textile in where the weft is under at least two or more warp threads. The common denim is indigo denim in where it's dyed completely from the warp thread but the weft thread remains white. The indigo dyeing goes through extensive dyeing in where it gets its signature faded look Denim Skirts. (n.d).

Coming in different sizes from full length to mini it gives a wide variety to be chosen from. The origin of the skirts had come from the denim pants since in the 1940s they were brought up due to many women going into the work force but once the 1970s hit, denim was re-invented into a new style of skirts. The beginning stages of the denim skirts were made by hippies who believed in the idea of recycling old denim jeans into long denim skirts. History of Denim Skirt. (n.d.). In 1983, the denim miniskirts with the pencil skirt denim skirt silhouette had become popular amongst teens. The trend lasted through the 1980s, until the late 1980s when the

miniskirts had become popular but died down until it re-emerged in late 1990s Denim Skirts.

(n.d). The classic denim skirts were made to resemble a typical pair of jeans with a fitted waist, pockets, belt loops and a front fly. As time passed by, skirts were coming shorter and the design was moving away from the classical men's wear jean style thus becoming more feminine.

Skirts were being created with lace, leather, fringes, patchwork, embroidery and even some were painted on. As the hems started to shorten, it had become one of the staples to have in the 90s and especially in the early 2000. "The mini was then constantly reimagined: pleated, dirt washed, adorned with a chain, frayed, and subjected to other forms of distress.

After several years of the jean skirt reign, it fell out of favor at the tail end of the decade". (Rodulfo, 2015). During 70s, it became popular due to how much hippies wanted to converse and spend less by ripping up old jeans and bringing them new life. As the 2000s emerged, the skirt kept getting shorter and shorter.



(figure 34, Pantone, 2017)

The pantone colors have always been in and are always the colors everyone tend to grab when it comes to denim. 5395 U dark navy color is the universal jean color that is easy to combine with multitude of colors. “Dark denim also offers an easy, understated way of tapping into this season's tricky Western trend. At Versace, denim shirts with Western collar tips were styled with golden baroque prints, while models at Givenchy wore oversized denim jackets with cowboy boots” (McGrath, 2018).

Blue indigo is going more towards the spring/ summer trend, lighter tones are considered better in warmer climates because for a wearer to have a dark tone garment it can be uncomfortable especially under the sun. Faded denim is a classic tone, the original denim jeans usually came in this color having it easier to transition this color onto skirts. Lighter tones are a must in warmer climates in order to stay cool under the sun compared to wearing darker tones (Pearce, n.d.).



Light washed colors is always popping up each spring but having two types of indigo will go hand on hand all year round. Jeans are a prime example to how these three colors are used all year. Most fashion blogs believe that the denim skirt is back and being seen within street style. (Jacobs, 2018). Being that its gaining popularity, fast fashion brands such as Zara, H&M, Forever 21 and many more are copying what is being shown on the runway to the everyday consumers (Z, n.d)

(figure 35 – Zara Mini Skirt with Zip, 2018)

Since the 90s, many believe denim skirts always have been in trend (fashiongum, n.d.). Denim is the perfect staple to a hot summer day for any age and will keep the wearer cool all day due to its cotton construction. As well the males have taken upon to join the trend by using denim skirts as a way to protest against the ideal uniform. Due to last year's heat wave across the European content, it was unbearable for the males to stay cool unless they broke the norm such as the teenage boys in Isca Academy in Exeter, England who showed up to school in their female classmates uniform. So why shouldn't men have the ability to expose their legs? Living in a society in 2018, limitations are being broken in order to allow everyone the ability to express themselves (Satenstein, 2017).



(figure 36 – Christopher Shannon Fall 2018 mens (left), Prada Fall 2018 mens (right))

From light to dark washes and mini to midi lengths, denim skirts are a must-have staple for spring. Consider them the perfect piece to swap out your skinny jeans with. Plus, denim skirts are versatile enough to wear with your favorite booties and crisp white button-down for a timeless office look. You can even wear one with sneakers and a chunky cardigan for an easy weekend outfit. Denim skirts are also perfect for all those upcoming spring break plans you've got in the works, as the material makes for the perfect wrinkle-free travel companion. (Carbone, 2018)



(figure 37 - Alexa Chung, 2015)

Alexa Chung's first collaboration with AG Jeans was a major trend in 2015. For the iconic Alexa Chung to use Denim in her collection, we believe that this helps us predict how denim has been in. It's very versatile and is seen on almost everyone. Alexa Chung states "I wanted to look at how men wear denim and try and replicate that fabric wear in the women's collection. It was just the effort to make something that someone will really love, cherish, keep forever, and wear day in, day out" (Satenstein, 2015). The popularity of Denim risen. Anything with Denim was a must have item (Scanga, 2015). This also shows that the future trend for denim will be on the more masculine because of the fit to be easy and comfortable but still stylish.

Iconic Looks



(figure 38 –Kelly Clarkson 2002)



(figure 39 –Nicole Richie 2003)



(figure 40 –Raven Symon 2004)

In the early 2000s, pop culture took on a love for denim skirts. People tend to follow whatever celebrities are wearing these days because they are influencers as well. Having a Disney star like Raven Symone wear something like denim will have an impact onto the younger crowd. While teens read up about gossip on celebrities like Nicole Richie and Kelly Clarkson, seeing how celebrities dressed they followed along with their trend (Grimes, 2014).



(figure 41 –Stella McCartney 2009)



(figure 42 – Julien David 2016)



(figure 43 – Chanel 2016)

We predict that in 2 years from now the trend it's going to be a balance of fit and length as shown through past runways shows with Stella McCartney, Julien David, and Chanel. All three skirts have shown a dramatic difference compared to the fitted and short denim that the early 2000s popularized.

After comparing the past trends and the current trends, the colors ranged from a distressed look going into a bluer tone. As for now it's more of grey undertone and more light washed as shown in 2016 runway shows. A balance of length and fit will be coming up in these next year's comparing to the short denim skirt look. A sense of balance in color and silhouette will be the upcoming look in 2020. A brief sketch the team has come up with to show a sense of balance in both colors like light tone and darker denim. As well in length on how it will range for the wearer to have the ability to choose a longer hem or short hem line.



STYLE:
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