

TRANSCENDENT

Spring Summer 2022

RETRO
FUTURISM
FANTASY
ADVENTURE
DISCO
REVIVAL

EXCLUSIVE
TREND
FORECAST

SS22 FORECAST:
**OUT WITH THE OLD,
IN WITH THE NEW**



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EDITORS LETTER

As we emerge from the year where the world stood still, there is much to be reflected upon in regard to how the fashion landscape has changed. Retailers and consumers were forced to adapt and move forward at lightning speed, with increasing reliance on digital channels. This book is reflective of such changes but also forward leaning on the possibilities for the future of fashion.



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MEET THE TEAM

ZEITGEIST OF TODAY

SUSTAINABILITY

Stella McCartney: Since the launch of her fashion house in 2001, Stella McCartney has been synonymous with sustainability when it comes to luxury fashion. Utilizing organic cotton, ethically sourced wool, and recycled textiles, her Pre-Fall 2021 collection is 80% sustainable and includes a look-by-look breakdown of the sustainability of each garment. Additionally, she uses overstocks of her fabrics from previous seasons to avoid incurring unnecessary waste. Acting with such transparency represents McCartney's urge for consumers to be more mindful about the overconsumption and waste our generation has been dependent upon.



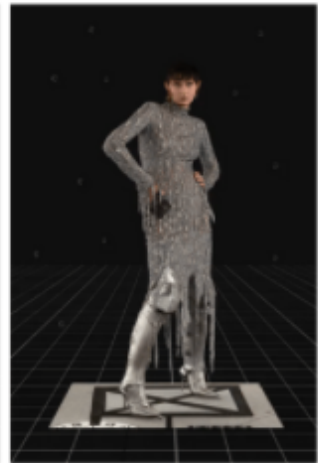
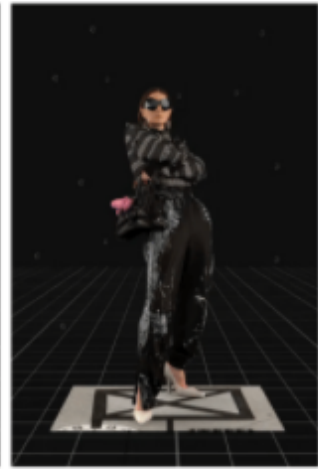
Sustainably minded, modern customers have adopted a “fewer, better things” mantra, considering a reduce, reuse, recycle mindset in which an end-of-life plan for product disposal or reusable opportunity is part of the shopping journey. Consumers want to know whose hands made their products, appreciating made to order, personalized, or bespoke product offerings.

ZEITGEIST OF TODAY

NEW REALITIES

In true 2020 fashion, Balenciaga released its fall 2021 collection via an online video game titled "Afterworld: The Age of Tomorrow". While collaboration between a luxury fashion company and the video game industry isn't a completely new idea, Balenciaga has proven their commitment when it comes to adapting to the new virtual world. Additionally, the collection features futurism characteristics, a nod to the Space Age Craze of the 60s.

E-commerce activity accelerated five years over the pandemic, as personalized recommendations and intuitive search online replaced in-store discovery. Customers are now leading virtual lives looking to online and mobile to escape through digital experiences.



ZEITGEIST OF TODAY



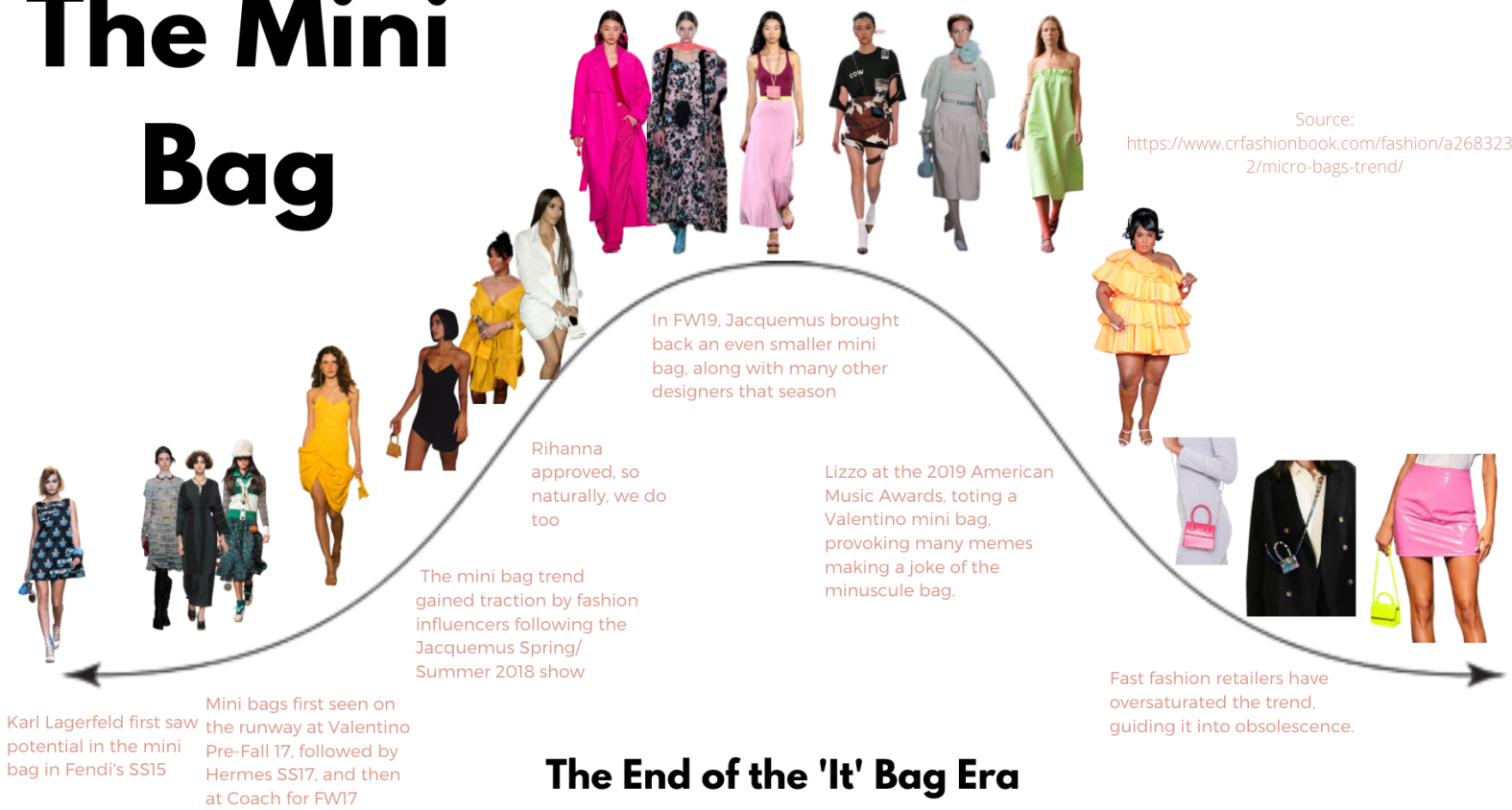
NOSTALGIA

For the 2020 Spring collection, Marc Jacobs yearned for the early aughts. His show notes open by reflecting on his namesake 2002 runway, which showed the evening prior to the attacks on the twin towers. The creative director took optimistic inspiration from the American ability to come together and unite against all obstacles. The collection as a whole evoked joy, celebration, and indulgence through his favorite trends over the years as a designer. From the hippie flower children of the 1960s to the glamorous disco theme of the 1970s, these clothes are vibrantly retro.

Nostalgia reigns in popular culture now more than ever. We are looking back to pre-pandemic times and feeling sentimental of memories where we could travel, hug friends, or even walk through the grocery store without PPE. Alternatively, consumers live for the revival of throwback brands like Champion, Levis, Converse, all trends that are now recirculating through the fashion cycle.

The Mini Bag

Source:
<https://www.crfashionbook.com/fashion/a26832352/micro-bags-trend/>



TRENDSETTER: ZENDAYA MAREE STOERMER COLEMAN



Zendaya began her career as a child model and backup dancer, rising to stardom for her role as Rocky Blue on Disney Channel's *Shake It Up*. She is most recently recognized for her performance as a teenager struggling with drug addiction in the HBO drama, *Euphoria*. She became the winner of the Primetime Emmy Award for Outstanding Lead Actress in a Drama Series, only the second time in the 72 years of Emmy's history that a black woman won the prestigious category. Zendaya has a permanent residence in Los Angeles, but can also be found in New York, filming on set and attending award shows.

YOUTHFUL, RELATABLE, MULTIFACETED

"THERE IS A WARMTH THAT RADIATES FROM HER AND ALSO A SENSITIVITY AND A VULNERABILITY THAT SHE TRIES HER DAMNEDEST TO HOLD BACK SOMETIMES," -SAM LEVINSON (HOLLYWOOD REPORTER)

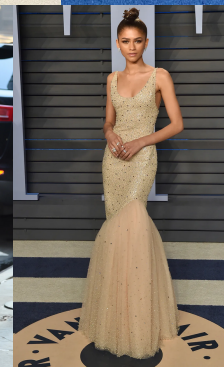


BOLD, STRIKING, UNAPOLOGETIC

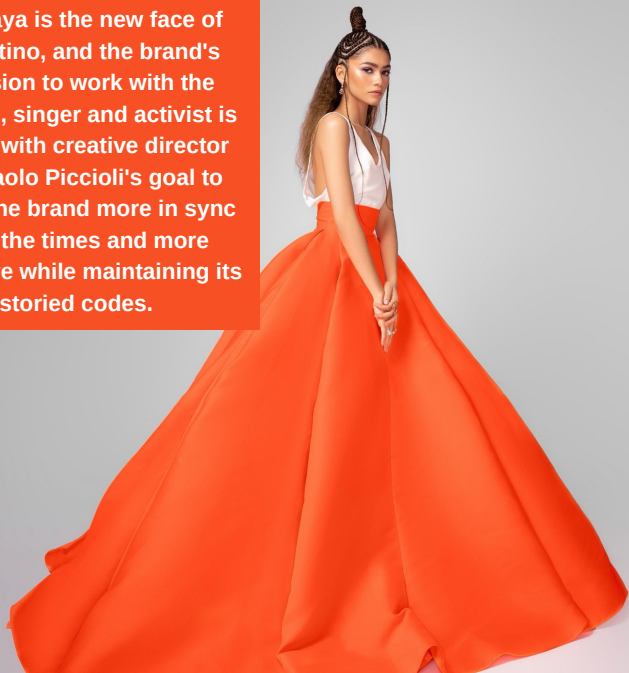


Zendaya is always one to watch on the red carpet, establishing a reputation as one of the best-dressed stars on the red carpet. Working with stylist Law Roach since she was 14, the duo consistently demonstrates her eclectic taste and drive to push boundaries.

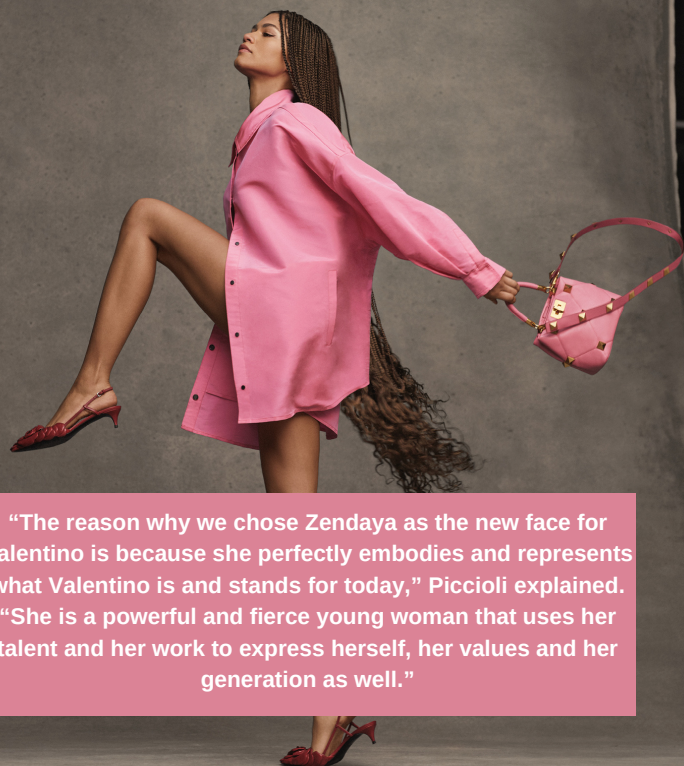
Successfully shifting from child star to award-winning actress, Zendaya appeals to a variety of groups, but most relatable to Gen Z as she is within the same age group. She has stated in interviews that her fans just get her, knowing she's a homebody and is open yet extremely private. Fans praise her ability to express herself through her clothing choices, and be unapologetic about them. She has done fashion collaborations at varying price points including Tommy x Zendaya, a curated collection with Boohoo, and a shoe line called Daya by Zendaya, appealing to a variety of economic groups.



Zendaya is the new face of Valentino, and the brand's decision to work with the actress, singer and activist is in line with creative director Pierpaolo Piccioli's goal to make the brand more in sync with the times and more inclusive while maintaining its storied codes.



X VALENTINO



"The reason why we chose Zendaya as the new face for Valentino is because she perfectly embodies and represents what Valentino is and stands for today," Piccioli explained. "She is a powerful and fierce young woman that uses her talent and her work to express herself, her values and her generation as well."



"Zendaya and Pierpaolo share the identity values of a generation she speaks for, in her most spontaneous, personal, and progressive way... The perception of identity within the contemporary community is the essential element of Piccioli's creative process, which opens the individual's vision to a poetry that belongs to reality, that aims to the creation of a personal imagery made of self-expression and not of aspirations. An imagery where it is possible to feel empathy. Awareness, inclusion, empathy and contemporary romanticism are the values that the creative director conveys to the Valentino community," the house of Valentino said in a statement. The actress and singer is "a natural representative" of Valentino's "contemporary concept of romanticism."



X TOMMY HILFIGER

The collection features a mix of '70s-esque tailored women's trousers, blazers, blouses and dresses. The collaboration includes plus size inclusive clothing, something Hilfiger hadn't previously done for runway collections. "That was my thing — I'm not going to make clothes my sister or my niece or any of the women in my family can't wear," she says. "A lot of the clothes were for tall people too. For my mom, this is the first time that she can wear pants and not get them altered — she's six feet four."



GENERATION Z LEADS A POLITICAL REVOLUTION

Zendaya is an activist who uses her influence of 89 million Instagram followers and 19 million Twitter followers to address societal issues. In September 2020, she encouraged her fans with Michelle Obama and her "When We All Vote" nonpartisan organization, to check their voter registration ahead of elections. Zendaya actively supports the Black Lives Matter movement on social platforms. In June 2020, she joined the George Floyd protests and temporarily lent her Instagram account to Patrisse Cullors to share anti-racism resources and media. Additionally, she is an avid supporter of women's rights and attended the Women's March on Washington in 2017. She resonates with Gen Z and Millennial consumers who have similar values. Zendaya regularly speaks out about being a black woman in Hollywood and serves as a role model who provides representation on screen for young girls of color.



1. WOMEN'S RIGHTS

Since the 1800s, women have been pushing for equality. Some pushes for this change have been the creation of gender neutral clothing to decrease the gap between men and women. Additionally, Tik Tok has been a huge advocate for feminism by inspiring women to find their own happiness within them rather than a man. The Me Too movement has been a huge success for women healing from sexual violence. Additionally, many women are starting to create their own businesses rather than working underneath a man.

2. BLACK LIVES MATTER

Social events like the Black Lives Matter movement have had a huge influence in today's world. Dating back to the 1950s, black people have been fighting for their inherited rights and are sick of not being treated equally. The Black Panthers were a huge influence in the 1970s wearing all black to demand their rights. Today, this movement has been influenced around the country where Americans are coming together to fight for one extremely important cause.

3. THE 2016 & 2020 ELECTION

The American people suffered greatly under Trump's presidency. Transgender Americans were no longer able to serve in the military, children were separated from their families and kept at detention camps, hundreds of thousands of people died of Covid-19, and countless more horrible things occurred. Generation Z could not vote in the 2016 election. The four years of Trump's presidency fueled Gen Z in their fight against suppression and the unfair treatment of Americans. The older people in Gen Z were old enough to vote in the 2020 election and aided in removing Trump from office. This generation has seen condemned the horrible acts of Trump. Through the power of democracy, the American people voted for a President for all people.



EMERGING RETRO TREND: FUTURISM

JENNIFER GRACE @THENATIVEFOX

UNITARDS & FACE COVERINGS



JULY 2018
RICHARD QUINN



SEPTEMBER 2018
PACO RABANNE



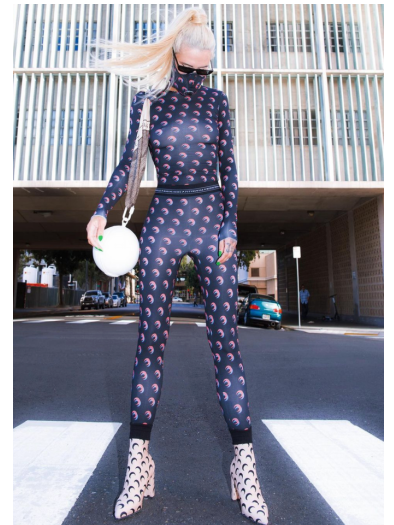
NOVEMBER 2018
MARINE SERRE



MAY 2019
FENDI



DECEMBER 2019
GAULTIER



JANUARY 2020
MARINE SERRE

JENNIFER GRACE @THENATIVEFOX

Jennifer Grace is based out of Southern California. She is a Self-Portrait Photographer, Model, blogger, and founder of El Cycèr. Jennifer followed her passion for vintage fashion by starting the online vintage store, El Cycèr, specializing in rare and historically iconic items. Jennifer's prior experience includes Visual Director for a contemporary clothing brand and clothing buyer for a Fortune 500 company. Her creative work has been commissioned by fashion designers, brands, and retailers, including Vetements, Paco Rabanne, Calvin Klein, MatchesFashion, Farfetch, Opening Ceremony, Net-a-Porter, and Diesel.

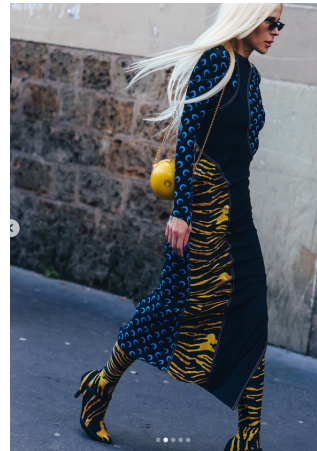
SHOCKING STREETWEAR



OCTOBER 2018
VETEMENTS



DECEMBER 2018
SHAYNE OLIVER
X COLMAR A.G.E.



FEBURARY 2020
MARINE SERRE

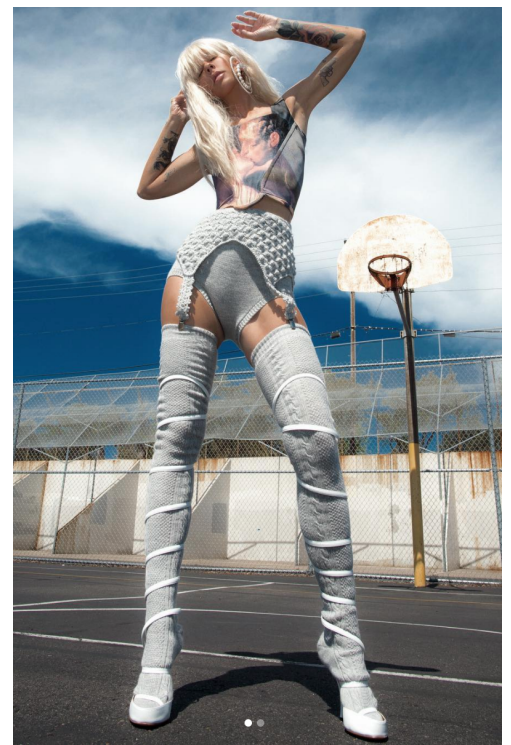


JANUARY 2021
CHANEL

CONSPICUOUS CUTOUTS



OCTOBER 2020
MARGIELA



APRIL 2019
VIVIENNE WESTWOOD

@THE NATIVEFOX IS AT THE FOREFRONT OF EDGY AND EYE-CATCHING LOOKS.

METALLIC



MARCH 2018
PACO RABANNE



APRIL 2018
HERON PRESTON

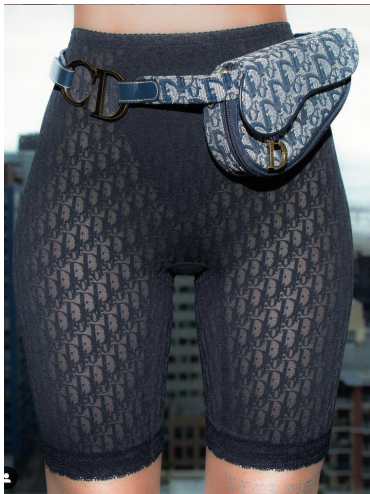


SEPTEMBER 2019
MARGIELA

SHEER LOGOMANIA



FEBRUARY 2019
GUCCI



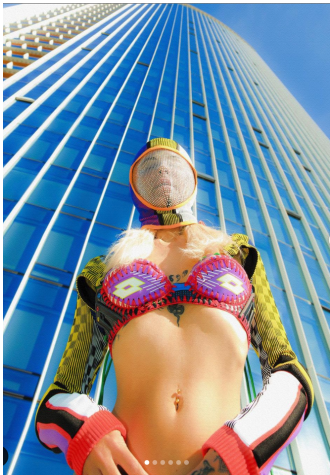
MARCH 2019
DIOR

JULY 2019
CHANEL

JANUARY 2020
PAOLINA RUSSO

MARCH 2020
Y PROJECTS

SHOWING SKIN





SPRING SUMMER
2021 RTW THEME:

RETRO FUTURISM

Retro Futurism values fashion experimentation, challenging the limits of sustainability, and embodies movement toward positive change in all aspects of the world.

ON THE RUNWAY

SLIM, EXTREME, SULTRY,
& TRANSPARENT
SILHOUETTES



RETRO FUTURISM



DAVID KOMA
COPERNI

NENSI DOJAKA
GIVENCHY

SUKEINA

SALVATORE
FERRAGAMO

SCHIAPARELLI

THE FUTURE OF FASHION IS BRIGHT

THE FUTURE OF FASHION IS CIRCULAR

EDIT: :

GRAVITATION
TOWARD
SUSTAINABLE
MATERIALS AND
CLOTHING

INTERPRET:

FORM
FOLLOWS
FUNCTION

PREDICT

RENEWED
UNAPOLOGETIC
APPROACH
TO FASHION
EXPERIMENTATION

UNEXPECTED DESIGN
ELEMENTS:

- Flashy Cutouts
- Adjustable Details
- Refined Palette of fresh color
- Exaggerated Proportions
- Modernity
- Bold Accessories
- Edgy Hardware
- Metallics
- Texture





WGSN, THE TREND FORECASTING AGENCY, FOUND THAT “SUBVERSIVE SEXY” CLOTHING — THAT WHICH “CHANNELS A MORE CONTEMPORARY, SOPHISTICATED AND EDGIER APPROACH [WITH] A MINIMAL AESTHETIC, REMINISCENT OF THE 90S” — ARE TRENDING UPWARD WITH CONSUMERS.

DETAILS AND FINDINGS



chainmail
recycled sequins
fishnets
zipper
silver hardware



NOIR KEI NINOMIYA

RETRO FUTURISM

SUE UNDERCOVER

"RETRO-FUTURISM IS ETERNAL,
ENCOMPASSING THE PAST, PRESENT, AND
FUTURE THROUGH AN EMPHASIS ON SPACE
AGE, THROUGH BOTH SCIENCE AND
NATURE".

COLOR SILVER STATE
FORECAST: OF MIND

Whether it be
Paco Rabanne's
use of metallic
chainmail or
Marine Serre's
ergonomic
unitards,
designers offer
perspective into
the potential for
an idealistic living
room disco ahead.

PACO RABANNE

BALMAIN

MARINE SERRE

COLOR POSITIVELY PROGRESSIVE FORECAST: PURPLE



SALLY LAPOINTE

ANREALAGE

"EMBODIES DOING AWAY WITH THE PAST, AND SAYING GOODBYE TO SOCIAL AND POLITICAL POLARIZATION AND LOOKING FORWARD TO A FUTURE OF GLOBALISM AND TECHNOLOGY."

COLOR EVOLUTION:



The late 90s and early 2000s was filled with lilac on the runways-- a more youthful and fresh approach to the traditional deep hue of purple.



FW2020 sees an influx of jewel tones, more specifically a royal purple shade. In recent years, purple has been perceived as a daring and eccentric color to add in one's wardrobe.

Fast forward to Spring 2020, lavender is all the rage, a universal flattering color for all skin tones dubbed 'millennial purple'. The shade is particularly popular for color block or monochromatic looks.



Come 2021, this purple shade is rooted in hope and optimism for a future full of progress.

COLOR GALACTIC FORECAST: GREENE

BLENDING SCIENCE AND NATURE

“OPTIMISTIC MOOD THAT FUSES MODERNIST
CONCEPTS OF SCIENTIFIC PROGRESS AND
TECHNOLOGY WITH ELEMENTS OF POP CULTURE
AND A PLAYFUL SCIENCE-FICTION AESTHETIC.”



SALLY LAPOINTE

SALLY LAPOINTE

CYNTHIA ERIVO WEARING
VALENTINO FALL 2021
COUTURE

H&M Science Story

STREETWEAR: COMFORT WITHOUT
COMPROMISING STYLE

"RETRO-FUTURISM IS REMEMBERED FOR THE OPTIMISTIC ATTITUDES THAT PRECEDES IT. FOLLOWING THE GREAT DEPRESSION CAME THE ROARING TWENTIES, A PATTERN THAT MAY CYCLE ONCE MORE".



SALLY LAPOINTE

ALL THE DRAMA



COLOR FUTURISTIC
FORECAST: FUSCHIA

STELLA MCCARTNEY

PIERRE LOUIS MASCIA

SALLY LAPOINTE

HALPERN

RETRO FUTURISM

METALLIC SHIMMERS

PANTONE®

20-0003 TPM
Disco Ball

PANTONE®

17-3628 TCX
Amethyst Orchid

PANTONE®

14-0446 TCX
Tender Shoots

PANTONE®

18-2043 TCX
Raspberry Sorbet

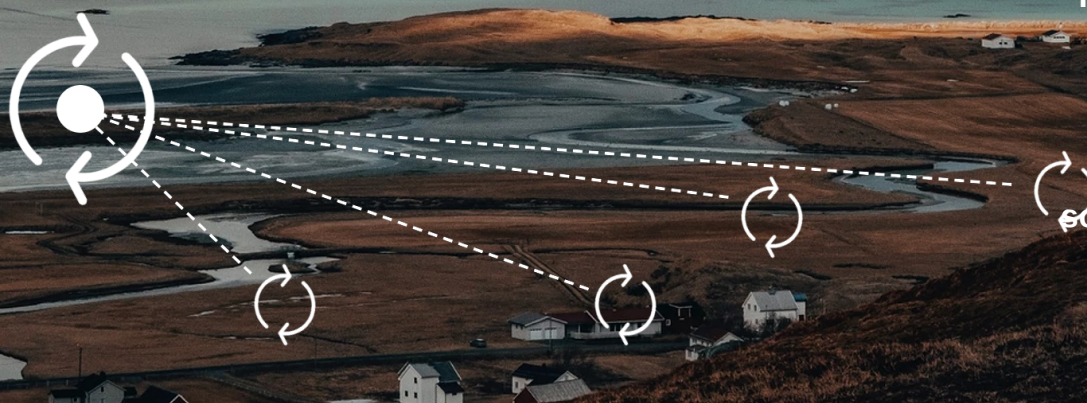
Like a leaf.

With AirCarbon, we have the opportunity to recycle how nature recycles: anaerobically digesting it into greenhouse gas, and using that gas to make new AirCarbon.

It is a future we are working to make happen, and a future that AirCarbon enables.

FABRIC STORY:

Innovative, circular mindsets are vital in driving the industry toward a sustainable future. The upcycled nature of Retro Futurism provides opportunities for sustainable fashion styles free from excess fabrics and overconsumption habits. Following the pattern of the Space Age craze, 2020 and on will be remembered for the fusion of scientific progress and technological advancements. Retro-futurism is the embodiment for the optimistic attitudes that precedes it. This is a forward thinking narrative focused on weaving the new thread of our society, with a foundation of social and environmental justice.



AIR CARBON

The material is not degraded by water when it does not have living organisms from the ocean or soil to kickstart the biodegradation process. When surrounded by natural materials, AirCarbon breaks down at natural speeds.

AIRCARBON
LEATHER

AIRCARBON
PLASTIC

Never soggy
and keeps its form

High-strength
and cold temperatures

Meltable
and versatile

No synthetic plastic
and no PLA

Biomaterial
made in living things

FDA food contact approved
FCN 1754

Ocean-degradable
ASTM D7081 & D6691

Heat resistant
dishwasher safe

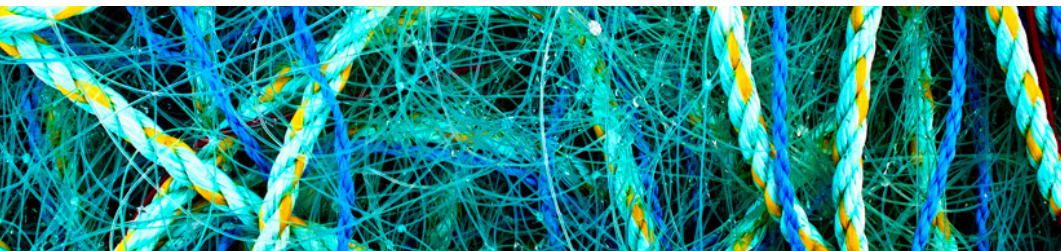
Carbon-negative
PAS 2050: 2008/2011

As a result, we can melt AirCarbon and cool it into everything from fiber and sheet to solid parts, and use it to replace things like synthetic plastic and animal leather.

Thanks, nature.

**BLENDING
SCIENCE
AND
NATURE**

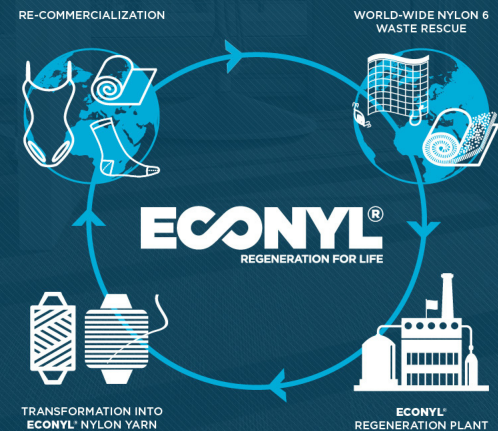
Newlight Technologies has developed **AirCarbon**, which involves feeding methane to ocean microorganisms to create PHB that becomes meltable when purified. AirCarbon breaks down far quicker than plastic or even cellulose and is produced by removing naturally occurring carbon from the air. Extracting carbon from methane released by dairy farms or leaking coal mines, and manufactured in a facility powered by renewable energy, makes the firm's production carbon negative.



ECONYL

regenerated nylon that can be used for handbags, stylish clothes, hosiery and lingerie. high-performance sportswear, swimwear and outdoor apparel.

Econyl is a recycled version of the infamous nylon, known for its thermal resistance and strength, perfect for outerwear. Econyl is most commonly made of recycled fishing nets and carpet. Burberry has already utilized the textile in an outerwear capsule collection and Stella McCartney and Prada have vowed to do away with Nylon.



PANGAIA

FLWRDWN™

FLWRDWN™ is made with dried wildflowers, grown without any pesticides and hand-picked to ensure the highest quality. The manufacturing of our biopolymer produces approximately 80% fewer greenhouse gases than the manufacturing of traditional polymers. The third ingredient in FLWRDWN™ is our patented biodegradable aerogel. This is the first of its kind, taking our scientific partners over 10 years to develop. This added aerogel ensures our FLWRDWN™ products increase thermal insulation, performance and durability.



Flowers. The Future of Warmth



FLWRDWN is a warm,

SPRING / SUMMER 2021 RTW

RETRO FUTURISM



MARINE SERRE



PACO RABANNE

BALENCIAGA



RICK OWENS



SPRING / SUMMER 2021 COUTURE

RETRO FUTURISM

IRIS VAN HERPEN



VALENTINO



SCHIAPARELLI



PRE FALL 2021

RETRO FUTURISM



DIOR



FALL 2021 RTW

RETRO FUTURISM

LOUIS VUITTON MENS



ATLEIN



BALENCIAGA

ENVIRONMENTAL MOVEMENT IN THE FASHION INDUSTRY



MEET THE BRANDS MAKING ACCESSORIES OUT OF GREENHOUSE GASES

Creative thinkers are trying to push the limits of repurposing and upcycling materials to employ sustainable and ethical practices in garment creation. Thus, the fashion industry is going beyond just repurposing old textiles and recycling plastics. Instead, firms are focusing on the greenhouse gases that cause global warming and climate change.

Newlight Technologies has developed AirCarbon, which involves feeding methane to ocean microorganisms to create PHB that becomes meltable when purified. AirCarbon breaks down far quicker than plastic or even cellulose and is produced by removing naturally occurring carbon from the air. Extracting carbon from methane released by dairy farms or leaking coal mines, and manufactured in a facility powered by renewable energy, makes the firm's production carbon negative. Nonetheless, a single product from AirCarbon includes the equivalent of a kilogram of CO₂ that would otherwise be in the air, which does not make a significant dent in the climate crisis but does represent hope for the future.

Newlight Technologies produces two consumer-facing product lines – Covalent accessories and Restore cutlery. The accessories blend AirCarbon with natural and synthetic rubber to create the proper texture and flexibility. The resulting material feels similar to plastic and is being used in purses, wallets, sunglasses, laptop sleeves, and more. Restore produces dishwasher-safe cutlery that is 99% AirCarbon. Thus, the material is not degraded by water when it does not have living organisms from the ocean or soil to kickstart the biodegradation process. When surrounded by natural materials, AirCarbon breaks down at natural speeds.

Likewise, Air Company uses electricity and chemistry to produce Air Vodka out of ethanol. Air Company uses solely water, air, and sunlight as inputs to create impurity-free ethyl alcohol. This production process is carbon negative, and the resulting output can be used in spirits, fragrances, sanitizers, and a variety of consumer industries. The firm has a net-negative of -1.45 or -1.47 CO₂ emissions per kilogram of ethanol produced. Long term, the firm hopes to enter the market for ethanol fuels to help reduce the carbon impact of cars or jets that cannot fully convert to electrical power sources.

Merging with commercial products has allowed these firms and their technologies to become profitable. This makes space for further expansion by establishing the viability of their business model and raising awareness of sustainable solutions. Moreover, it may inspire others to think more innovatively and sustainably. Ultimately, every small effort makes a difference in reducing human climate impact. Air Company and Newlight Technologies represent the potential for decarbonization through numerous businesses generating various carbon solutions. I hope these firms inspire others to find solutions for more materials made in a way that sequesters carbon instead of emitting it.

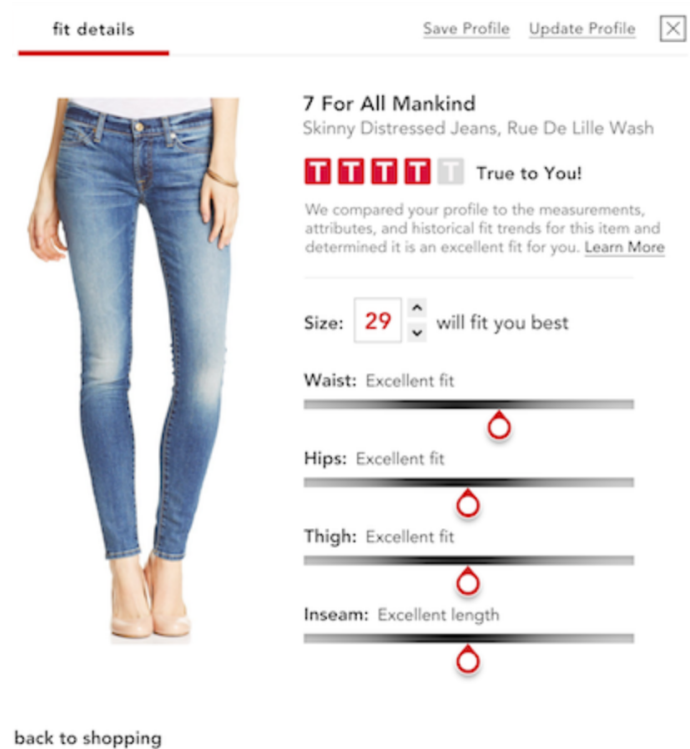
**FASHION INDUSTRY
NEWS REPORT**

TECHNOLOGICAL INNOVATION IN THE FASHION INDUSTRY FASHION

TOP 9 TECHNOLOGY TRENDS RESHAPING THE FASHION INDUSTRY IN 2020

Technology has replicated and replaced many jobs that were originally done by humans. 3D printing has made it possible for clothes and accessories to be printed without much human aid. While there is already a great deal of technology that assists with the garment construction process, humans are still required to a lot. 3D printing removes most of the human labor involved in creating garments and accessories. One drawback to 3D printing is that it can take a longer time to finish the making of a product. However, there are many great benefits to 3D printing that make up for the longer time.

3D printing also provides a more sustainable way to make garments and accessories. Using a 3D printer to make a garment can reduce fabric waste by about 35%. This would result in lower costs for fabric since less fabric would be needed. It also would greatly impact the amount of waste the fashion industry puts in landfills.



Additionally, another innovation in technology that has helped consumers feel as if they are trying on in stores are the virtual realities that these companies are creating for the consumer. It allows customers to “try on” different articles of clothing while shopping online to see how it would look on their body. Although technology has turned a variety of consumers away from going into shops, there are still many that prefer to have that in-store experience. With the pandemic, creating this virtual reality for consumers has been a way for them to still feel as if they are at the store trying on and be aware of what it will look like on their body before getting it in the mail.

Mobile commerce has been growing extensively since the pandemic affected businesses. Digital wallets have been on the rise including Apple Pay and facial recognition becoming a part of our purchasing in retail. According to BigCommerce, two out of three millennials would rather shop online than in-store. Another new surge appearing in social media is being able to shop on Instagram. It has become a quick and easy way to purchase something fully online when you see the product on your page.

Technological innovations have continued to improve the fashion industry. Companies can save costs and cut out human labor thanks to new technologies such as 3D printing and digital knitting. Consumers also benefit from the technology that has been created. They can shop online at their own convenience yet they can still get the in-person shopping experience with technologies like virtual reality. The world of fashion is constantly changing and growing with technology which can create a better experience for every party involved.

ZEIGIEST OF TOMORROW: FANTASY ADVENTURE

Fantasy Adventure is on the rise, and has been since the mid-1980s, as Faith Popcorn and a team of TrendGurus pinpointed that consumers have rejected the familiar—the same old, same old had gotten old. The modern age has sharpened our desire for roads untaken. Consumers desperately crave a subtle shock of the new outside of the safety zone.

Prior to the pandemic, adventure travel was hitting its peak, with consumers operating on a 'surprise and delight me' mandate. Young adults are no longer passive receivers but actively engaged in their seeking of the fantasy experience. Itching for adventure, consumers yearn to be swept off their feet, invigorated by newness and exotic experiences. This desire is highly prevalent today, as consumers want extreme vacations of trekking, surfing, and rafting in remote and new locations.



FANTASY ADVENTURE ON THE RUNWAY

BOTTEGA VENETA
SPRING 2021 RTW



AJE AUSTRALIA
RESORT 2020



ROMANCE WAS
BORN AUSTRALIA
RESORT 2019

FORCES AND TRENDS

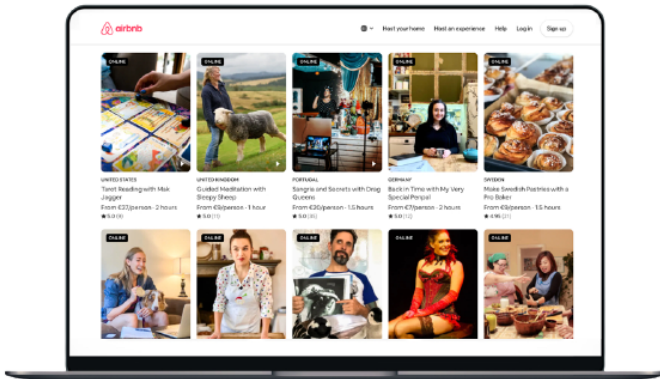
Technology has enabled what were once impossible-to-achieve experiences to be within reach. New concepts of fashionable technology such as Augmented Reality (AR) and Virtual Reality (VR) are utilized via digital marketing, virtual dressing rooms, and more, fostering the consumer's need for personalization and participation. A strong example of this is plastic rings, as searches are up 28% for "resin rings" in vibrant neon colors.



FORCES AND TRENDS



Social media has granted individuals access to more information than ever about the lives of others and the possibilities for adventure. This is one of the most significant forces, as there is certainty in the future of technology and its growth.



Marketers are taking advantage of the indulgence in a fantasy adventure, capitalizing on one's need for escapism and getting a taste of something better. Airbnb launched global virtual field trips to meet this want and need.

Another contributing factor to the craving for adventure is the realized uncertainty of the world. Amidst a global pandemic, consumers are reminiscent of the 'good ole days' when they took for granted simple things like going to dinner with a friend or heading to the office. Boredom from lockdown has increased risk-taking and impulsivity as consumers dream of fantasy adventures. Once deemed safe to return to normal life, consumers will rejoice in the ability to experience things that they couldn't for so long. Such nostalgia leaves forecasters wondering if post-Covid-19 will see a repeating of history. Following war and pandemic, the 1920s saw an explosion of liveliness, including the indulgence in excessive partying and libations, enough to mark the time period by the 'Roaring Twenties'. Apparel will be representative of this vivacious time, as dramatic balloon sleeves are top trends from the Fall 2021 London runways. Likewise, searches for "sparkle", "sequin" and "glitter" bras on Lyst grew by 137% compared to January last year. For now, consumers must satisfy their itch for travel in other ways. There is no promise in the state of tomorrow's world, making this an extremely significant factor.

MARNI SPRING
2020 RTW





INDICATORS & SIGNPOSTS

An indicator of the trend for fantasy and adventure is the increasing stress sparked by routine yet increasingly competitive society has fueled the need for more. Everyday Health's 2018 workplace stress stats show that over 30% of all respondents marked their job or careers as regular causes of stress. Among Millennials and Gen Z, this statistic jumps to 44%, further proving that stress is on the rise among younger generations and presents a larger global problem than it did 20 or 30 years ago. As previous stats have indicated, younger generations seem to be struggling with stress significantly more than older ones. Research by the National Institute for Occupational Safety and Health (NIOSH) on workplace stress statistics over the years shows that 75% of workers think they are experiencing more stress than previous generations did. This general trend of rising stress levels only increases the demand for escapism.

Another component is the rise of social media. The increased usage of media-related apps heightens awareness of world events, lifestyles, and trends. Increased usage of social media apps such as TikTok, Instagram, Pinterest accelerates consumers' desire to embark on an adventure and explore the unknown. Social media usage is one of the most popular online activities, with over 3.6 billion people using social media worldwide, a number projected to increase to almost 4.41 billion in 2025 (statistica.com).

PRESENT: ESCAPING ONLINE

Physical separation and quarantine drive the desire to go outside, explore, and try new things. This has permitted an acceleration of digital adoption as consumers become more familiar with digital opportunities to relax, socialize, learn, and create. Over 34% of UK consumers who use mobile apps find a virtual exhibition (ie. museum or art gallery) through an app to be appealing and 63% of Chinese consumers agree that online activities conducted at home through short video platforms can replace offline ones (Mintel)

SHORT TERM: INCREASED INTERACTIVITY

5G will further enable technological usage and accessibility worldwide as consumers will no longer be limited by consoles or home wifi. As society begins to open up, cloud-based activities and online events will begin to supplement rather than replace physical ones through formats such as live stream. Improved VR tools and immediate online connections permit immersive digital experiences and content. Gaming and VR will expand across consumer lifestyle categories and offer engaging and appealing educational content from cooking to health.

LONG TERM: VIRTUAL LIVES

Fully virtual events will become more immersive through virtual reality technology and artificial intelligence avatars and celebrities. Consumers' identities online will grow in importance as we continue to learn, socialize, work, and relax in online spaces. Nonetheless, society may experience a distortion between virtual and physical iterations of ourselves, as the former are both idealized and filtered. Social media apps, video games, and virtual meeting rooms will grow increasingly interconnected and embedded in daily life as we battle social isolation.

FANTASY ADVENTURE

"REVITALIZE LET'S GO SOMEWHERE"

PAST THEMES

STREET FASHION AND THE "ME" GENERATION



The 70s was filled with pop culture and a new wave of music including punk rock, funk, and heavy metal. Disco dancing was a huge form of entertainment that showed off colorful outfits



The 80s was filled with mega popstars introduced by the well-known MTV. As well, the famous *Saved by the Bell* was known for the trends in the 80s with the cool vibes and pop of neon.

POSTMODERNISM



SETTING THE TONE

SHE WOKE UP AT 4AM TO CATCH HER FLIGHT TO THE BAHAMAS, WITH BUTTERFLIES IN HER STOMACH THINKING ABOUT HER VACATION AS SHE PACKED LAST MINUTE. THE COVID-19 PANDEMIC HAD KEPT HER FROM TRAVELING FOR TWO SUMMERS. SHE WAS FINALLY ABLE TO EXPERIENCE THE WORLD WITHOUT THE DANGERS OF THE VIRUS.

AS SHE GOT ON THE AIRPLANE, HER HEART WAS POUNDING. SHE SPENT THE ENTIRE PLANE RIDE LOOKING OUT THE WINDOW AT THE BEAUTIFUL WORLD BELOW, ANTICIPATING HER ARRIVAL TO THE BEACH. IT HAD BEEN SO LONG SINCE SHE EXPERIENCED THIS.

THE SMELL OF SALT WATER FILLED HER NOSTRILS AS SOON AS SHE STEPPED OUTSIDE. THE SOUND OF WAVES CRASHING, KIDS PLAYING, AND PEOPLE SOCIALIZING FILLED THE AIR. SHE MADE HER WAY TO THE WATER AND HEADS TURNED WHEN PEOPLE NOTICED HER UNIQUE STYLE. SHE WORE BRIGHT, FLORAL PATTERNED CLOTHING THAT WAS IMPOSSIBLE TO MISS. SHE WANTED TO STAND OUT ON HER FIRST TRIP TO PARADISE AFTER THE PANDEMIC.



MOOD

ATYPICAL

TRAVEL

EXCITING

ESCAPE

SOCIAL

SPONTANEOUS



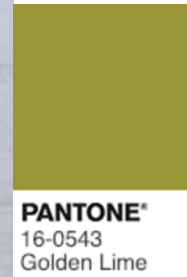
COLOR EVOLUTION



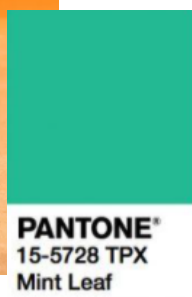
2018
"LETTUCE
GREEN"
This shade is a
pastel shade of
green that is lighter
than the rest.



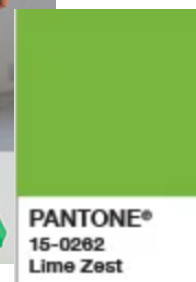
2019
"GOLDEN LIME"
Could be
compared more
to an olive green.



2020
"MINT LEAF"
This is a more
brighter shade
of green



2021
"LIME ZEST"
This is a fun shade
of green that
is a pop of color
compared to the
previous years



The colors incorporated into these theme "Fantasy Adventure" are filled with bright colors and playful patterns. This color palette aligns with the mood of adventure, excitement, spontaneous, and an escape from reality. This pandemic has forced society to stay in doors and they are ready to get out and explore.



SEA SALT NIGHT ON THE TOWN STOLEN RUBY SUN BATHE RASPBERRY KISS

Designers and buyers report a new wave of glamour for 2021 as consumers, riding a wave of emotion, prepare to dress up again.

- Vogue Business

COLOR FORECAST



BAREFOOT IN THE GRASS

VISUAL TEXTURE



PLEATED
CHIFFON



JACQUARD
LINING

LIGHTWEIGHT



COLORFUL



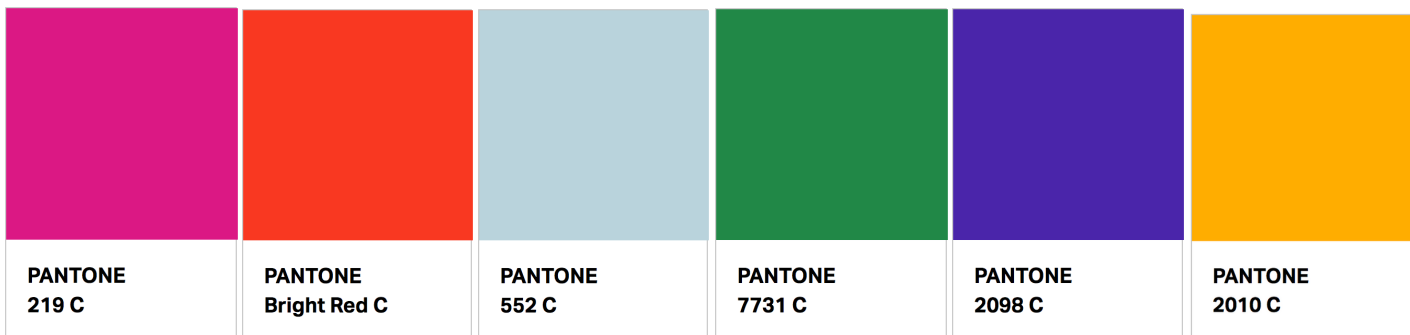
PATCHWORK



DENIM



FANTASY ADVENTURE



ABSTRACT FLORAL PRINT SILK

Floral prints with a colorful palette are bound to draw the attention of others. The abstract interpretation of floral prints puts a fresh spin on florals. Silk fabric is perfect for the Spring as it is lightweight and drapes beautifully on the body.



BEADED TRIM

Beaded trim creates a dazzling, eye catching aspect to garments.

FLORAL PANNE VELVET

Floral velvet creates a unique look to the typical floral design. The sheer fabric as a base for the floral pattern provides a unique opportunity for designing garments.





GRAPE LEATHER

Also known as wine leather, is 100% sustainable meaning that it can be recycled at anytime. The core ingredients come from the trash that comes out of Italian wine production and during this production no animals are harmed in the making.



CHIFFON

This lightweight material that has characteristics of transparency, some stretch, and breathable. It is mainly made by silk, but polyester has been another major fiber to make this lightweight material.



COTTTONIZED HEMP

This process is an alternative to just cotton. Hemp actually uses less chemicals and energy to produce than cotton. The process that "Cottonizes" the hemp includes soothing the hemp to add the characteristics that cotton possesses at a fraction of the environment.

MATERIAL STORY

FANTASY ADVENTURE

Fantasy adventure is a theme that embodies the freedom of human kind after Covid-19. Many of us are ready to embrace a new life of fresh air and freedom to travel around the world after being stuck at our homes during this pandemic. This is represented through the materials by being light weight that won't feel heavy on any body and being more transparent. Additionally, we chose materials that scream of color and happiness that allow people to escape from the past world of harsh conditions experienced during this global pandemic.

FANTASY ADVENTURE ON THE RUNWAY



MARNI SPRING
2020 RTW

INFLUENCER

Emma Chamberlain



Revolve

BRAND

FANTASY ADVENTURE

SILHOUETTES:

- A-line
- Shift
- Straight leg pants
- Bishop sleeves
- Cuffed sleeves

FABRICS:

- Silk
- Grape Leather
- Pleated Chiffon

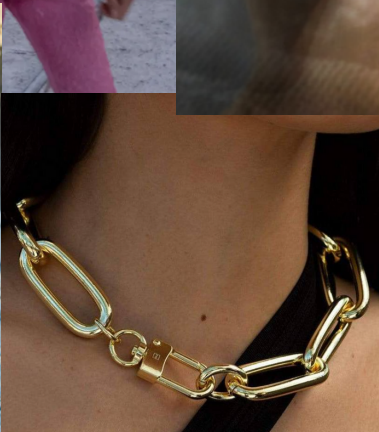
EMBELLISHMENTS

AND DETAILS:

- Floral prints
- Patchwork
- Animal prints
- Abstract prints
- Beaded embellishment

COLORS:

- Shades of purple
- Shades of red
- Shades of yellow
- Pale blue



FANTASY ADVENTURE IS:

The theme is all about the **desire for more**. This look is to **encapsulate** that feeling of **adventure** through traveling or reaching for more than the society norm. The fabrics chosen for this theme represent this feeling through light weight materials that is perfect for traveling and silky materials that make you feel elegant in your own skin. The **bright** and **colorful** patterns compliment the **exultation of freedom** after this feeling of being trapped during the pandemic.



TREND FORECAST SS22: DISCO REVIVAL

The New Look & Fashion Conformity

After the Great Depression, it was all about rebuilding society. The New Look was introduced and the abstract expressionism with emotional expressions and creativity coming out to play.



PAST THEMES



NARRATIVE

POST COVID. THE VIBES ARE GREAT, EVERYONE IS READY TO START THEIR "NEW" LIFE OF FRESH STARTS AFTER REFLECTING DURING LOCK UP. NOW IS THE TIME TO MAKE MISTAKES AND FIND OUT WHO YOU ARE. EXPERIMENT WITH COLORS AND FASHION THAT'S NEVER BEEN SEEN BEFORE.



MOOD

• FREE

• FUN

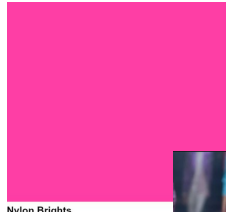
• BRIGHT

• IN THE MOMENT

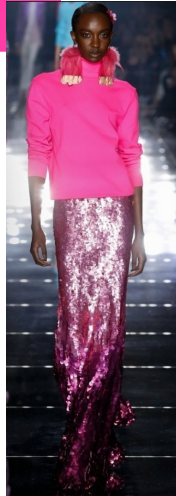
COLOR SCHEME F/W 2021



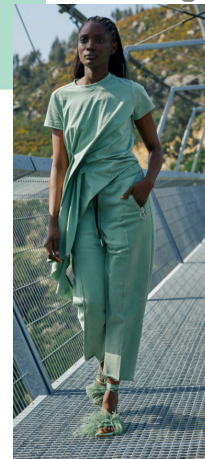
SUNSHINE
803 C



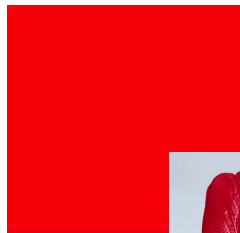
Nylon Brights
PANTONE®
16-2130 TN
Knockout Pink



PANTONE®
3-6009 TCX
Brook Green



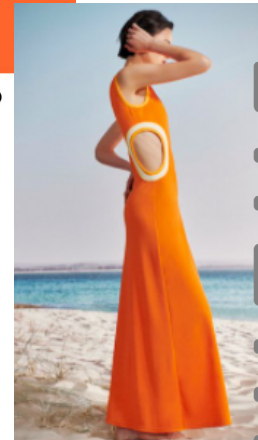
PANTONE®
16-4029 TCX
Azurine



PANTONE®
485 C



PANTONE®
16-1460 TCX
Dragon Fire



ESTABLISHED

THIS THEME IS ALL ABOUT BRIGHT AND FUN COLORS. IT IS A TIME TO GO OUT AND HAVE FUN AND PICK UP NEW HOBBIES DISCOVERED IN QUARRANTINE AND TO GO OUT AND HAVE FUN.

2018

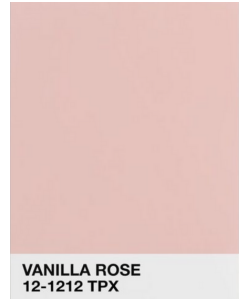


"AURORA
PINK"

The color experts called during this time a pink peacock

2019

"VANILLA ROSE"



Powdery Ballet Pink was the color of use during this time that was "down to earth and elegant".

COLOR EVOLUTION

2020



"PEEK-A-BOO"

Baby pink was a major pink this year where consumers were easily able to mix and match this color with others

2021

"SUGAR PLUM"



This year is all about Bubblegum pink and can pair it with a contrasting color.

VISUAL TEXTURE

LAYERED FABRIC

Draping the fabric by layering in creates dimension in garments. It also helps shape the garment based on the directions of the layers. Layering the fabric adds bulk to the garment that creates the sense of flow.



REFLECTIVE GOLD SILK

Gold silk creates a reflective visual texture that is reminiscent of the disco era. It reflects light and creates a glow on the garment. The way the fabric is draped creates different visual textures.

MATERIALS

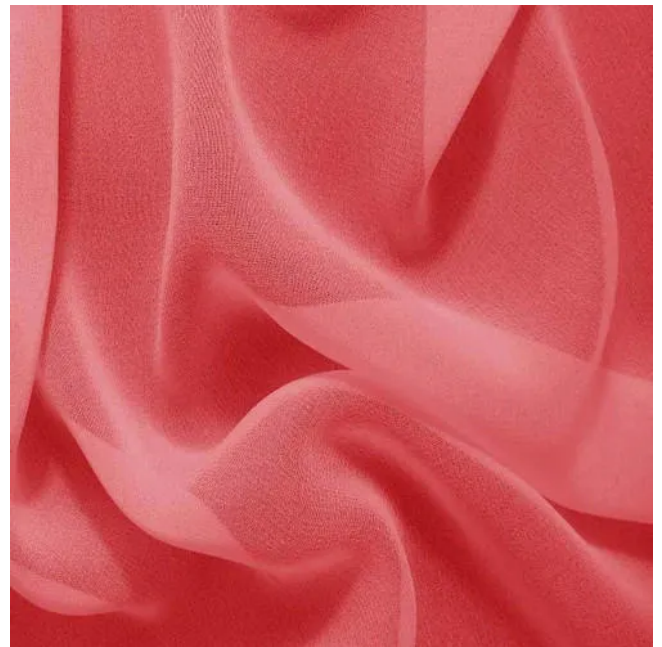
PINEAPPLE LEATHER



Is a non-woven textile material that was created to give off a leather look. This material is made up of natural fibers from a pineapple leaf.

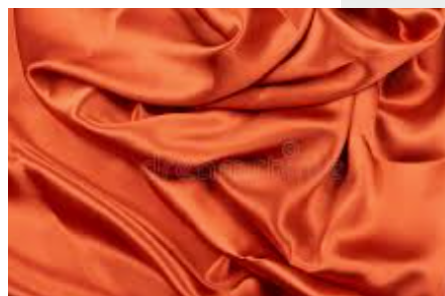
CHIFFON

Chiffon creates a soft look and drapes beautifully on the body. Bright colored chiffon fabric creates a sense of boldness with a soft edge.



CUPRO SILK

A regenerated cellulose fabric that is made from recycled cotton linter. It contains soft and smooth characteristics and does not contain animal by-products.



SILHOUTTES/STYLES

- Pant suits
- High waistlines
- Asymmetrical straps
- Cuffed sleeves



DISCO REVIVAL

ON THE RUNWAY



DRIES VAN NOTEN



BURBERRY



MARNI



MARQUES' ALMEID



SAINT LAURENT

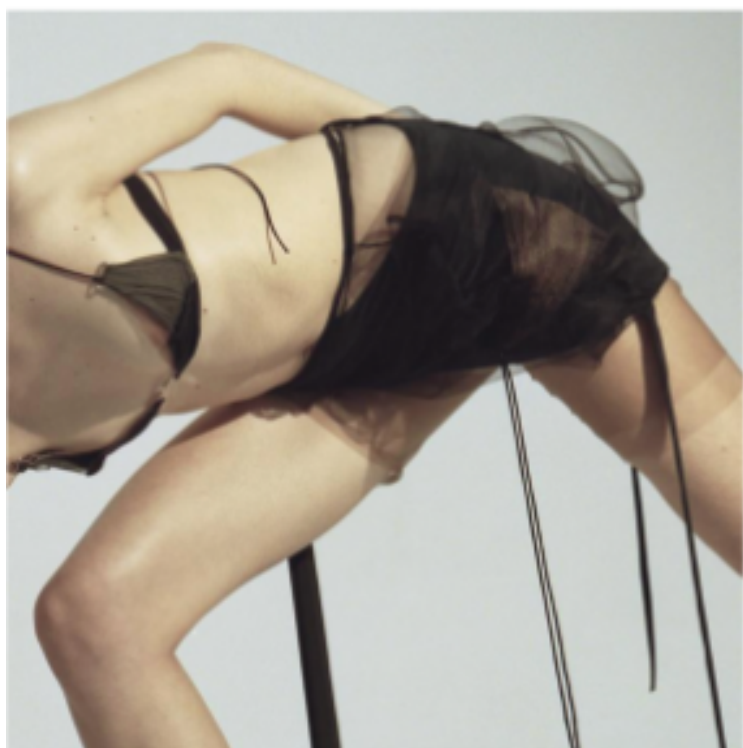


MICHAEL KORS

SHOWCASE FROM DESIGNER COLLECTION

EMERGING DESIGNER

NENSI DOJAKA



LATEST COLLECTION



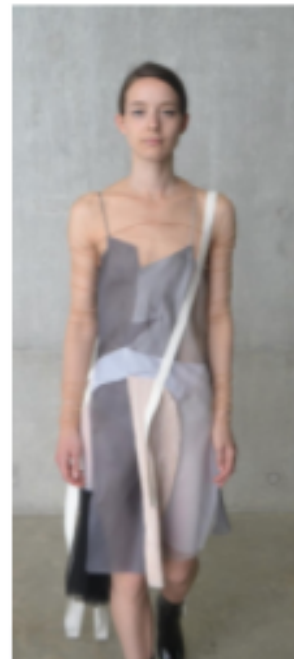
"THE TAILORING IS QUITE SOFT AND UNSTRUCTURED, BECAUSE I WANTED IT TO FEEL FLUID," NENSI SAID.

Nensi Dojaka is an Albanian designer who completed her BA at the London College of Fashion and recently graduated from a Master of Arts at Central Saint Martins. The designer interned at Peter Pilotto, and Fyodor Golan during her primary studies in lingerie. The eponymous brand launched in 2017 with Ssense as a singular stockist, earned investment from incubator Fashion East, and grew to become a semifinalist for the LVMH prize in 2021. Nensi Dojaka's signature designs are multidimensional, exploring strength and vulnerability, fragility and severity through luxurious layered dresses of juxtaposing mesh fabrics. The designer releases twenty look capsules at once, working on a smaller scale so she can meticulously drape each item by hand.

Dojaka references Helmut Lang, Ann Demeulemeester, and Alessandro Dell'Acqua as the designers that she personally admires. On her website, the designer lists her main goal for the label to be "to repaint the image of women; showing both sides: the vulnerability, but mainly the strength that characterises them". Nensi Dojaka is currently stocked in Ssense, H Lorenzo, Opening Ceremony, and Macondo.

"HER DESIGNS HAVE BECOME A SYNONYM OF FEMALE EMPOWERMENT, CONFIDENCE AND ELEGANCE. ONE OF THE BEST EMERGING DESIGNERS TO WATCH," SAYS STAVROS KARELIS.

Bella Hadid wore a look from Dojaka's AW 20 collection to the recent VMA awards, quickly catapulting Nensi Dojaka to the status of the new 'it-girl' label, with 253% growth in searches on Lyst compared to last quarter.



NENSI DOJAKA



Dojaka's clothing is designed for young women that want to portray both femininity and strength. Her style is similar to the "grunge" look of the 90's and her looks have been worn by Lori Harvey and Bella Hadid; two young, fashionable influencers. Dojaka's clothing has a price range of \$400-\$18,00, with most garments being priced around \$1,200. Her customer is a young, fashionable woman who has a larger disposable income.



"REPAINT THE IMAGE OF WOMEN;
SHOWING BOTH SIDES: THE
VULNERABILITY, BUT MAINLY THE
STRENGTH THAT CHARACTERISES
THEM".



MOOD

- SULTRY
- FEMININE
- POWERFUL
- DYNAMIC

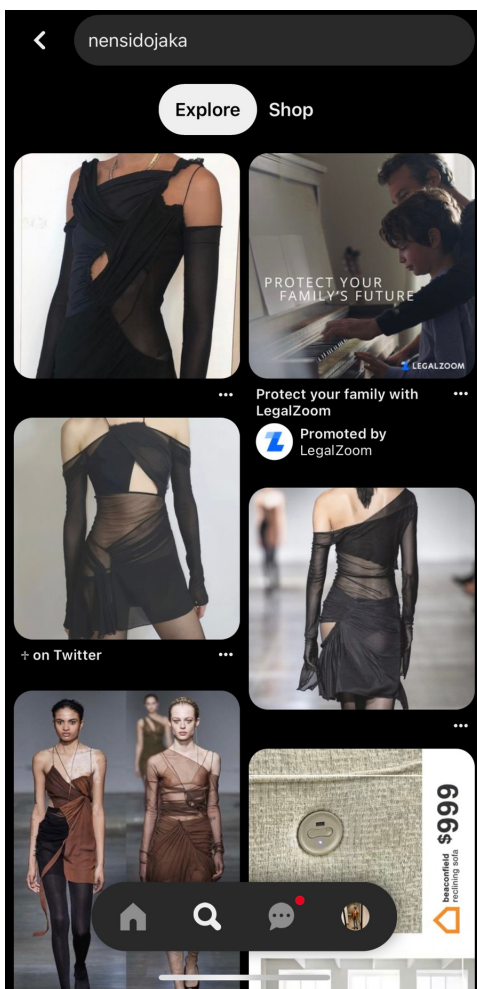
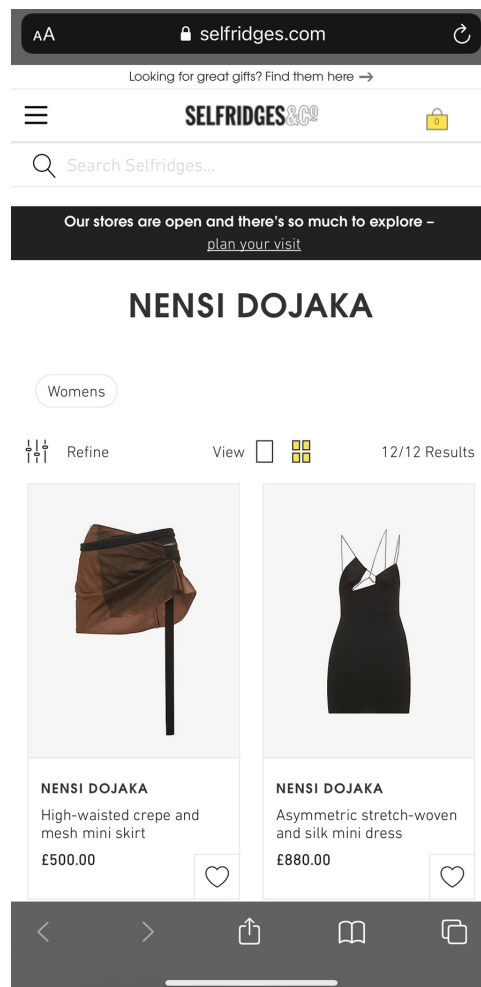
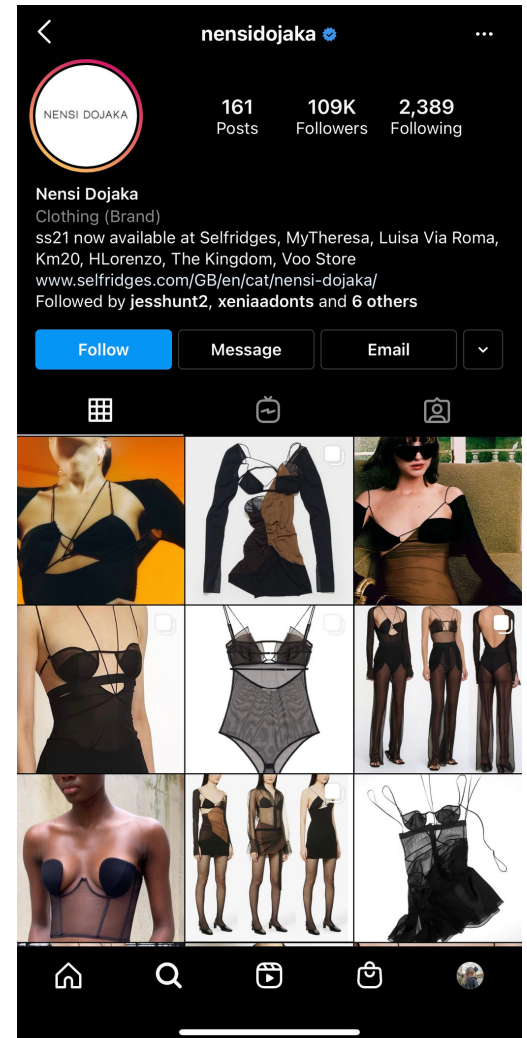
Nensi Dojaka's clothing is sold on LUISAVIAR, Shop the Kingdom, and other high end retailers. Her clothing can be bought both online and in stores. She is currently creating a website for her clothing brand.



SOCIAL MEDIA

After the post on Instagram of Bella Hadid in AW 20 collection, the Nensi Dokala label became the new hot topic. Although her website is in the works, she has plenty of other ways to showcase her working including Ssense, H Lorenzo, Opening Ceremony, and Macdondo.

NENSI DOJAKA'S INFLUENCER-APPROVED STRAPPY DRESS TAKES 10TH PLACE ON THE LYST Q1 REPORT OF 2021'S HOTTEST WOMEN'S PRODUCTS.



A FORCE TO BE RECKONED WITH

Dojaka's designs have captivated her audiences in the disobedient nature that established principles of balance, proportion, and design. Her collections pay homage to the distorted female body as explored by the Surrealist artists of the twentieth century. She actively challenges conventional notions of female beauty, complimenting the feminine form with crafted asymmetric and deconstructed designs that speak to an emotional intensity that is powerful in its raw sensuality.







TRANSCENDENT

TXMI 4210

Trend Analysis & Forecasting

The University of Georgia

Spring 2021

