Flourishing

WOMEN'S FORECAST S/S 2024

Demographics

According to population estimates from the U.S. Census Bureaue, Millennials have surpassed Baby Boomers as the nation's largest living adult generation, and the population is projected to peak in 2033, at 74.9 million. (Millennials Overtake Baby Boomers) The generation are better educated, "around four-in-ten (39%) of those ages 25 to 37 have a bachelor's degree or higher, compared with roughly a quarter of Baby Boomers and about three-in-ten Gen Xers (29%) when they were the same age." (How Millennials Compare with Prior Generations) However, Millennials have lesser incomes, wealth, and is the first generation to fall behind their parents' standards of living. The older Millennials have experienced the Great Recession, stagnant wages and the rising cost of living, while the younger Millennials faced the challenge of high student debt, and reached working age during the global pandemic of coronavirus disease. On the whole, Millennial and Gen Z are starting families later than their counterparts in prior generations, the generations show the low marriage rates, and they believe marriage is a possibility but not a necessity. Along with people delaying marriage, the median age at first marriage is about 30 for men and 28 for women. Birth rates and fertility rates are also declining today, the economic uncertainty, climate change, and expensive childcare are to blame. According to Merrill Lynch's report, raising a child to age 18 in America will cost parents an average of $230,000, and most of the costs will spent in the first few years of the child's life. (5 reasons)

Geographics

About one-in-five U.S. adults express a preference for living in a city in 2021, which is down from about a quarter in 2018. Moving to the suburbs become more popular than before, and the pandemic has made the trend much more common. People used to live in the city, so that they have enough time to commute to work, they may live in a smaller space and pay higher rent. While during pandemic, people work from home, it is no longer necessary to live in a city; people may also expect a bigger and comfortable space when stay home most of the time. In additions, protests, higher crime rates, and increasing homelessness drive many to consider getting out of the city. "According to the National Association of Realtors, about 20% of the population, or possibly more, will probably be able to keep working remotely." (Moving to the Suburbs) which is likely to make the preference of living in a suburban area continued increase.

Psychographics

Millennial and Gen Z share the similar values, their tastes and preferences support to create sustainability and equality for all. Growing up in the digital age, the generations can easily receive, comment, and share the information, which made them concerned more with community, environment, and the greater good. They expect the brands to create change for the society with them, not just for them. The younger generations are doing more to get involved with the climate change issue through activities such as volunteering and attending rallies and protests. "According to a report by First Insight, 73% of Gen Z consumers surveyed were willing to pay more for sustainable products, more than every other generation." (The Environment) Living in the most ethnically diverse generation, experiencing the first black president and legalization of same-sex marriage, Millennials are open-minded and inclusive. There are 25% of Millennials and 35% of Gen Zers know someone who uses gender-neutral pronouns such as "they" and "them." Facing the high housing costs and holding less wealth, Millennials are forced to rent property instead of owning it, most of them prefer the "sharing economy" services such as hiring cars instead of buying them. (8 Characteristics of Millennials)

Economy

Along with the development of economy and technology, Asian market will no longer be ignored, only the two countries, China and India, will account for 25% of global GDP. Under the Belt and Road Initiative, China will also bring a great growth for economies in Asia and beyond. In the future, we will see the economic influence of the G7 countries shift to seven emerging countries E7, including Brazil, China, India, Indonesia, Mexico, Russia and Turkey. (Economic Power Shift)

The gap of wealth inequality is continue growing around the world, according to The World Inequality Lab's annual World Inequality Report, the top 0.01% richest individuals hold 11% of the world's wealth in 2021. The inequality will cause several issues, "First of all, social justice is affected: the more inequality increases, the greater the slowdown in eradicating exterme poverty. Furthermore, it also has a detrimental effect on democracy, as it causes a breakdown in social cohesion. Finally, the inequality growth is unavoidably linked to the difficulties we are facing in fighting climate change." (The Explosion)

Political/ Cultural/ Economic alliances

There are some changed when the United Kingdom left the EU in 2020. The European
Union (EU) is a political and economic union that aimed to enhance economic, social, and territorial cohesion and solidarity among EU countries. The movement of people, goods, services and capital are no longer free, and the trading process becomes more complex and time consuming when the UK leave the EU.

Technology/ Science

Along with the development of technology, AI and VR are more commonly applied to the business. Stitch Fix adopted AI technique to blend data, algorithms, and product, accurately grasps the consumer preferences, and allow the company to recommend more suitable products to their consumer. Chatbot or autonomous robot are also often used in the business, which could "greets customers at the door, guides them around the store, sources relevant product information and even assists employees with inventory management." (19 Powerful Ways) The AI robot improve efficiency and lower the labor cost at the same time. Various fashion brand adopted VR technique to showcase their collection. Balenciaga launches a video game for its fall 2021 collection, the designer comment on the environment and political instability through the game, and brings the shopper into his world; Christian Louboutin unveils its spring summer 2021 collections on the Korean gaming application Zepeto; luxury brand Gucci and The North Face partnership with Pokemon GO, provides the players in-game apparel.
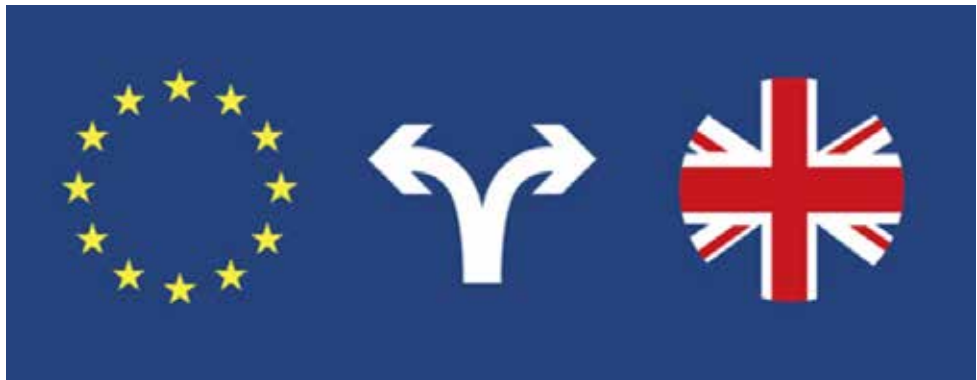
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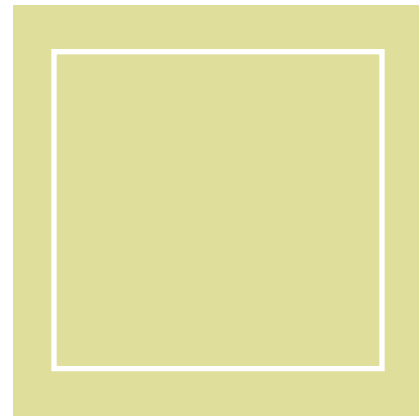
WOMEN'S FORECAST S/S 2024

We are living in such a turbulent times that everything could happened, tense relationship between politics, growing gap of wealth inequality, and repression or oppression around the world are diminishing our faith. With the Covid-19 pandemic highlighting the fragility of nature, eco-consciousness will be deep-rooted. Calmness, serenity, and steady are what customers looking for today, they will expect the sustainable material, timeless design, and quality products from the company.

Experienced the dark time of coronavirus and international disputes, everything is now recovering and rebirthing, people are looking forward to go back to the flourishing time. In that utopia, human coexist with nature harmonious, there are rich in biodiversity and unlimited nature resources. People and animals live on a vast expanse of fertile lands, singing and dancing joyfully. Climate change such as global warming, shrinking ice sheets and extreme events is keep reminding human the fragility of the earth, the brands will celebrate the flourishing concept with more eco-friendly ways.
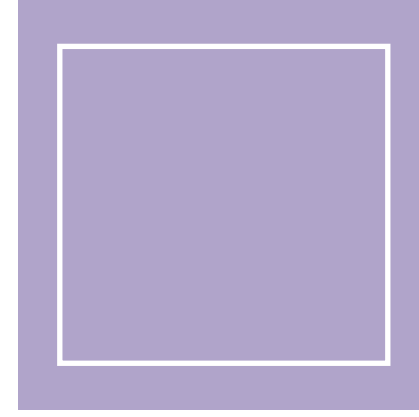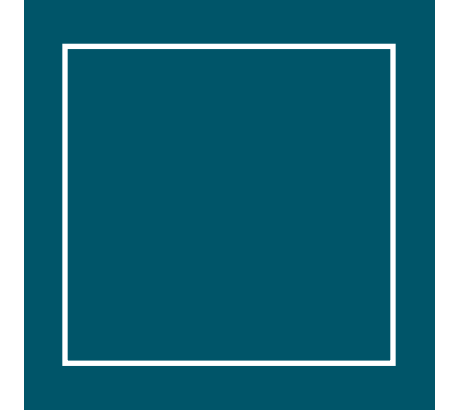
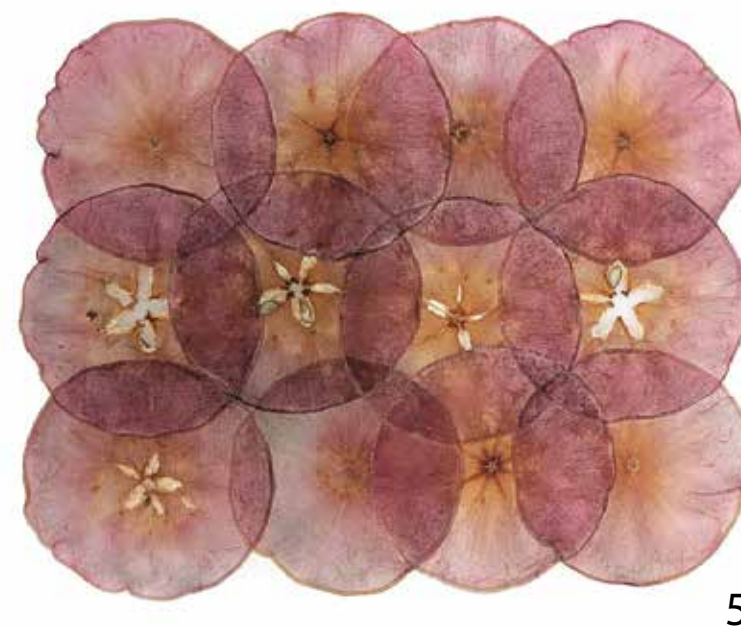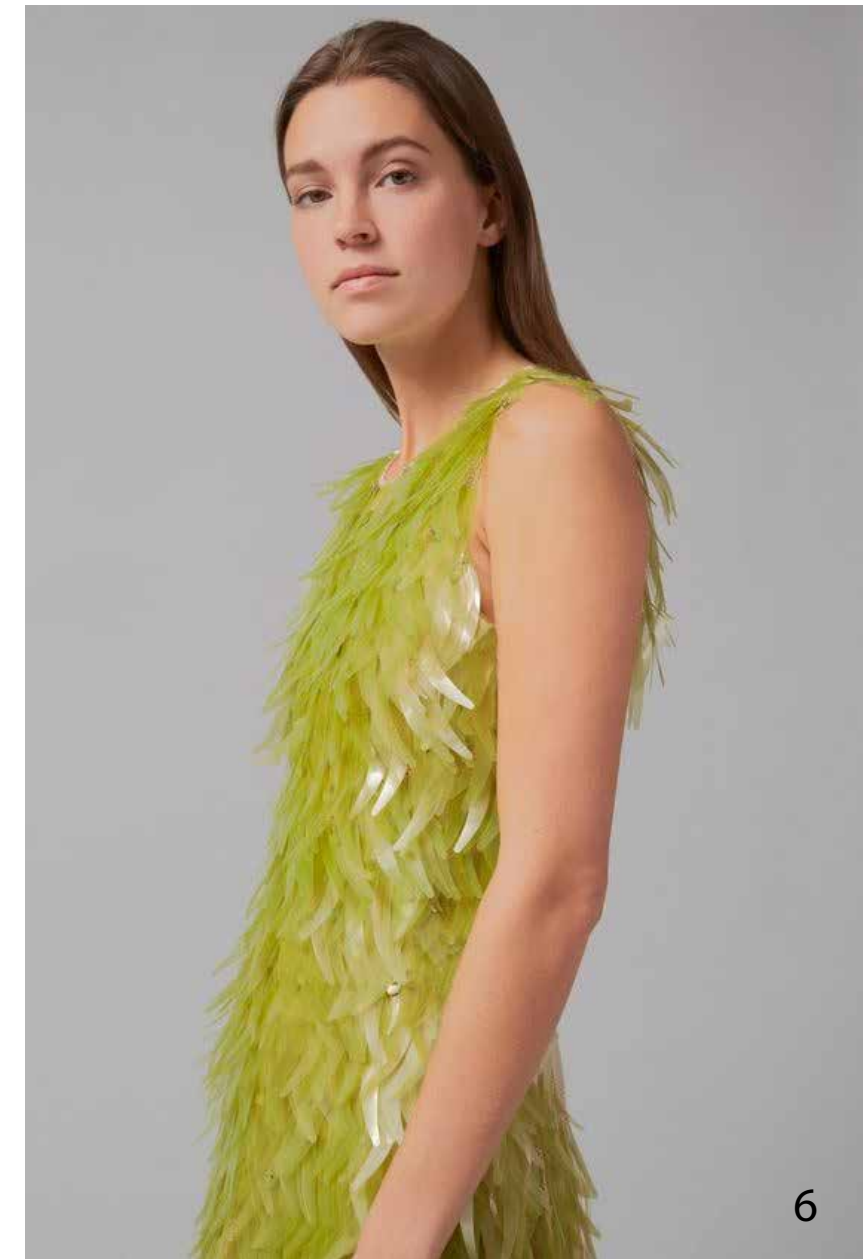|					
Citron	Seafoam	Apricot Crush	Digital Lavender	Bay Leaf	Marine Teal
12-0524 TCX	13-5309 TCX	15-1247 TCX	15-3716 TCX	16-0430 TCX	19-4540 TCX

2024 S/S color trends are soft pastel palette, including yellow, orange, green, and purple, they are vibrant and uplifting, which is suitable after long lockdown during pandemic and the current Russo-Ukrainian War.

Regenerative materials

To move sustainability from awareness to action, compa-
nies actively apply the material that will actively improve
nature's ecosystems rather than just do less harm.
Eco-conscious and circulate continues to inspire and
influence, natural, biological and waste-stream materi-
als will be the key innovations, living matter such as
algae and mycelium, are growing into a potential new
sustainable material for the future.

Application: accessories, jewelry, apparel, footwear,
packaging, product design, interiors

Geometrics

Continued the trend of checkerboards, prints and graphics has developed many different forms of geometrics, from small tessellating shapes to outsized abstract forms. The geometric pattern in key pastel tones brings playful and sophisticated aesthetic.

Application: accessories, jewelry, apparel, footwear, packaging

Fringing

The brand apply textural fringing to enhance the joy and drama, it is the key details of S/S 24. The element often come with sequin, the high-shine fabrics add tactile surface interest and sparkle to garment pieces.

Application: accessories, jewelry, apparel, footwear, packaging, furniture

1. Jonathan Simkhai / 2. Celia Kritharioti
3. Gianluca Capannolo / 4. Bottega Veneta
5. Valentino / 6. Versace

Loose fitting

After COVID and turmoil, people pursing a sense of the stability and security, cozy, elevated basics that are both practical and stylish are keys. Continued the "less is more" concept, simple shape with soft layers create a timeless appeal. Comfort and ease are main drivers, the silhouette is straight and looser.

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1. doucan
2. No. 21
3. Stella McCartney
4. Giada

5

Draping

Applying bias cut technique, the fabrics are more malleable to adapt different body shapes. The delicate draping match the curves of body, and add a sense of design to the simple garment. Silk finishes is the popular choice, the shiny surface brings the feelings of elegant and luxury.

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Cutouts

Cut-outs trend shows the idea that we're getting more comfortable and confident in our skin, the detail appears on top, bottom, dress, and even outwear, which add a bit of spice to a conventional silhouette, ranging from playful to sexy. Farewell the haze of pandemic, it's time to unbutton.

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1. Dion Lee
2. Dion Lee
3. Lanvin
4. YINGPEI STUDIO
5. Jonathan Simkhai
6. Alexandre Vauthier
7. Alexander Wang

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Ties

Ties with decorative and functional design feature is a key to create new femininity. The element gives the ability to adjust the size and volume of the garment, it is the enhancement for your core item. The fine details are suitable in various occasion, applying from basic tops to party dresses.

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1. Rachel Gilbert / 2. YUZEFI / 3. Adam Lippes
4. A.w.a.k.e. Mode / 5. Victor Glemaud / 6. Cecilie Bahnsen

Embroidery

Exquisite embroidery and beadwork work well with the concept, inspired by spring garden, the pastel palette evoke the fresh and newborn image. The three-dimensional material embroidered on the soft sheers fabric, enriching the texture as well as make the clothing vivid. Delicate embroidery adds a fashion twist to the garment pieces.

1. Blowy in the Wind / 2. Miu Miu / 3. Giorgio Armani / 4. Chanel / 5. Dior

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