

TREND JOURNAL

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DESIGNER RESALE

Most luxury brands have yet to discover the need for luxury resale. Tradesy, Vestiaire Collective, Depop, Poshmark, and The Real Real are companies that have successfully tapped into this market. According to “Luxe Digital,” Luxury resale is growing four times faster than the primary luxury market. The secondhand market at 12 percent a year, versus the primary luxury market at 3 percent a year. Luxury resale provides a \$24 billion market present day.

Online resellers are creating this demand and the desire from younger generations to provide a more sustainable option than brand new items. Luxury resale is popular because many designer and brand name items are limited in quantity and existence.

The concept of “sustainability” is also deeply intertwined with luxury resale. According to “Retail Insider,” Millennials and Generation Z are predicted to generate 85 percent of global sales in 2020. These generations care about whether brands align with their values.

Due to fast fashion, people have been buying loads of the same cheap, un-sustainably produced clothing items for years. Vintage luxury items can refresh the clothing scene with nostalgia and influence new trends. I believe that resale is essential to the fashion market and all creators alike. I think it helps fuel one’s creative thought.

TRADESY



Vestiaire Collective

The RealReal



SIZE INCLUSIVITY

Size inclusivity has become more prevalent in recent years due to the idea of “body positivity” sweeping through the internet. Body positivity, to me, is not just only a trend but an ideology one must accept. Body positivity helps the entire population to accept all sizes are beautiful. Fashion brands of all kinds have caught onto this ideology as a trend. But, have yet to fully recognize the need to embrace all sizes for the long term.

The idea of “body positivity” coincides with size inclusivity. By including people of all sizes, a brand will be able to reach a larger market as well as unwavering support from those whose values align with theirs. Size inclusivity does not just stop at the sizes of the clothing; it includes the inner workings of a brand. A fashion brand may show its complete support for size inclusivity through marketing and models in a variety of sizes.

Apart from “true inclusivity,” is said by Katie Wilcox, a body positivity activist, “Celebrating women for who they are and highlighting their talents, abilities, and accomplishments over how they look is real body positivity.” It is done by including various sizes and models and hiring and creating with different sized women.

According to Statista, the plus-size market in 2019 was worth \$28.9 billion and projected to grow to \$46.6 billion by 2021. This industry would be essential to cash into now for retailers and luxury brands alike.



GENDER FLUIDITY

Gender fluidity or gender-neutral clothing has grown more and more popular during modern times. Fashion ties directly to how people perceive your gender. This conversation becomes more prevalent due to prominent celebrities like Jaden Smith and Harry Styles adopting women's garments into their identity. Some fashion retailers may find this merely a "trend," but it is a vital part of their core identity to most.

As traditional gender roles blur, you find this directly mirrored in the fashion industry. The fashion industry is traditionally separated by womenswear and menswear, two particular types of clothing. To implicate proper gender fluidity into your brand, you must be gender-inclusive as well. This can be through permanently including gender fluidity and inclusivity in their retail assortment and within the brand's inner workings. To fully benefit from gender fluidity, a brand must be authentic and genuine to the cause. Ludovica Parisi of NOWfashion, The purchasing pathways of these educated, eco-conscious shoppers are directly determined by ethical practices and messaging. They firmly believe that a brand must take responsibility for both its social and environmental impact". Munroe Bergdorf, who recently founded a gender-inclusive website called GODDESS, says, "What we need to be doing is making sure that fashion is as inclusive behind the scenes as it is in front of the camera or on the runway."

Marketing using gender fluidity will reach an entirety of a market. Therefore more people will be buying one style of clothing. This can aid in lowering overall production costs. Gender fluidity must be marketed to Gen Z according to Ludovica Parisi of NOWfashion, "Generation Z (anyone born between 1997 and 2012), that according to a research conducted by WGSN, is slated to be the single largest group of consumers worldwide in just a few years..." This points the way to cash in on an essential group.



GAMING CULTURE

Gaming culture has become an even more sensationalized segment of technology and entertainment. During a dreary time in all of our lives, the escapism of video games will always be enjoyable. In particular during March of 2020. When the first lockdown of the COVID19 pandemic hit, a life simulation video game called Animal Crossing New Horizons was released. It was a total hit amongst a bored, anxious public.

Luxury brands such as Louis Vuitton have found themselves particularly pandering to gaming culture. Louis Vuitton has found itself collaborating with League of Legends (PC game) and Final Fantasy. ColourPop, a famous beauty brand, has also jumped onto the bandwagon and have created a unique animal crossing collection. By including this, they will open their brand's market to a younger audience and high-earning gaming professionals. Audiences will be clamoring for nostalgia and happiness associated with the past.

There is also a rise in female gamers and female gaming professionals who outwardly take an interest in the fashion and beauty market. The female gamer is crucial to tap into with gaming fantasy aesthetics and escapism lure.

According to Vogue Business, "The \$159.3 billion esports and gaming market, boosted by lockdowns and social distancing, is expected to reach 2.7 billion players by the end of 2020." As this market increases in 2021, it will boost any fashion brand that jumps on this trend. Sam Matthew's the CEO of Fnatic, a streaming service, says, "... partnering with Gucci to release a collection of limited-edition dive watches. Priced at \$1,600, all 100 pieces are currently sold out. The collaboration will give way to more partnerships between luxury and esports..."



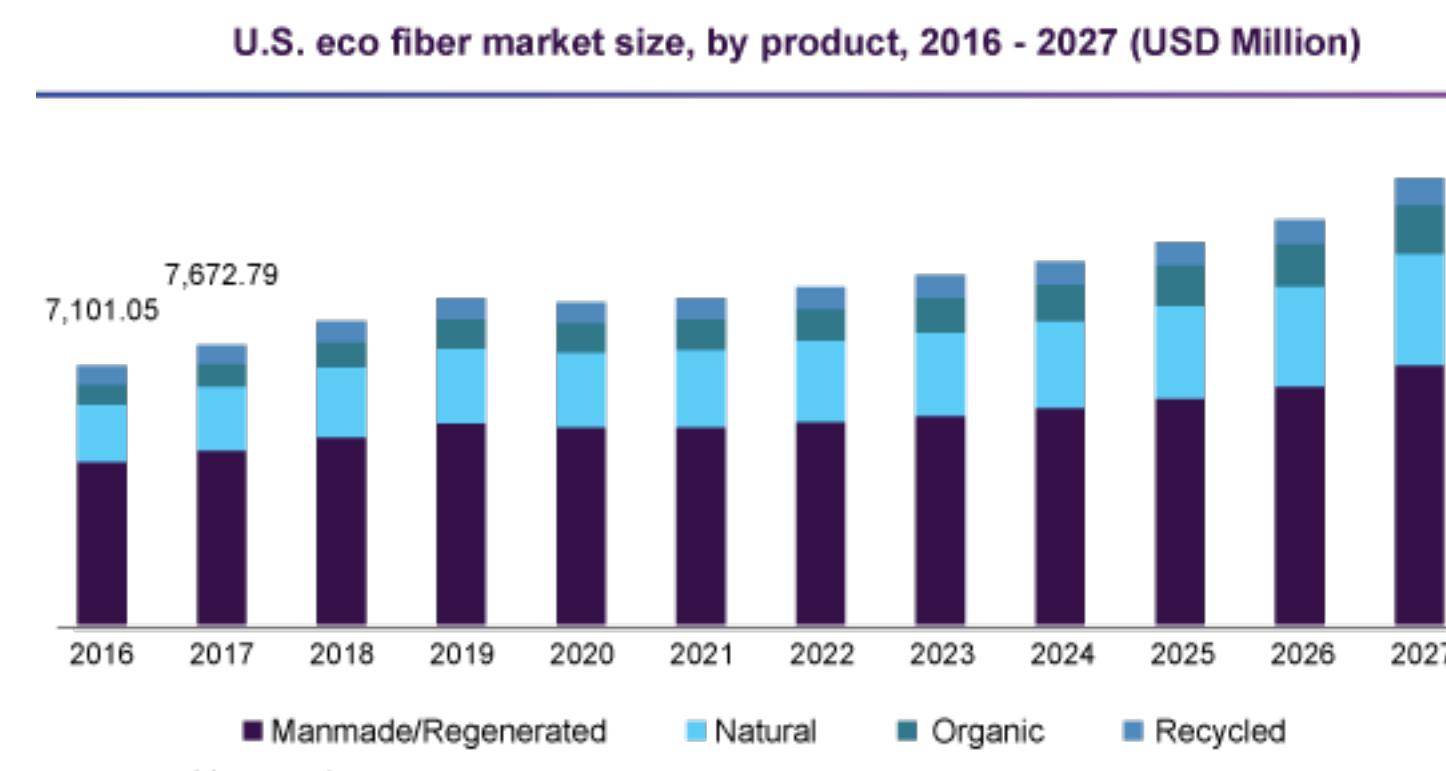
SUSTAINABLE FIBERS

All generations of consumers have had the trend of sustainability brought to light. Consumers, especially younger consumers, care about what is in the wear. Sustainable fibers prove a one-part solution to microplastics and other contaminants released into the environment as a result of human-made threads. There is also a decline in demand for fast fashion companies that produce most artificial fiber waste.

Sustainable fibers typically consist of a plant that can be used in many diverse ways, such as in industrial settings, home furnishings, and apparel. Sustainable fibers have their place not only in fashion but in other various business settings. What makes sustainable fibers sustainable is through their processes required to extract the fibers. Such as in Sisal fiber, it is easy to remove, and only a single leaf produces 1,000 fibers.

Sustainable fibers such as Sisal are gauged in their impact on the earth and labor. Sustainable fibers produce more in a shorter amount of time in comparison to other plant and human-made fibers. They are also very cheap to produce. Sustainable fibers would also help bring in a new market of customers who feel that environmental responsibility is a core value.

According to Grandview Research, “The global eco fiber market size was valued at USD 40.58 billion in 2019 and is expected to grow at a compound annual growth rate (CAGR) of 4.6% from 2020 to 2027.” Sustainable fiber markets increase due to increasing ethics with buying and the desire to save the planet.



BRAND COLLABORATION

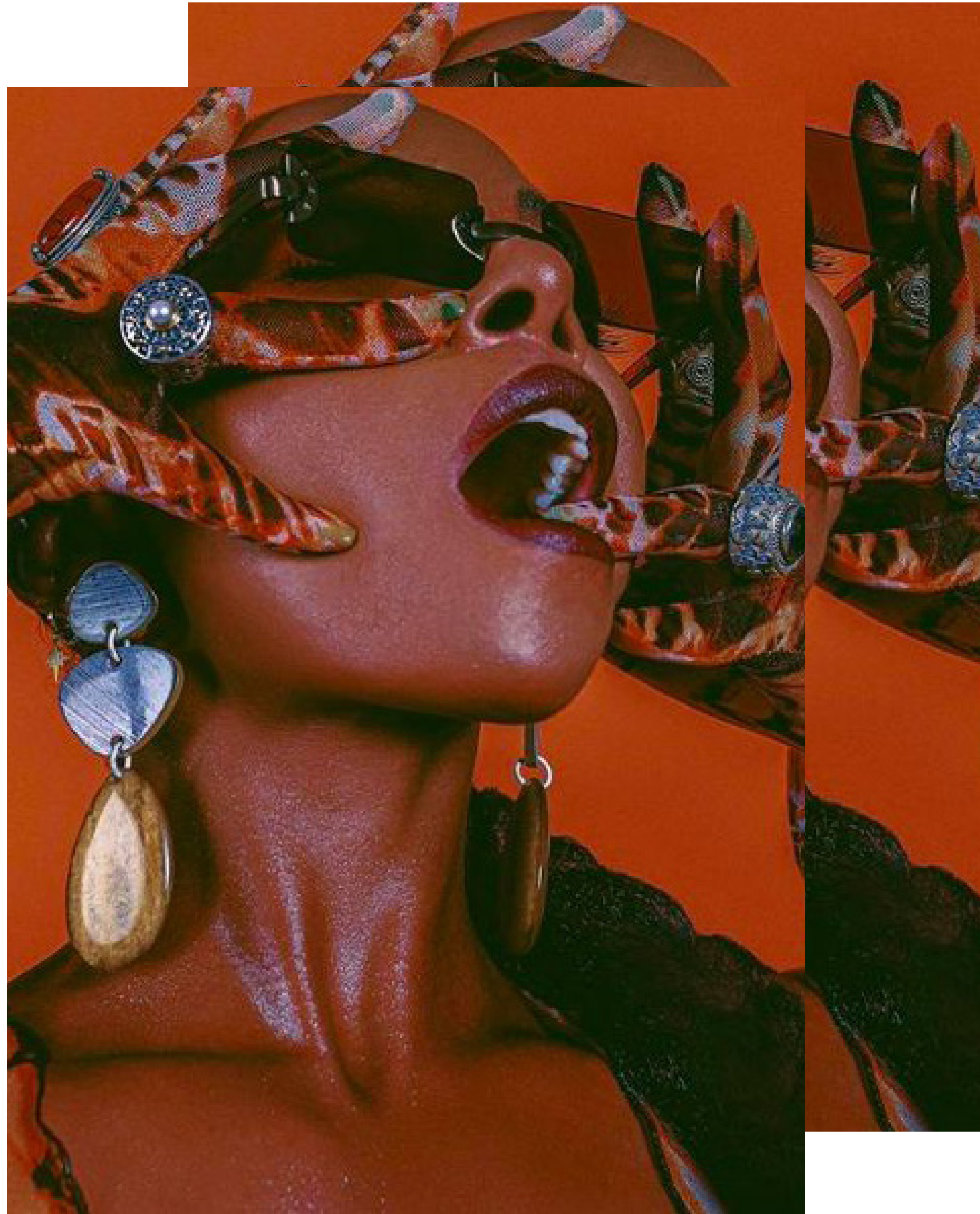


Brand collaborations are a crucial way to produce more income for both of the brands in participation. Brand collaborations are a sure-fire way to bring in a new target market while also keeping their original market.

There have been many brand collaborations, such as Forever 21 and Cheetos, Sharpies and Nike, ASOS and GLAAD, HUF and Spam, Dolce and Gabbana and Smeg, etc. There is an extensive list of collaborations of fashion with other industries, in particular the food industry.

Brand collaborations take two things that a consumer loves and puts them together, almost guaranteeing sales made. A particularly popular partnership was Forever 21 and Cheetos. Due to the similar audiences of teenagers and young adults, it was a huge success. According to Gianna Petan of Quality Logo Products says, "...in 2017, American Express reported that mid-size companies gained a profit of 1.4 times their investment. For larger companies with bigger campaigns, the profits can be even more..."

Partnerships are a vital source of revenue for all brands. According to Pamela Blump, "54% of companies say partnerships drive more than 20% of total company revenue..." and, "The Yeezy shoe line, a collaboration between Adidas and Kanye West, enabled Adidas' net annual rose by 19.5% to \$1.9 billion in 2019."



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