

UNINHIBITED EXPRESSION

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Introduction

During the 21st-century social movements, nostalgia and self-expression have peaked during unprecedented times (COVID19). Negativity and uncertainty invite a time of acceptance, positivity, and the grasp for stability. Consumer behaviors and understanding have shifted monumentally during the time spent over quarantine. With the rise of Tik Tok trends, influences in the design world have accelerated to an even faster cycle. Social media brings back a variety of styles from other eras (Y2K, 1970s, 1980s, etc.). It has also sparked the reoccurrence of social movements that permanently affect consumer behavior. Social movements, new values, and individualism go hand-in-hand.

In this era of fashion those that have been overlooked, will shine, creativity will be at its' all time high, and nostalgia will shine in the light of individuality and optimism.

Keywords: individuality, intersectionality, personal touch, joyful color, expression, uninhibited creativity, optimism



- **Neutrals and color brights are key trend colors.**
- **Consider both maximalist and minimalist styles.**
- **Break boundaries and think outside of the box.**
- **Challenge beauty stereotypes and take diversity seriously.**
- **Sustainability is also a large aspect to apply to your consumer category, make mindful choices on fabric. Try repurposed, recycled, deadstock and end of the roll fabric.**

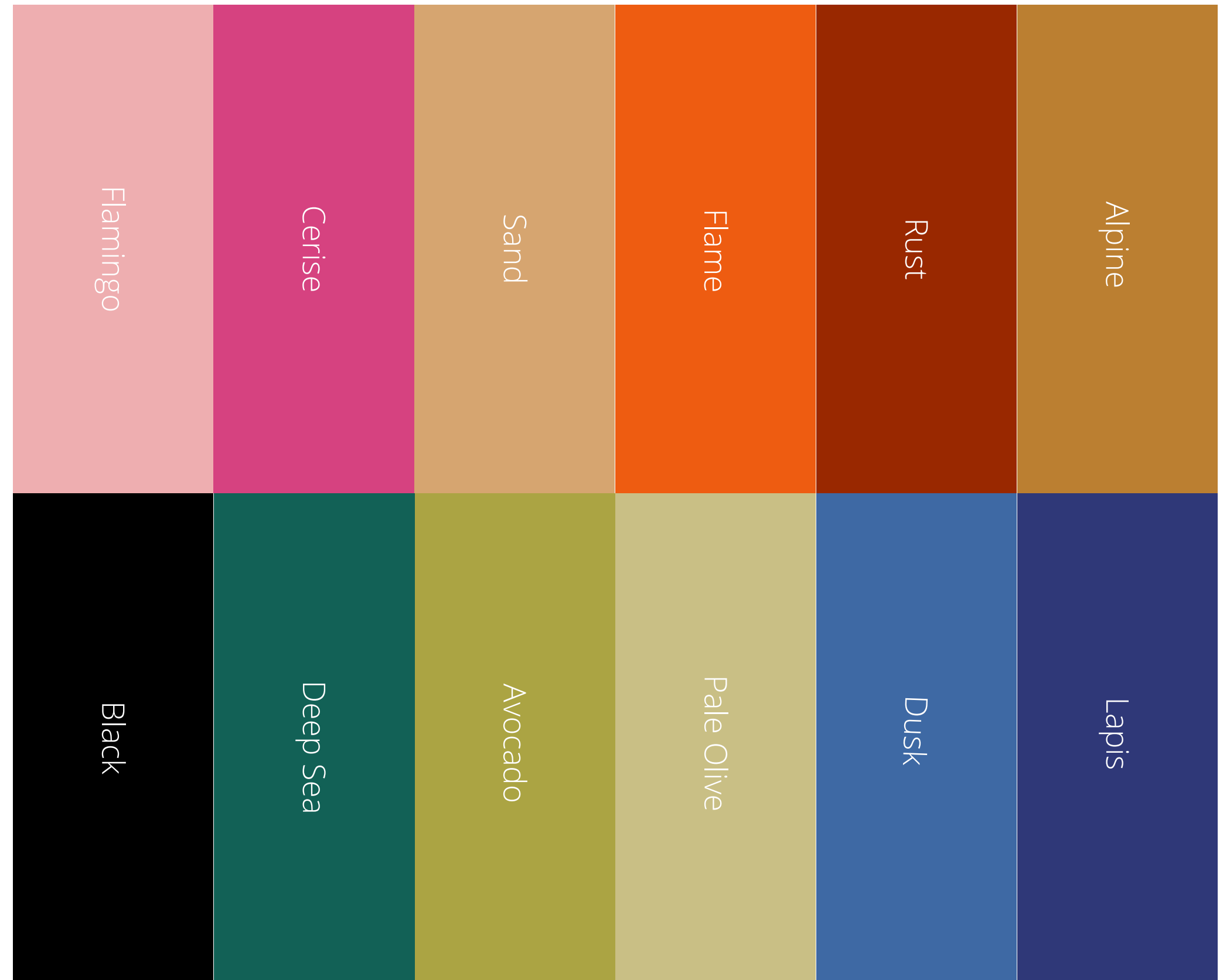


- **Combine various colors but, also think about one-color styling.**
- **Most eras of vintage fashion are in style (Y2K, 1970s, 1980s, 1990s, etc.) Pay attention to colors and silhouettes from these eras.**
- **Small brands are the trend-setters, pay attention to small niche brands to get insight.**
- **Personalization is key to individuality.**
- **Outside-of-the-box prints and patterns.**



Key Colors

This palette includes rich deep tones of pinks, neutrals, and earthy greens and blues. Please take note of the flame orange and avocado green, as they are the star. Basic colors combine with fashion colors to make this vivid palette.



Come As You Are

"Intersectionality is the acknowledgement that everyone has their own unique experiences of discrimination and oppression and we must consider everything and anything that can marginalise people – gender, race, class, sexual orientation, physical ability, etc."(Taylor, 2019)

Movements for individuals that have been oppressed for long periods of history finally can shine as the resurgence of social movements spur the need for places that run off of "people power". **Small businesses, boosting of queer individuals on social media, and implementing beneficial policies within large companies are some ways you can push more power to the people. Be creative, be different, be YOU.**





By You For You

...a new take on DIY emerges, focusing on doing things in a different way. This is resulting in a new crop of designers and brands favouring a made-to-order, bespoke approach, maximising resources via deadstock fabrics and clever pattern-cutting for special yet accessible couture-inspired pieces.."(WGSN,2022)

Personalized styles by brands and facilitated by your whims are a popular way to express yourselves. **Individuality goes hand-in-hand with diversity.**

Uniquely expressing your identity is becoming increasingly popular through Tik Tok and the spread of **sustainable unique re-worked fashion pieces** for a **fraction of the cost** of a brand new custom-designed product.

Your individuality can be displayed by using **unique** pieces that you are proud to own. It is common for some to feel **proud of the rare or limited item that perfectly describes who they are.**





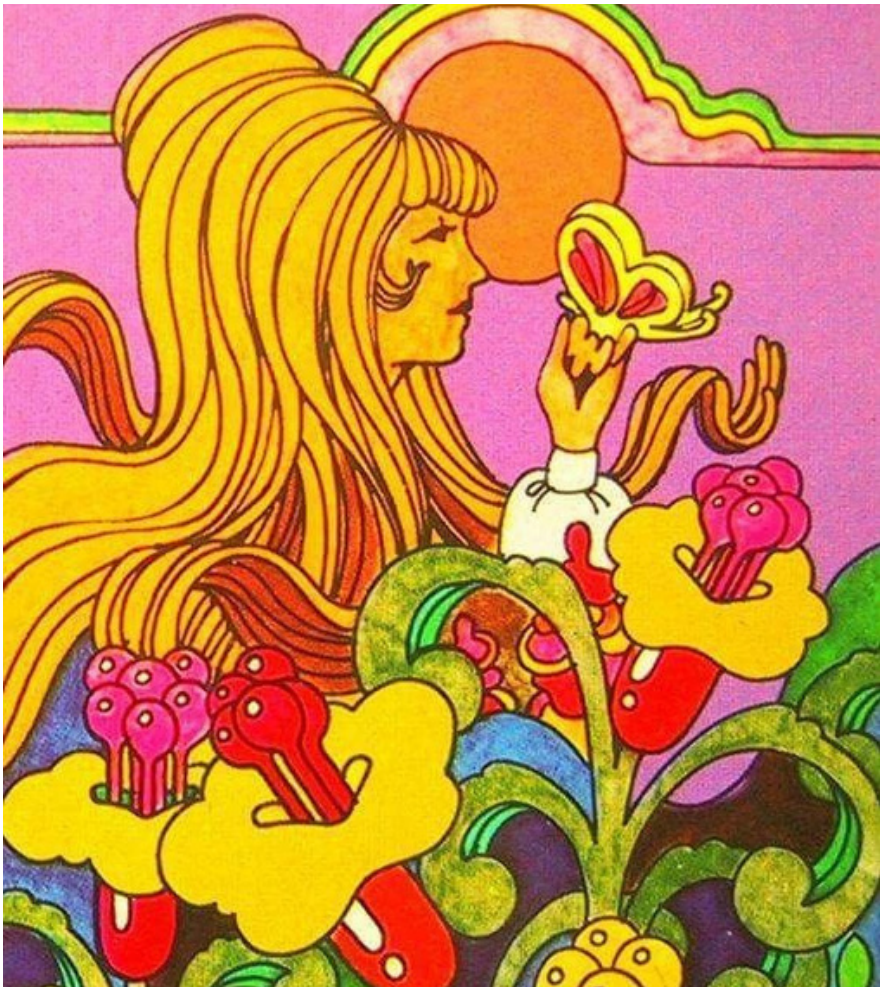
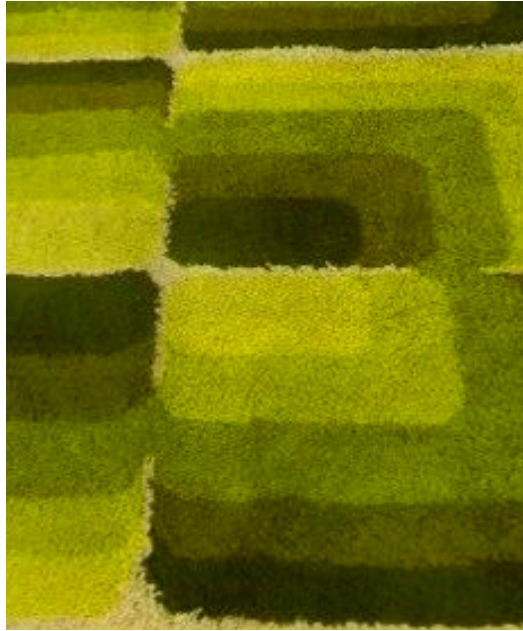
New Age Nostalgia

"...the movement towards vintage fashion that has been assisted by a reaction against mass-produced fast fashion, as consumers strive for more individuality in their styling and garments. Vintage fashion today, can be seen as a form of familiarity and stability against a rapidly changing environment...other factors that have contributed to the growth of the vintage trend include a change in values, the inclusion of vintage inspirations used in current designs by fashion designers"
(Vintage Fashion, 2020)

Nostalgic and classic styles taken from various eras make an appearance during unprecedented times such as these. It takes shape as **self-expression and diverse icons take center stage in combination.**

It is not uncommon to find fashion, art styles, and interiors from entirely different eras being meshed in various ways. The desire for vintage pieces has risen dramatically due to pandemic-caused nostalgia and reach for sustainability. Vintage can be seen everywhere in our lives, some individuals being extremely dedicated to living the vintage life. You can see vintage lifestyle in food, fashion, arts and home decor.





Brands to Watch



11 Honore

The brand has made headlines for its NYFW runway show filled with plus size models of several ages and ethnicities, which closed with transgender actress Laverne Cox." (Ristanovic, 2019)



Gucci 100 Campaign

"The new campaign presents the Gucci 100 collection that speaks to a time in a time in which everything exists at once, with no distinction between past and future. " (Gucci,2021) It pays homage to merdntity, individuality and nostalgia all at once.



Yitty by Lizzo

The Grammy-winning singer teamed up with Fabletics to bring her own flavor to the shapewear scene, which includes bold, unapologetic colors and prints, silhouettes that go beyond traditional styles, and a highly inclusive size range in 6X to XS. Borrowed from Lizzo's childhood nickname, Yitty is a line meant for every type of body.."(Ristanovic, 2019)



Beepy Bella

"Beepy Bella is a handmade jewelry line created by me, Isabella Lalonde, who is an artist based in New York City. The brand itself represents more of an artist's collective, a utopia of ideas and an unleashing of creativity."()

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