

Valentina Anea

Mr. Speice

Independent Study And Mentorship

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A Macro Trend in Pants is the Start of a New Decade

Assessment 3- Research

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Works Cited:

Bain, Marc. "Experts Agree: We're in The Midst of A Paradigm in Women's Trousers" *Quartz*, Quartz, 5 Sept. 2018, qz.com/quartz/1372046/experts-agree-were-in-the-midst-of-a-paradigm-shift-in-women-s-pants/. Accessed 12 Sept. 2018.

Assessment:

Fashion has the ability to immensely change culture in an a way so subtle that people do not even realize when the change happened. Trends shape culture and spark movements. Delving into the topic of trend forecasting has always piqued my interest. The fact that people are able to look at trends within society and track consumers interests to be able to cultivate a hypothesis on what people are going to be wearing years from now is truly fascinating. One trend that has been assessed and predicted by trend forecasters for many years is the impact that pants have on the fashion industry and culture.

The article “Experts Agree: We’re in The Midst of A Paradigm in Women’s Trousers” gives valuable insight on the impact that pants and jeans have on culture. The article theorizes that every ten years the silhouette of jeans changes in macro proportions. This change is so monumental that it can define an entire decade. This theory made me think deeply about past decades and what people find synonymous with them. The 1970s were synonymous with bell bottoms, the 1980s with tapered pants, the 1990s with the bootcut, and the 2000s with skinny jeans. If this theory is correct then it changes the entire way that history is looked at. The possibility that fashion has the ability to transform the culture of an entire decade is astonishing. This very thought changed the way I look at fashion because it demonstrated that fashion and style are not just changes in aesthetic, but they are representative of changes in society and culture.

The article continues on the theory of the impact of pants on decades by introducing a prediction for the new silhouette of the decade: culottes. This new pant is said to be wide-legged and high-waisted. The fact that trend forecasters are able to predict a trend as monumental as the shift from skinny jeans to culotte jeans says a lot about the value of trend forecasting as a career. Learning about the insight on culture and fashion that trend forecasters have, made the career all the more interesting. They are instrumental in shaping the direction of consumer purchases and culture and it would be great to delve into this topic more and find out how trend forecasters make their predictions.

This switch in pant silhouette is considered a macro fashion change because it will have an impact so big that it will last more than a couple years and influence an entire future generation. The reason why this switch in proportion is so huge is because not only does it

impact sales in pants but it also impacts just about every other complementary good. Since these new pants are unlike the skinny jeans that were once popular, people are going to have to start buying shirts, shoes, jackets, and accessories that go with these new proportions. I never considered that a trend could have such a big impact on the market of other goods. If this really does cause people to buy complementary goods to match their pants than it has the potential to change the way people dress completely.

Trend forecasters have an even bigger role in the fashion industry than previously realized. They have the ability to influence and predict a macro change in the way people dress interact, and look at a new decade. To find out that a new pant silhouette can have such a big influence on all aspects of life from culture to the economy is shocking and all the more interesting. I hope to keep researching and find out how forecasters make their predictions and how designers incorporate their predictions to have a successful collection that consumers will buy.

Annotated Article: <http://scrible.com/s/2AZw6>