

Runway to Street

Trend Analysis & Styling Concept
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"Fashions fade, style is eternal."

- Yves Saint Laurent

SKIMS

Mission Statement

"We are setting new standards by providing solutions for every body. From technically constructed shapewear that enhances your curves to underwear that stretches to twice its size, our goal is to consistently innovate on the past and advance our industry for the future.."



Lifestyle Segments

- Age: 18-45
- Education: College Graduated
- Income: Around 70,000 \$
- Job: Fashion related, not limited
- Gender: Women
- Downtown, urban area • People who love sports
- Require both fashion and Functionality
- Wants to wear comfortable
- Fair price
- Popular trend



The Streetwear and Runway analyzed in this assignment is based on Paris Fashion Week AW2021



TREND DIRECTION

- Ethical
- Comfort
- Quality
- Retro
- Innovative
- Minimal
- Functional
- Sustainable
- Delicate Cuts
- Stylish/Classy

Runway Report



Miu Miu



Louis Vuitton



Chanel



Chloé



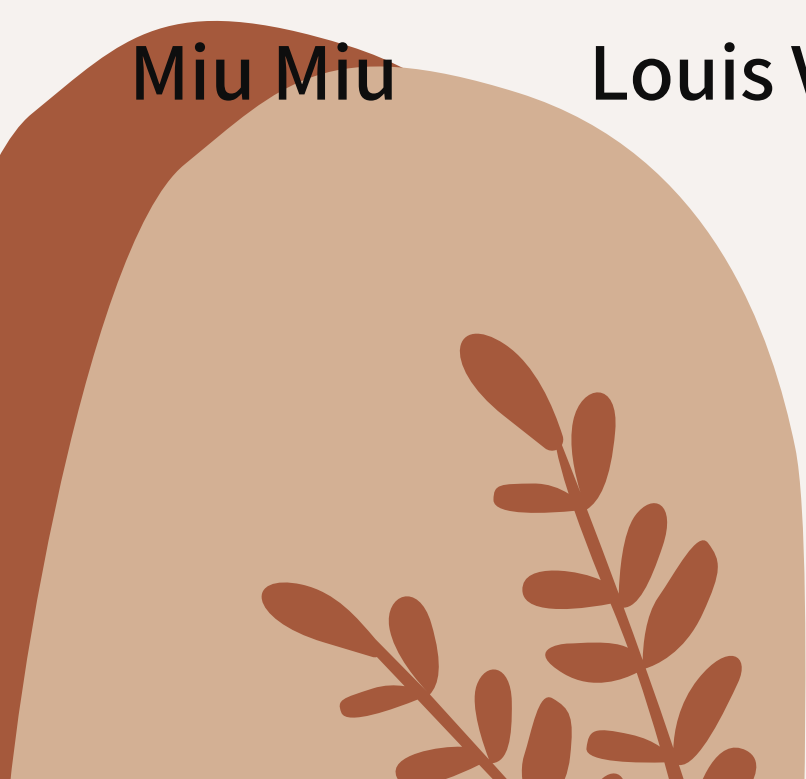
Balmain



Dior



Givenchy



Runway Trend - Social Media Influence

Social media is no longer a tool that connects fashion with the trend anymore. It now becomes a trend itself that evolves around the new generation - GenZ and Millennials. They are the new target customers that fashion houses shifted their attention to. In order to do that, the new runway shows have to be more creative and innovative from the styles whose brands already have.

- Color: Neutral (black, white, light brown, navy, cream, olive) or Neon (green, red, yellow)
- Shape: cuts, structures, fits, comfort, or oversize, baggy
- Fabric: Cotton, Wool, Cashmere, Nylon, Silk, Fur



- Key details: Classy, office vibe, innovated suits, plaid, tweed, detail cuts, retro 70s, minimal, small logo
- Accessories: necklace, earrings, small handbag, sunglasses

Streetwear



Streetwear Trend - Social Media Influence

GenZ and Millennials are the ones driving this social media trend. Styles are updated and spread out to the community faster than ever. Influencers are still playing an important role in being trend makers. Streetwear is also slightly got influent by the runway. Minimal, sporty, grunge, vintage, hip-hop, but no flashy and big logo anymore.

- Color: Neutrals (black, white, light brown, navy, cream, olive), Pastels (baby blue, vintage yellow, light pink, light green), or Green Neon
- Shape: comfort, or oversize, baggy
- Fabric: Heavy Cotton, Wool, Denim, Suede, Linen
- Key details: Jeans, cargo pants, slightly formal, plaid, tactical, small flowers, tie-dye, 90s vibe, patches, spotlight neon, varsity jacket
- Accessories: Shoulder bags, small handbag, big chains, rings, bracelets, nail painted, luxury cardholders, art figures, phone cases, AirPods, AirPods cases.



Skims Takes on Social Media Trend



- GenZ and Millennial are the main focus of Skims
- Social Media influencers are also the core value of the brand.
- Neutrals colors, minimal designs, variety of sizes are applied.
- Products quality, delicate cuts, ethics, and sustainability is more important than branding.
- Style is innovated based on the brand's DNA.
- Social Media starts becoming the major sales channel.
- Adopting styles from runway looks is necessary.
- Streetwear shows what the target customers on the market need.

Takeaways

- GenZ and Millennials are the main target customers for most fashion brands right now.
- Retro/vintage is always coming back.
- Influencers are really important for both runway and streetwear.
- Styles need to be innovative and creative, however, they have to keep the original DNA of the brand.
- Small logos, minimal, anonymity are replacing big logos, flashy look.
- Sustainability and ethics are crucial for both runway and streetwear brands in the social media era.



Work Cited

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