Design and development of men's and women's garments from the analysis of 2021 trends for Spring/Summer

Manoj Kumar C.
manojmaddy0907@gmail.com
Bannari Amman Institute of Technology, Coimbatore, Tamil Nadu

Selva Kumaran M.
selvakumaran.ft17@bitsathy.ac.in
Bannari Amman Institute of Technology, Coimbatore, Tamil Nadu

Thamaraiselvan V.
thamaraiselvan@bitsathy.ac.in
Bannari Amman Institute of Technology, Coimbatore, Tamil Nadu

Niveathitha
niveathitha@bitsathy.ac.in
Bannari Amman Institute of Technology, Coimbatore, Tamil Nadu

ABSTRACT

Trend forecasting had been regarded as a driving force of the fashion industry in determining the new fashion trends in fabric, color and style. Fashion trend forecasting is often personnel and company dependent and is more likely to be influenced by intuition and personal inspiration. Fashion forecasting is focuses on upcoming trends. A fashion forecaster predicts the colors, fabrics, textures, materials, prints, graphics, beauty/grooming, accessories, footwear, street style, and other styles that will be presented on the fashion shows and in the stores for the upcoming seasons. The concept applies to not one, but all levels of the fashion industry. The purpose of this Project is to establish or set a new trend which will be accepting for people for long period of time. Which will be shown in a designer collection of 6 garments combined with both men's and women's wear using the fashion trend color of SS 2021.

Keywords: Fashion Forcasting, Summer/Spring 2021, Color Trend, Fashion Trend Data Analysis

1. INTRODUCTION

Young generations are becoming fashion concern day by day. Globalization is the main reason for becoming people for fashionable. Fulfilling the demand for large fashion community huge number of fashion houses or boutique houses is launched. Those fashion houses do the remarkable job for their context. Many designers are personally open their fashion houses. All the fashion houses designers are continuously trying to give new design for their costumer. It's a most challenging part for design a new thing for every new season and every new-year.

For this reason, style and forecasting is very necessary for fashion designer. Fashion forecasting is focuses on upcoming trends. A fashion forecaster predicts the colors, fabrics, textures, materials, prints, graphics, beauty/grooming, accessories, footwear, street style, and other styles that will be presented on the fashion shows and in the stores for the upcoming seasons. The concept applies to not one, but all levels of the fashion industry. The purpose of this Project is to establish or set a new trend which will be accepting for people for long period of time.

2. LITERATURE REVIEW

Fashion trends reflects culture, cultures throughout the globe make use of clothing to make fashion statements. Fashion trends further shows us the hierarchies, personal relationships, and social power structures within communities. The study of fashion forecasting has show us key factor for the seasonal trend of 2021 will be colors and fabric designs which gives a limitless possibility of innovative and new concept ideas.

Study shows us that in spring of 2021, fashion and design specifically refers to as male displays as power, with broad shoulders, square shapes, and colors preferred for this are 'mykonos blue' or in neutral tones. As for the summer of 2021, "the system of rejections" Also manifests itself in fashion with elements that symbolizes the demonstrations of protest and culture. The trend is characterized by a proactive mix of influences and materials which turns fashion upside down, with bright, aggressive and bold colors.

Colors plays a vital role in any garment or design collection it is also considered as the key factor for the garment. Although it

differs the message it gives to the user and others it is widely accepted. The combined study made by **new york fashion week & london fashion week** have published top 10 color trend with their pantone no. For the year 2021 on april 17th 2021, illuminating (pantone 13-0647), daylily (pantone 15-0956), mykonos blue (pantone 18-4434), fuchsia fedora pantone (18-2330). Fire whirl (pantone 18-1453), red alert (pantone 18-1559), leprechaun (pantone 18-6022), green bee (pantone 17-6154), spring lake (pantone 18-4221), clear sky (pantone 14-4123). This shows us the updated trend report, as this is made by leading fashion trend setters and published, they also have a huge audience including celebrities who follows this trend as the early accepters and this creates a huge impact on the market and improves their market growth.

Also there has been fashion week shows conducted by major fashion designers and companies international and in india. Some of the popular international designers like mugler fashion, mara hoffman and monse has been published in vogue runway international page and indian designers' company and designers such as outryt, pawan sachdeva, and varun chakkilam, has featured their design collections in lakme fashion week 2021 which is also publish in vogue page india. These comparison between international and indian fashion week and runways are different which are based on the general perception of their market.

3. OBJECTIVES
- Gather all the required data analysis of 2021 of color trend in summer/spring 2021.
- Implementation of those data of the report into the garment design (color).
- Sourcing of the fabric and accessories.
- To know about the awareness of this trend among retailers.
- Design and development of the garment collection with color trend interpretation.
- To update the market to the world fashion trend with this project.
- Final survey among the customers with the finished product.

4. RESEARCH METHODOLOGY
- **Research design**

The research design followed in this study is descriptive research design.
- **Sampling size and design**

Target populations: Men and women between the age group of 18 – 24.
Sampling Technique: Convenience Random Sampling and Focus group survey for retailers.
Sample size: 275.
Sampling unit: Individual.
Data Collection Method: Primary Data.
- **Data collection:**

Data is collected from men & women between the age of 18-24. Primary research is opted for the study where the responses from the target population is collected by distributing online questionnaire.

5. ANALYSIS AND INTERPRETATION
Profile of the respondents:
The sample was collected from 275 respondents.
- **Age group**

Out of 275 respondents, 47 % of the are under the age of 18-20, 30% of the respondents are under the age of 21 & 22 and 22% of the respondents fall under the age group of 23 & 24. This shows that age group between 18-20 are the majority of the respondents compared to the other age groups.

6. EXPLICATION
CUSTOMER SURVEY RESPONSE:
TOTAL RESPONSE (NAME): 35

- **Age:**

TOTAL RESPONSE: 275

AGE	PERCENTAGE
18 TO 20	47.3%
21 TO 22	30.2%
22 TO 24	22.5%

- **Gender:**

TOTAL RESPONSE: 275

GENDER	PERCENTAGE
FEMALE	39.6%
MALE	58.2%

PREFER NOT TO SAY	-

- **Knowledge About The Latest Fashion Trends:**

TOTAL RESPONSE: 275

WELL UPDATED	48%
HAVE SOME KNOWLEDGE ABOUT IT	39.6%
BEHIND THE TREND	12.4%

- **Fabric Material Prefered For Summer / Spring Season:**

TOTAL RESPONSE: 275

COTTON	93.1%
SILK	-
LINEN	7.9%

- **Kind Of Outfits Prefered:**

TOTAL RESPONSE: 275

CASUAL WEAR	82.5%
STREET WEAR	13.8%
PARTY WEAR	-

- **Amount Like To Spend On This:**

TOTAL RESPONSE : 275

AMOUNT	PERCENTAGE
BELOW 500	65.9%
500-900	29.7%
900-1400	-
ABOVE 1400	-

7. DESIGN
- **Inspiration Board**

An inspiration board is an incredible method to gather thoughts and set the bearing for new creative undertaking. It allows you to impart your thoughts rapidly and investigate likely headings. It is generally a collage that consists of images, objects or words that a designer has gathered and wanted to organize and keep it as a reference for the project one is working on.

Fig. 1 Inspiration Board

For this project, color we chose are Mykonos Blue and Fire Whirl Red are the two colors which are the main factor we chose in this design concept. Mykonos Blue color is primarily a color from Green color family. It is a mixture of cyan color. Which give a pleasant and calming and elegant looking in nature. Similar to the Ibiza Blue, this New York Fashion Week colour transports us to the Aegean Sea. It's far deeper than the other blue shades of this year but just as vivacious and stunning. It was incorporated into many collections, but the one that easily transported us to the Greek island was Jason Wu's use of the colour for several softly flowing dresses and skirts. Fire Whirl color is primarily a color from red color family. This Pantone color is filled with the emblem and excitement we all seem to be looking for this year. It has a bright, dark rusty red color with a hint of autumn air, which is ideal for brightening up the colder months. On the runway of New York Fashion Week, models dressed in it for Carolina Herrera, Tod's, Jason Wu and Alice & Olivia, easily caught everyone's eye.

● **Mood Board**

A mood board is a kind of visual show or 'collage' comprising of pictures, text, and tests of articles in a synthesis. It tends to be founded on a set point or can be any material picked at random. A mood board can be utilized to pass on an overall thought or feeling about a specific theme. They might be physical or computerized, and can be successful tools of presentation. Mood board can be utilized for making product designs, brand designs, web compositions, and basically some other kind of design project. Mood board can fill some needs, beginning with getting sorted out the motivation around a task. They can be a significant asset all through the plan project, to help keep the style and aesthetic look and on target with a customer's objectives and assumptions. Mood boards are additionally a great method to refine an undertaking's style prior to plunging into the actual design process. They're a much lower speculation than mockups and models as far as assets and time and can pass on a great deal about the look and feel of the last plan.

Figure 2 Mood Board

● **Designs sketches:**

The figure given below is the flat sketches of the capsule that is to be developed.

Fig. 3: Design Sketches

8. SOURCING

Sourcing is characterized as the way toward deciding how and from where produced products or parts will be obtained. The fundamental inspirational power to do sourcing of articles of garments/fabrics is to give the most significant level of fulfillment, at low creation cost. 2021 color trend is analyzed the fabric is bought according to the trend. Pure cotton fabric suitable for this design concept.

Fig. 4: Fabric

Fig. 5: Finished Garments

9. FOCUS GROUP SURVEY

This survey is taken among various designer boutiques and retail showrooms in Coimbatore and Erode. The names of the boutiques and retail showrooms are Yanni Sofias The Designer Boutiques for women's (Coimbatore), Fairy Boutique (Coimbatore), Thulir (Coimbatore), Trendee Men's Clothing & Accessories (Coimbatore), Adicto Clothing (Coimbatore), Brandlet (Coimbatore), Manyavar (Coimbatore), SuxuS (Coimbatore), SPP Silks (Erode), Kalamandhir (Erode), Sagar (Erode), MOTIF (Erode), Inch Tap Boutique (Erode). Various designer boutiques and retailers have confirmed that new trend garments are been expected by the customers within the age sector of 18 – 21 for casual wear and 21 – 24 people prefer those new trend design interpretation for party wears who were mostly updated with the current and upcoming fashion trend. This also depends upon the seasonal times and the order and sales various among the market. Boutiques which are place in urban regions have high sales and regular customers who are well updated in the markets are requesting them for more new trend collections. This gives them more welcoming approach towards these design concepts which will update the market trend. From our survey, we can conclude that this design interpretation of color to the collections is in trend will be expected in the market sooner, thus there will be a good scope for the garment.

10. CONCLUSION

The concept of creating a design collection from the analysis of trend report Summer/Spring 2021 for both men's and women's wear has been successful and also there are many possibilities to improve this concept idea. As we were focused on creating casual wear the focus group surveys from various retailers and boutique shop owners have shown interest towards this Product which will be accessible and gives a better view over the future scope of the market.

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