



Development of an apparel line for the Spring 2022
fashion season.

MADELINE RUBIN

Fashion research

Trending

Trending colors for Spring 2022 are pastels, neutrals, warm colors that enhance the mood, & Earth colors inspired by nature. (My focus is a hint of neutrals, pastels, & bright/warm colors.)

Spring

Spring trends include dresses, trousers, woven knits, & ruffles on skirts/dresses.





Styles



EXPRESS



EXPRESS

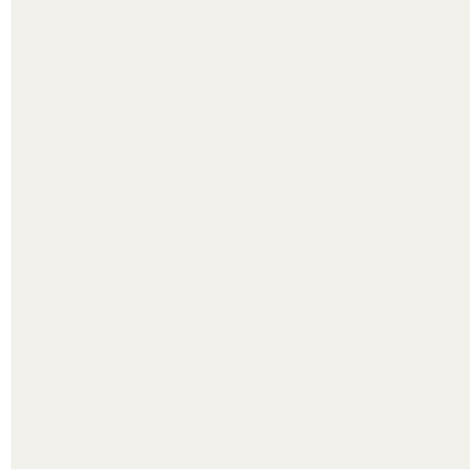


Demographic/psychographics

- ❖ Female's who are born born between 1981-1996 who fall under the age starting from 25-40 years old are millennials.
- ❖ 10.79% of females make up the millennial population.
- ❖ Average income for this demographic is \$36,608 annually.
- ❖ Their psychographics include shopping, checking the country of origin of where their products are from, & using social media to connect with others.



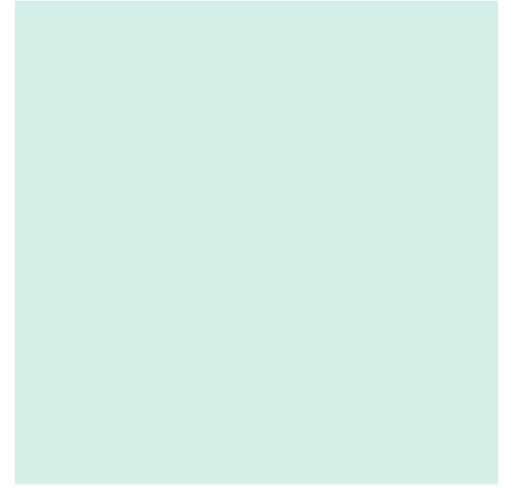
PANTONE
Black 6 C



PANTONE
11-0602 TCX
Snow White



PANTONE
16-1731 TCX
Strawberry Pink



PANTONE
11-4805 TCX
Hint of Mint

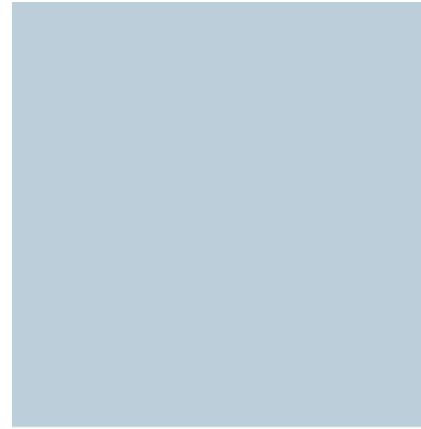
Colors used



PANTONE
12-0738 TCX
Yellow Cream



PANTONE
14-3905 TCX
Lavender Blue



PANTONE
13-4304 TCX
Ballad Blue

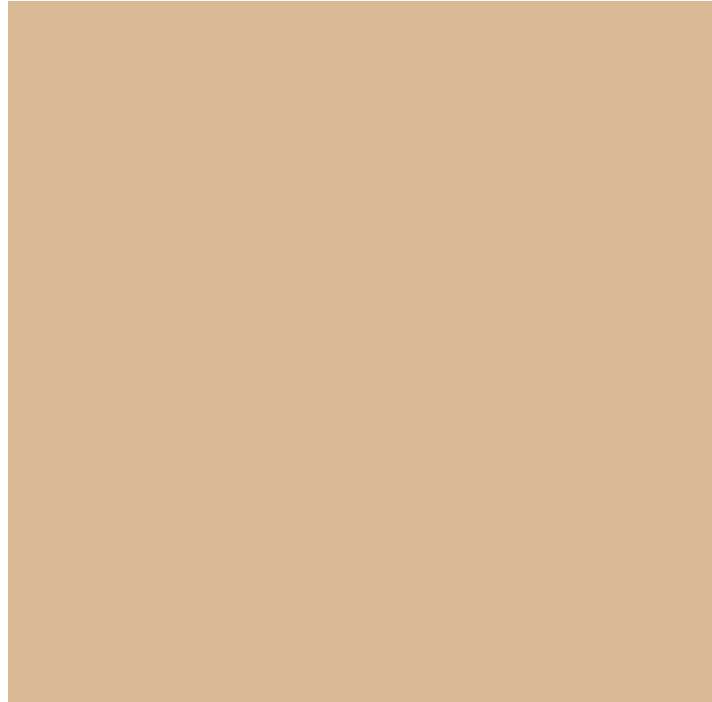


PANTONE
16-1344 TCX
Dusty Orange

Colors used part 2



PANTONE
12-1207 TCX
Pearl Blush



PANTONE
14-1118 TCX
Beige

Colors used
part 3

Price Points

Blouse: H&M: \$17 EXPRESS: \$30 Macy's: \$79

My price point: \$42

Trousers: H&M: \$38 EXPRESS: \$60 Macy's: \$148

My price point: \$55

Blazer: H&M: \$34 EXPRESS: \$138 Macy's: \$109

My price point: \$88

Dress: H&M: \$24 EXPRESS: \$70 Macy's: \$70

My price point: \$54

Skirt: H&M: \$18 EXPRESS: \$70 Macy's: \$30

My price point: \$38

I want my garments to be sold by EXPRESS because they offer an array of ready-to-wear garments that appropriate for my demographic & price point.

Fiber content

Blouse: Polyester

Trousers: Polyester/spandex

Blazer: Polyester/spandex

Dress: Cotton/modal/spandex

Skirt: Polyester/spandex

Inspiration

My inspiration for this collection is young, professional, fashion forward women who seek success in a motivated, working lifestyle while walking the streets as if it's their runway. This collection promotes trendy, fashionable, & work-ready attire.



References

Maggioni, S. (2020, December 9). Key Items Fashion: Women's Dresses S./S. 2022. Retrieved from <https://www-wgsn-com.gatekeeper.fontbonne.edu:2048/fashion/article/89579>

Perry, S. (2020, November 27). Core Item Updates: Women's Trousers & Shorts S./S. 2022. Retrieved from <https://www-wgsn-com.gatekeeper.fontbonne.edu:2048/fashion/article/89362#page6>

Yiannakou, L. (2020, May 28). Women's Color Forecast S./S. 2022. Retrieved from <https://www-wgsn-com.gatekeeper.fontbonne.edu:2048/fashion/article/87>