

FASHION & TREND CYCLES

Since 2005, Just4Textiles has been reporting on various aspects of fashion and textiles to its readers. In the ten years of publication, it is interesting to look back at how fashion and textile trends have changed and influenced not only the industry but also what and how we teach in the classroom.

In this article, Marlena Woolford and Emma Firestone look at the styles that have influenced the world of fashion and textiles, since the inception of Just4Textiles in 2005. How many do you remember?



Laver's Law: fashion trends		1970	2005	2015
Indecent	10 years before its time	1960	1995	2005
Shameless	5 years before its time	1965	2000	2010
Outré (Daring)	1 year before its time	1969	2004	2014
Smart	Current fashion	1970	2005	2015
Dowdy	1 year after its time	1971	2006	2016
Hideous	10 years after its time	1980	2015	2025
Ridiculous	20 years after its time	1990	2025	2035
Amusing	30 years after its time	2000	2035	2045
Quaint	50 years after its time	2020	2055	2065
Charming	70 years after its time	2040	2075	2085
Romantic	100 years after its time	2070	2105	2115
Beautiful	150 years after its time	2120	2155	2165

In his 1937 book Taste and Fashion, historian, curator and fashion theorist James Laver created Laver's Law, which describes how fashion trends evolve and revolve over time.

Just4Textiles was first published in 2005, and we can use this year, and Laver's Law, to think not only about past trends but about future fashion and textiles – do you remember what you were doing in 1995 and what fashions you were wearing? Well,

whilst we do not go back that far, we can consider the last 10 years.

“Trend cycles are complex...if a whole style or trend is to be regenerated, it has to have become inappropriate for the generation that originally consumed and wore it. Original wearers of a style will not re-adopt it because it has become unsuitable for their current lifestyle stage... the more common form of style regeneration occurs where a consumer moves from one lifestyle stage to the next and as style they used to wear eventually returns to be worn by a younger generation.” (Sinclair: 2014; 638)

In the ten years since Just4Textiles has been in production, there have been many fashion and textile trends. So many, in fact, that choosing only one key trend per year has been an interesting challenge. We made the

As with all activities, we wanted to identify and quantify the key benefits of implementing this initiative

decision to pick the ones that went mainstream: ones that, at some point, ‘everybody’ wore; trends that formed part of popular culture. Each of these trends lasted for a few years, so we have picked the year most representative of the trend. We have provided a brief overview of the trend's development, together with a selection of images that we hope will speak volumes and enable you to draw your own conclusions.

The trends discussed are a select few among many that emerged during this period. Among the ones we have elected not to include are: fur; leather; harem pants; dropped-crotch pants; colour blocking; biker jackets; varsity jackets; wrap dresses; lace; black on black, black and texture; grunge; jumpsuits; mixed media clothing (especially coats and jackets); shorts; popularity of the styles represented by modern first ladies and members of royalty; simplicity; boyfriend jackets; oversize; big shoulders; and inspirations from the wardrobes of Michael Jackson, Amy Winehouse, and many other celebrities. You may of course disagree or agree, and there are many reference books and magazines that can be referred to. In fact, we encourage you to make your own list, with your own images and expand the list below with your own selection of trends and fashions.

2004: Skulls

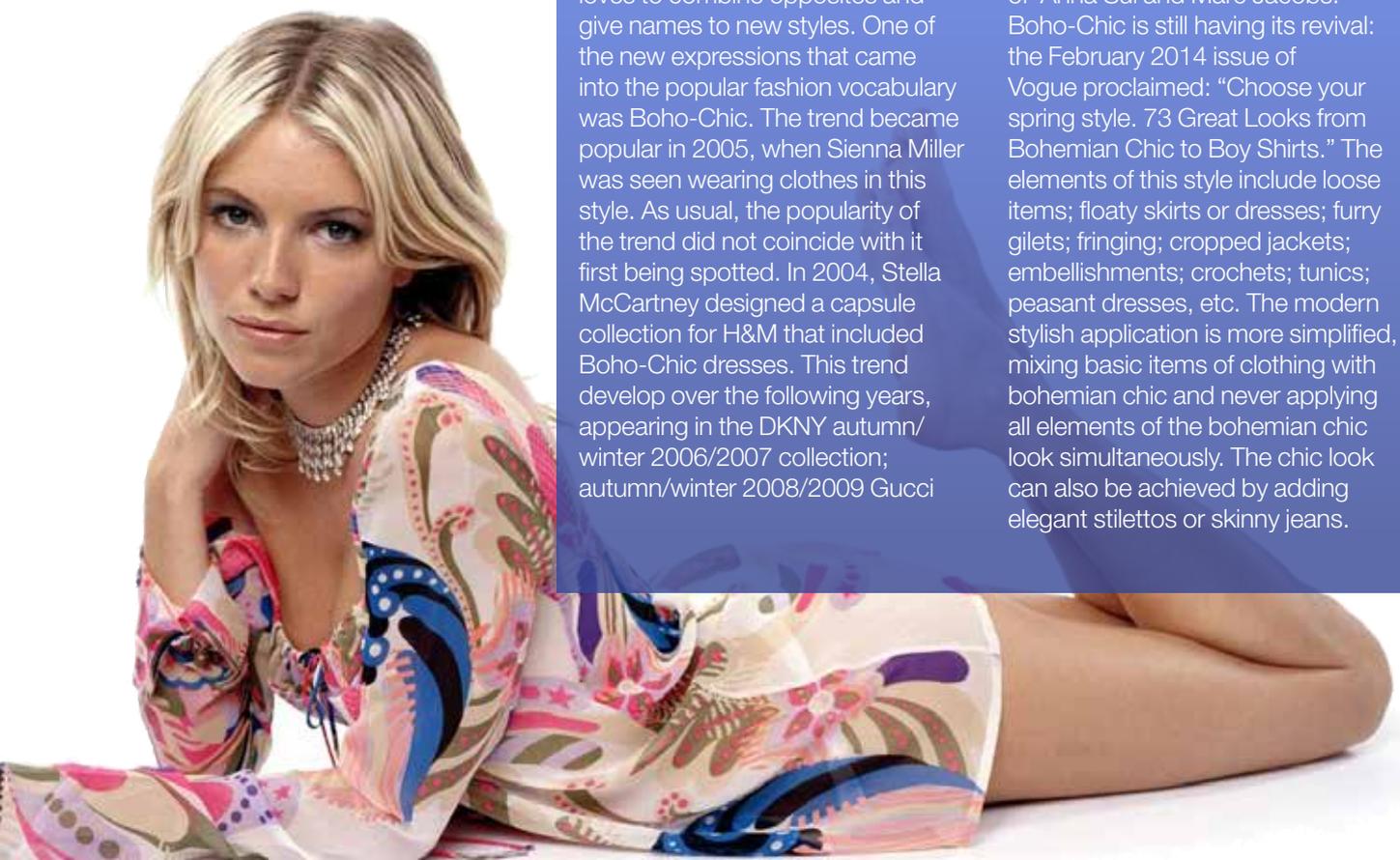
The skull print trend actually started in 2003, its popularity launched by the Alexander McQueen spring/summer collection of that year. The scarf was worn by such celebrities as Johnny Depp, Nicole Ritchie, and Cameron Diaz. The year 2003 was also the year when the first *Pirates of the Caribbean* sequel had its big-screen release (the next films in the series were released in 2006, 2007, and 2011, and one is planned for 2017). The Telegraph newspaper also named skulls as one of the trends of 2006. The trend continued to grow and by 2009 skulls were everywhere, including childrenswear. This reveals something of the long incubation a trend might go through before it hits the mainstream fashion market.



2005: Boho-Chic

The Fashion over last 10 years loves to combine opposites and give names to new styles. One of the new expressions that came into the popular fashion vocabulary was Boho-Chic. The trend became popular in 2005, when Sienna Miller was seen wearing clothes in this style. As usual, the popularity of the trend did not coincide with it first being spotted. In 2004, Stella McCartney designed a capsule collection for H&M that included Boho-Chic dresses. This trend develop over the following years, appearing in the DKNY autumn/winter 2006/2007 collection; autumn/winter 2008/2009 Gucci

collection; and the collections of Anna Sui and Marc Jacobs. Boho-Chic is still having its revival: the February 2014 issue of Vogue proclaimed: "Choose your spring style. 73 Great Looks from Bohemian Chic to Boy Shirts." The elements of this style include loose items; floaty skirts or dresses; furry gilets; fringing; cropped jackets; embellishments; crochets; tunics; peasant dresses, etc. The modern stylish application is more simplified, mixing basic items of clothing with bohemian chic and never applying all elements of the bohemian chic look simultaneously. The chic look can also be achieved by adding elegant stilettos or skinny jeans.





2006: Skinny jeans

Skinny jeans were a huge trend in 2006 and still noticeable on the streets today, worn by everyone from celebrities and royals, to teenagers. The skinny-leg look influenced the huge popularity of leggings and led to the emergence of the term 'jeggings'. An easy, generally flattering item of clothing, the popularity of skinny jeans has proved long and strong. The trend started emerging in spring/summer 2005 collections; and even now, in 2015 (in spite of culottes and flared trousers becoming fashionable), skinny jeans have not been totally abandoned.



2007: Neon revival

2007 collections, including Jill Sander's spring/summer 2007 catwalk, conspicuously featured very bright colours: vivid pinks, intense fuchsia, vibrant oranges, and bright turquoise. Also in 2007, Reebok made a vibrantly coloured trainer, and other sportswear brands embraced the neon trend for their footwear. Vivid colours were widely seen on tights (e.g. Emilio Pucci, Balenciaga, and Anna Sui's autumn/winter 2008 collection). The trend reached its peak in 2012 and 2013, when neon colors were omnipresent, appearing in the collections of Christian Dior, Raf Simons, Proenza Schouler and Alexander McQueen.



2008: Tweed

The tweed trend was seen in many autumn/winter 2007/2008 collections, including Marc by Marc Jacobs, Balenciaga, Gucci, and Paul Smith. This traditional material comes back again and again, so much so that it is practically emblematic of the lengthy, durable trend for all things vintage. In London, we even have “The Tweed Run” – a bicycle ride with stylishly dressed cyclists (established in 2009).



Photo: Frank Herholdt

2009: Digital printing

Thanks to development of this new technology, digital printing has been a huge trend. Both 2009 collections of Mary Katrantzou (spring/summer 2009 and autumn/winter 2009) ingeniously featured digital printing. In one collection, bulky jewellery prints on dresses gave the impression of real 3-D jewels; another featured perfume bottles cleverly printed on dresses to effect an optic narrowing of the waist. Her engineered prints are unique – both ideas were original, hugely popular, and inspired many brands.

Other fashion houses that applied digital printing in 2009 included Tempest and Alexander McQueen. In 2009, a different take on the digital printing included the use of photographs of icons such as Marilyn Monroe (Dolce & Gabbana). Today you can go to Topshop and the company YR can digitally print selected items for you in store.





2010: Ethnic prints

In its fashion guide to spring/summer 2010 trends, the Observer named 'ethnic' as one of them. In 2010, most ethnic inspiration came from Africa. The approach evolved to feature a mixture of prints from various parts of the world: African, Aztec, Indian, and others.



2011: Animals

Catwalk for spring/summer 2011 featured the whole menagerie of animals. Collections featured birds and animals such as swans (Miu Miu), leopards (Givenchy), tigers (Louis Vuitton), monkeys (Prada), lions (Marc by Marc Jacobs), and even pets, like dalmations (Topshop). This is one of the trends that keeps coming back; and among some consumers, animal patterns are always popular.

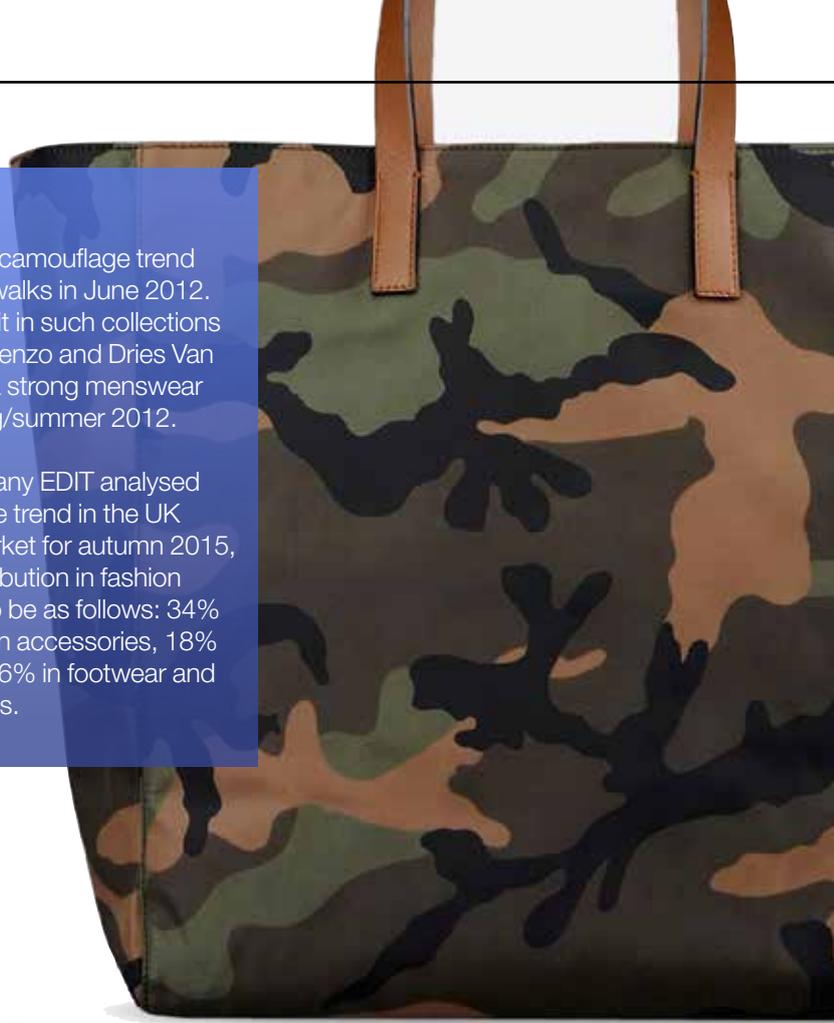
2012: Camouflage

The camouflage trend had been brewing for some time, not only as a trend in the conventional sense, but also in terms of “camouflaging” into surroundings. While camouflage print is perennially popular, it exploded in 2012 and continued to grow; even now in 2015, it is still visible in some fashion products.

The modern style of camouflage tends to mix the print with plain items of clothing or with suits, and frequently the print will appear in new colours, varied proportions, or experimental shapes. This newest

iteration of the camouflage trend started on catwalks in June 2012. We have seen it in such collections as Valentino, Kenzo and Dries Van Noten. It was a strong menswear trend for spring/summer 2012.

Fashion company EDIT analysed the camouflage trend in the UK menswear market for autumn 2015, finding its distribution in fashion assortments to be as follows: 34% for tops, 21% in accessories, 18% in outerwear, 16% in footwear and 11% in bottoms.



2013: Punk revival

A number of high-profile exhibitions stoked the punk revival in fashion. These began as early as 2004, with the Vivienne Westwood retrospective at the Victoria & Albert Museum in London; then came the Punk exhibition at the Barbican in 2007; and in 2013, the Metropolitan Museum in New York hosted a hugely popular exhibition on the style.

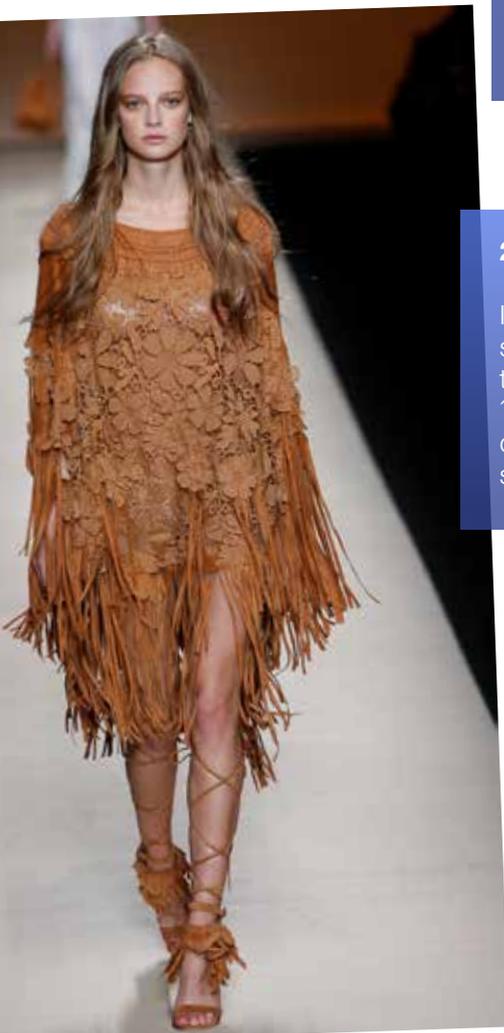
Meanwhile, in the fashion world, Balenciaga dedicated his spring/summer 2011 collection to the “children of punk.” Punk inspirations – studs, zips, ripped clothes, fishnet tights, chains, tartans, drainpipe trousers – were all over autumn/winter 2013 catwalks. This trend, as with most ideas from the fashion past, tends to present to modern audiences in a more simplified, eclectic, and/or elegant way.



2014: Sport Luxe

The trend has been evolving since the 2012 London Olympics, when ever-more designers looked into the aesthetics and technology of sports clothing. The collaboration between Stella McCartney and Adidas began back in 2005, but became widely known during the 2012 Olympics when she designed the kit for Team GB.

When looking into this trend, we should look back as far as 2003, when the Y-3 brand (a collaboration between Yohji Yamamoto and Adidas) had its debut. The Sport Luxe trend has been widely seen in 2014 catwalks. In 2014, Alexander Wang made a beautiful sport-inspired collection for H&M. Sport Luxe, not unlike Boho Chic, brings together two conventionally opposite poles of the fashion world to create a new quality: in this case, sport and luxury in one. Also the trend for yoga pants is having an impact where people are going for comfort clothing.



2015: 1970s

Inspirations from the '70s have been a big trend on catwalks for spring/summer 2015. The trend incorporates both the post-Woodstock hippie trend and disco style. The trend can include flared trousers; narrow '70s scarves; fringing; '70s leather coats; platform shoes and peasant dresses. If using Laver's Law we would see the 70's trend sitting somewhere between 'Amusing' and 'Quaint'.

And there we have it: 10 years on and again some form of "Boho-Chic" is a current trend. Does fashion go in cycles? Perhaps it is more like a spiral, which keeps returning to the same points, but on different levels.

In the newest version of a trend, the styling is different, more sophisticated, simplified, with new influences added or mixed up. New

looks are created; the best styles are inspired by the past, not copied from it.

We are looking forward to observing the next 10 years – hopefully you are, too.

Why not take the opportunity to identify your own fashion memories of the last 10 years – are you a trend follower?

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