



UDC 391:687.016

## EVOLUTION OF BEAUTY: WHO REALLY DICTATES FASHION

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The study offers some important insights into fashion background. We often ask ourselves: what would be trendy this season or the next? How long can we wear multicoloured fur, why did the high-waisted jeans return and should we wait for maxi-skirts? Who decides what we are going to wear the next season? Probably, we can find the truth in a magazine or on a runway? Unfortunately, everything is much more difficult than we can imagine .

Neither Anna Wintour and Karl Lagerfeld can not predict such a fast changing of fashion trends – they seem to be fashion victims just like we all are. Not only designers make a decision, but the editors of fashion magazines and others, named the “grey cardinals”, that stay in the shadow, also take part in this process. There’s no clear leader among them. All of them decide what we are going to wear the next season or in a couple of years, but the last word depends on the cardinals’ choices.

These are the 9 major trends we are going to see everywhere this next spring/summer season:

1. *Art-Infused*. Art and fashion intersected on the Spring 2018 runways, making for a colourful and rich way to shake up any wardrobe. From the bold Warhol-inspired pieces at Versace to cartoon works of art emblazoned onto Prada's collection, art is wearable in 2018.

2. *Mad for Plaid*. Gray checked blazers took over the street style scene and our Instagram feeds this past season, but the trend is just getting started. Flourishing into full-on plaid, the print was everywhere from the runways to the street style set outside the shows. From colourful coats to menswear-inspired blazers to unexpected plaid accessories, there are endless ways to weave the trend into your wardrobe this year.

3. *The New Trench*. The classic trench coat gets a fresh upgrade after being reworked in an endless amount of iterations on the runways. From new cuts to feathers and ruffles, there's a fun new trench for everyone to try this season.

4. *Fringe Benefits* .Making for one of the most fun trends of the season, fringe is back and more over-the-top than ever. Ultra-glam, dramatic fringe was spotted on the runways at Calvin Klein, Dior, Loewe, and more. For those looking to try the trend, it's already surfacing on bags, skirts, and playful trimmed tops for a more subtle way to embrace the look.

5. *60s Florals*. Before you crack a "groundbreaking florals" joke, spring's iteration of the print comes in the form of retro, '60s-inspired styles that actually do feel fresh. Once reserved for your grandmother's tablecloth or couch, '60s flower prints make for a playful dress or two-piece set this season.

6. *Workout Nostalgia*. Tapping into '80s and '90s workout gear, the new wave of athleisure is going full-on throwback. Retro workout pieces weren't just spotted on Rihanna's Fenty x Puma Spring collection, but also at fashion houses like Gucci, Tod's, and Louis Vuitton, bringing the ultimate mashup of high fashion and the gym. For 2018, incorporate the pieces once reserved for old-school workout videos into your everyday wardrobe.

7. *Life in Plastic, It's Fantastic*. From Calvin Klein to Valentino and Chanel, clear plastic outerwear (and footwear) is having a major revival. Whether you're facing a rainstorm à la the models at Chanel's Spring 2018 show or you simply want to try standout PVC accessories, spring will undoubtedly be filled with clear shiny pieces.



8. *Dark Denim Reigns*. A new wave of denim is here just in time to give your wardrobe a revamp. Dark wash denim ruled the runways in every form from classic jeans to two-piece sets, and structured dresses.

9. *Lavender Dreams*. "Ultra Violet" may have been declared the official colour of 2018, but we're banking on the pretty pastel shade of lavender to takeover instead. From pantsuits to romantic dresses, the pale hue was all over the Spring 2018 runways—and makes for an Instagram-friendly alternative to millennial pink.

But there is a huge possibility to make a mistake for designers and do not to blend in season trends. That is why fashion houses use the services of consulting companies, which forecast fashion trends. On that market, the most important and influential company is the WGSN. The company's services seem to be quite expensive, but instead of high price point clients get a long-term trend forecast, including economic and political analysis, expectations and consumers' colour preferences. Companies like these can even provide with dynamics of sales of competitors and a list of pieces that are most desired. Based on this data, look books are formed with a prediction for several seasons ahead. WGSN begins the process of identifying key colours, silhouettes and items two years in advance of the spring and winter seasons. About 150 people from the firm's global offices, spanning from China to Brazil to L.A., come together twice a year for what the group has dubbed "trends days." At these events, forecasters from each region present their constituency's broader social and technological trends—for example, what's happening with the environment, and what new fabrics are available.

The next issue is the Colour of the Year and how does it get chosen? Each season the team at the Pantone Colour Institute creates the PANTONE Fashion Colour Trend Report; a colour overview highlighting the top colours fashion designers showing at NY Fashion Week will be featuring in their collections for the upcoming season. With colour on the catwalk a key indicator of the colour stories we can expect to see showing up across all areas of design, the PANTONE Fashion Colour Trend Report is your easily accessible guide to the season's most important colour trends. But how do they determine the Colour of the Year? They hold **secret meetings** in Europe twice a year and bring in experts in colour standards groups from several different nations. After presenting and debating for a couple of days, the attendees settle on a colour that they believe best represents the **zeitgeist**; which is the mood, ideals, beliefs and/or tone that motivates people during a certain period in time. The colour chosen becomes the Colour of the Year for the upcoming year.

The main task of the designer is to generate ideas that will become trendy in the future. Designers do not dictate fashion trends blindly, because they don't know how people are going to react. They are trying to capture the mood and desires of potential consumers. Their task is to react first to changes in fashion and quickly jump off in case of failure. Tendencies are born, adapting to changes in the society.

So, what should we choose? Develop your own style instead of blind following trends or broadening your vision by reviewing *Elle* or *Vogue* magazine? It's up to you! Fashion is a state of mind. A spirit, an extension of one's self. Fashion talks, it can be an understated whisper, a high-energy scream or an all knowing wink and a smile. Most of all fashion is about being comfortable with yourself.

#### REFERENCES

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