

Trend SS21

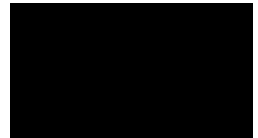
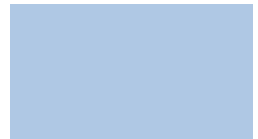
Stay At Home Style

Since the entire world has been put on pause by the COVID-19 pandemic, life as a whole has become less formal. All non-essential services have been closed, including all fashion retailers. Meaning there will be an enormous impact within the fashion industry on a global scale. The trend of comfort and loungewear shows no signs of slowing down now. As consumers are forced to work from home the desire for comfort is increased as well as homewear items becoming more sophisticated. It is important to have dynamic clothing that will allow the same outfit to be worn indoors and outdoors for running errands.



Moodboard

The key colours for SS21 loungewear includes the rise of tinted neutrals such as cream and black, with a shift towards pastel hues of pink and blue. As for prints, dyes, and swirls have landed on just about everything this spring—from the catwalks to your most comfortable loungewear. While tie-dye continues to make a comeback, the classic checkered print can be seen adding a sophisticated element to each garment this season.





With an increased focus on fabric with natural, ethically sourced qualities and cooling properties, satin and linen grow in popularity. Plus, from dresses to separates, knitwear in every form is seen throughout the spring/summer 2021 loungewear collections. To bring the trend into your wardrobe, consider splurging on some cashmere while also stocking up on some basic ribbed knits. It is a nice way to dress comfortably while also looking like you put in some extra thought while getting dressed with little to no effort. Plus it will pair well on top of both your pajama pants and your jeans.

Target Market

Our target market chosen for our fashion editorial is a young woman called Chloe. She is a 24-year-old, making her a millennial and is currently working as a fashion director for Aritzia in Los Angeles. Her position is well deserved as she has a great education and has a major in bachelor of business (marketing) from USC. Chloe makes around 120 000\$ a year, being part of the upper middle class. She lives in a townhouse located Brentwood, CA with her boyfriend Nathan. As for religion, Chloe is a non-practicing Christian, she believes in God, but not much more than that. Chloe enjoys fitness, shopping, fine dining with her best friends, likes to travel to luxurious destinations, going to art museums and sometimes clubbing. She values family and friends more than anything and is always there for the ones she loves. She and her future husband don't plan on having any children, but she wants to be the cool aunt for her sister's kids. As far as outfits go, Chloe never wears anything more than once. Being a fashionista, Chloe loves to share her looks with her followers on Instagram. Chloe appreciates her alone time at home since she is really busy at work. When it comes to being at home, she loves loungewear and is not afraid to be seen wearing it outside. Her style is very versatile, luxurious and most importantly stylish.



Quarantine has forced our sense of formality to disappear, making nne's life more comfortable in a literal sense. A lot of people have opted for the comfort route which entails dressing in cozy garments to do the same work they were doing before; meaning the trend of comfort and loungewear is not going anywhere anytime soon. While working from home, professional women, aged between 20-35 years old, will be on the hunt for convenient clothing that allows them to be appropriate on Zoom meetings and ready to run errands comfortably.

To showcase the trend of comfort and loungewear within our photoshoot, our models will be dressed in satin slip dresses, cozy cashmere knit sweaters, and breathable linen sets. The key colours for SS21 loungewear includes the rise of tinted neutrals such as cream and black, with a shift towards pastel hues of pink and blue. Tie-dye continues to make a comeback within fashion giving athleisure a new twist while the classic checkered print adds a sophisticated element to each garment. To ensure diversity, we will have four different types of models including one plus sized, one boyish, and some of different ethnicities. They're look will be completed with various versions of the "no make-up" make-up look and a unique yet easy hairstyle displaying effortless beauty.



Linen Two Piece Set



Tie-dye Tracksuit



Satin Slip Dress With
Cashmere Cardigan



Natural Make-up



Effortless Hairstyle



When it comes to the artistic direction, we have the perfect idea to attract our target market. For the photoshoot location, we will invite all of our models to a warehouse. We chose a warehouse because we wanted to have that “Old Brick Wall” feeling as a background for our photos. We will also shoot on the outside of the warehouse to have the “used” loading dock concrete texture as our floor and again the worn and torn industrial, chipping paint walls in the background.

During this photoshoot, the decor will be very minimal in order for the main focus to be on the clothing and nothing else. The only decor elements will be the exterior and interior of the warehouse. We want this editorial to convey a very natural vibe with a clean and professional finish.

Ambiance is something that is very important for us. We will shoot at sunrise to give it a relaxed and very natural ambiance with the golden orange lighting. Props will not be our main focus for this editorial; we will not be providing our own props but will rely on what is available at the warehouse such as the staircase and the railings outside. We chose four very eye-catching models so that when you see these images you will undoubtedly recognize them and be attracted to the clothing even more. These A-list models are Hailey Bieber, Ashley Graham, Winnie Harlow and Ruby Rose.



These models are professional so it will be very easy to work with them as they know what is happening at all times. Hair and makeup will be as natural as possible, we want the target market to relate and feel like they can also look great in our clothing. Finally, graphic design will be done in-house by our team to put everything together, from placing our logos on our photos, all the way to touching up the models' skin.

As for the outfits, there will be 4 different looks all revolving around the trend of loungewear. The first outfit will be inspired by sleepwear. The top will consist of a silk button-up shirt, the bottom will be matching silk pants that are high waisted, both pieces are from Lily Silk. The accessories will consist of a pair of sneakers, Yeezy Boost 350 V2 by Adidas in the color black. Followed by a pair of rectangular sunglasses, the LV Waimea Sunglasses from Louis Vuitton in a dark finish. Lastly the final touch will be a purse, one that suits the outfit best is a black Chanel Boy Bag. The top will only have two buttons closed, revealing your stomach while letting the button-up shirt flow every which way. This outfit stands out by screaming coziness and luxury.



The second outfit will follow the theme of streetwear, yet it still belongs to our theme of comfort. The look will consist of a grey oversized crewneck and a matching grey pair of sweatpants both from Essentials. The accessories will consist of a small purse, the Prada Re-Edition 2005 Nylon Shoulder Bag in the color black. Lastly, the shoes will be once again a pair of sneakers, a black pair of Triple S Trainers from Balenciaga. This outfit is the ultimate blend of comfortable and lightweight clothing. It fits you loosely letting your body breathe while still looking stylish.



The third outfit will consist of a light weight, slim slip dress. This touches the theme of sleepwear, being an essential to a luxurious night-in. The slip dress is made of silk and will be a light pink color from Agent Provocateur. The first accessory will be a silk sleeping mask from Slip in a matching light pink color, being the cherry on top of the outfit. The shoes will be a pair of Honey Flat Mule fur slippers from Louis Vuitton, also in a light pink. This combination screams luxury from head to toe while also highlighting the body's curves.



Last but not least, the final outfit will be the coziest of them all, no pun intended. The tops will consist of a knit tank followed by a knit robe both in a navy color. The bottom consists of a knit short also in a navy color. The tops and bottom are all from the Cozy Collection from Skims. The accessories will be a mini clutch, white and pink Le Chiquito Clutch from Jacquemus. Followed by a pair of slides, white GG Pool Slides from Gucci. This outfit focuses mostly on knit wear being a very comfortable fabric. Suitable for warm and cold temperatures, the outfit is very versatile. The look stands out from the ultra-comfortable knit wear that floats around your body.



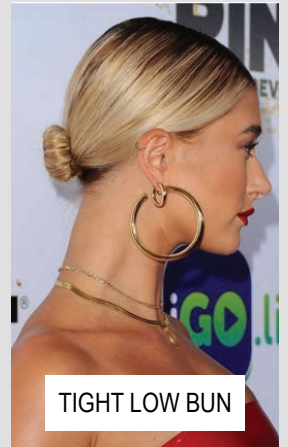
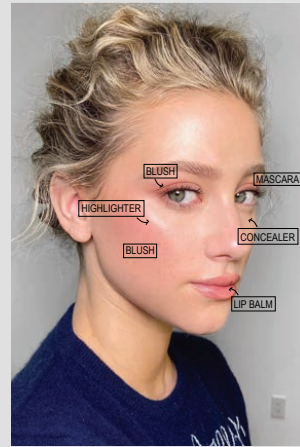
Models, Hair & Make-up

by Sabrina Cahill



Hailey Bieber

Hailey Rhode Bieber is an American model and television personality. She is represented by IMG Models and has been featured in major ads for Guess, Ralph Lauren, and Tommy Hilfiger. Hailey has gone from strength to strength, both off-duty and on the red carpet. She is the perfect model for our editorial because she is known for her off-duty looks that consist of oversized clothing and loungewear.

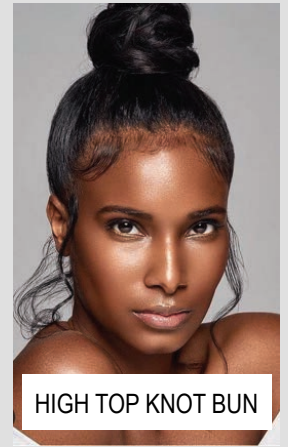


TIGHT LOW BUN



Winnie Harlow

Chantelle Whitney Brown-Young, known professionally as Winnie Harlow, is a Canadian fashion model, and public spokesperson on the skin condition vitiligo. She gained prominence in 2014 as a contestant on the twenty-first cycle of the U.S. television series America's Next Top Model. She is an ideal model for our loungewear editorial because she is an inspiration to all women to be comfortable in their own skin.

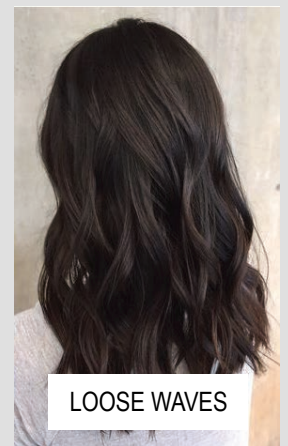


HIGH TOP KNOT BUN



Ashley Graham

Ashley Graham is an American plus-size model. In 2016, she became the first plus-size model to appear on the cover of the Sports Illustrated's annual Swimsuit Issue. She advocates for body positivity. Graham says, "I definitely think that my body has changed many peoples' lives. I've used my body as a tool to talk about taboo subjects, such as cellulite." She inspires women of all ages to accept themselves.

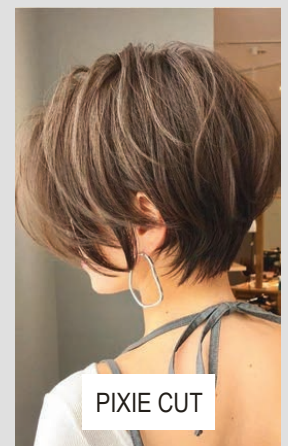


LOOSE WAVES



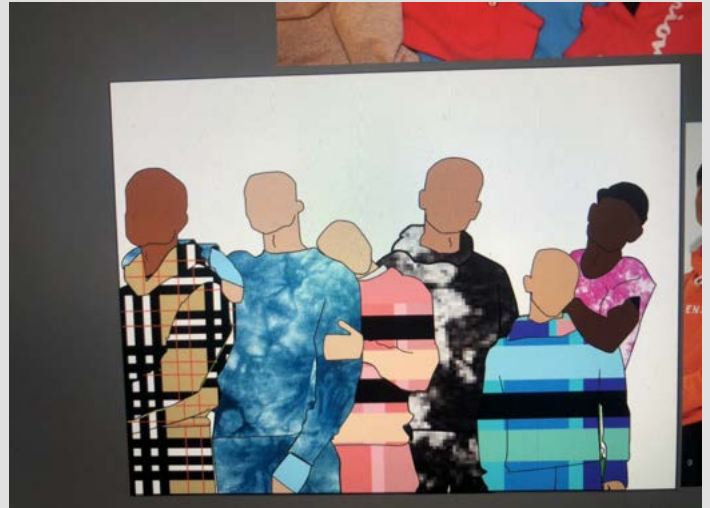
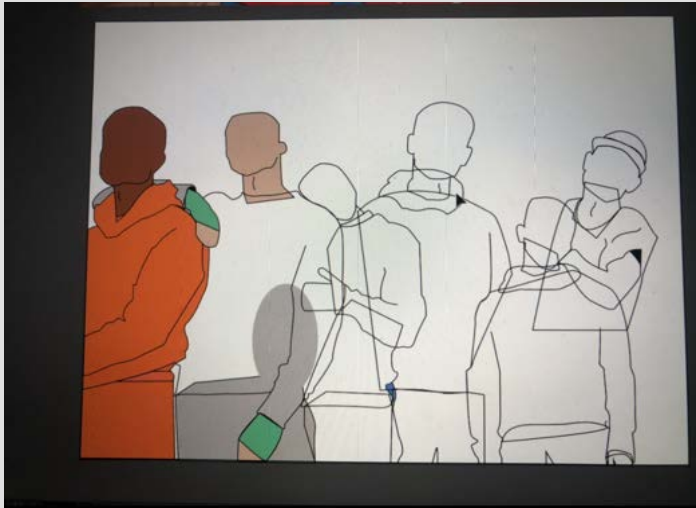
Ruby Rose

Ruby Rose Langenheim is an Australian model, actress, and television presenter. She also had the opportunity to collaborate with various fashion designers such as Phoebe Dahl. Rose strives to break the barriers of stereotypical femininity and is a powerful advocate for the LGBTQ community. Her gender fluid appearance pushes the barriers of conformity.



PIXIE CUT

Working as a graphic designer brings out the creativity and makes visions come to life. To create our content of advertisement, we can either make graphics such as designing magazines, billboards, designing for a website or creating a logo. We can make visuals like animations, editing videos or advertising a collection brand. Also, we can make audio elements. For example, a cover art for the brands playlist, podcast or a radio station. For our editorial, I will break down the steps to the design I've illustrated.



To begin, I start off by getting inspired by other loungewear brands. Then, I start illustrating. Next, the colours, ambiance, visual elements are indicated in the moodboard. We have four colours with two different patterns. The ambiance and visual elements targets the feeling of comfort and able to wear it during errands since we are aiming for our garments to be fashionable as well. Finally, the font is like the whip cream on top that makes the ice-cream attractive. Therefore, I make sure that the font can fit with the theme and the feeling of the illustrated design. I also make sure that the visual elements need to be incorporated in our editorial.

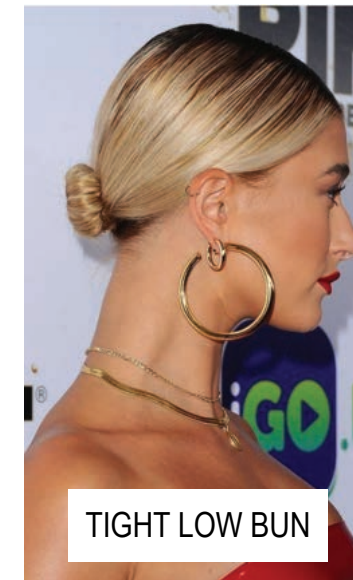




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Production Nicola Cantini

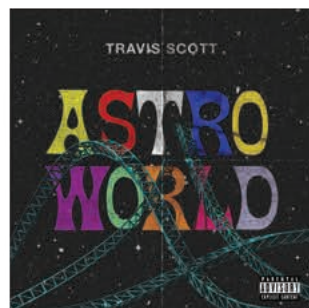
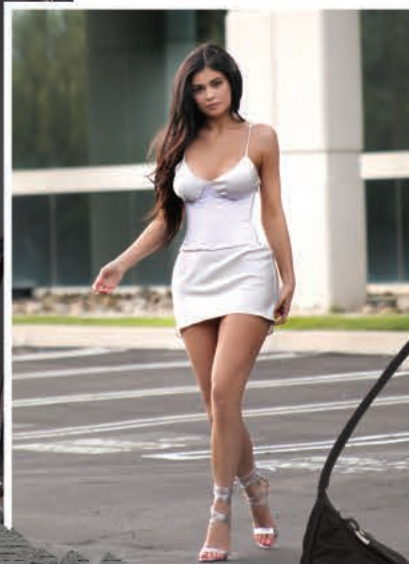
Artistic Direction Luca Viens

Stylishm Mathias Huard

Models, Hair and Make-up Sabrina Cahill

Graphic Design Elisha Bacalzo

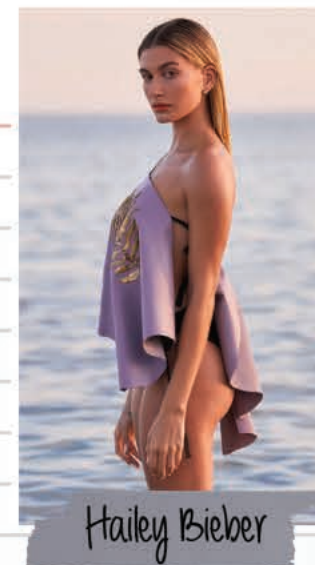
The Outfits



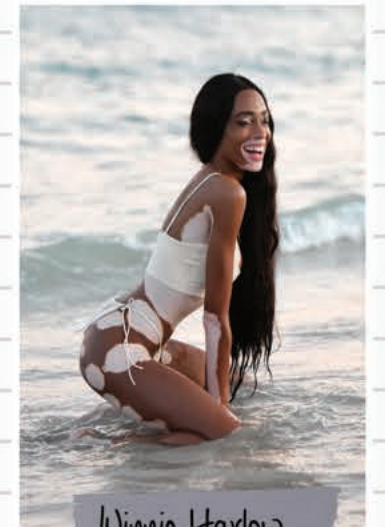
The Poses



The Models



Hailey Bieber



Winnie Harlow

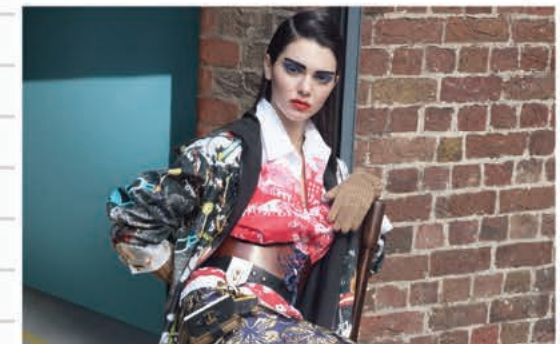


Ruby Rose



Ashley Graham

The Setting



The Music

Links

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