



# My Forecast for Womens Swimwear market segment

Spring/Summer 2024

Seaside Delights

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FIDM - Trend and Fashion Forecasting

# Market Segment: Womens Swimwear

In recent years, the women's swimwear market has experienced significant growth and evolution. With changing fashion trends, increased focus on body positivity and inclusivity, and advancements in fabric technology, swimwear designs have become more diverse, innovative, and versatile. Major players in the women's swimwear market segment include established fashion brands, specialized swimwear labels, and fast-fashion retailers. They offer a variety of styles, such as one-piece swimsuits, bikinis, tankinis, cover-ups, and resort wear, targeting different age groups, occasions, and preferences.

Target Market: Women ages 16-25

-Women who love to swim, outdoor activities, adventurous, likes to take pictures, trendy and cute swimwear



# Brands that represent the market

- Frankies Bikinis
- Bamba Swim
- Triangl
- Jaded Swim
- Dipped in Blue Swim
- Black Bough Swim



# Historical Trend

In the Late 19th Century: In the late 1800s, swimwear for women consisted of modest, full-body coverings, often made of heavy fabrics like wool. These garments aimed to protect a woman's modesty and maintain societal expectations of modesty and decorum. Bikinis began to gain popularity in the early 1940s, but it was in the 1950s that they truly became a mainstream fashion trend.

1898



1910



1950



1960

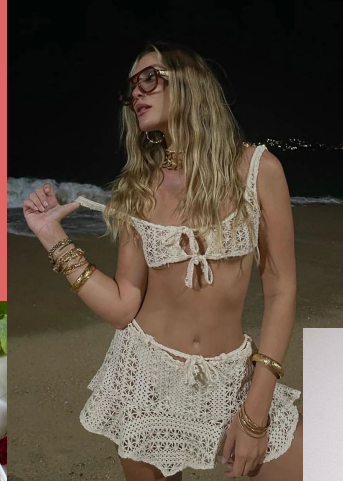




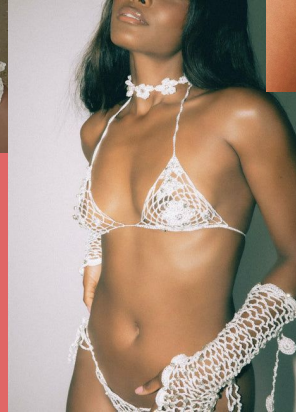
# Current Trends: Crochet Swimwear Style



Knit swimwear has been especially trendy for this upcoming Summer



The crochet material creates a clean, beachy look



Crochet adornishments such as hats, headbands, chokers, etc. can also fit into this trend



# Music



-In the 1960s, the Beach Boys and surf culture influenced women's swimwear with their catchy tunes and surf-inspired fashion. This led to the development of bikinis, which had been previously considered too risqué for most women. In the 1980s, the influence of MTV and music videos led to the rise of high-cut swimsuits and neon colors, which were popularized by pop stars such as Madonna and Cindy Lauper. In recent years, music festivals have become a significant influence on women's swimwear, with many swimwear brands creating festival-inspired collections. These collections often feature bold prints, crochet detailing, and fringe, which are all popular among music festival attendees.

# Entertainment



Entertainment has had a significant influence on swimwear over the years, with celebrities, movies, and television shows often setting trends and inspiring new styles. One of the most significant examples of entertainment influencing swimwear is the iconic red one-piece swimsuit worn by actress Pamela Anderson in the television show Baywatch in the 1990s. This swimsuit, with its high-cut legs and low-cut neckline, became a cultural phenomenon and is still considered an iconic swimsuit design today. Other celebrities have also had a significant influence on swimwear trends. For example, when singer Britney Spears wore a pink bikini in her music video for "Baby One More Time" in 1998, it sparked a trend for brightly colored bikinis with a youthful, playful aesthetic. As entertainment continues to evolve, it is likely that we will see even more innovative and trend-setting swimwear styles in the future.



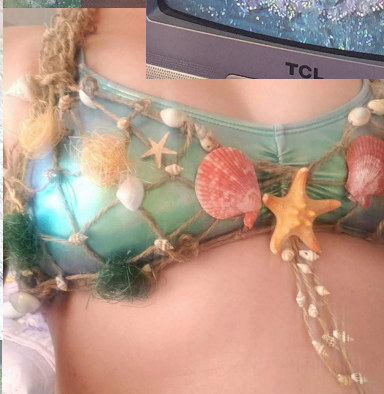
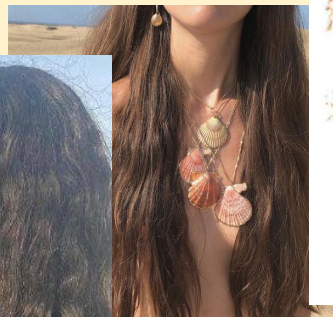
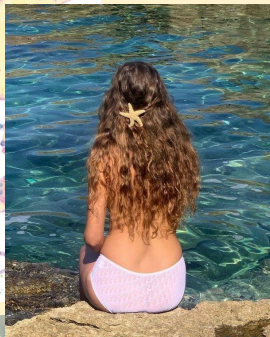
# Travel



Travel has played a significant role with different travel destinations and cultural trends inspiring new styles and designs. For example, the tropical islands of Hawaii and Tahiti inspired the introduction of the bikini in the 1940s and 1950s, as women sought swimwear that was more practical and allowed for greater freedom of movement in the water. In recent years, travel to exotic destinations such as Bali, Thailand, and the Maldives has inspired a trend for bohemian-style swimwear, featuring intricate embroidery, crochet, and other artisanal details. travel has had a significant influence on swimwear over the years, with different destinations and cultural trends inspiring new styles and designs. As travel continues to evolve and influence fashion, it is likely that we will see even more innovative and culturally-inspired swimwear in the future.



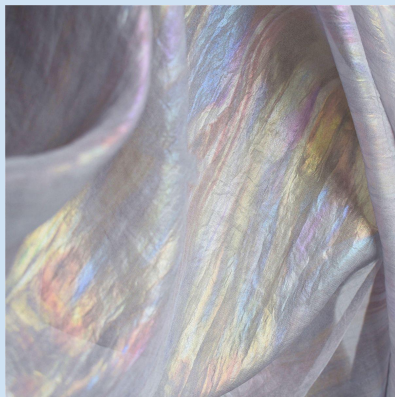
# Seaside Delights



# Palette



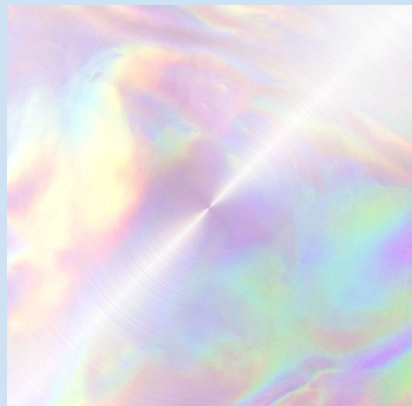
“Twisted Taffy”



“Ripple Rhythm”



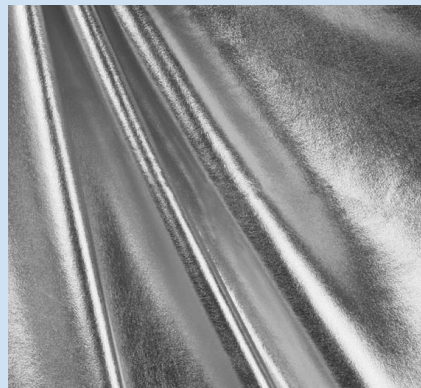
“Breezy Braid”



“Cluster Cascade”



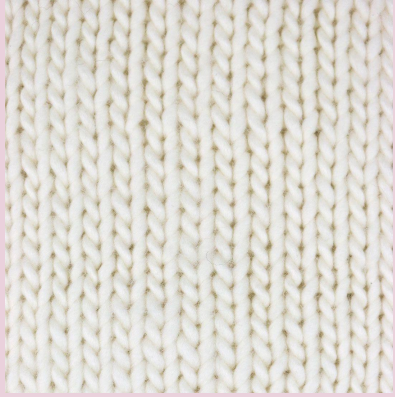
“Honeycomb Harmony”



“Diamond Drift”



# Fabrics



Crochet/Knit



Tulle

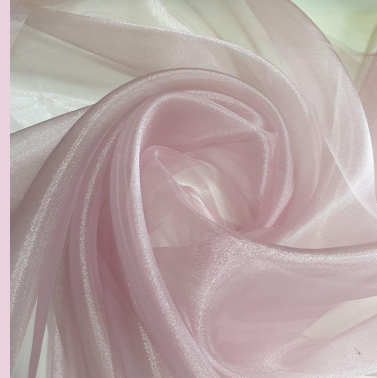


Lace

Silk



Satin





# Outfits



Blumarine, Summer 2023



Blumarine



Blumarine, Summer 2023



Blumarine, Spring 2023

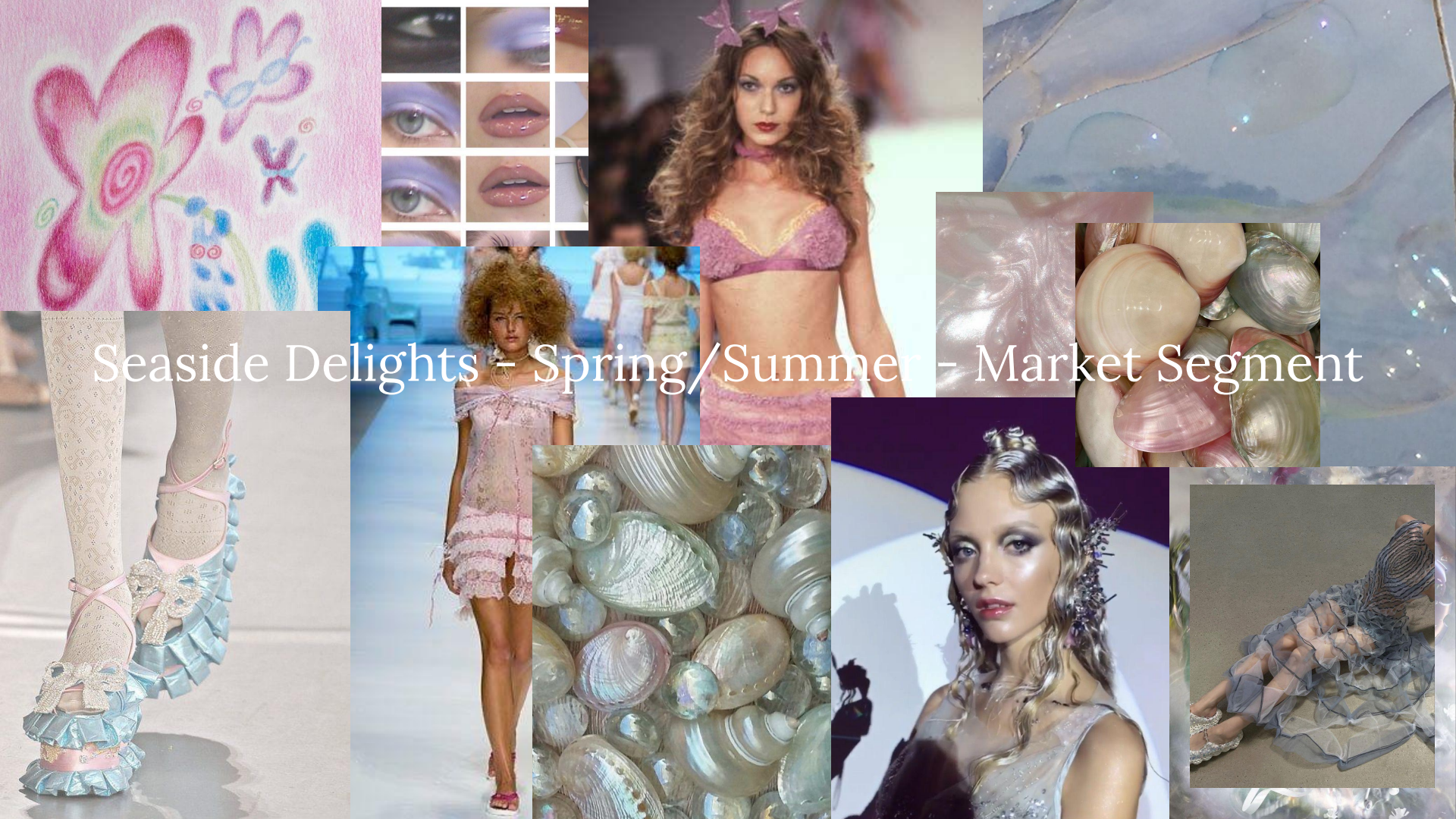
Alaïa Spring 1992  
Ready-to-Wear Collection



# Original Designs







# Seaside Delights - Spring/Summer - Market Segment