

THE RISE OF THE URBAN DESIGNER

RETURN OF A

CLASSIC

RALPH LAUREN POLO

DESIGNER

GENERATION GENERATION EVOLUTION OF FASHION BEST UPCOMING DESIGNERS

ELECTRIC FABRIC

DOMINATES

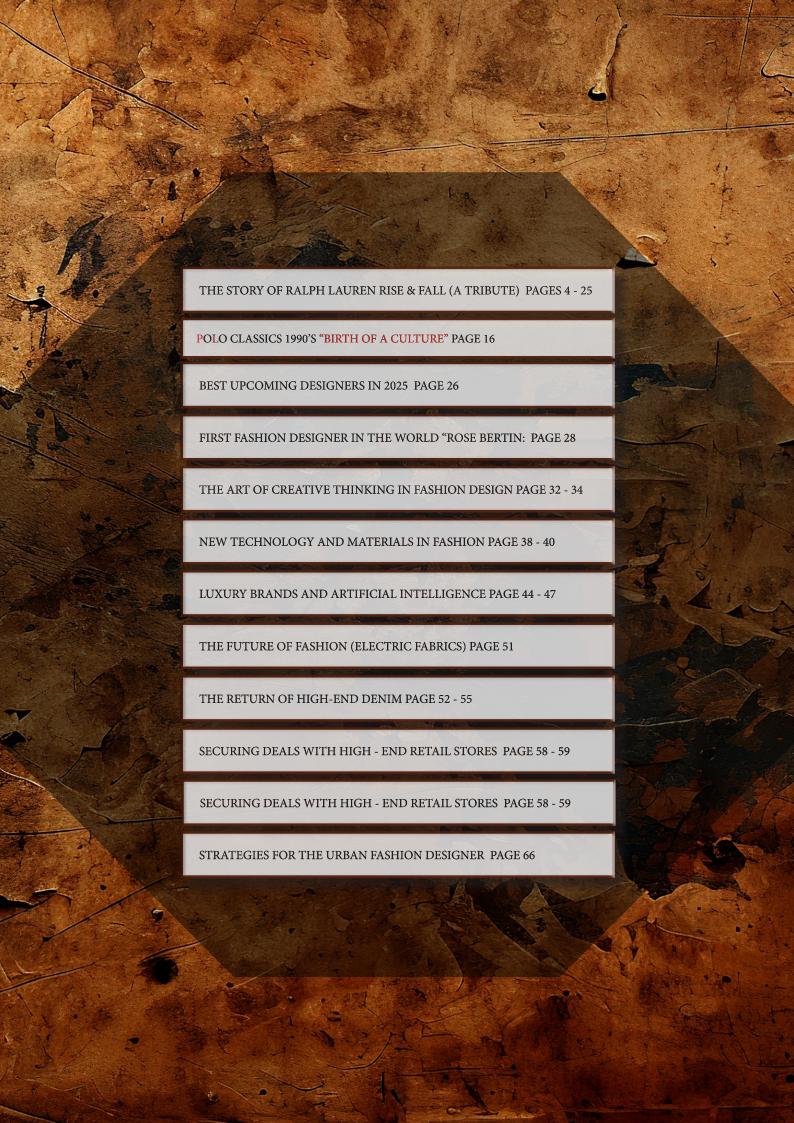
Luxury Brands And ARTIFICIAL INTELLIGENCE

HIGH TECH FABRICS FOR THE

FUTURE

SECURING FASHION DEALS WITH MAJOR STORES





RALPH LAURIN

Ralph Lauren, born Ralph Lifshitz on October 14, 1939, in the Bronx, New York City, is a renowned American fashion designer, businessman, and philanthropist. His journey from humble beginnings to the pinnacle of the fashion industry is a classic tale of the American Dream, marked by ambition, creativity, and an unyielding dedication to his vision.

Early Life:

Ralph was the youngest of four siblings born to Ashkenazi Jewish immigrants from Belarus. Growing up in the Bronx, he was exposed to the cultural tapestry of New York City, but his family faced financial challenges. From a young age, Ralph showed an interest in fashion and style. He admired the polished looks of Hollywood movie stars and dreamt of creating a sophisticated, aspirational lifestyle.

In his teenage years, Ralph decided to change his last name from Lifshitz to Lauren, seeking to avoid the teasing and bullying he faced due to the name. This decision marked the beginning of his redefinition of identity — a theme that would resonate throughout his career.

The Road to Fashion:

After high school, Ralph attended Baruch College for a brief period before joining the U.S. Army. Following his service, he worked as a sales assistant for Brooks Brothers, where he became increasingly fascinated by the world of menswear.

In the mid-1960s, while working for the tie manufacturer Beau Brummell, Ralph saw an opportunity. At a time when men's fashion was dominated by conservative styles, he introduced a line of wide, vibrant neckties under the label "Polo." Despite skepticism, the ties were a success, catching the attention of upscale retailers like Bloomingdale's.

Building the Empire:

In 1968, Ralph Lauren established his own company, Polo Ralph Lauren, with a \$50,000 loan. The Polo emblem — a symbol of timeless elegance and aristocratic sportsmanship — became an iconic part of American fashion.

Throughout the 1970s and 1980s, Ralph Lauren expanded his brand beyond ties, launching full menswear and womenswear collections. His vision of a "lifestyle brand" extended to home décor, fragrances, and accessories, creating a cohesive world of luxury and sophistication.

Ralph Lauren's designs embodied an idealized, romantic version of Americana — the New England prepster, the rugged cowboy, the elegant socialite. His advertising campaigns, characterized by their cinematic quality, showcased a world of aspiration and affluence.

Challenges and Resilience:

The 1990s brought both growth and challenges. The company went public in 1997, raising capital but also facing the pressures of a changing retail landscape. As fashion became more democratized with the rise of fast fashion, Ralph Lauren had to adapt while maintaining the integrity of his brand.

Despite market shifts, Lauren's influence on fashion remained indelible. His commitment to craftsmanship, quality, and storytelling kept the brand relevant. In 2015, after nearly five decades at the helm, Ralph Lauren stepped down as CEO but remained actively involved as Executive Chairman and Chief Creative Officer.

Legacy and Philanthropy:

Ralph Lauren's impact extends beyond fashion. His philanthropic efforts include funding cancer research through the Ralph Lauren Center for Cancer Care and Prevention and supporting educational and community-building initiatives.

Lauren's story is a testament to the power of vision, resilience, and authenticity. From a young boy in the Bronx who dreamed of a better life to a global fashion icon, Ralph Lauren's legacy endures as a symbol of aspiration, elegance, and the American spirit.





















The influence of Ralph Lauren's Polo brand on urban culture, particularly within Black and Latino communities in the United States, is a fascinating and unexpected chapter of fashion history. What began as a symbol of elite, preppy style transformed into a significant emblem of status, aspiration, and self-expression in the urban community, especially during the 1980s and 1990s.

The Birth of "Lo-Life" Culture

In the 1980s, New York City saw the emergence of the "Lo-Lifes," a subculture of predominantly Black and Latino youth from Brooklyn neighborhoods like Brownsville and Crown Heights. These young people embraced Ralph Lauren's Polo clothing—not just as fashion, but as a statement of defiance and self-worth. The Lo-Lifes would acquire Polo pieces through "boosting" (shoplifting) and reselling, creating a network of collectors obsessed with amassing rare and iconic Polo items.

The Appeal of Polo in Urban Culture

Ralph Lauren's imagery—a blend of wealth, luxury, Ivy League style, and an almost mythic interpretation of Americana—represented a world far removed from the realities of innercity life. By wearing Polo, young people from marginalized communities reclaimed a symbol meant to exclude them. It became an act of resistance, a way to subvert class and racial boundaries while presenting a sophisticated, aspirational image.





RALPH LAUREN'S INFLUENCE ON THE URBAN MARKET

Polo in Hip-Hop

Hip-hop culture embraced Polo heavily in the late 1980s and 1990s. Rappers like Raekwon from Wu-Tang Clan, Thirstin Howl III, and Kanye West have all referenced Polo in their music and style. The brand's association with hip-hop brought it to a global stage, blending street style with luxury fashion. Polo became synonymous with a unique aesthetic that mixed high-end preppy style with streetwear sensibilities.

The Enduring Legacy

Despite its origins in elite, white, upper-class aesthetics, Polo's integration into urban culture demonstrated the power of fashion to transcend and redefine social boundaries. In recent years, Ralph Lauren has recognized this impact. The brand has collaborated with figures from hip-hop and urban communities, acknowledging the cultural influence of those who helped redefine what Polo means. Today, Polo's legacy in urban culture is a testament to the creativity and resilience of communities that have used fashion as a way to express identity, claim visibility, and create value on their own terms.

THE FALL FROM GRACE POLO

Polo Ralph Lauren's decline in popularity within urban markets can be attributed to a combination of shifting fashion trends, brand strategy changes, and the evolving relationship between luxury fashion and street culture.

1. Shifting Fashion Trends

Fashion is inherently cyclical, and the early 2000s saw a shift in streetwear preferences. The oversized, preppy aesthetic that Polo represented began to feel outdated as streetwear evolved. Brands like Sean John, Rocawear, and later luxury streetwear labels like Supreme, Off-White, and Balenciaga began to dominate urban fashion. These brands felt more in tune with the tastes of a younger, more trend-conscious generation.

2. Market Oversaturation

Polo's widespread availability also contributed to its decline in status. In the 1990s, Polo was highly coveted in urban communities because it was relatively exclusive and expensive. However, as the brand expanded into outlet malls and department stores, it became more accessible and lost some of its prestige. What was once a symbol of aspiration and exclusivity became too common, reducing its desirability.

3. Competition from Other Luxury Brands

In the mid-2000s, urban fashion began to embrace more direct forms of luxury. Designers like Gucci, Louis Vuitton, and Burberry began engaging directly with hip-hop culture, collaborating with artists and creating pieces that appealed to younger consumers. These brands became the new symbols of status, overshadowing Polo's once-coveted reputation.

4. Brand Disconnect

Ralph Lauren initially distanced itself from its association with street and urban culture, preferring to maintain its image as a classic, high-end American brand. This perceived rejection led some in urban communities to feel alienated, further driving them toward brands that embraced their influence.

5. Rise of Fast Fashion

Fast fashion retailers like H&M, Zara, and Forever 21 began producing preppy, logo-heavy pieces at a fraction of Polo's price. This undercut the exclusivity that had once made Polo desirable, making it feel less special.

6. Cultural Evolution

As hip-hop and urban culture evolved, the idea of "high-end streetwear" took on new forms. Polo represented a specific era of urban style, and as new generations emerged, they sought to differentiate themselves from past styles, gravitating toward more contemporary, avant-garde brands.

Polo's Recent Resurgence Interestingly, there's been a resurgence of interest in vintage Polo pieces among collectors and enthusiasts. The nostalgia for 90s fashion, combined with a more nuanced appreciation for the cultural impact of Polo in urban communities, has sparked a revival.

Ralph Lauren has even acknowledged the influence of the Lo-Lifes in recent collaborations and marketing efforts.

Ralph Lauren showcased his Spring 2025 collection during New York Fashion Week, hosting a special event in the Hamptons. The show featured the Collection, Purple Label, and Polo lines, set against the picturesque backdrop of a horse stable, embodying the brand's signature rustic elegance. Notable attendees included First Lady Dr. Jill Biden, who attended as the guest of honor, along with other prominent figures such as Anna Wintour, Usher, and Tom Hiddleston.

For the Fall/Winter 2025 season, Ralph Lauren did not present a new collection during Paris Fashion Week. However, the Polo Ralph Lauren Fall 2025 Ready-to-Wear collection was featured, highlighting the brand's classic styles with rich autumnal textures of tweed and herringbone.











VINTAGE 1990'S

POLO











The fashion landscape in 2025 is vibrant, with numerous emerging designers making significant impacts. Here are some of the most notable talents to watch:

Miss Claire Sullivan

A New York-based designer known for blending contemporary streetwear with historical fashion elements. Her designs have been worn by celebrities like Addison Rae, Charli XCX, and Selena Gomez, showcasing a unique fusion of modern and vintage aesthetics

Zoe Gustavia Anna Whalen

An artist and designer who creates wearable sculptures from deadstock materials, drawing inspiration from Medieval and Victorian eras. Her commitment to sustainability and craftsmanship offers a fresh perspective in contemporary fashion.

LeBlancStudios

Founded by Yamil Arbaje and Angelo Beato, this brand draws inspiration from medieval power structures, presenting collections with a moody, anarchistic vibe and significant tailoring. Their designs reflect a deep understanding of historical contexts, reimagined for the modern wardrobe.

Gabe Gordon

Known for blending eerie aesthetics with knitwear designs, creating pieces that are both avant-garde and wearable. His innovative approach to traditional knitwear incorporates unconventional patterns and textures.

BEST UPCOMING DESIGNERS A Company of the company o

Vettese

Recognized for sculpted art pieces and Roman body-hugging dresses, offering a glimpse into the future of American fashion. The designs are characterized by bold structures and intricate detailing, making a strong statement on the runway.

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THE FIRST FASHION DESIGNER IN THE WORLD

The wind whipped around the cobbled Parisian streets, a raw, biting chill that seeped into the bones. Within a small, cluttered atelier, a young woman named Rose Bertin hunched over a worktable, her brow furrowed in concentration. It was the late 18th century, a time of powdered wigs, opulent court rituals, and a society hungry for spectacle. And Rose Bertin, a milliner's apprentice turned visionary, was about to revolutionize it all.

Rose wasn't just sewing; she was sculpting dreams. She envisioned garments not as mere coverings, but as expressions of personality, as tools of power. She saw the potential for fashion to be an art form, a language spoken in silk and lace.

Her path wasn't easy. Born into a modest family, she'd apprenticed with a milliner, learning the intricate art of hat-making. But her ambition stretched far beyond feathers and ribbons. She yearned to create entire ensembles, to dictate the very essence of style. Her talent, however, was undeniable. Her creations, extravagant and imaginative, caught the eye of the influential Princess de Lamballe, a close confidante of Queen Marie Antoinette. The princess, recognizing Rose's genius, introduced her to the queen.

Marie Antoinette, a young, vibrant woman eager to escape the stifling formality of court life, found a kindred spirit in Rose. Together, they embarked on a fashion revolution. Rose, now dubbed "Minister of Fashion," became the queen's personal stylist, a role that would transform her into the first celebrity fashion designer.

Rose's atelier, "Le Grand Mogol," became a hub of creativity, a place where the latest trends were born. She introduced elaborate hairstyles, towering plumes, and extravagant dresses that pushed the boundaries of convention. She invented the "pouf," a towering hairstyle adorned with feathers, jewels, and even miniature ships, reflecting the queen's love for the sea.

She didn't just design clothes; she created an experience. She orchestrated elaborate presentations, showcasing her creations with theatrical flair. She understood the power of spectacle, the ability of fashion to captivate and transform. She created the concept of a "fashion show," displaying her gowns on dolls, and then on real people.

Her influence spread beyond the court. She dictated trends for the entire French aristocracy, and her designs were copied throughout Europe. She established a system of seasonal collections, anticipating the modern fashion calendar. She created the concept of "haute couture," bespoke garments made with the finest materials and exquisite craftsmanship.

But Rose's success was not without its challenges. The French Revolution, with its anti-aristocratic fervor, threatened to destroy everything she had built. She was accused of extravagance and association with the hated queen. Yet, even in the face of adversity, she remained resilient, adapting to the changing times.

Rose Bertin's legacy extends far beyond the extravagant gowns she created. She established the very foundations of the modern fashion industry. She recognized the power of branding, the importance of marketing, and the ability of fashion to shape society. She transformed clothing from a mere necessity into an art form, a powerful tool of self-expression.

Though her name may not be as widely known as some of her successors, Rose Bertin stands as a pioneer, the woman who dared to dream of a world where fashion reigned supreme. She was more than just a dressmaker; she was a visionary, a businesswoman, and the first true fashion designer. Her story is a testament to the power of creativity, ambition, and the enduring allure of style. And in the echo of every modern fashion show, in the gleam of every designer label, her influence lives on.









Art Of Thinking Creative In Fashion

The art of thinking creatively in fashion goes beyond simply designing garments—it's about reimagining culture, pushing boundaries, and expressing identity. Fashion creativity involves merging aesthetics, storytelling, and innovation to create something that resonates with people on a deeper level.

Here are some essential aspects of creative thinking in fashion:

1. Inspiration and Research

- Diverse Sources: Designers often draw inspiration from art, history, nature, technology, subcultures, and personal experiences. Alexander McQueen famously fused historical references with contemporary rebellion.
- Trend Analysis vs. Originality: While trend forecasting helps understand the market, true creativity often emerges from challenging conventions.

2. Storytelling and Conceptualization

- Narrative Design: Successful collections tell a story or convey a message. Virgil Abloh's work with Off-White often communicated ideas about youth culture, race, and societal norms.
- Symbolism: Designers use motifs, colors, and textures symbolically to communicate ideas—like Rei Kawakubo of Comme des Garçons, whose avant garde creations often explore themes of identity and imperfection.

3. Experimentation with Materials and Techniques

- Innovative Textiles: Experimenting with unconventional materials like recycled plastic, bioengineered fabrics, or digital prints can lead to groundbreaking designs.
- Handcrafted Techniques: Reviving traditional crafts (weaving, embroidery) or blending them with technology (like 3D printing) can create a unique aesthetic.

4. Cultural and Social Awareness

- Cultural Commentary: Fashion can critique or celebrate cultural narratives. Telfar Clemens redefined the "It Bag" to represent accessibility and inclusivity.
- Sustainability: Addressing environmental concerns through upcycling, zero-waste design, or slow fashion practices reflects a forward-thinking approach.

5. Breaking Conventions

- Gender Fluidity: Many designers now create gender-neutral clothing that defies traditional norms.
- Deconstruction: Pioneered by designers like Martin Margiela, deconstruction challenges conventional garment construction, leading to thought-provoking designs.

6. Collaboration and Cross-Disciplinary Work

- Art and Technology: Collaborations between designers and artists, architects, or tech experts can expand the boundaries of fashion. The fusion of AI in design is now influencing creative processes.
- Cultural Exchange: Collaborating with artisans or communities worldwide fosters creativity while respecting cultural heritage.

7. Personal Identity and Authenticity

- Self-Expression: Designers like Rick Owens create from deeply personal perspectives, crafting collections that are as much a reflection of self as they are fashion.
- Authentic Voice: Staying true to one's vision, regardless of market trends, often leads to the most impactful work.

8. Strategic Risk-Taking

- Fearless Experimentation: Iconic collections often come from taking risks—like Jean Paul Gaultier's corsets for men or Hussein Chalayan's conceptual dresses that transformed on the runway.
- Failure as Fuel: Understanding that mistakes and failed projects can lead to unexpected breakthroughs.

Cultivating Creativity: Practices to Try

- Mind Mapping and Mood Boards: Visual brainstorming tools to expand ideas.
- Travel and Exposure: Experiencing diverse cultures and perspectives to inspire fresh ideas.
- Sketching and Draping: Exploring ideas through hands-on experimentation.
- Immersive Experiences: Engaging in art, music, literature, and nature to spark new perspectives.

STRATEGIES FOR THE URBAN MARKET DESIGNER IN 2025

Designing for the urban market in 2025 requires a mix of cultural awareness, authenticity, and a strong understanding of contemporary streetwear culture. Urban fashion has become a dominant force in mainstream fashion, blending elements of hip-hop, skate culture, sportswear, and luxury. Here are strategies for an urban market designer to stand out and connect effectively:

1. Embrace Cultural Authenticity

- Stay Connected: Keep a pulse on street culture, music, and movements that influence urban communities. Engage with local scenes, attend events, and interact with people living that lifestyle.
- Celebrate Heritage: Incorporate cultural symbols, historical references, and narratives that resonate with the target demographic while avoiding cultural appropriation. Collaborating with community leaders can ensure authenticity.
- Storytelling: Use fashion as a platform to share real stories from urban communities—whether highlighting social justice, identity, or personal expression.

2. Mix High and Low Fashion

- Hybrid Aesthetics: Blend streetwear with luxury fashion, like how Off-White combines high-end tailoring with graphic tees and hoodies.
- Limited Editions: Create exclusive, limited-run collections to maintain exclusivity and desirability. Consider collaborations with niche artists or influencers.

3. Collaborations and Influencer Partnerships

- Local and Global: Collaborate with influential figures from urban music, sports, and art—both emerging and established. Think of how brands like Nike partner with hip-hop artists to tap into street credibility.
- Micro-Influencers: Work with micro-influencers who have a strong, loyal following in specific urban communities. Their authenticity can drive deeper connections.

4. Sustainability and Ethical Fashion

- Upcycling and Reworking: Use vintage, deadstock, or recycled materials to create one-of-a-kind pieces that reflect resourcefulness and creativity.
- Transparency: Be open about production practices, ethical sourcing, and fair wages. Urban consumers are increasingly conscious and value brands with integrity.

5. Tech Integration and Digital Presence

- AR and Virtual Fashion: Use augmented reality to create virtual try-ons or exclusive digital pieces. Digital fashion is gaining traction in urban communities.
- Social Media Savvy: Utilize platforms like Instagram, TikTok, and X (formerly Twitter) to showcase designs. Create shareable, viral content—think fashion challenges or behind-the-scenes content.

6. Hyperlocal Marketing

- Community Engagement: Host pop-up shops, fashion shows, or events in culturally significant urban spaces. Partner with local businesses for crosspromotion.
- Regional Appeal: Tailor designs to reflect the unique styles of different cities—what resonates in Atlanta might differ from Brooklyn or Los Angeles.

7. Graffiti and Street Art Influence

- Visual Identity: Integrate graffiti-inspired prints, street art graphics, and hand painted details that resonate with the roots of urban expression.
- Collaborative Art: Work with urban artists for capsule collections or storefront installations.

8. Utility and Functionality

- Comfort and Versatility: Urban fashion often values comfort—think oversized silhouettes, cargo pockets, and multifunctional garments.
- Athleisure Influence: Incorporate performance materials, blending fashion with function for a street-to-sport aesthetic.

9. Bold Branding and Logos

- Iconic Logos: Create a memorable logo that can stand alone as a statement piece. Logos and graphics drive streetwear appeal.
- Self-Expression: Allow for customization—patches, embroidery, or printed messages that reflect the wearer's personality.

10. Price Strategy

- Accessible Luxury: Position the brand as attainable yet aspirational—affordable for most but still limited enough to feel exclusive.
- Tiered Pricing: Offer a mix of entry-level items (tees, caps) and higher-priced statement pieces (jackets, outerwear) to broaden your audience.

Examples of Successful Urban Market Strategies:

- Telfar: Inclusive, affordable luxury that resonates across cultures while maintaining exclusivity.
- Fear of God: Mixing luxury craftsmanship with urban style, tapping into nostalgia while pushing forward.
- Aime Leon Dore: Celebrating NYC culture through vintage aesthetics and strong local collaborations.



Jimmy Choo

Sacaria

White Satin Platform Sandals with All-Over Pearl Embellishment Price $\$2,\!050$





The fashion industry is undergoing a significant transformation, driven by the development of innovative materials and technologies. Here's a breakdown of some key areas:

1. Sustainable and Bio-Based Materials:

Mycelium Leather:

Grown from mushroom roots, this material offers a sustainable alternative to traditional leather, with a lower environmental impact.

Piñatex:

Made from pineapple leaf fibers, this material provides a vegan leather alternative, utilizing agricultural waste.

Recycled Fabrics:

Increasingly, designers are using fabrics made from recycled plastic bottles, ocean waste, and other post-consumer materials.

Lab-Grown Textiles:

Scientists are developing textiles grown in laboratories, reducing the need for traditional agriculture and its associated environmental impact.

2. Technological Advancements in Textiles:

Smart Textiles:

These fabrics integrate electronic components, enabling features like temperature regulation, health monitoring, and interactive displays.

AND MATERIALS FOR FASHION DESIGNERS

3D-Printed Textiles:

3D printing allows for the creation of intricate and customized textile structures, opening up new possibilities for garment design.

Color-Changing Fabrics:

Advances in materials science have led to the development of fabrics that can change color in response to stimuli like temperature or light.

3. Digital Design and Manufacturing:

Computer-Aided Design (CAD):

CAD software allows designers to create and visualize garments digitally, streamlining the design process.

3D Modeling and Virtual Prototyping:

These technologies enable designers to create virtual prototypes of garments, reducing the need for physical samples and minimizing waste.

Digital Textile Printing:

Digital printing allows for the creation of intricate and customized textile patterns, with greater efficiency and reduced environmental impact.

4. The impact of these technologies:

Increased Sustainability:

New materials and technologies are helping to reduce the environmental impact of the

fashion industry.

Enhanced Functionality:

Smart textiles and other technological advancements are adding new levels of functionality to garments.

Greater Customization:

Digital design and manufacturing technologies are enabling greater customization and personalization of clothing.

Innovation:

These new technologies are allowing for greater innovation in the fashion industry.

These advancements are reshaping the fashion landscape, offering designers new tools and materials to create innovative, sustainable, and functional garments. Growing trends of fabrics used in today fashion.

The world of fashion fabrics is in constant flux, with trends shifting to reflect evolving consumer demands and technological advancements. Here's a look at some of the growing trends:

1. Sustainability is Paramount:

Recycled Fabrics:

Fabrics derived from recycled plastics (like PET bottles), ocean waste, and other post-consumer materials are gaining immense traction. This addresses the critical issue of textile waste.

Organic and Natural Fibers:

Organic cotton, linen, hemp, and bamboo are increasingly popular due to their reduced environmental impact.

Bio-Based Materials:

Innovations like mycelium leather (mushroom-based), Piñatex (pineapple leaf fiber), and other plant-derived textiles are providing sustainable alternatives to traditional materials.

2. Technological Innovations:

Smart Textiles:

Fabrics with integrated electronic components are enabling features like temperature regulation, health monitoring, and interactive displays. This is a rapidly evolving area.

Performance Fabrics:

Moisture-wicking, antimicrobial, and UV-protective fabrics are becoming more common in everyday wear, not just sportswear.

Digital Printing:

Digital textile printing allows for intricate, customized designs with reduced water and dye waste.

3. Emphasis on Comfort and Versatility:

Textured Fabrics:

Fabrics with interesting textures, such as bouclé, ribbed knits, and textured linens, are adding depth and visual appeal to garments.

Comfortable Knits:

Knit fabrics that offer comfort and flexibility are increasingly popular for both casual and formal wear.

Sheer and Layered Fabrics:

Sheer fabrics like organza and chiffon are being used to create layered, ethereal looks.

4. Return of Classic and Luxurious Fabrics:

Velvet and Satin:

These luxurious fabrics are making a strong comeback, adding a touch of elegance to both clothing and home décor.

Linen:

Linen is very popular because of its breath ability, and natural look.

Key Drivers:

Consumer Awareness:

Consumers are becoming more conscious of the environmental and ethical impact of their clothing choices.

Technological Advancements:

New technologies are enabling the development of innovative and sustainable fabrics.

Fashion Industry Shifts:

The fashion industry is increasingly embracing sustainable and responsible practices. These trends reflect a growing desire for fabrics that are not only stylish but also sustainable, functional, and comfortable.









RALPH LAUREN

GUCCI





Luxury Brands And ARTIFICIAL INTELLIGENCE







Balenciaga

Big fashion brands ensure their dominance by strategically controlling both media narratives and the global fabric market, shaping consumer perception while limiting competition. Through media control, fashion giants like LVMH, Gucci, and Chanel maintain exclusive partnerships with top-tier magazines, influencers, and digital platforms, ensuring their products are always positioned as aspirational and luxurious. They often own or heavily invest in fashion media outlets (e.g., Condé Nast, which publishes Vogue), allowing them to dictate editorial content, control trends, and suppress negative publicity. By collaborating with A-list celebrities and influencers, they generate hype around new collections, creating artificial scarcity and desirability through carefully curated marketing campaigns. Additionally, these brands leverage AI-driven social media algorithms, ensuring their advertisements and sponsored content dominate consumer feeds, subtly conditioning audiences to associate their logos with status and success.

Beyond media control, fashion empires also influence the fabric market, giving them power over material costs, availability, and sustainability narratives. Luxury conglomerates like Kering and LVMH own textile suppliers and invest in raw material production, securing exclusive access to the finest fabrics while inflating prices for competitors. By monopolizing sustainable textiles such as organic cotton, lab-grown leather, and ecofriendly synthetics, they position themselves as industry leaders in ethical fashion while making it harder for smaller brands to access these materials affordably. In fast fashion, brands like Zara and H&M drive down fabric costs by mass-producing in select regions, controlling supply chains, and creating artificial demand spikes that force independent designers into reliance on limited and overpriced textile sources. This dual media and material control strategy ensures that high fashion remains an exclusive domain, where only those with the financial power and industry connections can compete, allowing established brands to maintain their dominance while dictating both aesthetic and ethical trends in global fashion.

HOW ARE BRANDS INNOVATING

In today's digital world, technology is the ultimate game-changer. Major brands like Nike, Adidas, Gucci, and Chanel are using cutting-edge tech to redefine design, production, and customer experience, making fashion smarter, faster, and more interactive.

Let's break down how the world's top fashion companies are using today's technology to stay ahead:

1. Smart Fabrics & Wearable Technology

Fashion brands are integrating e-textiles, smart fabrics, and wearable technology to enhance functionality and style.

How Brands Are Innovating:

Nike & Adidas: Developing self-lacing shoes and sensor-embedded sportswear to track performance. Nike's Adapt BB sneakers adjust tightness automatically, controlled via a smartphone app.

Levi's x Google Jacquard: Created a touch-sensitive denim jacket that lets wearers control music, calls, and navigation by swiping the fabric.

Ralph Lauren: Launched the PoloTech smart shirt, which tracks heart rate, breathing, and stress levels.

Impact: These innovations merge fashion with functionality, giving customers high-tech clothing that enhances everyday life.

2. Al & Big Data:

Predicting Fashion Trends

Fashion giants use Artificial Intelligence (AI) and Big Data to predict what customers want before they even know it.

How Brands Are Innovating:

H&M & Zara: Use AI to analyze social media trends, online shopping behavior, and weather data to decide what clothes to produce.

Amazon & AI Fashion Designers: Amazon's AI can design clothing based on current trends, reducing reliance on human designers.

Burberry: Uses facial recognition in stores to provide personalized shopping experiences and detect VIP customers.

Impact: AI allows brands to create trending styles faster, reducing waste and increasing profits.

3. Virtual & Augmented Reality

(VR/AR) in Shopping Luxury brands are using AR and VR to revolutionize the shopping experience.

How Brands Are Innovating:

Gucci & Snapchat: Created an AR try-on experience where users can see how shoes and accessories look on them before buying.

Dior & Chanel: Offer VR experiences that let customers "walk" through virtual fashion shows and interact with clothing.

IKEA & Zara: Have AR apps that let users see how outfits look on them before purchasing.

Impact: Customers no longer have to visit physical stores—they can try on clothes and shop from anywhere in the world.

4. 3D Printing & Sustainable Production

Fast fashion brands are under pressure to reduce waste, and 3D printing is helping them create sustainable, waste-free designs.

How Brands Are Innovating:

Adidas Futurecraft: 3D-printed sneakers made from recycled ocean plastic.

Iris Van Herpen & Chanel: Use 3D printing to design high-fashion pieces with zero waste.

Stella McCartney: Uses 3D knitting machines to produce seamless garments with no fabric waste.

Impact: 3D printing helps brands cut costs, reduce waste, and create intricate designs faster.

5. The Rise of Digital Fashion & NFTs

Digital fashion is becoming a multi-billion-dollar industry, with brands selling virtual clothing for avatars, gaming, and the metaverse.

How Brands Are Innovating:

Gucci & Louis Vuitton: Sell NFT-based digital clothing that people can wear in virtual worlds like Decentraland. Balenciaga x Fortnite: Created digital outfits that gamers could buy for their avatars.

The Fabricant: A digital-only fashion house that sells virtual couture for thousands of dollars.

Impact: Digital fashion is revolutionizing branding and monetization, giving luxury brands a new market to dominate.

6. Blockchain & Transparency in Fashion

Customers today demand ethical sourcing and sustainability. Blockchain technology is helping brands prove where their materials come from.

How Brands Are Innovating:

Prada & LVMH: Use blockchain to track materials and prove their products are genuine and ethically sourced.

Nike's CryptoKicks: A blockchain-powered sneaker that lets users track ownership and authenticity.

H&M & Everledger: Use blockchain to verify fair-trade materials and reduce counterfeiting.

Impact: Blockchain builds trust by allowing customers to track where their clothes

come from.

7. Robotics & Al in Manufacturing

Automation is making fashion faster, cheaper, and more sustainable.

How Brands Are Innovating:

Zara & Uniqlo: Use AI-powered robots in warehouses to sort and deliver clothing efficiently.

Sewbo: Created a robot that automatically stitches fabric, reducing human labor costs.

Amazon's AI Fashion Line: Uses machine learning to create clothing with minimal human intervention.

Impact: AI and robots help reduce costs and make fashion production more efficient.

Conclusion: The Future of Fashion is Digital & Smart

Technology has turned fashion into a high-tech industry where brands compete not just with designs, but with data, AI, and digital experiences.









THE FUTURE OF FASHION ELECTRIC FABRICS

Electric fabrics, also known as e-textiles or smart fabrics, are textiles embedded with electrical components like conductive threads, sensors, batteries, and microcontrollers. These fabrics can conduct electricity, sense environmental changes, or even communicate with devices.

Types of Electric Fabrics:

Conductive Fabrics – Woven or knitted with conductive fibers (silver, copper, carbon) for transmitting electricity.

Electroluminescent Fabrics – Embedded with LEDs or optical fibers to produce light. Energy-Harvesting Fabrics – Convert motion, heat, or sunlight into electrical energy. Sensor-Integrated Fabrics – Can monitor body vitals like heart rate, temperature, and movement.

Heated Fabrics – Use conductive yarns to generate warmth

Applications of Electric Fabrics:

Wearable Technology: Smart clothing for health monitoring, fitness tracking, and fashion. Medical Uses: E-textiles for ECG, muscle stimulation, and wound healing. Military & Defense: Adaptive camouflage, communication, and heating for soldiers. Sports & Fitness: Performance monitoring, injury prevention, and posture correction. Automotive & Interiors: Smart upholstery, heated seats, and ambient lighting. Fashion & Art: Interactive and illuminated clothing for creative expression.

The Future of Electric Fabrics

As technology advances, electric fabrics will become even more flexible, washable, and self-powered. Innovations in nanotechnology, AI, and biocompatible materials will push e textiles into mainstream adoption.

Challenges & Considerations:

Durability & Washability – Researchers are developing waterproof, stretchable electronic components to withstand daily wear.

Energy Efficiency – Future fabrics will rely more on sustainable energy sources like solar and kinetic power.

Affordability – Mass production and better materials will lower costs, making smart textiles more accessible.

Final Thoughts

Electric fabrics are no longer just a futuristic concept—they are shaping industries from fashion to healthcare, military, and beyond. With ongoing advancements, we can expect clothing that interacts, heals, and even powers itself, making smart textiles a game changer in modern technology.

Denim has long been a staple in fashion, evolving from workwear to high-end ensembles that grace both runways and red carpets. In recent years, designers and celebrities alike have embraced denim in innovative ways, blending casual comfort with sophisticated style.

High-End Denim Outfits

The concept of the "Canadian Tuxedo," which pairs denim tops with matching bottoms, has seen a resurgence. Originally coined in 1951 when Bing Crosby was denied hotel entry due to his all-denim attire, this look has been reimagined by modern fashionistas. Celebrities like Jennifer Lopez have showcased the versatility of denim; in December 2024, she attended a Hollywood screening of her film "Unstoppable" wearing light-wash flared jeans paired with a blue blazer and a sheer pussybow blouse, accessorized with a Hermès Birkin bag and platform heels.

Designers have also blurred the lines between casual

and formal wear by introducing denim suits. These ensembles often feature denim blazers and matching jeans, styled with button-down shirts, offering a fresh take on traditional suiting.

High-End Suits

The landscape of high-end suits has evolved, with designers incorporating luxurious fabrics and modern cuts. Brands like Loro Piana and Acne Studios are favored by professionals seeking both comfort and style. Additionally, athleisure influences have led to the incorporation of materials like cashmere and performance fabrics into traditional suiting, catering to the demands of a dynamic lifestyle.

In conclusion, both denim outfits and high-end suits have undergone significant transformations, reflecting a blend of tradition and modernity. Whether it's the casual

elegance of a denim ensemble or the refined tailoring

The Return of High-end Denim

of a luxury suit, today's fashion offers versatile options that cater to diverse tastes and occasions.

The high-end denim market features a variety of brands known for their premium quality, innovative designs, and sustainable practices. Here are some notable companies:

Frame

Founded in 2012 by Swedish entrepreneurs Jens Grede and Erik Torstensson, Frame is renowned for its high-quality denim that blends Californian manufacturing with European aesthetics. The brand gained early popularity among celebrities like Karlie Kloss and Miranda Kerr.

DL1961

Established in 2008, DL1961 focuses on sustainable and technologically advanced denim. Utilizing proprietary fabrics like XFIT LYCRA, the brand offers jeans

that maintain shape and comfort. Their eco-friendly manufacturing processes aim to reduce water usage and waste.

Hudson Jeans

Based in Los Angeles, Hudson Jeans was founded in 2002 and is recognized for its designer denim featuring trademark triangular back pockets and a Union Jack logo. The brand has collaborated with models such as Georgia May Jagger and is known for its edgy designs.

7 For All Mankind

Known for pioneering the premium denim market, 7 For All Mankind offers a variety of styles, including bootcut, skinny, and boyfriend jeans, combining casual and modern aesthetics with refined elegance.

A.P.C.

A.P.C. is celebrated for its minimalist raw selvedge denim, offering iconic slim and skinny fits like the New



Standard and Petit Standard, appealing to those seeking understated yet high-quality jeans.

These brands exemplify the diversity and innovation within the high-end denim industry, catering to various preferences and styles while maintaining a commitment to quality and sustainability.

Denim has long been a cornerstone of urban fashion, evolving from workwear to a symbol of self-expression and cultural identity. Urban designers have continually reimagined denim, integrating it into streetwear and high-fashion ensembles. Here are a few notable designers and brands that have significantly influenced the urban denim landscape:

Maurice Malone

Maurice Malone is a pioneering African-American designer renowned for his contributions to urban streetwear and high-end fashion. He began his career in the 1990s, creating denim styles that resonated with hip-hop culture. Malone's innovative approach helped bridge the gap between streetwear and designer fashion, paving the way for future designers. After a brief hiatus, he launched the Williamsburg Garment Company in 2011, focusing on high-quality denim with a minimalist aesthetic.

Scott Morrison

Scott Morrison is an American designer recognized for his role in pioneering premium denim. He founded several influential denim brands, including Paper Denim & Cloth, Earnest Sewn, and 3x1 Denim. Morrison's designs are celebrated for their meticulous craftsmanship and attention to detail, blending urban sensibilities with luxury fashion.

Ubuntu Revolution

Ubuntu Revolution is a New York City-based brand that aims to revolutionize the way people wear denim. The brand offers a designer-inspired collection curated from the streets, featuring unique designs and innovative fabrics to provide exceptional comfort and fit. Their mission is to make wearers feel more comfortable in their own skin with each wear.

Urban Street Wear

Urban Street Wear, operating since 2015, strives to inspire the community with the latest urban fashion clothing and style combinations. They offer a range of denim products, including distressed jeans, jean shorts, and black jeans, catering to those seeking contemporary urban styles. These designers and brands exemplify

the dynamic nature of urban fashion, continually redefining denim's role in contemporary style.

Yes, emerging urban designers are actively incorporating denim into their collections, reflecting its enduring appeal and versatility in streetwear and high fashion. Here are some notable examples:

SSON

Founded by Yulia Kjellsson and Ellinor Håkansson in 2024, this Swedish brand presented their Fall 2025 collection in Stockholm's streets and subway stations.

SSON emphasizes

sustainability by primarily using upcycled materials, including denim, to create innovative urban designs.

Still Here

Established in 2018 by Sonia and Maurice Mosseri, Still Here is a New York-based brand known for its vintage-inspired denim jeans. The brand gained popularity through social media and collaborations with luxury retailers, offering hand-finished denim products that blend traditional craftsmanship with contemporary styles.

Maurice Malone

A pioneering designer in urban streetwear, Maurice Malone continues to innovate with unique denim creations. His recent collaborations involve handmade shibori jeans and washi denim, elevating streetwear denim to new artistic heights.

These designers exemplify the dynamic integration of denim in urban fashion, showcasing its adaptability and enduring relevance in contemporary design.

What is the status of denim use with top brand designers Denim continues to be a significant element in highend fashion, with top designers and luxury brands incorporating it into their latest collections. For Fall 2025, menswear trends have embraced denim in various forms, including Y2K-style skinny jeans showcased by Acne Studios and Prada. These designs reflect a broader shift towards playful and maximalist fashion, featuring mixed textiles and bold color combinations.

In women's fashion, the resurgence of baggy denim is notable, with dark and grey washes dominating the scene. While slimmer-fit styles remain relevant, designers like Alessandro Michele at Valentino have introduced straight jeans that offer a close yet comfortable fit, blending classic silhouettes with contemporary aesthetics.

Collaborations between high-end brands and denim labels are also shaping the fashion landscape. For instance, Ganni's partnership with Levi's led to the "Love Letter" collection, featuring upcycled denim pieces available exclusively through rental. This initiative highlights a growing commitment to sustainability within the luxury fashion industry.

Additionally, model Brooks Nader's collaboration with Hudson Jeans has resulted in a 16 piece collection inspired by Y2K denim trends. Drawing from vintage styles and personal experiences, the collection aims to elevate everyday outfits with versatile and staple pieces, reflecting a blend of nostalgia and modernity.

Overall, denim's versatility and enduring appeal ensure its continued prominence in high end fashion, with designers exploring innovative cuts, sustainable practices, and collaborations that resonate with contemporary consumers.





SECURING BUYERS IN MAJOR STORES

Securing fashion deals with major stores requires a strategic approach, combining strong design, business acumen, and effective networking.

Here's a breakdown of the key steps:

1. Define Your Brand and Product:

Niche Identification:

Clearly define your brand's unique selling proposition (USP) and target audience. What makes your designs stand out?

Specialize in a niche to make yourself more memorable.

Consistent Brand Identity:

Develop a cohesive brand identity, including a logo, color palette, and brand story.

Ensure your brand's aesthetic is reflected in your designs and marketing materials.

High-Quality Product:

Focus on producing high-quality garments with excellent craftsmanship and materials.

Pay attention to details like stitching, finishing, and fit.

2. Build a Strong Portfolio and Presentation:

Professional Lookbook/Line Sheet:

Create a professional lookbook or line sheet showcasing your collection with high-quality photographs. Include detailed information about each garment, such as materials, sizes, and wholesale prices.

Website and Social Media Presence:

Establish a professional website and active social media accounts to showcase your brand and build an online presence. Use high-quality visuals and engaging content to attract potential buyers.

Samples and Prototypes:

Have physical samples or prototypes of your garments available for buyers to examine. Ensure samples are well-made and accurately reflect your designs.

3. Research and Target Potential Stores:

Identify Target Stores:

Research major stores that align with your brand's aesthetic and target audience. Consider factors like store size, customer demographics, and price points.

Buyer Research:

Identify the buyers responsible for your specific product category at each target store. Find out their contact information and preferred methods of communication.

Attend Trade Shows and Industry Events:

Participate in relevant trade shows and industry events to network with buyers and showcase your collection. These events provide valuable opportunities to make connections and gain exposure.

4. Pitching and Negotiation:

Craft a Compelling Pitch:

Develop a concise and compelling pitch that highlights your brand's USP and the value proposition for the store. Tailor your pitch to each specific store, emphasizing how your products align with their customer base.

Prepare a Wholesale Price List:

Develop a clear and competitive wholesale price list that allows for profitable margins for both you and the store.

Be Prepared to Negotiate:

Be prepared to negotiate terms such as pricing, order quantities, and delivery schedules. Maintain a professional and flexible approach throughout the negotiation process.

Follow Up:

After your initial pitch, follow up with buyers to reiterate your interest and answer any questions. Persistence is key in securing deals with major stores.

5. Building and Maintaining Relationships:

Provide Excellent Customer Service:

Provide prompt and professional customer service to buyers and store personnel.

Address any issues or concerns promptly and efficiently. Maintain Consistent Communication: Stay in regular communication with buyers to keep them informed of new products and updates. Build strong relationships based on trust and mutual respect.

Deliver on Time and Quality:

Consistently deliver orders on time, and with the quality that was agreed upon.

Consider Showroom Representation:

A showroom can help get your products in front of many buyers.

Key Tips:

Start Small: Consider starting with smaller boutiques or online retailers to gain experience and build your brand.

Be Patient: Securing deals with major stores can take time and effort. Seek Mentorship: Find a mentor in the fashion industry who can provide guidance and support.

Legal Counsel:

Have contracts reviewed by a lawyer. By following these steps, you can increase your chances of securing fashion deals with major stores and building a successful brand.



















STRATGIES FOR THE URBAN MARKET DESIGNER IN 2025

Designing for the Urban Market in 2025

requires a mix of cultural awareness, authenticity, and a strong understanding of contemporary streetwear culture. Urban fashion has become a dominant force in mainstream fashion, blending elements of hip-hop, skate culture, sportswear, and luxury. Here are strategies for an urban market designer to stand out and connect effectively:

1. Embrace Cultural Authenticity

- Stay Connected: Keep a pulse on street culture, music, and movements that influence urban communities. Engage with local scenes, attend events, and interact with people living that lifestyle.
- Celebrate Heritage: Incorporate cultural symbols, historical references, and narratives that resonate with the target demographic while avoiding cultural appropriation. Collaborating with community leaders can ensure authenticity.
- Storytelling: Use fashion as a platform to share real stories from urban communities—whether highlighting social justice, identity, or personal expression.

2. Mix High and Low Fashion

- Hybrid Aesthetics: Blend streetwear with luxury fashion, like how Off-White combines high-end tailoring with graphic tees and hoodies.
- Limited Editions: Create exclusive, limited-run collections to maintain exclusivity and desirability. Consider collaborations with niche artists or influencers.

3. Collaborations and Influencer Partnerships

- Local and Global: Collaborate with influential figures from urban music, sports, and art—both emerging and established. Think of how brands like Nike partner with hip-hop artists to tap into street credibility.
- Micro-Influencers: Work with micro-influencers who have a strong, loyal following in specific urban communities. Their authenticity can drive deeper connections.

4. Sustainability and Ethical Fashion

- Upcycling and Reworking: Use vintage, deadstock, or recycled materials to create one-of-a-kind pieces that reflect resourcefulness and creativity.
- Transparency: Be open about production practices, ethical sourcing, and fair wages. Urban consumers are

increasingly conscious and value brands with integrity.

5. Tech Integration and Digital Presence

- AR and Virtual Fashion: Use augmented reality to create virtual try-ons or exclusive digital pieces. Digital fashion is gaining traction in urban communities.
- Social Media Savvy: Utilize platforms like Instagram, TikTok, and X (formerly Twitter) to showcase designs. Create shareable, viral content—think fashion challenges or behind-the-scenes content.

6. Hyperlocal Marketing

- Community Engagement: Host pop-up shops, fashion shows, or events in culturally significant urban spaces. Partner with local businesses for cross promotion.
- Regional Appeal: Tailor designs to reflect the unique styles of different cities—what resonates in Atlanta might differ from Brooklyn or Los Angeles.

7. Graffiti and Street Art Influence

- Visual Identity: Integrate graffiti-inspired prints, street art graphics, and handpainted details that resonate with the roots of urban expression.
- Collaborative Art: Work with urban artists for capsule collections or storefront installations.

8. Utility and Functionality

- Comfort and Versatility: Urban fashion often values comfort—think oversized silhouettes, cargo pockets, and multifunctional garments.
- Athleisure Influence: Incorporate performance materials, blending fashion with function for a street-to-sport aesthetic.

9. Bold Branding and Logos

- Iconic Logos: Create a memorable logo that can stand alone as a statement piece. Logos and graphics drive streetwear appeal.
- Self-Expression: Allow for customization—patches, embroidery, or printed messages that reflect the wearer's personality.

10. Price Strategy

- Accessible Luxury: Position the brand as attainable yet aspirational—affordable for most but still limited enough to feel exclusive.
- Tiered Pricing: Offer a mix of entry-level items (tees, caps) and higher-priced statement pieces (jackets, outerwear) to broaden your audience.v



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