

PARADE

Fashion Forecast for Spring/Summer 23
Joanna Georges

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EXECUTIVE SUMMARY

The 2023 spring and summer fashion forecast was performed on the intimates brand, Parade. It includes the history of the brand as well as recent news. A PESTELI analysis was done to determine sustainable, sociological, and economical factors that would affect the brand in the future, either negatively or positively. Research was also conducted with a focus on customers and their attitudes for short term effects. Fashion trends from WGSN and TOBETDG were also analyzed for more information. Further into the forecast, we have developed our own trend that includes a color and print story, a textiles and materials story, and a product assortment. Every aspect of the trend was carefully selected to aid Parade into having more lingerie pieces.

HISTORY & BRAND IMAGE

Cami Téllez, a first-generation Colombian American, started Parade in October 2019 as an undergraduate student at Columbia University, before dropping out. She believed that majority of intimates brands were aiding in maintain a “cultural hegemony” and she wanted to help customers feel good without oversexed looks (Pollard, 2021) Parade offers sizes from XS to 3XL because “sexiness isn’t one-dimensional — it’s a voice, it’s a feeling, it’s a technicolor mirror that reflects whoever is holding it” (Téllez, 2021). Parade is a company that thrives off community and allows shoppers to choose an organization that Parade will donate 1% of their profit to. Organizations include Black Lives Matters, LGBTQIA+ Rights, Sustainability, Reproductive Rights, and more (Téllez, 2021). Parade, a primarily digital brand, opened its first store, located in SoHo, in December of 2021 (Pollard, 2021). With a large network of micro-influencers, who are invited to sample styles and post their favorites, Parade has become one of the most popular underwear brands on the internet (Garcia, 2021).



RECENT NEWS

Recently, Parade has partnered with recycling firm TerraCycle to bring Second Life by Parade, which allows customers to send back any used underwear they have. Cami Téllez, Parade founder and chief executive officer, states that Second Life by Parade “is a challenge to the rest of the underwear category to see how they’re going to uplevel their sustainability efforts and for them to think about the whole life cycles of their products” (Eil, 2022). United States shoppers are able to order a free biodegradable mailer and prepaid shipping label directly from Parade’s website. TerraCycle will then used the recycled underwear to create bedding, housing installation, and more. This is program aligns perfectly with Parade’s goal of being carbon positive by 2025 (Eil, 2022).



CUSTOMER PROFILE

Psychographics

Lifestyle ideals and beliefs of sustainability, human rights, and inclusion
Enjoy expressing themselves through their style

Geographics

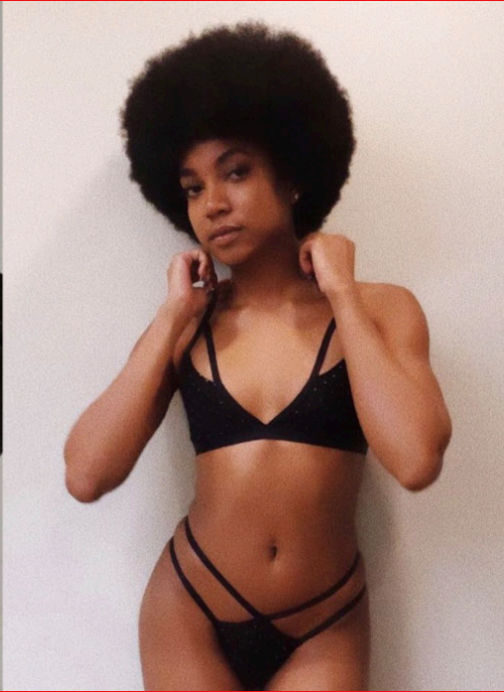
Parade currently only ships to the United States, Canada, and the United Kingdom



Demographics

16-25
Generation Z & Younger Millennials
Caters to those who are women, women-identifying, or nonbinary

SIGNATURE AESTHETIC & BRAND ASSORTMENT



Parade's signature look is bold and bright colors with added in neutrals. They do not have one set aesthetic beyond what makes their consumer feel good in their body. Self-expression is their aesthetic. Their pieces are affordable and made from sustainable fabrics. Parade focuses on inclusive sizing, comfort, sustainable fabrics, and social good.

UNDERWEAR

BRALETTES

LOUNGEWEAR

SLEEPWEAR

DRESSES

BODYSUITS

LONG TERM TREND RESEARCH

Sociological

Purchases which linking from the social commerce. checkout to products with- the app. Social commerce customers needs with mod- seven years, social commerce to \$604 billion. The United \$26.97 billion sales, which are double in 2023. (“Social Com- merce”, n.d.). An Ac- that social commerce will grow three times as fast and will be at (Insider Intelligence, 2022). Social media platforms social commerce. Snapchat gave a few premium Instagram has given influencers the ability to have even announced an Shopify partnership in No- 2022). Futurist Dr. Richard Hames says that shopping malls, offering a richer range of experi- and entertainment will take its place,” (Page, ships with unlikely service providers such as blended and engaging retail experience. As con- with brands, by 2030 they will have a seamless through those same social media platforms (Page,



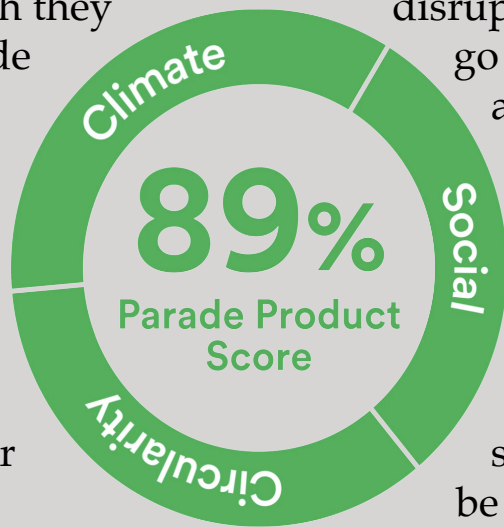
are made on a social platform or utilizing a direct platform over to a retail environment is considered Customers are able to use services like Instagram discover, shop, and purchase out being redirected or leaving allows retailers to better meet ernized stores. In the next is projected to grow States alone generated likely to grow more than merce: Report on future of century news report predicts pass traditional ecommerce and an estimated \$1.2 billion in 2025 have been quick to integrated influencers a shop button and shoppable posts. TikTok has vember 2021 (Insider Intelligence, 2025 there will be a “surgence in ences by blending retail, music, dining 2020). Retailers will develop partner- hairdressers and spas to collaborate on a sumers are utilizing social media to engage and personalized shopping experience 2020).



LONG TERM TREND RESEARCH

Sustainability

Parade has been working on truly being sustainable since its conception. Their products are created from renewable, reclaimed, recycled, responsible, or regenerative material (“Sustainability”, 2022). Each item is made of at least 80% of recycled materials, which they plan to raise to 100% in 2023. The Parade Product Score is a score between 0% to 100% that all Parade products have, which takes into account the individual product’s social, environmental, and circularity impact (“Sustainability”, 2022). Parade aims to be climate positive by 2025 and joined the Science-Based Targets initiative to aid their goal. This year, Parade is transitioning their factories to more sustainable practices in order to minimize their footprint. Parade will have converted to 100% clean or renewable energy in their corporate facilities by 2023. By 2025, Parade would have also diverted all of their corporate and factory waste from landfills (“Sustainability”, 2022).



Economy

The retail supply chain has been one of the most vital and changing aspects of the economy since coronavirus hit the world in 2019. In a Forbes article, experts predicted that the supply chain will continued to have short term disruptions regarding labor shortages, cargo ships, and the imbalance of supply and demand. Improvement likely isn’t going to occur until near the end of 2022 (Howell, 2022). Companies will need to reconfigure their on-shore, nearshore and offshore manufacturing location strategies to aid in creating a more resilient supply chain. Dependencies need to be reduced on individual suppliers in low-cost regions. Inventory optimizations will be key to aid in determining key materials and products and where to store in the supply chain. Supplier visibility needs to be increased, as well as visibility with logistics service providers, contract manufacturers and other key trading partner (Howell, 2022).

“There’s no Parade without the planet” (“Sustainability”, 2022)

Customer Interview (M. Parker, February 19, 2022)

Q: What first comes to your mind when you think about Parade?

A: "Size inclusivity"

Q: How do you feel about Parade's CSR initiatives?

A: "Parade is actually putting in the effort to support the organizations that they donate to. I don't usually donate when corporations ask but its the fact that they donate money in your honor - they do it in their own free will."

Q: How do you feel about Parade's recent drops and campaigns?

A: "Their marketing might be considered unconventional but its cool and keeps you watching. They asked if their customers wanted a breakfast collection and the video was of a woman wearing a bagel bra."

Q: Why do you continue to shop at Parade?

A: "Because they present themselves as a brand for everyone - their campaigns and marketing are fun and engaging and through their social media accounts, they show that they are inclusive in all meanings of the word."

M. Parker is 21-year-old Fashion Merchandising Junior at Kent State University with minors in Fashion Media & Public Relations. She has about 15 pairs of underwear and 2 bralettes from Parade. She has ordered 3 times from Parade in the past 6 months and follows them on Instagram. She was Introduced to Parade in 2020 by J. Georges.



SHORT TERM TREND RESEARCH

Observation

Many women forgone wearing bras during the pandemic; however, intimates are making a comeback.

As women grow more comfortable and confident in their bodies, the more willing they are to wear underwear as outerwear. Less is more has taken on a more literal meaning, seeing one's bra has become stylish and sexy rather than sloppy for Generation Z and Millennials. They have even become substitutes for actual tops. Comfort has now become a necessary fashion luxury for many women, causing intimates and loungewear to become more than just house clothes (J.Georges, February 19, 2022).



FASHION TREND FORECASTING: FULL SPECTRUM (WGSN)

“Embracing life with full colour, full styling, full creativity and full fun” (Lynch, 2021)



Season: Spring/Summer 2023

rims, motifs and prints that are playful and upbeat are key. Full Spectrum aims to use hyper-real colours and digital effects to transform familiar styles. It utilizes mixing sexy classics with power dressing 90s looks. This trend has a strong focus of community. The brands and products that provide people the opportunity to connect with authentic stores, shared aesthetics, and values will have a great impact (Lynch, 2021).



FASHION TREND FORECASTING: CLARITY+TRANSCENDENCE (TOBETDG)

“First this then that. Clearing the clutter of possessions, then clearing the mind for exploring its boundaries. At once classic and futuristic” (TOBETDG, 2021).

Suggested Timeframe: April 2023 - August 2023

Boundary pushing, soul searching, gut following, course correcting, recentering, and noise canceling are all key concepts of Clarity + Transcendence (TOBETDG, 2021). Illuminating palettes, prints, and decor through soft light beams, atmospheric glow, and atmospheric glow. Utilization of sheer surfaces, crisp resins, and glass-like materials to create color into something transcending and truthful. A palate-cleansing simplistic style and monastic minimalism is the aim of this trend. Clarity + Transcendence impresses “visually cue sharp assortments with clean branding and antiseptic spaces. Add psychedelic and aura-esque colorations” (TOBETDG, 2021).

PURPLE SMOKE

ETHEREAL MINT

CRYSTALIZED AMBER

MOON BEAM





SWEET SEXY SAVAGE
SPRING/SUMMER 2023

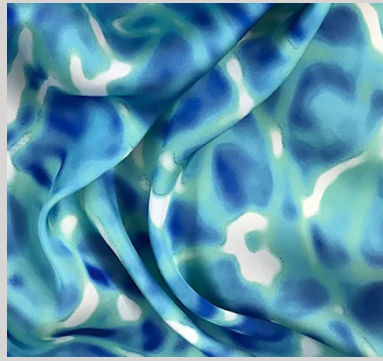
INSPIRATION & THEME: SWEET SEXY SAVAGE

You'll never have to choose between sweet & sexy - you can be both. Inspired by those who are body confident, Sweet Sexy Savage is for those who want to celebrate their bodies. The body is a temple and deserves to be displayed as such. After hiding our bodies for so long in oversized pieces, it's time to give them their time to shine. Attention to detail and emphasizing the body's sexiest points with lace and bold colors are key.

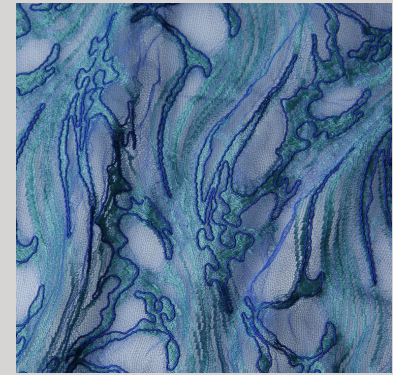
Sweet Sexy Savage is a forecast for Spring/Summer 2023. Bralettes will have various neckline styles to emphasize breasts of all shapes and sizes. Showing love to hips and waists, the leg opening on underwear will be cut high. All pieces will be in bold and exciting colors that compliment all skin tones with embellishments that make you feel either sweet, sexy, or savage.

PARADE

S/S 23 SWEET SEXY SAVAGE COLOR & PRINT STORY



This color story promotes a sensual and self-confident aesthetic through bold prints and colors in various hues. Tone-down shades of yellow, blue, and brown create the core. Bright green and magenta are emphasizing accents. These vivacious colors and prints communicate a romanticism of thyself emphasising the collection’s message of body confidence.



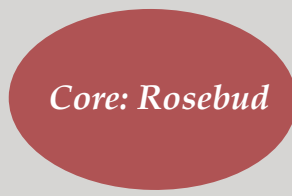
Savage Satin

Lovely Lace



Accent: Sugarplum

PANTONE® 18-2436 TCX



Core: Rosebud

PANTONE® 17-1537 TCX



Core: Honey Boo

PANTONE® 13-1025 TCX



Fashion: Babydoll

PANTONE® 14-4522 TCX



Accent: Snappea

PANTONE® 15-0545 TCX



Core: Bubba

PANTONE® 18-3949 TCX

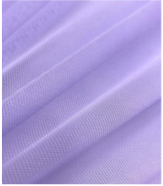
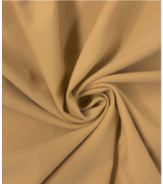




Fashion: Sweet Nectar

PANTONE® 15-1245 TCX

S/S 23 SWEET SEXY SAVAGE

TEXTILES & MATERIALS STORY

SWATCH	FABRIC NAME	FABRIC CONTENT	SUITABILITY	PROPERTIES
	Power Mesh	90% Nylon, 10% Spandex	Bras, underwear, bodysuits	Breathable, durable, soft, great stretch, elasticity
	Matte Milliskin Tricot	80% Nylon, 20% Spandex	Bras, underwear, bodysuits	Wrinkle resistant, highly resilient, great mobility
	Cotton Broadcloth	100% Cotton	Bras, underwear, bodysuits	Soft, breathable finish
	Florence Stretch Lace	90% Polyester, 10% Spandex	Bras & underwear	2-way stretch, soft embroidery, medium weight



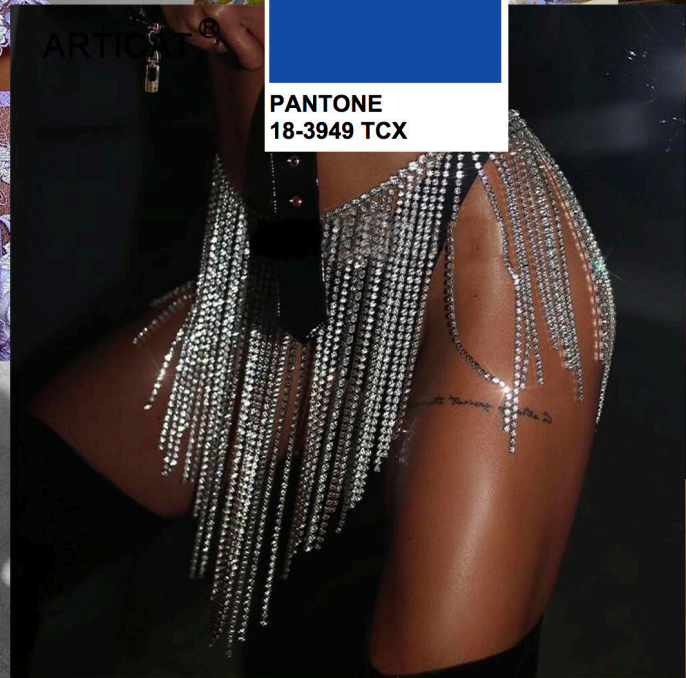
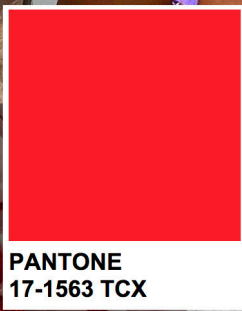
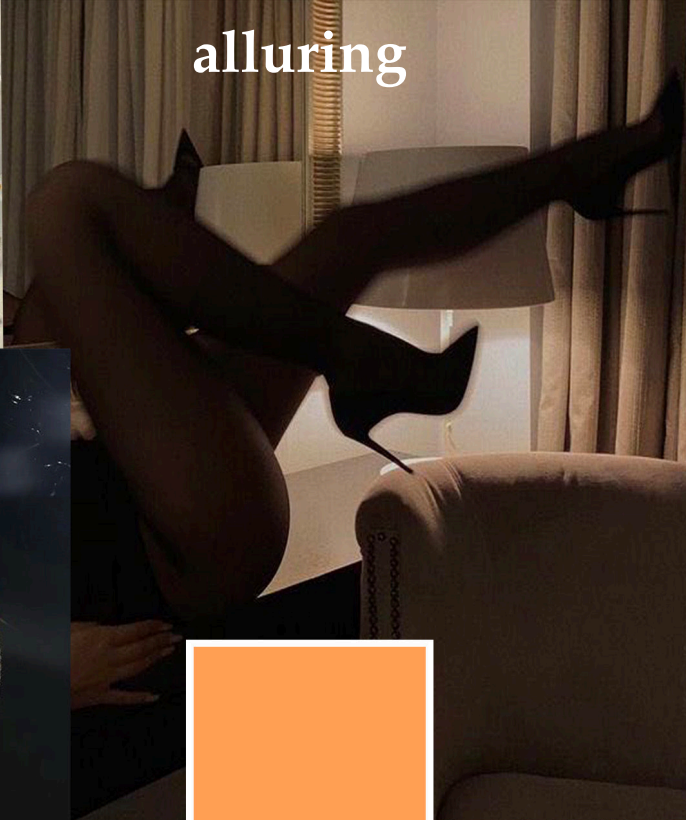
comfort



sensual



alluring



sweet



confidence

S/S 23 SWEET SEXY SAVAGE PRODUCT ASSORTMENT



FLORAL DEEP PLUNGE BRALETTE

Category: Bralettes

Fabric: 90% Polyester, 10% Spandex

Colors: Sugarplum, Snappea, Bubba

Size: XS-3XL

Price: \$38

The Floral Deep Plunge Bralette is super cute with a daring neckline that flatters all bodies.



CINCHED RIB BRALETTE

Category: Bralettes

Fabric: 80% Nylon, 20% Spandex

Colors: Sweet Nectar, Babydoll, Rosebud

Size: XS-3XL

Price: \$30

The Cinched Rib Bralette is as comfortable as a top and can be worn as one either over or under your clothes.



FLORAL LACE THONG

Category: Underwear

Fabric: 90% Polyester, 10% Spandex

Colors: Sugarplum, Snappea, Bubba

Size: XS-3XL

Price: \$21

The Floral Lace Thong is the cutest underwear you could wear in one of our sexiest styles.



CINCHED HIGH RISE THONG

Category: Underwear

Fabric: 80% Nylon, 20% Spandex

Colors: Sweet Nectar, Babydoll, Rosebud

Size: XS-3XL

Price: \$17

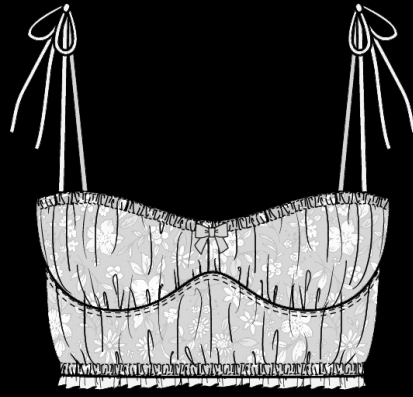
The Cinched High Rise Thong elongates the legs and emphasizes the hips, great for day or night.



S/S 23 SWEET SEXY SAVAGE PRODUCT ASSORTMENT



LACY MESH CORSET BRALETTE
Category: Bralettes
Fabric: 90% Polyester, 10% Spandex
Colors: Snappea, Honey Boo, Babydoll
Size: XS-3XL
Price: \$34
The Lacy Mesh Corset Bralette is the most piece sexy and comfortable bralette, you'll feel like a savage any time you wear this.



BUSTIER BRALETTE
Category: Bralettes
Fabric: 100% Cotton
Colors: Sugarplum, Bubba, Rosebud
Size: XS-3XL
Price: \$36
The Bustier Bralette is fun and flirty and deserves to be seen in the sun or night.



HIGH RISE MESH CHEEKY
Category: Underwear
Fabric: 90% Polyester, 10% Spandex
Colors: Snappea, Honey Boo, Babydoll
Size: XS-3XL
Price: \$19
The High Rise Mesh Cheeky is breathable, comfortable, and sexy - the perfect pair of underwear.



CINCHED CHEEKY
Category: Underwear
Fabric: 100% Cotton
Colors: Sugarplum, Bubba, Rosebud
Size: XS-3XL
Price: \$20
The Cinched Cheeky is so flirty and pairs perfectly with the Bustier Bralette and you will be a summer dream.



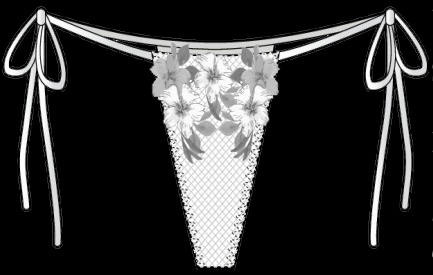
S/S 23 SWEET SEXY SAVAGE PRODUCT ASSORTMENT



FLORAL TRIANGLE BRALETTE

Category: Bralettes
Fabric: 90% Nylon, 10% Spandex
Colors: Rosebud, Sweet Nectar, Snappea
Size: XS-3XL
Price: \$30

The Floral Triangle Bralette is amorous and pleasing with the delicate floral along the neckline.



FLORAL STRING CHEEKY

Category: Underwear
Fabric: 90% Nylon, 10% Spandex
Colors: Rosebud, Sweet Nectar, Snappea
Size: XS-3XL
Price: \$17

The Floral String Cheeky adds another boost of confidence to any day by being amorous and sexy.



THE SLEEP SLIP DRESS

Category: Dresses
Fabric: 100% Cotton
Colors: Sugarplum, Honey Boo, Babydoll
Size: XS-3XL
Price: \$50

The Sleep Slip Dress is the perfect night-gown, comfortable and sexy. It's easy to put on and easy to take off.



JUSTIFICATION

Every product in the collection is part of a matching set, besides the Sleep Slip Dress. Each product can be worn separately but it is highly recommended to buy the entire set. The product assortment is meant to add onto a woman's personal intimates collection. The color options, intricate designs, and garment comfortability are the perfect combination. These pieces are meant to be displayed in public or private and are best suited for the warmer months of spring and summer. This assortment is a perfect fit for Parade. The bright colors and fabrics are already on par with what is utilized in their other collections. Parade's target customer would love this collection as it helps them celebrate their bodies by emphasizing the best points with embellishments and bold colors.

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