

Trend Scouting

Hannah, Mateo, Dan, & Emily

Bottoms:
Pants/Jeans/Shorts

**URBAN
OUTFITTERS**



BDG High-Rise Cropped Kick Flare Jean

\$29.99 - \$64

Description:

New-essential jeans from BDG. High-waisted and relaxed through the hip and thigh in washed-black/faded blue comfort-stretch denim with a kick flare at the cropped-above-the-ankle length. 5-pocket styling; zip fly. Only at Urban Outfitters.

Placement:

Denim shop of the store

- Left (Women's)
- Near the trend shop



Could be a fad (in the future)

- ❑ Different styles of jeans go out of trend, then come right back
 - ❑ Skinny jeans, low-rise jeans, bell-bottoms, etc.

- ❑ Will remain trendy all of 2019
 - ❑ Could dress up & down

Target Market:

Teens/young adults

- ❑ Into fashion and fashion trends
- ❑ Can afford nice jeans

Trickle-Up

- ❑ Urban Outfitters employees
- ❑ Loyal shoppers
- ❑ Outsiders
 - ❑ Flare Jeans, cropped jeans, & distressed jeans are in

[Wrangler Hi Bells High-Rise
Cropped Flare Jean](#)



FOREVER 21



Active Total Coverage Seamed Leggings

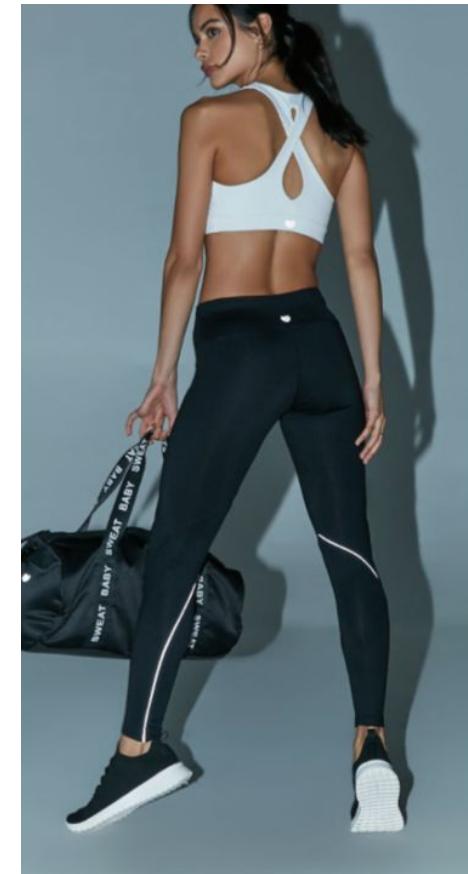
\$22.90





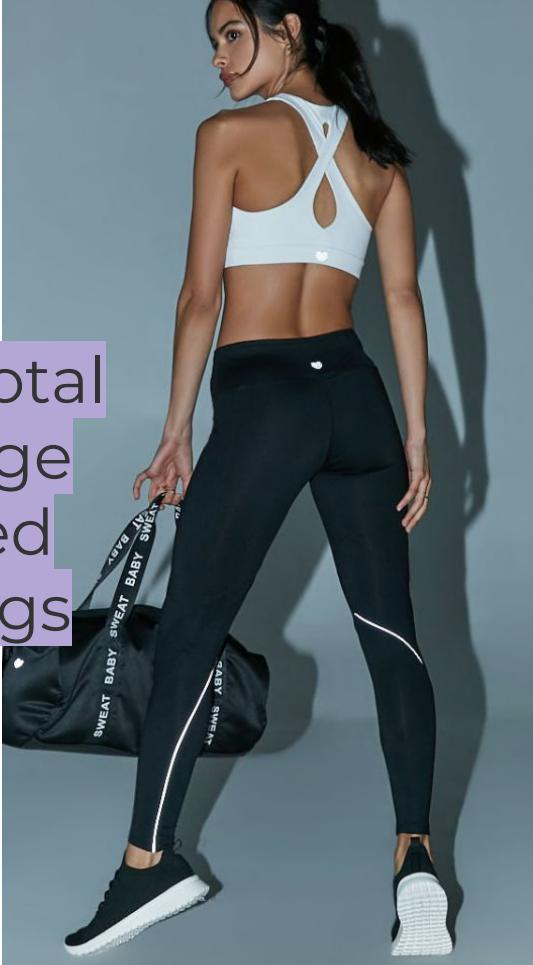
Description

A pair of total coverage athletic leggings crafted from wicking fabric, featuring seamed details, piped trim, and an elasticized waistband.





Active Total Coverage Seamed Leggings



Could be a fad? (in the future)

- ★ Leggings themselves will not be
- ★ Blue color and reflective stripe may go out of style soon
- ★ Will remain trendy all of 2019
 - Could wear everyday or to the gym

Target Market:

- ★ Teens/young adults
- ★ Into fashion and fashion trends
- ★ Active lifestyle
- ★ Doesn't like to spend too much money on clothing



Trickle-Up

- ★ Forever 21 employees
- ★ Loyal shoppers
- ★ People who follow an athleisure or athletic lifestyle

Placement in Store

- ★ On mannequins in store windows

UNIQLO

Kando Pants (Ultra Light)



Adam Scott
x
UNIQLO

\$39.90



Adam Scott
x
UNIQLO

Store Placement

- ★ On mannequins in Mens section
- ★ On a table in the front of the pants section



Adam Scott
x
UNIQLO



Adam Scott
x
UNIQLO

Description

- ★ Comfortable, high-performance pants for all occasions
- ★ Quick-drying and wrinkle-resistant after washing
- ★ Stretchy waist design provides comfort during any movement without constricting
- ★ Pocket backing with anti-microbial/anti-odor features
- ★ 100% Polyester
- ★ Comes in variety of neutral colors



Adam Scott
x
UNIQLO



Adam Scott
x
UNIQLO

Could be a fad? (in the future)

- ★ A more formal pant is always needed
- ★ Has unique features that sets it apart from most formal pants

Target Market

- ★ Young adults to professionals
- ★ Affordable price point
- ★ Looking for a unique pant

Trickle Up

- ★ Affordable for a large group of consumers
- ★ Seen on the street and adopted by professionals

ZARA



- ★ Many style variation in pants
 - Classic jogger
 - Dress pant
 - Printed pants
- ★ Variating color bands
 - With and without piping

Pants with single
band

\$40



- ★ Not a fad
 - They feed into the overall athleisure trend
 - Also a nod to the classic adidas 3 stripes

- ★ Based on the ever rising trend of athleisure i see this innovation lasting a while (with further innovations like adding words)

- ★ Target Market
 - "Urban citizen"
 - 18-30
 - Teens/young adult
 - Fashion forward
 - Steady income



- ★ Trickle up
 - Athletic street wearers
 - Fast fashion companies
 - Fashion influencers
 - Fashion followers
- ★ Showcased on the front mannequins, as well as folded on the front tables.
 - Zara also merchandises by mini collections usually featuring a styled outfit using pieces from said collection

P A C S U N



LA Hearts Paperbag Waist Utility Shorts \$32.95

Stay ahead of the trend in the Paperbag Waist Utility Shorts by our very own LA Hearts. Made from a woven fabric, these shorts boast a high-rise fit, paperbag waist with adjustable belt tie, and front pockets.

*Lilac &
Olive*



LA Hearts Paperbag Waist Utility Shorts

Fad?

- Most likely not since they are obviously inspired by old trends
- The detailing like the bow and ruffles could change
- Will remain trendy all of 2019

Target Market:

- Teens/young adults
- Into fashion and fashion trends
- Likes to be comfortable, boho style



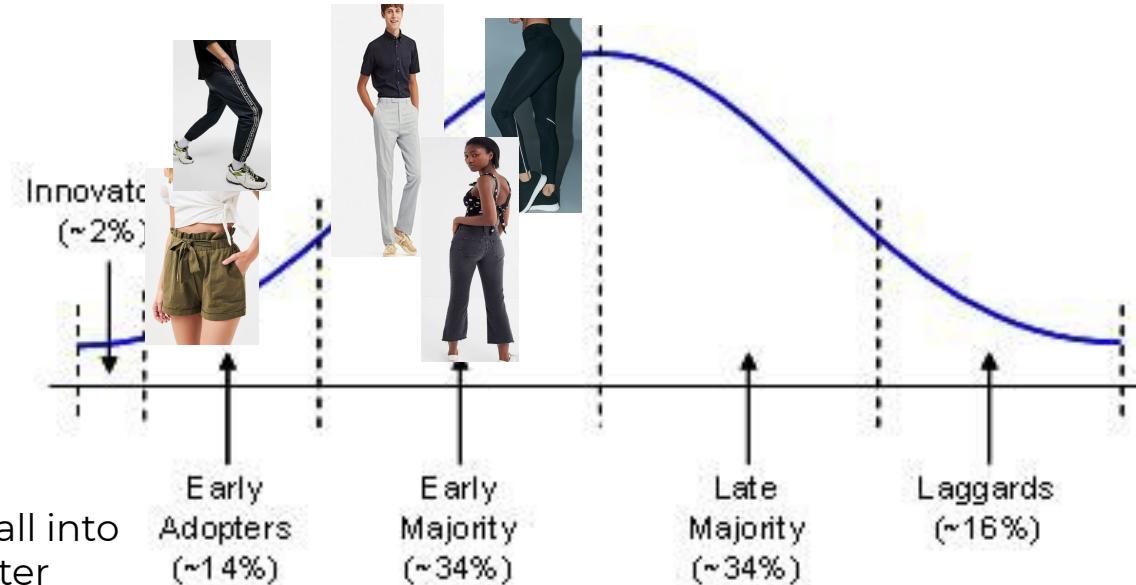
Trickle-Up

- PacSun employees
- Loyal shoppers
- People who follow fashion and fashion trends
- Boho style

Placement in Store

- Right (Women's)
- On a table with all the other shorts for the upcoming season

Diffusion Curve



- ❑ Our products fall into the Early Adopter section or early majority
- ❑ Early Adopters are seeking a 'leading edge'
- ❑ Early majority is the first sizable segment of a population to adopt an innovative technology

Comparison/Observations

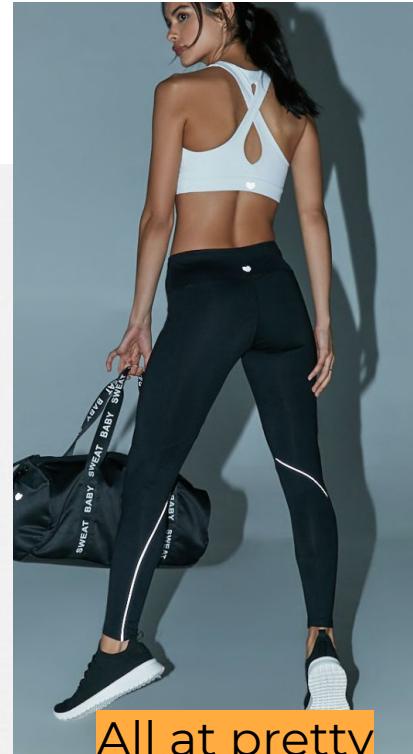
All placed in the “right” places of the store



Trendy



All targeted to
teens & young
adults (can be
professionals)



All at pretty
affordable price
points



Sources

<https://www.urbanoutfitters.com>

<https://www.forever21.com/us/shop>

<https://www.zara.com/us/>

<https://www.uniqlo.com/us/en/home/>

<https://www.pacsun.com/#womens-tab>