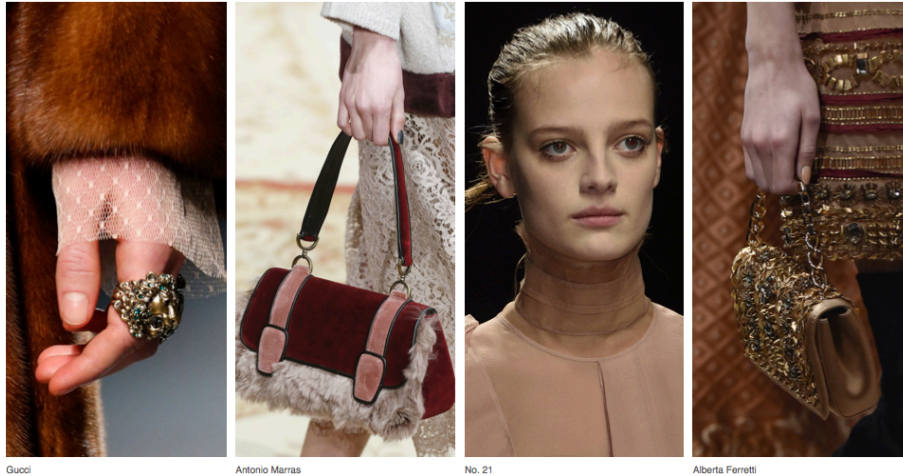


Research Examples

5 of the most important upcoming trends of the F/W 15/16 season

1. Romanticism

Natural tones, emotions, classic yet modern romanticism, mysticism



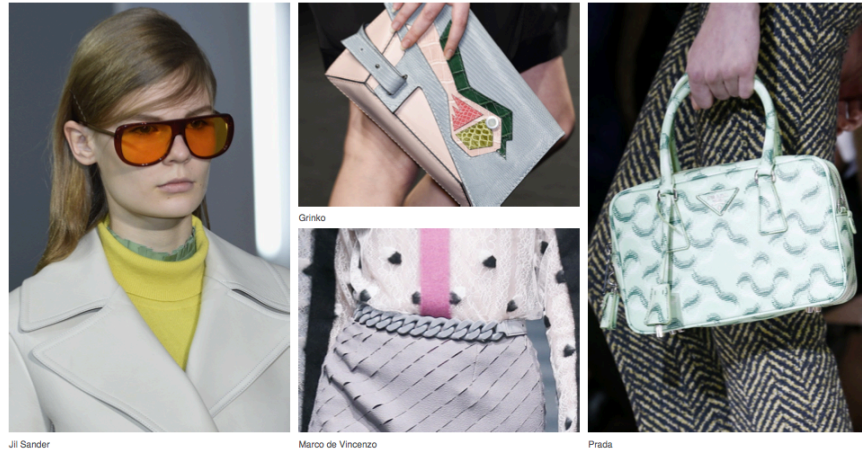
(Image from Stylesight)



(Image from WGSN)

2. Technology

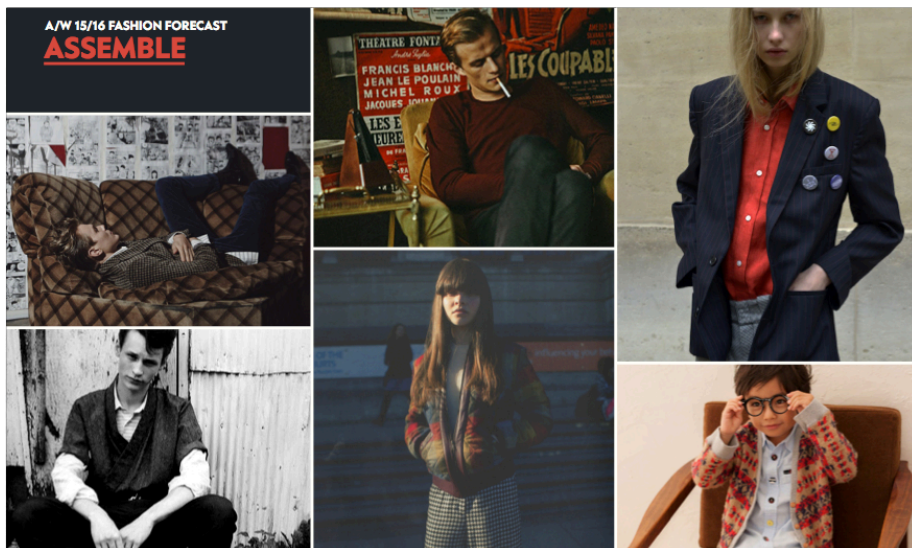
Cool tones; boundaries between digital and real, innovation, newness, online subcultures, blurred lines; brands taking web graphics, prints, indie street wear look, sport fashion.



(Image from Stylesight)

3. Youth culture

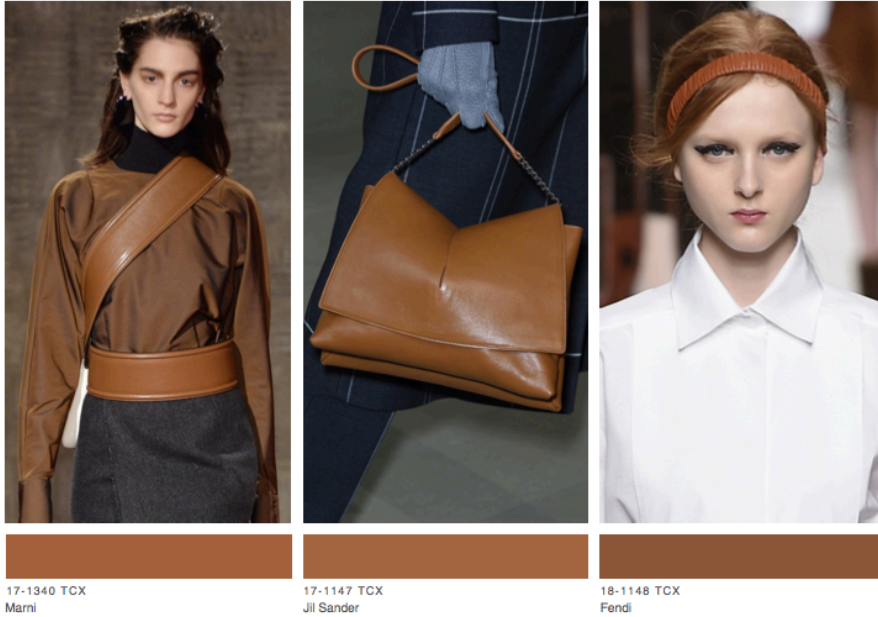
Bright tones; Inspired by youth movements, preppy style, mismatched pieces to accentuate individuality, art influence on clothing, customization



(Image from WGSN)

4. Basic and Modern

Neutral tones; tailored looks, merge of sportswear with classic, sharp silhouettes, minimalist, simple forms



(Image from Stylesight)

5. Geometric

Present in garments and accessories, geometric details, linear designs, modernist looks, playful yet elegant



(Image from WGSN)

Stories

a) Every type of bra you should own & why

Real beauty comes from within, and this is just as true when talking about dressing up. Undergarments play just as important a role as a cute top or a pair of boyfriend jeans, because let's face it, wearing a sexy bra with matching panties gives an extra push of confidence to its wearer, even if nobody else knows about the ensemble.

There are so many types of bras that the definition of sexy and comfortable may be adapted to everyone's likes and lifestyle, as well as to different stages in a gal's life, but the question pondered is what bras should you actually own, and why?

First come the basics, because let's be honest, every so often the focus relies on comfort and functionality. This, however, doesn't mean style has to be sacrificed. A t-shirt bra that includes lace in its design may fulfill both these functions, while keeping a smooth line under t-shirts so as to not be visible.

Still under the functionality category, a racerback bra is always handy. A big faux-pas is when a bra strap peeks from under a garment uninvited, and owning this design in your closet is a good way to avoid that. Many sport bras use this design as well, since it also gives good support.

Another must is the demi-bra, which enables low cut clothes to be worn without the bra being seen, yet still providing lift. For those of you who want even more lift, opt for a push-up bra. Whether in a neutral tone or vivid color, the cherry on top is how push-ups are designed so that the breasts are lifted and placed closer together to enhance the cleavage, a great help for those who may have a flatter chest.

Let's not forget those bras needed for a dress with a plunging neckline or when wearing a cute, strapless top; a strapless and/or a u-plunge bra are basic designs that would be well included in your lingerie drawer.

And last but not least, after owning all the necessary bras for comfort, functionality, and right cleavage, it's always fun to own a few sexy pieces just for the sake of it. A bra with extra straps or with ruffles might not be very functional, but will definitely add confidence and a touch of amusement to your everyday rut; and remember, matching panties are a big plus!

b) 10 reasons to buy a new dress for summer!

Summer brings all kinds of good vibes and positive attitudes from others, not to mention warm weather and summer Fridays in the office (thank you New York!). However, when everyone is on *vacation mode* but duty makes you stay put, or when traveling abroad for a few days, some inspiration is in order... and one easy way to be inspired is by getting a new dress for the summer, and here are 10 reasons why:

1. Dressing up

The relaxed summer vibe slows everyday life a bit, and primping up with a gorgeous, long dress will give you a boost in morale. Dressing up instead of down changes your confidence and mood.

2. It's exciting!

You've had the same garments in your closet for a while, and something as simple as getting a new dress will break the rut.

3. Winter is over...

...and it's time to get some color into that all-black wardrobe.

4. Conveying yourself

The way you dress is a form of expressing your character, your thoughts, your likes... People change, you change, and showcasing that with your evolving personal style might even be considered therapeutic.

5. A treat for yourself

On fall semester we get Halloween, on winter break we get New Year's, on spring semester we get Valentine's Day... It's only fair to get an excuse for dressing up during the summer

6. Who might you meet?

You might be stuck in your own city, but that doesn't mean that others are not flocking out of their own hometowns and into yours; or you might be traveling to another place for a few days. In both these scenarios, you never know who you might meet, and first impressions are very important!

7. Catching up with a friend

Browsing for a dress is a good enough excuse for meeting up with a friend and talking about your latest ups and downs.

8. Feel good

The confidence you get along with buying a new dress (with a nice summer-y print) is just a nice plus side.

9. Push boundaries

For those short summer months, you might try getting a dress in a style or with a print that's out of your comfort zone, and relish in the moment.

10. Shopping is fun!

Need I say more?

Headlines for shopping categories

a) Red dress

The Scarlet Letter: Red dresses for all occasions

b) Trench coats in black for men

Midnight inspiration: Men's black trench coats

c) Levis skinny jeans

Skinny is still inspiring: Levi's jeans

d) Gray Adidas sneakers

Haven't had enough shades of gray: Adidas Sneakers

e) Leather jackets for women

Leather jackets: your second skin