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Zeitgeist of the 2010s and Impact on Fashion Trends

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“Clothes are the first thing you think of when you imagine an era—you think of pannier dresses when you say the 18th century, before architecture or anything else.” – Karl Lagerfeld

ABSTRACT

The zeitgeist of the 2010s can be examined through shifts in technology, politics, economy, environment, religion, and entertainment. This research explores how fashion serves as both a mirror and a driver of societal change during this transformative decade. Trend diffusion itself evolved from the traditional theories of trickle-up and trickle-down because of the prominence of influencer culture, giving average consumers the platform to influence numerous like-minded consumers. Defining the 2010s zeitgeist requires an analysis of the significant patterns in the technological and sociocultural environment through as many sources as possible for a holistic approach. Sociologically, fashion has been accepted as a definitive partition of social class, and a driver of social change. This interdisciplinary study examines the relationship between fashion and modern history.

DEFINE ZEITGEIST

The German word zeitgeist translates to the spirit of the times. It's a collective set of ideas, beliefs, and feelings that is typical of a period in history. The complete big picture of an era is defined by trends in politics, economics, technology, religion, entertainment, art, culture, and environment. This concept was birthed by German philosopher Georg Wilhelm Friedrich Hegel, who believed the human mind can comprehend reality through dialectical reasoning

(Hartman, 1953). His philosophy emphasizes the interconnectedness of all things, and that history is a process of development and evolution. “Zeitgeist” is a combination of the words “geist,” meaning spirit, and “zeit,” meaning time. Studying the zeitgeist of an era provides a foundation of reasoning behind trends and fads on multiple levels. An analysis of the zeitgeist and an era’s fashion trends will prove the interconnectedness of societal and cultural influence on what fashion is created, consumed, and revived. (Jacobs, 2022)

METHODOLOGY

This study adopts a qualitative research design to investigate societal transformations and fashion trends in the 2010s. Extensive qualitative research allows room for diverse perspectives which is essential to gain a wholistic understanding of the decade's zeitgeist.

My methods of data collection are primarily document analysis of academic journals, fashion magazines—particularly Vogue—and archived social media content. Utilizing social media posts from the 2010s serves as a primary source for individuals' engagement with social media and the world around them. This is a great way to level the playing field between designers, celebrities, and common individuals who all have access to creating their own online brands. These sources offer a comprehensive view of societal shifts and fashion developments from the runway to small-town streets, giving insight into the layers of the fashion industry throughout the time period.

For the Runway Reflection chapter, the primary source for data is Vogue Runway, the ultimate digital database of high fashion collections, sophisticated critiques, and overall public perception. This platform was chosen for its rich repository of runway presentations, enabling the examination of garment aesthetics, thematic elements, and overarching messages.

To enhance the reliability and validity of research findings, a rigorous approach to data interpretation is employed. Multiple sources and perspectives are consulted to mitigate subjectivity in fashion critique, thereby ensuring a more comprehensive understanding of the 2010s zeitgeist.

Ethical considerations revolve around the subjective nature of fashion interpretation. However, the most influential fashion shows are renowned because the clarity of their intended message is all-consuming in the atmosphere and the designs themselves. These shows are

selected because they are strongly suggestive to a particular attitude or trend that is particular to the 2010s. The volume of their messaging minimizes interpretational biases. Additionally, the commentary is not strictly of my own volition, but a collaboration of high-profile critics who are employed at elite fashion institutions in recognition of their sophisticated interpretations of fashion.

The chosen methodology aligns closely with the research objectives of exploring societal transformations and fashion trends in the 2010s. Insights gained from this approach are anticipated to contribute significantly to the existing body of knowledge in the field of fashion studies, offering nuanced perspectives on the cultural dynamics of the decade.

DEFINE FASHION & TRICKLE UP & TRICKLE-DOWN THEORIES

In understanding the intricate relationship between fashion and the zeitgeist of the 2010s, it is essential to first define fashion as a meaning system wherein “cultural and aesthetic portrayals of the clothed body are produced,” (Seymour, 2011). Beyond mere clothing, fashion encompasses the ritual and art of getting dressed, representing a behavioral game of following the leader. To differentiate fashion from trends and fads, it's crucial to recognize that trends are popular at a given time, temporary, and often encourage a collective, follow-the-leader mentality without fostering individuality. Fads, also known as micro trends, involve a quick imitation process, leading to the rapid turnover of trends once the masses imitate the elite.

Within the fashion landscape, the trickle-down theory asserts that the visibly elite dictate taste, inspiring those who respond to them. Haute couture, epitomized by sophisticated six-figure garments seen on the visibly elite, serves as the base of trickle-down fashion. Historical

examples, such as Charles Fredrick Worth's influence in making Empress Eugénie one of the first influencers, and Dior's New Look, illustrate the origins of this theory.

Charles Frederick Worth's collaboration with Empress Eugénie played a pivotal role in establishing the trickle-down theory of fashion, whereby styles originating from the elite trickle down to the masses. Worth's innovative designs, patronized by Eugénie, set the standards for haute couture and influenced fashion trends across social strata. By catering to the tastes of royalty and high society, Worth's creations became aspirational symbols, sought after by affluent clientele. This phenomenon exemplifies the trickle-down effect, as trends initiated by the elite were eventually adopted by the broader population (Courteaux, 2024). Worth's designs that influenced the fashion landscape through his patron include silhouette transformations, abandoning the crinoline style (massive hoop skirt) for a slightly more practical straight and narrow gown with a bustle at the back. The materials used showcased more variety and lavishness, with intricate embellishments of silk, lace, brocade, embroidery, and beading. The most notable design choice that trickled to the masses was the iconic "Empress blue," an uncommon color selection that became synonymous with Eugénie's style. Charles Frederick Worth and Empress Eugénie exemplify the application of the trickle-down theory. This symbiotic relationship laid the foundation for haute couture fashion and the modern-day influencer.

This theory can also be examined in the revolution of Christian Dior's "New Look" of the mid-20th century. Similarly, this look, particularly the slim-waisted Bar Jacket, introduced a new variation of the feminine silhouette that had previously been deemed too sensual to be appropriate. There were profound shifts in women's roles in society throughout and after World War II. After a period of maintaining the workforce, a sense of femininity was reclaimed by the

masses through a never-before-seen hourglass silhouette. This New Look abandoned the utilitarian attire of the war years. In embracing Dior's lavish designs, women embraced not only a new style but also a newfound confidence and self-expression, heralding an era of sartorial liberation that mirrored broader social transformations. (Cardini, 2020)

On the contrary, the trickle-up theory begins with young trendsetters, often from lower-income backgrounds, and streetwear. As the media comments on rebellion and the lower class styles gain popularity and influence major designers, the upper class adopts these trends. Notable instances include the miniskirt's rise for femininity and the Hippie movement of the 1960s and 1970s, where counterculture rejected norms, embracing vintage styles and standing for values like LGBTQ rights, health, and acceptance. The Hip Hop movement, marked by its influence on fashion, is hailed as one of the most significant trickle-up phenomena, showing how this pattern is about daring to be different and lasting beyond the transient nature of trickle-down trends. As we explore the fashion trends of the 2010s in connection with these theories, we will unravel the complex interplay between societal dynamics and the evolving aesthetic preferences that defined this transformative decade.

TECHNOLOGY

The technology landscape of the 2010s notes profound implications for every aspect of society, especially the fashion industry. Communication innovations are a cornerstone of this technological revolution, with transformative changes influencing both the dissemination of information and the dynamics of influence. The rise of influencers marked a shift from traditional celebrity endorsements, as consumers increasingly listened to relatable, "girl next

door" points of view rather than solely aspiring to the visibly elite (Khan, 2023). Platforms like Facebook, Twitter, Instagram, and Snapchat became instrumental in shaping global communication, breaking down geographical barriers, and facilitating increased globalization. The advent of smartphones, particularly the iPhone, played a pivotal role in this transformation, providing users with unprecedented accessibility to information and social media (Karcz, 2017). Shopping trends underwent a significant shift with the rise of online platforms and the e-commerce boom, used by giants like Amazon Fashion, SHEIN, H&M, and Uniqlo (Herrera & Lu, 2023).

The surge in e-commerce during the 2010s marked a transformative era for fashion trends (Sage, 2009), reshaping both the emergence and pace of their dissemination. The rise of online platforms and the e-commerce boom, driven by industry giants like Amazon Fashion, SHEIN, H&M, and Uniqlo, not only revolutionized the way consumers shop but also profoundly impacted the fashion landscape.

E-commerce, with its accessibility and convenience, altered the traditional fashion cycle. The immediacy of online shopping facilitated the swift adoption of trends, allowing consumers to stay abreast of the latest styles in real time. This acceleration in trend turnover challenged the conventional fashion calendar, influencing how quickly styles emerged and dissipated (Bowers, 2019).

As a result, the evolution of supply chains grew in sync with the rise of online shopping. Traditional models faced disruption as the demand for fast fashion increased. Supply chains had to adapt to the pressure for quick turnarounds, emphasizing efficiency and speed. The direct-to-consumer model adopted by many e-commerce giants streamlined the supply chain, reducing intermediaries and accelerating the journey from design to delivery (Gereffi & Frederick, 2010).

Shopper psychology underwent a significant shift with the easy accessibility of online shopping. The anytime, anywhere availability of virtual storefronts altered consumer behavior. The constant accessibility meant that trends could be adopted at the spur of the moment, contributing to a culture of instant gratification (Magnus-Sharpe, 2023).

Traditional brick-and-mortar fashion retailers struggled to compete with the rapidity and convenience of e-commerce. Many were left behind, unable to adapt swiftly to the evolving landscape. The widespread closure of storefronts that can't compete with the e-commerce boom shows this change in the industry, emphasizing the need for adaptability in an era dominated by the immediacy and accessibility of online shopping. These technological surges also contributed to the rise of fast fashion, exemplified by the waste associated with disposable clothing and the environmental impact of companies like Amazon Fashion and SHEIN.

In another aspect of technological innovation, the physical garments and the process of manufacturing underwent notable technological advancements that significantly impacted physical quality, production processes, and choice of fabrics. One prominent development was the increased integration of 3D printing in fashion. This technology allowed designers to create intricate and customizable designs with a level of precision and detail previously unattainable through traditional manufacturing methods (Hennessey, 2013).

The advent of 3D printing has revolutionized the fashion industry, ushering in a wave of innovation across various accessories and garments. In footwear, designers Adidas and Nike have embraced 3D printing technology to craft avant-garde and customized shoes, pushing the boundaries of design and functionality (Schwaar, 2023). This extends to the jewelry domain, where intricate and highly detailed pieces are brought to life through 3D printing, offering a level of complexity that traditional methods may struggle to achieve. Eyewear has witnessed a

transformation as well, with brands like Mykita experimenting with 3D-printed frames, creating lightweight and customized options. The impact of 3D printing extends beyond aesthetics to functional and personalized solutions, notably in the realm of prosthetics and wearable technology. The marriage of cutting-edge technology and fashion in these realms exemplifies the transformative potential of 3D printing across diverse facets of the industry.

In terms of fabrics, there was a growing emphasis on sustainable and innovative materials. Brands started exploring alternatives to traditional materials, incorporating fabrics created from recycled or upcycled materials, contributing to a more eco-friendly approach to fashion production (Farra, 2019). Additionally, advancements in smart textiles and wearable technology gained momentum. The integration of sensors, LEDs, and other technological components into garments became a hallmark of the decade (Yotka, 2019). This not only added functional elements to fashion but also created new possibilities for interactive and tech-enhanced clothing. Smart fabric blends technology into textiles to enhance both functionality and aesthetics. Brands like Google's Project Jacquard, in collaboration with Levi's, have introduced denim garments embedded with conductive threads, transforming everyday clothing into interactive surfaces (Arthur, 2016). This innovation allows wearers to control devices or access information with simple gestures on their clothing. Another notable player in this realm is Lululemon, a leading athleisure brand that incorporates smart textiles in its activewear. Lululemon has explored innovative fabrics that offer enhanced performance and comfort, aligning with the growing trend of functional fashion. In the 2010s, Lululemon rose to prominence as a trailblazer in the athleisure trend, capitalizing on the growing demand for versatile, comfortable, and stylish activewear (Ball, 2007). The brand's focus on high-quality materials, innovative designs, and a commitment to promoting an active lifestyle resonated with

consumers seeking both fashion and functionality in their apparel. Lululemon's success mirrored the broader cultural shift towards prioritizing health and wellness, as individuals increasingly embraced the idea of seamlessly transitioning between athletic wear and casual clothing. The brand's strategic alignment with the athleisure movement positioned it as a leader in the industry, symbolizing the fusion of fashion and fitness that defined the zeitgeist of the decade.

The impact of social media cannot be overstated. Platforms like Facebook, Twitter, Instagram, and Vine forever changed how humans connect. It's replaced traditional mediums like television as a primary platform for fashion engagement and promotion. Social media blurs the lines between trickle-up and trickle-down fashion theories by giving the visible elite a relatable platform for their day-to-day, and the average consumer a platform that can gain massive influence over others. Social media has blurred the lines on trickle up and trickle down theories by providing a platform where the visibly elite and the average consumer intersect, creating a dynamic exchange of style influence. Influencer culture, characterized by individuals who amass large followings on platforms, plays a pivotal role in shaping consumerism in the 21st century. These influencers often bridge the gap between high fashion and street style, showcasing a curated blend of luxury pieces and accessible brands to their audiences. This democratization of style influence empowers individuals of varying backgrounds to participate in shaping fashion trends, challenging the traditional top-down hierarchy of the industry. This massive shift in traditional fashion theories differentiates the decade 2010 through the rise of influencer culture. According to Ipsos, a global market research database, word-of-mouth recommendations can generate up to five times more sales than traditional advertising. Brands grasp the practicality of sponsoring influencers as an opportunity to abandon traditional advertising to utilize a cheaper and more effective way of communicating benefits to their

consumers (Ipsos, 2008). Through curated content and authentic storytelling, influencers abandon the scripted and unrealistic structure of traditional commercial advertising for a genuine and relatable connection with consumers. The interactive nature of social media platforms allows for direct engagement between influencers and their followers. This two-way dialogue fosters a sense of community and trust, further strengthening the bond between influencers and their audience (Levesque & Pons, 2023). As a result, when influencers endorse a product or brand, their followers are more likely to perceive it as an authentic recommendation from a trusted source, leading to increased credibility and effectiveness compared to traditional advertising methods.

Instagram became the social media of choice for most people with an online presence because it was operating more on visual media than text-based content. The decade can be defined by its most viral moments, as documented in a review by Vogue France in December 2019. Vogue France deemed the number one most influential viral post was Beyonce announcing her pregnancy with twins in 2017. This aesthetically choreographed photo features Beyonce in lingerie, holding her pregnant stomach under a sheer veil, set in front of a backdrop of flowers. The impact of this post is the certainty that celebrities finally hold their public narrative in their own hands. Similar sentiments are documented in the New York Times article “When Instagram Killed the Tabloid Star.” After decades of celebrities being mentally and emotionally degraded by the harassment of paparazzi and dramatized headlines, the possession of the narrative was a gift many celebrities of the 20th century never had. In terms of pregnancy announcements, the notion may seem frivolous, but considering the celebrities that lost their lives or sanity in tragic warfare with paparazzi (think Princess Diana or Brittany Spears), the impact of social media redefined celebrity lifestyle, stability, and success (Jacobs, 2021; Samuelson, 2017).

Second on the list of most impactful viral Instagram posts of the decade, is the entire stream of posts from supermodel Cara Delevingne. The impact: “Cara Delevingne becomes the world’s first Insta-supermodel by being herself.” Delevingne was seen in high fashion editorials wearing the hottest, newest design looks in her signature glamorous stone face, but on her personal page, she radiated a true girl-next-door persona. Dawning Mickey Mouse ears or sweatpants, and posing with peace signs with her friends on a night out, this supermodel became real and tangible to her followers, humanizing the side of an industry that lacked dimension without personal context.

Also on the list, is “Kylie Jenner Breaks the Internet as a New Mum, April 2018,” (Hobbs, 2019). For those who kept up with the Kardashians, fashion icon Kylie Jenner’s absence from the internet did not go unnoticed. When she resurfaced with gut-wrenchingly intimate postpartum content, her 152.5 million followers felt even more connected to the personal memories of an elite Hollywood family. This reiterates the significance of the visibly elite controlling their narrative in order to connect with the public personally, giving them control of their personal brand.

Traditional print magazines also had to adjust to new online media. Before the Internet, fashion magazines were the monopolizing source of fashion trends, editorials, and industry news. Television became an additional medium for consuming elite fashion but was an addition to (not a threat to) fashion magazines’ power in the industry. The Internet, however, opened a portal to infinite points of view, and magazines had the choice of modernizing or rotting in the checkout aisle of the supermarket (Ventura, 2021). Vogue Magazine’s Editor in Chief, Anna Wintour was opposed to referring to the magazine’s online adaptation as a “blog,” and instead opted for the

formal terminology “digital magazine,” not wanting to diminish the integrity of the publication in its increased accessibility, (Chilvers, 2012).

Vogue launched its Instagram page on July 1, 2012. By the end of the decade, the page had 25 million followers. Sam Sussman is Vogue’s visuals manager and social media director. He stated the account became a primary focus for the brand because it was “reaching a whole new set of people who don’t even subscribe to the magazine and was leading them to Vogue.com.”. In reflecting on the decade at its close, Sussman said, “We really care about all the content we are creating, so it is great when the magazine can reach 25 million people... [2020 will be a] big year in culture overall [and] our Instagram will reflect that” (Guaglione, 2019).

“If there's one force that upended how we consumed fashion this decade the most, it's without a doubt Instagram.” – Mario Abad for Paper Magazine (Abad, 2022)

The technological landscape of the 2010s had a significant impact on the fashion industry, shaping trends and consumer behaviors in unprecedented ways. With smartphones, the internet, the rise of social media, and e-commerce giants, technology reshaped how fashion is consumed, produced, marketed, and distributed. Innovations in fabrication with 3-D printing and smart fabrics in athleisure redefined trends from streetwear to elite wear. These advancements not only defined the zeitgeist of the 2010s but also laid the foundation for a new era of fashion where digital connectivity and technological innovation continue to play a central role in shaping trends and consumer experiences.

POLITICS

The politics of the 2010s were also heavily influenced by the rise of social media. Similar to the rise of television and its correlation to the election of John F. Kennedy, social media technologies can have similar associations with the political unrest of the decade. With issues like immigration, climate change, healthcare, terrorism, racial injustice, and radical nationalism, social media became an outlet for individual opinions and a precarious space for politicians to communicate directly with the public. Rather than dissecting each political issue and each perspective, I'll be focusing on the juxtaposition of the sentiments and styles of the Obama and Trump administrations.

The entry of Barack and Michelle Obama into the White House marked a pivotal moment in American political history, introducing a dynamic and transformative approach that set them apart from their predecessors. As the first African American President and First Lady, their presence represented a departure from the traditional political landscape, embodying inclusivity and breaking longstanding racial barriers. Beyond their historic significance, the Obamas brought a fresh and relatable perspective to the political stage. Barack Obama's eloquence and vision for change resonated with a diverse electorate, while Michelle Obama, with her intelligence and commitment to social causes, redefined the role of the First Lady. The Obamas ushered in an era characterized by charisma, diversity, and a new narrative in American politics.

Michelle Obama, as the First Lady, navigated the complex intersection of fashion and politics. Her fashion choices were scrutinized, particularly in the context of her hair. The narrative surrounding Michelle Obama's natural hair was analyzed as a strategic resistance and accommodation, where featuring natural hair could undermine opportunities for Black women in high-paying professions. Magazines often praised and scrutinized Michelle Obama's fashion

choices, comparing her to Jackie Kennedy and reinforcing hypercritical perceptions rooted in prejudice. Michelle Obama's evolving fashion decisions during and after the 2016 election showcased the delicate balance she maintained as a prominent figure representing Black femininity for the decade (Louis, 2009).

The 2016 American presidential election witnessed the emergence of fashion profiling as a significant factor. Christopher Wylie, the Cambridge Analytica whistle-blower, claimed that AI models were used to build narratives associated with conservative ideologies, utilizing brands like LL Bean and Wrangler. Fashion brands became instrumental in producing algorithms to understand how people think and feel, similar to studies correlating car ownership with political voting. There is a strong and positive relationship between consumer personality and brand personality. Additionally, better brand relationship quality is associated with closer perceived congruence between consumer and brand personality (Huang, 2009). In the context of the 2016 American presidential election, the emergence of fashion profiling underscores how consumer preferences and brand affiliations were leveraged to understand and influence political behavior. By associating certain brands like LL Bean and Wrangler with conservative ideologies, AI models aimed to build narratives that resonated with specific voter demographics. This demonstrates how fashion brands, traditionally seen as apolitical entities, can become instrumental in political strategies, utilizing consumer data and preferences to target and influence voter perceptions.

The link between an individual's brand preferences and their political or personality traits delves into the intriguing intersection of consumer choices and psychological inclinations. In the nuanced landscape of modern politics, brands have evolved beyond mere commodities, becoming symbolic expressions of one's identity. Research has shown that the brands a person

gravitates towards can offer insights into their values, beliefs, and even political affiliations. Much like the correlation observed between car ownership and political voting, where pickup trucks lean more Republican and hybrid vehicles trend Democratic, the brand's individuals endorse often reflect their cultural and ideological leanings. Whether it's the rugged individualism associated with certain outdoor brands or the cosmopolitan ethos embedded in urban fashion labels, consumer choices serve as silent expressions of personal identity, influencing not only lifestyle but also the political narratives individuals resonate with. The 2016 election, with its reliance on fashion profiling, underscored the significance of decoding these subtle connections between brands and the intricacies of human behavior in the political landscape (Friedman & Bromwich, 2018).

Melania Trump, on the other hand, consistently showcased high-end designer looks, projecting an image of luxury, wealth, and exclusivity. This contrast in fashion choices mirrors broader perceptions of the Trumps' attitudes towards politics and society.

Melania Trump, as the First Lady during President Trump's administration, also utilized fashion as a subtextual expression. Notably, during the Stormy Daniels scandal, her appearance at the State of the Union, breaking tradition by arriving separately and wearing all white, conveyed subtle messages, including suffragette symbolism, adding an intriguing layer to the political and fashion dynamic (Weaver, 2018). Fashion critics had a field day interpreting the symbolism or sheer coincidence behind the style choice. Women wearing white in political arenas has been historically associated with purity and righteousness, in line with the determination of suffragettes to earn women's right to vote. In more recent years, women have coordinated wearing all white to showcase their unity and solidarity to women's issues.

Fashion acts as a form of cultural diplomacy, influencing perceptions of nations and cultures on the global stage. The attire worn by political leaders during international summits, state visits, and diplomatic events can convey messages of diplomacy, solidarity, or defiance, shaping international relations and diplomatic discourse.

In the context of the 2010s, understanding the intersection of fashion and politics is particularly significant due to the rise of social media and the increasing visibility of political figures and influencers. Social media platforms have democratized fashion and political expression, allowing individuals to amplify their voices and shape public discourse. Fashion influencers, celebrities, and political figures alike leverage social media platforms to communicate their messages, mobilize support, and influence public opinion, blurring the lines between fashion, politics, and popular culture.

ECONOMY & ENVIRONMENT

The symbiotic relationship between the economy and fashion forms a fascinating tapestry, where the threads of financial trends weave through the very fabric of style. Two intriguing economic indicators, the Hemline Theory, and Lipstick Theory, exemplify the intimate connection between economic shifts and fashion choices. The Hemline Theory proposes that hemlines on women's dresses rise and fall with the stock market, suggesting a correlation between the length of skirts and the state of the economy. During periods of economic prosperity, hemlines tend to ascend, reflecting a buoyant and optimistic mood. Conversely, economic downturns often see hemlines descend, mirroring a more conservative and cautious sentiment. On the cosmetic front, the Lipstick Theory posits that lipstick sales surge during

economic downturns, as individuals seek affordable indulgences instead of larger luxury purchases. These theories not only offer insights into the dynamics between economics and fashion but also serve as intriguing lenses through which to view the subtle ways in which societal trends are mirrored in our sartorial choices.

In the economic landscape of the 2010s, the concept of thrift emerged as a notable trend, echoing a shift towards conscientious consumerism and sustainability. After the market experienced a meltdown in 2008, with lost investments and widespread foreclosures, the aftermath prompted a reevaluation of excessive consumption. The virtues of thrift were extolled, not just as an economic principle but also as an environmentally friendly approach. The economic meaning of thrift gained significance concerning generations, emphasizing the importance of conservation for the well-being of both the current and future generations ("Thrift: Trickle Up").

This economic shift towards sustainability and conscientious consumption found expression in fashion trends. The rise of thrift culture, often associated with vintage and second-hand fashion, reflected an economic awareness that extended beyond immediate financial considerations to encompass environmental responsibility. The economic virtues of thrift resonated with a desire for enduring, timeless fashion rather than fleeting trends. Consumers began prioritizing quality over quantity, opting for well-made, enduring pieces that transcended seasonal trends. This shift in mindset was reflected in the rise of minimalist fashion, capsule wardrobes, and a focus on versatile, timeless pieces.

On the flip side, economic trends also played a role in the proliferation of fast fashion, facilitated by advancements in communication and technology. The rise of online shopping platforms and e-commerce giants like Amazon, SHEIN, and H&M contributed to the boom in

accessible and inexpensive fashion. The fast fashion industry thrived on the rapid turnover of trends, catering to consumers who sought affordable and quickly changing styles. The economic drive for efficiency and mass production had significant consequences for the environment, contributing to the issue of waste associated with “disposable” clothing.

The economic trends of the 2010s were not only reflected in the type of fashion choices made by individuals but also in the hairstyles that became economically trendy. Ombre hair, characterized by a gradient from dark roots to lighter ends, gained popularity. This trend allowed for a bright blonde appearance with roots that didn't require frequent touch-ups, making it economically practical and stylish. Every time a public figure was photographed with ombre hair, it sparked a widespread desire for the same look, exemplifying how economic considerations could influence beauty and fashion choices ("Ombre Hair Trend in the 2010s").

The economic recovery after the Great Recession stands as “the second-longest bull market in the history of the S&P 500 and is associated with the recovery from the Great Recession,” (Forbes Advisor). The resurgence of the bull market after 2009 played a pivotal role in shaping the overall spirit of the 2010s. It instilled a sense of optimism and prosperity, driving consumer spending, business expansion, and investment activities. With stock markets reaching new highs and unemployment rates declining, there was a palpable sense of economic stability and progress. This newfound confidence permeated various facets of society, influencing consumer behaviors, cultural trends, and even fashion preferences.

However, it's important to acknowledge that the benefits of the bull market were not evenly distributed. While some segments of society thrived, others faced persistent economic challenges, including income inequality, wage stagnation, and financial insecurity. Moreover, the

euphoria surrounding the bull market also led to concerns about unsustainable asset bubbles and the potential for future market corrections.

The economic boom of the 2010s, characterized by the resurgence of the bull market after the Great Recession, had a profound impact on the fashion industry, giving rise to the proliferation of fast fashion. As consumer confidence and disposable income increased, the demand for affordable and trend-driven clothing surged. E-commerce giants like Amazon, SHEIN, and H&M capitalized on this trend, offering a wide array of inexpensive and rapidly changing styles to meet consumer preferences. However, the economic drive for efficiency and mass production in the fast fashion industry came at a significant environmental cost.

The fast fashion model, fueled by the need for constant turnover of trends and the pressure to produce clothing quickly and cheaply, contributed to environmental degradation and waste. The production processes involved in fast fashion, characterized by high resource consumption, carbon emissions, and water pollution, resulted in significant ecological footprints. Moreover, the prevalence of 'disposable' clothing encouraged by fast fashion culture led to increased textile waste, exacerbating the already pressing issue of landfill overflow and environmental pollution.

The economic boom, while fostering prosperity and consumer spending, also underscored the need for greater awareness of the environmental impacts of fashion consumption. As the economy recovered and consumer confidence soared, it became imperative to balance economic growth with environmental sustainability. The rise of thrift culture and the shift towards conscientious consumption reflected a growing awareness of these concerns, prompting individuals to prioritize quality over quantity and embrace sustainable fashion practices.

In conclusion, the economic trends of the 2010s catalyzed significant shifts in fashion consumption patterns, highlighting both the allure and the pitfalls of fast fashion. While economic prosperity fueled the demand for affordable and accessible clothing, it also underscored the urgent need for more sustainable and ethical fashion practices to mitigate environmental harm and promote long-term ecological resilience.

RELIGION

Throughout history, the intersection of religion and fashion has woven a rich tapestry, reflecting the intricate dance between spirituality and style. Religion, as a powerful cultural force, has left an indelible imprint on the garments adorning humanity. From ancient civilizations to contemporary societies, religious beliefs have been integral in shaping the aesthetics and symbolism of clothing. Attire becomes a vessel for expressing faith, cultural identity, and societal norms, often serving as a visible manifestation of spiritual convictions. The seamless integration of religious symbols, rituals, and iconography into fashion has not only defined particular periods but has also transcended temporal and geographical boundaries. Whether through modest attire, sacred garments, or religious accessories, the garments we wear bear the imprints of divine influences.

In the realm of religion and spirituality during the 2010s, there was a growing emphasis on understanding the correlation between religious involvement and mental health. Research indicated that religious engagement was associated with better mental health, particularly in areas such as depression, substance abuse, and suicide. However, there was insufficient evidence on certain mental disorders, leading to a call for more research, especially concerning chronic

mental disorders and psychiatric issues in children, highlighting a gap in knowledge in these areas (Bonelli & Koenig, 2013).

The religious landscape saw significant shifts as well. According to the Pew Research Center in 2019, 71% of respondents in the General Social Survey identified as Christians, with 48% being Protestant and 23% Catholic. Meanwhile, the percentage of religious "nones" grew from 14% to 22% during the same period. The changing demographics challenged traditional perceptions, with an opinion piece suggesting that White Christian America effectively ended in the 2010s. This shift was evident in responses from various religious groups, as many white Christians believed that things had changed for the worse, contrasting with the perspective of religiously unaffiliated Americans who saw positive changes since the 1950s, possibly tied to civil rights progress.

The 2010s witnessed the rise of megachurches, defined as independent churches with regular attendance exceeding 2000 weekly, often with an evangelical or conservative Christian theology. These megachurches embraced digital connectivity as part of their recruitment and retention strategies, with attendance growing from 2,604 in 2005 to 3,597 in 2010. Notably, 70% of attendees were under the age of 50, reflecting the appeal of these digitally connected religious communities to a younger demographic (Joseph, 2012).

The religious zeitgeist of the decade is also defined by the upheaval of changes throughout the Catholic church. Pope Benedict's unprecedented resignation, a shocking interview with the new Pope Francis, the resurgence of sex abuse scandals worldwide, and revelations on abuse within the hierarchy kept the Catholic church circulating in headlines worldwide. With issues like LGBTQ+ inclusion, right-wing nationalism, and debates over the ethics of abortion, the Church's opinion was highly valued. This emphasis on selective

leadership and accountability exemplifies the generational shifts that impact the Catholic church's role in society, as well as the overall zeitgeist. This intricate balance between religious tradition, social change, and cultural dynamics tests the institution's longevity in a modern world (Clarke, 2019).

In the 2010s, the evolving landscape of religious practices intersected with fashion trends, showcasing a shift towards more inclusive and casual attire within religious settings. One notable trend was the "casualization" of church attire, particularly among younger congregants attending megachurches. Instead of traditional formal garments, such as suits and dresses, churchgoers began opting for more relaxed and contemporary styles, reflecting broader cultural desires for comfort and informality.

For instance, women started pairing elevated tops with skinny jeans and boots for church services, striking a balance between modesty and modernity. This departure from conventional church attire not only reflected a more relaxed approach to spirituality but also mirrored the fashion preferences of a generation embracing casual chic as a means of self-expression (Bird, 2011). Similarly, men began trading in their formal suits for smart-casual ensembles, incorporating elements like tailored blazers, denim jeans, and loafers, signaling a departure from the rigid dress codes of the past.

Moreover, the influence of social media and celebrity culture further reshaped fashion within religious communities. Platforms like Instagram and Pinterest became virtual runways for showcasing stylish yet modest outfits suitable for church settings. Influencers and celebrities, including religious figures themselves, curated fashion-forward looks that catered to the diverse preferences of their followers, inspiring new trends and challenging traditional notions of religious attire.

As a result, the lines between religious and secular fashion became increasingly blurred, with individuals expressing their faith through stylish yet respectful clothing choices. This fusion of spirituality and style underscored the dynamic nature of fashion as a form of cultural expression, reflecting shifting attitudes towards tradition and identity in the 2010s.

ENTERTAINMENT

The 2010s was a decade of profound transformation in the entertainment industry, primarily driven by technological advancements, consumer preferences, and broader cultural trends. One of the most impactful shifts is the rise of streaming services. Platforms like Netflix, Hulu, Amazon Prime, Spotify, and Apple Music change how audiences consume media. With vast libraries of entertainment, the convenience of streaming leads to a decline in traditional cable TV, trips to the movie theater, and CD and DVD sales (Reuters, 2010). This not only provides a wider variety with increased accessibility but enables a binge-watching culture, changing the ritual of consumption entirely (Boulagz, 2022). Eventually, these streaming platforms find the resources to create and launch their own original series. World-renowned series like “Stranger Things” and “The Crown” on Netflix are prime examples of how streaming services revolutionize the entertainment industry by creating their own platforms for more niche and appealing content (Kain, 2017).

Social media has a significant impact on this world as well, shaping how audiences discover, share, and engage with media. Platforms like Twitter, Instagram, Vine, YouTube, and TikTok allow users to discover and create content in real-time. It also facilitates a democratization of celebrity culture, giving influencers and content creators to collect large

followings and monetize their influence through brand sponsorships or through the platform's ad revenue (Driessens, 2015), (Mike, 2019). Viral social media propels niche comedic content commonly known as meme culture. Meme culture essentially unites like-minded users to engage with what could be described as generational inside jokes. The New York Times describes a meme as "a self-replicating chunk of information... A meme is just an idea that rips through the public consciousness" (Benveniste, 2022). Memes are diffused quickly through replication and adaptation and are increasingly tailored to the user through algorithmic personalized recommendations.

Mobile entertainment allows for on-the-go access to social media, streaming services, and mobile gaming. Interactive gaming experiences like Pokemon Go and Fortnite are great examples of the fusion of technology and entertainment. Superhero franchises dominated the box office, with the Marvel Cinematic Universe occupying hits like "The Avengers" and "Black Panther," (Smith, 2018). Reality TV dominated screens as well, with shows like "Keeping Up With The Kardashians," "The Bachelor," and "RuPaul's Drag Race," (Miller, 2019). The vast selection of genres and subgenres reflects the 2010's growing emphasis on diversity and inclusion in entertainment media. TV Shows like "Orange is the New Black" and "Master of None," both popular Netflix series, were praised for their diverse storytelling and castings (Kirkner, 2017). The globalization of entertainment facilitated cross-cultural exchange and appreciation, with K-pop and Latin American music gaining global popularity (Hilton et al., 2019). Advertising and marketing strategies then reflect this diversity, attempting to embrace inclusive messaging to resonate with their diverse audiences. The desire for inclusivity and accurate representation of diversity is reflected in the fashion industry as well, with lingerie

brands like Aerie rising above Victoria's Secret by straying from the traditional supermodel aesthetic to appeal to the realness of a natural body (Kohan, 2022).

Streaming and mobile platforms for entertainment also generate more feasible means of understanding consumer behavior. With streaming services, a user gets more satisfying recommendations based on what they have watched prior. These consumption metrics, including viewing patterns and engagement, provide unprecedented visibility into audience preferences. Viewing pattern statistics encouraged creators to abbreviate their content to maintain viewer attention, leading to shorter and shorter content, and debatably shorter attention spans in audiences (Heffernan, 2010). The engagement metrics then informs the creation of content, distribution and marketing strategies, and future investments in entertainment. Because of social media and streaming services, the 2010s experienced a new level of interconnectedness through the technologically advanced entertainment industry.

RUNWAY FASHION REFLECTION

In the dynamic realm of fashion, the runway serves as a hallowed stage where designers unveil their most audacious creations, pushing the boundaries of sartorial imagination and igniting trends that reverberate across the globe. Each stitch and seam tells a story of the zeitgeist of the 2010s, and through a trickle-down effect will impact common individual fashion choices.

At its core, runway fashion is far more than a mere spectacle; it is a cultural barometer, capturing the essence of an era with unparalleled precision. Each collection presented on the runway serves as a mirror reflecting the societal currents that swirl around us, offering a glimpse into the collective psyche of a generation. From the sleek lines of minimalist chic to the

extravagant flourishes of maximalist opulence, runway fashion encapsulates the myriad facets of contemporary life, from the profound to the mundane.

Through meticulous analysis of elite designs showcased on the runway, we uncover valuable lessons about the evolution of aesthetic sensibilities, the intricacies of design techniques, and the underlying narratives that shape our cultural landscape. Yet, beyond the realm of haute couture, runway fashion defends its connection to the zeitgeist of the 2010s by revealing the intricate interplay between fashion trends and the broader socio-cultural milieu. From the rapid pace of technological innovation to the seismic shifts in political discourse, from the ebbs and flows of economic fortunes to the ever-changing tapestry of entertainment trends, runway fashion stands as a testament to the intertwined destinies of fashion and society.

Balmain Spring 2011 Ready-to-Wear

Christophe Decarnin's tenure at Balmain for the Spring 2011 Ready-to-Wear collection encapsulated the essence of the 2010s zeitgeist with its distinctive blend of opulence, boldness, and a rock 'n' roll aesthetic. Decarnin, as the creative director, played a pivotal role in defining Balmain's modern identity during this period.

The collection exuded a sense of unabashed luxury, featuring sharp tailoring, intricate embellishments, and a glamorous yet edgy vibe. Balmain's Spring 2011 runway was a spectacle of bold shoulders, embellished mini dresses, and a riot of metallic textures, embodying the high-octane glamor that came to define the early 2010s fashion landscape.

This era witnessed a fascination with statement pieces and a revival of maximalism, evident in Decarnin's bold designs. The collection reflected the aspirational and extravagant nature of

fashion in the 2010s, resonating with a global audience enamored with the idea of luxury and high fashion.

Balmain under Decarnin's direction became synonymous with a certain brand of modern rock chic, and the Spring 2011 collection was a pinnacle of this aesthetic. The runway looks, characterized by strong silhouettes, glitzy embellishments, and a hint of rebellion, mirroring the spirit of the times—an era that celebrated individuality, excess, and the merging of high and street fashion influences.

Personally, I see direct translations of these runway looks in the wardrobe of the Disney Channel Original Movie, *Lemonade Mouth*, which was released the same year. The sentiment of Disney's 2011 movie *Lemonade Mouth* and Christophe Decarnin's Balmain Spring 2011 Ready-to-Wear collection shares a common thread of youthful rebellion, empowerment, and a celebration of individuality. Both the movie and the fashion collection encapsulate the spirit of the early 2010s, where a sense of authenticity, self-expression, and breaking conventional norms resonated strongly. Is it a coincidence that the wardrobe of a movie targeted to children reflects cutting-edge haute couture designs? Or merely a reflection of the interconnectedness of zeitgeist sentiments.

To delve into this impact more, I'll provide a brief analysis of the themes of the film and its reflection of timeless and ephemeral cultural debacles. In *Lemonade Mouth*, a group of high school students forms a band as a form of self-expression and resistance against the rigidity of societal expectations. The characters embrace their individuality, challenging stereotypes and advocating for their voices to be heard. The movie embodies a spirit of youthful rebellion, camaraderie, and the power of music as a means of empowerment. It explores larger issues of conformity, social inequality, and power dynamics.

Similarly, Decarnin's Balmain collection for Spring 2011 exuded a rebellious and youthful energy. The bold silhouettes, glitzy embellishments, and rock 'n' roll aesthetic celebrated individuality and the audacity to stand out. The collection reflected a sense of empowerment through fashion, encouraging wearers to embrace their unique style and make a bold statement.

In connecting the sentiments of "Lemonade Mouth" to the Balmain collection, we find a shared celebration of authenticity, self-expression, and a rejection of conformity. Both convey a message of empowerment through personal style, whether expressed through music in the movie or through fashion on the runway. It reflects a cultural moment in the early 2010s that championed the idea that being true to oneself and expressing individuality is a powerful form of rebellion and empowerment (Phelps, 2010).

Alber Elbaz for Lanvin Fall 2011 Ready-to-Wear

Alber Elbaz's Lanvin Fall 2011 Ready-to-Wear collection encapsulates the 2010s zeitgeist with a sophisticated yet modern aesthetic that mirrors the cultural and fashion landscape of the era. The collection navigates the balance between tradition and contemporary style, featuring elegant silhouettes and refined details. The garments exude a sense of luxury and opulence, reflecting the societal fascination with elevated aesthetics during this period.

The Fall 2011 collection also resonates with the broader cultural emphasis on individuality and self-expression. Elbaz introduces statement necklaces, embracing the era's penchant for bold accessories as a means of personal expression. In an age characterized by a celebration of uniqueness, these accessories become emblematic of the desire for distinctive and eye-catching fashion choices.

The 2010s witnessed the pervasive influence of the trickle-down effect on accessories, particularly notable in the popularity of statement pieces like the statement necklace. These bold accessories, as exemplified in Alber Elbaz's Lanvin Fall 2011 Ready-to-Wear collection, quickly permeated mainstream fashion, showcasing the trickle-down pattern from high-end runways to everyday wardrobes. Retailers like Charming Charlie played a significant role in this phenomenon, emerging as hubs for affordable yet stylish statement accessories. Charming Charlie, in particular, became synonymous with the statement necklace trend, offering a vast array of options for consumers seeking to incorporate runway-inspired accessories into their outfits. However, with shifting consumer preferences and changes in retail dynamics, Charming Charlie faced challenges and eventually filed for bankruptcy in 2019. The rise and fall of stores like Charming Charlie exemplify the trajectory of the statement accessory trend, illustrating how fashion trends, even in accessories, follow the ebb and flow of consumer demand and market dynamics.

In essence, Elbaz's Lanvin Fall 2011 Ready-to-Wear collection reflects the 2010s zeitgeist by marrying timeless elegance with contemporary flair, celebrating individuality, and embracing the cultural influences that shaped the decade's fashion landscape (Blanks, 2011).

Kanye West's Spring 2012 Ready-to-Wear

Kanye West's Spring 2012 Ready-to-Wear collection marked a significant moment in the intersection of music, celebrity, and fashion during the 2010s. Despite his status as a newcomer to the fashion scene, West's debut runway show garnered widespread attention, drawing notable fashion moguls and critics alike. The collection itself, characterized by low-cut tops, short skirts, and heavy, excessive materials, reflected West's bold and unapologetic approach to design.

However, what stood out even more than the clothing was the persona behind it. West's influence as a cultural icon and trendsetter transcended the garments themselves, signaling a shift in the fashion landscape where the creator's celebrity status often overshadowed the sartorial offerings. This phenomenon underscored the growing influence of celebrity designers and the blurred lines between fame, creativity, and commercial success in the fashion industry. West's foray into fashion epitomized the era's obsession with celebrity culture and the power of personal brand narratives, shaping the zeitgeist of the 2010s where the creator often became more renowned than the creation itself (Blanks, 2011).

Comme des Garçons Fall 2012 Ready-to-Wear

Comme des Garçons' Fall 2012 Ready-to-Wear collection emerged as a whimsical and avant-garde testament to the spirit of the times in the 2010s. Renowned for pushing the boundaries of conventional fashion, the collection featured comically large proportions, whimsical colors, and designs that transcended the realm of traditional wearability. Comme des Garçons, under the creative direction of Rei Kawakubo, presented garments that blurred the lines between fashion and art, challenging preconceived notions of practicality. The oversized silhouettes and unrealistically bold aesthetics echoed the era's inclination towards embracing the unconventional and redefining the concept of wearable art. In the 2010s, where individuality and self-expression were paramount, Comme des Garçons' Fall 2012 collection stood as a sartorial manifesto, aligning with the zeitgeist that celebrated the unconventional, the daring, and the fantastical in fashion. The brand's innovative approach reflected a broader cultural shift toward embracing nonconformity and embracing fashion as a form of personal expression and artistic exploration (Blanks, 2012).

Sarah Burton for Alexander McQueen Fall 2012 Ready-to-Wear

Sarah Burton's Fall 2012 Ready-to-Wear collection for Alexander McQueen emerges as a cultural touchstone, seamlessly woven into the fabric of the Hunger Games film series and transcending its runway origins. Characterized by extraterrestrial structures and feathered textures, the avant-garde designs took on a new life as they became symbolic of the Capitol's opulence within the dystopian narrative. Serving as the sartorial embodiment of excess, decadence, and societal disparity, the collection becomes a potent metaphor for the stark contrast between the Capitol and the struggling districts.

In the Capitol, Burton's visionary creations symbolize extravagance and detachment, portraying a society that revels in opulence while the districts face adversity. Praised for being ahead of its time, the fashion becomes a dual-edged sword, both celebrating artistic expression and serving as a cautionary tale. The symbolic significance of the Capitol's fashion extends beyond aesthetics, offering a commentary on societal imbalances, unchecked consumerism, and the moral compromises that accompany extreme wealth.

The elaborate designs, translated from runway to screen, prompt viewers to reflect on the implications of fashion in the context of social and economic inequality. The juxtaposition of the Capitol's extravagant couture against the districts' struggles serves as a visual narrative, urging audiences to critically engage with the ethical dimensions of style. Sarah Burton's collection, reimagined in the Hunger Games, becomes a cautionary tale—a powerful reminder of the consequences of excess and a call to interrogate the societal structures that perpetuate inequality. In this transformative moment, fashion transcends its conventional role, becoming a vessel for

storytelling, cultural commentary, and a mirror reflecting the intricacies of our own society (Blanks, 2012).

Meadham Kirchhoff Spring 2013 Ready-to-Wear

Meadham Kirchhoff's Spring 2013 Ready-to-Wear collection boldly emerges as a maximalist manifesto, a visceral critique of consumerism, and an unapologetic statement against the insidious nature of the consumer appetite during the 2010s. Characterized by opulence taken to the extreme, the designs present a deliberate excess, challenging the norms of minimalism and embodying a gory criticism of consumer culture.

The collection, deemed maximalist and overdone, plays with the boundaries of taste, staging a show so rococo that it borders on the grotesque. The intentional excess becomes a powerful commentary on the unchecked consumer appetite that dominated the fashion landscape of the time. Meadham Kirchhoff, aware of the industry's dynamics, purposefully confronts the insatiable desire for more—more trends, more garments, more opulence.

In a Mary Poppins spin on Twee, the designers offer a nuanced critique, infusing a sense of theatricality that serves both as spectacle and social commentary. Vogue's observation that opulence could sicken serves as a reminder of the excesses embedded in consumer culture. The intentional discomfort becomes a mirror reflecting the zeitgeist's obsession with abundance, questioning the consequences of an industry fueled by insatiable consumer demand.

The collection encapsulates a zeitgeist marked by a dual fascination with and critique of consumerism. Meadham Kirchhoff's maximalist approach becomes a bold and subversive response to an era defined by rapid trends and an unyielding consumer appetite. In staging this

elaborate critique through fashion, the designers challenge the industry's norms and invite reflection on the consequences of a culture obsessed with excess (Singer, 2012).

Lanvin Fall 2013 Ready-to-Wear

Lanvin's Fall 2013 Ready-to-Wear collection emerges as a sartorial manifesto, challenging conventional femininity with a nuanced exploration of silhouette, color, and the iconic statement necklace. The collection not only embraces fashion as an art form but also infuses it with a subtle yet powerful commentary on women's expression and societal expectations.

The silhouette, meticulously crafted, exudes a schoolgirlish charm, steering clear of saccharine cuteness and offering a versatile aesthetic that transcends age. What sets this collection apart is the deliberate messaging embedded in the statement necklaces. Beyond being mere accessories, these pieces become a form of silent communication, where women can express joy with a "Happy!" or convey unspoken pleas for assistance with a discreet "Help!" The jewelry, therefore, transforms into a symbolic medium for women to navigate the complex interplay between personal feelings and societal norms.

Lanvin's departure from the traditional ballet flats further underscores the collection's transformative narrative. In their stead, a scaled-down version of men's oxfords emerges, signaling a departure from fragility toward a more robust and resilient femininity. This shift in footwear becomes a tangible symbol, marking the emergence of a tougher, more assertive girl who navigates the world with confidence.

In Lanvin's Fall 2013 Ready-to-Wear collection, fashion becomes a vehicle for expression and empowerment. The deliberate choices in silhouette, color, and accessories invite

wearers to engage in a dialogue about their emotions, transcending the boundaries of age and challenging societal expectations. The collection serves as a testament to the power of fashion not only as a mode of self-expression but also as a conduit for addressing and reshaping societal narratives around femininity.

Lanvin's Fall 2013 Ready-to-Wear collection echoes the stylistic choices of the iconic television drama series *Gossip Girl*, creating a seamless bridge between high fashion and the glamorous world of Manhattan's elite. The sophisticated silhouettes, vibrant colors, and, most notably, the statement necklaces resonate with the bold, aspirational style of the show's characters. In *Gossip Girl*, fashion serves as a powerful tool for self-expression, and Lanvin's collection aligns effortlessly with the series' exploration of identity and societal expectations among the privileged youth of New York City. The departure from traditional ballet flats in Lanvin's collection also mirrors the characters' evolution on *Gossip Girl*, as they navigate complex relationships and assert their individuality. Together, Lanvin's fashion narrative and *Gossip Girl*'s sartorial language create a captivating synergy, illustrating how high fashion can seamlessly integrate with the fictional yet influential world of television drama (Furniss, 2013).

Riccardo Tisci for Givenchy Fall 2013 Ready-to-Wear

Riccardo Tisci's Givenchy Fall 2013 Ready-to-Wear collection emerges as a visual feast, seamlessly blending detailed floral prints with a contemporary edge, reflected in the incorporation of graphic tees on the runway. The collection not only demonstrates Tisci's adeptness in juxtaposing elements but also reflects a notable trickle-up influence from the social outliers who seek solace and community online through blogging platforms like Tumblr. This particular style will be explored later in the thesis under the name “soft grunge.” This style

echoes the visual styles associated with bands like The 1975, capturing the essence of subcultures that have found a powerful voice in digital spaces.

The intricate floral prints become a focal point, offering a modern reinterpretation of classic motifs. Tisci's ability to infuse these traditional patterns with a sense of contemporary relevance showcases his dexterity in bridging the gap between past and present. The graphic tees add a distinctive streetwear flair, injecting a youthful energy into the couture setting. This amalgamation of high fashion and street style creates a unique visual narrative that resonates with the evolving tastes and preferences of the 2010s.

The collection's resonance with Tumblr aesthetics and The 1975's visual language underscores Tisci's ability to tap into cultural currents and translate them into the language of fashion. The Givenchy Fall 2013 Ready-to-Wear collection not only caters to the refined tastes of the couture world but also establishes a dialogue with the youth-driven subcultures that find expression in digital spaces and music scenes. In doing so, Tisci elevates the collection beyond mere garments, positioning it as a cultural artifact that encapsulates the zeitgeist of its time (Furniss, 2013).

Hedi Slimane for Saint Laurent Fall 2013 Ready-to-Wear

Hedi Slimane's Saint Laurent Fall 2013 Ready-to-Wear collection emerges as a distinctive ode to the California grunge aesthetic, encapsulating the vintage revival that swept through the fashion landscape of the 2010s. While the collection may not have presented groundbreaking innovations, its unabashed celebration of nostalgic elements like baby dolls, slips, vintage florals, and flannels struck a resonant chord with fashion enthusiasts. The

incorporation of sparkly dresses, accessorized with ironic pearls and biker boots, further exemplifies Slimane's ability to infuse a rebellious spirit into classic motifs.

This collection becomes a testament to the era's fascination with the past, as it breathes new life into grunge elements that were prominent in the '90s. The deliberate inclusion of "nothing new" paradoxically becomes a bold statement, reflecting a desire to reclaim and reinterpret the familiar through a contemporary lens. The collection's impact reverberated beyond the runway, sending tremors through vintage-style department stores and underscoring the power of nostalgia in shaping fashion preferences. Slimane's Saint Laurent Fall 2013 Ready-to-Wear collection stands as a hallmark of the 2010s, where the allure of vintage aesthetics and grunge influences found renewed relevance and captivated a generation eager to explore the rich tapestry of fashion history (Blanks, 2013).

Sarah Burton for Alexander McQueen Fall 2013 Ready-to-Wear

Sarah Burton's Alexander McQueen Fall 2013 Ready-to-Wear collection becomes a striking commentary on the religious and social dynamics of the 2010s zeitgeist, notably resonant in the wake of a sex scandal involving Britain's most senior Catholic cardinal (Kevin, 2020). Against the backdrop of such scandalous revelations plaguing the Vatican, the runway show takes a bold and subversive turn. The garments, inspired by roles in the Catholic Church, feature cardinals donned as Vegas showgirls, presenting a provocative and timely statement on the perceived decadence and opulence of church leadership.

The juxtaposition of the scandal-ridden reality with the gilded perfection of the cardinals' attire serves as a sublimely punkish assault on orthodoxy. The collection captures the era's heightened scrutiny of institutions, including religious establishments, and challenges traditional

notions of authority and morality. By infusing fashion with a sharp social commentary, Burton's Alexander McQueen runway becomes a pivotal moment in the dialogue between fashion and societal issues, illustrating how designers can utilize their craft to engage with and challenge prevailing narratives (Blanks, 2013).

Rick Owens Spring 2014 Ready-to-Wear

Rick Owens' Spring 2014 Ready-to-Wear collection marked a bold departure from conventional fashion norms, reflecting the designer's unique perspective as an American immersed in Parisian culture. Inspired by the fusion of elegance and roughness, Owens sought to challenge traditional notions of beauty and power through his innovative designs and inclusive vision.

The collection showcased structured garments that resembled armor, symbolizing strength and authority. Predominantly black and featuring sneakers, the ensembles drew from the aesthetics of black streetwear, embracing cultural, historic, political, racial, and social inclusivity. Owens rejected conventional beauty standards, instead championing a diverse range of body types on the runway, offering a refreshing alternative to the homogeneity often seen in the fashion industry.

At the heart of the collection was a mesmerizing step show, choreographed in collaboration with stepping teams from African-American sororities. The synchronized performance electrified the catwalk, infusing Owens' draped and wrapped silhouettes with dynamic energy and movement. It was a testament to Owens' ability to redefine sportswear as a form of high fashion, challenging orthodoxy with his joyful assault on traditional fashion norms.

Vogue's critique captured the transformative power of Owens' presentation, highlighting its timely resonance in the face of societal denial and exclusion. Through his celebration of diversity and inclusion, Owens not only pushed the boundaries of fashion but also offered a poignant commentary on the cultural and political landscape of contemporary America. In Paris, his nontraditional approach delighted and shocked audiences, cementing his reputation as a visionary designer unafraid to challenge the status quo.

In the broader context of the global zeitgeist of the 2010s, Rick Owens' Spring 2014 Ready-to-Wear collection serves as a poignant reflection of the era's evolving cultural and social dynamics. Against the backdrop of increasing diversity and calls for inclusivity, Owens' celebration of nonconformity and acceptance resonated deeply with audiences worldwide. By challenging conventional beauty standards and embracing a diverse range of body types, Owens encapsulated the spirit of a generation striving for authenticity and representation. Moreover, his collaborative approach with African-American sororities underscored the importance of cultural exchange and solidarity in an interconnected world. As society grappled with issues of identity, representation, and social justice, Owens' bold vision offered a beacon of hope and empowerment, reminding us of the transformative power of fashion to reflect and shape the world around us (Blanks, 2013).

Raf Simons for Christian Dior Spring 2014 Ready-to-Wear

Raf Simons' Christian Dior Spring 2014 Ready-to-Wear collection provoked a striking contrast between the classic elegance synonymous with the Dior brand and Simons' own

penchant for avant-garde design. The result was a bold fusion of the classic and the crass, as Simons injected the brand with his distinctive design sensibilities, much to the chagrin of some critics who perceived it as defacing the traditional ethos of Dior.

The collection embraced maximalism with its funky silhouettes and unexpected juxtapositions, challenging the notion of understated elegance that had long been associated with the brand. Ladylike pleats took on a sideways twist, pretty gardens turned toxic, and seaweed beading added an eerie allure to shoulders and throats. Even the most classic elements, such as a light gray wool shirtdress, were imbued with a sense of irreverence through metallic-pink bustiers.

Vogue aptly captured Simons' approach, noting his remarkable instinct for form and color, which upheld fashion's fundamentals while pushing the boundaries of convention. Silk skirts ballooned on the hips in unexpected yet harmonious combinations of green and ice pink, orange and lilac, showcasing Simons' ability to marry disparate elements into cohesive ensembles.

The collection served as a testament to the ever-present desire of designers to make their voices heard in the cacophony of online fashion discourse. In a landscape where understated elegance seemed to wane in favor of bold statements, Simons' Spring 2014 collection stood out as a provocative exploration of the tension between tradition and innovation, offering a glimpse into the future of Dior under his visionary leadership (Blanks, 2013).

Rodarte Fall 2014 Ready-to-Wear

The Rodarte Fall 2014 Ready-to-Wear collection presented an eclectic fusion of elements, characterized by its heavy use of knit fabrics and a twee aesthetic that exuded both dreariness and fabulousness. A notable departure from convention was the incorporation of Star Wars motifs into the gowns, prompting speculation on whether this choice was a bid for social media attention or held deeper symbolic significance. Vogue remarked on the collection's ability to tap into a shared landscape of memory, translating raw materials into realistic yet otherworldly garments.

One of the collection's standout features was the use of smocking, evoking childhood nostalgia yet executed in grown-up silhouettes. While some looks may have seemed overly quirky, they were grounded by the inclusion of matter-of-fact pieces like turtlenecks and paper bag waist pants. The inclusion of giant Luke Skywalker and R2-D2 prints in the final passage of gowns, while seemingly whimsical, drew both praise and skepticism. Some critics found it silly, yet others recognized its potential as Instagram bait, highlighting the strategic savvy of the Mulleavy sisters.

Ultimately, whether strategic, ironic, or genuine, the collection succeeded in sparking discussion and debate, affirming the adage that good fashion cannot be neutral; it must elicit strong reactions from critics and admirers alike. This blend of innovation and controversy underscores the dynamic interplay between fashion and cultural zeitgeist, reflecting the complexities of the 2010s era (Singer, 2014).

Sarah Burton for Alexander McQueen Fall 2014 Ready-to-Wear

Sarah Burton's Alexander McQueen Fall 2014 Ready-to-Wear collection delved into themes of spirituality and the mystical, mirroring a broader societal interest in wellness and alternative forms of religion. As the wellness movement gained traction, so did a newfound acceptance of spirituality, with presentations featuring elements like incense and sound bowls becoming more common. At Alexander McQueen, Burton's exploration of "Wild Beauty" tapped into this spiritual zeitgeist, offering a collection infused with a sense of natural essence and ethereal magic.

Burton's inspiration for the collection was rooted in the desire to evoke a sense of innocence and wonder, akin to viewing the world through a child's eyes. This innocence was reflected in the swingy trapeze shapes and delicate fabrics, reminiscent of fairy-tale motifs. However, Burton juxtaposed this innocence with elements of darkness, drawing on the duality present in fairy tales where innocence coexists with danger and darkness (Blanks, 2014).

The collection's feral undertones, embodied by models draped in fur capes resembling owls and swathed in skunk fur, spoke to a deeper exploration of primal instincts and mystical forces. Burton's interpretation of innocence was not devoid of complexity; it embraced both the light and dark aspects of human nature, echoing society's growing fascination with spirituality as a means of navigating the complexities of modern life. In this way, Alexander McQueen's Fall 2014 collection served as a reflection of the evolving religious and spiritual landscape of the 2010s, where the pursuit of inner peace and transcendence took on new forms and expressions.

Chanel Spring 2015 Ready-to-Wear

Chanel's Spring 2015 Ready-to-Wear show marked a departure from traditional fashion presentations, embracing a protest-themed atmosphere that resonated with the evolving cultural zeitgeist of the 2010s. Karl Lagerfeld, the creative force behind Chanel, expressed a sense of liberation and defiance, reflecting on the prevailing air of freedom he experienced in Paris during that time. The show's unconventional approach challenged societal norms, with Lagerfeld boldly declaring, "It's not allowed to tell people that things are not allowed." This sentiment echoed a growing sentiment against the constraints of political correctness and the stifling of creative expression.

The collection itself was a departure from Chanel's typical aesthetic, featuring psychedelic watercolor schemes and more masculine shapes on what was traditionally a conservative feminine brand. This unexpected vibrancy and boldness signaled a shift towards embracing individuality and self-expression, reminiscent of the rebellious chic often associated with characters like Jenny Humphrey from "Gossip Girl."

In retrospect, Chanel's Spring 2015 show can be seen as a precursor to the #MeToo movement that gained momentum in subsequent years. The themes of empowerment and defiance present in the collection resonate with the broader cultural shift towards women claiming their voices and challenging entrenched power dynamics. By breaking free from traditional expectations and embracing a spirit of rebellion, Chanel's protest-themed show served as a reflection of the growing momentum toward social change and gender equality in the 2010s (Blanks, 2014).

Gucci Spring 2016

Gucci's Spring 2016 collection emerges as a testament to the maximalist femininity that defined the spirit of the 2010s. With bold colors, eclectic patterns, and fearless clashes, the collection epitomizes the essence of a Jessica Day twee-coded aesthetic. It embraces playfulness, encouraging a sense of imaginative dress-up, mirroring the spirit of a generation unafraid to express itself through unique and unprecedented fashion choices. In the age of social media dominance, where individuality is magnified, Gucci's designs become a symbol of standing out and making bold statements. The collection captures the zeitgeist of the 2010s, where personality-driven fashion takes center stage, challenging traditional norms and promoting a culture of embracing one's unique identity. Gucci's Spring 2016 lineup not only reflects the vibrant and dynamic nature of the era but also highlights the evolving role of fashion in the era of digital self-expression and social media influence (Mower, 2015).

Dolce & Gabbana 2016 Spring

Dolce & Gabbana's 2016 Spring collection encapsulates the transformative impact of smartphones and social media on both fashion and everyday life. Models breaking conventional norms and capturing selfies on the runway showcase a profound shift in the relationship between life and art, emphasizing the interconnectedness of the two. In this era, the smartphone has become more than a device; it has evolved into an accessory and an extension of one's identity. The collection draws inspiration from vintage posters and postcards, a nod to the cyclical nature of fashion trends. However, what sets this period apart is the self-aware embrace of the old becoming new again, embracing an "ugly chic" aesthetic. Dolce & Gabbana's designs reflect a celebration of self-aware tackiness, channeling the beauty perceived through the eyes of tourists. In the age of social media, the runway becomes a stage for individuals to stick out like sore

thumbs, embracing the art of unabashedly standing out in a crowd, just like enthusiastic tourists do (Mower, 2015).

Karl Lagerfeld for Chanel Spring 2016 Couture

Karl Lagerfeld's Chanel Spring 2016 Couture presentation embraced an "eco-conscious serenity," marking a departure from traditional luxury fashion towards more sustainable practices. The collection featured iconic Chanel tweed and capes, but what set it apart was Lagerfeld's innovative use of eco-friendly materials and techniques. Wood chips, recycled paper, and organic woven yarn were incorporated into the designs, showcasing Chanel's commitment to environmental consciousness.

They attempt to integrate the principles of sustainability with haute couture aesthetics. Chanel's foray into sustainable fashion reflects broader environmental sentiments of the 2010s, where concerns about climate change and ecological sustainability gained increasing prominence. As consumers became more conscious of their environmental footprint, luxury brands like Chanel responded by integrating eco-friendly practices into their collections. Lagerfeld's innovative approach to sustainability not only aligned with Chanel's longstanding commitment to craftsmanship and innovation but also signaled a broader shift towards ethical and environmentally responsible fashion practices in the luxury industry (Mower, 2016).

KANYE WEST YEEZY Fall 2016

Kanye West's YEEZY Fall 2016 presentation at New York Fashion Week was a spectacle unlike any other, blending elements of streetwear, athleisure, and celebrity culture into a chaotic yet captivating event. Held at Madison Square Garden, the show doubled as a listening

party for West's new album, "The Life of Pablo," drawing an unprecedented crowd of 18,000 fans and fashion enthusiasts. Despite its unconventional approach, with Naomi Campbell modeling and merchandise tees on sale outside, the event garnered immense attention, with scalpers selling tickets for four figures and lines forming around merchandise booths.

However, amidst the frenzy, the collection itself took a backseat to the spectacle, raising questions about the ethics of using refugee themes in a fashion context without addressing the underlying issues. While the visuals of refugees and tents made a powerful statement, West offered no commentary on the matter, instead focusing on promoting his YEEZY brand and other ventures, including a video game about his late mother's journey to heaven.

Vogue's critique captured the divisive nature of the event, acknowledging its groundbreaking impact on New York Fashion Week while questioning the use of disenfranchisement imagery for commercial purposes. Yet, regardless of the controversies, West's ability to command attention and push boundaries underscored his status as a multifaceted cultural icon. As the fashion world grappled with the implications of West's grandiose vision, it became evident that his influence extended far beyond clothing, signaling a shift towards more immersive and experiential forms of fashion presentation in the digital age. This event epitomized the evolving landscape of celebrity culture, where figures like West can leverage their fame to disrupt traditional fashion norms and propel themselves to the forefront of the industry, reflecting the zeitgeist of the 2010s, characterized by the fusion of entertainment, technology, and consumerism (Phelps, 2016).

Sarah Burton for Alexander McQueen Fall 2017 Ready-to-Wear

Sarah Burton's Fall 2017 Ready-to-Wear collection for Alexander McQueen was a bold fusion of tough and playful elements, featuring big fringe and leather combinations alongside quilted bandana fabrics and woven textures. The strong color scheme of black and red, accentuated by red piping, added to the collection's striking aesthetic. Embroidery and a surprising touch of a "baseball dress" added unexpected twists to the looks.

The show opened with a rough, Western-inspired vibe, gradually transitioning into more elegant and nostalgic pieces adorned with sequins and feathers. According to Vogue, Burton drew inspiration from Cornwall, a region known for its ancient stone circles and surviving subculture of paganism and healing witchcraft. The pagan symbolism, along with references to punkish elements, added an intriguing depth to the collection.

One standout feature was the incorporation of the Cloutie tree tradition, where ribbons are tied as wishes and mementos. Burton's team translated this concept into the designs, weaving ideas from the memento ribbons into tweeds and paying homage to self-determining women who sewed messages into samplers centuries ago. This collection was not only a celebration of British heritage but also a tribute to female power and the energy of youth, making it both inclusive and impactful, reflecting the zeitgeist of the 2010s (Mower, 2017).

Karl Lagerfeld for Chanel Fall 2017 Ready-to-Wear

Karl Lagerfeld's Fall 2017 Ready-to-Wear collection for Chanel showcased a fascinating blend of tradition and futurism, paying homage to Chanel's roots while embracing ambitious and futuristic elements. The collection featured iconic Chanel tweed with a twist, incorporating silhouette changes reminiscent of armor. Fur coats, oversized sunglasses, and sturdy shawl-type accessories added to the collection's bold aesthetic.

Drawing inspiration from the 1960s, Lagerfeld incorporated elements like giant hair reminiscent of the go-go era, huge shoulders, trench coats, chokers, headbands, and wide-neck tops. Stripes, red, black, and checker patterns dominated the color palette, complemented by sequined boots and metallics.

The standout features of the collection were its futuristic elements, including space prints, galaxy motifs, and references to astronauts. Lagerfeld's designs evoked the achievement of the moon landing and the fascination with the stars during the 1960s. Wide neck collars resembling astronauts' uniforms added to the space-inspired theme.

Vogue described Lagerfeld's collection as fashion's "most futuristic escape plan," highlighting the timely metaphor for the era. The idea of space exploration and the possibility of life-supporting planets resonated with the collection's futuristic vibe. Pieces like glittery lunar boots, tweed tunics with standaway collars, Bermuda shorts, insulated silver leather suits, and metallic padded space stoles contributed to the overall starship Chanel aesthetic.

Lagerfeld's Fall 2017 collection for Chanel showcased a bold departure from tradition while embracing the spirit of innovation and exploration, reflecting the zeitgeist of the 2010s and fashion's ongoing quest for the future (Mower, 2017).

Louis Vuitton Spring 2018 Ready to Wear

Louis Vuitton's Spring 2018 collection presented a captivating juxtaposition of historical elegance and modern casualness, creating a unique blend of anachronism and contemporary style. The collection featured intricate embroidery and beading reminiscent of 18th and 19th-century France, showcasing super intricate details that added a touch of opulence.

Despite the ornate craftsmanship, the collection was styled with a casual flair, epitomizing the concept of casual glam. Stripes played a prominent role throughout the collection, adding a dynamic visual element. Futuristic accessories in silver added a modern edge to the timeless designs.

The show's setting at the Louvre, a symbol of art and history, provided the perfect backdrop for the fusion of past and present. Vogue described the collection as merging "frocks of its royal palace phase with elevated versions of the athletic clothes and sneakers that tourists pad around it in today." The unexpected inclusion of sneakers added a contemporary twist to the traditional aesthetic, symbolizing the blending of past and present.

Layering vests and shawls added depth and dimension to the looks, while a surprising nod to entertainment culture appeared in the form of a Netflix's *Stranger Things* graphic t-shirt randomly included in the collection. This unexpected addition served as a playful reference to the influence of pop culture and entertainment on fashion.

Louis Vuitton's Spring 2018 collection exemplified the brand's ability to seamlessly merge historical references with modern sensibilities, reflecting the zeitgeist of the 2010s and the ongoing dialogue between tradition and innovation in the fashion industry (Phelps, 2017).

Alessandro Michele for Gucci Fall 2018 Ready-to-Wear

Alessandro Michele's Fall 2018 Ready-to-Wear collection for Gucci captivated audiences with its bold and eclectic choices, leaving a lasting impression on social media. The show featured models carrying decapitated twin heads down the runway, symbolizing a dystopian yet beautiful narrative that embraced inclusivity and maximalism. The collection showcased a mix of materials such as pleather and beading, along with unexpected references to the NY Yankees

logo. Chunky beads, live snakes as accessories, and extravagant effects of makeup added to the surreal atmosphere of the show. Despite the myriad of elements, the collection maintained a cohesive look of extravagance and brilliance.

Michele's vision for the collection reflected a metaphor for modern identity construction, influenced by technology, Hollywood, Instagram, and Gucci itself. The show explored themes of self-regeneration and post-humanism, with Michele envisioning individuals as the "Dr. Frankenstein" of their own lives. Models adorned with replicas of their own heads and symbolic accessories highlighted the evolving nature of human identity in the information age.

The runway presentation featured a diverse array of styles, including Russian babushka headscarves, folk-costume dresses, showgirl chain mail, English tweed, Scottish plaid, and Italian vintage suiting. Gucci logos were omnipresent, alongside references to Sega, Major League Baseball, manga, and other cultural icons. The collection offered a multitude of garments and accessories destined to ignite discussions on social media platforms for weeks to come, encapsulating the zeitgeist of the era with its bold and boundary-pushing designs (Mower, 2018).

Tomo Koizumi Fall 2019 Ready to Wear

Tomo Koizumi's Fall 2019 Ready-to-Wear collection made waves in the fashion industry, drawing attention to the significant role of Instagram in discovering emerging designers. The show featured giant dresses in vibrant colors reminiscent of cotton candy, showcasing Koizumi's playful and groundbreaking imagination.

Vogue highlighted the unconventional path to Koizumi's debut, emphasizing the role of Instagram in his discovery. Fashion luminary Katie Grand, through her friend Giles Deacon,

stumbled upon Koizumi's work on Instagram, leading to his inclusion in a fashion show at Marc Jacobs's Madison Avenue store. Despite his relatively short time in New York and limited resources, Koizumi's talent shone through as he presented his fluorescent polyester organza creations.

In a preview of the collection, Koizumi shared his diverse inspirations, ranging from Capucci to Leigh Bowery to Japanese funerary banners. His fondness for Sailor Moon and the concept of women embodying both cuteness and strength informed his designs. The pieces showcased geometric constructions, with sleeves resembling circles and skirts taking on rectangular forms. One particularly striking garment was an azure disk with arm and leg holes, transforming the wearer into a blue moon.

Overall, Tomo Koizumi's Fall 2019 collection not only captivated audiences with its whimsical aesthetic but also highlighted the democratizing power of social media platforms like Instagram in propelling emerging designers onto the global stage (Yotka, 2019).

Pierpaolo Piccioli for Valentino Spring 2019

Pierpaolo Piccioli's Spring 2019 collection for Valentino captivated audiences with its ethereal beauty and nostalgic charm, featuring intricate taffeta roses reminiscent of Stonehenge. The garments, adorned with satin and taffeta in Easter egg colors, evoked a sense of resiliency and timeless elegance. The movement of the fabric was intoxicating, creating a mesmerizing spectacle on the runway.

Renowned singer Celine Dion praised the collection, stating, "You have given women back their beauty," acknowledging its transformative impact on femininity. Vogue hailed the

show as exquisitely realized, peerless, and definitive, amidst a season dominated by dark romanticism and thorny rose prints.

Piccioli's meticulous craftsmanship was evident in the fine manipulation of fabric volumes, particularly in the constructed flowers that adorned the garments. The collection's backstory, rooted in Piccioli's research journey to northern cities like Macclesfield, added depth and authenticity to the designs, showcasing the heritage of textile production for men's suits in the United Kingdom and beyond.

Overall, Valentino's Spring 2019 collection symbolized a blend of otherworldly beauty and profound democracy, capturing the essence of Piccioli's creative vision and reflecting the zeitgeist of the era with its exquisite craftsmanship and timeless appeal (Bowles, 2019).

RUNWAY REFLECTION CONCLUSION

In conclusion, the exploration of elite designer runway shows throughout the 2010s illuminates the profound influence of high fashion on broader trends and smaller microtrends alike. As exemplified by the innovative creations of iconic designers like Chanel, Alexander McQueen, and Rick Owens, the runway serves as a dynamic stage where artistic visions intersect with the cultural zeitgeist, shaping the fashion landscape for years to come. The 2010s were characterized by a rich tapestry of influences, from the rise of streetwear and athleisure to a renewed emphasis on sustainability and inclusivity.

At the heart of this transformative decade was a relentless pursuit of individuality and self-expression, reflected in the eclectic designs and boundary-pushing concepts showcased on the runway. As elite designers pushed the boundaries of creativity and innovation, their influence trickled down into mainstream fashion, sparking trends and movements that permeated every

aspect of the industry. From protest-themed shows to eco-conscious collections, the runway served as a catalyst for social commentary and cultural reflection.

Ultimately, the 2010s can be defined as a time of unprecedented change and evolution in the fashion world. It was an era marked by a fusion of tradition and modernity, where elite designers played a pivotal role in shaping the collective consciousness of an entire generation. As we delve deeper into the exploration of broader trends and smaller microtrends, we will continue to unravel the intricate tapestry of influences that define the essence of fashion in the 2010s.

TREND CATEGORIZATIONS

In the ever-evolving realm of style and aesthetics, two terms often intermingle yet possess distinct nuances: "fashion" and "trend." Fashion, a concept deeply rooted in artistic expression and cultural resonance, transcends fleeting moments and endures through the passage of time. It embodies the essence of individuality, identity, and collective consciousness, serving as a reflection of societal values, historical contexts, and personal narratives. Conversely, trends denote transient surges in popularity within a specific period, characterized by a temporary fixation on particular styles, motifs, or aesthetics.

Fashion, as an artistic pursuit, embodies the enduring pursuit of creativity and innovation, manifesting in the creations of iconic designers and the collective sartorial choices of individuals. It encompasses not only the garments we wear but also the narratives they convey, the emotions they evoke, and the identities they shape. Fashion resonates across generations, cultures, and epochs, weaving together a tapestry of diverse influences and inspirations.

On the other hand, trends, while fleeting, wield considerable influence in shaping the visual landscape of a given era. Motivated by a myriad of factors ranging from socio-cultural shifts to technological advancements, trends encapsulate the zeitgeist of their time, reflecting societal values, aspirations, and desires. In the age of social media and digital connectivity, trends are propelled by an insatiable appetite for novelty, individuality, and self-expression, driving the rapid dissemination and adoption of new styles and aesthetics.

The trends of the 2010s, like those of preceding decades, are deeply intertwined with the prevailing zeitgeist, serving as both a mirror of and a catalyst for cultural shifts and societal changes. From the maximalist desires to stand out in an increasingly digital landscape to the silhouette trends that perpetuate idealized body standards, the fashion trends of the 2010s encapsulate the complexities and contradictions of contemporary life. As fashion shapes the zeitgeist, so too does the zeitgeist shape fashion, creating a symbiotic relationship that underscores the interconnectedness of style, culture, and identity.

In this exploration of the trends that dominated the 2010s, we delve into the myriad influences and inspirations that shaped the visual landscape of the decade, from the resurgence of nostalgic aesthetics to the emergence of new subcultures and movements. By examining the intersection of fashion and trends within the broader context of societal and cultural dynamics, we gain insights into the transformative power of style in shaping our perceptions, experiences, and identities.

TWEE

Twee fashion and culture, a style rooted in the mid-2000s to the 2010s but drawing inspiration from '60s and '70s aesthetics, is characterized by its whimsical, feminine, and nostalgic elements. This trend embraces a playful and retro vibe, often featuring mini skirts, dresses, Peter Pan collars, bright tights, Mary Jane shoes, loafers, ballet flats, and cardigans (Stessman, 2022). The style has a distinct affinity for all things cute and charming, reminiscent of a bygone era. Jessica Day, the endearing character from the TV show "New Girl," perfectly embodies the twee aesthetic with her quirky wardrobe, often adorned with collared dresses and ballet flats, showcasing the style's influence on pop culture.

The twee culture also found expression in the indie pop music scene, with artists like Belle and Sebastian and Camera Obscura embodying the whimsical and melodic sound that complements the fashion style. The ukulele craze on YouTube during this period further reflected the twee movement, adding a touch of DIY charm to the cultural landscape.

Pilgrim chic, another facet of twee fashion, involves incorporating elements like collars and modest silhouettes reminiscent of traditional pilgrim attire. This charming and somewhat naive aesthetic reached its peak in 2012, a year that encapsulated the twee movement's popularity. Dina Scherer, a wardrobe stylist and owner of Modnitsa Styling in New York City, describes twee as "feminine, colorful, a little retro, and a little nostalgic," capturing the essence of this distinctive fashion and cultural phenomenon. In essence, twee celebrates the joy of simplicity, evoking a sense of innocence and whimsy through its charming and vibrant style (Bateman, 2022).

HIPSTER

Hipster fashion is defined by vintage aesthetics, quirky accessories, and a sentiment of irony. Hipsters embody not just a common clothing style, but a common lifestyle, primarily in urban millennials. Hipsters collect unique pieces from thrift shops, flea markets, and antique stores. Whether it's the timeless worn-leather jacket, a flannel button-down, or the retro charm of bowties and suspenders, this look celebrates the art of mixing eclectic pieces to create a contemporary and nostalgic look. Eyewear is a distinct accessory to this aesthetic. Oversized, chunky frames or wired circular frames were not a mainstream trend, which made them all the more appealing to the hipster style. Yet another trend that rejects the mainstream in an attempt to carve out a niche is retro individuality. The glasses, which were in some cases lensless (strictly for fashion, not function), were a signature accessory to add a touch of intellectual flair to any ensemble. Other common accessories include knit beanies, chunky scarves, or flat scarves. These layers add texture and personality to outfits that exude an effortless sense of cool. Such fashion choices simultaneously signal a disregard for the mainstream while also showcasing a deliberate effort to fit into the niche lifestyle of the urban intellectual (Fletcher, 2009). What began as a rejection of the mainstream then of course is absorbed into mainstream fashion, rendering the sentiment of the style redundant.

The hipster fashion and lifestyle captures the zeitgeist of the 2010s by acknowledging the desire for authenticity and nostalgia in an increasingly digital and commodified world. By rejecting mainstream fashion in favor of a unique flair, hipsters sought to reclaim a smart-casual individuality in a homogenized consumer culture. Furthermore, the lifestyle is criticized for its close association with urban gentrification. Young, upwardly mobile professionals flock to formerly neglected communities in search of affordable housing and vibrant cultural scenes.

Artisanal coffee shops, craft breweries, and boutiques reshape traditional urban landscapes. This blend of counterculture reflects the complex and contradictory nature of the 2010s. People find their identity through fashion, and by embracing the diverse influences of indie music, vintage aesthetics, and sustainability, hipsters carved out a space for experimentation within the confines of urban consumerism (Lanham et al., 2003).

CHRISTIAN AUTUMN GIRL FASHION

This style often incorporates earthy tones, cozy textures, and modest silhouettes, resonating with a sense of comfort and simplicity. The Christian Autumn Girl Fashion encapsulates elements of this trend, emphasizing a fusion of faith and fashion in personal expression. As we explore the intersection of religion and fashion, the Christian Autumn Girl Fashion trend will serve as a noteworthy example of how religious and cultural influences manifest in clothing choices during this decade. The rise of megachurches and scandals within the Catholic church shifted the role of religion for many, which led participants to stray from strict traditional perceptions of the Church.

The terminology "Christian Girl Autumn" originated in a viral meme, which playfully mocks a stereotype of women obsessed with Fall aesthetics. The meme, which originated on Twitter, jokingly celebrates all things autumn, such as knitwear and hot beverages. The central figure of the catalyst post was Caitlyn Covington, a full-time social media influencer who, through her Instagram presence and popular blog "*Southern Curls & Pearls*," leaned into the fun of the joke. Covington told the New York Times Style Column, "I'm literally as basic as people think I am. Like, pumpkin spice, Fall leaves, cardigan sweaters, blanket scarves," Ms. Covington

said. “I think at the root of it, it might have something to do with my anxiety. I have a lot of anxiety and Fall is just all about, like, finding comfort in the small things, you know? Like making a cup of coffee and enjoying it or wrapping up in a snugly sweater next to a fireplace,” (Kircher, 2022). Covington has made Fall a central theme of her brand, particularly on Instagram, where she has 1.3 million followers. Covington's meticulously curated Fall-themed posts have garnered significant engagement and financial success, with sponsored posts earning her tens of thousands of dollars. Despite some initial criticism of the meme, Covington has embraced her status as a Fall influencer and has incorporated Fall aesthetics into her personal brand. (Kircher, 2022).

ATHLEISURE CAPSULE WARDROBE

Another major shift in trends for this decade is the rise of athleisure. Leggings are the garment at the forefront of this look, as they transcend their original purpose as workout wear and become a basic staple in everyday looks. In an era where the skinniest skinny jeans are important to consumers, an even more fitted option that doubles as a comfortable garment is sure to flood the market swiftly. Brands like Lululemon, Adidas, and Nike capitalize on this shift, offering a range of smart fabric technologies, quality constructions, and versatile designs that cater to the demands of modern consumers.

Leggings evolved from functional exercise attire to fashion-forward statement pieces, blurring the lines between activewear and everyday wear. The comfort and flexibility of leggings make them the go-to choice for a wide range of activities. A slower-rise trend that also fits this

mold is the acceptance of sneakers in day-to-day workwear in most office spaces, (Admin, 2023). The everyday look becomes increasingly casual while still maintaining a clean aesthetic.

The rise of athleisure is not just a fashion trend, but a reflection of broader cultural shifts. The Wellness Movement of the 2010s, driven particularly by the Millennial generation, prioritizes physical, emotional, and mental health through activities like meditation, yoga, and niche exercise classes. According to Vogue, athleisure represents a departure from the performative nature of traditional fashion, focusing more on comfort, function, and authenticity in their clothing choices.

SOFT GRUNGE

The soft grunge trend of the 2010s emerged as a fusion of edgy, rebellious elements with softer, more whimsical touches, creating a style that rejects “basic” culture and embodies individuality and self-expression. Inspired by alternative subcultures and musical genres like grunge and indie, and visual aesthetics found on the social media platform Tumblr, this trend defined a subgenre of the 2010s counterculture.

At the heart of the Soft Grunge looks lie garments like distressed acid-wash denim, plaid button-downs, graphic band t-shirts, skater skirts, and combat boots like Doc Martens, which reference the early punk fashions of the Anti-Thatcherism days. The looks would sometimes include a contrast with delicate vintage florals or lace to create a romantic essence to an otherwise harsh style. The look embodies a rejection of mainstream, “basic” fashions. Complete with smokey or sharp winged eyeliner and a heavy set of side bangs, the soft grunge fashion made for an intimidating and sensual expression of youth.

A large piece of this style includes the rise of DIY (“Do It Yourself”) trends which were promoted on Tumblr blogs and YouTube tutorials. Bleaching denim and cropping t-shirts in strategic fashions to embellish them in a unique manner reflects the individual’s desire to express themselves. Thrifting vintage and unique garments also gave participants an opportunity to express themselves in clothes beyond what was available in traditional retailers. Overall, the soft grunge trend represents a rejection of mainstream fashion and a celebration of individuality through girlish rebellion. (Poggi, 2022)

INDIE SLEAZE

Indie Sleaze fashion is a vibrant and daring aesthetic that epitomizes the carefree spirit of party culture and self-expression. Inspired by the messy nightlife scenes and the boldness of musicians like Ke\$ha, this subculture embraces an eclectic mix of chaotic styles and textures to create a playful and rebellious look. It’s characterized by neon colors, metallics, and animal prints, and never in a conventional way. Metallic mini skirts could be paired with an oversized boyfriend-band t-shirt. Also described as “Hangover Chic,” this look implies a wild carelessness that embodies a different side of youthful rebellion. Accessories like statement jewelry, oversized sunglasses, and body glitter easily tell of this style. The hair and makeup in this look are intentionally shaggy, disheveled, and smudged. Smokey eyes with glitter and thick eyeliner add to the daring nature of this wild child's confidence. Ultimately, Indie Sleaze fashion was all about embracing the joy of socializing and living in the moment, abandoning expectations for having a clean put-together outfit. It celebrated the thrill of nightlife culture and the freedom to express oneself boldly and unapologetically, (George, 2022).

BUSINESS CASUAL NIGHT OUT

In the early 2010s, a notable trend blurred the lines between professional attire and nightlife fashion. I've creatively labeled this as the "Business Casual Night Out." This trend reflects economic realities, but also the evolving roles and attitudes of millennials during the decade. As the economy found its recovery post-2008 financial crisis, many young professionals found themselves navigating a challenging job market and tightening their budgets. In this economic climate, the concept of versatility in clothing became increasingly important (Southwell, 2012). Pencil skirts, once reserved for office wear, seamlessly transitioned from the workplace to the nightlife scene. Paired with blazers and statement jewelry, these pieces added a touch of sophistication and a spirit of maturity for young millennials. This trend is characterized by its fusion of conservative and trendy elements. Peplum tops, which cinch at the waist and flair out over the hips, were extremely popular in the 2010s. Mid-length pencil skirts offered a polished look that worked in the boardroom and bar (Allaire, 2022) (Javor, 2015). The modesty and conservatism reflect the sensibilities of a generation coming of age in the aftermath of a financial crisis. By embracing business casual attire for nightlife activities, millennials signaled their adaptability in uncertain economic landscapes.

COACHELLAGRAM FESTIVAL

Another style to dissect is the fashion associated with high-profile music festivals – specifically, Coachella. Coachella is a popular music festival in Indio, California that began in 1999, but its

appearance and growth in the 2010s has changed the landscape entirely. What was once a sacred event for music lovers evolved into a playground for fashion influencers. The LA Times explored perceptions on the festival evolution due to social media, and Mary Escobar (attended Coachella 2006-2013), responded, “We would dress casual the first few years, then as the years passed, everyone started to talk about what will we wear as the new age of Facebook and Instagram started. Every year that passed, the prices for the three-day passes and accommodations skyrocketed,” (Easter, 2018).

The festival fashion reflected another genre of self-expression. Characterized by its bohemian, laid-back, free-spirited aesthetic, Coachellagram Fashion includes a diverse array of trends that came to define the contemporary fashion of the decade. At the forefront of Coachella looks are flower crowns, lace tops, and flowy skirts. Vanessa Hudgens, famous actress and singer, was dubbed the “Queen of Coachella” because of her early influence in festival fashion. She was quoted saying, “I love festivals because it’s truly a place to express yourself where judgment is out the window,” (Merrett, 2023). Before Coachella became the “Influencer MET Ball,” Vanessa Hudgens’ outfits were going viral. Wearing feathers in her hair, puka shell necklaces, and tie-dyed maxi skirts, she embodied a whimsical and playful look, with bejeweled makeup and funky accessories to compliment her bold personal style.

Social media platforms like Instagram played a huge role in amplifying the allure of Coachellagram fashion, turning the festival into a global spectacle where influencers showcased their intensely curated looks and brand sponsorships. As festival fashion gained traction online, it diffused into contemporary daily fashion, influencing trends beyond the gates of the festival grounds. However, Coachella fashion was not without criticism. Long-term participants loathed the commercial spectacle the event had become. There are still controversies over some

celebrities' and influencers' participation in the cultural appropriation of indigenous symbols like Indian bindis and Native American headdresses (Sophia, 2022). This raised doubts over the authenticity and respect of the festival's atmosphere.

Despite these controversies, Coachellagram Fashion remains an essential piece in the tapestry of 2010s fashion, reflecting yet another break from the mainstream in order to express individuality. Its influence from, by, and through social media blurs the boundaries of music, fashion, and pop culture in an iconic stretch of 2 weekends in California. As the decade progressed, the festival's impact expanded beyond the desert dreams, leaving a mark on mainstream fashion and cultural discourse.

MICROTRENDS

Microtrends refer to small-scale or temporary niche trends within a larger cultural context. These trends may not be as notable individually, but collectively give great insight into identifying the timeline associated with a given outfit. Understanding microtrends allows for a deeper exploration of the diverse styles within a particular era's fashion landscape. In the context of the 2010s, it's important to understand the appeal behind certain microtrends to capture the complete sentiment of the decade's zeitgeist.

SKINNY JEANS

Skinny jeans emerged as a dominant microtrend in the 2010s, transforming the denim landscape and influencing fashion on a global scale. Characterized by a snug fit throughout the leg, these jeans became a staple in both casual and semi-formal wardrobes. Celebrities like Kate

Moss and Kanye West were notable figures who embraced and popularized skinny jeans, contributing to their widespread adoption.

Retailers like H&M, Zara, and Topshop played a crucial role in making skinny jeans accessible to a diverse audience, offering a range of styles and washes. The microtrend's appeal lay in its versatility – skinny jeans seamlessly transitioned from day to night and could be paired with various footwear and top styles. The popularity of skinny jeans coincided with the rise of fast fashion, allowing consumers to stay on-trend without breaking the bank.

The skinny jeans trend also reflected a shift towards a more streamlined and tailored aesthetic in contrast to the previous decade's embrace of baggy and loose-fitting silhouettes (Raniwala, 2019). Social media platforms, particularly Instagram, contributed to the trend's dissemination, as influencers showcased their outfits and encouraged followers to embrace this form-fitting denim style. Skinny jeans embodied the zeitgeist's emphasis on individual expression and a sleek, modern approach to fashion (Murray & Sowray, 2024) (Rodgers, 2024).

STATEMENT NECKLACES

Statement necklaces gained immense popularity in the 2010s, becoming a prominent microtrend that left a lasting impact on fashion. These bold and oversized neckpieces, often adorned with intricate designs, varied textures, and vibrant colors, served as powerful accessories to elevate even the simplest outfits. Celebrities like Michelle Obama, known for her fashion-forward choices, frequently donned statement necklaces, bringing attention to the trend. In popular culture, TV shows like "Gossip Girl" showcased characters like Blair Waldorf flaunting

elaborate necklaces, influencing viewers and contributing to the trend's widespread adoption (Le Dodi, 2019).

Retailers like Charming Charlie, with its focus on affordable and diverse accessories, played a significant role in making statement necklaces accessible to the mass market. The appeal of these accessories lies in their ability to transform a look instantly, allowing individuals to express their personal style and make a bold fashion statement (Unglesbee, 2020). The microtrend embodied the era's love for maximalism, providing an avenue for self-expression and creativity in accessorizing. The widespread use of social media further fueled the trend, as users shared their statement necklace looks, creating a collective enthusiasm around this specific accessory.

LEGGINGS

The rise of leggings marked a significant and long-lasting shift in fashion trends and lifestyle choices. Once reserved for athletic wear exclusively, the garment evolved into a versatile wardrobe staple for all ages and backgrounds. One of the key drivers behind the popularity of leggings was the increasing emphasis on comfort and functionality in fashion. As lifestyles became more fast-paced and active, consumers sought clothing that provided flexibility and ease of movement without compromising a flattering style. This garment's popularity is in conjunction with the rise of athleisure, but with leggings specifically, they quickly adapted to environments and occasions of all sorts. Leggings emerged with vibrant prints, and interesting materials, like “vegan leather,” (the new trendier term for “pleather.”) Leggings could be paired with an oversized sweater for a cozy, laid-back look, or dressed up with a blouse and statement

accessories. Versatility is what gave this garment the power to rule the decade, according to Vogue magazine (Singer, 2019).

UGGS

Uggs, initially a niche Australian sheepskin boot, experienced a significant resurgence in the 2010s, evolving from functional winter wear to a fashion statement. The microtrend of wearing Uggs expanded beyond their original purpose, becoming a symbol of casual comfort and laid-back style. The boots gained widespread popularity, especially among young adults and celebrities, leading to a cultural phenomenon.

Celebrities like Paris Hilton, Jennifer Aniston, and the Kardashian-Jenner family were frequently photographed sporting Uggs, contributing to their visibility and trendiness. The appeal of Uggs lay in their cozy and relaxed aesthetic, aligning with the rise of athleisure and the desire for comfort-driven fashion. The boots' association with a carefree, California lifestyle further propelled their popularity.

Ugg collaborated with various designers and influencers, creating limited-edition collections that added an element of exclusivity to the trend. The brand strategically used social media platforms to engage with consumers, sharing images of celebrities in Uggs and encouraging user-generated content.

Despite occasional debates about their aesthetic appeal, Uggs became a symbol of comfort and warmth, aligning with the 2010s emphasis on self-expression and embracing diverse styles. The microtrend showcased how a utilitarian item could transcend its functional roots and become a fashion staple, reflecting changing perceptions of comfort and style in the decade.

LEATHER JACKETS

Leather jackets, a timeless wardrobe staple, underwent a distinctive evolution in the 2010s, marked by specific style variations and unique pairings that reflected the changing fashion landscape. Classic leather jackets were reimagined with various silhouettes, contributing to a broader range of styles.

One notable trend was the popularity of oversized or boyfriend-style leather jackets. This shift in silhouette added a relaxed and effortlessly cool vibe to outfits. Women and men alike embraced the trend, pairing oversized leather jackets with everything from feminine dresses to casual denim, creating a blend of edgy and laid-back aesthetics. Also popular in the decade, was a fitted blazer-style leather jacket. This maintained professional femininity while giving the wearer a bit of edge to their look with the material's rugged connotation.

Styling leather jackets as statement pieces became a prevailing microtrend. Whether adorned with studs, patches, or bold hardware, these embellished leather jackets allowed individuals to express their personality and interests. Celebrities like Rihanna and Kanye West played a pivotal role in popularizing this trend and were often spotted donning intricately decorated leather jackets.

Additionally, the juxtaposition of leather jackets with unexpected elements gained prominence. Incorporating leather into unexpected settings, such as pairing it with athleisure wear or even formal attire, blurred traditional fashion boundaries (Askinasi, 2019). This approach contributed to a sense of versatility and individuality, aligning with the 2010s ethos of expressing one's unique style.

Leather jackets, once associated primarily with rebellious subcultures, became a symbol of versatility, adapting to various personal styles and occasions. The 2010s witnessed a diversification of leather jacket aesthetics, showcasing their enduring appeal and ability to remain at the forefront of fashion trends with evolving silhouettes and styling choices.

STUDS

Studs emerged as a prominent microtrend in the 2010s, adorning a wide array of fashion items and accessories. This trend represented a rebellious and edgy aesthetic, drawing inspiration from punk and rock influences. The resurgence of studs on clothing and accessories was a nod to the DIY spirit and added an element of toughness to various ensembles.

One of the most notable applications of studs was leather jackets, creating a fusion of two popular trends. Studded leather jackets became iconic pieces, offering a perfect marriage of the rebellious edge associated with studs and the timeless appeal of leather outerwear. Celebrities like Miley Cyrus and Taylor Momsen were often seen embracing this trend, reinforcing its popularity. Studded accessories, particularly studded boots and shoes, became a go-to choice for those seeking to infuse a hint of rock 'n' roll into their outfits. Studded detailing on belts, handbags, and even denim became widespread, allowing fashion enthusiasts to experiment with this microtrend in diverse ways. High-street retailers and luxury fashion houses alike incorporated studs into their collections, making them accessible to a broad audience. The trend's adaptability meant that it could be incorporated into various styles, from casual streetwear to more elevated and sophisticated looks.

Studs represented a form of self-expression, allowing individuals to add a touch of rebellion and attitude to their outfits. The microtrend's enduring popularity throughout the 2010s showcased its ability to transcend seasons and continue to resonate with fashion-conscious consumers seeking to make a bold statement through their clothing choices.

DARK FLORALS

Dark florals emerged as a captivating microtrend in the 2010s, offering a modern and sophisticated twist to traditional floral patterns. This trend featured florals on a darker color palette, often set against deep, moody backgrounds. It represented a departure from the bright and pastel florals typically associated with spring and embraced a more versatile and year-round approach to floral prints.

This micro trend found its way onto various garments, including dresses, blouses, skirts, and even outerwear. Designers utilized dark florals to create a sense of drama and mystery, challenging the conventional associations of floral prints with lightness and femininity. The juxtaposition of bold, botanical patterns on darker backgrounds added depth and visual interest to the pieces.

Celebrities and influencers played a crucial role in popularizing dark florals, often showcasing them at high-profile events and on social media platforms. This micro trend became synonymous with a certain bohemian chic aesthetic, appealing to those who sought a more eclectic and unconventional approach to fashion.

The adaptability of dark florals allowed them to transcend seasons, making them suitable for both daytime and evening wear. Retailers, from fast fashion to high-end brands, embraced this trend, ensuring its widespread availability and accessibility for consumers.

Dark florals offered a sophisticated alternative for individuals who wanted to incorporate florals into their wardrobes without adhering to traditional norms. The trend's ability to infuse a sense of mystery and allure into everyday clothing contributed to its popularity, making dark florals a distinctive microtrend that left its mark on the sartorial landscape of the 2010s.

POLKA DOTS

Polka dots experienced a delightful resurgence in the 2010s, becoming a playful and versatile microtrend that captured the attention of fashion enthusiasts. This classic pattern, characterized by regularly spaced, rounded dots, found its way onto a wide array of garments, from dresses and blouses to accessories like scarves and handbags.

One notable moment that propelled the polka dot microtrend was when influential figures, such as style icon Olivia Palermo, were spotted donning outfits adorned with this whimsical pattern. Palermo's impeccable fashion sense and widespread appeal contributed to the renewed interest in polka dots, and soon the pattern became a staple seen at high-profile events and across social media.

The microtrend seamlessly transcended different fashion styles. It could be incorporated into vintage-inspired looks, adding a retro flair reminiscent of the mid-20th century. Simultaneously, designers embraced polka dots in contemporary and eclectic designs, showcasing the pattern's timeless and cross-generational appeal.

Celebrities and fashion influencers played a significant role in popularizing polka dots, proving that the microtrend resonated with those seeking a balance between fun and sophistication in their fashion choices.

Polka dots were not confined to a specific color scheme, allowing for creativity in styling. Black and white combinations provided a classic and timeless look, while bold and vibrant hues added a modern and energetic touch to the pattern. This adaptability contributed to the widespread adoption of polka dots across various demographics.

Polka dots in fashion symbolize a playful and whimsical aesthetic, often associated with retro and vintage styles. The pattern's repetitive, evenly spaced dots create a visually striking and lighthearted effect, making it a popular choice for those seeking a fun and cheerful look. Additionally, polka dots can convey a sense of femininity and timeless elegance when incorporated into dresses, blouses, or accessories.

The symbolism of polka dots may vary based on color, size, and styling. Black and white polka dots, for example, evoke a classic and timeless vibe, while bold and colorful dots can add a contemporary and energetic flair. The pattern's versatility allows it to transition seamlessly between casual and formal settings, making it suitable for a wide range of occasions.

Polka dots have endured as a fashion symbol, transcending generations and cultural shifts. Whether used sparingly as an accent or embraced in an all-over design, polka dots continue to represent a sense of joy, and individuality, and a nod to the nostalgic charm of bygone eras in the ever-evolving world of fashion.

From fast fashion brands to luxury designers, retailers embraced polka dots, making them accessible to a broad consumer base. The microtrend's enduring popularity showcased its ability

to evolve and remain relevant, reaffirming the timeless charm of polka dots in the ever-changing landscape of fashion.

GRUNGY PLAIDS

Grungy plaids emerged as a prominent microtrend in the fashion landscape of the 2010s, drawing inspiration from the rebellious and nonconformist spirit of the '90s grunge movement. This trend featured the resurgence of plaid patterns but with a distinctively edgy and distressed twist. Characterized by the use of darker color palettes, oversized silhouettes, and intentionally worn-out or distressed textures, grungy plaids aimed to channel an effortlessly cool and laid-back aesthetic.

Popularized by influential figures in the music and entertainment scene, this microtrend found its way into mainstream fashion, offering a versatile style that resonated with both casual and alternative fashion enthusiasts. Celebrities like Kurt Cobain and Courtney Love from the '90s grunge era, along with contemporary icons like Kristen Stewart and Taylor Momsen, were spotted embracing the grungy plaid look.

Brands and retailers embraced this trend by incorporating grungy plaids into various garments such as oversized flannel shirts, skirts, and dresses. The juxtaposition of a seemingly disheveled aesthetic with a deliberate fashion choice became a key element of its appeal. Grungy plaids represented a rebellion against polished and preppy styles, reflecting a desire for individuality and an attitude-driven approach to fashion within the cultural milieu of the 2010s.

CHEVRON

Chevron patterns took center stage as a distinctive microtrend that left an indelible mark on the fashion landscape of the 2010s. The chevron, characterized by its V-shaped design, became a ubiquitous and instantly recognizable motif. This micro trend transcended traditional patterns, offering a modern and dynamic visual element that adorned various garments and accessories.

Chevron patterns found favor in diverse fashion realms, from casual wear to high-end fashion, and were particularly prevalent in the design of dresses, tops, skirts, and even accessories like scarves and handbags. The trend's appeal lay in its versatility, providing a graphic and eye-catching element that could be adapted to different styles and color schemes.

Noteworthy celebrities and influencers, including style icons like Olivia Palermo and Beyoncé, were frequently spotted embracing the chevron trend. The pattern's popularity extended beyond clothing, influencing interior design, nail art, and even smartphone cases, reinforcing its status as a defining visual element of the 2010s zeitgeist.

Chevron patterns embodied a contemporary aesthetic, simultaneously bold and chic, aligning with the era's inclination towards visually impactful and easily recognizable fashion. The microtrend's geometric allure added a playful and modern touch to the sartorial landscape, contributing to the visual language that defined the style-conscious decade.

PATTERN CLASHING

Pattern clashing emerged as a dynamic and visually striking microtrend that defined the fashion landscape of the 2010s. This trend involved intentionally combining disparate patterns

within a single outfit, challenging traditional fashion norms, and embracing a maximalist aesthetic.

Fashion enthusiasts showcased their creativity by pairing stripes with florals, polka dots with geometric prints, or plaid with animal prints. The key to mastering pattern clashing was the art of balance, ensuring that the eclectic mix of patterns coexisted harmoniously. The trend wasn't limited to specific garments; it permeated various pieces, from dresses and tops to accessories like scarves and handbags.

Fashion influencers embraced pattern clashing, using it as a means of self-expression and celebrating the diversity of patterns available in the fashion landscape. This micro trend reflected a departure from the matchy-matchy approach of previous eras, signaling a more adventurous and experimental attitude toward personal style.

Social media played a significant role in popularizing pattern clashing, with fashion enthusiasts sharing their bold combinations and inspiring others to push the boundaries of conventional styling. Pattern clashing encapsulated the spirit of eclecticism and individuality that characterized the fashion scene of the 2010s, encouraging a departure from the predictable and a celebration of sartorial audacity.

GALAXY PRINT

Galaxy print, often referred to as cosmic or space print, burst onto the fashion scene in the 2010s, captivating consumers with its mesmerizing and otherworldly aesthetic. This microtrend drew inspiration from the vast and mysterious expanse of the cosmos, featuring vivid depictions of galaxies, stars, planets, and nebulae on various garments.

Galaxy print became particularly prominent on leggings, dresses, and accessories, allowing individuals to embody the celestial allure in their everyday attire. The trend's popularity soared as it provided a unique and eye-catching alternative to more traditional patterns. Fashion-forward consumers embraced galaxy print as a form of self-expression, reflecting an interest in science, fantasy, and the exploration of the unknown. The juxtaposition of the cosmic imagery against everyday clothing created a sense of wonder and a break from the mundane.

The rise of galaxy print also coincided with the growing influence of fandom culture, particularly in science fiction and fantasy genres. The trend not only resonated with fashion enthusiasts but also with those passionate about space exploration and the mysteries of the universe.

Overall, galaxy print encapsulated the 2010s fascination with the extraordinary and the desire to infuse a sense of cosmic wonder into the fabric of everyday life. It served as a testament to fashion's ability to transport individuals to fantastical realms and ignite their imagination.

AZTEC PATTERNS

Aztec patterns emerged as a vibrant and culturally inspired microtrend in the fashion landscape of the 2010s. Drawing inspiration from the rich artistic traditions of the indigenous Aztec civilization, this pattern featured geometric shapes, bold colors, and intricate designs reminiscent of Aztec textiles and artwork.

The appeal of Aztec patterns lay in their ability to infuse fashion with a sense of cultural diversity and historical richness. These patterns adorned a wide range of garments, from dresses

and skirts to accessories like bags and scarves. The dynamic and visually striking nature of Aztec patterns made them stand out in a sea of more conventional prints.

The trend gained traction as fashion enthusiasts sought to incorporate elements of global cultures into their wardrobes, reflecting a growing appreciation for diversity and inclusivity. Aztec patterns offered a way to celebrate the artistry of indigenous communities and add a unique flair to contemporary fashion. The versatility of these patterns allowed for a mix of casual and bohemian styles, making them suitable for various occasions.

The microtrend became a testament to fashion's role in embracing and celebrating the richness of global traditions. However, their adoption in mainstream fashion also sparked debate regarding cultural appropriation. Critics argued that the appropriation of Aztec motifs by non-indigenous designers and consumers without proper acknowledgment or understanding of their cultural significance amounted to cultural theft. This criticism reflected a broader societal trend in the 2010s towards greater cultural awareness and sensitivity. As discussions about cultural appropriation became more prevalent, fashion brands faced scrutiny for appropriating elements of indigenous cultures without adequately respecting their origins or engaging with the communities from which they originated. The controversy surrounding Aztec patterns highlighted the need for greater cultural education and sensitivity within the fashion industry, encouraging designers and consumers alike to approach cultural inspiration with respect and mindfulness.

CONCLUSION

In summary, the fashion of the 2010s can be described as the art of sticking out like a sore thumb. In an age where every individual is handed a platform to showcase their visual persona to the digital world, the desire for a captivating individuality had consumers frothing at the mouth. Bold and vibrant colors. Geometric patterns clashing with vintage florals. It's harsh on the eyes, but that's what people stop to admire. Like a car crash. The most prominent, renowned, and game-changing accessory is the smartphone. It's what makes the outfit – like a tree falling in the forest, did the fashion statement even happen if it wasn't posted online? Overall, the links between fashion trends and the history of the 2010s provide insights into the multifaceted relationship between technology, culture, and media throughout time, highlighting their interconnectedness and impact on society and academia.

Through an exploration of the shifts in technology, politics, economics, religion, and entertainment, the essence of the 2010s is revealed as an overwhelming push of outlandish rates of consumption of everything. In correlation with the analysis of fashion– from the elite haute couture designers fresh on the runway to celebrities, TV and movie wardrobes, public street trends, and overconsumed microtrends– the reasoning of the aforementioned philosopher Georg Fredrich Hegel rings true in the interconnectedness of this decade that felt like constant whiplash from one shiny new thing to the next. The tapestry of technological advancements and cultural shifts, through social media platforms, streaming services, mobile technology, smart fabric textiles, and brilliantly efficient supply chains, the fashion landscape of the 2010s is riddled with microtrends that turnover faster than ever.

Moreover, this study has underscored the role of broader cultural trends, like globalization, diversity, and sustainability. In fashion, this manifests in style preferences and

consumption patterns. The increasing awareness of social and environmental issues prompts a reevaluation of traditional fashion norms, fostering a conscious approach to consumption in a modern world where almost anything can be manufactured and transported across the world in less than a week, and for less than \$5. The research also expanded upon the ever-evolving nature of fashion trends in response to societal dynamics. Through a thorough examination of microtrends alongside macro-trends, this research provides valuable insight into the complexity of world events and their manifestation through trickle-up and trickle-down diffusion.

Looking ahead, this analysis can inform future research about the changes experienced in the 2010s and practice in the fields of fashion, sociology, and cultural studies. As we navigate an increasingly fast-paced and interconnected world, it's important to understand how major events and technologies can impact fashion trends and people's relationship to societal change. Understanding the movements behind trends unravels the spirit of the 2010s as a decade filled with a desire for a more inclusive, sustainable, and culturally rich fashion landscape.

In essence, the 2010s was a decade of profound transformation, both in fashion and society at large. Through this thorough examination of the influences that shaped fashion trends during this period, this research contributes a deeper understanding of the interplay between culture, technology, and identity in shaping our collective sense of style and self-expression.

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