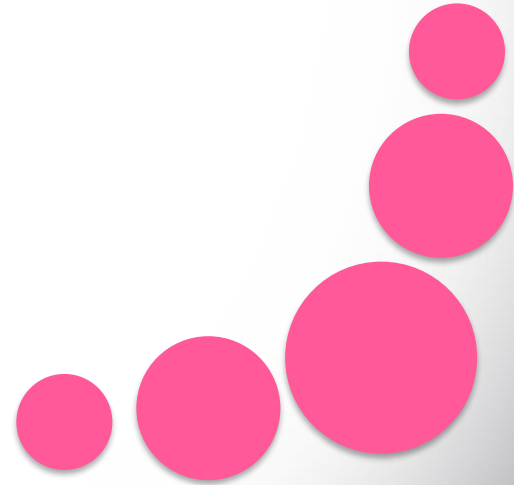


# Applying Spring/Summer 2024 Fashion Trends to Modest Tween Fashion

Honors Thesis  
By Hannah Grace Shirley

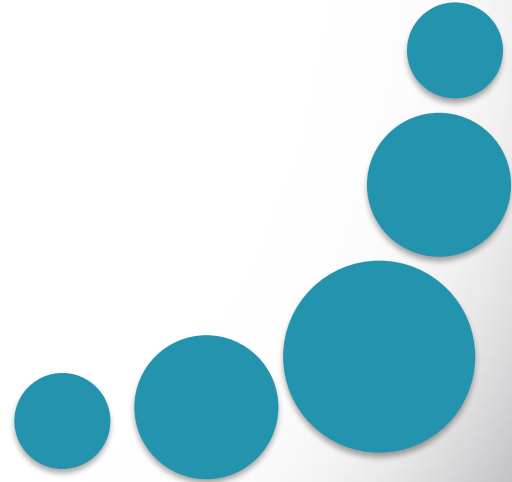
# Research Question and Topics

- How can projected trends for Spring/Summer 2024 be incorporated into modest, age-appropriate clothing for teenage girls?
  - Current cultural influences on fashion.
  - The problem of immodesty
  - Current fashion trends
  - Needs and opinions of the target audience



# Cultural Influences on Fashion

- Alternative lifestyles
  - Homosexuality
  - Transgender
- Feminism, sexual revolution
  - Less regard for family
  - Marriage “oppressive,” “isolating”
  - All about self



# Changes in Modesty

- Femininity, modesty → comfort, sexual appeal
- Pre-1900s: long skirts, modesty
- 1920s: short skirts, makeup, boxy silhouette
- 1930s: backless evening gowns
- 1950s: femininity & refinement, teenage market, bikini invented
- 1960s & 70s: sexual revolution, miniskirts, tight pants, punk
- 1980s & 90s: men's streetwear, revealing swimwear, visible underwear, "girlie feminism"
- 2000s & 2010s: skinny jeans, low-rise, crop tops, tight dresses, cutouts



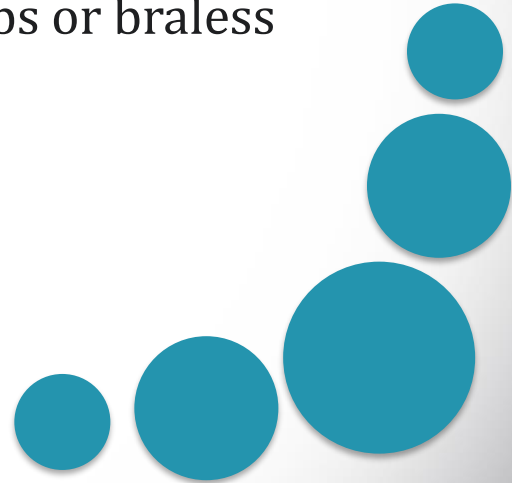
# Problem of Immodesty

- Prevalence of Immodesty
  - Intentional effort to reveal
  - Suggestive, adult details in children's clothing
- Dangers of Immodesty
  - Intellectual ability, competency
  - Impression: considerate? sincere? self-respect?
  - Adolescents: unhealthy self-image, poor judgment
  - Against God's design: sexuality and marriage



# Consumer Trends

- Heritage crafts, traditional wisdom, human connection
- Personal expression, futuristic shapes, questioning everything
- Colors: bright and expressive or neutral and grounding
- Textures: Tulle, sheers, knit and crochet
- Silhouettes: gathered skirts, columns, cutouts, bra tops or braless



# Colors

Shiso	Pulp	Pressure	Java
Maple Rock	Searing	Frost	Undercurrent
Tiger Eye	Java	Hyper Mint	Apricot
Toast	Solemn	Tan	Grain
Grape Vine	Pearlita	Calery	Maple Rock
Pulp	New Dawn	French Vanilla	Praline
Grain	Tile	Gossamer	Basil
Dough	Praline	Sea Salt	Tea Leaf
Pearlita	April	Fresh	Dough
Rose	French Vanilla	Solaris	Golden
Boff	Tan	Apricot	Toast
Tea Leaf	Pulp	Sunny Citrus	Crossant
Stillwater	Beetroot	Sandstone	French Vanilla
Undercurrent	Pressure	Breathless	Heat
Indigo	Saffron	Musiel	Pewter
Musiel	Sunny Citrus	Solemn	Black



PANTONE® 19-5408 TCX  
Watercress  
Watercress pepper sprig



PANTONE® 12-0530 TCX  
Charlock  
Charlock, an eye arresting yellow emblematic of the free ranging wildflower.

PANTONE® 15-0326 TCX  
Tarragon  
A fresh green infused with notes of citrus, Tarragon displays a delicate piquancy.

PANTONE® 19-5408 TCX  
in  
in, a hearty deep with a presence.



PANTONE® 15-1905 TCX  
Burnished Lilac  
Burnished Lilac, a tinged and smoky lavender tone with a new sophistication.



PANTONE® 14-3812 TCX  
Pastel Lilac  
A soft and powdery lavender hue, Pastel Lilac is suggestive of a sweet aroma.



PANTONE® 15-4722 TCX  
Capri  
Vibrant color grots



PANTONE® 18-4051 TCX  
in  
as blue hue, encourages us beyond the obvious.



PANTONE® 18-1355 TCX  
Rooibos Tea  
Rooibos Tea, a full bodied red imbued with rich, woody notes.

PANTONE® 16-1257 TCX  
in Orange  
in Orange, an enveloping orange reflective of a bright sunset.



PANTONE® 14-0952 TCX  
Spicy Mustard



PANTONE® 16-1257 TCX  
Sun Orange  
Sun Orange, an enveloping

PANTONE® 15-4030 TCX  
Chambray Blue  
Chambray Blue, a brightened denim blue infused with an easy vitality.



# Runway Inspiration



Moodboard compiled by  
Hannah Grace Shirley from  
runways; see Reference list



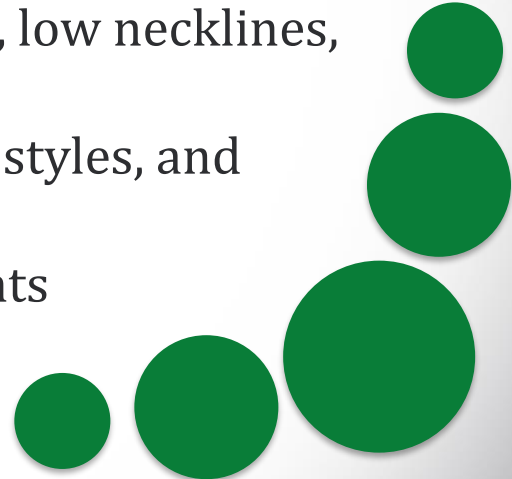
# My Research

- Rationale
  - Understand target audience's needs and opinions
  - Daughters pick out, request, and wear garments
  - Parents pay for garments and provide guidance
- Participants
  - Christian/churchgoing families with middle-school daughters who value modesty
  - 5 girls ages 12 through 14
  - 6 parents of girls interviewed



# My Research

- Virtual and in-person interviews about views on modesty, preferred garments, and shopping concerns
- Interview results:
  - Modesty linked to honoring God, concealing parts of the body, age-appropriateness, and situation-appropriateness
  - Dislike for crop-tops, short skirts/shorts, cutouts, low necklines, tight fits, and styles viewed as “too mature”
  - Desire for longer hemlines, more color, variety of styles, and modest dresses
  - Daughters’ personal style was important to parents



# Final Collection



Sketches created by Hannah Grace Shirley

# Gentle and Wise

Sophie Osterbind

- Search for tradition
- Traditions of Scripture
- Matthew 10:16
- Neutral colors
- Gathered tulle skirt
- sheer effect with full coverage



Photos by Hannah Grace Shirley

# Divine Curiosity

Trinity Vickers

- Expressive colors
- Pockets = exploration
- Curiosity about God's world
- Handmade shrug
- Lacy crochet texture



Photos by Hannah Grace Shirley

# His Green Earth

Katie Love

- Columnar silhouette
- Large print
- Unique, colorful, personality
- Love for nature
- Spiritual meaning
- Holy Spirit, resurrection, victory over sin



Photos by Hannah Grace Shirley

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