Retro Mini Skirt
Utility Miniskirt

Why is it key? The escalating popularity of utility looks, seen throughout the S/S 19 catwalks, continues to evolve. With the mini silhouette accounting for 47% of the skirts assortment across the UK and US online markets throughout S/S 18, combined with a 51% increase in pocket details across skirts during the S/S 19 catwalks, the utility mini takes these two definitive data directions and consolidates them into one core item which is now perfect for the young women’s market for S/S 20.

How to update: utility details such as patched pockets, hardware finishes and button-front detailing add functionality and style to A-line mini silhouettes.
Historically, fashion has held the power and influence necessary to provoke change. From raising hemlines to bold patterns, an article of clothing tells a story and influences the cultural and political atmosphere. Skirts specifically have been used in feminist movements to voice opinions on objectification and body positivity. They quickly became a symbol of women’s liberation. Even today, there continues to exist debate on skirt lengths and what’s considered appropriate. However, women today possess a strong sense of confidence and courage to stand up against absurd social norms. To convey this we chose to include bold colors and patterns on the skirts that truly stand out; because today’s woman isn’t one to hide in the crowd. We also included different silhouettes of the skirt to accommodate women of all body types. To further symbolize the spirit and independence of today’s woman, we chose styles that lacked structure and restriction. Inspired by the women of the past, we also included some dated images of skirts to illustrate the transformation that the mini skirt has undertaken. But despite the change in length and silhouette, the mini skirt still embodies that same free spirit and femininity as in the past and will continue to do so in the future.
Our group predicts that the retro mini skirt will witness a rise in population this coming spring/summer. The general trend today is moving toward more sophisticated style as opposed to casual. The retro mini skirt exemplifies this perfectly. The skirt’s versatility in silhouette, pattern, and color allows for it to be incorporated into a casual wardrobe while achieving sophistication as well. The colors we chose are a combination of bold and neutrals to illustrate each woman’s individuality. We also predict that the skirt will see various hemlines to foster inclusion, comfort, and independence for different women. The mini skirt’s length has historically been affiliated with women’s independence in the U.S. In fact, “the mini skirt’s introduction represented a woman’s ownership of not just her legs, but her life (Sammy, et al. “How the Miniskirt Made Fashion History.”) Despite fashion becoming more gender fluid, we believe the mini skirt will continue to symbolize women’s liberation because “the essential wardrobe piece has one of the longest histories in the category of clothing” (Knight, 2017).


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