

BOF NEWSLETTER: ACCESSORIES EDITION

VILLANOVA UNIVERSITY



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HOW TO SPICE UP YOUR 2021 WARDROBE

By: Elizabeth Weiss

Most of 2020 was spent inside while we wore sweatpants and laid in bed all day. While this trend has continued in 2021, our fashion sense does not have to suffer this year, too. Here are some easy ways to accessorize your wardrobe in 2021!

Jewelry:

Bubble Rings: Bubble rings' popularity has been on the rise recently due to their fun chunky resin designs. So far, 2021's trends are moving away from minimalism. So feel free to stack your rings on every finger! Great places to buy these rings include Etsy, Ebay and, as a pricier option, Mon Cher Moi. This small business has been booming on Pinterest and Instagram.

Elevated Pearls: Pearls have always been classic pieces of jewelry. However, the popularity of mismatched and oddly shaped pearls has grown in recent months, especially in colors like blue, pink, and cream. Pearl necklaces surrounded by colorful beads are another way to accessorize a vibrant spring wardrobe.

Hair:

Massive scrunchies: Silk, oversized scrunchies are a super fun way to spice up your ponytails.

Headbands: Blair Waldorf, is that you? In true Gossip Girl fashion, our excitement over headbands is back! Specifically, ultra wide headbands have been trending. Influencer Emma Chamberlain contributed to this trend in October when she posted a photo wearing a headband similar to the one pictured below. They continue to be featured on Instagram.

Clips: Claw clips have been trending for awhile now, and they are such an easy way to spice up your wardrobe. We've also seen the rise of other types of clips, specifically those that are Y2K-inspired. Butterfly clips and XL clips are all super fashion-forward right now.



Emma Chamberlain

THE FUTURE OF HANDBAGS

By: Ashley Daniels

Adapted from: "The Future of Handbags", [BOF Professional](#)

The fashion industry took a very hard hit due to global COVID-19 lockdowns. For those who have been able to maintain their pre-COVID household income, fashion spending has increased rapidly. Many Americans used this time away from the office as a chance to buy comfy clothes that are also chic. When the only store we were able to visit physically was the grocery store, each of these trips outside was an opportunity to show off our newest purchases.

Quarantine purchases were not exclusively clothes. As life slowly returns to normal, handbags continue to be purchased more and more frequently. Globally, luxury handbag manufacturers have re-targeted most of their marketing efforts toward first-time buyers and Gen Z buyers.



Although the appeal of small bags remains supreme in high fashion circles, quarantine sales show evidence of the revitalization of the tote bag, especially here in the United States. As Gen Z buyers make up a large part of the market, many brands have begun to adjust their marketing to appeal to Generation Z's inclusive nature. Recently, many brands have begun to market the tote bag as a gender-neutral bag. In the future, the essence of marketing handbags will likely revolve around the ideas of inclusivity and gender-neutrality.

MUST-HAVE PHONE ACCESSORIES

By: Ashley Metz

Adapted from: "All the Must-Have Phone Accessories for Fashion Girls", [L'OFFICIEL USA](#)

PHONE FASHION IS IN FOR 2021!

We use our phones everyday, so why not make them look fashionable with...

- trendy phone cases
- fun beaded chains
- cute phone bags



BRANDS IN PHONE FASHION

- String Ting
- Gucci
- Chanel
- Saint Laurent
- Dior
- Casetify



PHONE BAGS & CHAINS

- Designer brands have begun making fashionable phone accessories such as small bags made just for phones!
- For example, Dior and Saint Laurent make intricate chains for phones.

BEADED STRAPS FOR PHONES

- Jewelry brand String Ting is making beaded chains for phones!
- These straps are fun, colorful, and definitely make a statement.

CELEBRITY SIGHTINGS

Celebrities and influencers have been spotted rocking these phone trends. The Jenner sisters were seen with Casetify cases!

PHONE CASES GALORE

- Brands like Baublebar, Casetify, and Urban Sophistication are designing beautiful phone cases.
- Urban Sophistication is also designing phone case hangers.



Kylie Jenner

1990S TO THE 2020S: HOW ACCESSORY TRENDS CYCLE THROUGH THE YEARS

By: Bella Otero

Cyclical: adjective, “Occurring in cycles; recurrent” (Google).

Cyclical is the perfect adjective to describe trends. However, when we think of trends, our minds usually think of current crazes that stay relevant for a while, then slowly simmer away. Yet, accessories, an ageless aspect of fashion, trend in a cyclical manner. Picture this. It's 2015. Stores in the mall are advertising floral high-low dresses and daisy head pieces. Everyone becomes obsessed with these new trends, yet in a few years, not many of us will be wearing them. We may currently struggle to imagine these trends reemerging into the world of fashion. While we cannot be certain, with the current process of fashion cycling alive and well, we may see these trends reappear in ten or twenty years. This is exactly what happened to those who lived in the 90s and 2000s.

Fashion trends that swept society have re-emerged today. Platforms such as Instagram and Pinterest spotlight familiar trends under names like “Y2K” and “vintage”. Rectangular sunglasses, big hair clips, and tiny purses are some accessories that have reappeared in current fashion trends. As stated earlier, this phenomenon may be unexpected to those who saw the birth of these trends in years past. My mother, a teenager in the 90s, had her own tiny purse, long nails, and Air Jordan 1s. It struck her by surprise when she found me rummaging through her closet to borrow her original “vintage” brown tinted sunglasses and cute micro-purse.

Accessories are the most timeless aspect of fashion. They also prove to be one of the most universal and cyclical aspects of fashion. There is no sign of slowing down when it comes to recycling trends, as well as creating new ones.

BOF CONTENT CREATION

Collage by: Head of Content Creation,
Alessandra Tomas



MEET THE DESIGNERS TACKLING FASHION'S PLUS-SIZE ACCESSORIES PROBLEM HEAD-ON

By: Caleigh Beaton

Adapted from: "Meet The Designers Tackling Fashion's Plus-Size Accessories Problem Head-On", [Elite Daily](#)

The plus-size fashion industry has grown significantly in recent years due to the widespread acceptance of those above a Size 12, who were once alienated from the fashion world. However, plus-size people still face struggles, particularly when it comes to accessories.

Kiera Wilson, A+E Networks project manager, spoke to Elite Daily about her personal experience, saying, "I have a particular penchant for booties but most retailers [only carry] a showroom size. I'll try on a shoe that fits perfectly on my actual foot, but bunches up around my ankle or straight-up cuts off my circulation." For plus-size people like Wilson, finding accessories that fit properly is challenging. Also, "fat taxes", created when companies price their plus-size items higher than identical items in smaller sizes, on plus-sized pieces create more problems for plus-size shoppers.

Designers such as Eleanor Anukam and Ashley Nell Tipton aim to tackle this issue in the fashion industry. Anukam created a luxury footwear brand for those with larger feet after she saw that high-end brands fail to make bigger sizes, including a Size 12 to fit her own foot.



Tipton tackled plus-size industry-issues by creating clothes in larger sizes. Additionally, during the pandemic, she has been designing face masks for all face shapes and sizes. When speaking with Elite Daily, she recognized the issue with accessories, stating that, "when it comes to accessories, we're always familiar with accessories being one-size-fits-all. But that's not the case for us [plus-sized people]."

With the expected growth of the plus-size industry, the future is hopeful. It is, however, going to take more than designers like Eleanor Anukam and Ashley Nell Tipton to permanently change the industry. It will require the normalization of larger sizes in society to achieve total acceptance for plus-size people in the fashion industry.

THE 8 BIGGEST NAIL TRENDS COMING IN 2021

By: Eden Vanslette

Adapted from: "The 8 Biggest Nail Trends Coming in 2021", [Allure](#)

During 2020, nail art became a creative outlet for those who love beauty because it is a great way to accessorize an outfit. Below are eight nail trends of 2021:

- **Multi-colored nails:** Painting each nail a different color became popular in 2020. Purchasing a brand's whole collection is a great way to do this, since it typically includes colors that compliment each other.
- **Personal Statements:** Gina Edwards, a runway nail artist, believes that nail calligraphy will grow in popularity since people have had less opportunities for self-expression during the pandemic. This trend can be achieved with press-on nails and a fine tip brush.
- **Embellished Press-on Nails:** Salon shutdowns in 2020 made this trend a big comeback. It will likely continue in 2021 because of its ease of application combined with the high quality of nail art.
- **Throwback Designs:** The recent retro revival in fashion has extended to nails as well. Retro patterns are being painted on nails, which differ from classic singular colored nails.

- **Muted Undertones:** Bright colors with muted undertones are up-and-coming in fashion and nails. Colors like sage green and melon are very popular, which will likely continue this year.
- **Negative Space:** For those going into a nail salon this year, requesting a design in negative space will be common. This trend features a peekaboo effect on the natural nail and usually includes a design near the cuticle.



- **Minimal Graphics:** This is great for those who want to express themselves through nails with more intricate, understated designs. These designs include subtle curves and angled lines.

BOF ZOOM RECAPS: ACCESSORIES EDITION

**SUSIE HAMMAN,
BERGDORF GOODMAN**

• **Merchandise Assistant**

- This month, BOF spoke with Villanova alum Susie Hamman.
- Susie is a former Co-Vice President and Co-Founder of the Business of Fashion Society.
- She graduated in 2018 with a degree in International Business and Marketing.
- Susie has held positions at Giorgio Armani, Naeem Khan, Kirna Zabete, and Lyst.
- Her current role is Merchandise Assistant-- Handbags at Bergdorf Goodman.
- Bergdorf Goodman is a luxury retailer and is part of the Neiman Marcus Group.

**BERGDORF
GOODMAN**

BAUBLEBAR

**FRANCESCA MILEO &
JULIA LUDINGTON,
BAUBLEBAR**

- **Francesca: Marketing Director**
- **Julia: Marketing Associate**

- BOF spoke with Villanova alumni Francesca Mileo and Julia Ludington, current employees at BaubleBar.
- Francesca graduated in 2014 with a degree in Political Science and Organizational Communication.
- Julia graduated in 2018 with a degree in Communications.
- BaubleBar is a New York based jewelry and accessories company.
- The brand was launched in 2011 and has rapidly grown to be a leader in the accessories industry.
- Its products can now be found in over 200 retailers and in 17 countries.

WINTER 2021 ACCESSORY TRENDS

By: Maddie McClay

Adapted from: "These 6 Winter Accessory Trends Are Perishing so These 6 Can Thrive", [Who What Wear](#)

Winter outfits can be drab. It is easy to throw on a sweater and jeans and call it a day. However, this winter, trendy accessories are all the rage. Throwing on a funky belt or statement earrings are easy ways to spice up your wardrobe. Here are six must-have accessories this winter:

FUZZY BUCKET HATS:

Bucket hats are one of the many trends to reincarnate from the 90s. These bold hats keep you warm and showcase your style.

LOGO TIGHTS:

From Gucci to Chanel, these tights elevate your outfit to a whole new level. Pair them with a cute sweater dress or leather skirt.

SWEATER STYLING:

Sweater styling spices up everyday outfits. Instead of using a scarf for warmth, influencers drape sweaters around their necks as a trendy cold-weather trick.

CLOUD-LIKE CARRYALLS:

Cloud-like carryall purses replace the itty-bitty bags trending last year. These medium-sized bags are just the right size to toss in your laptop or books for class!



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THANK YOU FOR READING!

Be on the lookout next month for our Careers in Fashion Edition of the newsletter!

Stay safe!
xoxo, BOF

**BUSINESS OF
FASHION SOCIETY**