

TRENDMAP REPORT

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Spring
Summer 2020

ETHICS CLAUSE

I confirm that this work has gained ethical approval and that
I have faithfully observed the terms of the approval in the
conduct of this project.

Signed J.E.Oldnall Date 02.06.20

JESSICA OLDNALL
N0839322
WORD COUNT: 2735

CONTENTS

INTRODUCTION 04

METHODOLOGY 04

TRENDS IN FASHION 06

What is a trend?

What is trend forecasting?

Why are trends and trend forecasting important?

The role of media

Trend drivers and influences

THE CHOSEN TREND 16

Chunky chains SS20

History

Trend drivers

Celebrity influences

Social media influences

Online survey

Shop safari

EDITORIAL 36

CONCLUSION 42

REFERENCES 44

IMAGE REFERENCES 46

BIBLIOGRAPHY 52

APPENDIX 58



INTRODUCTION

The focus of this illustrated report is to analyse trends and trend forecasting, and to understand their importance within fashion marketing and branding. Trends and trend forecasting will be explained and significant influences and drivers behind fashion trends will be analysed. Trend forecasting theories and books will be used to aid understanding and the construction of this report. The Spring Summer 2020 fashion trend of 'chunky chains' will be researched and explored in-depth, with support from both primary and secondary research. The final element of the report will see a piece of fashion editorial based on the chosen trend which will inspire how the trend can be utilised within society.

METHODOLOGY

PRIMARY RESEARCH

- Online survey
- Online shop safari

SECONDARY RESEARCH

- Online reports and websites
- Online publications and articles (e.g. Vogue, Elle)
- Trend forecasting databases (e.g. WGSN)
- Academic books (e.g. The Trend Forecaster's Handbook, Fashion Trend Forecasting)



WHAT IS A TREND?

trend
noun

“

A general **direction** in which something is **developing** or **changing**.

(Google Dictionary, 2020).

”

A trend is “a general direction in which something is developing or changing” (Google Dictionary, 2020). Although trends play a vital role in the fashion industry, they are not exclusively associated with fashion. “A trend can be emotional, intellectual and even spiritual” (Raymond, 2010, p.14), relating to wider societal influences.



Nevertheless, the fashion industry is commonly associated with trends “because of the highly visible way that ideas and designs evolve in seasonal catwalk shows, advertising campaigns and in-store collections” (Holland and Jones, 2017 p. 49). Trends have become widely associated with aspects of societal culture - consumers’ lifestyles, attitudes and aspirations - “as well as aesthetic style” (Faresin, 2020).

Trend lifecycles can vary. Depending on the pace that trends evolve they can become “classics, seasonal trends or mere fads” (Holland and Jones, 2017 p. 49). However the common denominator is that trends continually evolve and develop in response to moods and movements within society.

WHAT IS TREND FORECASTING?

Trend forecasting is a skilful technique, “a mixture between an art and science” (Faresin, 2020), used frequently within the fashion industry. The process aims “to map a path between what consumers are doing and wearing now and what they might want to do and wear in the next few months and years” (Holland and Jones, 2017, p. 7). Both qualitative and quantitative skills are used and it involves identifying “new and emerging shifts in the culture as they happen” (Raymond, 2010, p. 5).

Trend forecasters are “lifestyle detectives” (Raymond, 2010, p. 12) who identify and analyse shifts and patterns in “society, culture, the economy and technology” (Kim., et al, p. 18) to predict short and long term trends. Trend forecasters frequently work with forecasting agencies. All the market data and research that trend forecasters and agencies obtain is collated and filtered into “tangible future thinking and inspiring reports for clients to use” (Faresin, 2020).

Fashion businesses gather data from trend forecasting reports, in addition to using their own primary and secondary research findings, to develop marketing strategies for upcoming seasons that will result in success. Trend forecasting aids brands with determining the products and services that they should be selling to satisfy their consumers, “minimising risk and helping to prevent wasted effort and expenditure” (Holland and Jones, 2017, p. 7).



THE
FUTURE
STARTS
NOW.

WHY ARE TRENDS AND TREND FORECASTING IMPORTANT?

Trends are a reflection of the spirit of the time; “the zeitgeist” (Faresin, 2020). Fashion brands aim to encapsulate the zeitgeist by reflecting current trends in their product ranges in order to satisfy trend-savvy consumers. Brands need to ensure their brand messages and products are relevant and resonate with their consumers at a moment in time.

Responding to and pinpointing the timing of trends is vital. Accurate forecasting allows businesses “to prepare for and meet consumer demand with products that are accepted and purchased” (Faresin, 2020). Trend forecasting is about identifying and analysing factors that might influence the zeitgeist and impact the future. Consequently, this allows brands to plan in advance and be several steps ahead of their consumer by being able to promote the right product, at the right price, at the right time (ibid).

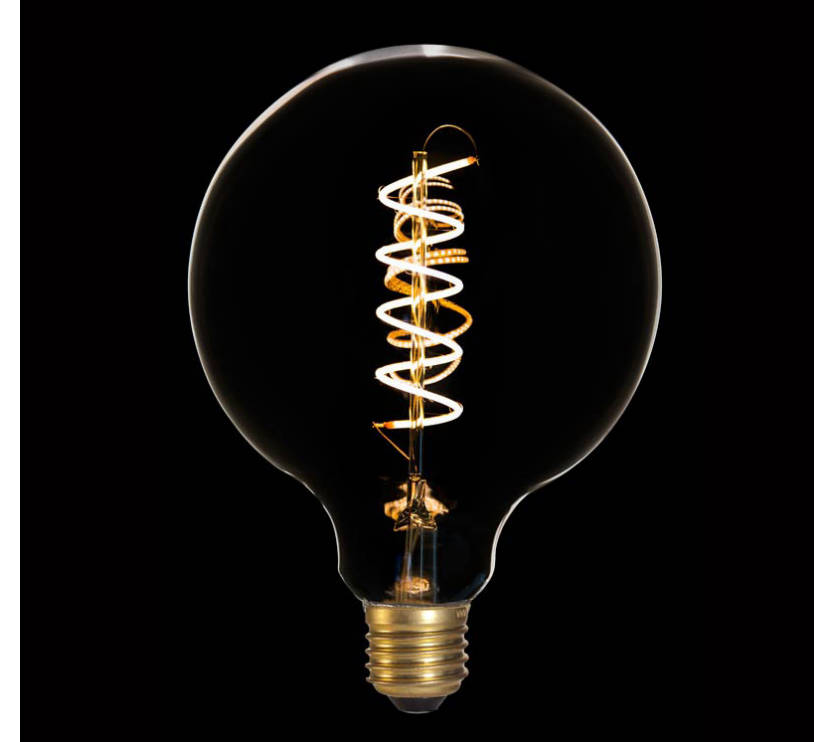
Trend forecasting should never be underestimated or devalued. Its role within the fashion and lifestyle industry is vitally important. Brands that operate in this industry must understand the importance of trends and the process involved in forecasting them. This is to enable their ability to understand what their consumers want before they want it. Consequently, sales can be maximised and consumer loyalty can be gained, positively impacting their success, reputation and financial performance.

“

The spirit of the time.
The zeitgeist.

”

(Faresin, 2020)



THE ROLE OF MEDIA



The role of media within the fashion industry, and how it is used to predict trends, has evolved significantly. Print media (magazines and newspapers) was once “ranked as the foremost media for fashion” (Wolbers, n.d.) In some countries, print media is still a valued, primary resource for fashion communication (ibid). However, the rise of digital and social media has contributed to a decline in print media as a means of communicating fashion and trends.

There has been a significant rise of fashion influencers and bloggers due to the low barriers to entry, resulting in trends being communicated immediately in a more inclusive and informal way. This contrasts with times when “fashion was kept exclusive, determined by designers and magazine editors” (Richardson, 2018). Consumers used to experience a lag between trends being showcased at exclusive fashion shows and ultimately being captured in print media for wider exposure.

Social media is responsible for the change in the way that fashion trends are communicated, allowing those seeking fashion inspiration to obtain it with ease. “Due to social media platforms, new trends are being created every day and these trends spread a lot faster due to the platforms’ ability to connect people from different parts of the world” (Davis, 2018).



Many factors can initially drive or create a trend. There are also factors that can influence a trend; maximising growth and exposure. Such factors can be interchangeable, often relating to social, cultural, economic and environmental influences.

TREND DRIVERS & INFLUENCES



There are many cultural influences on fashion trends, resulting in vast and varied trends to satisfy different consumer types. Culture is “the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts” (Zimmermann, 2017). Fashion is a form of non-verbal communication, and it is important for consumers to be able to express themselves through different ways of dressing.

Common social influences include social media and influencers who voice opinions and raise awareness about specific brands and products. “92% of consumers trust user-generated content more than they trust traditional advertising” (Carelse, n.d.). Brands therefore strive to work with influential figures that will result in increased brand awareness and hopefully success for the business.



**THE CHOSEN
TREND...**

**CHUNKY
CHAINS**

*Spring
Summer
2020*





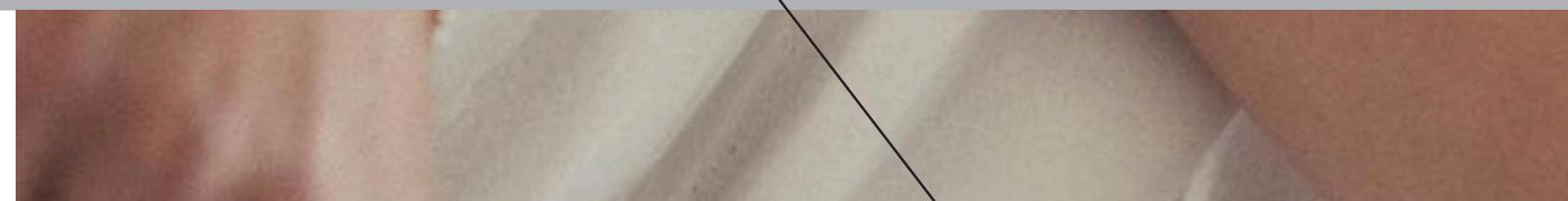
CHUNKY CHAINS SS20

2020 has been described as “the year of the chain” (Igneri, 2020). The chunky chain trend is being explored across many fashion categories including bags, belts, sunglasses and footwear, whilst the chain necklace remains superior in SS20. The trend for delicate, minimalist jewellery has dominated the trend cycle for a few years. Consumers have slowly become tired of this, stimulating a demand for something “bigger, better and bolder” (Royce-Greensill, 2019). The Pendulum of Fashion model can be applied to this trend, which “is a movement where fashion swings from one extreme to another” (Fashion A Passion, 2016).

“The year of **the chain.**”

(Igneri, 2020)

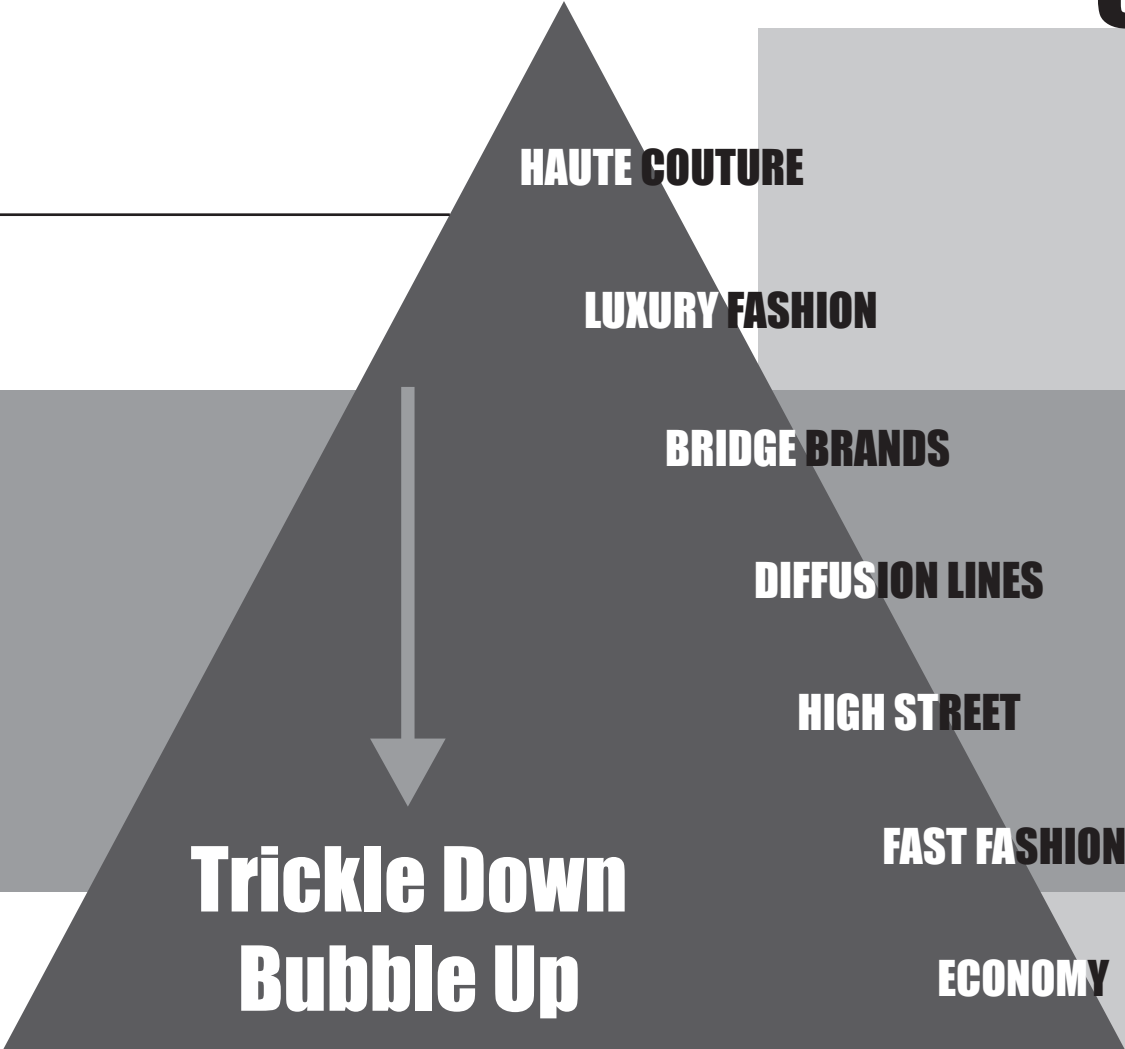
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CHUNKY CHAINS

SS20

Although the chunky chain trend has been a micro trend for several seasons prior to SS20, it has exploded this season, “both figuratively and literally” (Igneri, 2020). The trend stood out on SS20 catwalks, from labels such as Zimmermann, Bottega Veneta and Brandon Maxwell, who, amongst other fashion houses, creatively experimented with “texture and proportion in a way that nods to the past” (Pina, 2019). Some brands, such as Dior and Off-White, are incorporating their logos into the chains. Often such statement, high-fashion styles do not “trickle down to impact in real life trends in any significant way” (Lindig, 2019).



However, the chunky chain trend has done so, with many fast fashion retailers offering chunky chain items at lower price points. Application of the Trickle Down, Bubble Up theory - a fashion movement theory that determines a trend’s development across markets - presents the chunky chain trend as a trickle down effect. The trend starts at the top of the market with high fashion labels, then “high street retailers take inspiration for their ranges to sell to the masses” (Faresin, 2020).

HISTORY

Like a white shirt or a good pair of jeans, a chunky chain has always been a **wardrobe staple.**

(Royce-Greensill, 2019).

The symbolism of chains has evolved from an early association with slavery and confinement through to its present status of “unity, teamwork and strength” (Biz Logo. n.d.). The interlocking nature of chains also represents “eternal love and all the other good stuff about human connection” (McCarthy, 2013), perhaps explaining why they have existed throughout history.

The oldest chain form can be traced back to 2500 B.C in ancient Babylonia (Iraq), “where royal tombs hid magnificent gold jewellery” (McCarthy, 2013) including chains worn as belts and necklaces. The 1400s saw Henry VIII wearing heavy gold chains to represent his wealth. A century later, “long and delicate” (ibid) chains were worn by “the well-dressed woman” (ibid). Coco Chanel popularised the styling of chains and pearls in the 1930s - “a look that everyone could afford, even the working class hit by the Depression” (ibid). Chanel designed her first bag featuring an all-chain strap at this time. The iconic Chanel jewellery look was worn by Anne Hathaway in the film *Devil Wears Prada* in 2006.

Chunky chain jewellery thrived in the 1980s when fashion styles were bold. Jewellery preferences moved away from “the tiny and discrete necklaces and pendants of previous decades” (Schwanke, n.d.). The trend continued into the 1990s. “90s necklaces included long chain necklaces, multilayered pearl necklaces, collar necklaces and leather chain necklaces” (ibid). Grunge fashion, as portrayed famously by Kate Moss, was dominant in this era, with “simple chain necklaces with huge pendants” (ibid) affirming the style’s importance. The chunky chain has resurfaced in SS20; it is a cyclical trend.



Another key driver behind the trend can be pinpointed to the hip hop music and culture. “The hip hop genre originated in 1970” (Murugesh, 2018). A significant part of the culture has always been jewellery. Hip hop music artists flaunt their wealth and ego by wearing bold, statement, chunky chain jewellery, and other expensive accessories. “The gold chain expresses an attitude” (Sunny, 2018). These music artists often communicate their “struggles, life stories, experiences and emotions” (Murugesh, 2018) through music. Rather than simply aesthetics, chain jewellery is a symbolic reference to what the artists have achieved in their careers.

TREND DRIVERS

There are several drivers behind this trend. The grunge subculture, that “emerged in the ‘80s and reached peak popularity in the ‘90s” (Brewer, n.d.), is one such example. The grunge style gives an “attitude-heavy appearance” (ibid), satisfying maximalist consumers. The punk era can be identified as another driver, which encapsulated “the socio-economic and political climate of the late 1970s” (Worley, 2013) that society rebelled through. Vivienne Westwood carried this societal movement through her dark and outlandish collections, which provided a loud and obvious statement.

The chain accessories trend of SS20 “is the common link between minimalists and maximalists” (Madden, 2020). It may be rooted in statement societal movements such as grunge and punk, but SS20 consumers should understand that this trend can equally satisfy minimalist consumers, who believe less is more.



CELEBRITY INFLUENCES

Some of the most influential celebrities such as Kim Kardashian, Bella Hadid and Rosie Huntington-Whitely have been spotted showcasing chunky chains. Bella was spotted sporting a retro chain eyewear accessory from Valentino which gained press coverage, whilst more recently, Rosie has posted several photographs on Instagram wearing her “most prized possession: her graduated link necklace from Tiffany & Co’s Tiffany City HardWear line” (Newbold, 2020). Celebrities often have close connections with fashion houses due to their higher positions in society and greater affluence. Such connections lead to increased exposure for high end/designer products.



SOCIAL MEDIA INFLUENCES



Social media influencers are also influencing the trend. Chunky chain items that they promote are generally from high street retailers that are likely replicas of the higher end products first seen on the SS20 runways, encouraging price-conscious consumers to adopt the trend. The trend is dominant on the social media app Instagram, “earning a seal of approval from both the maximalists and the less-is-more camps alike” (Lindig, 2019).



Observing street styles and fashion choices would have been a valuable research method, but unprecedented circumstances meant that only an online survey was possible. This was however still valuable, receiving a total of 74 respondents with a variety of ages, which would have been harder to achieve through street style interviews. The survey contained open and closed questions, allowing more potential for analysis.

PRIMARY RESEARCH ONLINE SURVEY

The survey results show that 69% of respondents 'sometimes' follow fashion trends and 16% 'always' follow fashion trends, equating to a high percentage of 85%, compared to only 7% who 'never' follow fashion trends (Appendix 1 Q3). 74% of people said they are aware of the trend which is promising (Appendix 1 Q6), however only 42% of people said that they own a chunky chain fashion item (Appendix Q8). More people stated they would not be interested in a chunky chain product than people that stated they would (see Appendix Q8). This may be because some people view the trend as too maximalist, or that the trend has become too mainstream.

Another question asked what people thought the drivers are behind the trend. The most common response was hip hop music genre and culture, indicating that many consumers are knowledgeable of one of the significant origins of the trend. Social media and influencers were the most common answers where people have seen or been influenced by the chunky chain trend, which is highly reflective of what is occurring in wider society in relation to fashion communication.

74%

of respondents are aware of the chunky chain trend

66%

of respondents have seen the trend on social media

42%

of respondents own a chunky chain fashion item

PRIMARY RESEARCH

SHOP SAFARI

Conducting a shop safari was another way of enhancing understanding of the chunky chain trend and how it has penetrated fashion brands. Again, unprecedented circumstances meant that exploring physical stores was not possible, thus carrying out an online shop safari was the only option. Both high street retailers and luxury fashion brands were explored. Evidently, the SS20 chunky chain trend has infiltrated into both ends of the market, making it accessible for all consumers.



Tiffany Campaign

High street and high-end brands use different materials for their chunky chains. For example, ASOS crafts their designs from base metal with a gold-tone finish (ASOS, 2020), whereas Tiffany's products are created from 18 carat gold (Tiffany, 2020). These differences are reflected in price variations. High street brands will sell their products at a cheaper price and in mass, making them more accessible to consumers. However, the quality and longevity of the chains will be lower than luxury fashion brand chains. As a result, campaigns for high-end retailers prefer to focus on quality, experience and indulgence whereas high street retailers focus on advertising short-lived products that will attract trend-savvy consumers. With reference to the online survey, consumers' reasons for choosing high-street or high-end for chunky chain fashion items support these points (Appendix 1 Q12 and Q13).

Miss Pap Campaign



High street retailers that have included chunky chain fashion items into their product portfolios include ASOS, Pretty Little Thing, Topshop and many more. Such brands offer many product categories including footwear, belts and accessories. ASOS offers the largest chunky chain product range with 88 items available. This is likely because it sells 850 other brands in addition to its own range. Brands that solely have an online presence offer more chunky chain products than brands that adopt multi-channel retailing strategies. For example, Pretty Little Thing has 24 chunky chain products on their website compared to Topshop who only have 3. Retail stores have limited space to store and display items in contrast to online retailers with spacious warehouses to store a much wider range of products.

PRIMARY RESEARCH

SHOP SAFARI

Regarding high-end fashion brands, there are many that feature chunky chain products in their product portfolios, including Bottega Veneta, Off-White, Christian Dior and many more. The SS20 collections, first seen on the runways, featured a range of chunky chain products, with the key product being chunky chain necklaces. These products have since become accessible for customers to purchase. Interestingly, when specifically searching ‘chunky chains’ in the search bars of these websites, there are no results. Such luxury brands appear to indirectly name their products as opposed to using ‘chunky chain’ in the names like fast fashion retailers. High-end brands may not want to be associated with fast fashion retailers, choosing to differentiate their products by their names.

Bottega Veneta The Chain Pouch £2,645



ASOS DESIGN ruched shoulder bag in white with resin chain £20



Dior Danseuse Etoile Choker Necklace £440



Missguided Silver Look Diamanté Chunky Chain Necklace £10

EDITORIAL

The editorial will be in the style of the Elle magazine publication. Elle magazine, founded in 1945 in France, is an international lifestyle magazine that specialises in fashion, beauty, health and entertainment. Elle's target audience can be described as fashion-savvy women between 18 and 35, "who know what they want and express themselves freely, from their dress style and makeup to their opinions" (Ringer, n.d.). Elle magazine was chosen for this editorial because the target consumer for chunky chains aligns with that of Elle magazine. This creative editorial aims to intrigue such consumers and inspire them to adopt the chunky chain trend in a way that allows them to fit in with society whilst expressing their own individuality and adding their own style.

WORD COUNT: 225



EMILY
O'DONNELL
FROM FASHION SCHOOL
TO RUNWAY

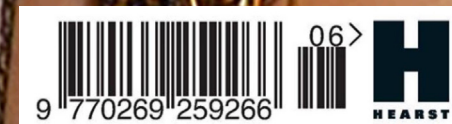
SURVIVAL OF
THE FITTEST

SUMMER
2020
MAKEUP
TRENDS:
*the looks to try
right now*

THE
FINISHING
TOUCHES
MADE EASY

CHAIN
REACTION

THIS SEASON'S *accessory trends* AND
HOW TO *maximise* THEIR POTENTIAL



Double chain necklace, £8, PRETTY LITTLE THING.

Pendant necklace, £180, VERSACE.

Cropped sports bra, £12, WEEKDAY.

Wide leg ripped jeans, £345, SIMON MILLER.

Snake chain belt, £8, ASOS.

Clutch bag, £450, LOUIS VUITTON.

Bracelet, £5,600, CARTIER.

Mules, £40, MARKS AND SPENCER.

Join the CHAIN GANG

Once associated with slavery and confinement, SS20 takes a NEW PERSPECTIVE on what it means to be a member of the MODERN CHAIN GANG.

PHOTOGRAPHS *by* LYDIA ROSE BRIGHT STYLING *by* ROMA LUCIA BRIGHT

ELLE.COM/UK June 2020

Elle STYLE

The finishing touches MADE EASY

MAXIMALIST OR MINIMALIST, THE SS20 CHUNKY CHAIN ACCESSORIES TREND OFFERS SOMETHING FOR ALL OF US TREND-SAVVY CONSUMERS.

ELLE.COM/UK June 2020

Make it count

FOR MAXIMUM STYLING POINTS, THE MORE CHAINS THE BETTER. FOR A MORE STRAIGHT-FORWARD NARRATIVE, OPT FOR JUST ONE – LONG OR SHORT – BUT MAKE IT COUNT.



Material girl

It's up to you whether you GO FOR GOLD or SAY IT WITH SILVER. All metallics are neutrals, so don't be afraid to mix them up for a WINNING COMBINATION.



To conclude, fashion trends and forecasting play a significant role in fashion marketing and branding. They impact all stakeholders involved in the fashion and lifestyle industry including designers, retailers and consumers. Consumers desire trends as they allow them to fit in with society, whilst expressing their individuality. Fashion designers and retailers are responsible for offering such trends to satisfy consumer needs, whether those needs are physiological or for self-actualisation (reference to Maslow's Hierarchy of Needs relative to fashion). It remains vital for fashion brands to be aware of the zeitgeist, that is influenced by social, cultural and economic movements. This allows them to maintain their desirability from a consumer point of view, and thus maximise their sales potential.

Evidently, the SS20 chunky chain trend has been driven and influenced by many historical and cultural factors. It has resulted in positive press coverage as well as many influential figures sporting the trend. The trend has grown in popularity across both ends of the market, and notably has gained significant Instagram coverage. The trend has already been deeply explored in terms of product categorisation as well as scale and proportion. However, there may be further potential for the trend to evolve. Chunky chains appear to be most popular amongst young, female consumers (Appendix 1 Q14). The trend could therefore develop to appeal to older consumers and also maybe broaden its reach within the menswear market. The future could also see designers experimenting with colour as well as different, more sustainable materials, to satisfy conscious consumerism.

Ultimately though, fashion is cyclical. Dainty, delicate, minimalist jewellery will likely return to popularity once the chunky chain trend has reached its point of saturation. Nevertheless, it seems that the chunky chain trend is still evolving and impacting both fast fashion and luxury consumers, fuelling them with the desire to adopt the trend, whether it be in the form of a necklace, a bag or a pair of trainers. The chunky chain trend is here to stay for the foreseeable future.

CONCLUSION



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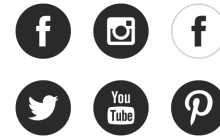
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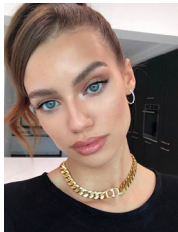
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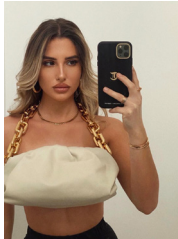
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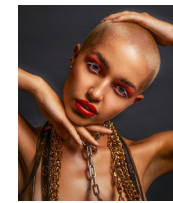
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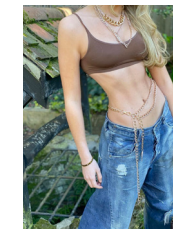
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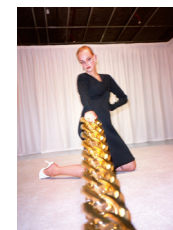
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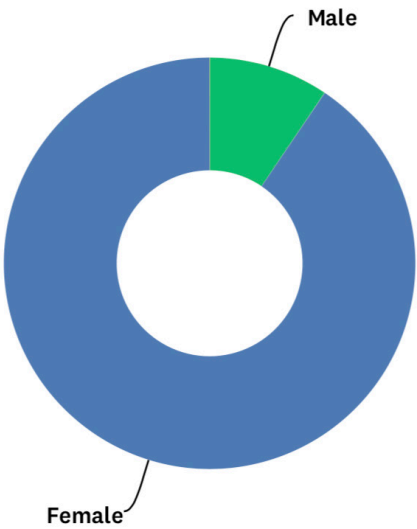
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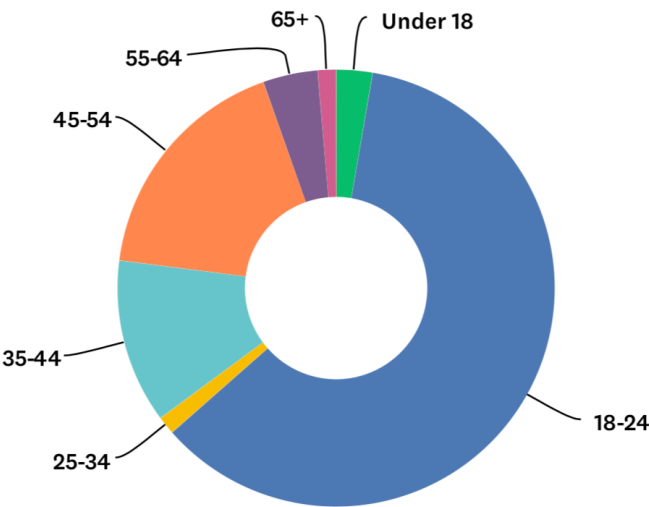
Q1 What is your gender?

Answered: 74 Skipped: 0



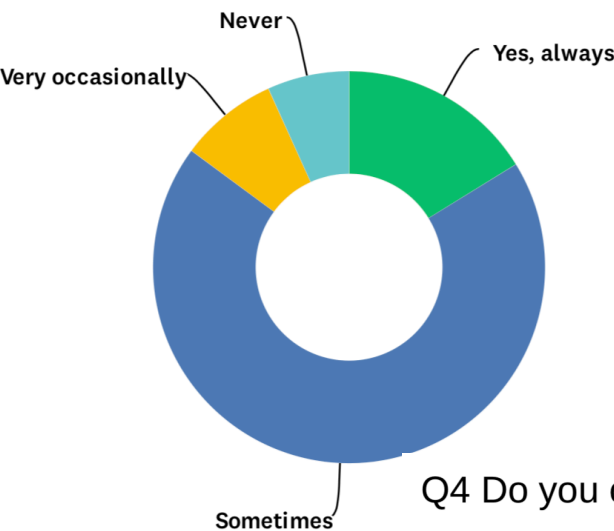
Q2 How old are you?

Answered: 74 Skipped: 0



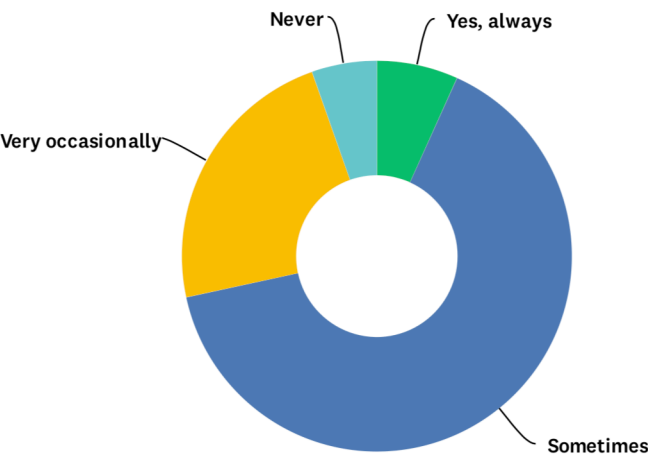
Q3 Do you follow fashion trends?

Answered: 74 Skipped: 0



Q4 Do you change your style frequently to match current trends?

Answered: 74 Skipped: 0

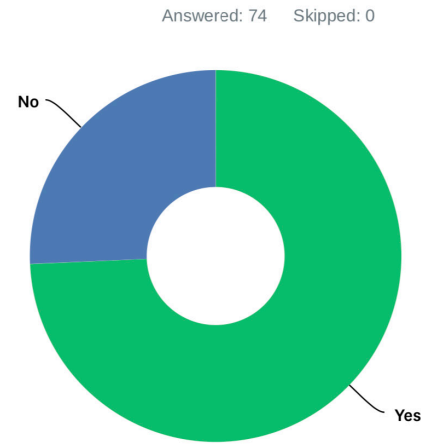


Q5 What or who influences your choice of fashion and personal style?

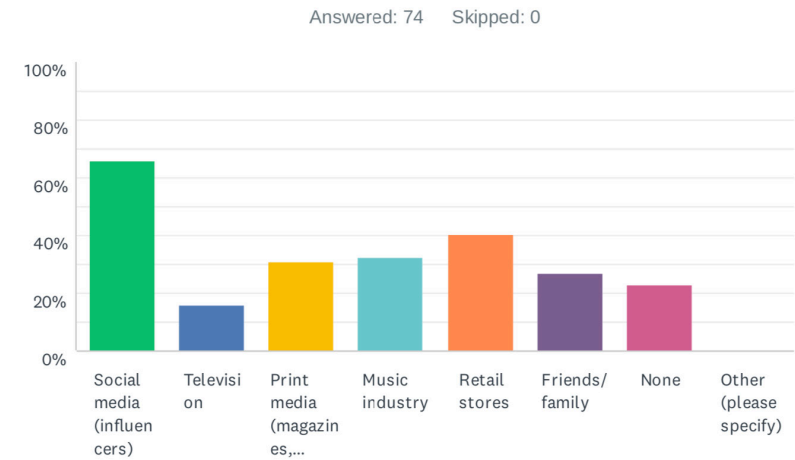
Answered: 71 Skipped: 3

Pretty little thing
Celebrities, Instagram
No real influences, wear a lot of black and add a bold colour
Noone really
Bollywood designers, actors
My wife!
Brands & promotions
Instagram influencers
My sisters, they are always up to date with current trend.
Magazines
season, celebrity trending and age appropriate
What's available in stores when I shop
High street stores & online shopping.
Magazines. Browsing shops
Friends, Instagram influencers,
Hollywood
My daughters
If it suits body shape and age
Price
Very personal choice of colour and style that I think suits, so not really external
Pinterest
Fashion magazines, certain famous people.
New in sections of online stores
Instagram, friends
I like what I like
Celebrities, Instagram influencers, big brands, people who i socialise with
Social media influencers and clothing stores
Celebrity's on social media and also clothing brands like motel rocks, pretty little thing and miss guided
Instagram
Birds and more birds
Instagram
Being comfy
virgil abloh
Instagram influences
Mainly what I see other people predominantly wearing and what looks good to me / doesn't look good to me, plus what I see presenters wearing on TV and in magazines.
What I like on the websites. Sometimes if I see influencers I follow on Instagram wearing them then I would buy similar stuff if I liked it.
Topshop!
Social media
Runways
My own personal preference
Social media influencers
Instagram , what's new online
Influencers, celebrities and fashion brands
Social media or shop models
instagram
Instagram influencers
instagram influencers celebs

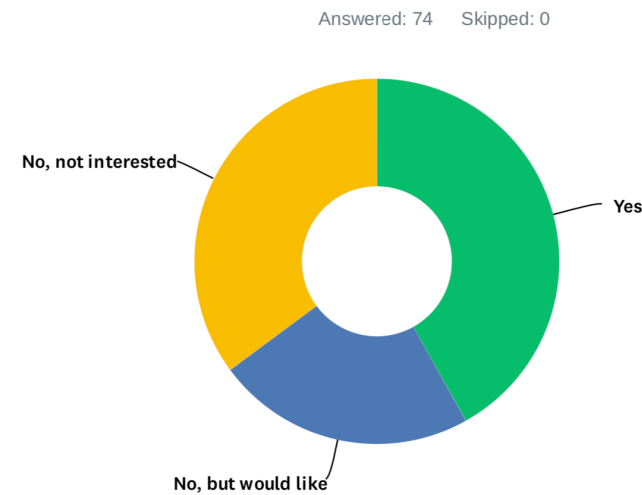
Q6 Are you aware of the chunky chain trend?



Q7 Where have you seen the chunky chain trend? Please select all that apply.



Q8 Do you own any fashion items that feature a chunky chain?



Q9 If you already own or would like to own a chunky chain product, what is it? Please select all that apply.



Q10 What do you think the drivers are behind the chunky chain trend?

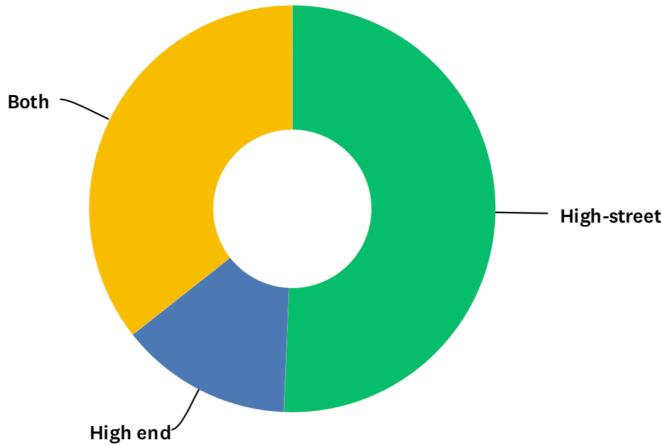
Answered: 60 Skipped: 14

Celebs
No clue
To be seen to be wearing the latest trend Visually it is a bold statement, it stands out
No idea
Always in trend (never go out of trend), detachable in few items, makes you look different
No idea
Street & statement look
No idea!
Looks very fashionable.
Music artistes
unique
A need for the fashion industry to constantly offer something new / recycle old trends.
Social media
I've no idea
Music industry, idea chunky chain relates to wealth and being rich. Statement showing superiority
?
It's a trend that has been reinvented- Chanel being doing it for years
Looks expensive
Social media influencers
Marketing
I imagine manufacturers
Don't know
People who challenge stereotypical gender clothing
Social media influencers/ models
Statement
Vintage chic throwback
Unsure
Young people
Music artists and brands who incorporate industrial aspects into their designs and fashion shows
Celebrities
Social media influencers
Maybe like grime or hip hop music? And that sort of culture ?
Looks expensive and boujee
Alt fashion influencers Rappers/music artists
Statement jewellery to compliment a basic outfit
Unsure

Celebs
E-girl style, street wear style
Tiktok
Fashionable and trendy
Social media
????
Social media
Influencers
No idea
Catwalk
Hmmmm..... really not sure, but I expect it is because the chunky chain is a visual representation of wealth without necessary actual correlatory spending of £
No idea
Social media influencers
Fashion house's originally then IG influencers
Seen on models/influencers so people follow that
Not sure!
Influencers , vintage , history
Tiktok
Influencers
Resurgence of rap music; summer vibes
hip hop culture
Music - rap
Instagram Missoma
Music industry

Q11 Would you look at high-street or high end fashion for a chunky chain fashion item?

Answered: 73 Skipped: 1



Q12 For what reason would you consider high-street fashion for chunky chain products?

Answered: 66 Skipped: 8

?
I do not know
Cost
No neither option
cheap, variety
No idea
Affordable
They are common, affordable and look good on you.
As I think it's a trend that won't last long
affordability
Does not look very sophisticated to me, so I would not invest in a high end item.
People still love to go and shop on the high street maybe not as much as online but it still needed.
Price
Choosing it for style and probably able to find similar if not identical product for much smaller price on high street
?
Cost - if it is not an investment piece like a bag
One off wear
Price and convenience
Price
Cheaper, depends what item you're looking for
Price!
If I liked the item I would buy it
Cheaper, fashion trends don't last so cheaper alternative is more practical
Cheaper
Cheaper
Decent quality, sturdy, not too expensive
It's cheap and accessible
Not as classy and arty as high end brands
Get a feel for the product and see wether it looks tacky or not
Cheaper and as it's not a permanent trend it shouldn't be an investment
Cheaper, still a variety but not if it looks cheap because I think then chunky chains can look 'tacky'?
Because it's not a staple piece that I wear all day everyday so it doesn't need to be super good quality so I would pay less
Affordable, doesn't matter if it breaks / wares
Better quality/longer lasting (high street chains tend to rub and change colour)
Can get a couple of items for the price of one high end

Good price for on trend fashion statement.
Better more realistic price point and just as nice as high end
Because it has the same effect but for a cheaper price
Cheaper
Affordable
Because it's more affordable
More affordable for a student
Cheaper
????
Trend may go out
Cheaper
Because wherever high fashion goes, high-street will normally always follow.
Cheaper, some still look just as good as high end.
To keep up with the trend
Fashionable at an attainable price
Lower cost
Price
Easy to access
Cheaper alternative- it's a trend so may go out of fashion so would rather not invest a lot of money for one
Seen on ASOS etc
Cheaper, it's a trend so not worth investing loads of money
Cheaper
cheaper
They sell a wide variety
cheaper alternative
Cheaper in case the trend does not last long
cheaper
because trends come in and out and i'd rather spend less because i don't know how long it will be in trend for for example the chokers trend only lasted for around a year
Cheaper - and the trend will probably go soon
more affordable
Don't buy high street jewellery

Q13 For what reason would you consider high end fashion for chunky chain products?

Answered: 65 Skipped: 9

Luxury
I do not know
Would not consider too expensive
Buying for a loved one
Quality
No idea
Gift
Maybe for one's own wedding.
Cheap products sold To young buyers
quality and uniqueness
If a brand I like would offer a product + typically if it's suitable for work. Maybe a purse.
Maybe it's price tag.
A special treat
Wealth, wearing it for the label and recognition if owning a high end product
?
Only on an investment piece- bag or shoes
Occasion wear
Look cool
Quality
Also depends what sort of product your looking for - e.g if you wanted a bag that happened to have a chain strap/handle
Maybe better quality, but if it's a passing trend, it doesn't matter.
If the style suited me
Better quality less chance of breakage etc
Better quality & longer lasting materials
Longer lasting
Great quality, looks more expensive and chic not plastic
If there was a sale
Not sure
High quality "less chavvy"
I wouldn't personally but for those who would quality and brand names are a big driver
Better quality, probably look more expensive and last longer
Maybe if it was a certain type of chunky chain which was really on style or if it had a designer logo on it
A special occasion or if you are wealthy
Don't look tacky
Quality.
None

Better quality
Quality
If I wanted a timeless piece and knew I would wear the chain a lot
Quality
For good quality
Better quality
???
Quality
Clout
If I really, really loved this style of products and wanted to buy something that would last a long time (many years).
Better quality.
To keep up with the trend
Value or sentiment
Better products
High street chains look fake and tacky
The look
Probably more unique
Better quality
If it's a style that is likely to stay
Quality
luxury item
Because they would be better quality
if i had more money
Something classic that would last a long time
higher quality and durability
I wouldn't
Just feel it makes a show look more expensive,
Long lasting, colour doesn't tarnish with time, looks better, and more weight to it makes it feel more luxurious
For my jewellery I want something that will last, not tarnish

Q14 Who do you think the chunky chain trend appeals to? Please select all that apply.

