



# TRENDS '23



**LYCOMING COLLEGE**

Department of Corporate Communication



## The Nostalgia Trend That's Fueling Fashion Advertising

By Ashlyn Wool

Somewhere, a teenager is eagerly putting on platform shoes, a claw clip, and a new pair of mom jeans. If you listen closely, you can almost hear the mom mutter, "What is happening?"

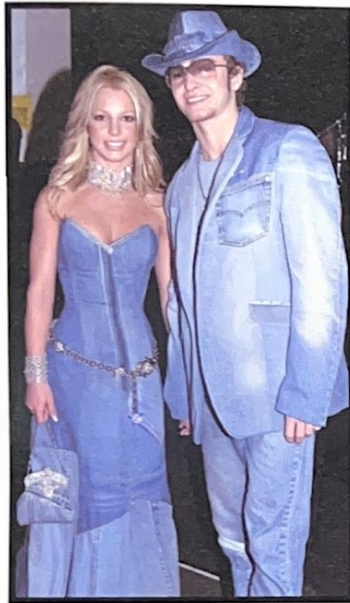


Photo of Britney Spears and Justin Timberlake Courtesy of E! Online

The most-referenced theory explaining what's happening is the 20-Year Rule. It's based on the premise that what's popular now will become relevant again in roughly twenty years. That 70s Show, Stranger Things, and Friends all demonstrated this when their 70s, 80s, and 90s-inspired styles went mainstream.

In *Analyzing Fashion Life Cycles*, George Sproles explained the typical life cycle of a fashion product.

It begins with a stage of introduction, where the product is accepted by leaders of the industry. The growth stage follows, and acceptance increases. Soon, if you are lucky, you achieve mass conformity. In the final stage of the product life cycle, your inevitable obsolescence is reached.

If the 20-Year Rule is correct, then 2003, with all its questionable fashion choices, will be recirculating soon. Velour tracksuits, cargo pants, low rise jeans, leather pants, split-bottom tops, vests as tops, and tops that aren't really tops already fill the "new" and "featured" tabs on the websites of American Eagle Outfitters and Abercrombie & Fitch. Nostalgia is potent.

In alignment with the body positivity movement, the industry will push boxier and more androgynous styles. Expect a surge in second-hand items, too, as these authentic pieces align with Gen Z's commitment to sustainability. There are over forty recognized fashion styles in the industry, which has created a more individualized fashion era than ever before. What will you wear in 2023? The answer is simple. Whatever you want.

## Running a Faith-Based PR Agency

By Kierra Hatten

As the founder and chief executive officer of one of the top public relations agencies for Christian clients, Larry Ross's impact on the industry has been significant.

Founded in 1994 and based in Dallas, A. Larry Ross Communications is a product of Ross's childhood in Elkins Park, PA. He discovered that he had a passion for ministry and a desire to serve others. He decided to combine his two interests and set out to represent faith-based clients.

In an interview with *Trends '23*, Ross, I found that much of what a public relations agency does stems straight from its mission statement, which is the guiding principle of any company or organization, usually stated on their website and lived through their work and values.

Ross's mission has always focused on expanding the realms of communication and adjusting to the ways of the world. People have developed shorter attention spans, and the COVID-19 pandemic enabled us to be more digitally social than before. So, throughout the years, Ross has altered his company's mission to better reflect the times. His new mission statement is about half the length of his original one, and it focuses more on story, message, and influence, as opposed to more traditional public relations concepts like positioning.

Ross offered a few tips for college students looking to pursue a career in faith-based public relations. As students' journeys continue, he said that it's key for them to understand the relationship between faith and culture without wading too deep into the waters. According to Ross, our culture is constantly changing, whether we like it or not. Public relations professionals need to quickly adapt and decide between one of two paths. They can either come up with innovative and creative ways to juggle obstacles, or they can settle on the norms.

In the world of faith-based public relations, accommodating everyone can be difficult. But effective public relations is one thing that makes it possible.



Larry Ross