



Flare Jeans

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Early 19th Century U.S. Navy Soldier

Sonny Bono and Cher in June 1965



The Start of Flare Jeans or “Bell-Bottoms”

Flare Jeans originated in the early 19th century. Sailors serving in the U.S. Navy started wearing them since they had no set uniform. It was then adopted by the British Royal Navy. They could be easily rolled up and therefore were functional for sailors.

In the 1960s and 70s they took off from functional sailors’ uniforms to mainstream. This was mostly due to Sonny Bono and Cher wearing them on TV, making them “iconic”.

Wide leg flares are a key commercial direction for 2023. A search on WGSN of “Flare Jeans” comes up with 95 reports, 9 stories and over 4,000 images.

Giambattista Valli, Pre Fall 23, Paris





Abba

Trickle-Down Theory

While the fashion started with Navy soldiers (U.S. and the British Royal Navy), it was influential people in the 60s and 70s that made them popular.

Some of these influential people just happen to be Bono and Cher, the model Twiggy, Abba, and Mary Quant and The Jackson 5.

Sonny Bono and Cher wore Flare Jeans on TV in June 1965, which made them “iconic”.

In the U.K. many fans of punk music and football or American soccer started wearing them after their favorite bands and athletes who wore them.

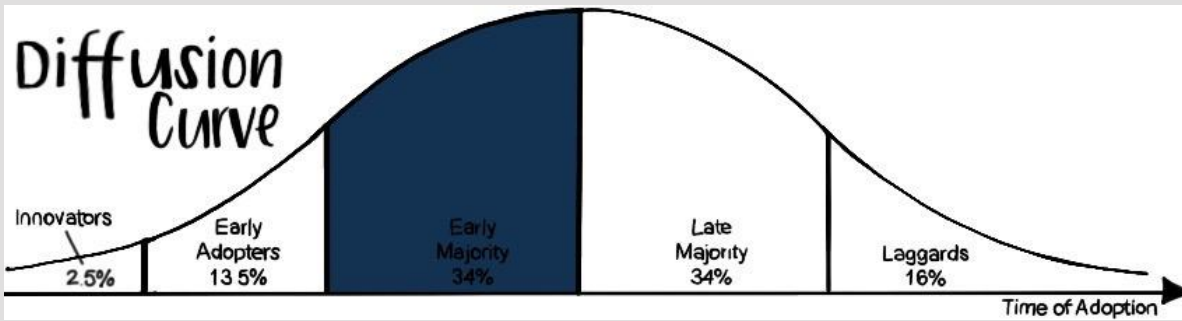
The same happened in the U.S. with Bono and Cher, The Jackson 5, and many other celebrities of the time.



Twiggy

The Jackson 5, 1977





Status of Lifecycle in the Diffusion Curve

The current status in the diffusion curve is Early Majority.

In this stage we are not fashion leaders but the beginning of the fashion followers. The early 19th century sailors were the innovators, Bono, Cher, Abba, Twiggy, “go-go girls” and the influencers of the 60s and 70s were the early adopters, and now we are the early majority. The designers, brands, and individuals wearing these pants now are the early majority.

Flare jeans are popping up on runways, when just a few years ago they were considered “hippie” and “boho”, and now they are becoming basic and mainstream.

My friends and I wear flare jeans when we go line dancing and these type of jeans are more prominent there, but outside of that I really do not see them all that much.

But I predict that now that they are popping up on runways they are going to be seen more prominently, and not just associated with the country western/boho aesthetic.



Mary Quant



Modern Pinterest



Pacsun Spring/Summer 2023



Samantha Matteucci
2023

Commercial Value

Altar'd State is a brand with a very country western/boho aesthetic.

They have 128 “boutique” stores across the country.

While they already have a few pairs of flare jeans, if they added more “true” flares, they could increase their profit greatly.

If they add three more pairs of true flares, they could increase their profit by \$2,148,846.

If each store adds 100 units per item, and if they add three new flares, their profit increases by the amount above.

*These images are examples of what are already in the Altar'd State inventory, but they could add more washes, patchwork pairs, unripped plain pairs, etc.

Rachael Jeans*



Wholesale Price: \$23.99

Unit #: 100 units

Retail Price: \$79.95

Mirabel Destroyed Flares*



Wholesale Price: \$23.99

Unit #: 100 units

Retail Price: \$79.95

Lucy Fray Hem Flare Jeans*



Wholesale Price: \$23.99

Unit #: 100 units

Retail Price: \$79.95

Cost: $[23.99 \times 100 = \$2,399]$, $[2,399 \times 3 = \$7,197]$, $[7,197 \times 128 = \$921,216]$

Revenue: $[79.95 \times 100 = \$7,995]$, $[7,995 \times 3 = \$23,985]$, $[23,985 \times 128 = \$3,070,080]$

Profit: $3,070,080 - 921,216 = \$2,148,864$



Samantha Matteucci, 2023

Flare Jeans

While Flare Jeans were huge in 60s and 70s, they made a slight comeback in the second half of the 1990s with a slimmer leg as bootcuts. After that they were not seen again until the end of 2022.

While Flare Jeans are a more country western/boho aesthetic at the moment, I believe they will become more mainstream.

Big designers have started using them on runways and so have well known brands, ex.: Hollister, Old Navy, Altar'd State, Abercrombie and Fitch, etc.

In the 60s and 70s they were not just worn by one certain aesthetic group or as one style, but by many.



Samantha Matteucci, 2023



CITATIONS

<https://fashionheritage.eu/the-history-of-symbols-flares/>

<https://www-wgsn-com.proxy.lib.ohio-state.edu/fashion/article/94318#page8>

<https://www.altardstate.com/as/clothing/bottoms/jeans/flare-jeans/>

<https://www-wgsn-com.proxy.lib.ohio-state.edu/fashion/search?query=Flare%20Jeans>

<https://www.theguardian.com/fashion/gallery/2015/jan/24/the-history-of-flares-in-pictures>

<https://www-wgsn-com.proxy.lib.ohio-state.edu/library/results/0/flare%20jeans>

<https://www.pinterest.com/pin/73746512639956660/>



Patchwork Jeans on the outside are from Hollister.
Flare Jeans on the inside (sitting pictures) are from Altar'd State.
Samantha Matteucci, 2023

