

DENIM JEANS FALL 2022/2023 FORECASTING REPORT

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Fashion trends come and go, but denim jeans are a predominant piece of clothing in the fashion industry. Denim can be used as pants, shirts, and jackets in many different countries all around the globe. Denim has been made and designed for all genders, shapes, and sizes to be worn in many different styles as well. Designers have been changing the look of denim to trend as years pass by. The fashion industry has seen denim in different colors, with different designs and embroideries, different cuts, and silhouettes. As fashion seasons pass, the fashion industry experiences more favorable trends that consumers also favor. The Corona Virus has impacted what consumers have been more interested in, which have been more relaxed and loose fitting styles.

Forecasting Report

Consumer Profile

The consumer profile target market for denim jeans is Generation Y, which are those who are born between the years of 1977 and 1994. Millennials are split into different directions: Older Millennials who are in the age ranges of 25 and 35, meanwhile the Younger Millennials are in the age range of 18 to 24. (Breman, 2013). Demographers are not precise in placing dividing lines between generations, but Gen Y probably ended in 2000 and a new generation, yet to be named (Brannon, 2010). Ethnically diverse millennials are psychologically diverse, due to the separation of old and young divisions within the generation cohorts.

Young adults in their twenties typically begin to focus on their college career and their finances along with maintaining their social life. Some young adults are either in a relationship, married or even in hook-up culture "friends with benefits"—as they pursue a postgraduate degree

and establish a career (Newitz, 2012). Forty-two percent of millennials are motivated by achievement, which under the VALS™ types would be ‘*achievers*’ and have psychologically ideas of being goal oriented, peer conscious, committed to family and job, and believe money is the source of authority. While another Forty-two percent are motivated by self-expression and are categorized under ‘*experiencers*’ which are more likely to be spontaneous, sensation seeking, and see themselves as very sociable all around (VALS™, 2007). While there are slight psychological differences within the millennial group, one notable issue among them is within financial needs (Breman, 2013). Due to student loans and a slow economy many require financial assistance to make ends meet either through government assistance or from their parents. With this being said, while many young adults are very fashion involved, it is sometimes hard to keep up with quick moving trends since their finances are not stable enough. Denim is a staple that can be purchased and worn throughout all seasons and will last all new trends.

Unlike other generations that have come before, the majority of millennials are at the forefront of social change. Many believe those within this generation are supporters of equality of both genders and sexual orientation (Breman, 2013). They have broadened understanding of past generational issues within gender, such as unequal pay between sexes, as well as female health rights. Gender-neutral is highly increasing and millennials are known to not follow ‘traditional’ gender roles placed within prior generations that have come before. “Very often, people use the word 'gender' when they mean biological sex. What we're seeing now is that people's sense of gender identity is not the same as their biological sex. People want to feel free and open to have whatever mix of masculinity and femininity seems right for them” (Katsas, 2014). This spectrum of gender identities includes male and female who are transgender, gender

neutral, non-binary and many more are giving an individual freedom to express themselves as they please. Within this fluidity of the *zeitgeist*, while being socially impactful and a positive movement toward inclusivity within society, it can also be a bit troublesome when marketing to this consumer market. Millennials differ from previous age cohorts and marketing can be a bit tricky. These following fashion forecasts will take into consideration the social, political and demographic of the current generation and compare and contrast to past social influences on trends.

Color

When it comes to the color of denim jeans, changes are minimal because it is a *cyclical* process. *Cyclical* means the colors are occurring in cycles and regularly timed. In the past, the denim industry has seen many different shades of blue, from the lightest wash to the absolute darkest. There have also been trends where colored denim was seen. White denim is another very popular wash right after Memorial Day and will die down right before Labor Day. Black denim on the other hand is often seen in the fall and winter and even in some professional settings. This is a repeated cyclical process that is seen every season and is expected to be in style.

For Fall and Winter 2022/2023, the return of true blue with saturated dark will come back in style with a punch of metallic shine color style (Denim Trend Fall Winter 2021 2022 Preview, 2020). The metallic shine style of denim jeans shows that after several years of pandemic, quarantine and COVID-craziness, the fashion industry will boom. With the economy stabilizing, people will want to flaunt their denim clothes with shiny, shimmery fabrics that make a bold impression. These denim jeans colors will be dark but muted blues such as Sailor Blue

(PANTONE 19-4034 TCX) , China Blue (PANTONE 18-3918 TCX) and India Ink (Pantone 19-4019 TCX). Post COVID-19, people will want to make a statement and stand out with their pieces.

Fabric

The need to be in comfortable and sustainable clothing will continue to evolve as more and more people are beginning to be aware of how important sustainability is in the fashion industry. Fashion designers and their brands are using biodegradable textiles to make their brand more sustainable. This idea will be carried into 2022 because of the *zeitgeist* of the current time where more people are aware of environmental issues. Due to the ongoing Coronavirus (COVID-19) pandemic, the certainty of the fall 2022 *fashion trend forecast* is questionable. The fashion trend forecast will be limited, and it will be consisting of more modest pieces with limited skin being revealed. This will be a *long wave phenomenon* as it is building momentum and will most likely have a long duration.

There are many historical events currently happening and taking place such as the global pandemic known as COVID-19, the upcoming 2024 presidential election, and major protests and movements such as Black Lives Matter. All of the fashion trends that protestors are seen in and other public demonstrations certainly will have the attention of fashion designers. Those protesting are being photographed and videotaped and shared all over the media that are grabbing great attention. The denim jeans will be a *trickle-up* effect because designers will take notice of what people are wearing on the streets and during protests for these major events. Protestors have been typically seen in more casual attire so that they can be comfortable while

walking long hours. This could potentially inspire designers to design more loose fitting denim with softer fabric and even potentially bring back the jegging since it has a more stretchy fabric. This is due to the many different types of denim feel that have the same qualities as any other jeans. Denim fabrics that are too itchy, too heavy, too stiff, but all of that will be officially gone in the upcoming years. Designers have been making clothing using more light weight and sustainable fabrics that do not harm the environment and are beneficial in all aspects.

Fit

In the next two years, the fashion industry expects to see more comfortable and relaxed outfits. For instance, more athleisure wear and even normalizing wearing pajamas for more than just sleep wear. The linings and widths of athleisure attire and pajamas make people look longer and leaner along with accentuating their natural curves. According to Verlo Mattress, the *source of change* for those who work from home, the bottom line is: wear what makes you feel productive (Wearing pajamas all day: pros & cons, 2017). Pajamas have always provided comfort through sleep but are seen as unacceptable wearing to work or any social event. However, it has become more of a norm where people are seen wearing pajamas in public.

Something that will hinder the trend of normalizing a more relaxed fit is the amount of attention it receives along with being more productive when working from home. Sleepwear is known to be a powerful psychological tool. People will feel some sort of dread to return to work and will end up dressing for their job even if it was a casual outfit. The *zeitgeist* of the time in the fashion industry is much less tense than it has been before. Although dressing in pajamas as a norm is seen as a lazy and extremely effortless look, there will be a strong interest in this comfortable clothing trend.

Silhouette/Hemline

The fashion industry expects to see denim hemlines chopped off to match the rugged detailing. Most comfort clothing sets currently in the market are implementing high rise, wide hems to cover footwear while sticking to elastic waistbands. This set up makes sandals look as working somewhere without adding too much or too little. This is a big step from traditional blazers and dress pants because of improving technology. *The New York Times* wrote a trend piece on children who refuse to wear jeans in favor of sweatpants. The style world has undergone a *cozification*, and that's where people started looking for other options to the jogger (Weltey, 2020). 'Going to sleep' comfort clothing wasn't meant to be perfect but with sleeves and inseams being long while having a tugging fit is what makes people appreciate sleepwear.

During the past years, similar trends on jogger pants have been seen, but this the jogger jean trend became obsolete as many people started opting for fleece track pants, slim-fitting sweats, or pin rolling. Jegging denim jeans would be back in style and will be available with a large range of washes and finishes – and it will boast lifting and four-way stretch. During the cold months, clothing including jeans are sewed with linen that gives a warm cozy feeling on the skin, something that even sweatpants cannot provide. Many decide to tailor the hems and cut down on fabric but it isn't really necessary.

Appliqués

Adding rugged modifications like patches, cartoonish artwork, and modifying the inseams gives a natural drape to any clothing and keeping air circulation running. This is especially noticeable in winter, people are not too cautious on their appearance in clothing. Instead, people

want something that isn't perfect, messy, and warm while customizing clothing with prints. For example, NASA has become a fashion staple ranging from backpacks to hoodies. The puffy crew neck sweaters along with a rocket ship or moon patch with NASA logo next to it gave everyone a feel of what it is like to be in space. "NASA fits into the mold where it not only has broad appeal, but there is almost nothing to dislike about it" (Masunaga & Mensik, 2019). In terms of this comfort clothing trend, having colored stripes, stars, or clouds in clothing displays sleep-related themes, not sticking to the same basic "roomier, baggy, fitted" that fashion "experts" reveal every single year. What is currently seen as a *source of fashion ideas*, now designers are starting to use the *trickle across theory* to add bold and bright colors such as how pajamas were designed and constructed with bedtime themes.

COVID-19 has drastically affected the fashion industry and the trends that were expected to be seen in Spring/Summer 2020 and Fall/Winter 2020. It has also altered designers' designing and creating garments for the future seasons. The world has entered a very lax state since the global pandemic, and consumers have begun to dress like it. The future forecast predicts loose fitting clothing and silhouettes that consumers have shown more of an interest in with the new working from home and online studies circumstances. Many categories of clothing have had a decline in sales, for instance, formal wear. However, denim is a staple garment that will always be in style and seen in many wardrobes regardless of the current circumstances. Post COVID-19, the fashion industry expects to see an increase in sales in clothing being that there was a huge decline due to the pandemic.

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Appendix A

Arnora Balidemaj - Intro/Conclusion/APA

Katrina Belanger - Color/Fabric

Rehat Reya - Silhouette/Hemline

Kaynait Zafar - Fit/Appliqués & Sketches