




# The Evolution and the Future of Puffer Jackets



# Team Members

- Alexandria L-Hawthorne

Editor-in-chief

- Anika Baldeo

Associate Editor

- Shayina Dubuisson

Art Director

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# What are puffer jackets?

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- Also known as down/bubble jackets
- Popular winter coat
- Helps keep consumers warm

(Tortor, Keiser, 2014, pg. 38)



*Figure 1.* Woman in red puffer coat. The best street style moments from NYFW, by Eddie Lee (2019)

# Who buys puffer jackets?

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- All ages
- Most sales : females who are 25 - 30 years old
- Located in colder climates
- Influenced by friends and celebrities on social media

# Hues

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- More colorful and shiny
- Metallics
- Neons
- Main colors: orange, pink, red

(Feltelberg, 2019)



*Figure 2. A woman In a Orange coat, from Colorful Winter Coats at NYFW, by Andrew Morales (2019)*

# Hues happening soon

*Zeitgeist*

- Hues will evoke the trouble that people will go through politically and economically. People will steer away from the vibrant colors and experimental colors seen in 2019 due to dominating events that will happen in to darks and neutrals.
- The mood will be more serious and the color of clothing will shift to dark and muted neutral colors like blacks, grays, and muted browns, burgundy, navy blue, and military-like colors such as olive, or moss green.

# Textiles

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- Most common: synthetic fiber and down jackets
- Down - goose feathers; a natural fiber that insulate heat into the body.
- Primaloft - synthetic fiber; the highest performing synthetic to insulate heat into the body.

(Funt, 2017)

# Textiles to come

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- Soft texture and Microfiber fabrics
- Sustainable fabrics
- Nanotechnology fabrics such as Gore-tex, Nano- tex, Aspen- Arogel

(Ledru, 2017)



# Silhouette

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- Many puffer jackets for the Fall 2019 season seen on the runway or in store, are bulky and have an oversized fit.
- The surge of oversized puffer jackets came from the rise of athletic wear, sports gear, and activewear. The love for activewear spread to winter coats and thus, designers started giving individuals what they wanted.

# Soon silhouettes

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- Individuals will stray away from the oversized look, the fit will be slimmer, more conservative.
- Surrounding mood will stray from expressive and head towards more conservative.
- In today's court, conservative superiority has much influence on the forecast of puffer jackets.
- Most conservatives that are present in the court are ready to return to a time where the government had limited authority (Starr, 2019).
- This will create a controlled environment for individuals and can reflect on the way they dress.

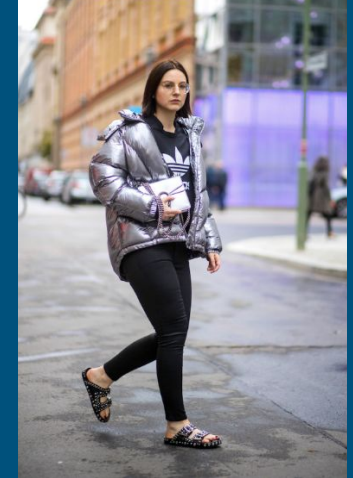
# Finishes

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- Vibrant finishes
- Tactile fabrics
- High shine
- Metallic
- Velvet



*Figure 3. Fashion Week Street Style Stars Beat the Cold With Bright Colors and Great Coats, by Adam Katz(2019)*



*Figure 4. How to Style Your Favorite Puffy Coat Without Looking Like the Michelin Man, by Christian Vierig (2019)*

# Future finishes

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- Pockets
- Fur collars
- Bold zip lines



# Length

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- Short - above the hip
- Medium - mid-thigh, above the knee
- Long - floor length, close to the ankle
- Most popular - cropped, short

(Teitell, 2019)

# Lengths later on

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- Short
- Medium
- Long
- Most popular - long





# Recommendations

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