

The Evolution and the Future of Puffer Jackets

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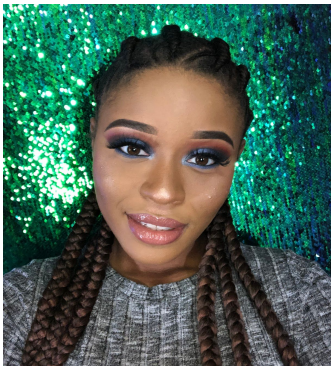
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Letter to the Reader

Few pieces in fashion can hang in as many varied circles as the iconic puffer jacket. They have been around for years, and have been worn by almost everyone. It was first seen in New York by the well-known designer Norma Kamali. She came up with her design after going on a camping trip in the 1970's. "It was cold and I was getting up at night to go to the bathroom. I threw on my sleeping bag and sprinted for the bush. As I was running I was thinking, I need to put sleeves on this thing" (La Ferla, 2009). This simple idea inspired generations of these jackets. They soon became popular in Milan with the famous Moncler down puffer jacket. Sales increased because the youth appreciated technical outdoor apparel for activities like mountaineering. Companies such as Timberland, Fiorucci, Armani and Best Company quickly picked up on the trend using an American aesthetic and Italian colors. Brands who specialized in clothing for harsh weather conditions also joined in.

With styles from the 80's resurfacing, many known looks have been reimaged and made their way to the runway. Puffer jackets are one style that has definitely made a reappearance for the fashion trends of Fall 2019 and it doesn't look like they're going anywhere anytime soon!

This year has a lot of cropped and oversized puffers in store for its consumers. Majority will be

Figure 10. Urban Outfitters offers the Puma and Ader Error long puffer jacket. Oversized Athletic Parkas, by Riley von Niessen

brightly colored and made out of lighter fabrics. In the upcoming years, we have forecasted the return of puffer coats with differing elements such as color and fabric pertaining to events happening at that time.

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Down Jackets

Down jackets are one of winter's essentials that helps people to stay warm, in today's society it is also known as the puffer jacket/bubble coat. The down jacket is defined as a zippered jacket with long sleeves, knitted cuffs, and waistband, interlined with down quilted to the outer fabric and lining (Tortora & Keiser, 2014). Because the jacket is round and puffy, people use the term puffer or bubble to reference the jacket. The word "bubble" is described as "an apparel or hairstyles with a balloon like shape" (Tortora, Keiser, 2014, page 38)

One will use these terms to discuss the importance and specifications of the puffer jacket to determine the trends for 2021.

Color

In this section one will discuss the trend colors for fall 2019 and how past events influence the colors of the season. The colors for puffers in fall 2019 are more colorful and shiny, people are wearing metallic colored puffer coats (Marsh, 2018). The average consumer buys black or brown coats so they can match their outfits. The three main colors that are constantly repeating for fall are orange, pink, and red. These are the colors that people are wearing outside on the streets of

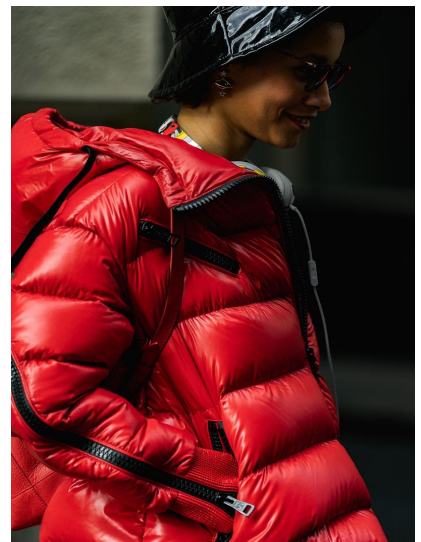


Figure 1. Woman in red puffer coat. The best street style moments from NYFW, by Eddie Lee (2019)

New York Fashion Week and according to an article from *Women's Wear Daily* called “ Pantone Color trend report fall 2019: NYFW color palette,” it shows you fabric colored swatches that will be worn in fall. There were mainly different shades and tints of orange, red, pink, yellow, and green (Feltelberg, 2019). These colors are polished and vibrant to express individuality and uniqueness.

The fall trends of 2019 are inspired by the 1980's. The 80's decade was the time period that started bright neon colors in clothing. Many people during that time was influenced by music artist, movies, television shows, and celebrities to dress in neon. Everything during that time was full of excitement and innovation. For example, Madonna was a pop singer icon during the 80's and she inspired people to wear neon colors through outfits that she wore in music videos, red carpets and photoshoots (Sooney, 2006). Madonna released her debut album, *Madonna*, in 1983, which had a good efficient amount of record sales. Later, she made her second album called “*Like a Virgin*” which made her become known worldwide because her single “*Like a Virgin*” was her fans favorite which



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

made her album so popular. She became a fashion inspiration to others when she wore clothing such as neon green leg warmers with a matching sweater in photo shoots and when she performed her song “Dress you Up” in concert she wore a multi colored jacket that was full of highlighter colors (Shultz & Parsley, 2018). These 80’s fluorescent colors have a big impact on the fall 2019 puffer coats because the colors are vibrant. The colors that were mostly worn in the 80’s are hot pink, yellow, orange, and green (2016). Some of these colors have repeated themselves in the fall 2019 puffer trends and it shows how the 80’s inspire people to dress in a colorful urban way. It also shows that people are not afraid to go back to the past and follow trends that can make their wardrobe more unique and tasteful.

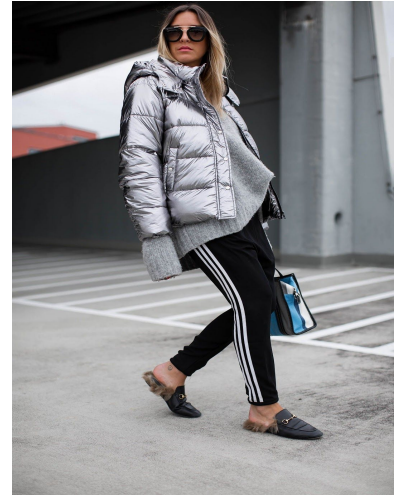
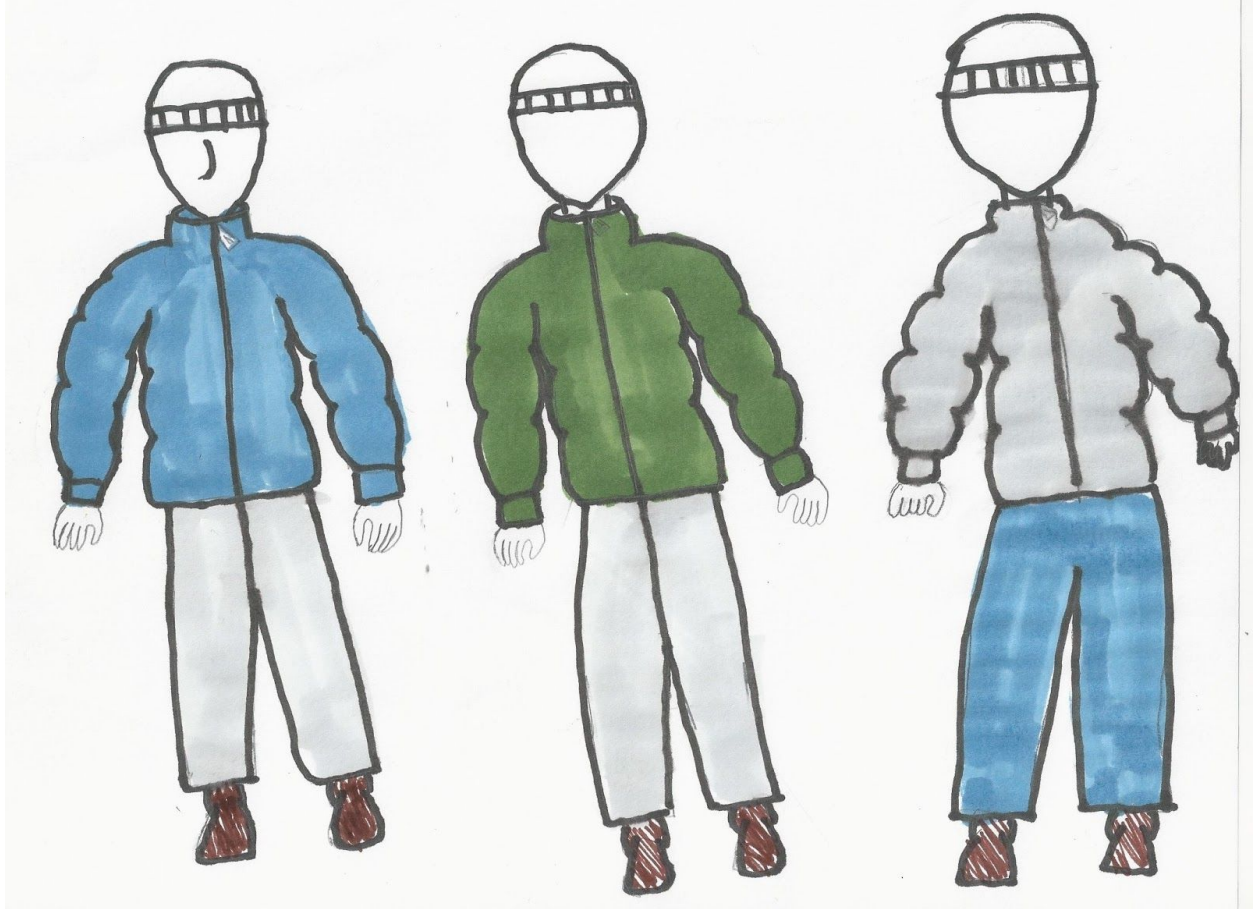


Figure 3. A woman in a silver metallic puffer coat, Silver metallic x puffer jacket, by Sandra Liebster (2019)



Fabric

During the winter time, it is important that individuals check the fabrication on our clothing to make sure that the garment is efficient enough to keep us warm and protected during the cold climate. The reason why it is good to choose puffers as a winter coat is because it is thick and strong enough to shield the body through tough weather. The two types of textiles that are used to make puffers are synthetic fibers and down (John, 2018). The difference between the two is that one isolates more than the other. Primaloft is a synthetic recycled fiber that acts like goose feathers because it helps insulate heat into the body and it retains ninety-eight percent of heat even when it is wet. Goose feathers are what down jackets are made out of, it is more expensive than primaloft because it comes from a real animal and it helps bring more heat into the body especially during the days when it one degree fahrenheit (2018). Although down jackets are one of the warmest jackets in the market for winter time, it can be a bad thing to wear them when it is raining heavily. When a down jacket gets wet, the water absorbs all of the feathers and then wet feathers transfers on to the body which will result in making the body cold (Bellis,2019). Therefore for the only time the down jacket can be useful is during winter time when it is snowing and cold, and synthetic fibers such as primaloft can be worn in the snow, light rain, and cold climates. The fabric is important because it shows us why the jacket is called the

puffer. The textiles that are used to make the inside of the jacket gave the garment its importance and their purpose for being a winter essential.

The fall trends were influenced by the 80's because the fabrication down vests and the brand Triple F.A.T Goose were very popular during the time. Triple F.A.T Goose was one of the 80's top fashion brands because of its fluorescent colors and nicely styled jackets. A lot of rap and R&B artists used to wear it. According to the article "Canada Goose v.s 80's Fashion Stalwart Triple F.A.T. Goose?" said it entails that Triple F.A.T. Goose was one of the 80's greatest fashion trends by Complex in the year 2012 (Duggan,2017). This brand can be related to Canada Goose which is an expensive jacket brand that makes stylish, strong, thick, and good quality down jackets for consumers. Triple F.A.T. Goose made a big impact on the fall 2019 puffer trend because a lot more people will be buying colorful goose feather jackets because it's the textile that will keep you warm and it is fashionable.

Although this fall season puffer jackets are similar to the jackets that's in the 80's, their outside fabrication has changed tremendously. The Fall 2019 down coats differ from the 80's down coats because they use a lot of technical fabrics for the outer layer and use textiles that are more lightweight (Williams, 2014). A puffer in the 80's had less technology advances in the fabrication, they used fabric that were waterproof such as nylon. Today our waterproof

fabrication is much more durable and stronger due to technological advances in the textile industry. For example, a lot of outerwear brands such as the North face, Patagonia, and Canada goose use a fabrication called Gore-tex (Bellis,2019). According to the article “ Fabrics- The history of Fabrics and different fibers” gore-tex wasn’t introduced into the textile industries until the 90’s (2019). This shows how our fabrication for our winter coats are becoming more advanced.

Silhouette

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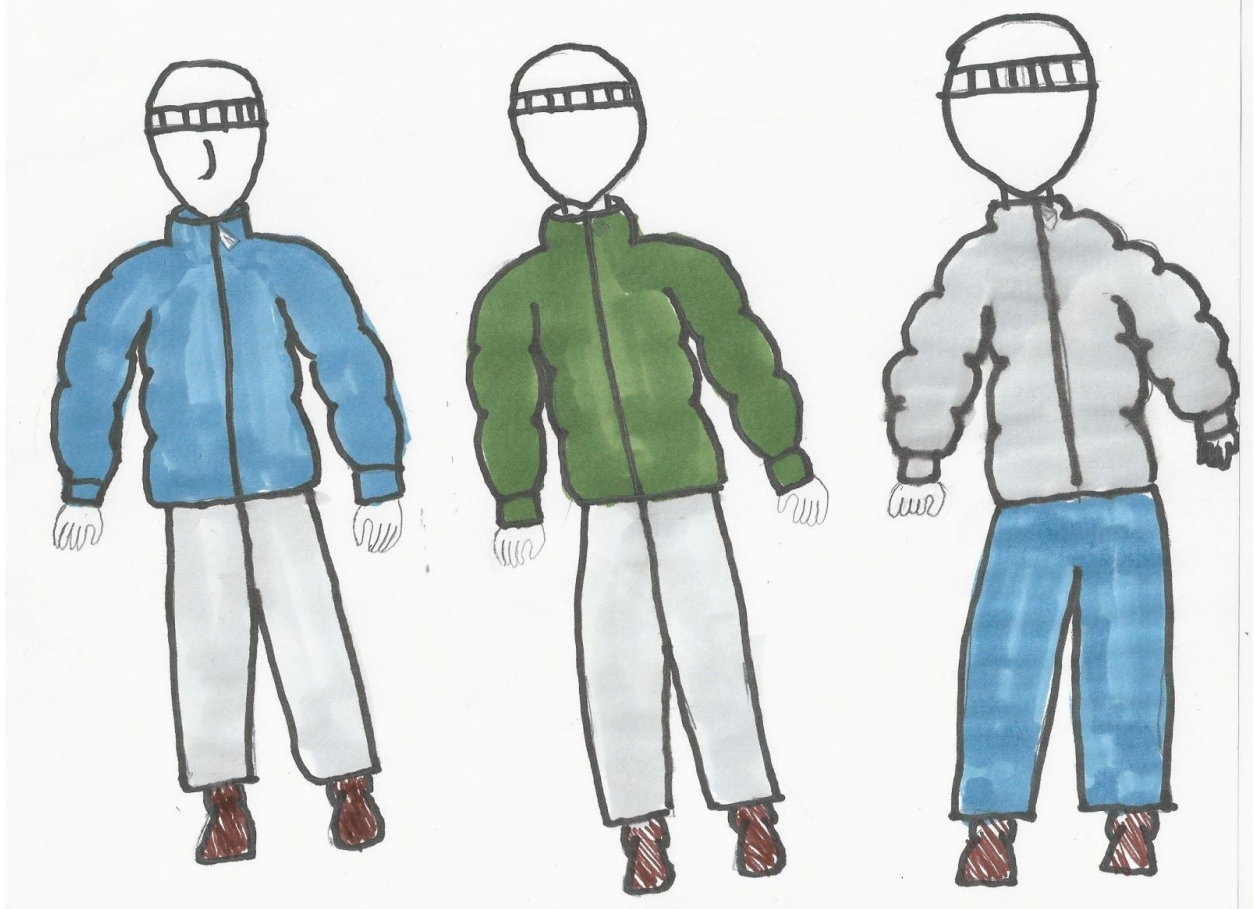
The fall trends of 2019 are inspired by the 1980's. The 80's decade was the time period that started bright neon colors in clothing. Many people during that time were influenced by music artists, movies, television shows, and celebrities to dress in neon. Everything during that time was full of excitement and innovation. For example, Madonna was a pop singer icon during the 80's and she inspired people to wear neon colors through outfits that she wore in music videos, red carpets and photoshoots (Sooney, 2006). Madonna released her debut album, *Madonna*, in 1983, which had a good amount of record sales. Later, she made her second album called "Like a Virgin" which made her become known worldwide because her single "Like a Virgin" was her fans favorite which made her album so popular. She became a fashion inspiration to others when she wore clothing such as neon green leg warmers with a matching sweater in photo shoots and when she performed her song "Dress you Up" in concert she wore a multi-colored jacket that was full of highlighter colors (Shultz & Parsley, 2018). These 80's fluorescent colors have a big impact on the fall 2019 puffer coats because the colors

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fabrication is much more durable and stronger due to technological advances in the textile industry. For example, a lot of outerwear brands such as the North face, Patagonia, and Canada goose use a fabrication called Gore-tex (Bellis,2019). According to the article “ Fabrics- The history of Fabrics and different fibers” gore-tex wasn’t introduced into the textile industries until the 90’s (2019). This shows how our fabrication for our winter coats are becoming more advanced.

“Designer versions of the puffer jacket have been around since the Eighties, explains Dr Harriet Atkinson, whom is the senior lecturer in design history at the University of Brighton. “The history of these coats can be found through both the influence of expeditionary outdoor clothing and through the history of bedding” (Petter, 2019). The surge of oversized puffer jackets has a lot to do with the rise of athletic wear, sports gear, and activewear. The love for activewear spread to winter coats. From there, it was history. Designers gave what people wanted and started showcasing their versions of the oversized puffer.

Norma Kamali’s credited for her sleeping bag coat, which she designed in the ’80s and still sells at her New York store today. She manufactured the whole puffer, down-jacket business. Kamali got the idea for the jacket during a camping trip, when she got up and wrapped

herself in her sleeping bag for a quick excursion into the trees. It became a runaway hit. They were revolutionary at that moment and she was visionary.

“Originally came Charles James’ version of the puffer jacket, slightly haute couture-esque with its constructed lines and oversized figure. Next came Moncler, whose technical puffer jacket quickly became a sensation in Milan and made the chicest Milanese youth, run throughout the Eighties, Moncler’s and Emporio Armani’s puffer jackets are still synonymous with the “rich youth” in Italy even now, and are often considered essential items as soon as the first cold surge of winter hits the Italian cities” (Cafaro, Adivi, 2018). Puffer jackets became one of the first staples to represent an entire subculture, both in the 80s and Fall 2019. It marked an important



Figure 4. Edward Berthelot/Getty Images, from How to Style Your Favorite Puffy Coat Without Looking Like the Michelin Man, by Edward Berthelot (2019)



Figure 5. Christian Vierig/Getty Images for Zalando, from How to Style Your Favorite Puffy Coat Without Looking Like the Michelin Man, by Christian Vierig (2019)

shift for the fashion industry, which started producing fashionable clothing for specific weather conditions, too, rather than specific occasions.



Figure 6. Christian Vierig/Getty Images, from *How to Style Your Favorite Puffy Coat Without Looking Like the Michelin Man*, by Christian Vierig (2019)



Appliqué

Some of the most popular finishes of the puffer jacket have been metallic, colorblock, and high shine. “The puffer was popular back in the '80s and '90s before becoming related to ski dads and tourists, was revived on the Fall '16 catwalks by Demna Gvasalia for his debut at Balenciaga. Balenciaga wasn't the only designer to bring the puffer back to life. Over the past few seasons, Stella McCartney gave us luxurious velvet finishes and quilted jackets and Pucci delivered epic mountain scenes on longer coats” (Murray, 2018). Fast forward to now, the puffer is more considered, with unconventional, vibrant finishes, and tactile fabrics. One has seen the oil slick high shine applique on puffer jackets in Philipp Plein and Kenzo’s collections. Majority of the runway looks and street style looks consist of high shine, oversized dramatic, metallic, and even velvet.

“Certainly, part of the puffer jacket’s later evolution – a Moncler innovation – has been a matter of using smaller quantities of down than might have been found in earlier examples, as well as using mathematically precise amounts per square centimetre of



Figure 7. From Fashion Week Street Style Stars Beat the Cold With Bright Colors and Great Coats, by Adam Katz(2019)

garment, to give the same levels of warmth but with much less weight. Weight, in fact, is the constant battle of the modern puffer jacket manufacturer” (Sims, 2017).

The puffer jacket in the 80s, when first introduced, was designed for technicality more than anything. As puffer jackets started hitting more runways, that’s when one starts to see the changes in the different finishes puffer jackets now have to offer. Most puffer jackets in the 80s had color block finishes or were simply made up of nylon with simple clean lines. Now, one sees more variety like the metallic, and velvet finishes.



Length

Puffer jackets come in different lengths to fit the various body types of customers. Different lengths also factors in to the type of outfit that will be accompanying the jacket. One of the most common lengths is short. This length was seen all over Milan in Moncler jackets. “A Moncler down puffer jacket is worn right over the top of pants, with all the buttons together except for some at the top (Marshall, 2016). It has continued to stay in style. Short puffer jackets reach right above the hip. They are perfect for wearing over short sleeve and long sleeve shirts.

They also come in medium length. These puffer jackets have a different reach depending on your height. They are usually made to reach mid-thigh. “It can fall to mid-thigh or above the knee or approximately at the ankle” (Teitell, 2019). It might be a little longer on

shorter people and a little shorter on taller people. These jackets are good to wear sweaters or cardigans that hang a little lower than the waist so they can cover them.



prime ministers, by Olivia Petter (2019)

Another popular length is long. These jackets have quickly become more common. This length was also seen in the 80's is Norma Kamali's "sleeping bag jacket." The length is used to keep the entire body warm. Designers continued making puffer jackets in this length but not just for warmth all around. "The long puffer jacket creates a statement that's guaranteed to get its wearer observed" (Niessen, 2018). They used the length to make sure their customers are seen. Long puffer jackets are usually floor length or close to the ankle. They can be worn with almost anything, from t-shirts to sweaters.



Figure 9. Winnie Harlow wears a sparkling sequin puffer jacket on the Moschino x H&M runway. Puffer jackets: How one fashion trend united models, skiers and prime ministers, by Olivia Petter (2019)

The Different forms of Puffer Jackets through the centuries

There have been dominating events, technology advances, attitudes, and ideals that have affected the change of the puffer jacket over time. As one continues to do research to evaluate down jackets in the 80's to the present, the events that occurred during the past and today made a big impact on the evolution of puffer jackets. Madonna, as was said before, was a big pop icon during the 80's because she was a fashion leader, a person who has a high interest in fashion and have qualities in leadership (Katz and Lazarsfeld, 1955). She was the only artist that was constantly changing her looks and she wasn't afraid to take fashion chances. Her wardrobe consists of fishnet stockings, fluorescent clothing, layered necklaces, layered bracelets, fingerless lace gloves, and etc. (Sharma, 2009). Neon colors in the eighties were colors that were known to keep the decade alive and free, a lot of people during that time enjoyed pop music which was why Madonna was a big influencer. Today people are always busy and technology have made a big change in society (Larkin,2018). Therefore the colors for fall 2019 are bright enough to wear on a daily basis and it fits into our busy lives, such as tomato red, golden yellow, orange, grass green, and light pink. These are colors that can be worn to make a fashion statement on a regular day without it being too bright or disturbing our overall attire .

Technology made some big changes from the 1980's until the present. Before the 1980's there were fabrics that were man made such as rayon, lycra, spandex, and acrylics to make jackets(Thomas, 2018; Bellis,2019)Although this fall season puffer jackets are similar to the jackets that's in the 80's, their outside fabrication have changed tremendously. The Fall 2019 down coats are differ from the 80's down coats because they use a lot of technical fabrics for the outer layer and use textiles that are more shiny with metal colors (Williams, 2014). A puffer in the 80's had less technology advances in the fabrication, they used fabric that were waterproof such as nylon. Today our waterproof fabrication is much more durable and stronger due to technological advances in the textile industry. Gore-tex is used in a lot of outerwear clothing brands because it is popular for its strong and sustainability texture towards tough weather. According to the article “ Fabrics- The history of Fabrics and different fibers” gore-tex wasn't introduced into the textile industries until the 90's (2019). This shows how our fabrication for our winter coats are becoming more advanced.

The influence of fit, length, and finishes was based off dominating events that happened in history. Eddie Bauer, who was a outdoorsmen, was the person who designed the first puffer jacket in 1940. Because of his near death experience climbing up a canyon in the Olympic Peninsula during a bad winter storm in January, he wanted to make a jacket that was sustainable

for the environment with cold climate (McCarthy, 2017). From that experience, he then made the Blizzard proof jacket, which was a waist length, brown, no hood, down jacket. This later evolutionized the creation of different puffer jackets and the creation of the sleeping bag coat designed by Norma Kamali in the mid 1970's. Her experience was similar to Bauer's because she also went on an outdoors trip and she found herself always getting cold and using her sleeping bag as a jacket, so she decided to add sleeves on to her sleeping bag which converted her sleeping bag into a puffer coat (Ferla, 2019). The coat was long, with long sleeves, and it didn't have a zipper nor a hood. Puffers today have hoods, are waist length, and some are oversized with polished colorful finishes. Although the trend of puffer jackets today derived from the 80's, not everything stayed the same. As discussed before, the 80's were known for the Moncler puffer coat. Their length did not vary as much as they do now. The 1980's saw a lot of puffer jackets that ranged from the waist to mid-calf. In today's fashion you can see that "2019's iterations have gotten a serious upgrade, whether that's temperature control insulation or a variety of lengths so you can find your best fit" (Gonzales, 2019). Lifestyle trends are one of the reasons that change has taken place. According to Shonagh Marshall (2016), puffer jackets were mainly used as technical outdoor jackets. Now, jackets are designed in different lengths for not only different body types but to show who they are as a person. Longer jackets are used to get

the attention of viewers. Social trends have also contributed to the change of puffer coats. Tara Gonzales (2019) admitted to buying an oversized long puffer jacket because she saw an image of Ariana Grande in the same jacket. Many others are influenced by celebrities and social media.

Consumer Profile

Consumers who are seen in puffer jackets vary in age and gender. Small children and teenagers are found to be wearing puffer coats, as well as adults. Consumers are greatly influenced by celebrities when it comes to shopping. Tara Gonzales (2019) admitted to buying an oversized long puffer jacket because she saw an image of Ariana Grande in the same jacket. Gonzales and many others has let celebrities affect their shopping. People are also influenced by the opinions of others when shopping for puffer coats. It has been proven by Alexis DeSalva, who is a senior retail and e-commerce analyst, to have done so well because of the influence of buyers' peers. According to Mintel's survey done in the United States, about fifty-six percent of women between the ages of 18 and 34 would be more likely to buy something because an associate talked about it on social media, whereas it is 38 percent for all age-groups (Handley, 2019). Friends and family can cause people to want to buy a puffer coat. Puffer coats are designed for cold locations considering how warm it keeps you. "Even if someone chooses to wear it like a politician or a star, the warmth of a puffer will likely please the wearer" (Petter,

2019). No matter what other influences there were, the weather of where someone is will also be a leading factor. However, it is shown that locations are expanding to warmer states. Uniqlo started distributing vending machines offering jackets in airports around the United States. San Francisco International Airport administrators have reported sales of \$10,000 brought in from these machines in a month (Sider, 2018). Puffer jackets are being sold in airports for consumers who waited last minute to get a warm jacket when traveling to colder areas.

Fashion Forecast

Fashion reacts to its environment and as society and politics change, so does fashion. The future of fashion is not looking too bright if Trump is reelected. According to Starr (2019), “Three areas—climate change, the risk of a renewed global arms race, and control of the Supreme Court—encapsulate the historic significance of the 2020 election. The first two problems will become harder to address as time goes on. The third problem stands to remake our constitutional democracy and undermine the capacity for future change”. A second term for Trump will really hurt economically and politically. “In his first term, Trump announced plans to cancel the existing climate reforms, being higher fuel efficiency standards and limits on

emissions from new coal fired power plants, and he has pledged to pull the United States out of the Paris Agreement” (Starr, 2019). Because Trump pulled the United States, the chance at keeping global warming below 1.5 degrees celsius won’t be anymore. It will only rise because that was the objective of the Paris Agreement and Trump declined. With extreme weather events and worsening scientific forecasts, things definitely won’t get better in the years to come. Trump being reelected is only going to make matters worse. Furthermore, no one knows when the world might hit irreversible tipping point like the collapse of the West Antarctic Ice Sheet, which would likely land people to a catastrophic sea-level rise. One has already seen the effects of climate change, such as all the wildfires in California, and the risk of disasters will only increase. More storms, cyclones, flooding and long-term increases in sea level.

“The 2020 election will also determine if the United States whether the U.S. continues on a course that all but guarantees another kind of runaway global change—a stepped-up arms race, and with it a heightened risk of nuclear accidents and nuclear war. Trump’s “America first” doctrine, attacks on America’s alliances, and unilateral withdrawal from arms-control treaties have made the world far more dangerous. After pulling the United States out of the Iran nuclear agreement (in so doing, badly damaging America’s reputation as both an ally and a negotiating partner), Trump failed to secure from North Korea anything approaching the Iran deal’s terms,

leaving Kim Jong Un not only unchecked but with increased international standing” (Starr,2019). A second term for Trump would also initiate changes at home, possibly the most substantial of which, the Supreme Court. “Much of the public discussion about the Court’s future focuses on Roe v. Wade and other decisions expanding rights, protecting free speech, or mandating separation of Church and state. But the Court’s conservative majority has recently been chipping away at the expansive interpretation of the commerce clause, and some jurists on the right want to return to the pre-1937 era, thereby sharply limiting the government’s regulatory powers” (Starr, 2019). Many things will be limited and people will feel controlled and again, the mood will shift to being more serious, less expressive. Trump’s reelection would leave the country, deeply alienated from friends abroad and deeply divided at home. “The Supreme Court would be far out of line with public opinion and at the center of political conflict, much as the Court was in the 1930s before it relented on the key policies of the New Deal” (Starr, 2019). With just these predictions alone, one would say 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. They 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. The *pendulum* swings back to darks and neutrals. In Fall of 2018, the colors were neutral

but for Fall 2019, there was lots of vibrancy and neon colors trending. The muted colors will evoke the feeling of the less expressive mood and divides the country will feel. They may also very well resemble earthy tones too because regardless of what the planet is going through, it's nice to appreciate the colors and beauty.

Puffer jackets will be taken to new extremes, in direct response to our climate reaching crisis point, with voluminous detail and strange hybrid creations, created out of our current radioactive state. They won't be completely oversized, but a bit more fitted. The silhouette will have a sturdy foundation. It will be more fitted, against the body. Individuals will go for a more slim fit, conservative look. Because of the tense and serious mood of elections and many individuals fearing for Trump's reelection, it will also cause the slimmer fit because individuals won't be relaxed. Oversized gave a more relaxed vibe, which was a trend for a while. There will be exaggerated plethora of pockets, high neck lines, fur hoods, fur on the neckline, and bold zip lines. There will be both long and standard cut at the waist fits. The long puffer will almost evoke armor protecting the wearer from the harsh conditions and also from the harsh reality one will have to face in the midst of all the political and economical issues. There will be less expression with the neutrality of the colors but details of the puffer will in a sense evoke the chaos that one will go through. The appliqué of the puffer coat for Fall of 2020/2021 will not

consist of metallics, velvet, or anything seen in Fall 2019. It will actually go back to looking like the original puffer coat that once was only used for function, not aesthetics. The pockets, fur, bold zip lines will do the talking while the puffer will remain in a natural state with no special finishes.

Based on one's research and evaluations on past and current events, prediction hues for Fall 2020/2021 season will be more serious and the color of clothing will shift to dark and muted neutral colors like blacks, grays, and muted browns, navy blue, and military-like colors. They will evoke the trouble that individuals will go through politically and economically. Due to the elections that are coming in 2020, there is a lot of built up curiosity about who will become the next forty-sixth president of the United States. There is a high chance that president Donald Trump will be elected for a second term (Starr, 2019). Trump was elected presidency on November 9, 2016, becoming the 45th president of the United States, as a lot of people were very upset that he won the presidency and was able to complete his four year term without impeachment (Smith, 2016). The election is an influential event for the year 2020 because it will be intense due to the amount of democrats that are running for presidency. Therefore, individuals will steer away from the vibrant colors and experimental colors seen in 2019. The pendulum swings back to darks and neutrals. In Fall of 2018, the colors were neutral but for Fall 2019,

there was lots of vibrancy and neon colors trending. The dark, neutral colors will evoke the feeling of the less expressive mood and the division that the country will feel. They may also very well resemble earthy tones too because regardless of what the planet is going through, it is nice to appreciate the colors and beauty.

After thorough research and evaluation, it is shown that puffer jackets will move to a longer style in the year 2021. Cropped and mid-length puffers have been trending in 2019. However, due to changing weather conditions and a shift to more conservative looks, longer and slimmer jackets will appear in the future. According to David DuByne (2018), the weather has already started to fall apart. There have been extreme storms around the world and by 2021 these problems will be 4 times greater. The weather has already been hitting extremes globally and it is only going to get worse. Longer jackets can provide more protection to consumers during strong weather conditions. There will be a *pendulum swing* to a more serious look. According to Deborah Weinswig (2017), more moderate clothing is rising due to factors such as e-commerce and social media. By 2021, modest clothing will be showing up in many trends. Conservative superiority in today's court has been taking its toll 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 people and can

reflect on the way they dress. The surrounding mood will deviate from expressive and head towards more conservative and moderate.

The climate changes in the winter time can be very extreme. Especially with the forecast of worsening weather conditions, designers will be moving towards fabrics that can be helpful to consumers. According to Stéphanie Ledru (2017), designers will be using thermal base layers with a soft texture on the technical side for a more expensive feel during the upcoming year of 2021. She also mentioned hollowed out fibers for a warm and weightless feeling (2017). These fabrics will definitely help keep consumers comfortable and insulated for the tough weather approaching. The future of puffer jackets can also count on seeing fabrics made out of recycled plastic. Everlane, a clothing store based in San Francisco, announced that it was disposing of its entire supply of virgin plastic. The brand revealed that they will achieve this by the year of 2021 and introduce their new line of puffers and parkas created out of recycled plastic. The clothing company turned over 3 million plastic bottles, using about 15 to 60 bottles for each, into garments (Brannigan, 2018). After their declaration of using recycled plastic, many other companies followed suit and disclosed their future use of recycled plastic in their garments. This is due to the increase in awareness of environmentalism.

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Figure 1. Woman in red puffer coat. The best street style moments from NYFW, by Eddie Lee, 2019, retrieved from <https://hypebae.com/2019/2/new-york-fashion-week-fall-winter-fw19-street-style-prada-eline-chanel>

Figure 2. A woman In an Orange coat, from *Colorful Winter Coats at NYFW*, by Andrew Morales, 2019, <https://wwd.com/fashion-news/fashion-scoops/gallery/nyfw-street-style-fall-2019-trends-colorful-coats-1203015902/>

Figure 3. A woman in a silver metallic puffer coat, Silver metallic x puffer jacket, by Sandra Liebst, 2019, retrieved from <https://black-palms.com/outfit-silber-metallic-x-puffer-jacket-x-edited/>

Figure 4. Edward Berthelot/Getty Images. *How to Style Your Favorite Puffy Coat Without Looking Like the Michelin Man*, by Edward Berthelot, 2019, <https://stylecaster.com/puffy-winter-coat-outfits/#slide-27>

Figure 5. Christian Vierig/Getty Images for Zalando. *How to Style Your Favorite Puffy Coat Without Looking Like the Michelin Man*, by Christian Vierig, 2019, <https://stylecaster.com/puffy-winter-coat-outfits/#slide-18>

Figure 6. Christian Vierig/Getty Images. From *How to Style Your Favorite Puffy Coat Without Looking Like the Michelin Man*, by Christian Vierig, 2019, <https://stylecaster.com/puffy-winter-coat-outfits/#slide-2>

Figure 7. *Fashion Week Street Style Stars Beat the Cold With Bright Colors and Great Coats*, by Adam Katz, 2019, <https://www.wmagazine.com/gallery/new-york-fashion-week-fall-2019-street-style>

Figure 8. Puffer jackets graced the catwalk at Tom Ford during New York Fashion Week. *Puffer jackets: How one fashion trend united models, skiers and prime ministers*, by Olivia Petter, 2019, <https://www.independent.co.uk/life-style/fashion/puffer-jacket-trend-style-new-york-fashion-week-cold-nyfw-a8770196.html>

Figure 9. Winnie Harlow wears a sparkling sequin puffer jacket on the Moschino x H&M runway. *Puffer jackets: How one fashion trend united models, skiers and prime ministers*, by Olivia Petter, 2019, <https://www.independent.co.uk/life-style/fashion/puffer-jacket-trend-style-new-york-fashion-week-cold-nyfw-a8770196.html>

Figure 10. Urban Outfitters offers the Puma and Ader Error long puffer jacket. *Oversized Athletic Parkas*, by Riley von Niessen, <https://www.trendhunter.com/trends/athletic-parka>

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Appendix A (2019 Trends research)

Appendix B (2020 Trends Research)

Appendix C (Resumes)

Alexandria Hawthorne

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 1615 Albany Avenue
 Brooklyn, New York.
 11210

EXPERIENCE

Kahuna Software, Inc.

Receptionist
 July 2018 - May 2019

Greeting clients and visitors and answering visitor inquiries.
 Answering and routing incoming calls on a multi-line phone system.
 Scheduling and routing clients.
 Maintaining and scheduling conference rooms.
 Maintaining the waiting area, lobby, or other public areas.
 Ordering supplies.
 Scanning, photocopying, faxing and filing documents.
 Collecting and routing mail and hand-delivered packages.
 Verifying employee identification and issuing visitor passes.

Vivienne Hu

Fashion PR Intern
 April 2018 - June 2018

Assisting on maintaining and developing press database.
 Assisting on tracking and measuring effectiveness of all PR and social media initiatives for monthly reporting and archiving results.
 Research appropriate micro influencers for potential partnerships.
 Updating inventory on Excel.
 Assisting on all special events -catering, set-up, breakdown etc.
 Changing price tags on clothing.
 Keeping store and showroom clean and organized.

Holley Property Management

Office Assistant (Summers)
 June 2013-June 2017

Filing and sorting folders.
 Entering invoices and stamping files.
 Answering phones and replying to customer emails.
 Creating and updating records ensuring the accuracy and validity of the information.
 Schedule and plan meetings.

EDUCATION

New York City College of Technology

Anticipated Degree: Bachelor in Business & Technology of Fashion current

Kingsborough Community College

Fashion Design/Merchandising 55 Credits completed

ANIKA BALDEO

126-12 Old South Road, South Ozone Park, NY 11420 · (929) 230-8237
anika.baldeo@gmail.com

To secure a challenging position in fashion marketing for a prominent organization to expand my learnings, knowledge, and skills.

EXPERIENCE

SEPTEMBER 2016 – JUNE 2017

GRAPHIC DESIGNER, WORK BASED LEARNING

- Met with clients to discuss their needs, objectives and budgets.
- Designed and created a wide variety of graphic art and promotional material.
- Created unified designs across both online and offline medias.
- Explained concepts and ideas to clients and colleagues.
- Worked on presentations, logos, business cards and banner designs.
- Produced accurate and high-quality design work.

EDUCATION

JUNE 2017

ADVANCED REGENTS DIPLOMA, THOMAS A. EDISON CTE HIGHSCHOOL

Studying Graphic Communications, 90.83 GPA, Honors Student.

SEPTEMBER 2019

ASSOCIATE DEGREE, NEW YORK CITY COLLEGE OF TECHNOLOGY

Studying Fashion Marketing, 3.8 GPA.

SKILLS

- Certified in Adobe Photoshop CS6
- Certified in Adobe Illustrator CS6
- Experienced in Adobe InDesign CS6
- Experienced in Microsoft Word, Excel and PowerPoint
- Good communication, time management, creativity, and presentation skills

ACTIVITIES

- Volunteering hours with Macy's Partners in Time
- National Technical Honor Society
- National Honor Society

