



The Blazer Report Fall 20'

By: Kyla Byam-Ramsay, Diosmary Artilles, Jacqueline Ramos, Jennifer Huerta,
Ashley Roberts, Joel Collado



Doyenne

*“A woman who is the most respected
or prominent person in a particular
field”*



Zeitgeist of the Times : 1980s

The women empowerment movement started as early as the mid 19th century when the first international women's rights organization was formed

That movement was to discuss the social, civil, and religious condition and rights of woman

The 1980s showed the progression women have made over the years and there were many "firsts" for women in the United States.

The first female Supreme Court justice, the first female astronaut, and the first woman to be included on a major ticket for the U.S. presidency were all part of women making history

Women were proving that they were just as valuable as men.

Shoulder Padded Blazer

- Shoulder pads go back to the 1940s and were used for female evening wear but the trend did not last long
- In the 1980's, shoulder pads returned as a new meaning of power.
- British Prime Minister, Margaret Thatcher was seen wearing shoulder pads and the fact that such a high-powered woman adopted this trend, it began spread around the world
- Women began to follow this trend and it became popular for those who were very career-minded to wear shoulder pads in the office.
- The idea was that the bigger the shoulder pads, the more power one held and the more successful one will be



Princess Diana



Grace Jones



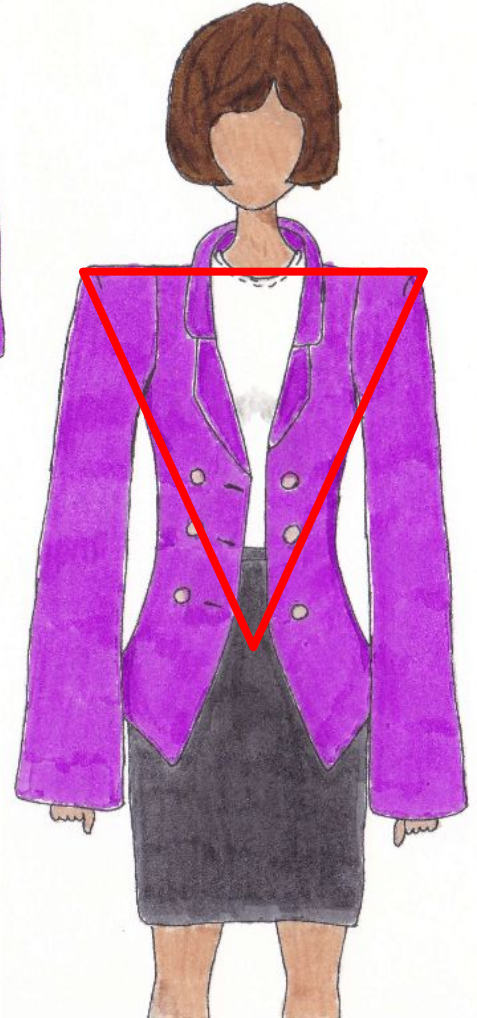
Margaret Thatcher

Silhouette



Vetements Fall 2018

- Working women: 71%
- 1980's: Big shoulder pads, shapeless square body, masculine
- Big shoulders equals power
- Women empowerment movement: #MeToo & Times Up
- Inverted triangle silhouette- Creates broad shoulders and emphasizes Womanly shape
- Extra long sleeves are the modern version of power.
- As the pendulum swings they will end at the base of the thumb.



Fit

1900s

- Introduced in Elsa Schiaparelli Designs
- Semi-circle or triangular shape in order to extend the shoulder line
- After World War II became bulkier to create a solid look
 - Sleeve: Long, loose fitting, relaxed fit
 - Masculine (confidence and authority)

Fall 2020

- Triangular shape
- Reduced shoulder pads
- Long loose fitting sleeves (middle of palm)
- Option of a belt to accentuate the waist



Style

- The 80's power look has come a long way and fashion designers are making a change in the pendulum swing and bringing back sharp shoulders.
- Around the late 80's padded shoulders were worn for a “working girl” look. Women were ready to enter that boardroom and show men how powerful they are.
- This year big, boxy, blazers are in.
- Whether they are in simple neutral colors, or with a plaid print embellished with grommets, or even with belts around the waist; they are seen everywhere on the streets as a casual fit.



Color

- Colors of the 1980's were vibrant, saturated, and reflected an upbeat mood and prosperous time. Lavendula, Radiant orchid, Mauve orchid, Ribbon red, Royal blue and Rose violet were all trending colors during this time.
- Since around 1985, pink has been a strong symbol of femininity and with the women empowerment movement happening around this decade, the rosy and mauvy colors are seen trending
- In the year 2020, one can expect the same empowerment of women but also unity of the people as a whole.



Color

- With the 2020 election, one can expect to see bold, vivacious colors and a desire for tranquility, strength, and optimism can inspire a blue family palette.
- Pantone has often shown these bright colors in every election year and in the year of 2016 it showed a purple as a gender fluid color



Bodacious (2016)

- For 2020, one should expect the color Dynamic Violet to be a trending color to represent the gender fluidity of our time, Buoyant Blue signifies the strength of the people, Gentle Lavender: the femininity of women and Soft Cornflower: optimism of the people.

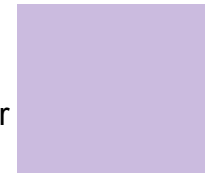
Dynamic Violet
(2020)



Soft
Cornflower
(2020)



Gentle Lavender
(2020)



Buoyant Blue
(2020)



Fabric

- Due to the increase of women in the work field, power suits and sharp shoulder pads became a symbol of empowerment and recognition for women all over. Blazers are one of the more structured type of clothing in fashion, which can interfere with the choice of fabric designers chose to utilize in their silhouettes.
- Fabrics such as seersucker, twill, corduroy, polyblend suiting, and wool are some of the common fabrics used in business/work wear.

Yves Saint Laurent “Le Smoking” Suit



Fabric

- Yves Saint Laurent infamous smoking suit, known as “Le Smoking”, was one of the more influential looks in fashion history that spoke to the independent women of that era and how they all wanted to stand for something using the same fabric.
- The fabrics used in “Le Smoking” suit consisted of “a classic dinner jacket in black grain de poudre wool or satin and trousers with a satin side-stripe with a ruffled white shirt, black bow tie and a wide cummerbund of satin (Shardlow, 2018).

Forecasting 2020

- Trench coats have been trending for a while now and might reconstruct the blazer in the future for year 2020.
- The combination of influence from a historic trend like “Le Smoking” suit and the modern day trench coat might fuse together as one with changes stemming from longer arms and padded shoulders based on the pendulum theory since “all fashion ends with excess” and blazers and trench coats have been stagnant for a while.



**The
Business
-Cool**



Zeitgeist of time: 1990s

- The 1980s was a time of prosperity and Generation X was immersed in images of wealth and success.
- The Reagan era was about conspicuous consumption which is the behavior of the upper class who displays wealth by participating in an extravagant lifestyle
- Monday October 19, 1987, known as Black Monday, the stock market crashed by an unprecedented 22.6% drop which was larger than that of 1929
- Many were worried that the crash in 1987 would lead to a depression similar to the 1930s.
- There was a savings and loan crisis, and by the time many Generation X had graduated in the early 90s, the job market had evaporated
- This led to people wanting to spend less and wear more casual clothing rather than the preppy style shown in the '80s since they can no longer relate to it.
- The grunge style, derived from clothes worn by Seattle rock musicians, took over the American fashion world and many of the pieces worn resembled second hand clothing

Leather Blazer

- As the professional look started to disappear, companies were offering “casual Fridays” and allowed employees to wear jeans to work
- Designers like Calvin Klein, Donna Karan and Ralph Lauren were finding ways to put a new twist on sportswear.
- The pendulum had swung from expensive labels to cost cutting labels like The Gap
- Leather jackets were known as a symbol of youthful rebellion which coincided with the casual wear and rebellion of the 90’s
- Leather is also a durable material which is why many invested in it because they wanted these pieces to last a long time, especially during this cost- cutting era

Cindy Crawford



Madonna



Winona Ryder



Gwyneth Paltrow



Silhouette

- Women push the envelope of what is acceptable to work on Casual Fridays
- 90's: Pendulum swings from boxy, masculine blazers to feminine, and edgy blazers
- Longer length represents the exaggeration of the 80's.
- Relaxed form represents casual way of the 90's.
- Fall 2018 exaggerated curved waist will change to more relaxed shape.



Balenciaga Fall
2018



Fit

1900s

- Androgyny (oversized, cropped, boxy)

Fall 2020

- Embrace curves
- Round shoulders and arms structured to hug the body
- Accentuate the waist
 - With seams, buttons, zipper
- Below the hips (relaxed but professional look)

Style

- With the millennials being obsessed with the 90's look, leather blazers are making a slow comeback.
- Blazers are well known for formal occasions or work related, but the leather material makes a statement.
- This look is combining both masculine and feminine styles.



Color

- Pantone's colors of the 1990's shifted to a mixed bag of neutrals and subtle shades and tints
- Gray perceived as a classic sleek look because it is a perfect neutral color between white and black.
- Casual Fridays at the office one calls for neutral shades not vibrant colors.
- Being dress in neutral colors such as the color gray is something you can wear to the office and go have dinner at the end of your shift.

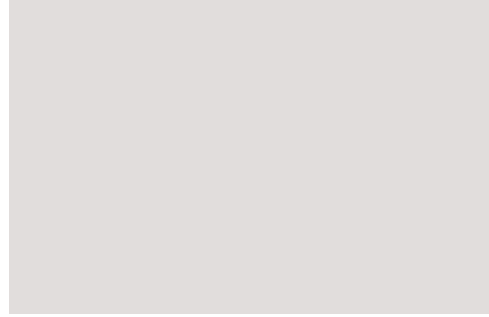


Color

Grain of Sand



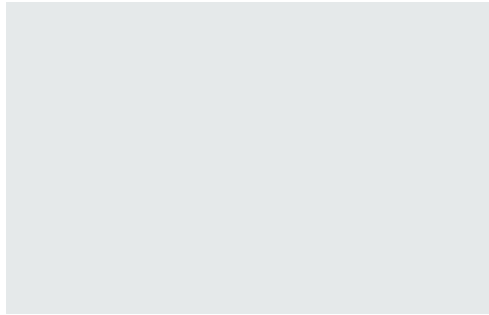
Sailboat



Cloudy Skies



Calm



Fabric

- Throughout more recent times, designers and consumers have looked for ways to become sustainable, cheaper, and environmentally friendly, while staying fashionable.
- This movement may enter the realms of the blazer and change it to look more fashionable and less business like. With similar properties to natural leather, faux leather is more economical and can be produced in a wide variety of colors.
- This means more brighter and bolder looks without the concern of damaging the fabric. In 2020, one will see growth in the amount of faux leather used in high fashion brands.

Faux Leather





Cowgirl

Chic



Zeitgeist of times: 1940s

- The 1940s was a time of showing American heroism especially after WWI leading up to WWII
- Hollywood specialized in creating tales of heroes fighting against the savage enemies and saving defenseless settlements in the process
- Films about the cowboys defending their town and fighting the bad guy had become popular during this time which related to the US defending their country and helping the European countries during the war
- The cowboy represented the US and the veterans who were heroes of the war.
- Western style became known as Americana style and because of the Western films, America has taken the style as a form of patriotism



Cowboy Blazer

- The Cowboy Blazer, like many other western style items such as cowboy boots, came about during a time that Hollywood began to create heroic cowboy films
- Fringe and denim were used for this style and became very Americana.
- The Cowboy blazer, influenced by the western style, was a way to show one's respect to their American country



Silhouette



- Cowboy ranchers originated in Spain passed on to Mexico, and Spread to the United States.
- Cropped square body
- Three quarter sleeves
- Silhouette combines the elegance of the Chanel Suit jacket with the rough and humbleness of the cowboy jacket.



Fit

1950s- Nudie suit

- Flamboyant, Rhinestones, Chain stitched embroidery
- Custom (Tailored to wearers body)
 - Full length sleeves
 - Cinched waist
 - One or two buttons
 - Structured shoulders

Fall 2020

- Modernity
- Scoop neckline (accentuate face and shoulders)
- $\frac{3}{4}$ Sleeves, round shoulders
- Waist length (Boxy)



Style

- In order to incorporate the western inspired trend in an everyday wear, women toned the look down in their style preference.
- They combined the western look with no more than two pieces in one outfit.



Color

- Western look
- Classic colors
- Designed to make an impact



Emperor



Little Boy Blue

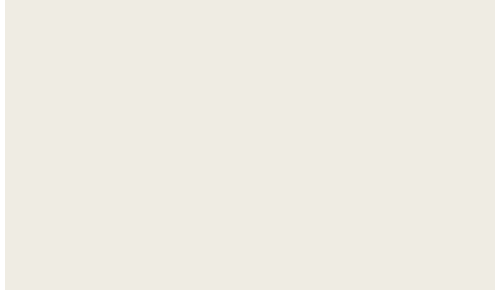


Chili Oil



Color

Almond



Cinnamon



White

Chocolate



Mocha



Fabric

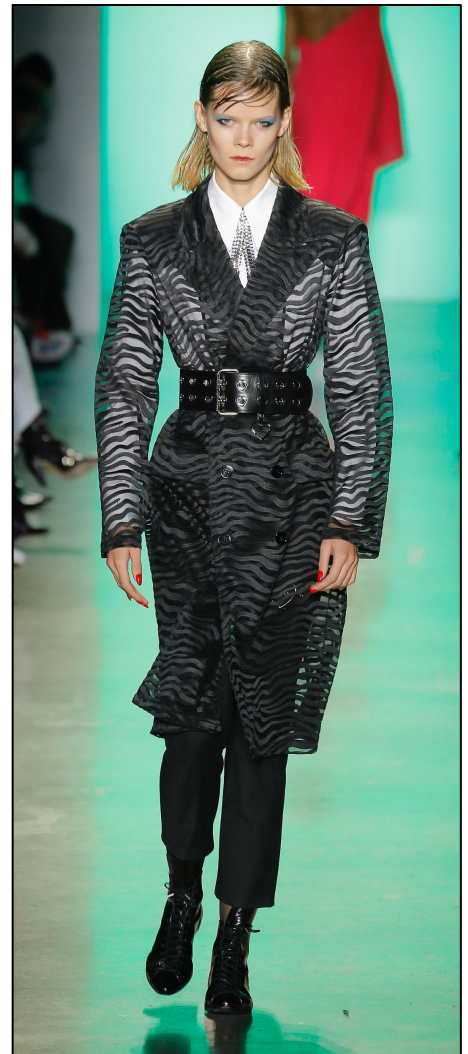
- Looking back into the 2014 fashion week Western trend, which included fabrics such as fringe, leather, and suede in the details of the jackets, we can predict that these high end brands will take it up a notch by including this western trend with tweed boucle fabrics in a blazer style for Fall 2018.
- Tweed boucle fabrics is the legendary cloth woven with fancy yarn, lurex threads, trims, ribbons, and sequins shown in various colors (Tissura, 2018).
- For Fall 2018, the Western trend that swept the runway is the perfect embodiment of the new way to wear the all-American aesthetic: less rodeo cowgirl, more Rodeo Drive (Vogue, 2018). In Fall 2020, one will see tweed boucle fabricated blazers more in work wear for women in the office.

Tweed-Boucle Fabric





*Sheer
Simplicity*



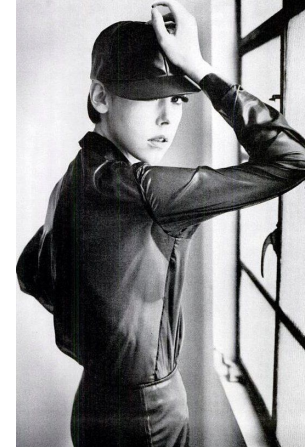
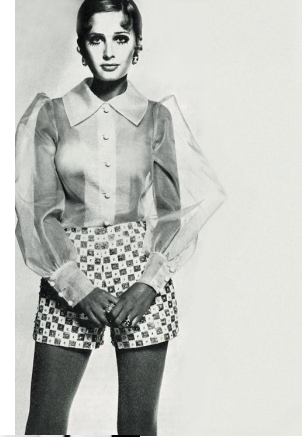
Zeitgeist of times: 1960s

- The 1960s was a time about liberation and freedom. People were seeking liberation from the war, the civil rights movement was seeking freedom from white supremacy and segregation, and women were seeking liberation from the conservative ideas from the 50s
- Retro colors came about, skirts were shorter, women were braless.
- Bra-burning became popular as women threw their bras in a trash can and burned them. This became a symbol of the women's liberation movement in the late 1960s, and even though very few bras were actually burned, many women did stop wearing them for a while as part of the movement
- See through clothing also became a trend as it represented women stepping out from the norm and becoming comfortable and free in their body.



Sheer Blazer

- Fashion in 1960s was hit by a shock wave of nudity that extended around the globe and caused world-wide controversy
- Cut out clothing and see through fabric were used throughout many pieces used by women.
- Chiffon was often used as a see through fabric for dresses used for women
- The see through trend was brought into work wear with transparent blouses and blazers.
- This sense of freedom especially for women can be seen in the fabric of clothing used as well as the the lengths of clothing getting shorter as the women of this era began to show more skin
- The sheer blazer was a way for women to show skin and still be appropriate for the office.





Silhouette

- Single Breasted blazer with one button.
- Button helps create hourglass silhouette
- Sheer easily drapes on shoulders making it look more form fitting
- Pendulum will swing fitted shoulders



Taller Marmo
Spring 2018

Fit

1960s

- Layering piece
- Similar to the fit of a blouse
 - Spread Collar
 - Balloon sleeves
 - Two button rounded cuff

Fall 2020

- Relaxed fit due to sheer material
 - Fabric has a lot of stretch
- Button on waist gives a smaller waist illusion
- Puff sleeve
- Little to no shoulder pads



Style

- Opacity is no longer a requirement for clothing.
- Sheer can be challenging in some cases but if its worn right it can be done.



Color

- 1960's consisted of bright fluorescent colors which were popular everywhere, from posters to peace symbols, from miniskirts to minibuses
- Color trends for the Fall 2018-2019 according to the Textile Report is the Retro Mix



Color

Morning

Glory



Pink

Peony



Lotus



Bluebell

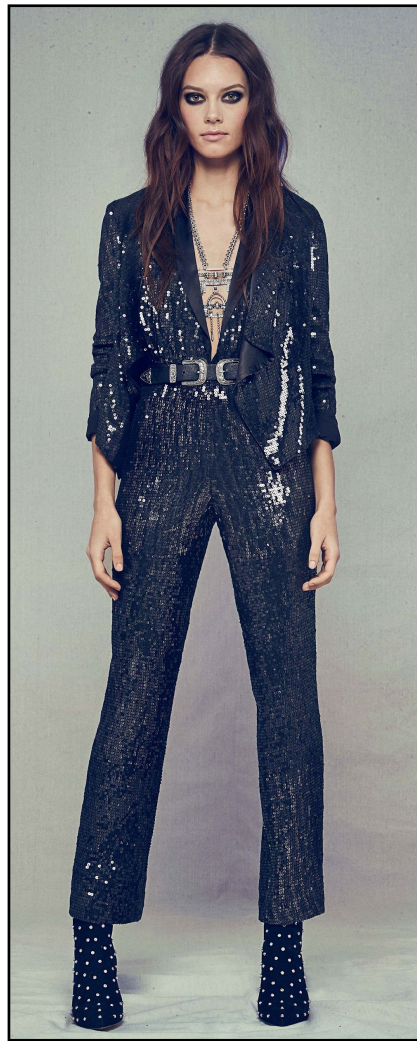


Fabric

- From sheer transparencies to saturated color and anoraks, it's been a season full of energy and optimism (WWD, 2018). With the spring 2018 fashion trends consisting of sheer transparencies and saturated colors, we can expect to see a continuation into fall of 2018.
- Since sheer fabrics are so light and airy, this can help to highlight the layering trend.
- The layering trend can help to complement the sheer blazer trend and make it more appropriate for work as well. Since the sheer fabric is trending so much right now, In 2020 we can expect to see a switch from this lightweight fabric to a more opaque material such as velvet.



DISCO
FEVER



Zeitgeist Of Time: 1970's

- The 1970s were a tumultuous time as many people continued their fight for equality and many Americans were protesting against the ongoing war in Vietnam
- Environmental movements were brought up and created the first Earth Day in 1970 and The Clean Air Act and the Clean Water Act
- The Seventies saw massive inflation worldwide and much of it was caused by the Oil Crisis in the Middle East
- The WaterGate Scandal and the resignation of Nixon disappointed many Americans and many people withdrew from politics altogether and turned to pop culture
- Disco arose in this era as it provided young people with an escape from “the general depression and drabness of the political and musical atmosphere of the seventies” Roger Ebert. Advances of technology helped with the evolution of Disco. Digital Technology is seen for the first time in consumer products including the first calculator, advances in home appliances and the invention on Microsoft and the first Apple computer.
- The technology advances of the 70's influenced music greatly and created synthesisers As Disco's popularity grew, it began to influence the fashion trends of that era.

Sequin Blazer

- The 1970s Disco era is mostly remembered by the Disco ball and the sequins on the clothing worn by the dancers.
- The era was all about channeling your passion for energetic club music into the way you look. The shinier the material, the better for attracting attention on the dance floor. T
- The popularity of sequins grew and can be seen in women's workwear especially now that many were working in white collar jobs
- However, disco wear was never acceptable for daywear, but a way to become a part of the action at night and so sequins were used subtly
- The popularity of the sequins blazer grew after Michael Jackson wore it when he performed "Billie Jean" and premiered the moonwalk
- From then on, sequins blazer popularity grew into what we see today.





1970's bell-bottom jumpsuit

Silhouette

- Body ideals changed from twiggy skinny to Farah Fawcett athletic.
- Disco fashion was mostly fitted tops and flirty bell bottoms.
- Fall 2018 had rectangular sequin blazers representing the androgynous style of the 70's disco.
- Fall 2020 will have natural hourglass silhouette
- Contours to the chest
- Cinches at waist
- Lightly flares at the bottom
- Helps accentuate disco moves



Fit

Fall 2018

- Dramatic flair sleeve
- Exaggerated shoulders
- Large sashes for waist belt
- Brocade Fabric
 - Resembles embroidered material
 - Used for formal wear and costume



Fall 2020

- Subtle
- Form fitting
- Belted waist (instant slimmer look)
- Full length sleeves
 - Stripe sleeve (Broader shoulder)
- Classic blazer collar
 - Low cleavage
- Double frilled hemline (one sequin)



Style

- 70's disco manifest into all over sequins on the runways this season. Sequins are starting to pop up into street style looks.
- Street style has paved the shimmery way and has shown inspiration to ensure a balance between shiny and chic.



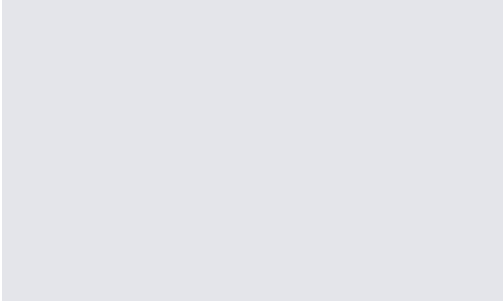
Color

- Colors of the 1970s were down to earth, solid, earthy colors, to ground us during shaky economic times
- Avocado Green and Harvest Gold were popular colors, but especially seen in appliances
- Soundtrack album cover is from the wildly popular movie Saturday Night Fever which uses black and primary colors as the perfect backdrop for John Travolta's swingin' white suit



Color

Disco Ball



Bumblebee



Prince



Electric Blue



Fabric

- Though '70s-inspired silhouettes and prints have trickled down from high-fashion to fast-fashion over the past few years, the last couple of seasons have seen an '80s revival with the resurgence of high-octane glamour, glitter, sequins, and feathers.
- In more recent times, fashion innovators and followers have been wearing more bolder looks since the 70s and 80s, this has flared a rise in demand for fabrics like sequins because of the flashy material.
- Sequins blazers will be trending even more in Fall 2018, and in the next 2 years we can expect to see a more technological fabric called blase.
- This blase trend is set to inspire a strong wellbeing mood and feel good factor.

The Future is Blase.

