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*LMBC*

**Fashion is our future**

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**By: Brandon Coreas and Lisette Mercedes**

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## About The Authors



### **BRANDON COREAS**

–Trend Forecaster

As a Trend Forecaster, my job entails identifying new trends and predicting how those trends will shape the future of the fashion world. Specifically in this instance, I will be identifying how the future of men's pants will look in 2024.



I am Lisette Mercedes. I came from the Dominican Republic. I am doing my Bachelor's in Business and Technology of Fashion at City Tech. When I was a little girl, I loved to paint; Play with different colors and this made me so happy and enthusiastic. I love being creative. Fashion and art mean a lot to me. Also, I enjoy doing party decorations. When I was too young, I wanted to become an architect. I have experience working in a boutique where I help women to choose an outfit. I help them to choose the right clothes that fit their body. Every day at my job, I noticed that women are not confident, and they complain a

lot about their bodies. I want to build a boutique to sell and design clothes for women and men. I believe women need to be more confident when they get dressed and they need to believe in themselves. Women need to understand that they do not need to have a perfect body to conquer the world and be an inspiration for others. As a young woman, I believe that I can offer many styles where women and men can be inspired.

## Letter to the Reader

Dear readers, In this project you will be given some insight into what we believe the future of men's fashion will look like in 2024. Specifically, we will be focusing on different styles and silhouettes of pants for the fall season. An important aspect of fashion that is often overlooked is versatility. Many garments nowadays are only worn for specific occasions or replaced or even thrown away by the wearer after a couple of uses. According to Oxford “versatility is the ability to adapt or become adapted to many different functions or activities” (Oxford). When it comes to men's fashion, versatility is something that is definitely on the rise and certainly will show itself in 2024. Some trends that may appear for men in fall 2024 are reversible trousers, untraditional cargo pants, patchwork pants, looser-fitting denim, etc. These trends will also work in conjunction with more vibrant colors such as your neons, oranges, yellows, and turquoise. It seems as if men's fashion is particularly starting to steer away from “Playing it safe” and gearing more towards a “Look at me” direction.

## Consumer Profile (VALS)

The pandemic changed men's minds when it comes to fashion. The most trendy fashion in men's suits especially for the men who go to the office every day. After the pandemic men are more relaxed about how they want to dress. Men want to be more versatile, but they do not want to be exaggerated and they do not want to wear the heavy suit they have worn before. Now, men want more comfort.” According to the article “The end of the suit: has covid finished off the menswear staple?” by The Guardian. The Guardian states that those men's suits drop 40% in five years because they explain that there are many opportunities for men to dress up for any occasion. Men are not interested in just buying clothes only for work. They want to buy clothes for flexibility and multipurpose nature. That means that men do not want to spend a lot of money just buying clothes only for the office. The pandemic hit fast-forward on the trend for more casual dressing- especially for the office, where many chinos and a shirt are the new uniforms, Taylor says.” (Neate,2022)

On the other hand, men in the pandemic spend more time in sweatpants and pajamas than dressing up to work. The lockdown helps men find their style and be free on how they dress to be working. Men develop a new trend during the time of pandemic in which they feel more comfortable. Also, during the lockdown men spend more time online shopping than women in all categories. Online shopping for men will increase by 24% in 2021. Digital advertising is the reason why men are interested in buying online. Digital advertising is playing a big role in changing men's interest in what they want to wear. Men want to play with clothes as women do.

Social media is helping men to be more enthusiastic about their lifestyles. men are spending more time online shopping than before. (Shookman, Miller, Hambach, 2022) In addition, after the pandemic men want to play with clothes because they are traveling the world, partying, and working at the same time.

Every company to be successful needs a target market. The business future is in the hand of the owner on how they pay attention to the consumers' needs. When you know your target market, you start to focus on what your target market wants. We are designing reversible pants and we are making them stay.

Paying attention to what the consumers want helps the company achieve its goal. We created a trend in which modern and versatile men from different cultural backgrounds could see themselves. Those men are young, intelligent, entrepreneurs, and technology lovers. Our agency believes in the new generation, the Gen Z and Millennials generation. The Millennials generation “has witnessed technological growth and development. As a result, they are considered more progressive, creative and far-thinking than earlier generations.” (February, 2020) Nowadays, men are more enthusiastic about fashion, art, and technology.

Our perfect men are between the ages of 24 to 35 years old and have high-level income annually of \$70,000 to \$150,000 and up. Those young men have confidence, an open mind, and elegance, and they are sophisticated, versatile, contemporaneous, and independent. They are content creators and influencers. They travel the world and enjoy life. They believe in themselves, and they want to show the world that they are more than clothes. Those Men are focusing on obtaining a college degree or are college graduates.

In addition, those men express that they have a good taste in fabrics because they choose the fabric carefully and they go for luxury textiles to make them look different.



**Figure 1**

We will be having our agency located in Soho, Manhattan. Soho is best known for having a top shopping destination with designer boutiques, fancy chain stores, and high-end art galleries making Soho a trendy destination.

In our fall collection for 2024, the LMBC agency will be having available the collection for any occasion such as weddings, formal parties, Gala, carpet events, awards shows, tv interviews, concerts, work, and performances, and to be worn daily.

On the other hand, during the lockdown people were very comfortable in their homes, lounges became very popular, and after the pandemic men did not know what to wear to go to the office and go out. Men want more comfort than anything now, but at the same time, they want to get dressed. “Consumers look for a highly sophisticated and professional style for office style, while flexible and convenient for home activity, sports, and very comfortable. The material

texture demand is for the soft and natural cotton, fleece, and wool to emphasize comfort and minimalism.” (Fox,2022)

knowing that men are more attentive to how they feel about the fit and the comfort of the fabric. So the LMBC agency is coming with pants that fit our consumer’s needs. We need to be careful with the type of textile we choose. LMBC agency is focusing on different designs that are unique, comfortable, and elegant at the same time. In addition, pants to look good on men need to have the perfect length, the tailor needs to be careful to get the pants appealing.

In addition, our company is focusing on color. Colors play an important part in the fashion industry. We need to study the color before making the piece and choose the color carefully not forgetting why these colors could be the perfect match for our collection. Every color has a meaning and people today are doing things thinking about their feelings. For example, many men want to wear black because they look sexy.





## Images of target Market

**Figure 2**



**Figure 3**



**Figure 4**



**Figure 5**



## Evaluations of fabrics

When it comes to a design collection and specially designed pants men want the best fabrics because men are not like women that can wear any fabric, and they make it look good. If men want to look attractive and versatile, they need to pick the best fabrics to get a good pair of pants. Nowadays, men want to get dressed but at the same time they want comfort, they are very meticulous in choosing the right fabrics. The LMBC agency chooses very carefully the fabrics of the collection and the company chooses the best ones when it comes to versatility like cotton, corduroy, satin, and wool.



**Figure 8**

Textile fabric makes the difference when you choose the right one. When it comes to cotton, cotton is an excellent fiber. Cotton is a good fiber to make shirts, denim jeans, pants, dresses, hats, hosiery, etc. One of the best fabrics of cotton to make the plant is Poplin. This a strong, uncomplicated, versatile fabric with a bit of ribbing to it, as the weft is thicker than the warp. In addition, cotton fabrics are easy to wash, and care for

compared to other fabrics and cotton is a natural fiber, grown from the earth and spun into soft yarn. Also, cotton is a good option when talking about sustainability and the most important thing about cotton is that it is very comfortable. In our collection we want men to see the comfort in every design, and they identify themselves in our collection.



**Figure 9**

On the other hand, we choose different fabrics to have a variety of fabrics in our collection. Another very versatile one and stylist is the corduroy. The corduroy comes from cotton and wool which are natural fibers, but corduroy can be made from synthetic fiber that is made of rayon and polyester. Corduroy makes clothes fashion as well. Also, the corduroy fabric will be fine in our pants because we want a fabric that makes a difference, and in the fall collection corduroy is a good choice.



**Figure 10**

Satin is a delicate and luxurious fabric. It is soft and bright. This is a perfect fabric because of its versatility. Satin can be made from 100% silk, nylon, rayon, or polyester fibers. Also, satin elevates any look which is why satin is a good choice.



### **History of the trend**

As we know from the past centuries fashion was not something popular in the way fashion is today. Clothes were invented to protect the body from cold weather. Before, people wore and made clothes for a purpose not because they wanted to impress or feel comfortable. Compared to today, men are more versatile. Since its creation, pants were made for men. Women could not wear pants because this was something against their values. But with time women have more options than men when it comes to fashion. However, men in the past wore suits and pants as part of their masculinity. When we refer to the old decades in men's fashion, men wore their clothes and dressed for a purpose that could be political or religious. The very first pants in history called "trousers" were created in 1820 and have been worn by the western world since then. They are now the most common form of lower-body clothing for men. The trouser was invented because the robe was not comfortable at all to wear on horseback. Also, trousers were a military garment that men used to wear in the field and were more comfortable to walk and do more things easily. The form of the trouser was snug shorts or loose-fitting trousers that closed at the ankles. (Kim & Allen).

In the late 1400 century, trousers had a different design it was tight trousers with the leg closed it looks like the popular legging that women wear today. By 1500, the proportion of trousers had a different design in which the exaggeration took place. Trousers were immense, ballooning over the thighs and nipping in at the ankle. They were made from ornate cloth, featuring slashes to reveal the colorful lining underneath. (Kim & Allen)

It was in the 1900 century when the designers of pants changed completely the pant silhouette and designed the pants that men wear today. They were a looser fit with a button fly, worn in neutral colors and the person who made the trend popular was Edward VII, the eldest son of Queen Victorian. “He was also the figure who took trousers creases into the mainstream.”

Men’s trousers are a perfect example of class distinction. (Jane Austen) For many years fashion was for the wealthy people because the working poor and laboring class could not afford to buy fashionable clothes. (Vic,2011) During the 19<sup>th</sup> century the breeches, pantaloons, and trousers were sewn with a flap in front called a fall front. Now, men wear pants all the time. Pant in fashion is not something new. The new in man fashion is the silhouette, fabrics, details, and color. But it was in the 19<sup>th</sup> century when the pants became popular, and anybody could wear them without any consequence.

Furthermore, with time pants became a symbol of freedom for women. Before the mid-20th century women only had the right to wear dresses and skirts but today, they can

wear pants for any occasion and women have more styles of pants than men. In 2018 “Off the runway, retailer Ann Taylor launched the campaign “Pants Are Power”, which, the company says, “commemorates the evolution of pants not only in fashion, but as a symbol of equality for women, and making the question of “who wears the pants” in a relationship seem more than metaphorical.”

The fact that world is becoming more dependent on technology and now with the pandemic man is more interested in buying clothes. They spend more time than women in online shopping. But the old decade, despite not having technology, has a good taste in fashion and today people are inspired by late fashion. Also, men are tired of wearing a suit. Especially to go to work. After the pandemic men become more casual but at the same time, they want to be stylists. Going back to the era when men impacted the fashion industry, people can see why those decades remain until today and people want to copy the styles. Men in the old decade represent the fashion industry in all aspects. Men when it comes to dressing up are meticulous and want to be versatile. They pick the best fabric and the best fit.

One of the most fashionable pieces in men's style is the suit. Suits have existed for many years. But, suits were replaced by a casual look. Men want more style and dress more casually so they started to buy pants and tops to use daily.

In the 1920s men wore suits. Suits were custom-made and were three pieces or more. Until today suits are popular, but men wear them to work, formal events, ceremonies, and

weddings. Also, suits are attractive because of the fit. If the suit fits you perfectly, men will look fantastic in them. The popular jazz Suit style was exaggerated with a high waist and snug-fitting. The trousers were extremely high waists and the legs were short and revealing the wearer's softness. In the 1960's man, fashion was changing a lot. The popular pants in the 1960s were drainpipe and capri pants. This style was on trend by Audrey Hepburn. In the 60's decade, de casual dress became normal. The plaid button shirt and slim blue jeans also form part of the trend. In the 1970s there were no rules in the fashion game. People were experimenting with everything. During the 70s men were attracted to bright colors and textures. The satin shirts with ruffles or lace and paired with hugging bell bottoms. The three-piece bright-colored double-breasted suit in corduroy suit was part of the men's fashion. The casual look wins the time with the belt bottom jeans, tie-dye, flannel shirts, pleated pants, sweater and oxford shoes, platform flip flop, and boots.

In the 1980 decade, there were many things involved, including the fall of the Berlin wall along with the cold war ending. The collapse of communism in Eastern Europe led to each country's independence and a massive westernization of Eastern Europe. Also, the royal wedding of Lady Diana and Prince Charles' marriage in 1981. Tv programming became extremely popular in the 1980s. The TV shows popular at the time were Miami Vice, Dynasty, and Dallas watched by millions of people. The big hair and shoulder styles were copied. Music had its moment when the musician Prince created a new style of music and



fashion and Michael Jackson left the group Jackson 5 and shaped an iconic style. Madonna started becoming a fashion icon too. Women start to see new shapes and silhouettes and bright colors and neon colors. Women's fashion in 1980 were off-the-shoulder shirts,  $\frac{3}{4}$  length sleeves, crop tops, rolled-up sleeves, matching socks, sweaters tied, tight leather pants, stonewashed jeans, Levi's 501's, and corduroy pants. During the decades of 80's many designers, we recognize like Donna Karan, Armani, Moschino, John Galliano, Yohji Yamamoto, Gianni Versace, Issey Miyake Gianfranco Ferré, Fendi, Thierry Mugler, Jean Paul Gaultier Vivienne Westwood, and Ralph Lauren. After she released her single, Madonna become an icon of 1984's single was called "Material Girl." Men wear suit jackets with casual t-shirts inspired by the look of the Tubs and Crockett form of the TV program Miami Vice. They wore acid-washed jeans and leather jackets with Ray-bans and skinnies ties.

The 90s were recognized for their easygoing and relaxed style. In the 90's fashion changed from the excess of the 80s toward a more relaxed, rebellious, and minimalistic mood. "The decade saw the birth of grunge as well as a rise in the streetwear, sneaker culture, and early athleisure." (Brewer, 2022) The fashion fad was the snapback hats, overalls with strap down, (people with one strap hanging down), bikers jackets ( was worn as an anti-fashion statement), cargo pants ( they had a lot of pockets, and they were baggy and oversized), turtlenecks, bandanas( rappers used them the most to characterize their gang affiliation) baggy jeans ( this was a must-have for streetwear), windbreakers

(this was a lightweight wind-resistant jacket who projecting a retro sporty-style), ripped jeans, bucket hats, (worn by rappers), graphics tees, combat boot,(heavy duty, lace up, the Dr. Martens iconic design), oversized flannel shirts.

“In the beginning of the 2000s people get nostalgic as we go deeper into the 2020s.”

The 2000s were running of styles that were popular in the 80s and 90s. The new technology carried a mixture of sartorial influencers for us to wear throughout the decade.

“Most of the tragic fashion trends of the time left its effect on men’s closets-even domination is reminding guys on what not to add to their wardrobes. (Babcock,2022)

They existed 25 popular trends from the early 2000s and they are the Rapper Clothing Brands, Sweatbands, streaky Hair Highlight tees, trucker hats, Livestrong bracelets, popped collar polos, Over Print-neck T-shirts, hoodies under blazers, bowties, cardigan, big face digital watches, shutter shades, graffiti-inspired urban wear, throwback jerseys, bootcut jeans, matching outfit to sneakers, American Apparel, Mod Bieber hair, colored skinny jeans, tattoo inspired brand, fedoras, messenger bag, and unnecessary scarves.

In 2010 Instagram was born. The new social platform came to transform and call people to become more aware of cloth and fashion. This decade changes the world and the world is not the same. Instagram brings the industry to experience a major cultural shift. Most of the fashion styles that we experienced in 2010 existed today. In 2010, men and women said goodbye to formalwear, and they started using activewear, track pants with heels, yoga pants, and leather jackets. The leggings become regular clothes because

of the wellness culture and the age of athleisure born. Festival fashion becomes popular as people see many influencers and artists on Instagram going to the Coachella festival. One style that is until today is the chunky sneaker, the most famous one is the Balenciaga ``the chunky, dad, and ugly sneaker- list goes on when it comes to the name of this controversial trend. Resurrected from the '90s and pioneered by Balenciaga's Demma Gvasalia for his fall 2017 menswear presentation, these sneakers are here to stay. (Comroe,2020), streetwear, Celine luggage toe, mini bags, Valentino Rockstud, bomber jacket, wedge sneakers, skinny jeans, mom jeans, small sunniest, etc. In 2010, many men started to distinguish what they like and the 2010s will be considered as the decade in which we stopped preoccupying over how a man should dress and finally started having a little fun. (Evans,2019)

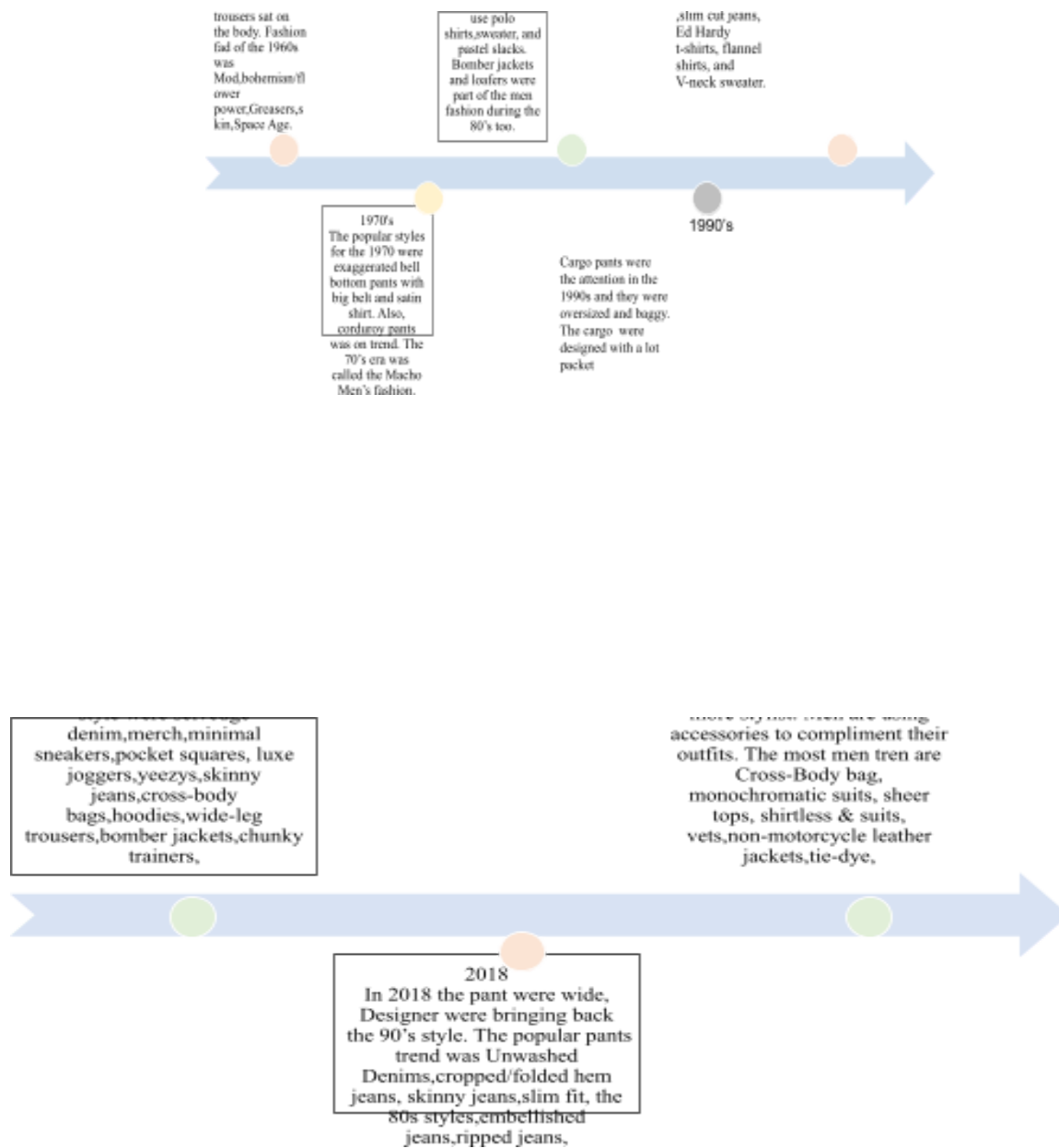
In addition, in the 2010s -decade men changed their pants, their perspective, and more things. Also, in the decade 2010s, the ugly sneaker reimaged beauty. "Evans defied convention". The skinny jeans died in 2010 and the decade was about choosing your style.

Moreover, in 2020 everything changed after the pandemic, especially fashion men. Men are more enthusiastic about becoming more stylish. Through the Instagram platform, men are more motivated and they want to buy clothes every day. After the pandemic men want to get dressed. If they're going to work, they take their time to get dressed and be nice and clean(fresh). Many influencers on social media inspire other men

to be like them. Most of the trends in 2020 are being made from late fashion. Men now in this new generation have the option to wear what they want, and nobody will be questioning them about their gender. When the pandemic arrived in 202 many people were aware of what would happen next. But after the pandemic people got back to their jobs and normal life. Nowadays, men have so many inspired men that they can get the style. We are not leaving in a blind world with are leaving with a purpose, of the trendy style for men in 2020 are corduroy trousers, wool trousers, twill chinos, relaxed-legged trousers, linen trousers, drawstring trousers, slimline joggers, cropped trousers, cargo pants, High waist trouser, tracksuits bottoms, pleated trouser.



## Timeline



# Mood Board

**Figure 9**



“Men's reversible trousers from Saul Nash”

**Figure 10**



“Men's patchwork denim by Wallarenear”

**Figure 11**



**Figure 12**



## Trend Report

# CARGO PANTS

Figure 13

Cargo pants have been a staple piece in many men's wardrobes for decades. The balance between utility and comfort creates an incredible feel for the wearer making cargo pants a go-to clothing item for many men regardless of status. Cargos in recent years have shied away from the traditional army oversized silhouette and have shifted to a more casual look.

According to an article on GQ "It's tough to beat the cargo pant when it comes to sheer utility. Even in their simplest form, the ultra-practical trousers include discrete pocket space aplenty making them the pants you wear when you want to run errands without having to carry a mostly empty bag with you. Over the last few years, capital D- designers and big box brands alike have updated the silhouette, tweaking the proportions or adding as many (or as few ) pockets as they please. Which means it's easier than ever to find one in the perfect fit, whether you're looking for a relaxed version or a slimmer take cut to stack over a simple pair of kicks". (Ortiz, 2022). This displays how these pants are bound to retain their spot as one of the top pants of 2024.



“ Khaki Straight Cargo Pants “



# PATCHWORK JEANS

Figure 14

It's difficult to name a garment more timeless, universal, and transformable than jeans. Over the years this classic item of clothing has undergone many different shapes, styles, and silhouettes. From traditional straight-leg jeans to baggy jeans, bootcut jeans, and even skinny jeans, etc. Nowadays and most likely in the foreseeable future patchwork jeans are the latest denim trend to be sought after in the upcoming years. These jeans are certainly a leap above the traditional straight-leg jean but oddly enough it doesn't particularly feel that bold but quite familiar.

In a recent article by *EliteDaily* Margaret Blatz states that "Patchwork Jeans first soared in popularity in the '70s. Back then the look mostly involved hand-stitched DIY patches. In today's society, we are seeing a different type of patching that is booming which is a departure from the DIY vintage look. Brands are purposefully collaging together a bunch of different denim washes and textures for a new take" (Blatz, 2021). This displays how fashion from the past finds a way to cycle back around in today's era but whilst taking on a sort of new persona.

Patchwork denim seamlessly gives a retro look while simultaneously adding a modern element to it so both aesthetics work in conjunction with one another.

"Patchwork Denim from BooHoo"





# PLAID PANTS

Figure 15

Plaid pants are one of those garments that just scream versatility. The tailoring and pattern of the pants are crafted in such a way that it looks like you can either wear it to a dinner party or even keep it for work the next day. To many, these pairs of pants can be deemed as informal but nowadays the rules of formality in fashion have become much less strict. A garment like this can be paired with a blazer and turned into a business suit or even worn casually with a polo shirt for a comfortable yet flashy look.

An article from GQ men titled “Plaid pants Make Lazy Sundays Look not so Lazy” it states that “Plaid pants are the fall “trend” – and we put that in quotations because they never really left the menswear canon– that’ll give you that off the clock fashion thrill. They also happen to look very good with your favorite t-shirts, sweatshirts, and denim jackets so you can indulge in both off-duty style rituals at the same time” (Gustashaw, 2017). Although plaid pants aren’t something we have never seen before it is a garment that has stood the test of time and most certainly will continue to be trending in 2024. With a design such as this, it can be transformed with many different color schemes and hues it is certain that these pants are here to stay.



“plaid pants from BooHoo”

# PLEATED PANTS

Figure 16

In recent years pleated pants have been treated like a social unacceptation but in recent years the look has resurfaced and is starting to gain some likeness once again. The pleats allow for more space and volume which creates a much more comfortable fit when wearing them. The relaxed fit of these trousers is certainly something we are seeing more and more in today's state of men's fashion. Instead of the skinny look that dominated the 2010s nowadays, people are opting for a looser fit in their pants once again. The pleated pant can be described as the elegant version of sweatpants.

According to RobbReport "When wearing a fuller higher waisted trouser, pleats allow a man to sit more comfortably without the trouser pulling: something that a flat front trouser just cannot achieve. In purely aesthetic terms, and assuming of course that the trouser has been cut completely, pleats create a vertical line that will make the man wearing them look tall and trimmer" (Twardzick, 2022).



“ Pleated pants by RadPresent”

# WIDIE LEG TROUSERS

Alongside pleated pants, one of the more comfortable fitting pants to be trending in these next few years including 2024 is wide-leg trousers. Wide-leg trousers have been around for centuries. In the early 20th century wide-leg pants fell out of fashion for men because they were not seen as a formal garment. However recently the pants have had a resurgence and now are more stylish than ever before.

So what changed? How come now all of a sudden these types of pants rose in popularity again?

According to RealMenRealStyle “The answer lies in the way that they are styled. In the past, wide-leg pants were often worn with casual shirts and shoes which made them look out of place in a formal setting. However, nowadays it is way more common to see these types of pants paired with dressier shirts and shoes. This gives them a more refined look that is suitable for a variety of different occasions” (Centeno, 2022). This displays how the rules of fashion are constantly shifting but nonetheless, the importance of style will always be at play.

Figure 17



“Wide-leg pants from ZARA”

# CORDUROY PANTS

Figure 18

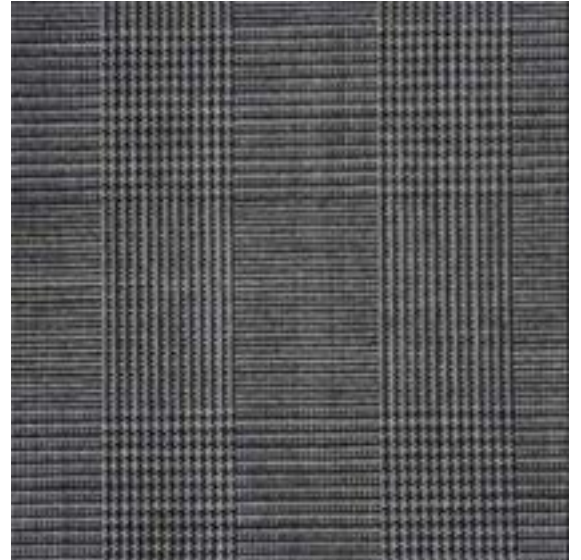
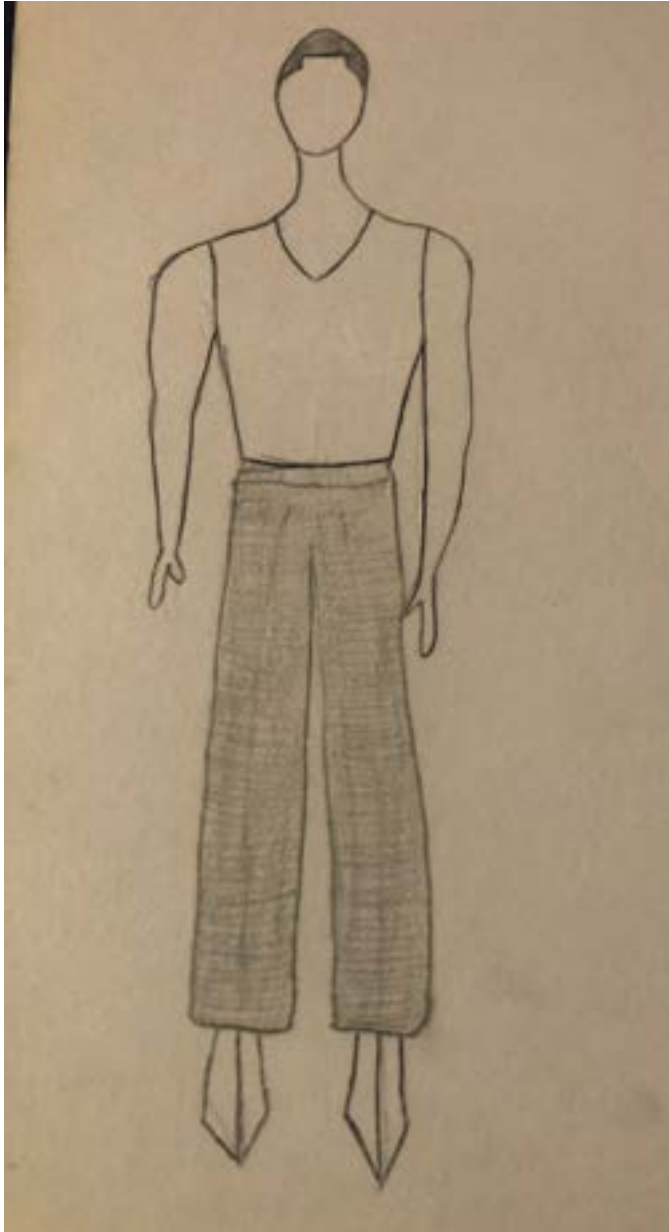
Corduroys are the type of pants that make you feel good. The typical wool corduroy has materials that will keep you warm during the colder months. In the past, the only type of corduroy you would see would be the traditional brown or khaki corduroy. Nowadays you see more creativity when it comes to colors. Some trendy colors include forest and olive greens, burnt oranges, wine reds, and many others. But most of all the importance of these pants is that they make you feel good, they can be the difference maker between a bad day and a good day.

A recent article by GQ states that they are “Cozier than your jeans, miles more comfortable than your traditional wool trousers, and a worthy substitute for either of those worthy staples” (Ortiz, 2022). Ultimately this shows how the main contributor to almost all of these trends within men's pants is comfortability. Not only has comfortability become one of the most important parts of modern fashion but also it has found a way to blend with pleasing aesthetics.



“Corduroys from Pinterest”

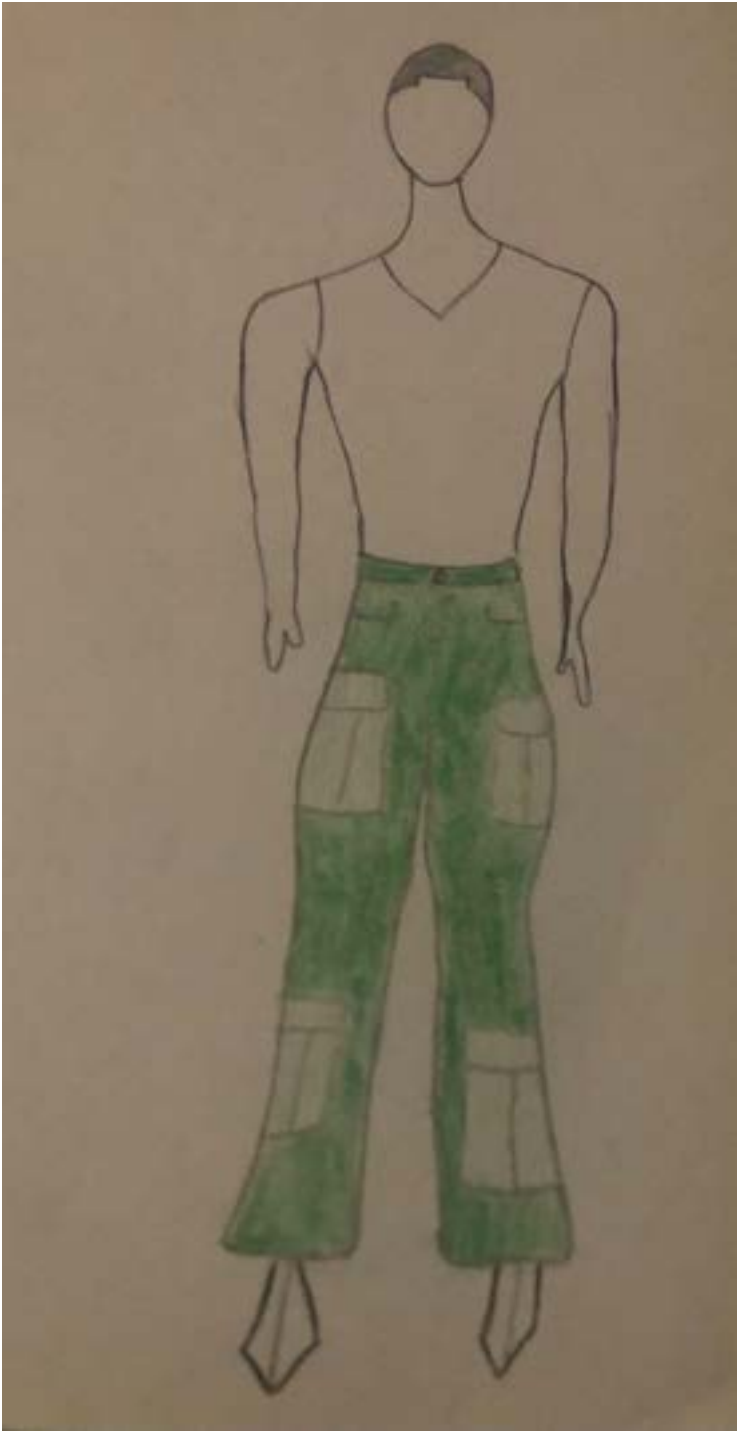
# Sketches and Swatches



Grey "Polyester" Fabric Swatch.



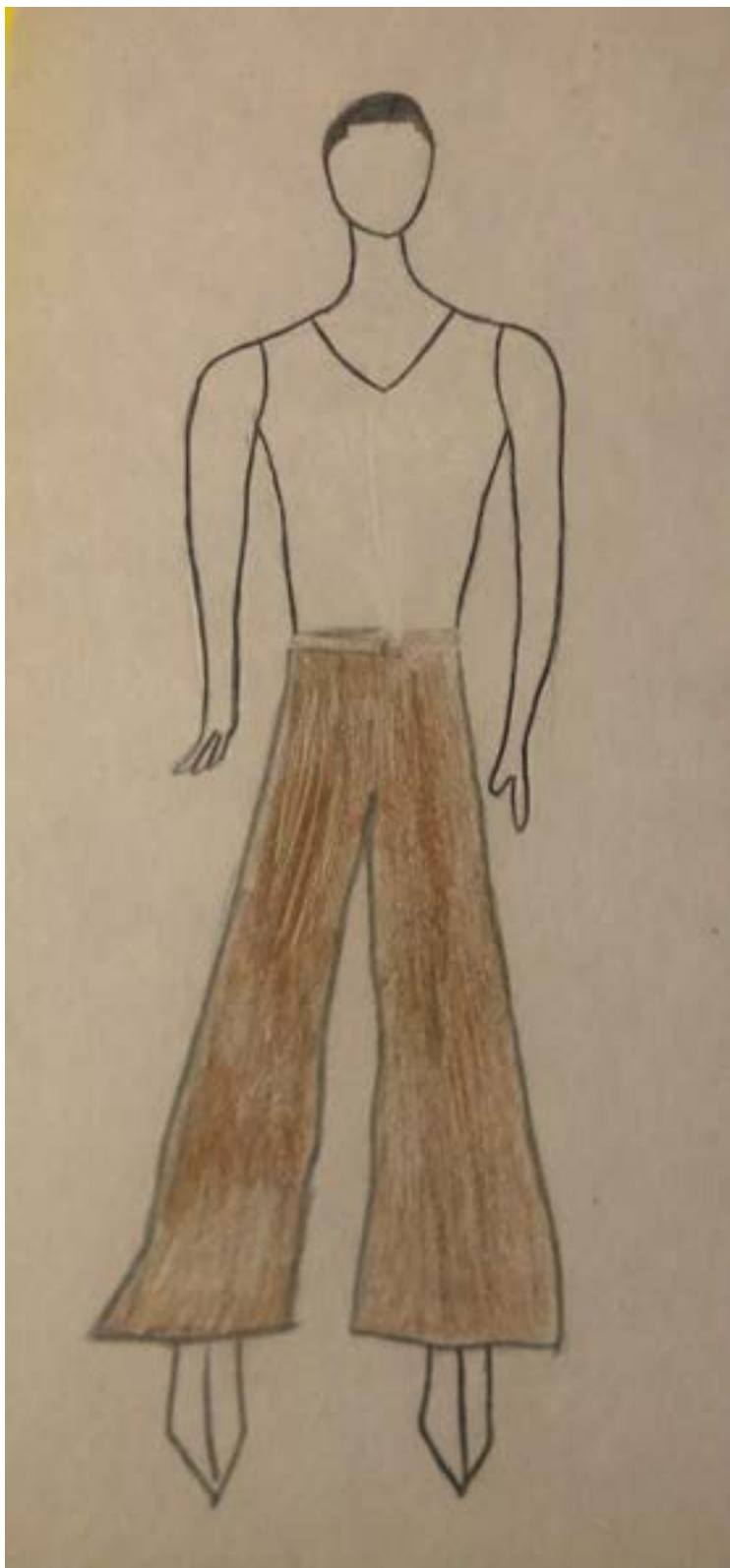




Olive Green "RipStop" Swatch

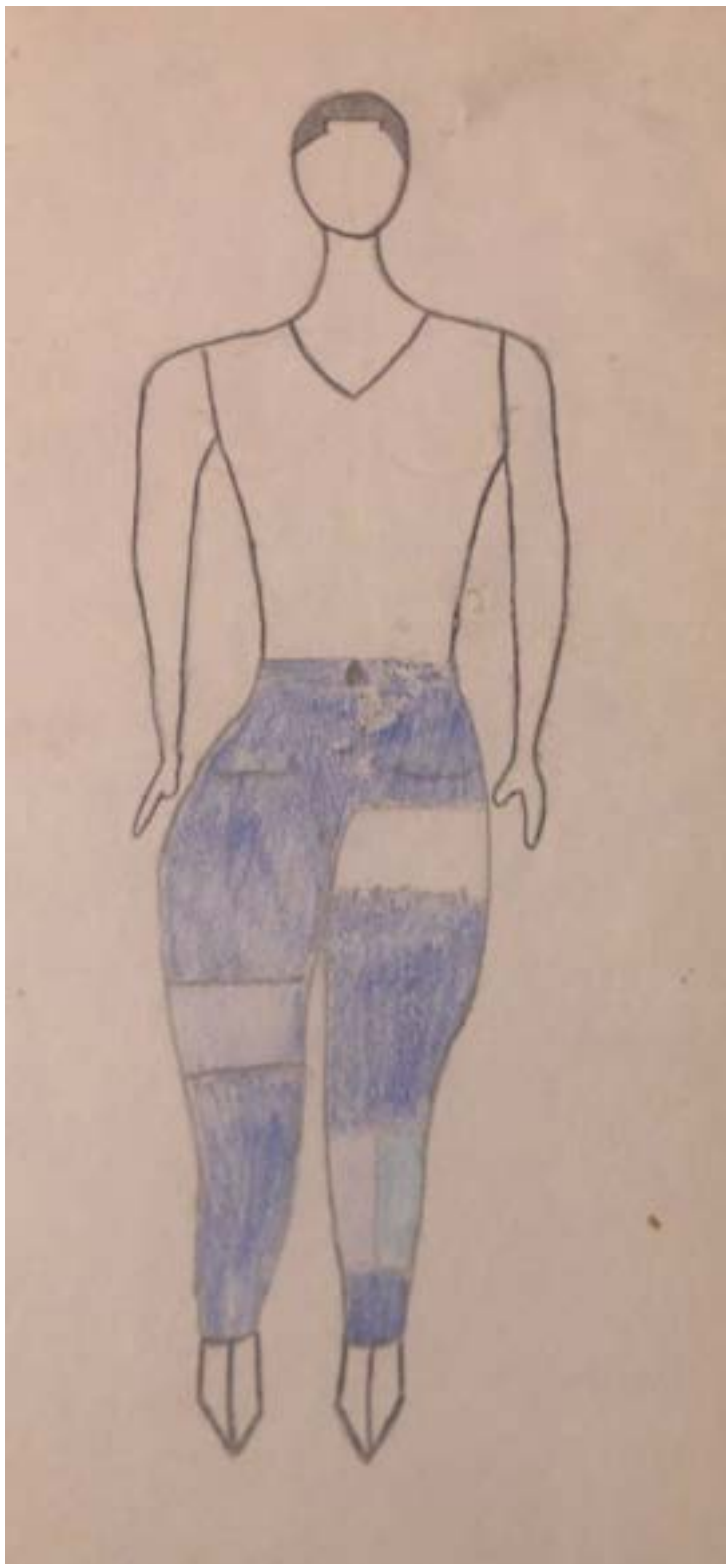


Olive Green "Twill" Swatch



Brown "Corduroy" Swatch





Blue "Denim" Swatch



Light Blue "Cotton" Swatch





Aqua "Cotton Gabardine" Swatch



Pink "Satin" Swatch



Mustard "Cotton Gabardine" Swatch



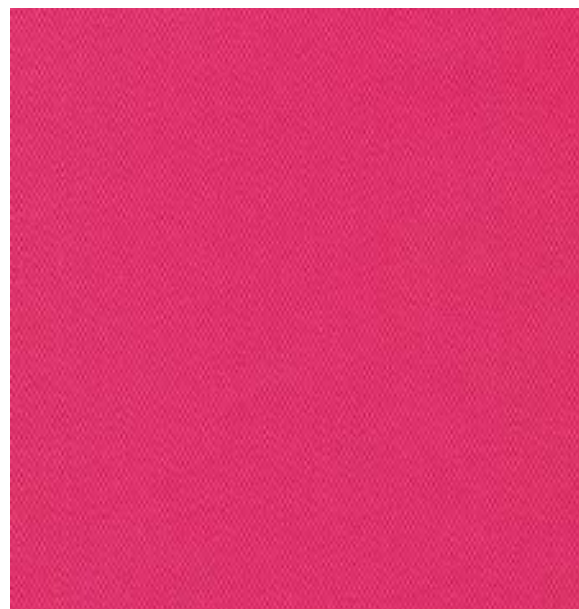
Black "Satin" Swatch



Blue "Denim" Swatch



Black "Faux Leather"  
Swatch



Hot Pink "Twill" Swatch

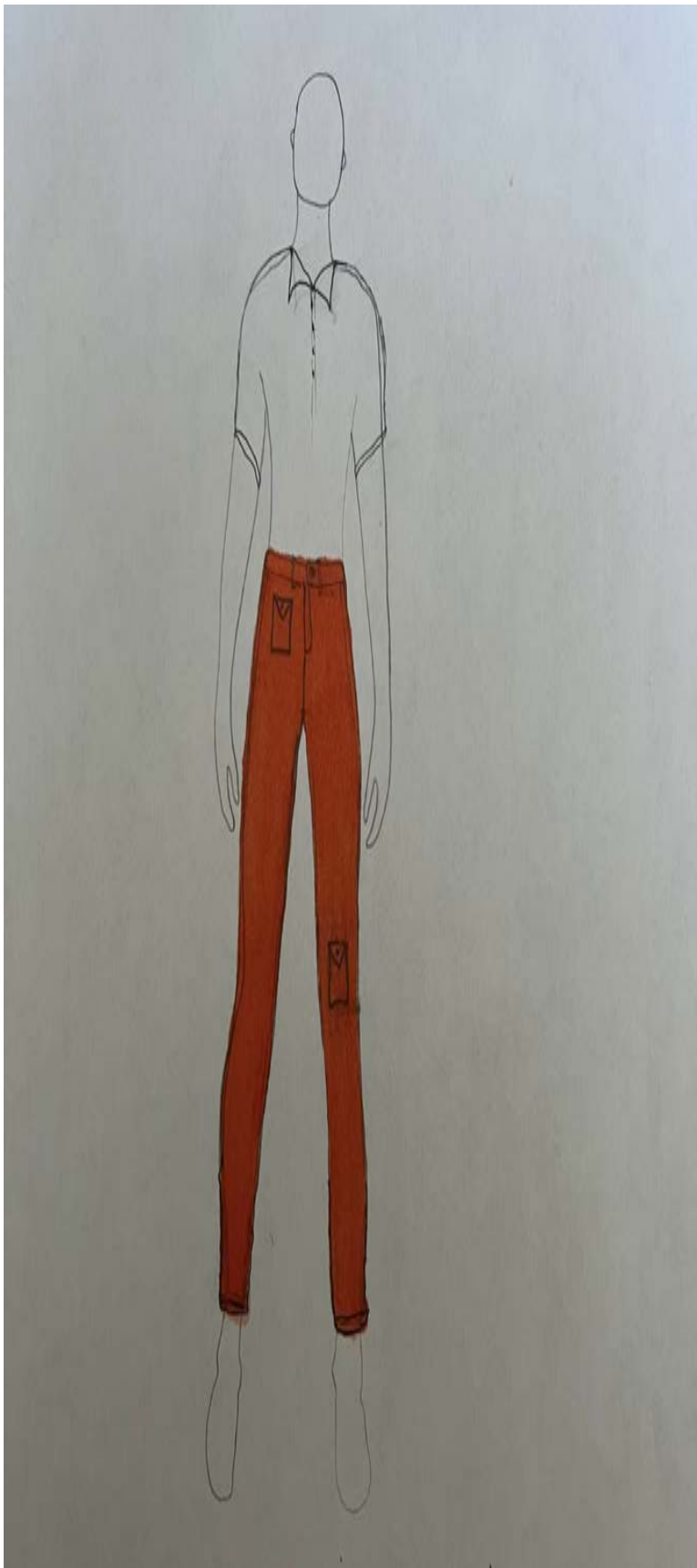




Green "Corduroy" Swatch

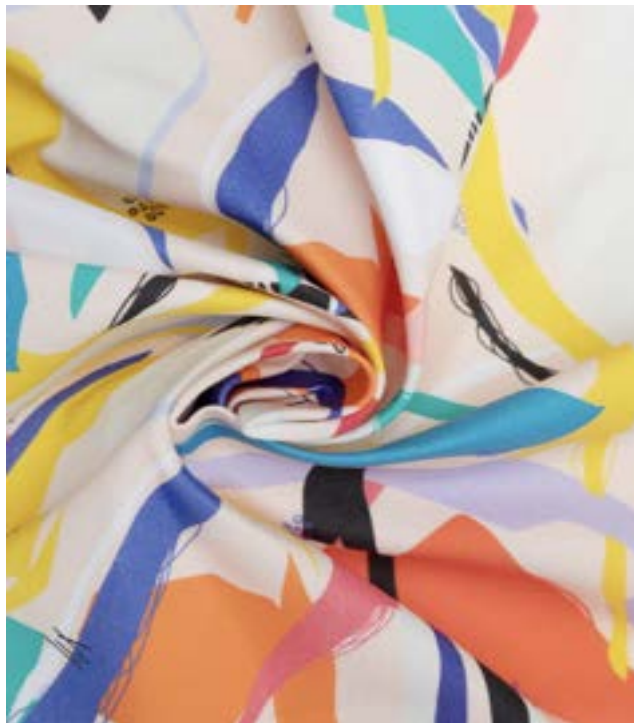




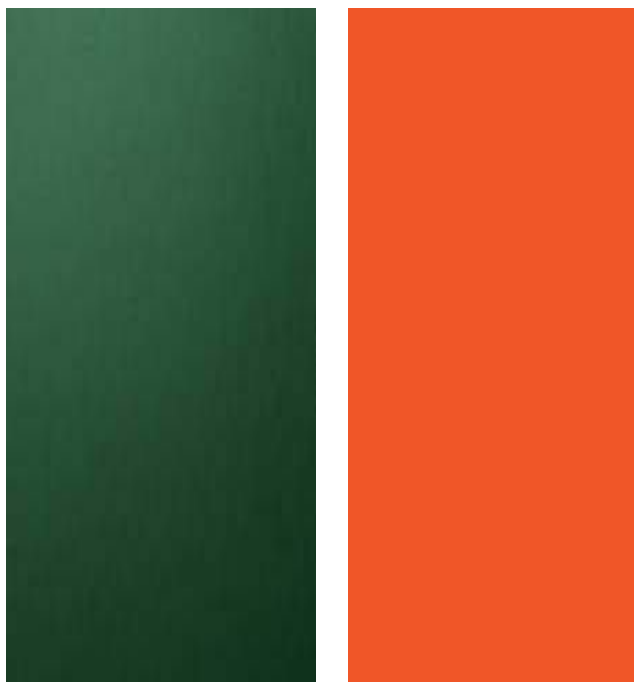


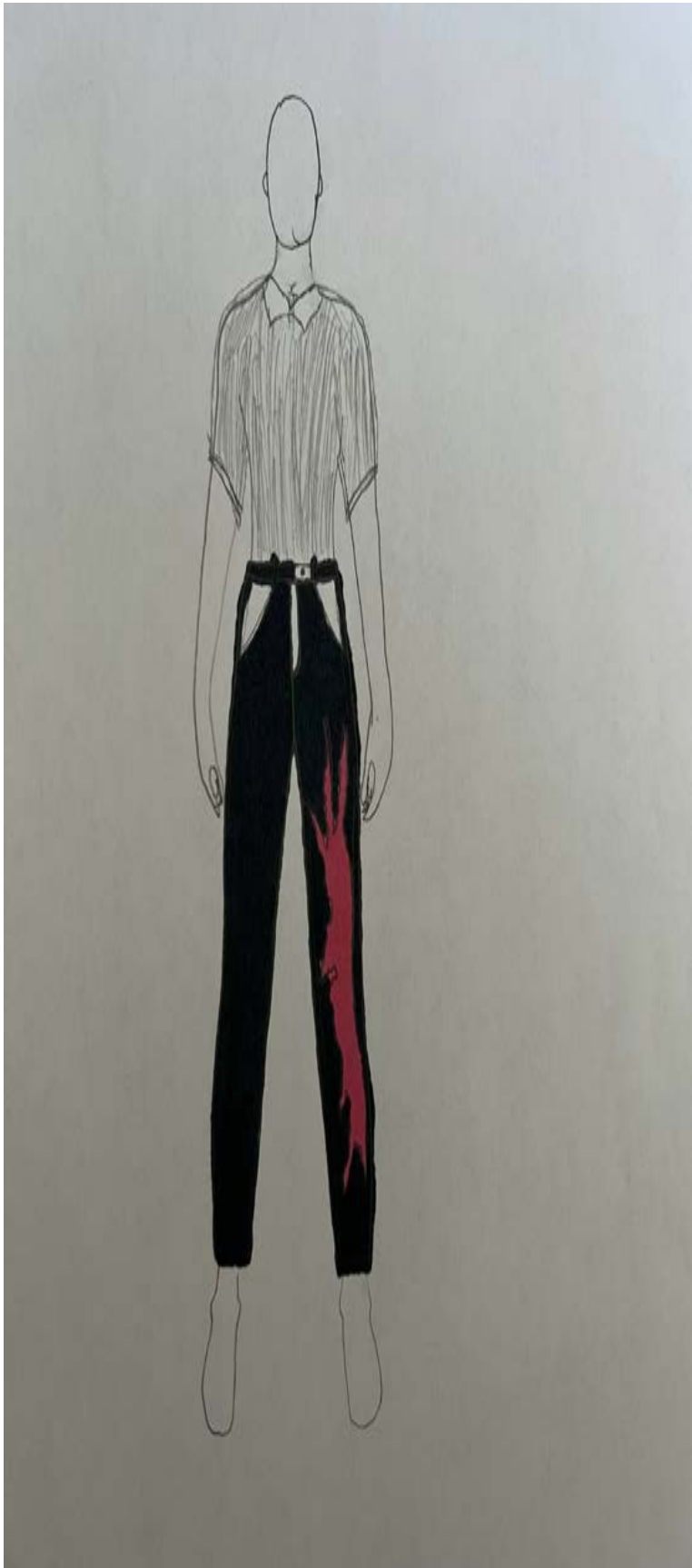
Orange "Cotton Jersey  
Lycra" Swatch





Multicolor "Cotton" Swatch





Black "Polyester" Swatch





# Conclusion

Nowadays in today's society, it is easy for clothing to fall in and out of style. When it comes to men's clothing it is much more difficult to predict which direction trends are leaning toward considering that there isn't much risk to be taken. Although this may have been true in the past we have seen a shift in recent years in terms of the change in the dynamic of men's clothing, particularly with men's pants. As seen throughout this trend report the LMBC forecasting company has done extensive research and has predicted six trends for men's pants for the 2024 season.

With our creative and analytical roles, we were able to predict exact silhouettes, fabrics colors and textures to be seen in men's fashion in the next two years. We truly believe that these pants are suitable for every young man no matter their height, size, or build. The fabrics that have been chosen include satin, denim, cotton gabardine, and leather. These fabrics create the perfect blend between luxury and casual making men feel comfortable yet confident. These pants are the pants of the composed and confident man.

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