

FKCC

C O M P A N Y



Fashion Trend Forecasting Report Spring/Summer 2022

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FKCC Team



Kimberly Baez (Fashion Designer and Illustrator)

Kimberly Baez was born on February 20th of 2000, and has been involved in fashion since she was eight years old. Baez was born and raised until the age of eleven in the Dominican Republic and migrated with her family to Brooklyn, New York at the age of twelve. Kimberly is a fashion designer and illustrator who already holds an associate's degree in business of fashion and technology from the New York City College of Technology. She attended Bushwick leaders high school for academic excellence for four years. Even though Kimberly has taken sewing classes at the Fashion Institute of Technology, she is half self-taught. She is a fluent bilingual of both English and Spanish, and still lives in Brooklyn, NY with her family. She is the creator of "BERLY" which is a fashion illustration and information page, which she is hoping to convert into a worldwide fashion clothing brand for young women.

FKCC Team



Farhana Upannash (Social Media Content Creator)

Farhana Upannash was born in Dhaka, Bangladesh and moved into New York, USA when she was just 11 years old. She lives in Jamaica, Queens. She finished her High school in Queens Collegiate High School and is currently pursuing Bachelors degree in CUNY-New York City College Of Technology. She is majoring in Business and Technology of Fashion. She has been involved in the fashion industry since she was 13 years old and has done several runway shows. Her social media account Instagram is public where she used that profile for her freelance work, theme photoshoot, fashion reviews and social content creator. She always tries to do fusion fashion where she can fix different cultures' fashion together and come up with a new style of her own. She is passionate about fashion and loves to work on different styles of outfits.

FKCC Team



ChiWai Li (Trend Analyst)

ChiWai Li is a transfer student from Kingsborough Community College with an Associate Degree in Medical Office Administration. She formerly crocheted, knitted, and instructed students in ribbon crafting processes at New Utrecht Public Library in Brooklyn, New York. As a trend analyst for the Spring/Summer 2022 fashion season, ChiWai was excited to travel to Milan and Paris to gain a more nuanced appreciation for the first-hand interpretation of designers. Unfortunately, because of the travel bans that arose from the worldwide pandemic, she was unable to visit fashion trade shows in person. Despite this, ChiWai has utilized fashion magazine articles, runway shows, and multiple social media platforms to identify similarities and differences between designers' collections, allowing her to determine the fashion trend in the Spring and Summer of 2022. The pandemic's impact on the economic and social landscape of the world has had drastic impacts on future fashion forecasting. The Journal of Textile Science & Fashion Technology provided effective suggestions for post-pandemic fashion analysis.

FKCC Team



Carlos Contreras (Fashion Marketer)

First-generation fashion marketer Carlos Contreras has held every industry position from being the assistant to the assistant to the regional manager to being the regional manager himself. By age 16, he was running a \$2 million merchandising operation at a 600 square foot apartment. By age 18, he was overseeing a \$5 million formal wear business that served more than 200 partners per day. Having dipped his toes in fashion operations, Contreras transitioned to fashion marketing. In 2018, he partnered up with three of the best fashion forecasters in the business (Farhana Upanash, Kimberly Baez, and ChiWai Li) and developed their own brand. By 2020, they'd catapulted the company to become one of the most trusted and respectable formal wear establishments.



Letter to the Reader

FKCC Company was founded by four international college students named Carlos Contreras from Honduras, Kimberly Baez from the Dominican Republic, Farhanna Upanash from Bangladesh, and Chiwai Li from China. Being unsatisfied with the accuracy and diversity of other trend forecasting companies in the industry, FKCC company was founded. Our company has worked with major luxury fashion brands to develop trend forecasting reports that help fashion designers and companies create precise collections. This Spring/Summer 2022 forecasting report is going to predict the possible colors, fabrics and designs trends that are going to take over for the year mentioned. This report takes into consideration the fact that 2022 might be the year that the world continues to go back to normal from the international health emergency of the Covid-19 pandemic. This airborne virus that spreads from person to person impacted the fashion industry hardly. Based on the analysis of the social, economical, political impact of the Covid-19 virus, we determined the possible factors that might influence the direction for the collection, which leads to an era of repurpose, freedom, normality and getaway.

Customer Profile

Demographic: FKCC Company's target audience will be women of any race and nationality between the ages of 20 and 30 years old. Their education level should consist of at least a bachelor's degree in any field. The women could be single, married, divorced or that have not had children at any point in their lives. They could be voting democrats with liberal views on a lot of issues, but not overly religious. They are mostly homeowners and have a job that provides an annual income of approximately 100K, which would place them in the middle class of the American economic system.

Psychographic: The consumer is expected to be an innovator, which is the class of consumer at the top of the VALS framework. They are characterized by high income and high resource individuals for whom independence is very important. They have their own individual taste in things and are motivated in achieving the finer things in life. Their personality can be best described as inventive, outgoing, and extremely confident. The lifestyle of the consumer is fast-paced and well organized with work coming before anything else, but they'll always have time for a well-earned break. Our target market also consists of women that always pay attention to the latest trends, and who might be mostly subscribers of Vogue, Harper's Bazaar, Cosmopolitan, Who What Wear, among others. The consumer's interests include things such as a passion for traveling and getting to meet new people.

Behavioral: FKCC Company tracked consumers' purchasing behaviors to analyze how customers act differently throughout the buying decision-making process. The target market consists of women who are high-spenders, and are willing to give around one to three thousands of dollars in a piece of high-luxury clothing. The benefits sought when purchasing a product was also taken into consideration in this report, thus creating insight on what primary benefits to

push. The women in our target market are women who want to look and feel fashionable when buying a garment. They get the benefit of wearing the latest trends, and avoid the feeling that they are missing out on the latest fashion. Usage of the product within the consumers was also looked at; because the last thing FKCC Company wants to do is create a product that people are disposing of right away. The target market also consists of women who have the feeling of wanting to be wearing the latest clothes, colors and shapes, which influences their buying process.

Geographic: FKCC Company plans on implementing geographic segmentation to separate its target audience by location to better serve consumers in a particular community. After examining multiple geographic factors such as climate and populations, it was decided to branch out into four major countries across the world. France and New York house the majority of people willing to purchase the products being offered. The selected cities were New York City, New York; Paris, France, Rome; Italy. The climate in these cities allows for blazers to be worn all year round and there are more than enough urban areas to wear it too. The demographics and psychographics of FKCC Company's target audience are potent in these locations so it is best to start here.

The History of the Blazer (Origins)

Blazers were first seen in the 19th century as part of Britain's famous cricketing and boating culture (*see figure 1*), (Vogue AU, n.d). There was also a time where they were worn as uniforms by British students (*see figure 2*). However, many people have traced the origin of the garment back to red blazers worn by members of the rowing club in schools like St. Johns and Oxford. Young members began wearing blazer jackets as their warm up gear, which later became formerly known as "Blazer". Red Blazers were/are worn by members even in professional events to represent themselves. Clubs such as rugby clubs, soccer clubs etc... have also adapted this "Blazer" culture but different colors.

Blazers have been able to maintain their popularity because of how comfortable and fashionable they are. Now, blazers can be worn with any type of clothes or outfits based on the season; they can be worn for both casual and professional events. Even though blazers have been around for such a long period of time, they have been able to keep themselves relevant because they are a classic garment. Fashion designers have been able to keep the blazer relevant because their designs include blazers with different types, patterns, texture, colors and shape. The female blazer dictionary has increased overtime, and now there are many types of blazers, such as leather, cape, lace, printed, denim etc... There are also single-breasted and double breasted suits that have been reinterpreted over time to include form fitting style, cropped and long styles, and even oversized or boyfriend cuts.(Ifchic, n.d.). Blazers have been around us for a very long time and it seems that they are not anywhere near disappearing because they have become an essential to have in the closet of both male and females.



Figure 1: Young British man wearing blazers (Getty Images).

URL: <https://www.vogue.com.au/fashion/trends/everything-to-know-about-the-history-of-the-blazer/image-gallery/dd07db6a3e45b3cbaff5851eb1b20398>



Figure 2: In the 1950s, the blazer had its major revival when British students altered their school blazers to make them stylish. (Getty Images).

URL: <https://www.vogue.com.au/fashion/trends/everything-to-know-about-the-history-of-the-blazer/image-gallery/dd07db6a3e45b3cbaff5851eb1b20398>

Social Impact of the Blazer

Women have actually been wearing blazers for around 150 years (Nordstrom Trunk Club, n.d.). However, the term blazer did not actually exist before the early 1900s, and for a woman to wear one was disputable. The female blazer does not go all the way back to the 1600s like the male one because it was a men-only garment. The first notable appearance of a woman making her own man's suit was in 1870, when french actress Sarah Bernhardt started wearing her public “boy's clothing” (Stitch & Co, 2016). Bernhardt herself broke the rule that only men could wear suits giving the idea that the blazer could as well be unisex. Bernhant was a representation of a modern woman and appeared to be ahead of her time with her “boy’s” blazer (*see figure 3*).

One has been able to see how blazers are coming in different varieties since the last several decades. The first blazers were basic, and yet a significant number of these are still being worn in modern times. When one used to think about a blazer, dark blue/navy blue always used to pop up into one’s mind. As of right now, blazers have changed even in their colors, and one can see a variety of both bright and dark colors taking over runway shows, and being worn by both genders (*see figure 4*). The blazer now represents sophistication and elegance for both male and female. Now, the stereotype on the blazer itself has been changed, both men and women can wear them regardless of the color or shape. Blazers also used to be reserved for an office setting for both genders, but now it can be used for many different occasions and places.



Figure 3: French actress Sarah Bernhardt wearing a double-breasted blazer.

URL: <https://www.michaelandrews.com/journal/history-womens-suits>



Figure 3: Both bright-colored male and female blazers presented in runways shows.

URL: <https://www.instyle.com/fashion/spring-2020-fashion-trends><https://hypebeast.com/2020/1/fendi-fall-winter-2020-mens-collection-runway-show-milan-fashion-week>

Political Impact of the Blazer

More than just shaking off the values of the 1800s, protests, marches and civil disobedience demanded more for women's freedom of speech (*see figure 4*). The suffragette movement was in full swing by 1910, and with it came women who became more audacious and active. (Michael Andrews, n.d.). After a few decades of the suffragette movement (voting rights for women), women started having less limitation for what they wear. Having less-restrictive clothing became a component in the lifestyle of the modern woman. Women started wearing modern suffragette suits created from jackets and long skirts. As the years have progressed, the clothing restrictions for women have now become less, which has allowed them to choose freely from different colors and patterns.

The blazer became a symbol of sophistication and power especially for women who are involved in politics. This classic garment has been worn by the most powerful women in the world even today, which shows how the blazer has become an essential garment in politics. The blazer is the garment worn by women in politics that shows modesty and elegance. For example, former first lady Hilary Clinton (*see figure 5*) has worn various types of blazers throughout her career as a politician. The color restrictions on blazers have clearly changed even for the women who are involved in politics. Nowadays, women are seen more playful in their professional blazer selection choosing from different types and colors.



Figure 4: Suffragettes Circa 1913 (getty images).

URL:<https://www.crfashionbook.com/fashion/a26261899/the-history-of-women-wearing-suffragette-white/>



Figure 5: Former first lady, Hillary Clinton, wearing different types of colorful blazers.

URL:<https://www.instyle.com/news/hillary-clinton-colorful-pantsuits-style>

Economic Impact of the Blazer

During the 1950s there was a booming economy in the United States “The 1950's marked the beginning of one of the biggest economic booms in US history and spurred the rise of consumerism” (the people's history, n.d). Many women were purchasing many clothing garments and showing off their colorful, bold patterned blazers. Also during this time, there was the option to buy a clothing pattern to create any garment one wished (*see figure 7*). This technique of self making a garment was popular during this time, and it was a cheaper alternative to get new clothes.



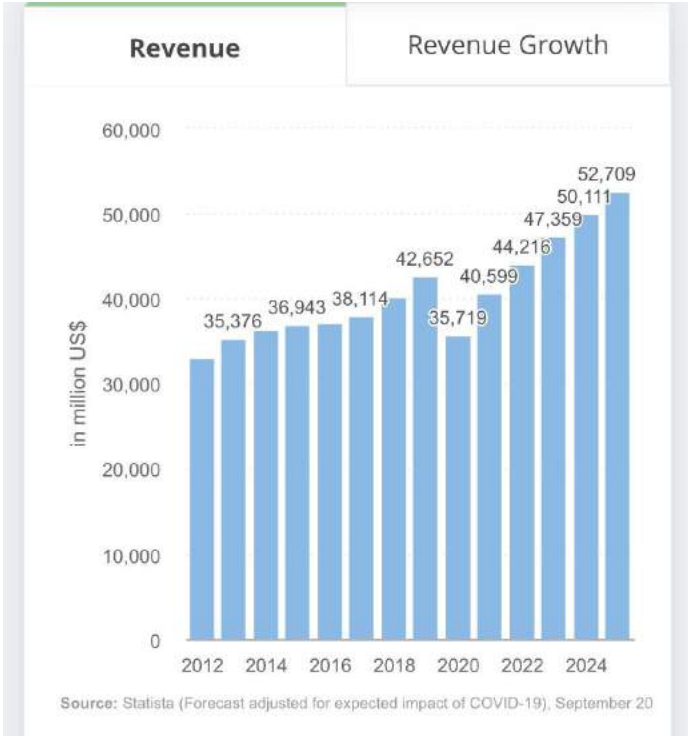
Figure 7: *Vintage Mccalls sewing pattern (1951) for a double-breasted female blazer.*

Source: *Mccalls Patterns*

Price in 1951: *50 cents.*

Price now: *16.95*

Nowadays, blazers are being worn by all the upper class, upper middle, lower middle, working class and poor. Fast fashion brands and companies have made it possible for many garments such as the blazer to be economically reachable for the poor and lower class. The revenue of the blazer is expected to rise annually by 8.1% (**Exhibit 2**) showing that the popularity of the blazer is high and it will always be because it is a classic garment.



Modern Timeline of the Blazer



Photo Descriptions

1) A model wearing a Veneziani outfit, circa 1955.

Image credit: Getty Images.

2) Frank Worrell, 1950.

Image credits: Getty Images

3) Model wearing a blazer designed by Christian & Michele Aujar, 1972.

Image credit: Getty Images

4) Richard Gere, on set of the film American Gigolo, 1980.

Image credit: Shutterstock.

5) Winona Ryder, Kim Walker, Lisanne Falk and Shannen Doherty on the set of Heather, 1988.

Image credits: Shutterstock.

6) Nicole Kidman and Tom Cruise, 1992.

Image credit: Getty Images.

7) Princess Diana, 1994.

Image credit: Getty Images.

8) Alicia Silverstone on the set of Clueless, 1995.

Image Credit: Shutterstock.

9) Taylor Swift, 2019.

Image credit: Getty Images

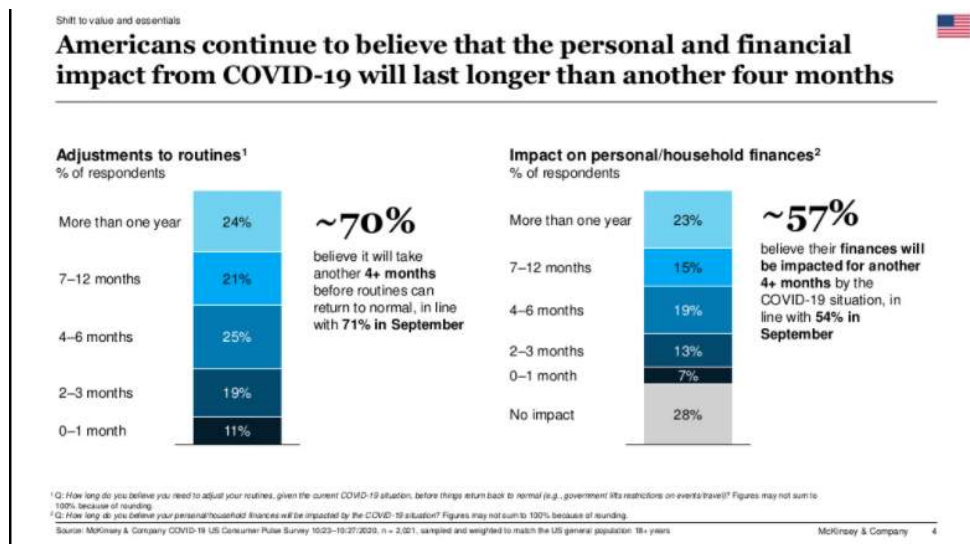


FORMAL GETAWAY



Trend Forecast Introduction.

The outbreak of the current unprecedented global pandemic has paused the rotation of the business cycle in the fashion industry (Bhattacharjya, 2020). The covid-19 is an infectious disease that is caused by the recently discovered coronavirus. This respiratory virus is highly contagious, and it can spread with social contact from person to person. This virus has caused uncertainty of economic disruptions (Berg et al., 2019), 23% of Americans assume the impact of coronavirus expecting to last for more than one year (**Exhibit 1**). The impact of the pandemic in social, political and economic terms need to be considered in order to create a forecast report. With many fashion events that had to be canceled and many businesses going bankrupt, the industry had to face some challenges to be able to move forward.



The theme for the trend forecast of the year of 2022 spring/summer collection is named “formal getaway”. Formal because the main garment in this collection is the classic formal blazer, and getaway because the mood is all about traveling and going away for the spring and summer. Social distancing rules, and travelling restrictions has made it difficult and almost

impossible for people to travel, and properly get dressed. The year of 2022 which is predicted by our company to be a year of post-covid 19, it will be a year of more recovery, freedom and getaway. This collection introduces a lot of bright and dark essential colored designs that emphasize everything given to us by mother nature during the spring and summer. Following the lockdowns and quarantines, there will be a need to get away to the outside to smell fresh air. Our prediction is that the year of 2022 will bring a sense of repurpose to people, and a need for exploring, going out and enjoying the weather of the spring/summer season.

First Trend:
Single-Breasted Oversized Blazer with Padded Shoulders.

Fabric Type: Stretch woven (dark pink) and moleskin (light pink).

Details: Fruit brooches attached, front pockets, one button, and padded shoulders.



OVERSIZED BLAZER TREND



VALENTINO



BOUCHRA JARRAR



GUCCI

2020 SPRING/SUMMER READY-TO-WEAR COLLECTION

Trend Overview (Figure 1)

OVERSIZED BLAZER TREND



BURBERRY



BALENCIAGA



VERSACE

2021 SPRING/SUMMER READY-TO-WEAR COLLECTION.

Trend Overview (Figure 2)

Trend Analysis

As of right now, oversized blazers “are the springtime coat of choice” (Marie Claire Mag, 2020). Oversized blazers have not only risen in popularity for office settings, but have now become popular and common to use for any other particular occasion. As it can be seen on, **Figure 1 and 2** oversized blazers took over for both the 2020 and the 2021 designer spring collections. Since blazers have now become an essential and classic garment to have in a female’s closet, it means there is a high chance that it will come back for 2022. Some designers right now have “given the blazer a new direction with ... long sleeves and padded shoulders” (Marie Claire Mag, 2020). The oversized blazers are the perfect light layer to make it through in stylish comfort (Who, what, wear, 2020). The oversized blazer might be a highly predicted trend for the spring/summer of 2022.

The brooch accessory that is placed on the left side of the blazer (**Figure 2**) was again repeated for the spring/summer 2021 collection. Brands are bringing back the classic trend of brooches as a costume accessory for garments, which makes one think that this accessory will definitely be relevant two years from now. The padded shoulders have also made their way back to modern fashion. One detail that “has defined fashion in 2020, it’s the padded shoulder” (Who What, Wear, 2020). This is now a wardrobe basic that is not only being used in blazers since they have made their way to sleeved T-shirts and dresses as well (Who, What, Wear, 2020). Designers are also sticking to this classic, and it can be highly predicted that it will be trendy for the spring/summer of 2022.

Second Trend:
Long Single-Breasted Blazer Jacket

Fabric Type: ratine suiting (dark blue) and moleskin (light blue).

Details: single-breasted, long blazer with long sleeves, front pockets and not pockets.



LONG SINGLE-BREASTED BLAZER TREND



CHLOE



GIVENCHY



MARC JACOBS

2020 SPRING/SUMMER READY-TO-WEAR COLLECTION

Trend Overview (Figure 3).

LONG SINGLE-BREASTED BLAZER TREND



MICHAEL KORS



GIORGIO ARMANI



CHANEL

2021 SPRING/SUMMER READY-TO-WEAR COLLECTION

Trend Overview (Figure 4).

Trend Analysis

Gabrielle Bonheur Chanel, better known as “Coco Chanel,” once said “In order to be irreplaceable one must always be different.” It is a phrase that should be common sense, but not a lot of fashion designers take it into consideration when creating their pieces. Nowadays everything looks similar, as if there was no thought behind it or it was just someone trying to meet a deadline. The blazer is a classic and will always be a staple in women’s formal wear, but it is time for an update from its original design. Some of its key components (lapel, buttons, pockets, and sleeve buttons) can remain the same, but a trend that has been emerging as of late is an elongation of the blazer. Vogue Magazine created a list of the top 16 best blazers to own for the 2021 spring/summer season and a third of them were long blazers (Fass, 2020).

Fashion brands such as Givenchy, Michael Kors, and Chanel have caught wind of the long blazer trend and exhibited their takes on it during their runway shows. United States Vice President-elect, Kamala Harris, was seen wearing a gingham buttonless long blazer during a campaign stop in Buccaneer Park in Florida; and a checked long modern blazer during a campaign stop in Nevada (Stewart, 2020.) Another mainstream celebrity that was seen rocking the long blazer trend was Vanessa Hudgens. Celebrity stylist, Jason Bolden, put together the long blazer Versace suit that she wore and uploaded the full look to Instagram, which fascinated Hudgens’ 40 million followers (Van Horn, 2020). The long blazer trend appears to be making its way around, from the runway to the white house, and it is clearly indicating that it is here to stay until at least the 2022 Spring/Summer season.

Third Trend:

Double-Breasted Blazer with a Loose Boxy Fit

Fabric Type: Flannel (light green) and organic cotton (bluish green)

Details: Double-breasted, casual blazer, Long sleeves, boxy fit.



DOUBLE-BREADED BLAZER WITH LOOSE BOXY FIT



BALMAIN



MICHAEL KORS



SAINT LAURENT

2020 SPRING/SUMMER READY-TO-WEAR COLLECTION

Trend Overview (Figure 5)

DOUBLE-BREADED BLAZER WITH A BOXY FIT



DOLCE & GABBANA



CHRISTIAN DIOR



FENDI

2021 SPRING/SUMMER READY-TO-WEAR COLLECTION

Trend Overview (Figure 6)

Trend Analysis

A boxy fitted blazer is a men-inspired oversized blazer that is made to fit a woman. This kind of blazer has been taking over the designer runway shows for both years of 2020 and 2021. This casual and classic piece tends to always come back for the spring/summer season every single year. This 80s fashion blazer is making a big comeback “... boxy, menswear blazer has taken over the runway and become a street style favorite”(Marie Claire, 2020). For the collections of spring of 2020 “The assortment shown included many that were long and lean in silhouette with single-breasted buttons—a nod to the free-spirited women of the ’70s” (vogue, 2020). The boxy fitted blazer makes reference to a free woman who is not bothered about stereotypes. Single breasted blazers are also a classic that need to be included every single year in collections. There is no blazer without the single-breasted style and a lean silhouette. “The blazer, specifically a boxy, oversize rendition, is one of the most transcendent pieces in fashion.” (Coveteur, 2020). The boxy fitted blazer is timeless and it always makes up the designer collections every single year. In fewer words, it can be predicted that this timeless type of blazer will most likely come back for the spring/summer of 2022.

Fourth Trend:

Long Single-Breasted Sleeveless Blazer

Fabric Type: crepe (darker orange and lighter orange)

Details: Single-breasted (three button attached, long blazer, front and no pockets, sleeveless.



SINGLE-BREASTED SLEEVELESS BLAZER



HERMÈS



GIVENCHY



JOSEPH

2020 SPRING/SUMMER READY-TO-WEAR COLLECTION

Trend Overview (Figure 7)

SINGLE-BREASTED SLEEVELESS BLAZER



RICK OWENS



ERDEM



PHILLIP LIM

2021 SPRING/SUMMER READY-TO-WEAR COLLECTION

Trend Overview (Figure 8)

Trend Analysis

The phrase “less is more” is associated with German-American architect Ludwig Mies van der Rohe. This was the base of Rohe’s new style of architecture because his designs were never too glamorous or complex, but rather true to the essence of architectural construction. Keeping his designs elementary and simple was his specialty, which are the same characteristics that fashion designers use when creating women’s formal wear. The blazer has always been a key piece in women’s formal attire and it has consisted of the same components (lapel, buttons, pockets, sleeve buttons, and hem) since its creation. Designers tend to stray away from anything that is too ostentatious when it comes to the blazer, but a recently emerging trend involves the removal of sleeves from the original design. It is a trend that has been seen on multiple 2020 and 2021 runways, with Dolce & Gabbana launching a new project called ‘DG Digital Show’—a monthly series of digital-only fashion events, in which all products are available for immediate purchase with the sleeveless blazer being featured on the first show (O’Neill, 2020).

Fashion companies like Hermès, Givenchy, and Joseph have picked up on the sleeveless blazer trend, but they are not the only ones. Actress, singer, and film producer, Priyanka Chopra appears to be in the know, Chopra was seen wearing an all-black outfit with an interesting element. The actress wore a sleeveless blazer over a completely sheer, body-skimming top that lent a cool spin to her formal look (Chopra, 2020). Forecasters at Fashion Snoops have also predicted further progressing a laid-back aesthetic, with new soft tailored suits emerging such as the sleeveless blazer (Fashion Snoops, 2019). The classic blazer will always be a staple in women’s formal wear and nobody is trying to reinvent the wheel, a slight change to the sleeves will keep it simple and classy in the spring of 2022.

Fifth Trend:
Double-Breasted Blazer Dress

Fabric Type: yellow wool and orange crepe.

Details: Button fastenings through front, mid-long blazer, Long loose sleeves.



DOUBLE-BREASTED BLAZER DRESS



MSGN



**MATTHEW
ADAMS DOLAN**



DION LEE

2020 SPRING/SUMMER READY-TO-WEAR COLLECTION

Trend Overview (Figure 9)

DOUBLE-BREASTED BLAZER DRESS



SELF-PORTRAIT



LOUIS VUITTON



VIVIENNE WESTWOOD

2021 SPRING/SUMMER READY-TO-WEAR COLLECTION

Trend Overview (Figure 10)

Trend Analysis

French fashion designer, Hubert de Givenchy, once said "The dress must follow the body of a woman, not the body following the shape of the dress." It is an iconic statement made by an even more iconic man who emphasised the numerous silhouettes that exist to accentuate the features of each different body type. Givenchy worked on all sorts of dresses that had different silhouettes such as the A-line, bell and trumpet, but a type of dress he did not work with was the blazer dress. This is because the blazer dress was designed after Givenchy's time, it is more of a modern day creation that is expected to be the next fashion trend in women's formal wear. Forecasters at Fashion Snoops already predicted it for the Spring of 2020 and Spring of 2021 so it is safe to say that it is here to stay for the Spring of 2022 (Fashion Snoops, 2020).

Fashion designers such as Dion Lee, Vivienne Westwood, and Matthew Adams Dolan appeared to have picked up on Fashion Snoops forecast of the blazer dress, but they are not the only ones. One-fourth of British girl group Little Mix, Leigh-Anne Pinnoch, took to Instagram to update her 6.2 million followers with a snapshot of herself rocking a blazer dress. Pinnoch stunned her fans with her short black blazer dress that fell to her upper thigh, with the low-cut garment displaying her décolletage, which was left bare (Magnocavallo, 2020). Tennis champion Serena Williams wowed her 12.7 million Instagram followers after showing off a blazer dress from Williams' personal line, S by Serena. The blazer cinched at the waist and highlighted her hourglass figure, with the hem of the garment being very short and cropped at the upper thigh (Harnes, 2020). The experts and influencers have spoken and it is looking like the blazer dress is here to take the fashion world by storm in the Spring of 2022.

Sixth Trend:

Double-Breasted Blazer with Pointy Shoulders

Fabric Type: Chambray (light blue) & Raitine Suiting (dark blue).

Details: Six buttons attached for a double-breasted look, pagoda shoulders (left). Single-breasted and one shoulder covered (right).



DOUBLE-BREADED BLAZER WITH POINTY SHOULDERS



MIU MIU



BALENCIAGA



MICHAEL KORS

2020 SPRING/SUMMER READY-TO-WEAR COLLECTION

Trend Overview (Figure 11)

DOUBLE-BREASTED BLAZER WITH POINTY SHOULDERS



BALMAIN



RICHARD MALONE



GIVENCHY

2021 SPRING/SUMMER READY-TO-WEAR COLLECTION

Trend Overview (Figure 12)

Trend Analysis

The pointed shoulder blazer better known as the “pagoda” shoulder was first invented by the Italian fashion designer Pierre Cardin, and was made in China. This famous trend has been revived by brands such as Balmain, Balenciaga and Givenchy during their spring/summer collections. These shoulder styles have “continued their reign” (Lifestyle Asia, 2020), even though they were made a long time ago. These shoulder styles are dramatic because of the sharpened bold and eye-catching theta are. This is not a regular shoulder design and it is very innovative for these times even though it was made in 1979. During the 2021 spring/summer collection of Balmain, the pagoda shoulder was the main piece of the entire collection. The collection had large combinations of “Breton tops and blazers” (Vogue Runway, 2020). The blazers that were shown during the runway were pagoda shoulder blazers with different varieties, colors and shapes. “It was all about the shoulder — mega-pagoda for women, way out there for men — matched with bike shorts or stretchy flared jersey trousers/bodysuits.” (LA times, 2020). Designers have already predicted this trend for the year of 2021 which has not begun yet which gives the prediction that this pagoda shoulder might still be relevant for the spring/summer of 2022.

Seventh Trend:
Classic Belted Blazer

Fabric Type: stretch woven (dark pink) and (organic cotton (blueish green))

Details: long sleeves, $\frac{3}{4}$ sleeves, belt as accessory, color blocked, front pockets, single-breasted.



CLASSIC BELTED BLAZER



CHRISTIAN DIOR



GABRIELA HEARST



MICHAEL KORS

2020 SPRING/SUMMER READY-TO-WEAR COLLECTION

Trend Overview (Figure 13)

CLASSIC BELTED BLAZER



LANVIN



LOUIS VUITTON



CHANEL

2021 SPRING/SUMMER READY-TO-WEAR COLLECTION

Trend Overview (Figure 14)

Trend Analysis

The gathering regulations and social distance restrictions had many people shift to online shopping dramatically. Fashion influencers, celebrities, or bloggers used to interact in the digital platforms constantly are posting their wears during the social distance. It is not surprising that instead of showing gorgeous dresses at the parties, they posted the pictures while doing exercise, walking with dogs, or grocery shopping. Or even people who work from home remotely with more informal attire while on the Zoom meeting with their colleague (Brooke, 2020). It brings attention to the casual and practical styles that will be a trend. As well as the latest mainstream street styles across the world, the jacket looks less formal than used to be. Giorgio Armani, an Italian designer, stated that the tailored suit designer needs to revamp alternative interpretations corresponding to the shift of upheaval social movement (Farra, 2020). Today consumers prefer comfy attires maintaining functionality and practicality in a variety stylish or fresh looks without extra effort (Kumar 2020). During the Spring or Summer, a tank top with shorts is a typical common style of the blazer to give off a robust impression. With the addition of the belt or waist, stylish accessories repeatedly compliment many designers for Spring 2021, such as Prada, JW Anderson, Chloe, Fendi, and Art School (Harper's Bazaar Fashion, 2020). The oversized with a belt decorated to make a completely alternative body-conscious style of an accentuated waist. Furthermore, the same belt offers various options to create a favorite cool style of casual or feminine elegant outfits with minimal but diverse interpretations.

Eighth Trend:
Cropped Blazer Jacket

Fabric Type: moleskin (light blue) and crepe (dark orange).

Details: single-breasted, short cropped blazer, Long sleeves, $\frac{3}{4}$ sleeves.



CROPPED BLAZER JACKET TREND



BURBERRY



ALEXANDER MCQUEEN



CHANEL

2020 SPRING/SUMMER READY-TO-WEAR COLLECTION

Trend Overview (Figure 15)

CROPPED BLAZER JACKET TREND



CHRISTIAN SIRIANO



VICTORIA BECKHAM



CHANEL

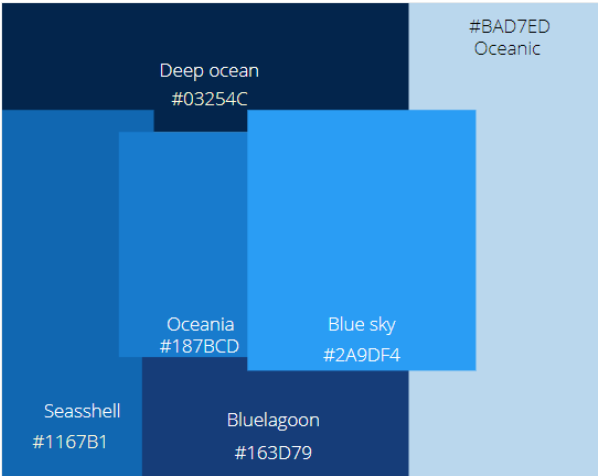
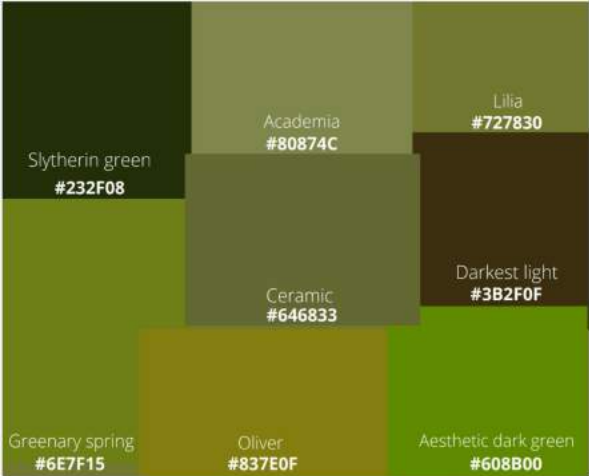
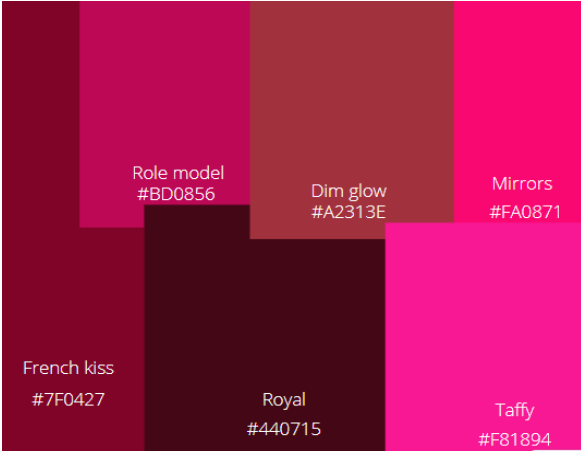
2021 SPRING/SUMMER READY-TO-WEAR COLLECTION

Trend Overview (Figure 16)

Trend Analysis

Based on the years of 2020 and 2021 the runway shows from Nina Ricci, Burberry, Rotate Birger Christensen, Christian Siriano, Eckhaus Latta, and Alexander McQueen, have made the cropped blazer a trend. The loose cutting blazer jacket has been exhausted and swings toward the direction of a shortened silhouette cropped blazer jacket. As uncertainty of the economic phenomenon and unemployment remains at a high level, consumers have given this look extra attention before making a purchase decision. Durability and quality will be prominent factors for nonessential products such as apparel (Mckinsey & Company, 2020).The cropped jacket provides a versatile alternative from insouciant to provocative (Schimminger, 2020), matching with short jeans in the morning, then replaced with a one-piece dress in the evening in perspective personality without trendy conflict. Right now, there are many varieties of styled cropped blazers to choose from depending on the personal preference of the female. The cropped blazer seems like a trend that will likely come back for the spring/summer of 2022 because of how chic, casual, elegant and trendy it is.

Color Palette



Color Palette Analysis

The predicted colors for the spring/summer of 2022 are a combination of dark and light essential colors. The colors chosen represent nature, skies, oceans, flowers, fruits, the sun, and about anything that is visible to the eye during spring/summer. The predicted colors are a reminder of everything that nature gives us in the spring and the summer time. As predicted in this report, the year of 2022 will be the season of getaways and a need for people to find freedom in places in the world that have been restricted. People around the world have had to avoid large amounts of gathering and follow social distancing rules because of the respiratory airborne virus of Covid-19. The year 2022 might be a year of repurpose and freedom following the lockdowns and quarantines.

Fabric Selection Analysis

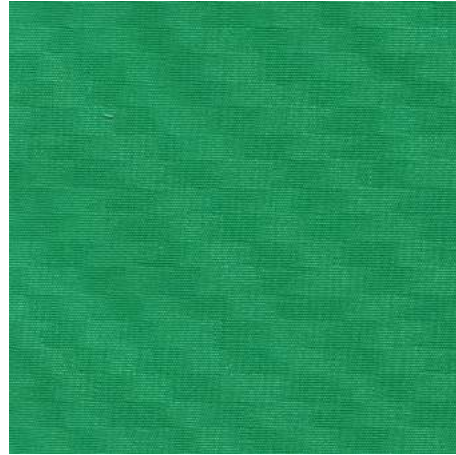
The textile selection is another major element of this report for the year of 2022. We decided to include some eco-friendly fabrics such as organic cotton and wool. The selection of our fabrics are based on the typical fabrics that are usually used in regular blazers. The fabrics include stretch woven, moleskin, chambray, ratine suiting, boucle suiting, flannel, and crepe. The fabrics that were selected are going to keep the blazer fresh but also cozy during the spring and the summer season.

Proposed Fabrics

1



2



Fabric type: Stretch woven.

Fiber content: 97% cotton 3% LYCRA spandex.

Main features: Cellulose elastomeric fiber blend.

3



4



Fabric type: Moleskin.

Fiber content: 97% polyester and 3% spandex. **Main Features:** Satin weave.

5

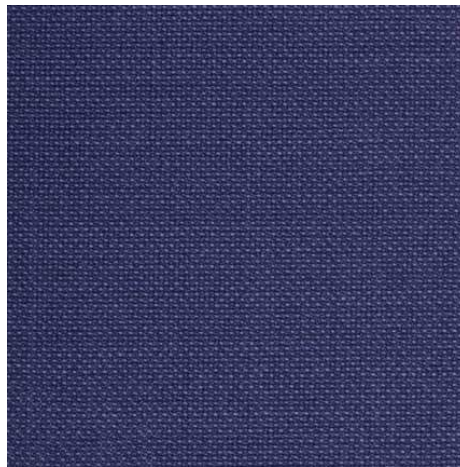


Fabric type: Chambray.

Fiber content: 100% cotton.

Main features: Balanced midweight plain weave/ yarn dyed.

6

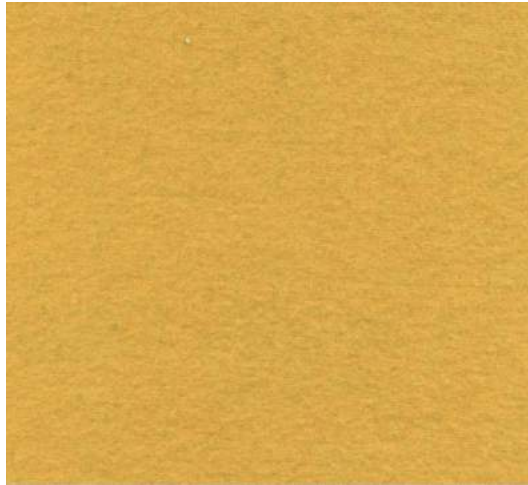


Fabric type: Ratine suiting.

Main content: Varies with sample.

Main features: Ratine loop yarns.

7

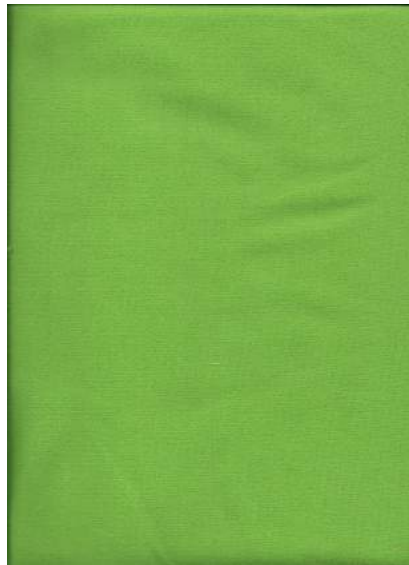


Fabric type: Wool

Fiber content: Mohair wool and other fiber.

Main features: natural protein fiber/ synthetic fiber blend/ bouche loop yarns.

8



Fabric type: Flannel

Fiber content: 100% Cotton

Main feature: Balanced midweight plain weave.

9

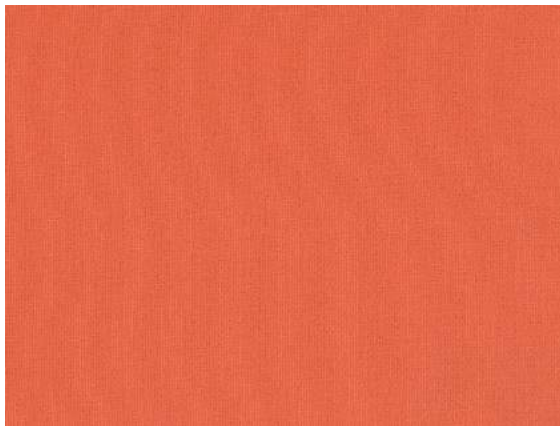


Fabric type: Organic Cotton

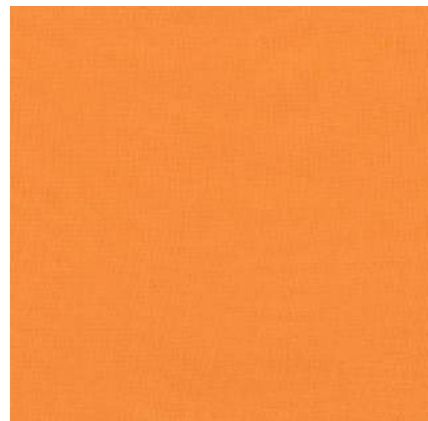
Fiber content: 87% to 90% cellulose and 5% to 8% water

Main feature: natural hollow fibers soft, breathable and absorbent.

10



11



Fabric type: Crepe.

Fiber content: varies with samples.

Main features: Momic weave.

Conclusion

The blazer as a classic piece is always seen on designer runways shows annually for every season. The blazer has a long and interesting history where stereotypes have been broken and new types have been created. Now, the blazer as a unisex garment has become the classic garment to have in both a male and female closets. The blazer will definitely come back for the year of 2022 with a possible different combination of colors, shapes, silhouettes and fabrics.

Our main theme is called “formal getaway” which is making reference to a well-deserved break after a long odyssey. Our theme is making a reference to a break from the respiratory virus covid-19 and possibly getting away from it. The spring/summer of 2022 predicted by our company is a year of freedom, more recovery especially and repurpose. For the year of spring/summer of 2022 we predicted a combination of both dark and bright essential colors as a trend. The proposed fabrics for the designs of the predicted trends are both fresh and cosy. While making the transition from fall/winter to spring/summer we came to the conclusion that fresh but also cosy fabrics needed to be included. Our team came to the conclusion of the eight predicted trends for the season and year mentioned, after a deep analysis of runways shows for both 2020 and 2021.

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