

WOMENS' PANTS SUITS FASHION FORECAST FOR YEAR 2022

GROUP 2

2022

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FORECAST

FORECASTED BY

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About the Authors

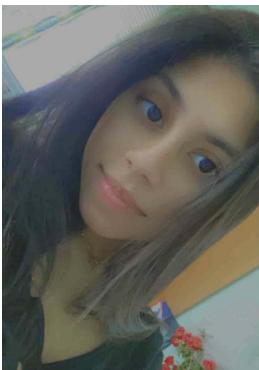


Project Director: Cheyenne Darcy

Cheyenne is a senior attending New York City College of Technology majoring in the Business and Technology of Fashion. Upon graduating college, she seeks to use her skills and expertise to work in a fashion company. Some of her roles in this project as a project director is to focus on project precision, organization, and cleanliness. In addition, she completes the consumer profile, letter to the reader, and research trends for pants suits.

Research Analyst: Leslie Escoto

Leslie Escoto is a senior studying the Business & Technology of Fashion at New York City College of Technology. She is currently working in Retail Management, and has a Social Media Internship lined up for the spring. Her role in the project was to assemble trend information and background information.



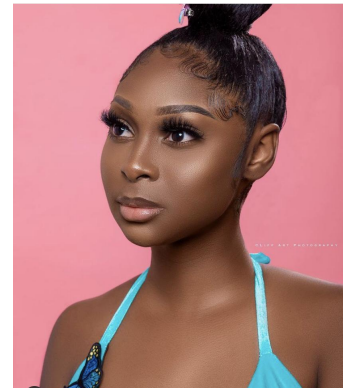
Research Analyst: Sanjidah Khan

Sanjidah Khan is a third year student attending New York City College of Technology. She is currently working in Social Media Marketing and plans to use her skills after graduation to work in the Technology and Fashion field. Her roles in this project was to research information on the

consumer, analyze the trend report for women's pant suits and assist in the organization of the project's visual design.

Creative Director: Seaniah Mcleod

Seaniah Mcleod is born and raised in Brooklyn. She is attending New York City College of Technology and currently working on her Bachelors degree for Business of Fashion and Marketing. She currently owns her own brand called Tu Desires Seaniah, which sells Ready-To-Wear and customized clothing. Some of her roles in the project are designing sketches and working on the color story.



Research Analyst: Omar Touray

Omar Touray was born and raised in the Bronx. He is currently a Senior attending New York City College of Technology and is currently working on his Bachelors Degree for Business and Fashion. He's also into real estate and plans on owning his own properties. His role in this project is to research and write about the trends of single breasted and double breasted styles on womens suits. He's also helping with the organization of the project.

Letter to the Reader

Innovative meets Women Pant Suits: The Latest Trends are Unveiled for 2022, a Perfect Reflection of the Times.



By reinventing traditional and ordinary women's pant suits, this fashion forecast dwelves upon eight exciting and evocative trends for Women Pant Suits for the year 2022. Forecasters Cheyenne Darcy, Leslie Escoto, Sanjidah Khan, Seaniah Mcleod & Omar Touray, the faces of the forecast, conduct research, sketch and choose exciting proposed colors and fabrics for Women Pant Suits of the year. Female power dressing is certainly an emerging trend and we seek to highlight some of the coolest pant suit trends. With such use of delightful textures and designs, this will invite many women consumers to shop these trends. These trends create an inviting and interesting vibe to any ordinary pant suit. This collection reflects the ideals of a trendy woman working in the fashion industry. Our models are wearing structured pieces that experiment with a variety silhouettes, colors and fabrics. Inspired by corporate women who work in the fashion industry, our looks are timeless and appear structured on the body.

Consumer Profile (VALS)

Target Market



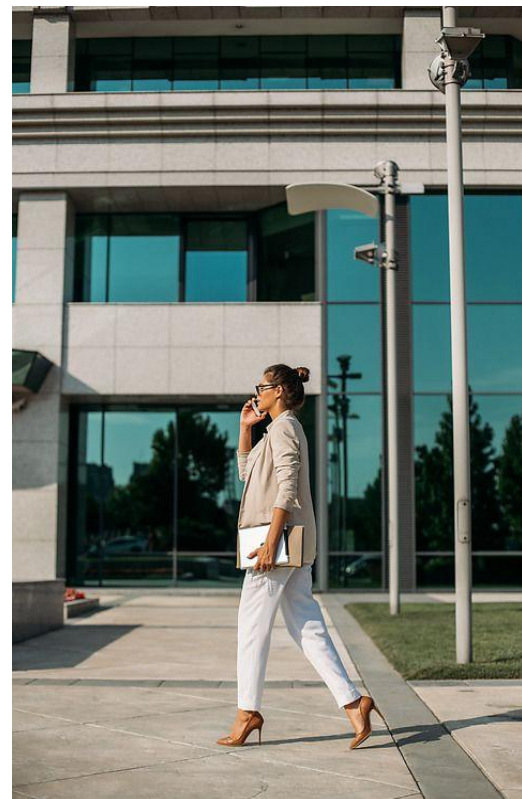
Our target consumer is Georgia, a poised, charismatic college educated female. Her intellectual attitude has compelled her to complete her masters in business administration, following her career working corporate in the fashion industry. She is a strong driven American woman who was born and raised in California and moved to New York City. Derived from a middle class to upper middle class background, she is a well mannered, technologically savvy intellect. With a passion for fashion, she is trend conscious and fashion

forward. Georgia is an independent and assertive woman who strives for success.

According to the VALS system of values, attitude, and lifestyle, Georgia is considered to be an achiever. Georgia is certainly hardworking, who exceeds beyond her means to do her best. With such strive for success, she is a goal oriented woman, who loves her corporate job, and has strong desires to stand tall against all odds. With her keen eye for the fashion industry, high education level and intellectuality, she pays close focus to what pieces are cool and trendy. Georgia is a shopper who is appreciative of a quality product and isn't fearful to spend money on a fashionable pant suit. She keeps an eye on trends, and prefers a good quality product that displays accomplishment in her field. Georgia is socially capable and structured to adapt to others ideologies, but still remains in her beliefs.

Taking a broader look at our target market, they aren't your typical consumer. The type of consumer to shop pant suits in the year 2022, has a classy lifestyle and focuses on appropriate looks suitable for work/office. These consumers want to look professional but still incorporate the latest fashion trends into their attire. Not only are these consumers fashion forward, they dress to feel powerful while working alongside their colleagues at a fashion company. Our typical target consumer's age ranges from 22-40 years old, with a salary starting at \$100k a year. These consumers are single, and business oriented with strong motivation to exceed in their line of work.

Consumer Lifestyle Image Examples



Trend Report



Trends are an incremental increase or decrease over time, otherwise labeled as an adjustment in the process that alters itself in a variety of tastes and consumer goods (Makridakis, 1990) (Divita, 2020). The ideology of trends have changed in a way that doesn't focus on a single look, but dwelves upon turning mindsets and lifestyles into a marketable reality (McMcurdy, 1998) (Divita, 2020). As forecasters we aimed to anticipate the future developments of Women Pant Suit trends, by looking for changes and applying forecasting techniques to predict possible trends. Womens' Pant Suits have made a statement in 2020 in the fashion industry, work field and beyond. Such trends have been seen on runways, by celebrities, and influenced many women that fit our ideal consumer target market. As forecasters, the trends that we've analyzed include big pocket mania (big pockets), office plaid (plaid), deus breasted (double breasted), gaga padding (shoulder pads), boat leg (wide leg), highway (high waisted), v blazer (longline blazers), and uno breasted (single breasted).

Who Needs A Purse When You Have Big Pocket Mania?

Big pockets is a prevalent trend for womens pant suits of Spring 2022. As forecasters, we researched collections from Spring/Summer 2019, and it's noticed that designers are incorporating built in storage into your attire. Pockets were seen in New York Fashion Week Runways, and every woman who is known to carry anything knows how substantial this design detail can be (Silver, 2018). *The images below show models from various collections.*



Fall 2019 - Alexander McQueen



Spring 2019 - Yves Saint Laurent

As mentioned in our Consumer Profile, pant suits are worn by women who come from an upper middle class background who live a classy lifestyle. Even though they are often busy; these women make time to be trend conscious and fashion forward. Many celebrities have also been seen sporting this trend and high fashion designers are noticing how important pockets are to women. Designers have played with the proportion of pockets before and it's a micro trend that's worth paying attention to, since they represent centuries old gender division in fashion due

to its political implications (Brooke, 2018). Women began wearing looks with visible pockets in the early 20th century which carried the ideology that women could be carrying something unsafe in her pockets. There has always been a lack of pockets that are functional in attire for women but in 2019 and 2020 collections, there is a variety of pant suits women can shop for that provide large and convenient pockets. According to GQ, “The size of the pocket is useful and adds something a little noteworthy to an otherwise classic piece. It’s a hell of a lot easier than carrying a big tote bag on a hot day” (Berlinger, 2016). This trend will continue to become more popular because our busy target consumers would appreciate leaving their home hands free. What is most appreciated by this trend is that it provides substantial comfort and is extremely versatile.

Office Plaid

In fashion, there is a constant cycle of reincarnation. Plaid suits were seen at New York Fashion Week, and the print is back in full force, corresponding with women pant suits of 2022. A plaid suit with a 70’s dad style has been a woman’s costume and a stylish weapon. (Moozoi, 2018). These pant suits have transformed over the years in the fashion world and many high fashion designers are using it in their collections to target such driven and fashion conscious women.



The most 3 popular types of plaid in women’s pants suits are tartan, gingham and glen plaid. These types of plaid allow women to be more versatile when picking such attires. In addition, plaid suits add variation in shades and colors. This trend is cyclical, causing it to

continue its popularity in the fashion world. With a rich history derivative beyond Scottish Highlander Kilts, plaid is a heritage pattern that feels very now. Fashion month attendees have worn these statement pieces dressing them in different ways (Besser, 2020). *The images below show models from NYFW runway.*



Alexander McQueen Fall 2020



Yves Saint Laurent Fall 2020