



FORECASTERS

2024

TREND FORECAST REPORT

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The Team



Daniela Peckova Watanabe CREATIVE DIRECTOR

Background in E-commerce Business Development bringing forth industry experience. Senior at New York College of Technology. Always looking for ways to improve the consumer experience and constantly researching the latest innovations in the fashion and beauty industries. Specialized in the Asian and American Beauty markets, from over 10 years of experience living in Asia and New York working with major brands such as Lancome, Cetaphil, Maybelline and etc. Currently works as the Creative Director at HARMONIA NY and provides industry trend analysis through Forecasters.



Marelin Astacio TREND FORECASTER

Trend forecaster looking to help usher in a new age of sustainable and conscious fashion. Senior at New York City College of Technology. In charge of identifying and researching trends that are proposed to change the fashion of the coming years. Currently employed under a makeup retailer in New York City.



LETTER TO THE READER

Catsuits are seen as out-of-the-way clothing choices that only the uber-rich or superhero characters are inclined to wear. Whether it is a rockstar like David Bowie or a villain like Catwoman, the catsuit makes a statement the second the wearer is in view. For the casual everyday person, catsuits were on the borderline of being too costumey to be incorporated into everyday wear. However, with fashion recently taking a look back and bringing back pieces from the later decades, it's no surprise that they are forecasted to become more popular in the 2024 Spring/Summer season.

As the pendulum swings further back in time, an item of clothing that has almost been forgotten and swept into a more niche scene is making a slow but steady comeback. Catsuits have been skirting the trends but never quite becoming part of them since as early as 2015 with a brand like The Blonds making a large portion of their line focused on catsuits. Slowly we've seen more and more brands creep into a catsuit here and there. Most recently from large fashion houses Marine Serre, Mugler, and Balmain and most recently with the backing of Kim Kardashian, Balenciaga has managed to put catsuits at the forefront of the fashion scene, even debuting a bright pink number on SNL.

Catsuits themselves have slowly been getting updated with different materials, patterns, colors and even silhouettes, no longer looking like something Farah Fawcett would wear in the 1970's Charlie's Angels tv show. As a whole, they are becoming more wearable yet keeping that bold aspect a catsuit will always have. The following trend report will further disclose how catsuits are set to make a comeback in a big way in 2024 and how we are expected to see other trends incorporated into their resurgence.



MISSION STATEMENT

**"AT FORECASTERS WE PREDICT THE FUTURE AND
CREATE THE AVANT-GARDE."**

-Forecasters

CUSTOMER PROFILE

Figure 1. Target Public, Burning Man attendees.



Clients of the catsuit trend are typically females ages 18-32 who have a large expendable income. Consumers of this trend used to only be A-list celebrities like Beyonce, Kim Kardashian, and Due Lipa however as fashion trickles down to more of the public, influencers, models, and dancers have begun making bolder clothing choices and decided to don catsuits as eye-catching or striking pieces. The starting income for a consumer of the catsuit trend is \$90,000 a year or \$7,500 a month as catsuits themselves are very detail-oriented pieces that dress the whole body and are usually on the pricier end of the spectrum. The highest education level is an Associate's or Bachelor. As for family status, the typical consumer of this trend is someone who is legally single and has no children or dependents. As for the psychographics of customers for this trend, the lifestyle tends to be high energy, with events at every corner. Customers of this trend are nightlife goers, party frequenters, and overall fashion-forward consumers who like to have fun. These consumers can be found at festivals like Burning Man or Coachella. A value for consumers of the catsuit is looking good and feeling good, this makes buying a catsuit a purchase that satisfies the consumer in an emotional way as opposed to a practical way. Behaviorally, consumers of this trend desire to be fashionable and ahead of the curve. This means that catsuits are most likely not their first bold buy. The purchase history for a catsuit consumer would typically include high-end bags. Geographically speaking, these consumers are found in the bigger, more well-known cities of not only the United States but also places like "Qatar, Japan, Australia, China, Taiwan, Mexico, Korea, England, and more"(Blond, 2016, p.56). As stated before, consumers would be found in more urban areas where making bold choices fashion-wise is the norm.

VALS

In terms of values, attitude, and lifestyle, consumers of the catsuit would fall under experiencers as they have the resources to buy catsuits as well as self-expression as a motivator to make bold choices, hence the choice to buy something as out there and unique as a catsuit. These consumers love social events like festivals and parties, these consumers are early adopters of fashion trends and pride themselves in finding styles and fashions that are just on the cusp of becoming popular. According to Strategic Business Insider, these consumers believe that friends are extremely important. Therefore these consumers must have a strong social circle. They also have a "Heightened sense of visual



stimulation”(Strategic Business Insider, 2022). Making daring and fearless fashion statements as a form of self-expression is what satisfies the catsuit wearer.

SHOWROOM INTERIOR

Organic shapes with futuristic interiors. Nude tones set the chic mood.

Minimal, organic, gallery-like interiors where clothes are the art.



Figure 2. Showroom Interior example. <https://www.internimagazine.com/interior/physical-and-sensory-shops/>



Figure 3 and 4 Showroom Interior example. <https://www.internimagazine.com/interior/physical-and-sensory-shops/>

INFLUENCER PROFILES

Not the mass, here quantity is not the point. We recommend association with the trendsetters. Niche is more valuable when building an expensive image.

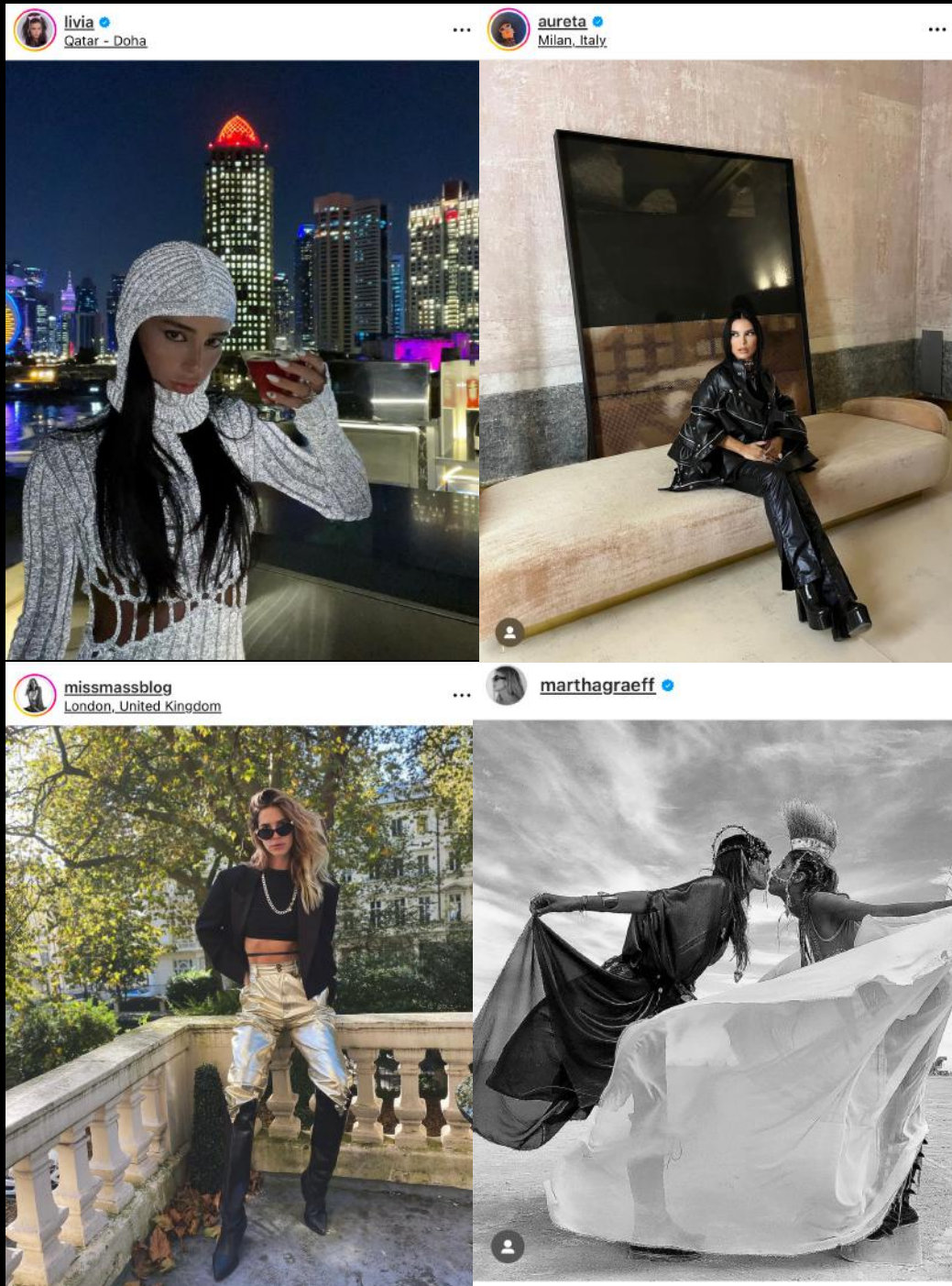


Figure 5. Recommended Influencers. Source: Instagram.com



HARMONIA



“Metallics, nudes and mirrors. Fabrics that align beauty and function.

Technology on clothing will set brands apart”

Figure 7, 8 and 9 Texture and Trims Source: HARMONIANY.COM



CATSUIT TREND HISTORY

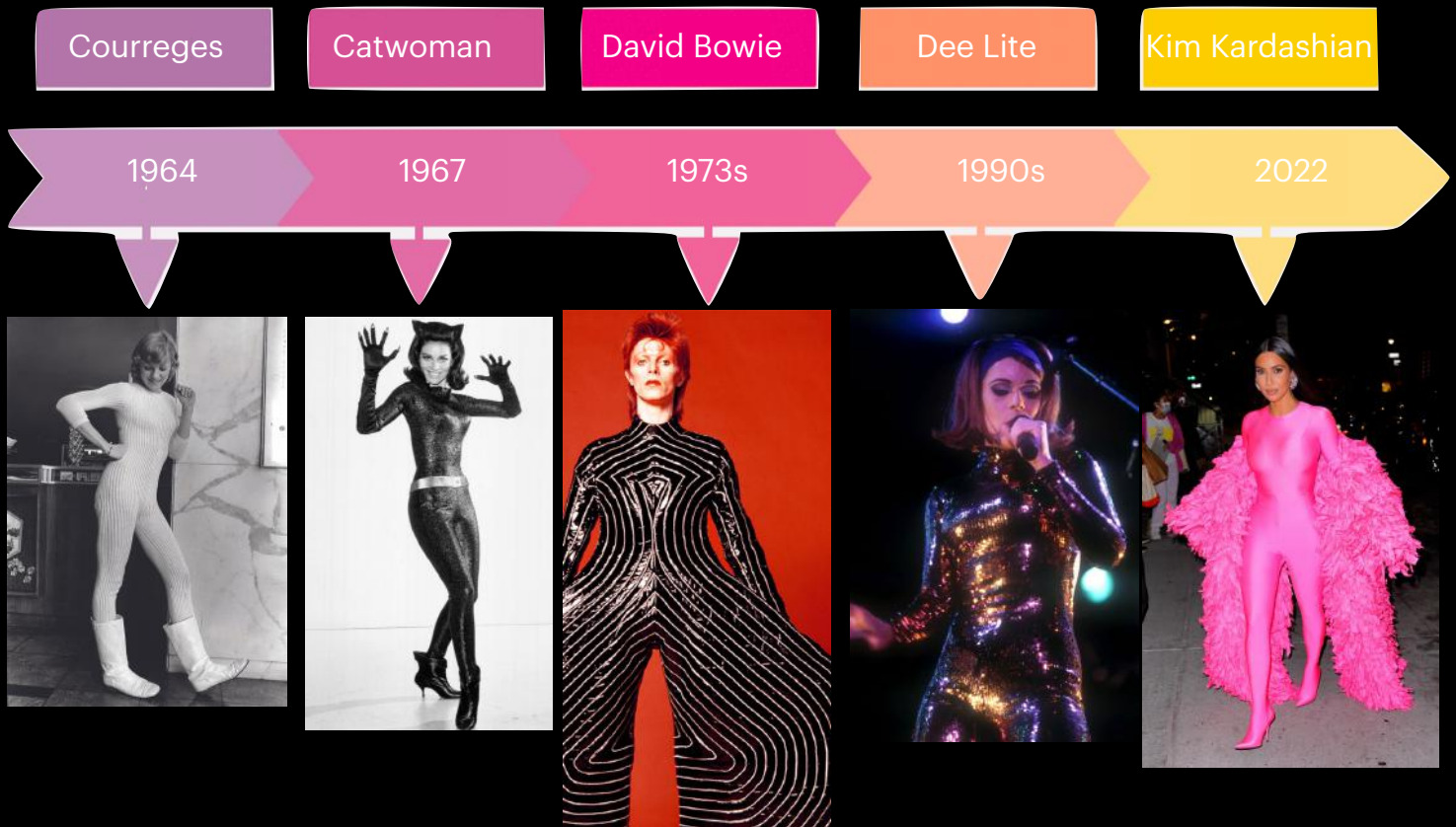


Figure 10. Courreges Space Suit. Figure 11. Catwoman. Figure 12. David Bowie. Figure 13. Deee-Lite. Figure 14. Kim Kardashian.

First appearing during the Space Age Fashion revolution led by the designer Courreges during the 1960s became mainstream as the outfit of the cat woman. Then we saw catsuits as stage wear to rockstars such as Mick Jagger and David Bowie. The 80s completely erased the piece's popularity. Catsuits made a brief comeback during the 1990s and recently in 2021 after the COVID pandemic, the trend came back in popularity with major brands exhibiting a few styles in their shows.

TREND REPORT

6 TRENDS FOR 2024

- ➔ Metallics, nudes, and bright accents
- ➔ Technological Function Fabrics
- ➔ Minimalism Futurism
- ➔ Catsuits as a mainstream item
- ➔ Catsuits for every body type
- ➔ Sustainable fashion is lux

#Minimal #Technology #Metallics #Uniqueness#TribalFuturism #Function

COLORS OF 2024

According to brands like WGSN, Pantone, and ISPO Textrends, the Spring/Summer season for 2024 will be the season of earth tones. Although varied at some capacity, the overlying theme of all three trend analyses shows signs of tones like yellows, greens, and grays being the core colors of the 2024 S/S season. Along with these tones are the introduction of pastel colors like dusty pinks, baby blues, and soft lavenders as well as a bold color that makes an appearance in all three color reports, lime green. Based on the research done on these three brands, as forecasters we created a palette of colors that we forecast will be big in the 2024 Spring/Summer.

Final edit

Our pick of the most important colours for S/S 2024



Core basics



Fashion

Accent

Figure 15. Color Palette.





FUN, CLASSY, FUTURISTIC, UPDATED

MYSTY LILAC, SPACE PINK, MICRO CHIP GREY, RIPE LIME



Figure 16, 17 and 18. Pantone Colors.

FABRIC TRENDS

One of the projected trends for the 2024 S/S season is temperature self-regulating material. This material works to regulate body temperature through hot and cold weather. This is achieved with the use of a special heat-receptive yarn that expands and shrinks as a response to either heat or humidity. An example of this is when the yarn is hot, it will contract in order to allow airflow through the clothing piece while the opposite happens when the yarn is cold; it expands to trap body heat and allow the body to keep warm. Although a catsuit isn't the first piece of clothing that comes to mind when thinking of this material, if someone were to use a catsuit with a material that would help regulate their body temperature and they were being active either by dancing or performing, it would assist in keeping the wearer from overheating. The same could be said if someone chose to wear a catsuit during the colder seasons, insulating the body heat would allow them to be fashionable during less-than-favorable weather.



Hyper Trends
by hyperbola_manager
| 31st October 2022



2024SS-2025AW TRENDBOOK COLLECTION – EXTREME LIFE

[← Back to Hyper Trends](#)

ITEM NO: SW1793
100% POLYESTER (37.5)
60" 145G/SM ±5%

ITEM NO: SW1913
50% POLYESTER (37.5)
50% POLYESTER
58" 120G/SM ±5%

ITEM NO: SW1900
100% POLYESTER (37.5)
88" 97G/SM ±5%

ITEM NO: SW1904
100% POLYESTER (37.5)
57" 110G/SM ±5%

37.5
Technology+
WARM UP & COOL
DOWN

Keep your
body at the ideal
core temperature
of 37.5° C.

Figure 19. Fabric Trend Warm up and Cool.





Hyper Trends
by hyperbola_manager
| 4th November 2022



2024SS-2025AW TRENDBOOK COLLECTION – MESMERIZING

[← Back to Hyper Trends](#)

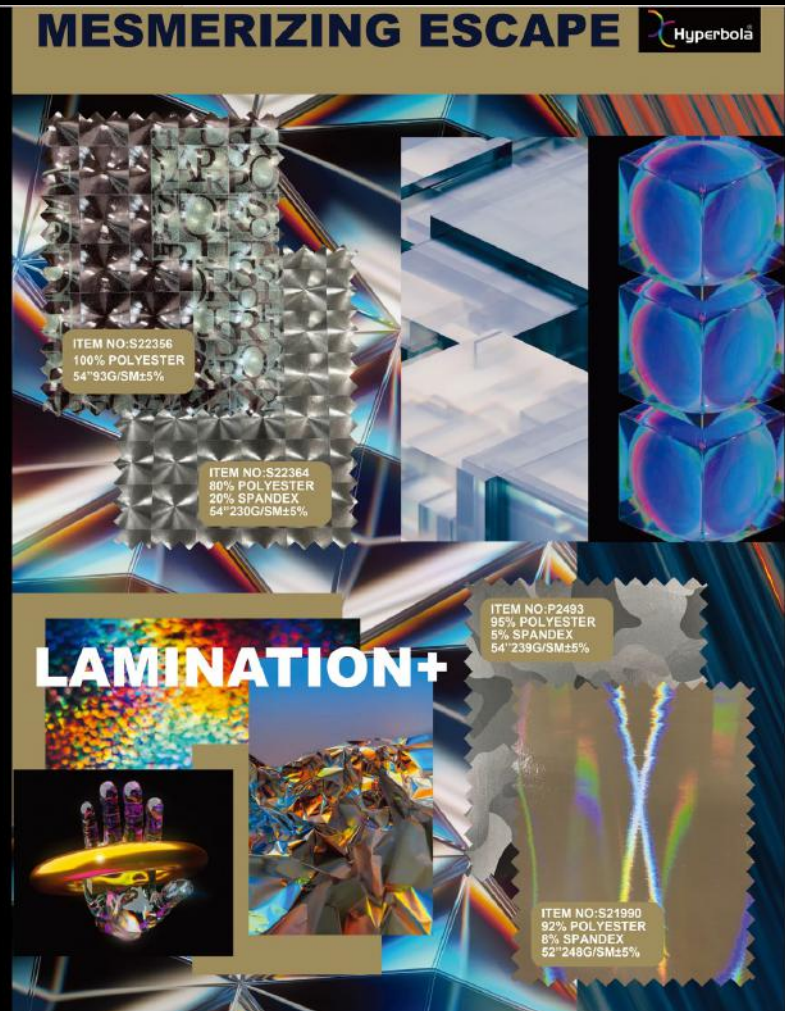


Figure 20. Fabric Trend Lamination.

Another temperature-sensitive trend expected to become big is a color-changing material. This color-changing effect occurs through the use of thermochromic material. The temperature range in which this material can be reactive is 84 to 92 degrees Fahrenheit. The standard colors this material comes in are the primary colors as well as black, orange, green, and gray. Custom colors include rose, sky blue, dark green, and more. This material can definitely elevate a simple catsuit and create a more fashion-forward and trend-setting outfit. The color-changing fabric has been around since as early as 2017 and with the use of a color-changing material the wearer can definitely make a statement.





Hyper Trends
by hyperbola_manager
| 4th November 2022



2024SS-2025AW TRENDBOOK COLLECTION – MESMERIZING

[← Back to Hyper Trends](#)



Figure 21. Fabric Trend Texture.

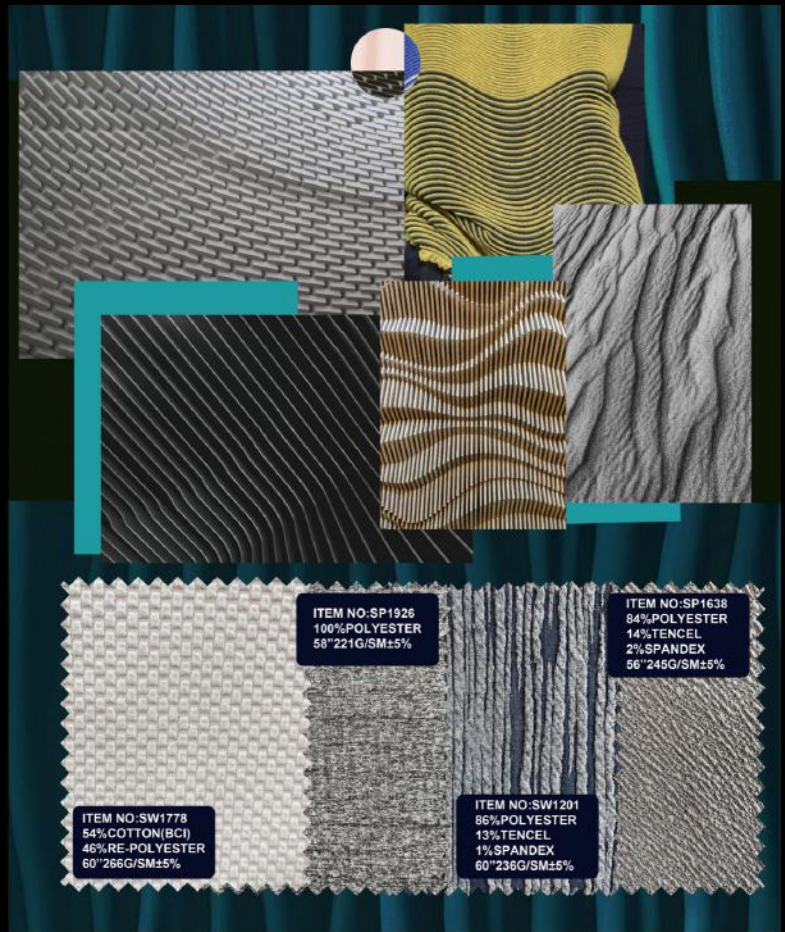
3D texture as a trend is set to blow up in the coming years as we have already seen splashes of texture here and there. We've seen different fashion brands experiment with a terry cloth or 3D spiked clothing and early adopters have flocked to purchase pieces that don't use the same tired ribbed or woven material. We've seen contemporary fashion brands like Jaded Ldn make two-piece sets with spiked material and we mustn't forget Iris Van Herpen when discussing 3D texture in clothing. It is expected that 3D materials will become more mainstream trends within the next two years.





2024SS-2025AW TRENDBOOK COLLECTION – COORDINATE

[← Back to Hyper Trends](#)



- ITEM NO: SP1926
100% POLYESTER
58" 221G/SM ±5%
- ITEM NO: SP1638
84% POLYESTER
14% TENCEL
2% SPANDEX
56" 245G/SM ±5%
- ITEM NO: SW1778
54% COTTON (BCI)
46% RE-POLYESTER
60" 266G/SM ±5%
- ITEM NO: SW1201
86% POLYESTER
13% TENCEL
1% SPANDEX
60" 236G/SM ±5%

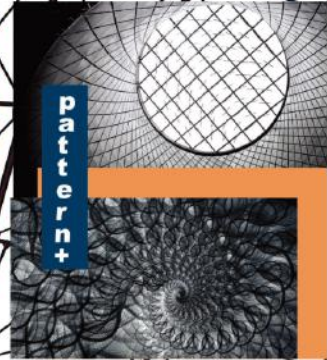
3 KI 01

2024SS-2025AW TRENDBOOK COLLECTION – ENLIVEN COZY

[← Back to Hyper Trends](#)



- ITEM NO: SH071
80% NYLON
20% SPANDEX
49" 226G/SM ±10%
- ITEM NO: SH048
81% NYLON
19% SPANDEX
53" 136G/SM ±5%
- ITEM NO: SP1683
100% POLYESTER
56" 117G/SM ±10%

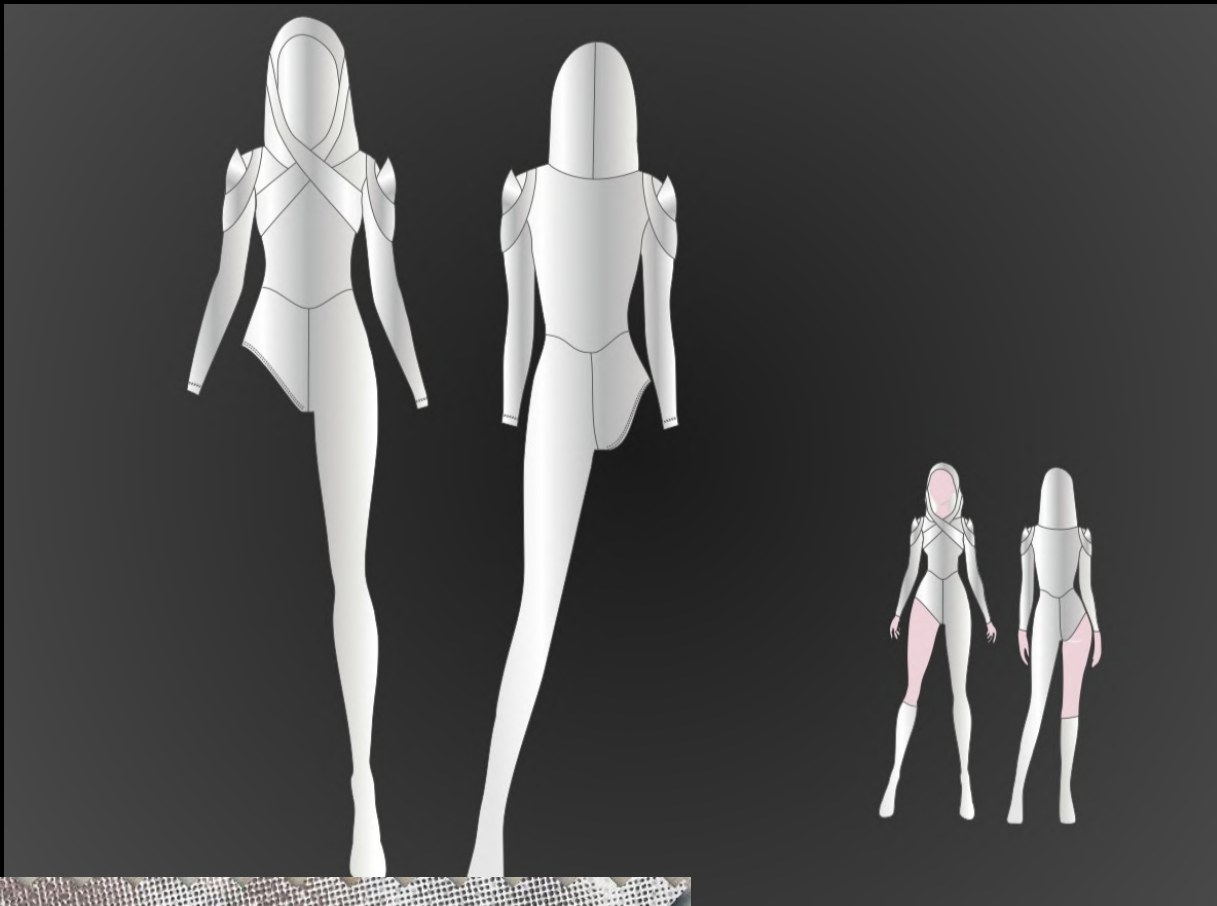


- ITEM NO: SP1005
89% NYLON
11% SPANDEX
52" 129G/SM ±5%
- ITEM NO: SP1840
100% POLYESTER
56" 77G/SM ±5%
- ITEM NO: SP1006
76% NYLON
24% SPANDEX
60" 95G/SM ±5%

Mesh+

pattern+

Figure 22 and 23. Fabric Trend, Textures.

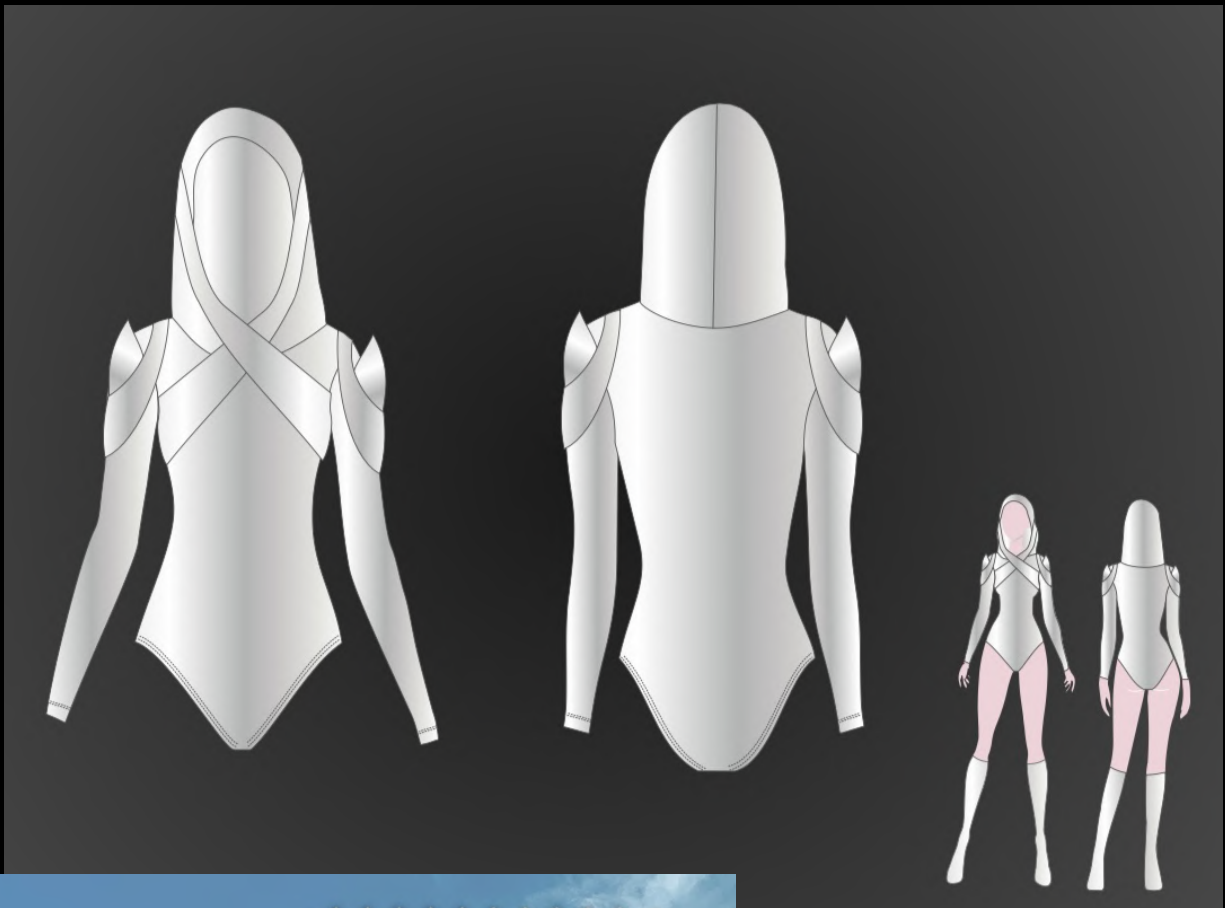


SKETCH 1

ITEM NO. PP228
 100% HIGH DENSITY
 POLYETHYLENE (HDPE)

- *Printable
- *Rainproof
- *Windproof
- *Durable
- *Water-resistant
- *Breathable
- *Comfortable
- *Recyclable
- *HDPE-Lower weight for less waste

Figure 24 and 25. Sketch and Hyperbola Fabric Sample.



SKETCH 2

As a down-proof collection highly weather resistant environments and demanding conditions.

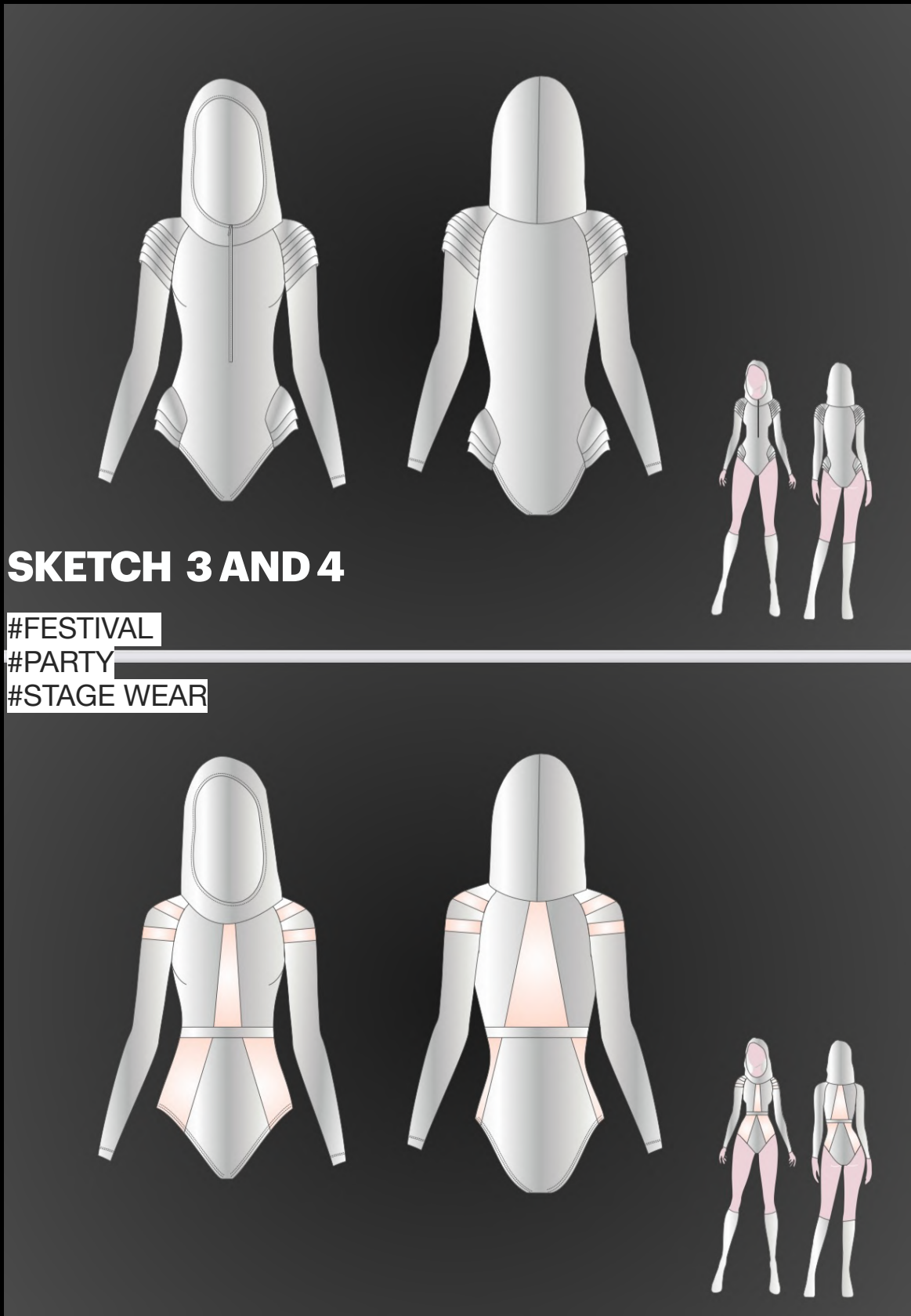
WOVEN COLLECTION

100% NYLON

56" 96G/SM±10%

#FUNCTION #MINIMALISM
#FUTURISM

Figure 26 and 27. Sketch and Hyperbola Fabric Sample.



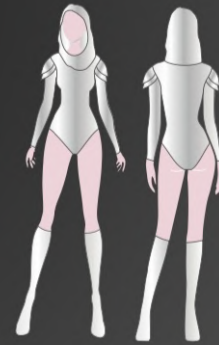
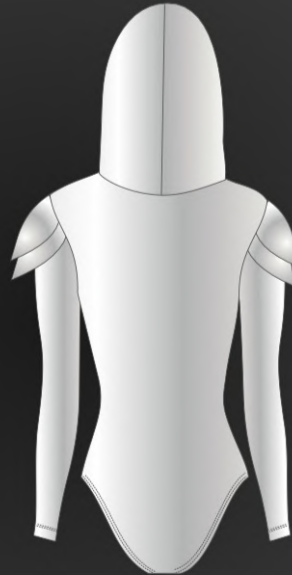
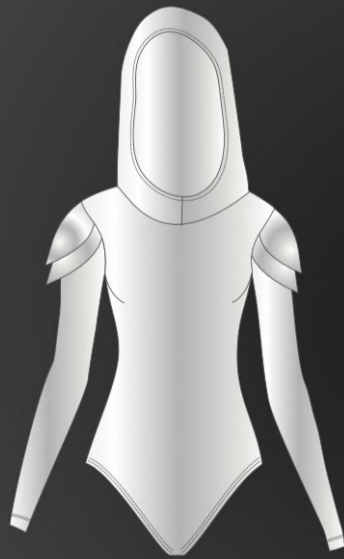
SKETCH 3 AND 4

#FESTIVAL

#PARTY

#STAGE WEAR

Figure 28. Sketch 3 and 4.



SKETCH 5 AND 6

#MINIMALIST
#FUTURISTIC
#SUSTAINABLE

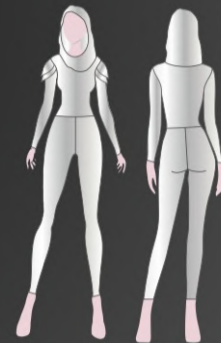
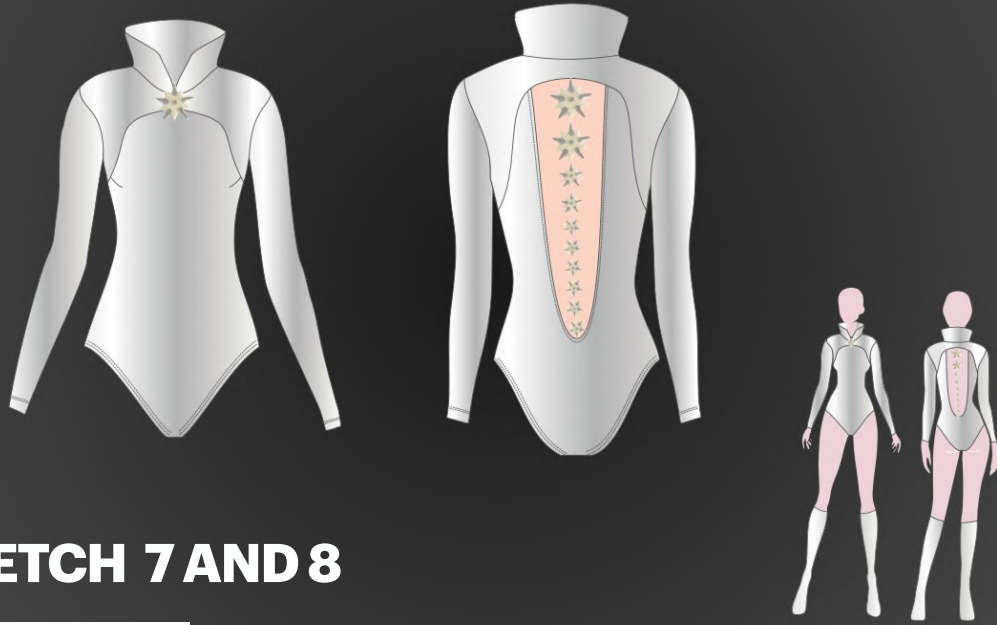


Figure 29. Sketch 5 and 6.



SKETCH 7 AND 8

#AVANT-GARDE



Figure 30. Sketch 7 and 8.



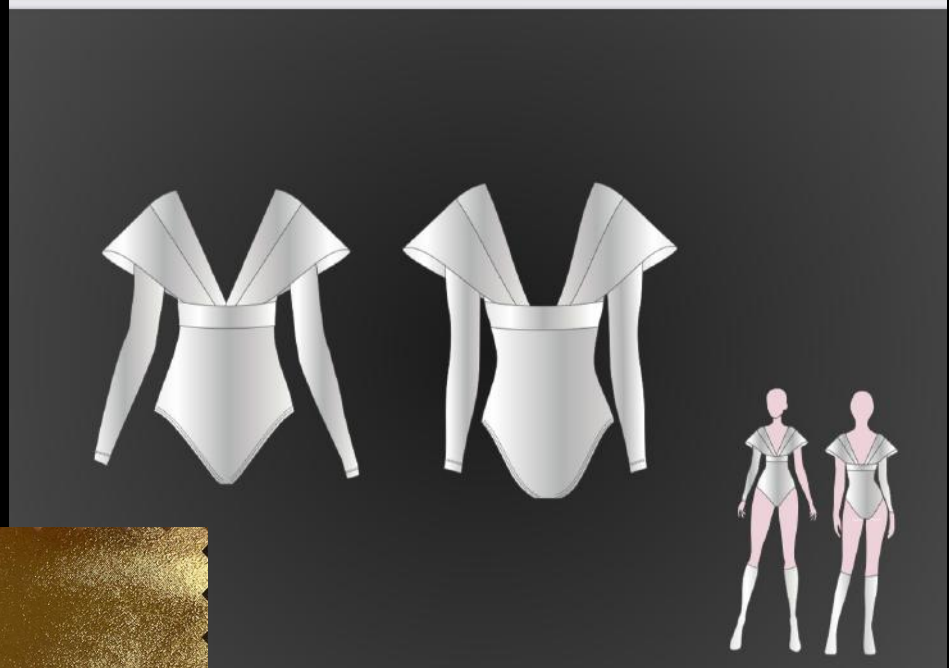
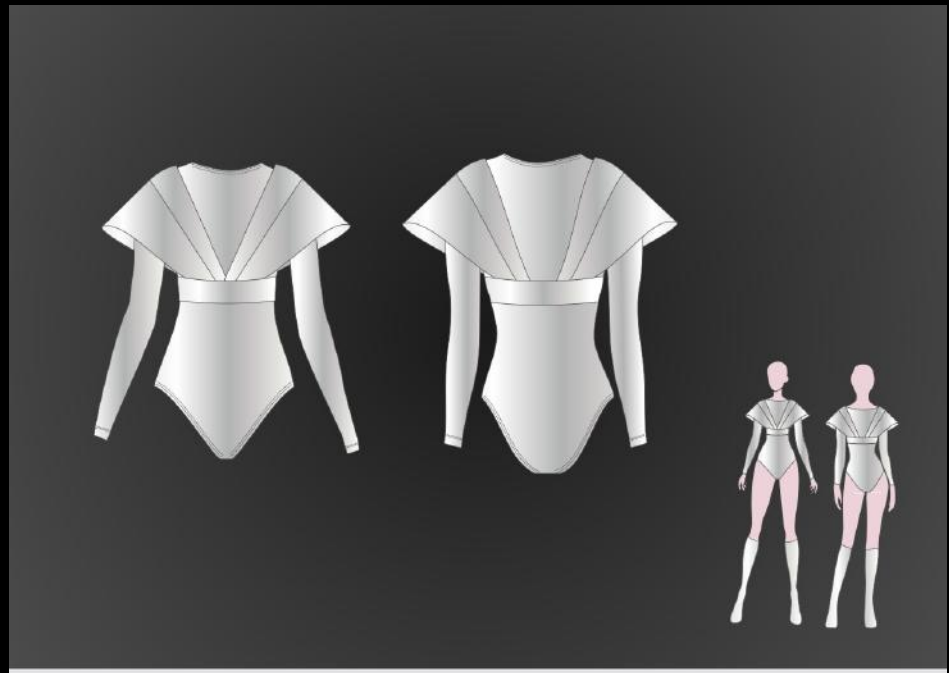
Figure 31. Sketch 9 and 10. Figure 32, 33, 34. Hyperbola Fabrics.

SKETCH 9 AND 10

- *Texture
- *Breathable
- *Comfortable
- *Recyclable
- *HDPE-Lower weight for less waste



Figure 35 and 36. Sketch and Hyperbola Fabric Sample.



SKETCH 11 AND 12

ITEM NO. S22348
100% POLYESTER
56"128G/SM±5%

*Breathable Lamination
#metallics #FUTURISM



UPRISING TREND IN THE MEDIA

Figure 37 . Elle Article . <https://www.elle.com/fashion/a39670266/catsuit-trend-spring-2022/>

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Fashion > Front Row

How the Catsuit Clawed Its Way to the Top

All-in-ones for all dominated the runways this season.

VERONIQUE HYLAND PUBLISHED: MAY 10, 2022

BONNIE NICHOLDS

...iana Rigg, as Emma Peel, wore one. So did Britney Spears and

CHAN
COCO MADEM
DISCOVER

#INCLUSIVE TREND #BODYTYPES

Lizzo puts on a typically energetic performance as she make a style statement in a rhinestone embellished blue catsuit while performing in California

By KENZI DEVINE FOR MAILONLINE

PUBLISHED: 05:19 EST, 13 November 2022 | UPDATED: 05:34 EST, 13 November 2022



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She's known to make a glamorous entrance.



© Getty Images

+8
View gallery

Nailed it: Lizzo, 34, put on a typically energetic performance on Saturday as she made a style statement in a rhinestone embellished blue catsuit while performing at California's Chase Center

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Bella Hadid Wears Crystal-Covered Nude Catsuit in Behind-the-Scenes Swarovski Pics — See Her Look!

Bella Hadid plays a fairy in Swarovski’s holiday campaign

By **Hedy Phillips** | Published on November 29, 2022 07:00 PM



PHOTO: BELLA HADID/INSTAGRAM

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2020

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2021

Software Advice
MOST RECOMMENDED
2021

Figure 39. People Magazine Article on Bella Haddid.

CONCLUSION

Catsuits are here to stay. The brands that bring innovation to the fabrics and designs by using technology will be ahead of the game. Sustainability is a must and clients expect the brand to disclose how the products are made.

For the first time in history, we see catsuits for everyone. All body types, all races, and all genders. Fashion needs to be inclusive and responsible while being fun and thinking ahead. Innovation is what we planned here. After detailed market research, we conclude that the market is ready of for the above upcoming trends.

Daniela Peckova Watanabe and Marelín Astacio



APPENDIX

Figure 1. Target Public, Burning Man attendees . (n.d.). The Orange County Register . Retrieved December 11, 2022, from <https://www.ocregister.com/2018/09/05/burning-man-is-another-dimension-and-these-photos-show-you-what-its-like/>.

Figure 2. Showroom Interior example . (n.d.). Interni Magazine. Retrieved December 11, 2022, from <https://www.internimagazine.com/interior/physical-and-sensory-shops/>.

Figure 3 and 4 Showroom Interior example . (n.d.). Retrieved December 11, 2022, from <https://www.internimagazine.com/interior/physical-and-sensory-shops/>.

Figure 5. Recommended Influencers . (n.d.). Retrieved December 11, 2022, from [instagram.com](https://www.instagram.com).

Figure 6. Futuristic References for Design Source: Private Moodboard. (n.d.). Retrieved December 11, 2022, from [Pinterest.com](https://www.pinterest.com).

Figure 7, 8, and 9 Texture and Trims. (n.d.). Retrieved December 11, 2022, from [HARMONIANY.COM](https://www.harmoniany.com).

Figure 10. Courreges Space Suit. (n.d.). Retrieved December 11, 2022, from <https://www.highsnobiety.com/p/evolution-space-aged-fashion/>.

Figure 11. Catwoman 1966. (n.d.). Retrieved December 11, 2022, from <https://theconversation.com/selling-sex-wonder-woman-and-the-ancient-fantasy-of-hot-lady-warriors-78059>.

Figure 12. David Bowie. (n.d.). Retrieved December 11, 2022, from <https://www.today.com/slideshow/david-bowie-s-mesmerizing-fashion-t66401>.



Figure 13. *Deee-Lite*. (n.d.). Retrieved December 11, 2022, from <https://www.glamourmagazine.co.uk/gallery/influential-style-icons-in-music-madonna-rihanna-lady-gaga-the-runaways>.

Figure 14. *Kim Kardashian wearing a Balenciaga catsuit*. (n.d.). Retrieved December 11, 2022, from <https://www.vogue.fr/fashion/article/kim-kardashian-balenciaga-looks-snl>.

Figure 15. *Color Palette*. (n.d.). Retrieved December 11, 2022, from <https://thefashionfrill.com/humix/video/1bff210afee47616f98d6f0e2d33a072bb846a11>.

Figure 16, 17 and 18. *Pantone Colors*. . (n.d.). Retrieved December 11, 2022, from <https://www.pantone.com/>.

Figure 19. *Fabric Trend Warm up and Cool*. (n.d.). Retrieved December 11, 2022, from <https://www.hyperbola.com.tw/category/hyper-trends/>.

Figure 20. *Fabric Trend Lamination*. (n.d.). Retrieved December 11, 2022, from <https://www.hyperbola.com.tw/category/hyper-trends/>.

Figure 21. *Fabric Trend Texture*. (n.d.). Retrieved December 11, 2022, from <https://www.hyperbola.com.tw/category/hyper-trends/>.

Figure 22 and 23. *Fabric Trend, Textures*. (n.d.). Retrieved December 11, 2022, from <https://www.hyperbola.com.tw/category/hyper-trends/>.

Figure 24 and 25. *Sketch and Hyperbola Fabric Sample*. (n.d.). Retrieved December 11, 2022, from <https://www.hyperbola.com.tw/category/hyper-trends/>.

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Figure 28. *Sketch 3 and 4*. (n.d.). Retrieved December 11, 2022, from <https://www.hyperbola.com.tw/category/hyper-trends/>.

Figure 29. *Sketch 5 and 6*. (n.d.). Retrieved December 11, 2022, from <https://www.hyperbola.com.tw/category/hyper-trends/>.



Figure 30. Sketch 7 and 8. (n.d.). Retrieved December 11, 2022, from <https://www.hyperbola.com.tw/category/hyper-trends/>.

Figure 31. Sketch 9 and 10. Figure 32, 33, 34. Hyperbola Fabrics. (n.d.). Retrieved December 11, 2022, from <https://www.hyperbola.com.tw/category/hyper-trends/>.

Figure 35 and 36. Sketch and Hyperbola Fabric Sample. (n.d.). Retrieved December 11, 2022, from <https://www.hyperbola.com.tw/category/hyper-trends/>.

Figure 37 . Elle Article. (2022). Retrieved December 11, 2022, from <https://www.elle.com/fashion/a39670266/catsuit-trend-spring-2022/>

Figure 38. Daily Mail Article on Lizzo. (2022). Retrieved December 11, 2022, from <https://www.dailymail.co.uk/tvshowbiz/article-11422493/Lizzo-puts-energetic>.

Figure 39. People Magazine Article on Bella Haddid. (2022). Retrieved December 11, 2022, from <https://people.com/style/bella-hadid-wears-crystal-covered-nude-catsuit-in-swarovski-pics/>



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