



EDA
ENTERPRISE

Double-Breasted Suit Jacket (Trend Forecast)

By :

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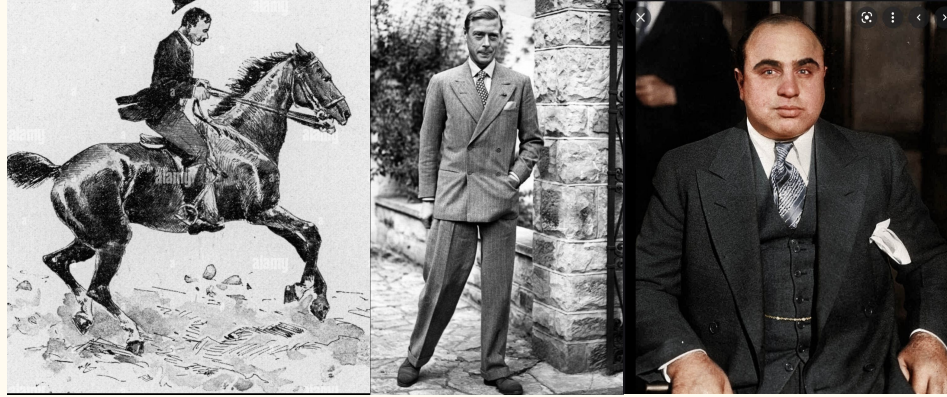
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What is a Double-breasted suit jacket?

A double breasted suit jacket
Is a formal oriented jacket that features
An overlap of two panels. The panels are then
accompanied by a minimum of four buttons
Featured around the belly area, some of which are not
functional.

History



The double-breasted suit jacket first garnered popularity in the early 1900s. At the time it was not considered formal wear due to the nature it was worn in. British naval officers in addition to athletes would sport the jacket. The suit jacket was often times compared to the reefer jacket which featured a long tail.

Trend # 1 : Bold Trend



The cut and style of the present day double breasted suit jacket features eye-catching colors and patterns and buttons that may even surpass the classic four or six. The lapels have also changed dramatically as the cut looks like a deeper v shape, allowing the chest area to become more prominent.

Trend #2: Comfort Suit

- A great blend of warmth and function that works equally well in Zoom meetings
- 2x6 button
- Functional pockets
- Bright pastel color



Trend #3 : Reefer Jacket

- The double breasted suit was originally designed for sporting purposes of the British aristocracy in the late 19th century. The double breasted suit was influenced after the naval reefer jacket. The reefer jacket was worn by sailors of the British navy.



Material

- Formal
- Structured fitting silhouette with box shoulders
- Referring back to 1980s suit
- Mix of dark and bright colors
- Wool & silk are main fabrics



Italian Stretch Virgin Wool
Seersucker in Navy - For warm
days

What to look forward to in the upcoming years :

