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Double Breasted Suit Jacket Trend Forecast

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About The Authors

My name is Daisy Magdaleno and I am an upcoming graduate at New York City College of Technology. In my role for this project, I am a textile specialist. As a textile specialist, it's crucial to work two years ahead to determine the general guidelines for each fashion season. Frequently, the development of a completely new product is the result of a particular functional need in fabric. Specialist forecasters make the point that the technology is changing the range of products, as through the ranges of benefits that designers can build into garment products through the textiles used in construction. The introduction of new fibers, the manipulation of yarn and fabric structures, variation in patterns and prints, and innovative finishing processes is what makes a fabric.



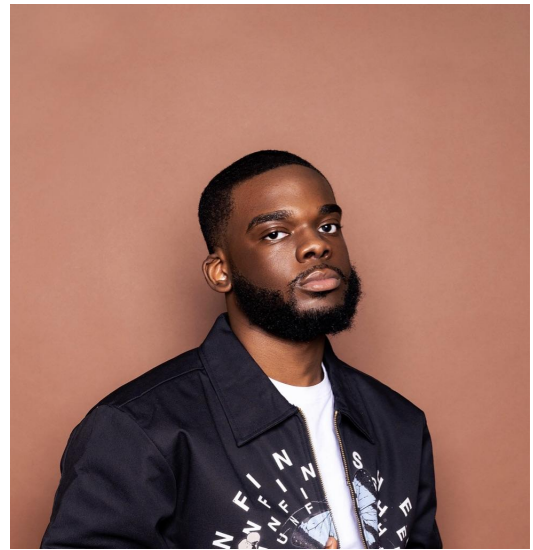
Understanding different materials plays a huge role in our everyday lives especially when innovations are introduced in trade shows and exhibitions held in the fashion capitals of the world.

My name is Anthony Mota and I am a senior at New York City College of Technology. My role in this project is the color forecaster. The role of a color forecaster is the skill of predicting the colors and color stories that consumers will want to purchase in the future. Color forecasting is not only applicable to fashion, other businesses such as home decor, consumer goods, and food industries use color forecasting. The importance of color



forecasting is depicting somebody's mood or feelings based on that particular color. Colors are so powerful because they give off a message without having to say a word.

My name is Emmanuel Koko and I am a senior attending CUNY New York City College of Technology pursuing a bachelor's degree in the Business and Technology of Fashion. My sole objective in regards to this trend report is to educate and spark curiosity. As a historian, it is significant to pay great attention to detail as history greatly influences the future and has a helping hand in figuring out what the next trend will be. After the conclusion of this trend report, I hope to utilize the same knowledge obtained about trends and utilize them in the appropriate circumstances. Being that I want to become either a fashion buyer or creative director, history amongst other resources is a key factor in being aware of what is in and what is out.



Letter to the reader

Dear Reader,

I'm thrilled to present to you the topic of the century, the double-breasted suit. This report will target the evolution of the double-breasted suit from the mid-1800s to the present day. I will use personal curated analytics, followed by future trend forecast reports to show how the double-breasted suit is a timeless fashion staple. These eight reports are precisely studied and analyzed based on past reports. I hope this report is engaging and clear to you as the reader. I hope you learn something interesting regarding double-breasted suits and why trends are significant to fashion.

Consumer Profile

To properly dissect the consumer profile associated with the double-breasted suit jacket, the buyer persona should be considered in addition to the consumer profile. Income, gender, and even psychographics have to be considered when building the profile. The double-breasted suit jacket is prominently worn by millennial men who often find themselves at special events or corporate offices (Wiesman, 2021). Although this garment has grown to be unisex as women's clothing increasingly becomes daring and experimental, history has stamped that men usually wear this suit jacket the most. Being that the double-breasted suit is common in corporate offices, there is transparency in regards to how much the consumer makes. Article *The Salary Ranges of Office Workers* explains that office work that requires immense skill features salaries averaging around \$65,000 (Dowd, 2021). In terms of psychographics, this consumer holds themselves to a high standard and oftentimes wants to be the center of attention.

The double-breasted suit jacket is a unique take on the general suit jacket due to its eye-catching features. The consumer adheres to these features and aligns them with their personality to create a stopping shows how stopping aura. Confidence is another personality trait the consumer flaunts as Megan Gustashawn emphasizes in her GQ article *The Double-Breasted Suit Remains an Unimpeachable Style Move*. She also goes on to explain how this current generation of men's fashion has projected the utmost versatility and bravery (Gustashwan, 2021).

Double-breasted suit jackets like many other garments come in a variety of colors and styles. With that being said it is expected the consumer has more than one double-breasted suit in their closet. Whether the front panels feature 4 or 6 buttons, each style holds a different meaning to the consumer. For example, one suit may be designated for special outings such as weddings or birthday parties while the other is for date nights or fancy dinners with peers (Stoicoff, 2021).

Six Trends (Double Breasted Suit Jacket)

The double-breasted suit jacket has gone through an immense change throughout its lifetime. With the change, trends have come and gone, some longer than others. Although some of these trends do not have direct terms linked to them, each trend's unique characteristic does just that. The first trend the double-breasted suit experienced was "athleisure". This was around the time the double-breasted silhouette was first introduced to the suit jacket in the mid-1800s (Bros, 2021).

The suit jacket at the time featured its iconic 6 buttons around the waistline area and a long tail. Usually, the tail was split into two to create an exaggerated draping effect. This version of the double-breasted suit jacket was worn mostly by European males who took part in sporting events such as horse riding and boating. British aristocrats popularized this version of the double-breasted suit jacket by wearing them to special events.



However, due to its association with sports outings, the public deemed it as inappropriate and distasteful attire. "It was, surprisingly, considered a somewhat informal garment, at least until popularized by the Prince of Wales in the '20s and '30s" (Andrews, 2021). The suit jacket was also referred to as the reefer jacket, as it was also worn casually by British sailors who served in the navy.

The second trend that catapulted the double-breasted suit jacket to prominence can be referred to as Duke. Although this is not the official term of the trend, a big reason as to why this

trend came to be was because the Duke of Windsor adopted the previous trend yet showcased it much differently in the late 1940s. The silhouette of the double-breasted suit changed immensely as the tail that people once paraded was non-existent and the classic six buttons featured around the waistline area became four. In addition to the Duke's popularity and influence, what he did when wearing the garment is what popularized it. The Duke began wearing the double-breasted suit jacket to formal and special events such as engagements, parties, weddings, and traditional events. European men especially the British became increasingly fond of the Duke's daring fashion take on a piece that was once deemed inappropriate by many. The Duke of Windsor's personality is also attributed to the trend as he was known to be laid back and calm. It was evident that he was much different than his predecessors as they restricted themselves to the fashion trends at the time regarding British royalty. The Duke was not as flashy and admired comfort and versatility, which he found in the double-breasted suit jacket (The Gentleman, 2021). The double-breasted suit jacket even made its way to the United States as notorious crime boss Al Capone wore the suit jacket with its ensemble. This trend is deemed the most powerful as it projected the *zeitgeist* at the time so accurately.



In the later years of the 1960s, the double-breasted suit jacket did not see much light. Some people perceived the double-breasted suit jacket as an ancient artifact and would be well off left in the past. The suit jacket merely scratched the surface of American fashion, but after the 1950s its

ever-changing trend gradually lost momentum. However, the suit jacket re-emerged on the fashion scene in the 1980s. This is when it established its presence in the office and other workplaces. This trend can be considered the duller double-breasted suit jacket has been. Unlike the past two trends, the double-breasted suit had no prominent features or striking changes that trailblazed a certain fashion. This trend will be coined “office”, as this was the appropriate setting at the time to wear it. People with occupations such as banking and corporate work usually wore this garment.

“And while those mob bosses wore the double-breasted look with much aplomb, the style gradually lost its flair, and by the 80s and 90s was relegated almost entirely to

businessmen and frumpy insurance salesmen in ill-fitting and flat grey numbers – John Gotti, notwithstanding” (Lehman, 2021).



Approaching the 1990’s this trend slowly died out as people perceived the suit jacket to be extremely formal to be worn in casual settings.

In the early 2000s, the double-breasted suit jacket was not seen as much. However, a *pendulum* swing seemed to emerge as the four-button and six-button versions of the suit jacket came up simultaneously. The silhouette of the suit jacket’s cut was slightly slimmer than previous trends.

“Old school DB suits—the ones the gangsters used to wear—were characterized by their boxy, looser shape. Today’s versions are slimmer all over, which makes them much more flattering and wearable”(Gustashaw, 2015).

Still, the double-breasted suit jackets were yet to be exposed with bold color and head-turning features. The colors at the time were quite mute usually a solid navy or black. In retrospect, the double-breasted suit jacket has seen the most flare in the hands of British royalty.

Fast forward to the present day, the double-breasted suit jacket has seen a strong emergence. Many fashion houses have created their perception of how the double-breasted suit jacket should look like. While they do so, a recurring theme of creativity and not holding back is greatly present. From the buttons to the silhouette itself, the trend that the suit jacket is experiencing today can be coined as the “creativity trend”. Despite most of the suit jackets being fitted as ever, one thing the suit jacket tends to emulate is the characteristics of being bold and confident. The cut and style of the present-day double-breasted suit jacket feature 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. As time does mirror fashion, women are also wearing the suit jacket as well. In comparison to how women were heavily restricted with freedom and society’s perception today, women have seen immense progress. The same can be said about women’s fashion as the double-breasted suit jacket is being sported by the fierce women that paved the way for their peers.

History of Trend (Forecast 2 years from now)

The new double breasted suit jacket is expected to be sleek, bold, and unisex. Although it took over half a decade to get to this point, it was only a matter of time before the suit jacket took the form of today's current infrastructure of society. Women are thriving, creativity is limitless, and people are beginning to better themselves post Covid-19. All these personal elements have been reflected through many media outlets, yet the fashion world seems to be the most accurate in regards to how people are feeling.

A piece featured on Page Six

news written by Kirsten

Flemming emphasizes how the

suit embodies characteristics of

confidence and boldness, two of

which the suit is known to project.

“Suits have long stood for

courage and non-conformity and

this season's take on suiting is most notable seen in purple — a neither masculine nor feminine



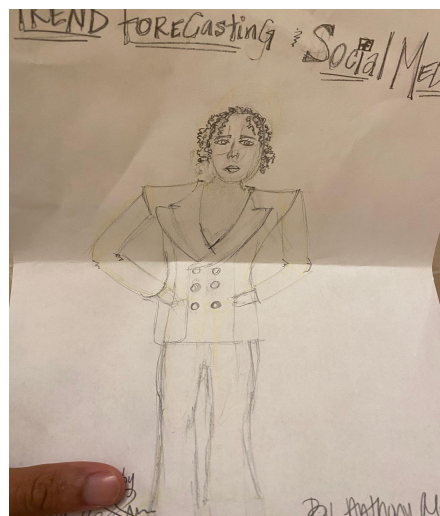
color,” he told The Post (Fleming, 2021). This trend has no restriction to age, race, or gender. Even cases surrounding cultural appropriation have not been introduced to the double breasted suit jacket. The color of the suit jacket is expected to be more vibrant than ever considering the styles 2 years from today. The double breasted suit jacket is also projected to alternate between four and six buttons. Despite



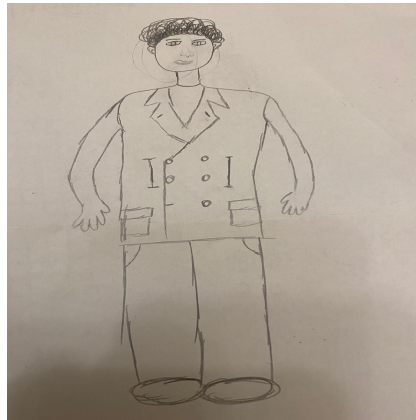
that some buttons are not functional and solely for aesthetic purposes, that has not stopped clothing lines from experimenting with different materials. In the past, the double breasted suit jacket has been made from prominently wool (Wicks , 2021). However, many variations of the double breasted suit have been seen in velvet, velour, and sleek satin finishes. And if that is not the case, the suit is usually paired with something that gives off a show stopping glimmer. Glamour Magazine covers this as celebrity Mindy Khaling was recently spotted in a hot pink double breasted suit paired with a silk pink button down shirt” (Wittmer, 2021). Overall the trend forecast for the double breasted suit jacket calls for bold colors with a storm of sleek material(s).

Trend Report

The double-breasted suit hasn’t significantly changed between the years 1920 and 1930. Double-breasted designs were being worn on Frock coats and Naval Reefer jackets. Reefer jackets were originally used by “reefers” in the British Navy. Also known as the sailors who worked ‘midships’ (Montgomery, 2015). Their role was to ‘reef’ the sails, in other words, they furled and unfurled the sails to catch the wind. The reefer jacket featured the double-breasted design, the buttons were located on the sides making sure the robes didn’t get caught up in the buttons. Another particular feature of the double breasted jacket was that the buttons were engraved with anchors.



As stated prior, the Frock coat is another honorable mention that was using double-breasted designs. The frock coat originated in the mid-1700s. The coat was used for formal occasions. This coat was mainly worn from the 1800s to the 20th century. The frock coat is a knee-length overcoat, buttoned-down to the waist. The coat drapes over the lower half of the body. There are two primary styles of frock coat Victorian and Old West (Hall, 2021). The double-breasted suit hasn't changed much from the mid-1700s until now.



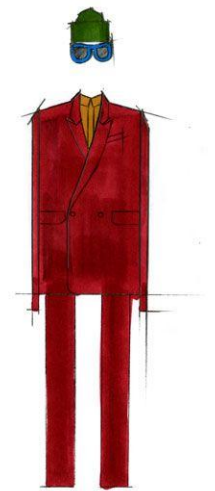
Double-breasted coats were made at this time to blend in with a modern lifestyle. It's a little more sporty and laid-back. The consumer has complete freedom in how they style their outfit. It's a straightforward concept with almost universal appeal. Today's DB jackets are shorter in length and fit closer to the body. A DB jacket will seem youthful, masculine, and flattering on all kinds of bodies with confidence. The coolest way to wear one is as a separate blazer rather than as part of a suit. Pair it with a pair of jeans and a pair of brown sneakers. Now DBs are having a third age, and they're truly



better than before. They returned after WWII and then disappeared in the 60s when simplicity was the aim.

Men's fashion has clearly taken on a new meaning in the current period, defining what it means to be a man. However, every now and then, we witness a modern take on a prized conservative piece that retains its old' and traditionalist ideas (Barker, 2017). For over a century – give or take a few years – the double-breasted jacket had been a mainstay in menswear. In the 1920s and 1930s, the style reached its pinnacle. The double breasted jacket, which descended from navy officer uniforms, was widely associated with the wealthy, from gangsters to the British Royal Family.

It wasn't until Giorgio Armani's revamping of the DB in the late 1970s –that it became democratized; his soft-shouldered, unstructured cut took some of the starch out of it, and in doing so, it paved the way for the boxy cuts indelibly associated with the '80s Golden Boys of London as well as the Wall-Streeters- and their pinstripe suits. The double-breasted suit, on the other hand, has made a triumphant comeback. As a response to the dominating super-skinny silhouettes of the last decade to today for the "baggier" style of fashion forward formal attire, new product offers include a variety of modern fits and proportions.



Despite the millennial/Gen-Z attitude to the dominance of menswear in recent years, when it comes to wearing a DB jacket, there are still some standard guidelines to follow. When it comes to

donning a DB jacket, one of the most crucial guidelines to follow is how to button it properly. It must be shifted from the left to the right side at all times. Your jacket's number of working buttonholes relates to the number of buttons that must be fastened. At all times, fasten all buttons into their appropriate buttonholes (Husband, 2021). For double-breasted jackets, you can leave one button undone as an option. If you want a more classic look, leave the top one unfastened.

DB jackets are making a comeback as a staple in any man's wardrobe. For a formal occasion, you don't have to wear the conventional matching DB jacket and pants. You can dress it down by wearing it with a quality shirt beneath and a pair of more casual pants for a pleasant breezy night out, or you can go all out and flaunt the matching DB jacket and baggy trousers with some amazing sneakers to have heads turn as you go down the street. In the twenty-first century, tailoring has gotten much more precise. The modern double-breasted suit is part of that tendency, with more natural shoulders, lighter construction, and a trimmer fit all throughout to suit how men dress today.

Proposed Silhouettes for Double Breasted Suit Jacket

A double-breasted jacket, as previously stated, does not go well with loud and brilliant colors or patterns. The cut is self-explanatory, and it's simple to go crazy. However, in modern day neutral colors like blue, black, navy, charcoal, or gray double-breasted suits in a crisp, clean fabric, have an unrivaled opportunity to recreate the look of traditional colors. A jewel-toned dye can be tried out for style, but it will be quite loud. The country tweed is unexpectedly well-suited to the double-breasted suit. If you like the look of a subdued pinstripe or chalk stripe design, it's a great way to add some color without going overboard. Pinstripe could be your secret weapon to an even better look if you're hoping your suit will assist you generate a slimmer or taller silhouette. Herringbone is a striking pattern that requires precise balance, yet it can help trim your figure.

The Comfort Suit, a great blend of warmth and function that works equally well in Zoom meetings as in our new everyday lives, as the world slowly and steadily opens up, and after nearly a year of being in our living rooms rather than conference rooms. The suit's demise has been anticipated for a long time, but despite the shift toward more relaxed dress standards in the workplace and the athleisure boom that exploded after quarantine began, the men's clothing staple has managed to survive. Suiting has always been a priority in the luxury space, and designers are more aware than ever of the necessity to evolve the suit in order to attract a larger consumer base. The modern market has followed suit (in a sense), offering a wide range of tailoring possibilities, but the double-breasted suit has left all other styles languishing for the fall.



Traditionally a more structured garment, this season's version is more relaxed, with an oversized silhouette, matching pants, baggy denim, and even a hint of leather. Its mix-and-match mentality ushers in a fresh spin on a men's wardrobe staple.

They were often made of worsted wool or tweed, but synthetic rayon combined with wool was also commonly used. Suit fabrics were significantly thicker back then than they are now. As with most suits, the most traditional fabric is complete wool. If you choose a suit made of high-quality wool, you can skip the lining and let the heavier cloth drape on its own for a slightly different look. Come wintertime, your double-breasted suit will pair spectacularly with a soft cashmere or wool jersey. If you're not going for a shirt, throw on a polo neck for the utmost in



country casual. If you're keen to take your double-breasted suit jacket into the casual arena, you can throw a standard t-shirt under it in warmer weather.



While some double-breasted suits are produced with linen or lighter materials for your comfort, keep in mind that the construction of a double-breasted suit is always somewhat heavy. It's also inconvenient in hot weather. Because the style revolves so much around buttons, they're an essential aspect of the whole outfit. Make sure to think about the statement carefully. Keep any metallic button decor in a matched color spectrum if wearing jewelry or cufflinks with appearance to keep it looking sharp. The same is true when it comes to matching leathers to a belt and shoes. Creating a contrast, but adding tone from buttons to match the suit for a sleeker effect (Broeke 2021). A double-breasted suit is an excellent way to show

off elaborate cuffs, particularly French cuffs. As a result, don't be scared to give them a shot. With this jacket style, a pristine and classy white shirt is a traditionally beautiful match.

Influencers and Direction

Men may be reluctant to wear a double-breasted suit because they fear they won't be able to project a larger-than-life image. Perhaps they are concerned that this classic style would widen their figure in an undesirable way. Perhaps you've been on the fence about buying one because you're unsure who should and shouldn't wear a double-breasted suit. We're here to put your mind at ease: A double-breasted suit can be worn by any guy, regardless of his background or body shape. This model is perfect for everyone because of its current aesthetic and flawless fit. The DB may be worn to any occasion, from business casual to formal, as long as you're ready to stand out.

You'll find fashionable icons like A\$AP Rocky wearing DB jackets, as well as more modern style icons like Jeff Goldblum, which is a true testament to where menswear is now. Suits featuring two breast pockets have resurfaced in popularity. Dan Levy's double-breasted chocolate brown and black suit at the 2019 Emmys proved it. The double-breasted suit fit is commonly associated with Golden Age Hollywood stars and 1980s white-collar businessmen. It might easily appear obsolete and weird if not done correctly. A double-breasted suit, on the other hand, makes quite a statement when worn well. Fear of God designer Jerry Lorenzo has elevated athleticwear with a deeper emphasis on tailored garments, mixing luxe sportswear with relaxed, tailored, and modern separates built to be dressed-up or down, while Dior Men's creative director Kim Jones created a permanent collection, Modern Tailoring, reinterpreting the traditionalities associated with suiting.

Double-breasted coats were made at this time to blend in with a modern lifestyle. It's a little more sporty and laid-back. The consumer has complete freedom in how they style their outfit. It's a straightforward concept with almost universal appeal. American Gigolo stars Richard Gere. Today's DB jackets are shorter in length and fit closer to the body. A DB jacket will seem youthful, masculine, and flattering on you if you're in decent shape. DB jackets were everywhere during the Pitti Uomo show in Florence in June, the world's most significant menswear event. The coolest way to wear one is as a separate blazer rather than as part of a suit. Pair it with a pair of jeans and a pair of brown sneakers.

Proposed Colors for the Season/Proposed fabrics for the season

The double-breasted suit is an all-purpose attire. An individual can wear it for interviews, business formal looks, weddings, and much more. A black or blue double-breasted suit is the perfect look if you want to be taken seriously during a business meeting. A grey double-breasted suit is an ideal look for a job interview. A white double-breasted suit can be worn to a wedding. The 6x2 suit is a traditional or business casual look. The 6x1 suit is a slimmer look and gives an individual the freedom to move around. Both styles come with six buttons each placed in different areas. There are also other options such as the 4x2 and 4x1. And to add flair at special events, one could find themselves in bold colors such as purple, red, and hot pink.

Conclusion

While the suit was originally worn during war times to convey power and strength, it also was worn by men working on ships. After the war, the suit was worn as a high-end street look across Europe. The evolution of the double-breasted suit progressed during the 1900s to a more casual look. The fabric and color of the suit changed over time but the overall structure remained consistent. Today, the suit is a versatile formal and street look that can be seen being worn on Wall Street, at weddings, red carpet events, or on the street.

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