

## Timeline

1960

Pant suits became popular around this time with help from designers such as Yves Saint-Laurent.

In the U.S designer Luba Marks promoted the garment as trouser suits. During the time women were restricted against wearing pants resulting in only wearing skirts draping below the knee. Once the war rolled in, women were offered space in the workplace and given the opportunity to wear pants for only performing their duties, deciding to fight back creating a movement for their rights breaking down the gender norm as well as changing the image of how a woman should look and dress. In the 60s fashion trends such as “the lady-like elegance... the fun, youthful designs popularized by swinging London, and the eastern influenced hippie style” (Reddy,2020). Women wore A-line skirts with matching blazer jackets, designer Mary Quants was leading designs with bright colors attracting young teenage girls by producing the mini skirt for those who didn’t like the mature sophisticated



look.

1980

The percentage of women working increased designer Georgi Armani created his suit with shoulder pads to continue the masculine look becoming a new image of a working woman being dubbed as the “power suit”. With influences from television shows like Dynasty premiering on ABC network centered around the family of an oil tycoon billionaire, the show became a big success due to the portrayal of this



luxury lifestyle along with the struggles of wealth and greed. With the use of strong female characters, the wardrobe caught viewers eye especially with the character Alexis sporting over the top pantsuits with shoulder pads similar to Armani's designs making the garment wanted by every woman watching. With the help of American pop culture being successful women such as Madonna and princess Diana made suits a trend becoming a staple in women's fashion show the sense of feminism and equality weather the silhouette was boxy or having a slightly curved waistline

### 1990

While baggy jeans, flannel shirts and combat boots took over the pants suit still remained popular with a few adjustments. During this era women continued to wear the suits replacing the trousers with knee length a-line skirts creating a more subtle look, removing the 80s shoulder pads from the blazer to show off their silhouette rather than defining it showing a more softer look exuding class with pastel colors. One the other hand the use of bold color patterns allowed the woman wearing the garment stand out much more for example designer Thierry Mugler decided to add details that wrapped around the neckline or on the ends of the blazers, women such as senators Barbara Mikulski and Carol Braun sported pants suits while on the senate floor.

In this era American pop culture had an influence of society through the uses of television and music with Alicia Silverstone in the film "Clueless" or Fran Drescher in "The Nanny" assists with the exposure to the latest trends such as mini



skirts and printed outfits with neon colors paired with plaid styles.

## 2010

The importance of women empowerment was at an all-time high during this period with movements such as #metoo. With this new sense of empowerment, the pants suit as known as the “power suit” became a major role with bold bright colors as well being seen on powerful women such as Hillary Clinton making suits her signature look whether she was running for senate or president allowing her to be powerful and professional.

## 2018

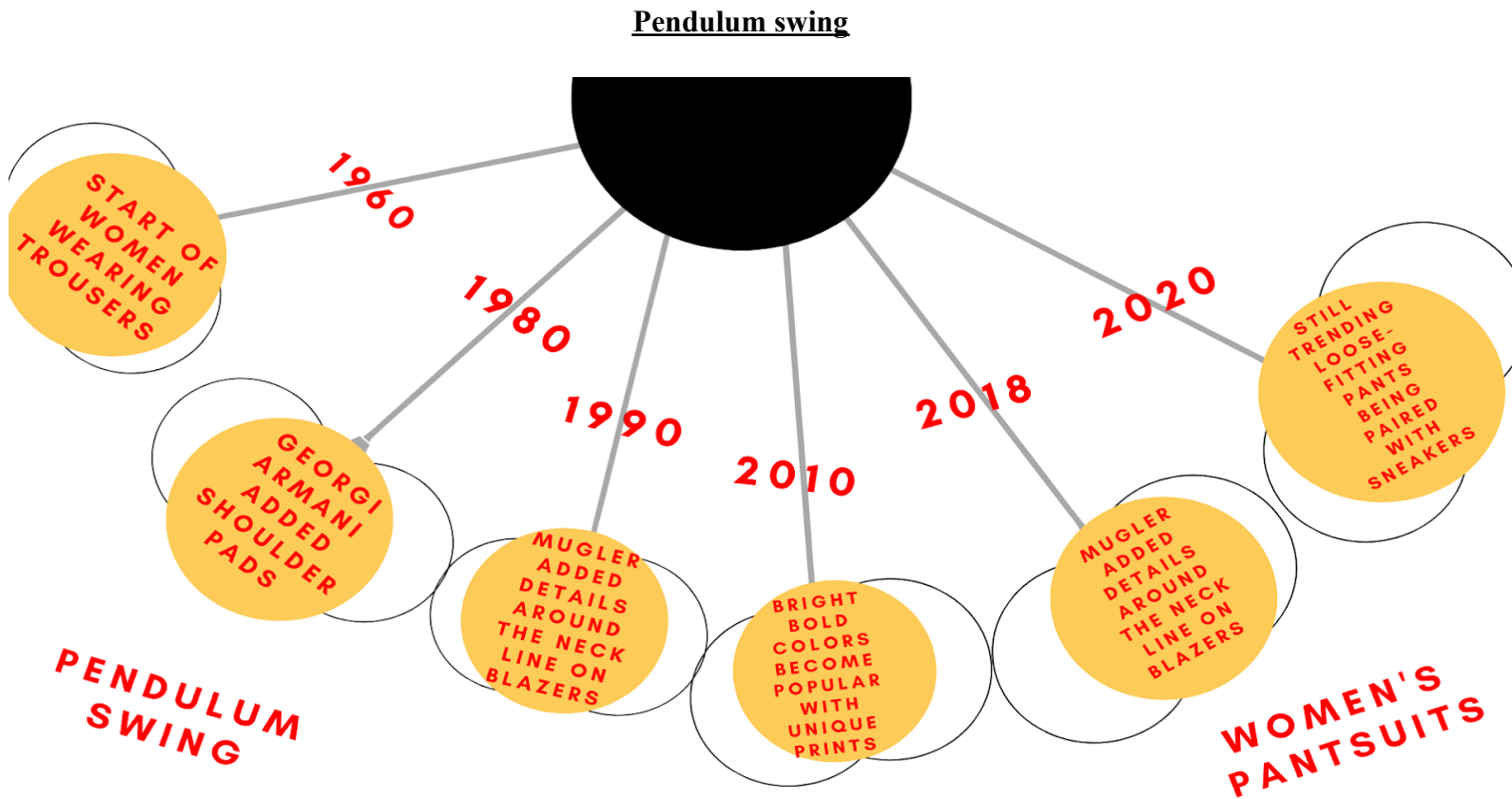
Being worn in or out of the office, designers began to make this garment with daring prints and silhouettes. With big influences such as singers Rihanna, Beyonce reality star Kim Kardashian hit red carpets dressed in pant suit caused followers to turn this staple in history to everyday wear for birthdays, brunches even a night on the night with the assistants of fast fashion as well as ready-to-wear making it available 24/7. Fashion trends tend to transition into the category of being unisex with assistance from brands such as One DNA and Nicopanda women achieved the oversized baggy look by stealing their significant others blazer jackets, factors like same sex-marriage being accepted designers took the initiative to create gowns suitable for both genders becoming the newest zeitgeist.

## 2020

In today’s time pant suits are still trending with adjustments such as more loose-fitting pants being paired with sneakers ditching heels to show a more laid-back casual look. Elongated blazers are being worn topless to show off jewelry as well as the bust and neckline area pairing with daring prints. Past



trends from previous decades recur in various colors or different styles such as vintage leather suits, vest and skirt suits of the 80s/90s appearing in present time. Cropped suits fall above the waistline made from various fabrics such as wool, silk and tweed paired with a crop top to show off the woman's waistline as well as their physique.



The diagram above portrays the pendulum swing of women's pants suits along with the timeline of the start of this garment from the year 1960 showing the birth of women's pantsuit. The diagram displays the evolution of the women's pantsuits. The year 2010 forward discusses how the garment is worn with the new adjustments such as colors and occasions the pantsuit is worn including the vibrant colors/patterns the current generation took to modernize this garment. The next section will be a detailed breakdown on each trend showing a clear understanding of the diagram.

Color Chart & Mood Board

**PASTEL  
LILAC**

#A689E1



*gl*  
GRACE & LEE  
CO.  
TREND FORECASTING



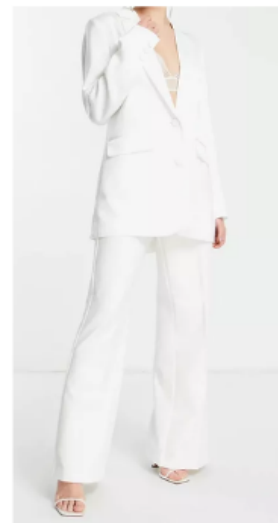
**FIERY  
RED**

#D01C1F



**BRIGHT  
WHITE**

#FDFFEF



**MEDIUM  
EMERALD  
GREEN**

#398644

**WEDGEWOOD**

#499494

**RUDDY  
PINK**

#E88B95

## White Pantsuit

### Trend Report

# WHITE PANTSUITS

White is one of the purest hues with the significance of purity and cleanliness being a balance of all other colors. White is a hue that can be represented as a breath of fresh air (refreshing) or success in films negativity (bad guy) is associated with black while positivity (good guy) is white due to its innocence, to the eye white can tend to be bright as well as illuminating with the sense of peace and encouragement.

White in women's wear dates back to the suffrage movement during the rallies in London three colors white, purple, and green symbolized the social/political union. When wearing an all-white pantsuit holds so much more meaning than others may think, the light hue allows the garment to be presented as a classic and timeless bond to make a lasting impression with the perfect silhouette along with a nice, tailored fabric that constructs a garment that will never become a fad. In today's time, many notable women such as Alexandria Ocasio-Cortez being sworn into office or Hillary Clinton during a national convention allowed women to feel empowered gaining a sense of a new beginning.



### Trend Direction

The new direction this timeless piece is taking is being worn with a crop undershirt or even bare-chested with an oversized double-breasted blazer to show off jewelry such as a gold necklace to help compliment the bright hue, the trousers usually have a low hem draping over the footwear continuing the masculine look the pantsuit gives off. This garment as well as a choice of color will never go out of style no matter the change in silhouette or cut of the pants remaining a clean classic to every woman wearing it.

Women's Wear Daily Article By: Alex Badia dated March 22, 2020, discusses the return back to the office from quarantine designers decided to head back to the drawing board taking a hand in the latest trend bringing back the term "power suit" creating oversized blazers and constructed silhouettes keeping the masculine influence from 1980 going ranging in various hues but importantly white. With products being genderless the demand will become higher for both males and females keeping the trend wanted as well as in heavy rotation.

## **Three Piece Suit**



The three-piece suit consists of a blazer/jacket combined with a vest or coat tailored to the waist paired with either a skirt or pants. This suit reverts back to the start of pantsuits continuing with the designs of Yves Saint Laurent mimicking the exact look of a men's tuxedo. The three-piece suit doesn't have too many adjustments besides the silhouette but still has that masculine look.



## **Trend Direction**

At the present time, the three-piece suit is the perfect balance between masculinity and femininity with the world becoming more fearless allowing everyone to live in their own truth. This suit will be coming to have a new meaning becoming more gender fluid. Being worn for occasions such as same-sex weddings or worn by someone who identifies as nonbinary shows a new social aspect of this suit and the acceptance of others. Whether worn oversized or fitted the three-piece suit will remain a classic with the history of displaying the struggles women had to endure to be accepted and demand equality.



## **Three-piece Suits - Trend Report**

## Red Pant Suits

# THE RED PANTSUIT

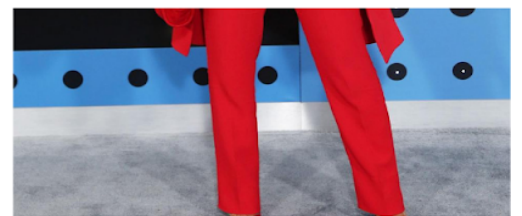
Trend Report

Grace & Lee Co.

Dating back nearly 40,000 years ago during the stone age era this hue was used as body clay for hunters as a form of protection for the present and afterlife burying bodies with this color powder to keep off evil spirits. The color of love communicates the feelings of lust and passion not to forget desire the only hue that can get pressures rising, blood boiling, and pulses soaring, creating excitement red. Known for the emotions associated with this color power being the biggest one with the attention it naturally draws.

### Trend direction

At the present time red is a hue that is associated with the emotion of feeling the power and owning everything that you do. When a woman is dressed in a fiery red pantsuit, she feels confident showing the status of dominance, Women are sporting the hue with a matching blazer jacket with ostrich feathers along the wrist paired with a mini skirt. With multiple variations from long or mini skirts and pants, the color is usually worn with black shoes mostly heels along with a black purse styled with a white/black shirt underneath. Reverting back to the 80s the silhouette continues the masculine effect with the boxy frame keeping shoulder pads still happening.





## The Feather Suit



There was an increase in the use of feathers by the time Victoria became the Queen of England in 1819. When she died in 1901 the “age of feathers” became so popular and did not go out of style until the 1920s. Ostrich feathers were used for fans, hats and parlor displays. They soon became popular again but in a more commercialized style and were used across different trends of the time. For example flappers of the Jazz Age wore dramatic feather boas on their shoulders.

Trend direction: The feather trend is added to garments to create voluminous silhouettes. Currently feather adorned blazers are at the top of the trend alongside feather dresses and tops. This trend was all over the 2022 runways, and street style influencers at fashion week. This trend was best shown by brands like Cult Gaia, Dior, Chanel in their Fall/ Winter runway shows.

