



*"Fashion is part of the daily air and it changes all the time, with all events. You can even see the approaching of a revolution in clothes. You can see and feel everything in clothes."*

*—Diana Vreeland*

# **The Evolution Of The Pantsuit**

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### **About the author**

Malik Lee is currently a student at New York City College of Technology in his Senior year after completing his associates degree in Fashion Marketing continuing studies to obtain his bachelor's degrees in business and technology of fashion. Malik got his start in fashion after being exposed to multiple fashion

shows during the years of high school he found the joy of working backstage as a stylist plus director as well as being born and raised in the city that never sleeps. Instead of jumping into the business of fashion Malik chose to start from the very beginning learning the basics and history within fashion. With a background of visual merchandising due to the excitement of being hands-on gives him hope of becoming the next best visionary.

**Role: Creative director.**



Grace Nunekpeku is a student in her Junior year of college. She recently finished her associates degree in Fashion Marketing and is now working towards her bachelors degree in Business of Fashion. She hopes to then go to New York Film Academy to get her Masters in Fine Art. Grace was born in Ghana, West Africa and moved to New York at the age of 10 and is fluent in English, French, and Ewe (a Ghananian and Togolese native dialect). She loves to travel and so far has visited places like Bermuda, France, Germany, Senegal and Jamaica.

**Role: Head of materials, knit and textiles.**

## **Letter to reader**

Grace & Lee co. is a New York City trend forecasting agency that focuses on fashion by predicting upcoming season trends. We identify new trends and predict how they will shape the fashion industry. We are dedicated to forecasting top quality fashion trends for women with infinite style. With creativity and analytics roles, we predict everything from silhouettes , colors, textures, and textiles. Currently, our main headquarters is located at 45-55 Genevieve St, New York, NY and in the upcoming year, we are expecting to expand to more locations internationally.

Our 2023 Spring Season trend forecast consists of top trends that were evaluated for women's suits. Through thorough research, we have gathered information that was used to indicate the best upcoming trends. As you read our report you will see that it contains concrete proof that includes the history of each trend, timeline, pendulum swing, trend report, evaluation of textiles, sketches, SKU's and fabric swatches.

We carefully prepared this trend forecast with the most amount of creativity and analytics. Grace & Lee thanks you for your time and cooperation and welcomes you to our

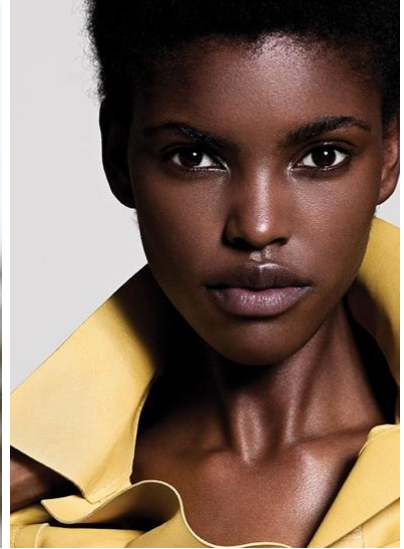


### **Consumer profile {VALS}**

Knowing your consumer profile is vital for a company's success. The target market for Grace & Lee is typically young professional women of all cultural backgrounds between the ages of 25 and 35 with a high level of disposable income of \$30,000 and up. With an income this high, it is suggested that these women most likely obtained a high education level from a bachelor degree and up. These are modern women who are confident, elegant, sophisticated and independent. They have a yearning to present their uniqueness and individuality and appreciate rich texture fashioned by luxury textiles. Presently our firm is located in Manhattan and in the following years we plan to expand to Europe and Asia by gathering consumer information that would allow us to ameliorate the Grace & Lee experience for current and future consumers.

For our Spring 2023 collection Grace & Lee evening suit collections suitable for special occasions such as fine dining, red carpet events, award shows, and exclusive parties. With comfort, affordability and inevitable style in mind, the professionalism of Grace & Lee consumer profile is shown through the garments we provide which are tailored pieces that cater to our consumers needs. In order to continue catering to our consumers, we vow to maintain our upscale experience by constantly researching the latest trends in fashion.

**Target Market**





### **Evaluation of Fabrics**

For our 2023 Spring Collection, we selected some of the best and luxurious fabrics the world has to offer. The textiles we used include satin, silk, polyester, and cotton. We used satin due to its concentration of fibers and liability. Satin weaves create a soft and easy drape that makes them ideal for evening wear. Also, this form of textile is very durable because of the long filament fiber used to weave the fabric. We used silk for this collection because silk is known as the strongest of natural fibers. It contains natural protein and eighteen essential amino acids. Also, silk is hypoallergenic and therefore does not attract dust mites and is a natural fungal repellent. We used polyester because it is a durable yet lightweight fabric and is very wrinkle resistant. It also dries quickly, making it ideal for outerwear, and it takes to dyes quite easily. Last but not least is cotton which is chemically organic. This means that it does not have any man made or synthetic compounds. It has many advantages like being weather-proof, being durable, hypoallergenic, controlling moisture, and provides comfort.



### History of trend

In the past women were restricted from many things, especially with what was considered acceptable to wear. Due to restrictions women were only allowed to wear skirts that draped below the knees, hemmed at the ankle with a s-blended or straight silhouette. During war world 1 women began adopting a more masculine style due to men leaving to fight in the war. In this time jobs that were normally required performed by men, were now offered to women, creating this new image of freedom that broke down the roles of gender, allowing women to sometimes wear pants. The zeitgeist of this would be with new positions ranging from factory services to administrative work, allowing women to gain self-respect creating a political/social movement demanding change with the right to vote including the way they dressed. While working women wearing pants were still being frowned upon, other women took the initiative to wear shorter skirts, more relaxed looks, and less jewelry with the help of the Gibson girl look. Women used the war to their advantage to show that they can be in control of their own lives. Designers like Yves Saint Laurent decided to push boundaries along with gender roles creating one of the most iconic garments- the pant suit. With the introduction of women's suits which were originally worn with a skirt, Saint Laurent took the look of a men's tuxedo and altered it along the sleeve, added a belted waist and kept the pants wide, to continue the masculine feel. He further added a feminine twist accompanied by jewelry, making the garment flattering on the female body, and appealing to the eye. From Saint Laurent's 1966 collection pant suits became a phenomenon, being inside every woman's closet as well as becoming a tasteful classic in women's fashion. Pants suits today are viewed as a form of women empowerment being dubbed as a "power suit" seen on many notable women for example Hillary Clinton. During the early years of her

husband's presidential campaign the former first lady began rocking pant suits the traditional way with a skirt before transitioning to trousers. Unlike any other first ladies Clinton decided to take control of her own look, making the pants suit her signature outfit. Continuing with the idea of the suit empowering women Clinton wore the suit throughout her own presidential campaign with various colors from light blue to white. From the pant suits being only for working women to wear into an essential piece for women who not only work but want to feel free and liberated.