

Trend Forecasting and Social Media Project

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New York City College of Technology

BUF 3100: Trend Forecasting and Social Media

Dr. Woods

November 28, 2021



Forecasting

About the Author's

My name is Guadalupe Soriano. I am currently a junior at New York City College of Technology majoring in Business and Technology of Fashion. Throughout my years in city tech, I hope to have learned the majority of what I need to know in order to pursue my business in the future. I hope to one day have my own clothing and cosmetics line that is inspired by the Hispanic community. I love to enhance my culture and its beauty. As of now, I am currently working on it by designing my own designs and constantly coming up with ideas.



My name is Derick Bardales. I am currently a Sophomore and Major in Business and Technology of Fashion at City Tech and a Fashion Forecaster with a focus on Art Director. Using the environment and social and political atmosphere to create art using textiles, color and silhouette is the difference between a design being a hit or quickly dying out. Using an amateur perspective of fashion with a developed outlook on today's social topics I create designs to not only look good but to create a visual that represents today's narrative. The designs created in this project embody the passion I have for fashion and show the creativity that I can bring to the plate as an inspiring fashion designer.

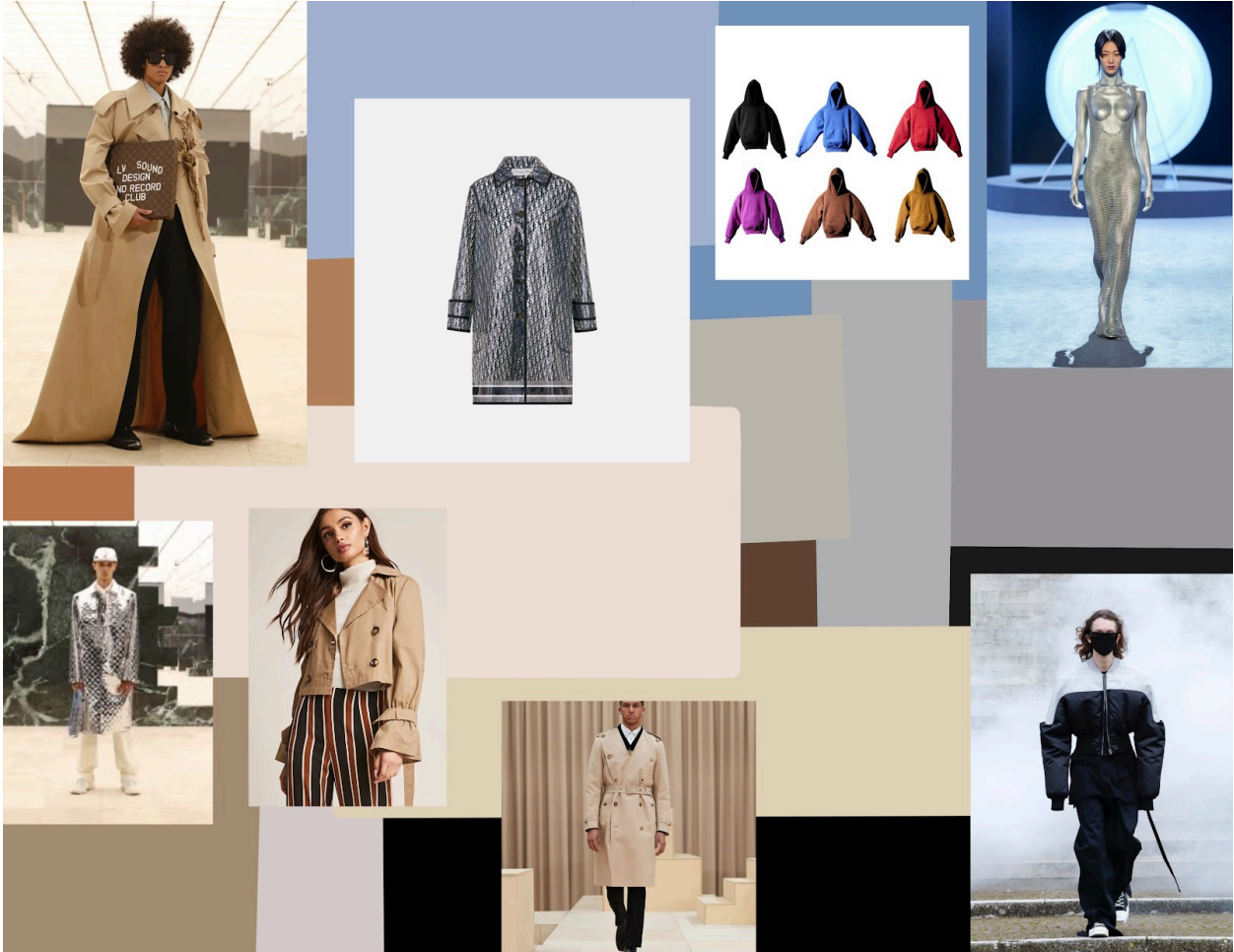


Letter to the Reader

Dear Reader,

Striving to influence people to look for trends and styles that fit in today's atmosphere using fashion is the essence of this project. In this project, we chose Trench Coats because it's a timeless piece of fashion. It has been a fashion iconic piece for years on runways and in everyday life. We focused on redesigning the trench coat to be eye-catching from the transparent trench coat, allowing you to see the entire outfit while giving you protection from the environment. Based on our findings we can see that translucent/transparent garments have been a big hit and will continue to be in 2023 using materials and redesigning the trench coat to be risqué in this paper using eco-friendly materials. The cropped trench coat allows for the audience to have a sense of comfort to show off a large amount of clothing while still looking fashionable. In this project, we will show how we turn a timeless garment and turn it into a piece of fashion that expresses exclusively today's mood of turning to comfortability and ignoring hard-to-wear clothes. The metallic trench coat we created shows off the nostalgic fashion trend that is bold and makes you stand out from the crowd. It shows the shiny exterior we have created to protect ourselves from a harsh quarantine and how this garment brings back the old and revolves around metals in fashion.

Mood Board



Consumer Profile & Influencers

Trench Coats have been around for decades, coming in different shapes and colors. Originating from military aspects back in the 1800s to becoming a fashionable statement piece in your closet. Our trench coats are designed to make a statement everywhere you go. There can never be too much. Our trench coats come in a form of being cropped, metallic and transparent. Not everyone is going to like our trench coats which is why we are targeting a select group of individuals. Our target market is directed towards women, specifically Millennials who enjoy making a statement and Gen Z who always want to be the center of attention. Our trench coats can also be a bit pricier than most coats due to the materials used to construct these garments. So our target consumers must also have an income of 40k or more a year with a discretionary income to be able to purchase as needed. In order to reach our target market, we have to find a way to interact with them.

Since we are targeting generations that are drawn in by technology there is no better way than to promote ourselves on social media. Who is on social media? Influencers. Our influencers play a big role in customer purchases. Our way of promotion will have our influencers appear wearing our garments on the runway shows, ads, and on their personal platforms. For instance, Model Gigi Hadid and Kendall Jenner are wearing our garments on the runways, thousands of individuals watching and getting inspired by how they are styled and how they present the garment. The more this occurs, our garments are certain to be a successful trend in the future, going in the right direction. All we have to do is know who we are targeting and how we are reaching them in order for it to succeed.

History & Timeline

- Dated back to 1820- Average price being \$3-\$4

From World War 1 And World War 2 “ The Mack” Trench coat being a waterproof coat that was created by Scottish chemist and inventor Charles Macintosh and British inventor Thomas Hancock. The garment was made from “ rubberized cotton”. The main intention was for well-dressed men's outerwear “ whose days involved riding, shooting, fishing, outdoor activities, and military service.” Material was very thick and sweaty.

- 1853- Mayfair tailor named John Emary developed an improved version of the raincoat with his brand Aquascutum
- 1856- Hampshire draper Thomas Burberry improved the garment by creating a textile finish known as “ gabardine” fabric (1879). This was done by having the strands of fibers be weatherproofed individually instead of as a whole.

* Although the trench coat has been around for so long these individuals assisted in popularizing the garment to help it become what it is today.

- It was used during WW2 giving the trench a military look, mainly worn during the war by the upper-class leaders.
- WW2 trench coats were “double-breasted, tailored to the waist, and flared to a below-the-knee hemline. The belt was equipped with D-rings for hooking accessories. The caped back allowed water to drip off, while the storm flap at the shoulder provided ventilation; the pockets were deep, the cuffs could be tightened, and the buttons at the

neck helped protect the wearer from poison gas. Some coats came with a warm, removable liner,” (khaki to camouflage) each part of the trench was used/ had a purpose

- After the war men kept wearing their trench coats as everyday outerwear
- During the 1940s the coat became less worn in the military due to it being romanticized by Hollywood cinema.
- Influence in the film industry has helped popularize trench coats for many. For instance, “ Humphrey Bogart in Casablanca, Audrey Hepburn in Breakfast at Tiffany’s(1961), Marlene Dietrich (1933), in A Foreign Affair, Meryl Streep in Kramer vs. Kramer” Madonna in 1995. These women have created empowerment for others to follow in fashion
- “During the 1990s, the fashion house breathed new life into the trench, offering avant-garde variations; including bright colors, prints, and fabric details ranging from lace and satin to python skin” (Kaity,2020)
- Today, the trench coat is worn by everyone and everywhere ranging from different prices and looks, being a staple piece in everyone's wardrobe.

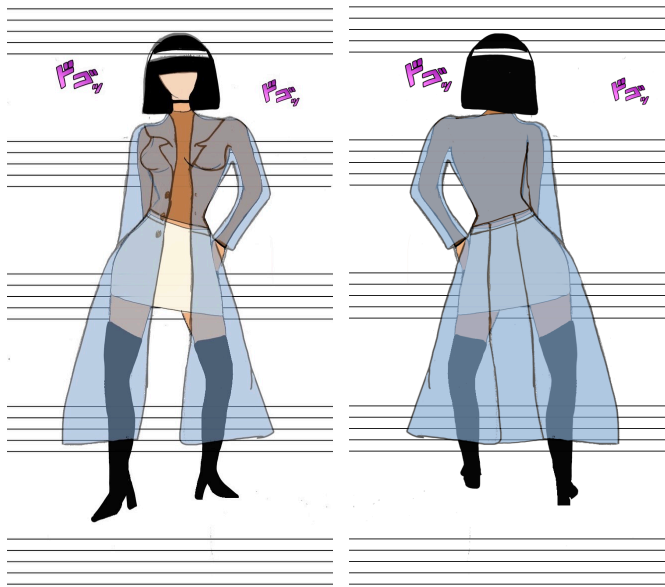
Trend Report

Stepping into a new year, new decade our trends are constantly changing. New looks are always coming out every season and we are here to tell you what's the next big thing for the next two years. As we take a look at the previous years we start to notice a pattern in trends. For instance, in 2019 fall/winter belted trench coats were a trend, they initiated the waistline, leather was big in style, oversized and fun bright colors as well as fur and cape-like coats. However, due to the pandemic, these trends were put on pause and were not enjoyed as most would prefer. Because of this, these trends continue into the recent year and are often still worn. Since we are slowly coming out of the pandemic we are all trying out our best-dressed options. Just like in previous global crises like during the roaring '20s. Time in which individuals rebelled and embraced more of their lifestyle during this era. Individuals such as flappers were trending, they were often seen in well-dressed dresses and extravagant accessories, etc.

In the next two years, we have predicted new trends involving transparent coats, cropped and metallic trench coats. Something you don't really see every day. However, they do create a more exciting appearance. Our first design is a simple one: a trench coat that is typically made of cotton twill and in all our minds is a beige color that is now completely transparent. This trend can be seen in many fashion runways in 2021-2022 not exactly translucent materials but in risqué bold fashion statements with sheer clothing becoming a bold mark of 2021. In “spring/summer 2022 show hinted that the Italian city is already on board with the trend: models were doused in glitter, and creative director Nicola Brognano featured several shiny looks, including two transparent embroidered dresses.” (Cary, 2021) this shows that this sheer fashion statement of seeing straight through your clothes and looking at what's underneath is only becoming more popular and is already being accepted. It is still a risqué fashion statement but in

a few years, it will only gain traction and become even more popular. One of the very first popularized uses of translucent materials in a fashion that caused a sudden use of this is Virgil Abloh's vulcanized Chuck Taylor from 2018 which showed the sock you were wearing. This was a very bold move that got a lot of judgment but equally enough traction to start many other designers to begin to use translucent as they realized even socks can be vital to fashion.

Transparent Trench Coat w/caption



Our vinyl trench coat with a pop of color is a part of the risque fashion trend in 2022 as stated above. Stepping out of your comfort zone for a bold statement is not always a bad thing. Clear Vinyl has made its debut in previous years. For instance, the Iconic Hermes Clear Vinyl Kelly Hermes Bag has made its way back around in the industry after being around since 1997. Sheer and clear are making a big statement in the spring/summer 2022 collection in Paris fashion week designers Valentino, Lanvin, and Chanel using colored vinyl on the runway. As well as a

couple of young designers taking the lead on a runway look, naming it “ The New Sexy”. designers such as” LVMH Prize-winning designer Nensi Dojaka and Supriya Lele in London, and Ludovic de Saint Sernin and Copernic in Paris”. These designers are bringing in the new clear and sheer look that we have been predicting onto other garments as well. We believe that clear vinyl is here to stay, a trend that makes itself around in the industry. From designers creating new looks to recreating previous years’ looks.

Our trench coat is meant to make a statement, we are conveying a message to our audience by being aware that the coat is made out of plastic material however, we have the intention to make our coat out of recycled materials, making them sustainable for the environment. Sustainability is a big thing itself in this time of place, economically and even politically. This is why we have tried our best and kept in mind the damage that plastic can cause itself, making it sustainable is the best we can do for our environment.

Overall, our transparent trench coat is designed entirely of polyurethane with a wool sweatshirt, suede boots, and a tweed skirt. These colors are based on pastel hues, a pale blue, and earth colors for the apparel that ties right into the earth colors that have been prominent in fashion for a few years now. The blue is a cool earth tone that mellows out the entire outfit. It is meant for the individual to be comfortable and extravagant at the same time.

Cropped and Extra Long Sleeve Trench Coat

In 2022 we saw an abundance of fall-winter fashion lines that followed a similar trend that pointed to a new direction for men and womenswear. This trend can be seen in fashion

shows from Rick Owens 2021/2022 fall-winter collection to Yeezys collaboration with GAP. This new trend seems to be pointing at extra long oversized sleeves and a cropped silhouette.

In this Pandemic, people have prioritized comfort over the labors of dressing up and social interaction has almost gone out the window. This is where oversized sleeves came in 2021 to bring refreshing comfort, giving a spontaneous and playful light to the quarantined spring. This fashion trend doesn't seem to have been adopted completely but has hit an all-time high during the summer spring collection of 2021. These major fashion names weren't the first to do a puffed sleeve "The puff sleeve trend first cracked the fashion veneer in 2018 when '80s reference raved the runway. We gladly bought into it, fully aware that it would likely be replaced by another detail of note the following year, no matter how pretty it is. Fast-forward to 2021, however, and the supersize sleeve is still just as popular as ever." (Eggenberger, 2020) This sleeve seems to only be picking up traction and to my guess in 2023 this trend will only hit new highs. In more recent light on September 29th, Kanye West designed a simple hoodie for the GAP and Yeezy collaboration, and "people are quite happy with how the simple sweatshirt style turned out. Arriving in a simple brown paper bag, the hoodies are reportedly extremely heavyweight and express a deep color with an oversized cropped fit." (Li, 2021). People are just discovering their love for cropped and oversized sleeves that are hitting the market and by 2023 this trend should be more pronounced in men and womenswear.

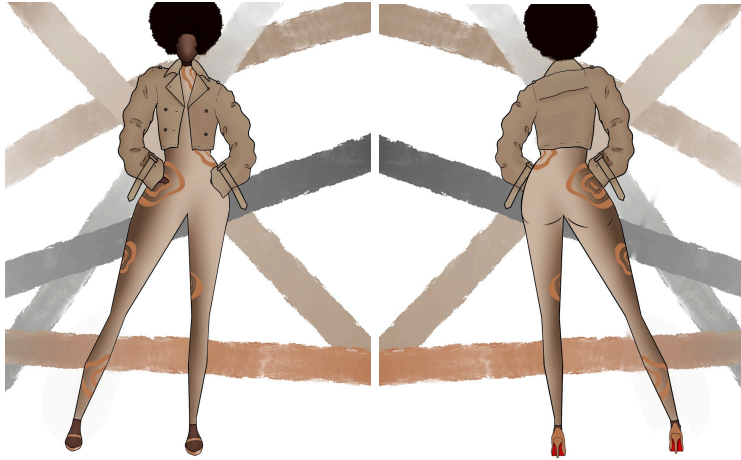
We decided to focus on the trench coat, a timeless piece that has a part in almost every fashion week. This powerful statement is known for being long and was originally meant to be protective but going against the standard view of a trench coat I turned to today's lifestyle

fashion and turned the trench coat into a cropped and extra-long sleeve. Following the trend set by puffed sleeves in the spring and the love revived by Kanye's cropped and oversized hoodies. This cropped trench captures the zeitgeist of the upcoming years and the hardships that are yet to come with strong versions of the coronavirus and deaths still happening all over the world. This spirit of caring less of utility and concerned more with comfort and leisure is captured by this flowing trench coat. This trench coat is worn with a catsuit underneath making the trench more of a purse than an actual coat. An accessory to the daring style.

The color was chosen by a trend of neutral colors that have arrived during the last few years most iconically started by Kanye West during his first season with the use of monochromatic and pastel colors. Kanye jump-started the movement of monochromatic earth colors. This color is paired with the designs of Sahara Sands that give a metallic pop in the heels and in the print of the catsuit.

This Trench coat would follow in its predecessors Cotton Twill this gives the durability of a coat while giving it incredible drape. This drape can be viewed most prominently within the arms of the coat, giving it that 2023 comfortable look. The catsuit would be made of Lycra which is cheap and gives us the body tight look we want while reaching for the target demographic of millennials that want to be cheap yet fashionable. The heels would be made of metallic leather, a more expensive material but one that will be long-lasting and capture the strong glowing shine of the heels and make the design pop on the catsuit.

Cropped and Extra Long Sleeve Trench Coat



Metallic Draped Trench Coat

In this time of quarantine and pandemic, we tend to look back on when times were better. In fashion, we can put on an old sweater and call it a throwback but it seems that major fashion trends have been popping up all over the runway. This year we have seen an uprising of flash and shininess whether that be in metallic eyeshadows or music artists wearing metallic clothing it has been a nostalgic fashion trend that seems to have made a comeback.

The nostalgic need to bring back things has been a huge trend lately as we are locked in our homes with time to reflect. This metallic trend has made a comeback in hidden ways whether that be in Tiktok, makeup videos, or in the Grammys during Megan the Stallion and Cardi B's performance we have all seen the shimmer of this year's modern metals. In fashion, we have seen "For Spring/Summer 2021, chain mail, sequins, and metallic leather featured prominently in collections from Balenciaga, Miu Miu, Givenchy, and more. Both as party-ready clothes and for the day-to-day, metallic embraced the flamboyant fashion that we'll no doubt see more of as the