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Aeslete Sweat Suit

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Course: Product Development in the Fashion Industry BUF 2400

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Abstract

Aeslete debuts their new line with a classic but innovative sweat suit for the spring and summer of 2019. This sweat suit is designed to be a high-quality garment that provides comfort. Very minimalistic design, with hidden seams and very little branding. The trimming allows you to wear the sweat suit in multiple styles, while offering a wide range of colors. While staying away from the saturated trends, Aeslete competes with some of the biggest names that provides athleisure wear, giving you high quality at a great price. This exclusive garment will not stay on the shelves for long, get it while you can because the stock is limited.

Product Line and Target Customer

Aeslete's primary target customer are men age range of 21-35 middle class families with household income of \$70,000 and up. These people born between 1982 and 1996 are called millennials, they have outnumbered the Baby Boomers to become the largest American generation. There are 80 millions of them in the US. They spend \$600 billion annually and that's 28% of all daily per-person consumer spending. They are forecasted to be 35% of spending by 2030. No matter how you define it, millennial spending is important. Their numbers alone now mean that millennials have more buying power than any other group in the United States, but that isn't even what makes millennials such a unique consumer group. Millennials are changing the very way we interact with the fashion industry. Iconic brands like Macy's, Sears, and Hudson's Bay Company have all felt the effects of the millennials' lack of interest. Instead, millennials are turning away from brands and turning to logo-free, online shopping that is heavily persuaded by social media influencers.

A majority of millennials follow brands on at least one social media platform. But they are highly driven by price. A majority of millennials say they follow brands on social media in order to get discounts. Two-thirds of millennials say they will switch brands if they are offered a discount of 30% or more. Only slightly more than one-third say they follow brands to get the latest trends and products and only 7% follow brands to participate in an online community about the brand.

The athleisure trend has slowly gained pace over the past few years. And now top-end designers are saying they're going to have to rethink how they tailor even the most formal suits and office attire in order to attract young people who are just not used to dressing up. At the recent spring/summer fashion shows Balenciaga, in particular, was in on the act. Once famed for

its skin-tight tailoring, when the Spanish fashion house showcased its new spring collection in Paris, there was an abundance of slouchy suits, billowing shirts and oversized leather jackets, the show was more comfort than corset.

Major Trends

It is usually believed that men can't go for multiple styles and fashion because there aren't many options for them. The overall society's mindset had been formed in this way, but when we look around, we can see many men carrying themselves up in fancy combinations and yet looking all stylish and elegant. Sweatpants and hoodies for instance, generally these are considered only fit for exercise or your jog regime, but very few men know that they can wear them as another piece of clothing and that too in multiple styles.

Sweatpants are no longer a sign of giving up. In fact, thanks to all the slim, modern versions on the market right now, they're a bona fide essential for pretty much every guy's closet. And thanks to those stretchy materials and that elastic waistband, they're seriously comfortable—whether you're just lounging around or heading out for the day.

It sounds like a contradiction in terms but ever since sportswear and loungewear got the high-fashion seal of approval, hoodies have become appropriate for smarter dress codes. Today, the hoodie is enjoying a golden era of acceptance. Just as with Elvis, denim jeans, electronic music and all other aspects of youth culture that initially made grown-ups nervous, everyone has now calmed down and said a collective, “You know what? Maybe a sweatshirt with a hood on the back isn't inherently evil after all.” As the hoodie has become a wardrobe staple, big brands are listening to their market. Guys aren't afraid to splash the cash on designer sportswear now, and mixing track tops or joggers with tailoring has become a trend in recent years.

Brands across the board seem to be opting for roomier fits, hulking silhouettes and exaggerated proportions. This largesse is particularly visible at the provocateur-ish end of the style spectrum. Mr. Demna Gvasalia at Balenciaga, Mr. Raf simons and Mr. Alessandro Michele at Gucci are among the designers who, with their knee-skimming T-shirts, dangling sleeves and giant 1990s-inspired sneakers, seem to be asking themselves not just “Can we make it bigger?” but “How big can we go?”. But the oversized trend is also being played out across a wider spectrum of brands, from the ultra-refined Berluti, which is offering a rather nice baggy yellow short sleeved sweater this season, to Dries Van Noten, which has greatly relaxed its tailoring in the past two seasons, to casualwear labels such as New York’s Fanmail and a raft of stylish street-inspired brands, including Off-White, Alyx and Rhude. The first time this particular trend came around, in the 1980s, it coincided with the rise of the gym and a new, super-muscular vision of the male body captured by photographers such as Mr. Bruce weber and Mr. Helmut Newton on the billboards for Calvin Klein underwear. Broad-shouldered suits reinforced the superhero-esque body shape that was the public ideal. The clothes were designed to look powerful, strong, imposing. There are many more tangible benefits to wearing oversized clothes. For one thing, they allow for more movement, and air circulation, which means that, in many situations, they are a lot more comfortable than their closely fitted cousins.

With all fashion weeks good and done, we can finally sit back and examine what the definitive spring/ summer 2019 color trends will be. While it does seem like many of the spring 2019 fashion trends were all about mixing up colors and prints, the spring/ summer 2019 colors are notable as well, with pastels making a recurrence, along with rich, warm shades that actually felt a little autumnal.

There were several colour trends going on at the shows – fluoro lime being one of them – but sage was easily the most wearable shade doing the rounds. From a beautiful sage two-piece suit at Canali to a smashing sage mac at Corneliani and a series of sporty pieces in sludgy sage at Dsquared2. As ever, grey, navy and black are the no-brainers that will get the most wear, but consider khaki, off-white or brownish tones for alternative neutrals. If you want to make a statement, bold reds and yellows will do the job, although a mint green or purple gives you a more subtle way to stand out.

Clearwater Blue- Blue is already a soothing shade, but its pastel iteration is doubly so, evoking a sense of cheerful calm. Clearwater blue is also the key shade of washed out denim, which was one of the fashion trends of the season, so this shade showed up on jean outfits at Balmain, Isabel Marant, and many other runways. Other runways to showcase elegantly flowy outfits in clearwater blue included Tibi, Hugo Boss, Erdem, and Roland Mouret. A pleated clearwater blue dress at Givenchy really made waves and achieved a nearly iconic status.

Princess Blue- Blue is a color associated with calm, confident luxury, and Princess Blue is its gleaming, vivacious yet still deep iteration. It was one of a few cool tones glimpsed in the spring/ summer 2019 color trends, but its magnificence made it work. Turmeric and Mango Mojito are two shades that complement it well and keep things bright for spring.

Soybean- Soybean is a reliable neutral that feels natural yet sophisticated. It works just as well in a boho-chic outfit as it does in a sleek suit. With trench coats one of the go-to jackets for spring, Soybean was a shoo-in as one of the spring 2019 color trends. The Tom Ford runway was overrun with jackets and dresses in this calm shade. We also saw it show up on suits at Dion Lee, Tibi, and Brandon Maxwell. Classic trench coats showed

up on the runways of Marc Jacobs, Burberry, and Haider Ackermann, as what is, in my mind, the truest use of this color for the spring season.

Egg-Yolk Pastel Yellow- Take Lemon Verbena, add a splash of cream, and you end up with the loveliest shade of pastel yellow, which easily became one of the spring 2019 color trends. This gorgeous egg yolk shade pairs well with other pastels, for the perfect spring daytime look.

Living Coral- This bright coral sits perfectly between orange and pink and brightens up every ensemble. Of all of the spring/ summer 2019 color trends, this one might be the most seasonally appropriate. It is a color that brings to mind fruity drinks, pretty flowers, and tropical vacations.

Turmeric- The eponymous spice is having a moment right now, since it is known for having serious health benefits. If you're not planning to be chugging turmeric lattes or doing turmeric-yogurt face masks, perhaps you can absorb some of these benefits by wearing Turmeric as one of the spring/ summer 2019 color trends. It is a yellow-orange shade that is hard to miss, and pairs especially well with browns, reds, and even blues.

[Analysis of Comparable Product Offerings at Higher Price Points](#)

When it comes to athletic apparel, luxury athleisure is on the rise. It's trending amongst everyone giving consumers the opportunity to look stylish at the gym and effortlessly chic at brunch. We live in a society where the standard "one size fits all" just isn't an option anymore. Men come in various shapes and sizes especially those who are more active and need clothes that are specifically designed for their bodies. Brands like Nike, Fear of God, Tom Ford, Y-3 and

Gucci are tapping into men's athletic wear and expanding on products that will give customers essentially what they want and need before the customer realizes they demand it.

Nike was founded in 1964 as Blue-Ribbon Sports by Bill Bowerman and Phil Knight and officially became Nike Inc. in the year 1971 in Beaverton, Oregon. Nike is known for carrying innovative footwear but carries athleisure wear as well. Some of their best sellers for Men is their Nike Tech Sweat suits which range from \$100 to \$150. They are sold in various colors such as Black, Grey and Navy Blue. The sweats are made from 100% cotton but also has Dri-fit technology which wicks sweat away from the body in order to help keep the skin dry and comfortable.

Fear of God was founded in 2012 by Jerry Lorenzo. Fear of God is known for carrying streetwear clothing as well as athleisure wear collections. Fear of God price points range from \$600 to \$1000 range. Jerry Lorenzo uses 100% cotton when it comes to constructing sweat suits for his line. The same can be said for Tom Ford and Gucci. The reason as to why their price points are so high is due to the cost of production and fabric being used as well as the prestige of the brand.

Brand	Fabric Composition	Cost	Sizing
Nike	100% Cotton	\$100-\$150	S-XL
Fear of God	100% Cotton	\$795-\$820	S-XL
Tom Ford	100% Cotton	\$890-\$1000	S-L
Y-3	100% Cotton	\$230-\$345	S-XL
Gucci	100% Cotton	\$1850-\$1980	M-XXL

Performance Specifications

Since Athleisure wear has been introduced to the fashion world, there has been constant changes to the sweat suit. The past styles in Athleisure wear is the corporate/ business casual look, where tracksuits are starting to look more like suits or the runner style where brands like Nike has made sweat suits so tight, they look painted on. AESLETE wants to bring that original feel back to sweat suits. Using 100 percent high quality cotton and a relaxed fit to give you the most comfort. AESLETE sweat suits are made for everything but labor, giving you something stylish and cozy for after work and off the court. With the unpredictable weather that spring brings our sweat suits can be worn in multiple styles; the full relaxed look, our elastic ankle drawstrings and lace locks, allow you to sport the cropped look and our sweatpants can turn into above the knee shorts when you unzip the bottom half. AESLETE sweat suits comes in the hottest pastel spring colors but also available in grey and navy blue for that classic look.

Constructions Specifications

The sweat suit will contain hoodie and sweatpants in an assortment of colors and functions. The hoodie will be constructed of 100% loopback cotton. This material is comfortable the stitching will be tonal single stitching to allow the dyeing process to keep the hoodie a solid color. The hoodie will have a draw cord with a lock to add to its function as someone will be able to scrunch up the hood to their liking. Ventilation holes will be added under the armpits to allow air flow. These functions work for warmer temperatures since the product is made for Spring and Summer 2019. The hoodie will include kangaroo pockets to put cell phones, wallets and smaller items. The sweatpants are the same material as the hoodie and share similar functions in its own way. Its functions include the adjustable draw cord with a lock. A removable bottom half to turn the sweatpants into sweat shorts. The bottom half is removable by a zipper that goes around the thigh area. There is also a bungee cord at the ankle which allow more adjustments to the sweatpants. This works if the wearer wants to tighten the cuff and show off their footwear better. A slit back pocket which is closed and open using a zipper, allows for phones and wallets.

Cotton is your go-to fabric for the spring-summer months. The softness, breathability and lightness of touch, keeps you feeling – and looking, of course – cool and comfortable as the temperatures rise. Natural cotton is also great for creating texture in clothing, and for holding vibrant color palettes that give off suitably summer like feels – statement stripes, floral patterns, and palm tree prints.

Fleece back or loopback cotton are the most likely options you'll find at the shop and they're ideal because they're comfortable, hard-wearing and easily washed. Higher-end brands will also experiment with fabrics like merino or even cashmere if you want to loaf in luxury.

Costing of Garments

Style #: <u>1240</u>	Description: <u>Sweat suits (Top & Bottom)</u>	Date: <u>5/14/19</u>
Division: <u>Career</u>	Size Category: <u>Menswear</u>	Season: <u>S2019</u>
Sample Size: <u>M</u>	Tech Designer: <u>Mitchell Louis</u>	
Fabric: <u>Cotton Fleece (100%)</u>	Sizes: <u>S/ M/ L / XL/ XXL</u>	Color: <u>Grey/dark blue</u>

1. MATERIALS	YARDS	PRICE	COST
Cotton Fleece (100%)	2.20	11.99	\$26.38
LINNINGS			
INTERFACING			

TOTAL MATERIAL COST=\$26.38

2. TRIMMINGS	QUANTITY	PRICE	COST
Thread	3	.50	\$1.50
Elastic	1.5 Yards	2.00	3.00
Draw Cords	2	.15	.30
Bungee Cords	2	.10	.20
Zippers	2	.20	.40
Lace Locks	4	.20	.80
Care Label	2	.05	.10
Brand Label	2	.20	.40
Packaging	2	.55	1.10
Price tags	2	.25	.50
Lace Tips	2	.05	.10

TOTAL TRIM COST= \$8.40

3. LABOR	
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Cutting	\$3.75
Sewing	\$4.80
Grading	\$0.40
Marking	\$0.70
Wet Processing	\$4.25
Embroidery	\$3.25

TOTAL LABOR COST= \$17.15

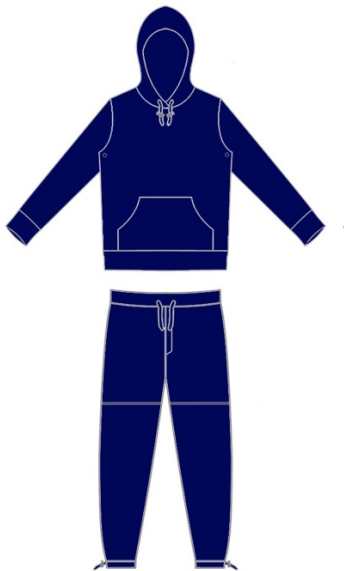
	DESCRIPTION	COST
Shipping	\$27.00 per dozen	\$2.25
Duty	16% of labor/materials	\$8.31
Overhead	18% of cost	\$11.25

TOTAL MANUFACTURING COST= \$73.74

WHOLESALE MARKUP= \$ 73.74

WHOLESALE PRICE= \$147.48

SUGGESTED RETAIL PRICE: \$295.00



Quality Control

Quality control is simply a process implemented in factories for maintaining the best quality throughout every stage of the manufacturing of products. There are many different quality control processes, including checking materials for flaws and defects, ensuring that colors are correct, and examining the strength of the final product. In the apparel, accessories and footwear sectors, seams and/or stitching must be neat and strong, and all products must be produced to the same size and standard. With so many quality control processes involved in the manufacture of products, factory workers should be trained to maintain standards for their own work. Product developers must know and be aware if a vendor doesn't have the capacity for the order. These issues are common because a vendor might subcontract half or a third of the work to another vendor that may not understand the specifications or measurements. Thus, the standards can affect the quality immensely, causing great loss (Keiser & Garner, 2003). Another frequent mistake are vendors that do not keep a safe and sanitary environment for their workers. Those factors can also affect the shipping or quality standard that can ruin an order (Keiser & Garner, 2003). It is our responsibility to make sure that vendors maintain quality processes. These processes would then be checked by a manager or a Quality Control Specialist before the next process is executed.

Below are the three stages of the production process that should be followed by manufacturers:

- At the beginning, before the actual manufacturing begins. When the raw materials arrive at the factory, they should be checked for correct delivery, overall quality, faults that may have been missed or overlooked, size, color, and other specific important points that may vary from material to material as well as clients.

- At the mid-point of the manufacturing, spot checks should be performed for overall make quality as the products progress through the production line.
- At the end of the production run, quality control checks ensure that the product looks as expected, whether the colors have changed following washing, are the stitches holding, is the final product as specified in the Spec Sheet, does it pass any required testing, does it match the pre-approved sample, etc. – all the final checks before the product leaves the manufacturer.

All of the above checks are necessary to avoid failing the final inspection and the rejection of the shipped goods. Without these crucial steps set up in the factory, many things could go wrong. Your products would be returned to you should the materials used to be of poor quality or have faults in them. If the final products are ill-fitting and the seams are poorly stitched, a buyer would not hesitate in rejecting your order.

Merchandising Plan

The plan for Aeslete is to look and analyze consumer data and to observe 2018 Spring/Summer sweat suits sales, profits, and brands. Last year's sweat suits trends were early 90's style with primary colors (menace.com).



Based on the Pantone colors for 2019, Aeslete will be using soothing and calming pastels that will give us a competitive advantage. Another one of our advantages is that we will be marketing our sweat suit line as leisure wear, as opposed to sportswear. Nike has endorsed/marketed their sweat suits/tracksuits with athletes like LeBron James, Serena Williams, and Cristiano Ronaldo, and Under Armour endorsing NBA star Stephan Curry (<https://blog.hollywoodbranded.com>). Adidas has also stepped up to be out of the box in their brand by collaborating with fashion designer Stella McCartney and Beyoncé. New comer Supreme brand is using its platform and target market to cater to the skateboarding, hip hop, and rock cultures, and young youths (Wikipedia.com). Our team believes that market is overcrowded, so we had to be creative and strategic to create a sweat suit that is both comfortable, stylish, and flexible. Aeslete is an exclusive brand to our consumers by only allocating 1000 tracksuits to the market per season with sizes from small-XXL that are limited

and unique. Based on supply and demand theory, we chose 1000 sweat suits to limit our product in the market and to see the responses from consumers by the third quarter of sales index/our gross sales. Customers just don't want quality any more. They want and insist on high quality, exclusive products with desired price points (Keiser & Garder, 2003). This new era of consumers is smarter with their purchases. They research products, compare products, look for deals to get the maximum benefit for their money(smedio.com). Hence, it was essential that we designed a product that was not just comfortable but also functional to enhance our competitive edge. According to Statista.com, retail sales of the menswear market in the United States from 2013-2018 went up 12.7 billion dollars. These figures reveal that Aeslete has great potential to succeed and expand its line range.

According to a chart in "Beyond Design" it shows that men purchase most of their clothing at mass merchants followed by chain stores and department stores (Keiser & Garner, 2003). Since we don't have the inventory or the price point to compete with mass merchant stores, our key buying accounts will be between chain and department stores like Macy's, Bloomingdales, Barney's, and online retailers that fit the product image. Online retailers are growing in the market and many of them provide global shipping. Working with them will influence a wider audience and strong brand image. Aeslete is a new brand to the market so it is imperative that we utilize bloggers, social media outlets, and fashion influencers to create buzz and interest in our target market globally and will provide a wider audience to the brand.

AESLETE MERCHANDISE PLAN

Time and Action Calendar		Season: S/S 2019
Order No: <u>1223</u>	Style #: <u>1240</u>	Order Qty: <u>1000</u>
Fabric Details: <u>100% Cotton (Loopback)</u>	Style Description: <u>Sweat Suits</u>	
Manufacturing Country: <u>Mexico</u>	Destination: <u>New York</u>	
Buyer Country: <u>New York, NY</u>	Delivery Date: <u>March 1, 2019</u>	

No.	Activity	Planned Date
1	Trends and colors	11/15/2018
2	Pattern is made according to specification.	11/19/2018
3	Proto sample submission	11/21/2018
4	Proto Sample approval	11/26/2018
5	Order confirmation	11/28/2018
6	Trims and weft processing approval	12/03/2018
7	Request for sample of trims and fabric sent	12/03/2018
8	Size set submissions	12/05/2018
9	Size set comments	12/07/2018
10	Sample lot of trims and fabric sent	12/10/2018
11	Sample lot of finished fabrics (yardage) entered in to store	12/10/2018
12	Meeting with sampling and all other departments	12/13/2018
13	Fit samples sent to buyers	12/18/2018
14	Approval of fit samples	12/27/2018
15	Sweat suit samples sent to buyer	01/07/2019
16	Approval of sweat suit	01/11/2019
17	Trims approved	01/11/2019
18	Production planning updates and circulation	01/14/2019
19	Ad/photoshoots samples sent to buyers	01/17/2019
20	Ad/photoshoots approved	01/22/2019
21	All fabric inhouse	01/23/2019
22	All Trims inhouse	01/24/2019
23	Fabric and trim quality and quantity measured	01/28/2019
24	Size samples sent to buyers	01/30/2019
25	Approval of size set samples	01/30/2019
26	Production start date	01/31/2019
27	Cutting/shaping	02/04/2019
28	Embroidery completed	02/05/2019
29	Wet Processing	02/06/2019

CONTINUED

30	Fabrication/stitching	02/08/2019
31	Production end date	02/11/2019
32	Finishing and packaging start	02/11/2019
33	Finishing and packaging completed	02/14/2019
34	Buyer Quality Audit	02/19/2019
35	Dispatch	02/25/2019

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