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About the author



Hugo Rodriguez is a fashion forecaster, who has been in the industry for over a decade. And has worked with WGSN for his whole career. As a top forecaster at WGSN, Rodriguez analyzes and depicts the newest trends that will occur and have a hold over the fashion industry. Rodriguez also analyzes individual styles that people may wear or incorporate to their fashion sense. Rodriguez works with brands and stores to help send their business in the right direction and allow them to captivate and use the fashion forecasting reports he creates to their advantage. Besides working with WGSN Rodriguez also has his own brand called Vendimia. It is a clothing brand which takes pieces from older trends or styles and incorporates them into modern pieces. Vendimia is latin for vintage. Rodriguez has worked with big names such as Calvin Klein, Raf Simmons, Ralph Lauren, Adidas, Nike, as well as work with local up and comers such as PA based Selkouth and NY based SocialLuxClub.

Rodriguez's comes from a family of immigrants, being Mexican American and in the biggest city in the U.S, Rodriguez had to become savvy on how to set himself apart from the rest, especially in a diverse city like New York. Fashion became an interest of his and then a love through NYC culture. Listening to music and following figures that push fashion into the streets, also using at homes examples such as his father, who still has hidden 90's gems in the closet.

Rodriguez followed many groups growing up, in high school being exposed to A\$AP Mob, members such as A\$AP Rocky, A\$AP Ferg, A\$AP Bari who pioneered fashion in rap, artist like Kanye who started working with brands like Nike then adidas. Having New York fashion week also helps being exposed to what is going to be hot. Fashion became more than a following for Rodriguez as he helps create with others and be at the forefront of pushing fashion forward for the next generation.

Rodriguez is a graduate at NYC College of Technology. Earning an Associate and Bachelors in the business and technology of fashion program. Studying everything in the program from marketing to fashion forecasting, along with his experience at WSGN, Rodriguez looks to push his brand Vendimia to greater levels in the fashion industry.

**VENDIMIA**

Letter to the Reader

What Fashion iterates for men is to keep a clean and classic look. But how does this not get boring, how do we end up looking different from each other if we all have the same looks. We're going to jump straight into it, in this report we're looking at trends that are going to be the IT for 2022, in particular Men's jackets. Now why Men's jackets? Because while for years we have stuck with a tried and true look of a simple jeans and shirt, or suit. What can be a big game changer is the jacket you are wearing. Subconsciously we pick our jackets with what best suits our needs, and without knowing, this decision can impact your outfit, or your entire wardrobe. In today's era we see that men take more risk with fashion, going with what they think is best looking and not what designers think they should stick with, we're seeing the evolution of men's fashion, a change in direction, no longer do pants from suits only require a special occasion, t-shirts aren't just for hanging out and have made a breakthrough at formal gatherings, dress shoes and sneakers hang on the same playing field. This new direction for men's fashion is moving and its picking up steam rapidly.

Now that we know how important men's jackets are, it's important to know that this goes for all accessories of a man's wardrobe, going into this report, we're going to discuss the trends that will be hot for menswear, in particular the jacket, we are also going to be looking into trends from previous decades to see where we are headed and to see how the jacket evolves.

We are going through a timeline of the jacket, starting from the 80's. and see each evolution, in this report we'll also talk about what style of jacket is going to be a big hitter for 2022, we'll discuss proposed silhouettes and fabrics, proposed colors, influencers and direction, and you will read a trend report for 8 proposed trends.

Consumer Profile

This ambitious and driven young man is a college graduate, fresh out or recently graduated, around the age of 22-25, a young professional either living on their own or still at the nest(living with parents). The average income this young man makes is about 50,000 a year. A young aspiring businessman, or entrepreneur. A tradesman looking to move up the ranks of his profession. His interest is to move his assets and acquire as much value to them or make the best dollar out of them to live a more lavish lifestyle. Still being a young man, his interest also includes sports, cars, grooming, and fashion.

His spends his days off from work at the gym, looking to acquire the best look for himself. He also spends his off time working on projects such as his car or keeping up with his stocks. He stays up to date with his fashion trying not to fall behind. This young man will shop at department stores such as Macy's and Bloomingdale's. He will shop at more expensive boutiques when the extra money allows him or he will visit more expensive department stores such as Neiman Marcus. He will also look to invest in exclusive pieces from brands such as Raf simmons, and Yves Saint Laurent.

This young man keeps his grooming needs in check. On top of going to the gym and maintaining his physique. He will also maintain his grooming habits, trimming his facial hair or maintaining his fade. Making sure there a little to no blemishes on his face, keeping his hands and nails clean and making sure he always smells good.

The young man is an achiever! This young man will stop at nothing to acquire what he wants in life, he will achieve his goals and will always want more once he acquires his desires. The top for this young man is reachable and he will elevate it once he reaches it. For this he

desires quality goods to display his achievements. To show everyone where and how far he's gotten. He will take advantage of price drops but will always be on the look out for exclusivity, such as certain pieces, that others will see him with it before they have it. He will look at fashion forward people such as artist and designers. He has multiple styles that he can choose from as he has a well diverse closet. He will make use of old pieces and adapt them to modern standards.

To be an achiever you must take risk that others may not consider, while being a young man has its limitations, it doesn't mean you cannot set the standards for what men's fashion could be. And you just like the people you admire move to be the forward, whether it be subtle or avantgarde. You make the looks that will give the confidence for others to follow. You carry yourself fashionably like Kanye, wearing Raf Simmons drapes. You want to achieve everything you desire, so you will move mountains to do so. No other person can make your decisions, because they wont match your intensity of wanting to achieve anything and everything.

History of trends

To start this, we'll take a trip back to the 1980's, regarded as the initial boom of fashion, this is the era where the gloves come off. Colors of vibrancy and extravagance take over the runways. The Zeitgeist as one would say is free spirited. The man is no longer bounded to the suit he wears for anything. Sports wear is now acceptable outside the playing fields and men are starting to wear different jackets.



Track jackets, leather jackets over denim jackets, a vibrant trench coat over the traditional beige, black or gray. The traditional suit jacket is now more form fitting and can be a trendier piece. Men are adding more colors to their palettes such as the pink mechanic overalls. This starts the evolution of men with color, and mens flexibility with different jackets.

The 90s introduced casual dressing to the world, no longer did we have to head home before going out on Friday. Casual Fridays were now a main attraction in the fashion industry. We're also seeing a lot of influence from the music industry. The 90's were also a time of expression, allowing Men to align themselves with what they like and how they feel. Jackets during this time became sports based and also show that they have utility. Companies such as north face are famously known making tactile jackets.



The 2000s ushered a new century and a new form of fashion for men. During this time, fashion took a new expression, mixing pieces that traditionally would not go together. Sweat suits could now be worn with boots. Leather jackets could have puff to them. Cargos and utility pants weren't just for trade men anymore. Jackets were more useful now as well, the men's traditional suit jacket was now a sport jacket. Everything had a flare to it, people desired to look unique than uniform.



The 2010's or the modern era of fashion which is the recent decade. Designer has a new meaning. No longer is designer worn by millionaires and celebrities. Designer has a faster trickle down and is now for everyone rather than be exclusive. Designer brands are even collaborating with each other. Canada goose, well known for their feather stuffed coats have collaborated with brands such as OVO to make jackets. The 2010's has been a decade of fashions biggest names

coming together and working with the small ones.

2010-2019



Timeline of Men's Jacket

Men's Jackets have evolved over time, whether it be by style or utility, while some jackets have maintained their tried and true designs, other jackets have evolved to become more useful whether it be adding more pockets or using sustainable materials. Here's a timeline of what men's jackets looked like throughout the years.



1980



1990



2000



2010



Eight Trends

We're going to see the return of eras, as well as modern fashion pushing the use of utility and sustainability. For the Spring/Summer seasons we will see the use of bright tropical colors and returning classics such as the denim jacket and the biker jacket, with a few changes to them to adapt them and help it stick with the times. For these seasons we are looking at a lot of pockets, as much as possibly allowed. The Utility jackets are no longer for the safaris and will make useful tools for daily life in the concrete jungles we live in. Light fabrics will help with keeping cool during the day and staying warm at night when long beach days turn to relaxed bon fire nights. Satins are in style, these fabrics will add a soft touch with a shiny glimmer to your wardrobe. The 2020's will be filled with changes to the classics that have stood the test of time.



For the Fall/Winter season, we will see utility carry itself with full steam as the pockets will come handier when the weather starts to drop in temperature. We will also see the cardigan, once used for formalities to stay warm, burst on to the scene and make an appearance as your go to piece and a great alternative to your basic hoodie or sweatshirt. We are also going to see lots of oversized tailoring when it comes to outerwear, something about a warm oversized jacket creates comfort, we are going to see monochromatic colors give the clothes you wear character. Glitter will add pop to the clothes you wear and add a shimmer to the early dark nights that comes with the fall/winter.



Trend Report

Spring/Summer 2022 is full of vibrancy and bright colors, so how does the runway way bring the denim jacket up to modern standards? By rejuvenating it, the denim jacket is a classic piece, without a doubt timeless. But by adding colors, or designs, the denim jacket comes to the modern era with full steam. “..Americana fascination brought people back to the idea of retro” people love what they’re comfortable with, and everyone knows denim jackets can never go out of style so why not reinvent it, adding colors, “rave ready” acid washes, and bleached out styles.



The original look of the denim jacket is preserved with the two pockets on the breast and the rivets as buttons. But all three denim jackets offer a form of modernism, the black jacket is lined with shearling on the outside, the second is embellished with designs and glitter, while the third one is marked with gestures and designs. The denim jacket stays true to its roots but is modernized to the 2022 standards.

Another die hard classic piece that seems to die but never truly goes away is the biker jacket, the biker jacket once associated with rough riding gangs of early 70’s America and onward, is now a staple piece in one’s closet, and its not going anywhere anytime soon. The

biker jacket faces a similar dilemma to the denim jacket, how do we reinvent and modernize the denim jacket, adding color and different layers to it. The denim jacket is great simple and plain, unlike the denim jacket, distressing or altering it will affect the style it gives, but by keeping things simple around it, the biker jacket can continue to give the rough rider aura it has while giving you the style you desire.



Both models maintain the tough guy look, without compromising the original look of a biker jacket, the presence behind it's historical roots and the modernizing of it give the biker jacket a whole new take, while still being recognizable.

During the Spring/Summer season, light and beautiful fabrics are used to keep you cool. Satin drapes allow you to wear jackets in the summer and keep cool. While historically the satin jacket was worn to go have a smoke, it can now be a accessory to your outfit during the warm weather temperatures of the summer.



With the movement of having useful clothes. We see utility jackets make a big break through while maintaining style and fashion. Light weight fabrics and thin linings offer to keep you cool and protect you from the harsh sun as well as become a place to carry things when pockets become smaller on shorts.



We see the utility look flourishing and taking the scene over. As more and more people want to increase the use of their clothing pieces and not just have them as statement pieces, utility jackets really come in handy. For the Fall/Winter season utility jackets make a second appearance, this time they can be more than just useful, they can carry themselves, as the

weather gets colder and it becomes a hassle to take your hands out of the warm pockets of your jacket and reach into your bag. Utility jackets offer the best of both world by giving you pockets inside and out, and being able to carry itself, without compromising your style. “we consider the need for balance of style and functionality...”



Maintaining the style is key to making utility jackets functional, and having absolute usage with them makes it an essential piece to have during the fall/winter.

Cardigans are usually know for being worn during your business hours when you don't want to wear a suit jacket, but still have to go to work. But through this report, there has been a ditch in traditional use of clothes and the cardigan is no exception. The cardigan will be a big piece in Fall/Winter wardrobe and will be a great alternative to the traditional denim jacket, hoodie, sweatshirt, or leather jacket.



Oversized tailoring will definitely have you looking at the size tag. And while oversizing has been a fashion style, it has always been a choice of going bigger. Now you can shop your size and still get that desired look. The oversized look is derived from the punk scene and the early 2000s hip hop scene. And while it never gained any steam heading out the early 2000s, the Fall/Winter 22 runway will be filled with oversized garments.



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The final trend report is glitter on jackets. This embellishment takes jackets to a whole new level and adds flavor to the standard black jacket we are used to seeing. Having these designs offers a level of expression. A subtle but noticeable touch when you think about how unnoticed jackets tend to go when everyone is wearing them during the fall/winter.



Influencers and direction

A lot of influencers can be found in the music scene as they are the ones who are able to get these pieces off the runways first and persuade their audience and followers to achieve the look.

Tyler the Creator is a avid fashion show attendant. Wearing pieces from several designers. While notable for pushing skate brands and wearing skate gear. The California native has been seen upping his style lately wearing cardigans and more refined wear, than the usual shorts tube socks and vans with t shirt.



And while Tyler maintains true to his roots wearing a cap, he is seen wearing a Gucci cardigan. Proving that cardigans are going to be in for awhile considering Tyler has a large following.

Although the report is on mens jackets. Billie Eillish is no stranger to oversized mens wear. Considering that is her go to dress style you can see Billie dressed in an over sized neon LV outfit



Another big name to consider when it comes to oversized wear is Symere Woods, or Lil Uzi Vert. he has displayed many high fashion pieces during his shows and has even mixed his style of wear up often. A person who is unpredictable with what he wears. Uzi has taken to the oversized look lately.



Virgil Abloh, always ahead displaying his creative mind in unorthodox ways is an entrepreneur for the glitter on jackets. His followers from his Off-White Brand stand behind him

through anything he creates. You can say he started the glitter on jackets with his work on the “heaven on earth” collection at Louis Vuitton.



Many of the other styles will have a good direction as they are reiterations of classic pieces that people are used to. Denim and biker jackets will see longevity long after 2022. These pieces may be refined after by finding out how to make them sustainable fashion pieces. Thus placing them on a all time essential list that everyone should own to make the perfect closet.

With utility wear, while breaking the scene. It will be hard to depict how long the steam will last with this trend. They are both very useful and stylish. But being a new trend could be a double edged knife as people will wear you because of interest at the moment, but will leave you behind with other trends thus making it a fad. While in my opinion I believe with the usage of it, the ability to make them from sustainable resources and it still having style, I believe utility jackets are here to stay for a long time before they are put on a hanger.

Satins will be prevalent through the summer. Style without compromising the cool. I see satin staying for a while, even becoming a summer staple. The colors and designs are endless and can only be limited to the imagination, taking the term statement piece to new lengths and giving it a new meaning.

Pendulum swing for eight trends

The pendulum effect in these trends is pretty simple, for the reason that we have tried and true pieces who are being redefined to oversized and glitter jackets.

On the one side that's not extreme you have the denim and biker jacket, a good fit for anyone and everyone. Useful for anything.

Moving the pendulum you have the cardigan, this is where it starts to swing because most won't take it out of the traditional wear to the office. This is still not considered extreme.

The middle of the swing is the satin. This is in the middle of the swing because a lot of people will wear satin clothing with its vibrancy of colors and shine. But a lot of people won't wear it either. Still not extreme but not something everyone would or can wear.

Going towards the extreme side is the utility jacket. The utility jacket is still in the early stages of being accepted and as such a lot won't wear it unless there is a following for it. Only the fashion forward and those who come after will wear it.

And finally at the end of the swing before it goes on return, the oversized and glittered jackets.

This is only for the fashion forwards as most won't sacrifice sizing for style and won't look into glitter on jackets as they will feel that it makes them easy to see, when most will like to just keep to themselves in the first place. This is the most extreme on the swing.

Proposed colors



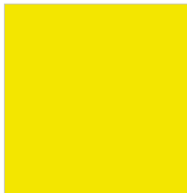
PANTONE®
3564 C

“AstroThunder”



PANTONE®
239 C

“Feather Purple”



PANTONE®
3945 C

” Victory Yellow”



PANTONE®
2349 C

”Raging Red”



PANTONE®
282 C

“Swordfish”



PANTONE®
574 C

“Marshland”



PANTONE®
425 C

“Acid Gray”



PANTONE®
4715 C

“Sheriff Brown”

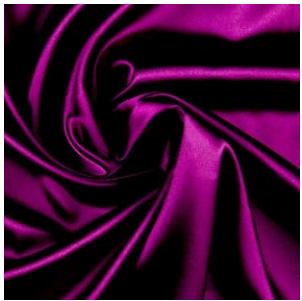
Proposed Fabrics



Denim



leather



satin



wool



fleece

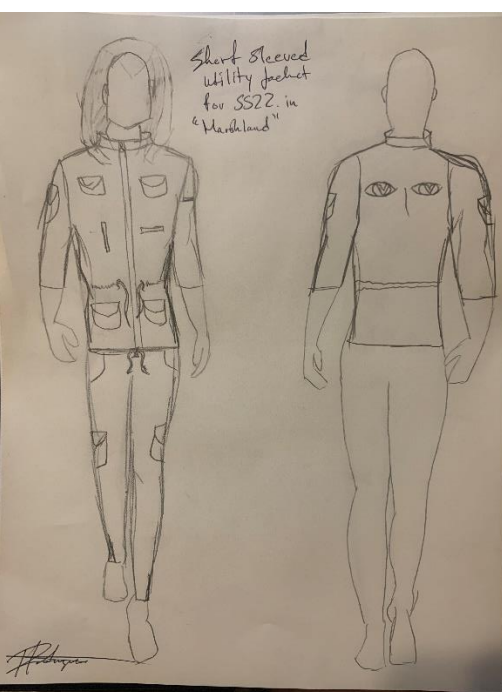
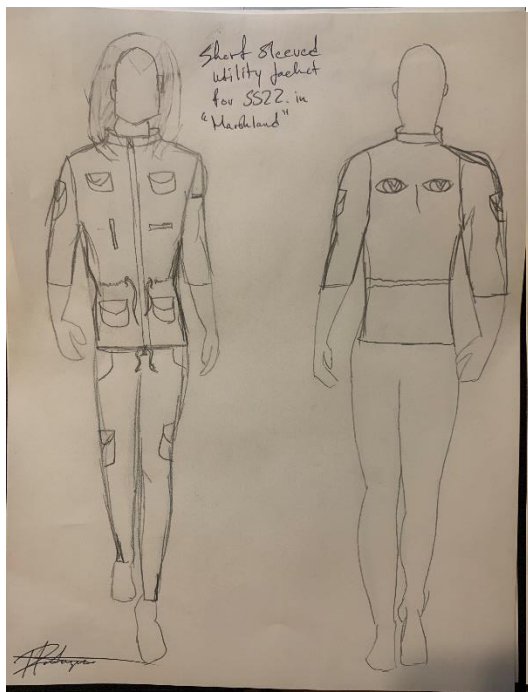
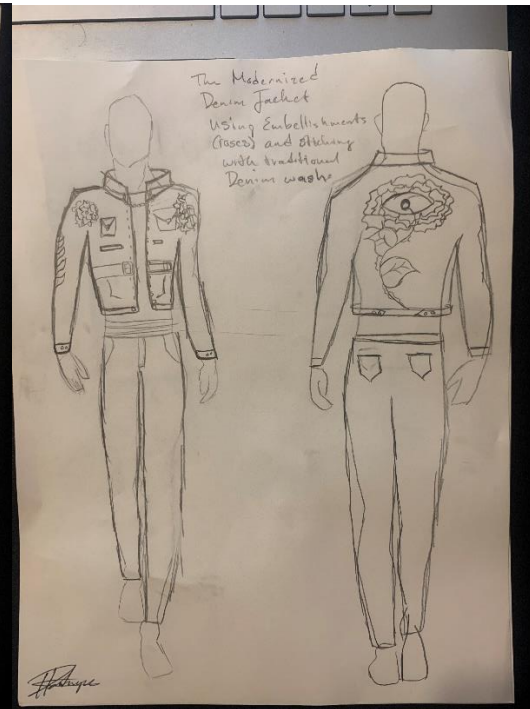
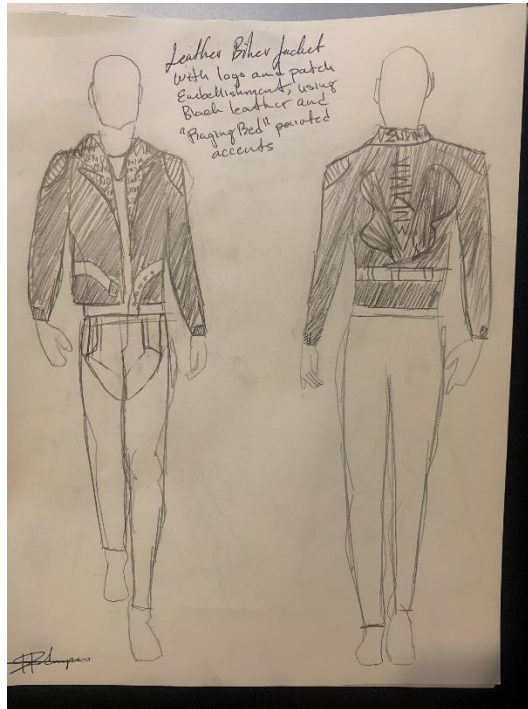


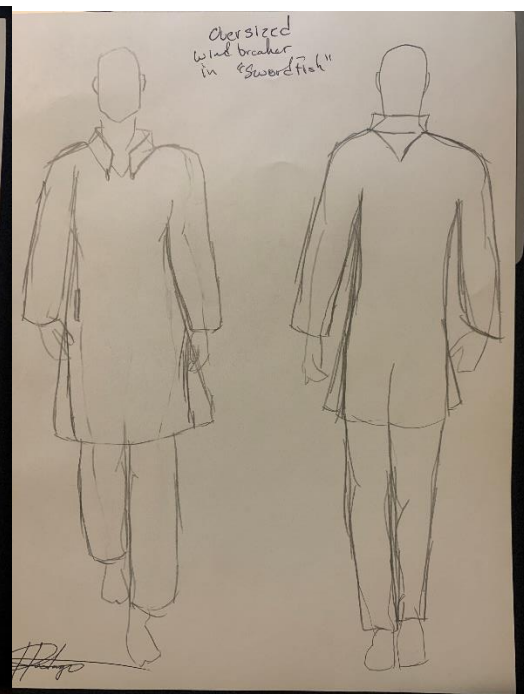
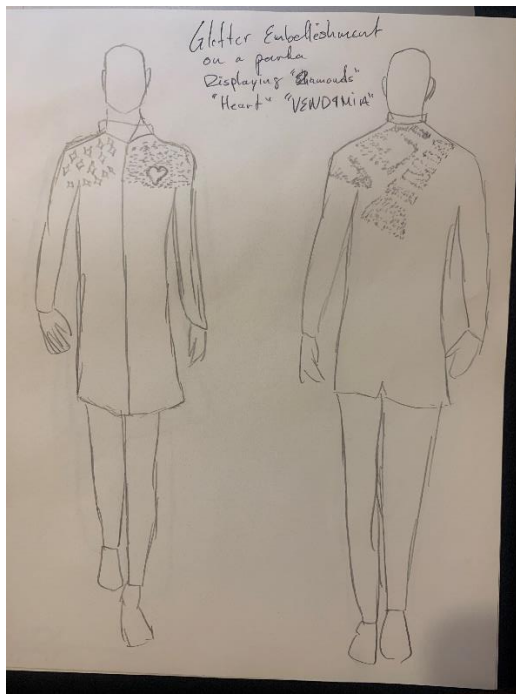
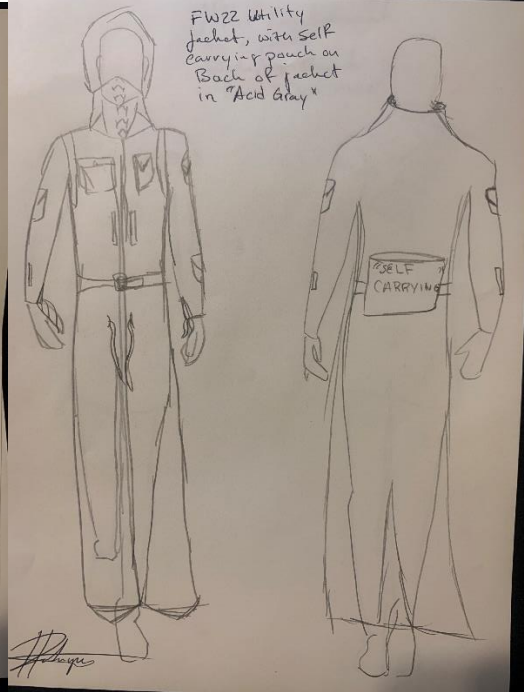
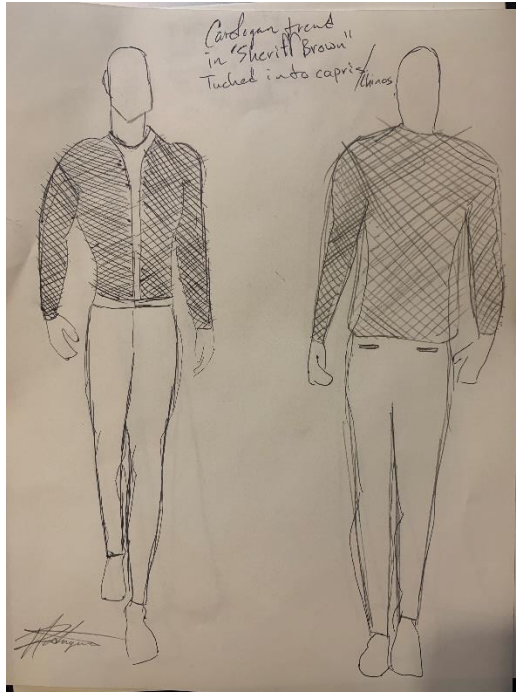
cotton



nylon

2 sketches of each trend





Conclusion

SS22 and FW22 are full of eventful trends. Tasteful and extreme, I foresee my Eight trends pick up steam and even last till the year after. All the while merging or having a influence on 2023's fashion. Time will tell whether my predictions are correct, but through thorough research and seeing the shift of fashion and the direction it is headed, not only I, but major fashion forecasters will agree that these trends will have the fashion industry in a choke hold. Use 2022 as a chance to step out of your comfort zone and be a fashion forward individual by getting a head start on utility jackets. Reinvent iconic pieces, try alternatives to the usual pieces everyone wears. The year 2022 will be your runway.

Citation

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Appendix

