## **Fashion Forecasting Trend Report:**

Women's Trousers 2023

Formal or Informal, Women's Trousers are making a comeback and are better than ever, here's how!

Presented by: The A.B.J Forecasting Agency

Bethelie Rivera Jesenia Bravo Andy Williams

## About The Authors:

- Started in 2021 as a result of the need for reliable long-term fashion forecasting predictions.
- Made up of a slew of talented support staff, there are three powerhouse women at the helm of the A.B.J Forecasting Agency. Our Digital Marketing Manager Bethelie Rivera, Lead Trend Researcher Jesenia Bravo and Director of Consumer Culture and Sales Andy Williams all collaborate to develop the most up to date forecast available on the market. About The Authors:Located in New York City

Bethelie Rivera-Digital Marketing Manager



Jesenia Bravo- Lead Trend Researcher



Andy Williams-Director of Consumer Culture and Sales



## History & Timeline

- Suffragette Elizabeth Smith Miller is credited as having designed a very early pair of women's pants in the United States around 1851
- Her design included trousers that gathered at the ankles and featured a long skirt that extended below the knees.
- An early adopter and advocate of Miller's design was fellow women's rights crusader Amelia Jenks Bloomer. Miller's design would later take on the moniker "bloomers" named after her cohort.



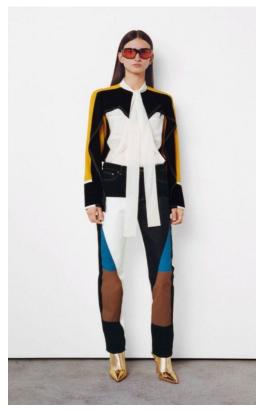
Moi Pec	1895 Mountaineer Annie Smith Peck summited the Matterhorn in pants		credited Kat with we	2 erican actress harine Hepburn ars menswear bired suit in her	<ul> <li>1969</li> <li>Rep. Charlotte T. Reid is credited as the first woman to wear pants on the House floor</li> <li>1971</li> <li>Bianca Perez Morera de Macias marries Mick Jagger in a white pant suit.</li> </ul>		1993 Senator Barbara Mikulski, Nancy Kassebaum and Carol Moseley-
851 lizabeth Smith filler designs the Bloomers"			nante	n Woman of the			Braun become first women to wear slacks on the Senate floor
1840	1860	1880	1900 1939 Elsa Schiaparelli designs a wool women's pantsuit for her Fall/Winter collection	1966 Yves Saint Lau Smoking", whi	1940 1960 1980 aurent releases "Le which is considered the specifically for women public		
				turi Côt	9 ialite Nan Kempner is ned away from Le e Basque for wearing Smoking	schools under Title IX of the Education Amendments	would later be unveiled in

## Something Old, Something New, A Trend For You

• The A.B.J. Forecasting Agency was able to put together a set of trends that would be trending in 2023.

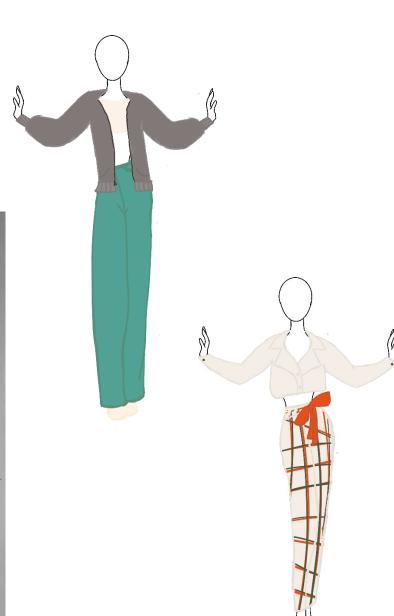


- 90's Nostalgia
- Baggy Trousers
  - Split hems









COLOR NAME Itemoglowing RED PLISSE FIBER CONTENT 100.1. COTTON TEAMPES EMBOSSED W CHEMICALS SUPFACE DESIGN ADDED

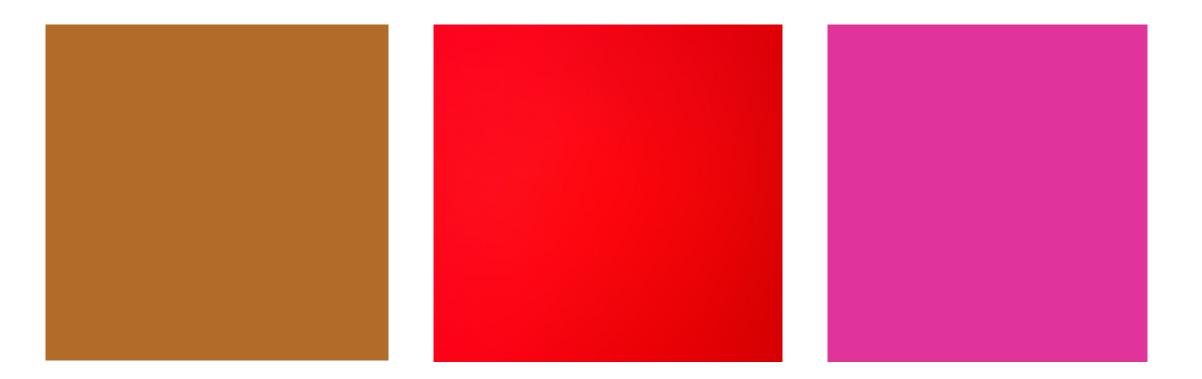




EcoVera \*Sustainable resource\*

Plissé

Tweed



LeBronze James #2306

Hemoglowing Red #2948

Berry Bright #5712