



# DENIM JEANS FALL 2022/2023 FORECASTING REPORT

# HELLO!

This piece is presented to you by The Trivia Stars team. We are Arnora Balidemaj, Katrina Belanger, Rehat Reya, Kaynait Zafar  
In this presentation we will discuss what is to be expected in Fall 2022/23 with denim jeans trend.





# Color



**PANTONE®**  
19-4034 TCX  
Sailor Blue

**Image 1:** Sailor Blue



**PANTONE®**  
18-3918 TCX  
China Blue

**Image 2:** China blue

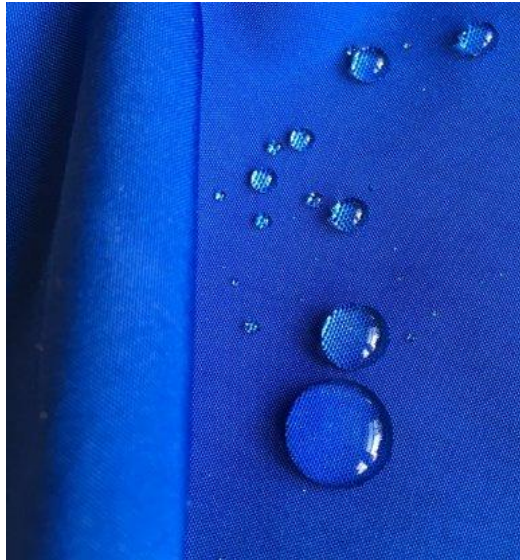


**PANTONE®**  
19-4019 TCX  
India Ink

**Image 3:** India Ink



# Fabric



The need to be in comfortable and sustainable clothing will continue to evolve as more and more people are beginning to be aware of how important sustainability is in the fashion industry.



# Silhouettes to be Expected



**Shein-** Drawstring Waist Tapered Jeans



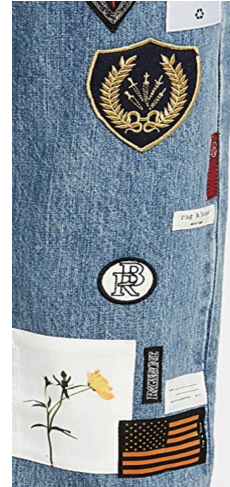
**Shein-** Drawstring Cargo Jeans



# Applique and Finishes



Neiman Marcus- Tara Mini Angels Light Vintage Jeans



ShopBop- Rag & Bone Jean



Pervasive Mom Jean



Mom jeans were originally designed for  
middle aged American women



## Calamitous Bell Bottoms



Flared bottoms influenced by hippies  
and rockstars, originally coming from  
the US Navy





## Vivacious Skinny Jean



Skinny jeans originated in France and were popular among the high class



# Mood board



# Consumer Profile

- **Generation Y:** born between the years of 1977 and 1994
- **Older Millennials:** 25 -35.
- **Younger Millennials:** 18 -24.

## Members of this group typically:

- Have a "me first, my family first" attitude
- Believe money is the source of authority
- Are committed to family and job
- Are fully scheduled
- Are goal oriented
- Are hardworking
- Are moderate
- Act as anchors of the status quo
- Are peer conscious
- Are private
- Are professional
- Value technology that provides a productivity boost.

Achievers

## Members of this group typically:

- Want everything
- Are first in and first out of trend adoption
- Go against the current mainstream
- Are up on the latest fashions
- Love physical activity (are sensation seeking)
- See themselves as very sociable
- Believe that friends are extremely important
- Are spontaneous
- Have a heightened sense of visual stimulation.

Experiencers

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WHAT'S YOUR FIT?

The End!