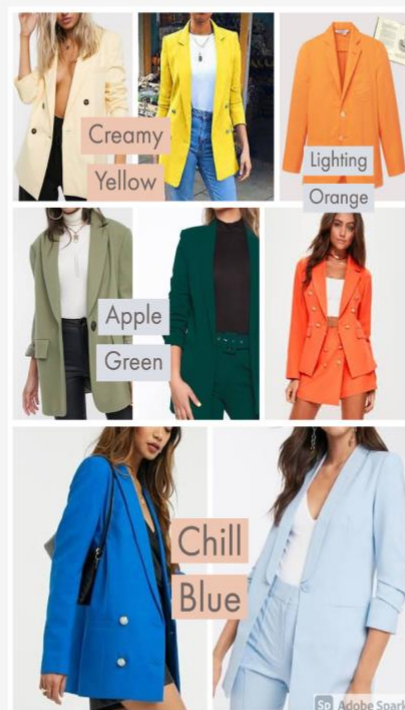


New York City College of Technology

Trend Forecasting and Social Media

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Lifeng Wu

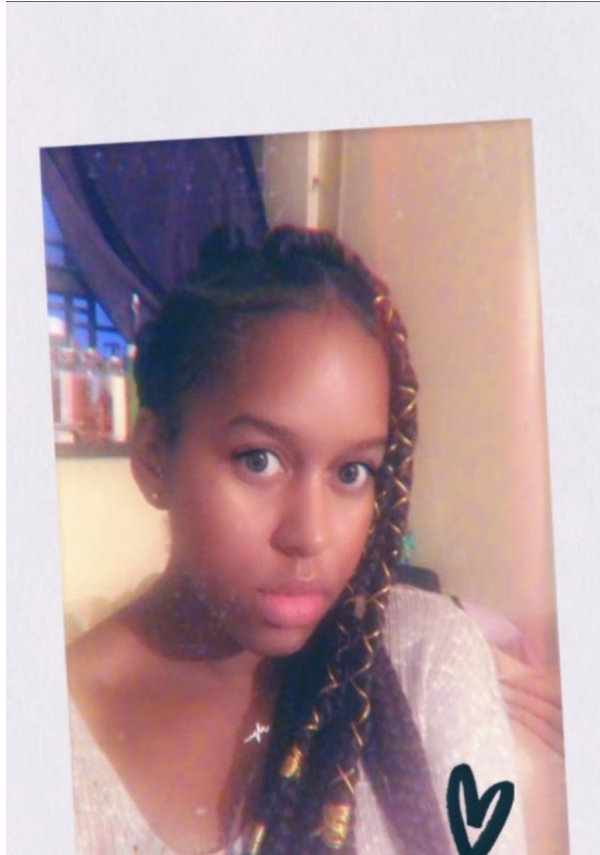
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Letter To The Reader

Dear reader,

Throughout this project you'll get to see the Trend styles for Spring 2022. These styles particularly include blazers, here you'll see the colors that will be worn in Spring 2022. As well as the different kinds of styles/silhouettes such as oversized, double breasted and so fourth. To gather all this information we did an intensive amount of research on what is being worn now which helped us predict these 2022 Trend. You'll see a lot of style making a comeback as well as many colors. We saw bright neon pink having a big moment this year as well, our group works extremely hard in gathering up all this information and were extremely excited for you to see our finished product and enjoy reading it as much as we enjoyed creating this trend forecasting project .

Consumer Profile

Based on the article of clothing, having Women's blazers our Consumer Market is guided more towards women. We have styles that are considered more feminine such as blazer dresses and asymmetrical. Our main target market is women around the ages of late 20s to early 30s. We focused these styles more on the younger demographics instead of the usual pantsuit that is usually seen at corporate offices by an older group of people. Having these styles changed throughout the years blazers are something that has been dressed down or up. We have seen blazers being worn with ripped jeans and sneakers for a more casual laid-back look and of course as a simple office outfit.

For Spring 2022 we would predict to see many older styles/ Silhouettes make a comeback. We also see many colors coming back such as bright pinks and yellows and the simple beiges and neutrals which is a staple color in every year including spring, offering a more fresh and airy look. As seen, on the Versace runway for 2021 we see many unique looks and colors. This helps us cue in more on our Target market since Blazers are seen as a more fancy statement piece.

According to Statista blazers were seen to have a \$1,623M revenue and the market is expected to keep growing through the years as women blazers are seen as a staple. As stated our target market is women ranging from the late 20s to early 30s and those who are married. For activities, they enjoy shopping and are into fashion and more "classy" looks and more put together in how they dress and are willing to splurge into getting good high-end quality statement pieces. As for salary we are targeting more middle-upper class with a ranging salary between \$70,000-\$95,000 yearly and have a more business professional occupation where

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blazers and suits are more commonly seen. This gives them the option to still wear these blazers to work and be professional but still have that chic side and style but can also change it up and wear the blazer for a night out. We want to have the blazers be versatile and can be used for each occasion.

Timeline & History

History of the Blazer

What is a Blazer?

A blazer is a lightweight flannel sports jacket that is loose-fitting. Generally the jacket comes in a double-breasted style, but it can also come in a single-breasted style as well. It is usually thigh-length and tailored in either two colors, plain navy or black. It also includes brass buttons, two side vents and traditionally has a breast-pocket badge. (Greatrex, 2005)

Origins of the Blazer

The origins of the blazer can be traced back to the frigate HMS Blazer's captain. Upon the visit of Queen Victoria to his ship in 1837, the captain had short double-breasted jackets made from navy blue serge (a durable twilled woolen or worsted fabric) created for his crew. Many say that the captain's inspiration for the jacket came from the heavier double-breasted reefer jacket. The crew's blazers included signature embellishments such as the shining Royal Navy buttons. This later became the official uniform for crew (Greatrex, 2005.)

As Royal Navy officers began to adopt the blazer into the uniform, popularity for it grew outside of those with clear connections to sea. Civilians eventually took notice of the naval blazer and started to have their own version created by local tailors. For the most part, anyone who participated in maritime activities and experiences began to wear it. For the civilian versions of the naval blazer, buttons with emblems were used. Also, if those buttons were not used, then simple flat brass buttons were (Greatrex, 2005).

The Rowing Blazer

In the 1800s, the single-breasted blazer jumped onto the scene when rowing clubs from esteemed colleges in England like Oxford and Cambridge added them to their warm-up gear (Nordstrom Trunk Club, 2020). For the rowers not to be affected by the coldness, they wore these loose-fitting jackets made from thick flannel that served as windbreakers. This style of the jacket came to be what is known as the classic blazer (Bucci, 2019). The rowing club blazers include three buttons, grosgrain accents, vibrant colors (Nordstrom Trunk Club, 2020). Although very stylish, the purpose of these blazers were to help spectators identify rowing teams when they were far from the shore during races (Bucci, 2019).

Like many athletes of different sports with letterman jackets or jerseys, the rowers began to wear their blazers around campus and not just when they were in the water (Nordstrom Trunk Club, 2020). This became a status symbol for them, demonstrating their team spirit, brotherly bond, and athletic success. Eventually, this became popular among other sports teams as well. Sports like Rugby, Croquet, and Soccer began to include blazers in their official team uniforms (Bucci, 2019).

The Start of Women in Blazers

The first time the popular sports jacket was associated with women was in a 1952 article featuring the Lady Margaret Boat Club at Cambridge. The team wore their jackets in "blazing red" color. This appearance showcased that the blazer was just fashionable on women as it was on men. Soon after, the blazer was no longer a collegiate essential and became a widespread wardrobe staple for many (Nordstrom Trunk Club, 2020).

Women in Blazers throughout the Years

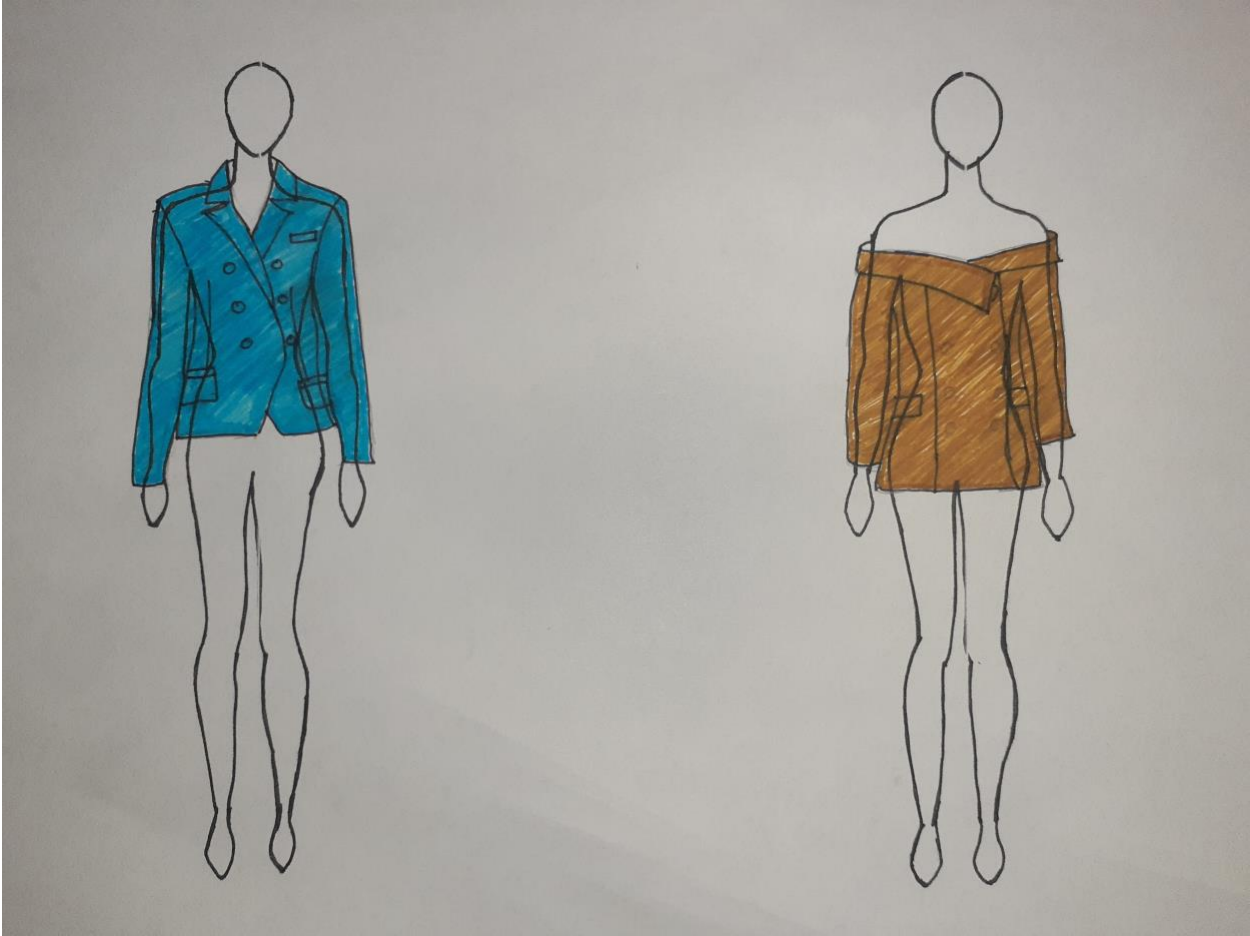
Throughout the late nineteenth century and the Twentieth century, blazers started to have more of a presence in womenswear in the form of the pantsuit or trouser suit. The first to embrace the look was actress Sarah Bernhardt who wore a trouser suit during the painting of a portrait, which caused much controversy (Nordstrom Trunk Club, 2020). In 1914, Coco Chanel debuted her take on the look, with her classic Chanel Suit which consisted of a fur-trimmed jacket and an ankle-length skirt to match. Then there was Andre Courreges, who made a womens pantsuit that was slim and minimalistic and could be worn during the day and evening time. Before this, women only wore pants during casual occasions (Sullivan, 2016).

By the 1980s the pantsuit had been revolutionized by Giorgio Armani and was now known as the “power suit”. This was during a time when women were securing their power and needed the attention off of their womanly figures. For the “career girl”, Armani took away the sex appeal and brought in the seriousness that women were needing at the time (Studholme, 2017). By the time the 2000s came around, colorful blazers were trending for women as well as swapping out pants for other statement pieces, such as evening dresses. In more recent times, the blazer itself was the dress. Being cut at the thigh, the style of the blazer in the newest addition, known as the blazer dress (Bass-Krueger, 2019).

Sketches



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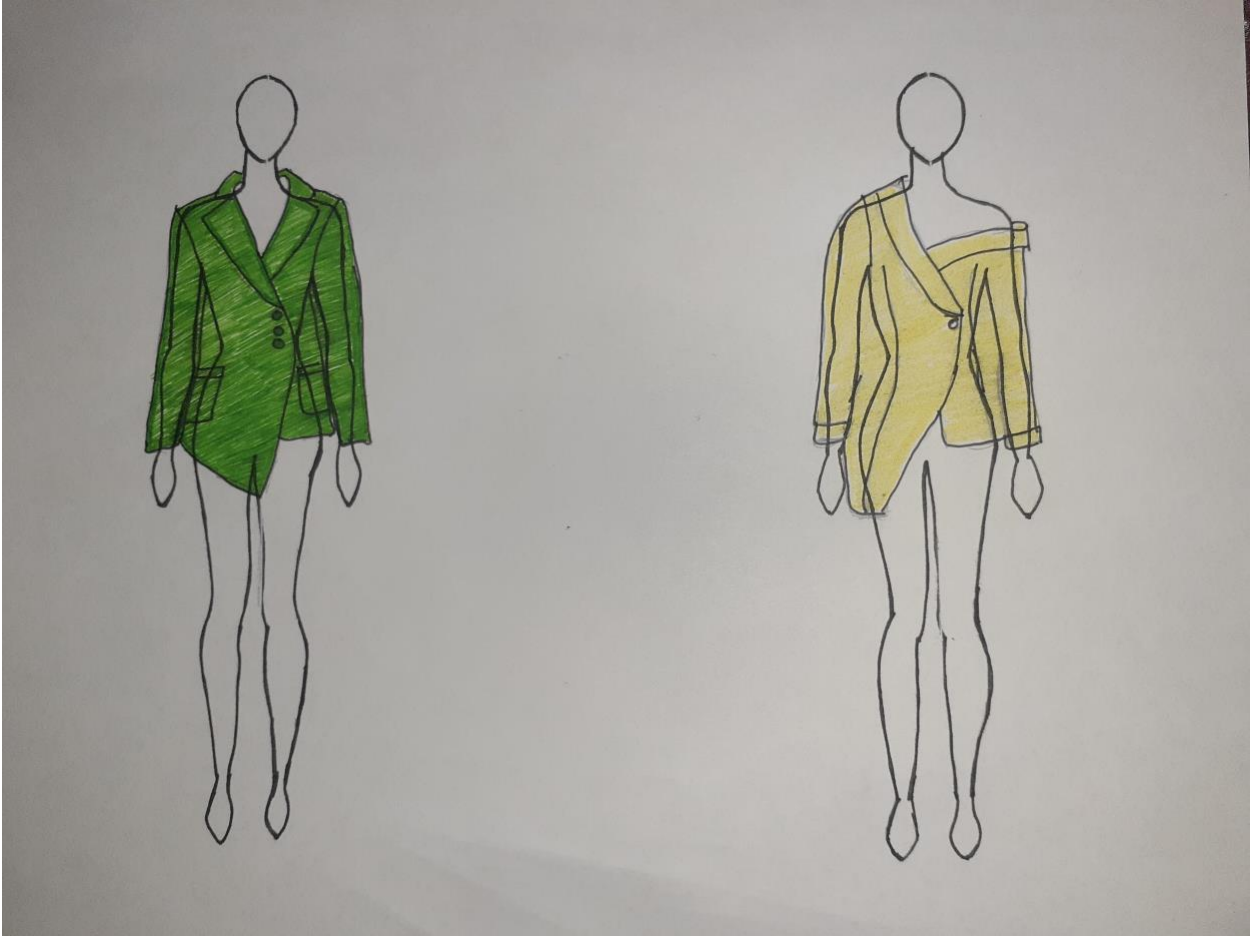
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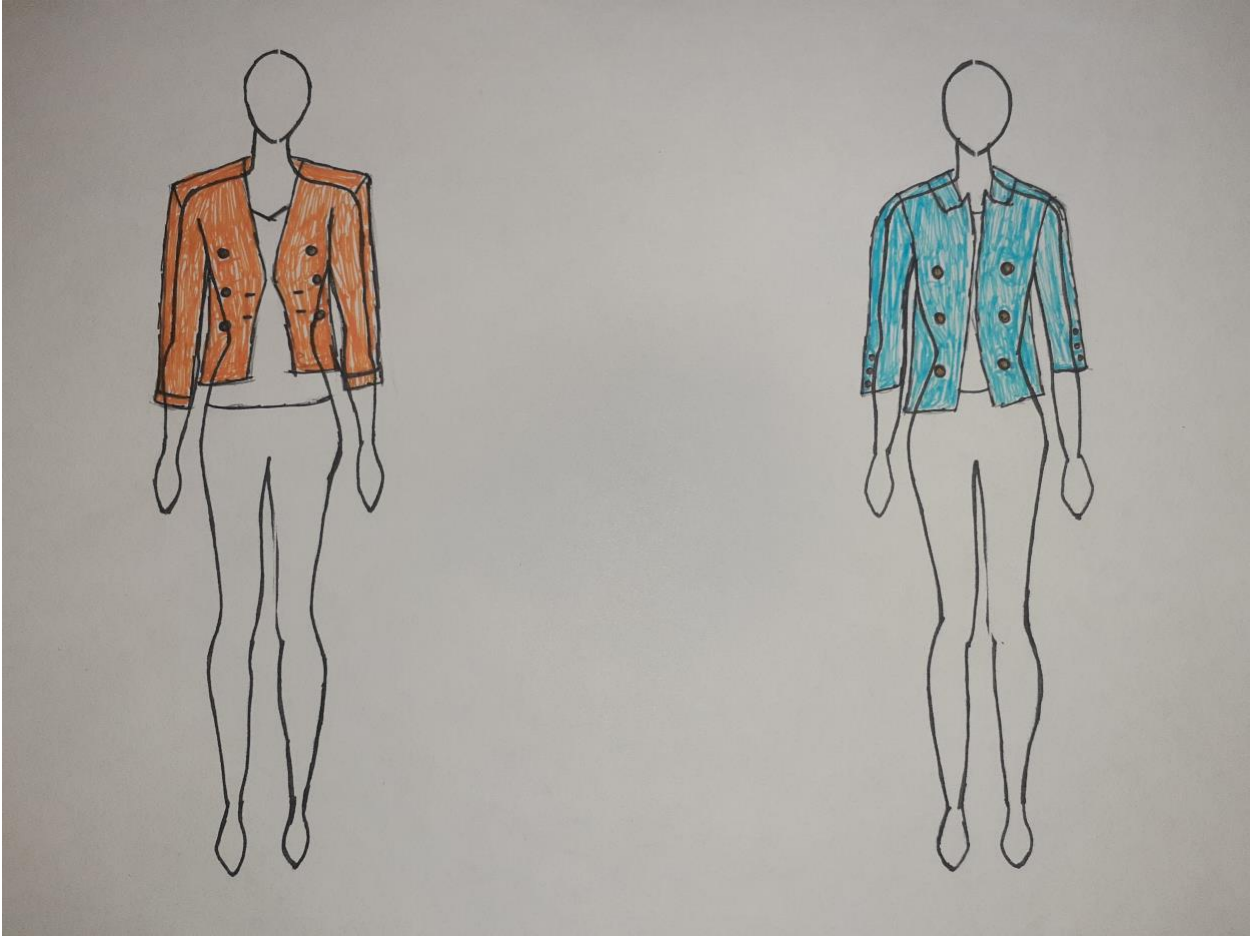
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Eight trends



Oversized Blazer

Inspired by men's business wear, *Oversized Blazers* (also known as *Boyfriend Blazers*) are a closet staple. Catered to Female's form, oversized blazers are cut larger than women's blazers. Allowing for more shoulder space & extra sleeve length. This style is very versatile, being able to be paired with pants or a jeans/t-shirt combination.

This trend is a nod to the 80's, a time when BIG was in. Big shoulder pads, bigger sizes, and of course oversized silhouettes. Women who like to dress more on the androgynous side, will find their match in an oversized blazer. This style is

larger, longer, broader, and wider. A great way to compliment this blazer is to pair it with a fitted piece of clothing. Such as, a top or bottoms worn with it. By adding a fitted contrast, it will give the ensemble a feminine appeal balancing out the masculine cut of the blazer.

Blazer is a classic fashion garment piece that will never go out of style. But it be most popular in the season of 2022. For most people you will have at least one balzer in your wardrobe. Oversize blazer will be loved by the women's market. Some celebrities and models will bring more popularity to the public. Blazer wave will start in the second half of 2021 and gain more attention. Blazer is what you should expect in 2022.



Blazer Dress

_____The perfect mix of classy & sexy, the ***Blazer Dress*** is a style staple. Bridging together the masculinity of traditional blazers. with a clothing piece most women have in their wardrobe Dresses. This trend can be worn both in a professional setting, as well as formal events.

The right heel is a must, when paired with the blazer dress. Wearing heels along with the dress, gives the ensemble an elegant feel. The perfect accessory for a professional setting would be a briefcase/ shoulder bag. If being worn for an evening out, a small clutch/crossbody bag would be ideal.

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The blazer dress evolved from longer women's suits according to the article "how the women's blazer became a wardrobe staple" it states that "Women have been wearing suits for about 150 years. Back in the 1870s, actress Sarah Bernhardt was the center of a lot of controversy when she wore a custom trouser suit for a painted portrait. By the 20th century, women had embraced the look and began wearing long skirts with fitted jackets. But women's suits didn't receive the fashion industry's seal of approval until Coco Chanel designed a trimmed jacket and matching ankle-length skirt in 1914" this means that the blazer dress are somehow bring transform from the women's suit and has a big popularity right now with women becoming more independent and dressing more of business professional.



Cape Blazer

Cape Blazers, are a stylish mesh of a traditional blazer & a poncho. This trend manages to stay on the shoulders while being worn, leaving room for arm motion. The trend can be worn in many settings from work, to date night, a wedding, or even brunch.

It adds the right element of chic & dressy to any ensemble. The cape blazer has even been worn by politician **Alexandria Ocasio-Cortez** at the 2019, State of The Union. The best part of this trend is the versatility. Being able to be worn with tailored pants or a body con dress with heels. This seems as fancier to be thrown over a night dress the purpose of this is to have something over your dress or pants suit but not having it ruin your outfit like what a normal

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jacket sometimes does. It is a more fancier way to offer a layer of protection “The earliest recorded instance of a cape dates to a 1066 illustration of a soldier or shepherd that had a cape draped across his shoulder. Another one in the 1300s depicted a woman with a cape attached to the collar of her dress. (Fun fact: during the medieval times, capes were referred to as ”mantels.” (Fashion book.com). We see this back in the 1900s when these capes were worn as as rainwear back in the military in europe and by the 1920s these capes were then shaped like cocoons and women usually wore them in companion to their evening looks.Lastly by the 1950s the cape blazer was redesigned and as it was more to be seen as a fashion statement.



Peplum Blazer

Peplum Blazers, is a trend that works with many body types. Whether petite, curvy, short or tall. This style is good for highlighting feminine curves. When looking for your perfect fit, it is best to be mindful of a balance between shoulders, hips and waist. This will create an hourglass silhouette. As for some ideas, on how to wear this trend. When going for a casual look, adding a pair of skinny jeans to this type of jacket will look very stylish & elegant. Best when worn with heeled boots or pumps, to elongate legs. When going for a business style attire, this blazer can be worn with a nice pair of black trousers. If you wanna pair a peplum jacket with a skirt, then you should choose A-line or pencil ones. To make an accent on your waist you can add a thin belt over a jacket.

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The history of the peplum dates back to Ancient Greek clothing. It is usually made from wool, both Greek men and women wore loosely-fitted "peplos." During the Renaissance, the peplum took on a more structured form and extended outward like a short skirt. Peplums have since been cyclical, coming back in the '50s , the '80s (big shoulders, big hips) and the '90s".



Sailor Blazer

Sailor Blazers, are a nod to traditional sailor uniform jackets. What differs between this trend & traditional blazers are the cut & button details. Most sailor jackets have three to four buttons down each side of the jacket, while most common blazers have one or two buttons usually. The design is structured & a great choice when wanting to experiment with something different.

This trend is ideally seen in colors navy, & black. Also being adorned with gold/ silver accent buttons, along the sleeves as well. This trend looks best paired with a nice pair of denim jeans, preferably white or dark denim jeans. Also a pair of leather sneakers or boots, would complete the look. This is seen as a more nautical sailor look typically with a stripe shirt usually seen in movies a Sailor blazer is something you'll see in older movies. This nautical style dates back to around the late 1840s when Queen Victoria had a little sailor uniform made for her son on board a yacht (Rmg.co.uk) as she dates it back in her diary. Since then this style has taken off

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all over the world . In the UK this was seen as national pride to wear in solidarity for the Navy during the war time. This then became for Fashionable you've also seen this as rock bands use to rock these sailor types blazers and added buttons and chains and padding and all these crazy extra accessories to really make it stand out. Then the gold button trend really seemed to stick as it is what we usually see now very simple and minimalistic gives you a really put together look.



Double Breasted Blazer

Double Breasted Blazers, have quite the silhouette that features a collared neckline and overlapping fronts. The front consists of two columns of parallel buttons. This trend is a great style statement and is best when worn casually. This blazer is sure to give any ensemble a crisp look.

Though double breasted blazers are usually big & boxy. When purchasing one, it should be noted the fit is close to the torso. So that it isn't extremely overwhelming to the body type of the person wearing it, so that it doesn't appear too short. This trend creates a vintage-inspired look, that compliments a t-shirt paired with the right bottoms.

“THE DOUBLE-BREADED JACKET ORIGINATED IN THE SPORTING WORLD AS A CASUAL GARMENT CALLED THE REEFER JACKET”.

“Yet, over time, the double-breasted jacket was slowly adapted into a more formal piece – a shift heralded in large part by the Duke of Windsor (who led many style trends of his time). However, even when he started wearing the style to official public outings, it was originally seen as gauche and poor taste”. As the above information shows that the double breasted jacket came from reefer jacket which is not a unique thing in fashion industry because in fashion one piece of garment often got influence by another piece and the designer came up with a new piece of garment and makes it a more formal piece which you can fit in other occasions not a sports events.



Asymmetric Blazer

Asymmetric Blazers are not structured, due to its unique cut. This trend consists of a sharp design that drapes the attire quite artfully. This gives the blazer a look that is longer on one side & standard (short) on the other. This trend bridges the gap between edgy & timeless. This by far is one of a kind, by adding an elongated effect to either one side or the back of the blazer. It gives it some spunk, adding to quite a simple ensemble. Asymmetric has a lot of casual and workwear together this is why it gained its popularity as the article states that “combines a few of those things - business, casual, military, and asymmetric! I adore the military-like buttons on the front and the elongated pleating in the back. It makes for a perfect finish to a business ensemble or a great substitute for a jacket”. This means the asymmetric blazer can be worn on many different occasions. This takes a spin on the regular blazer. This takes a spin on your average blazer as it gives a more chill laid back style rather than your traditional fitted blazer. These are

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seen many different ways. You'll see these with cuts in the back or on the side. It'll be cut at an angle having one side longer than the other. Many women choose to do these a lot bigger in size and wear them as a dress with heels for a more chic and flirty look. Another way you'd see these are with an angle at the shoulders kind of like a "cold" shoulder type of look which will direct your eyes directly to your shoulders and give it more attention, these are trends that we can see coming up in the 2022 spring trend.



Printed Blazer

Printed Blazers are blazers with highlighting prints. That are often catchy to the eye, and add a pop of color/texture. This blazer is spot on when it comes to looking trendy & stylish. It's a versatile garment that can be paired with trousers, skirts, jumpsuits, overalls, jeans and shorts. When looking for something functional and professional, a blazer is always a go to having a printed one gives it an extra boost.

Printed blazers can have many different kinds of design because we have the technology to put different kinds of print on there. Which is a great jacket for spring 2022. The history might not be long but the history of having print on a piece of garment can be traced back to a long time ago with everything done by hand not like the modern days we can put prints on in a simple way and there are over thousands of prints on the market. This is definitely more of a statement

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piece and mostly seen in the springtime. Many women choose to wear this with a solid outfit underneath to let the jacket do all the talking and be a statement. Many of these prints tend to be floral as that's usually seen to be the main print for females but many other prints are seen too such as stripes and even dots in smaller size so it can give off a simple more wearable look.

Proposed Colors For The Season

Color is a great tool for designers to use in the fashion industry. It has many purposes & can do a lot of things, such as to attract customers to shop and spend more money in store. As trend forecasters, we must understand the importance of color and make a prediction to help merchandisers of the upcoming season. Color is just like a source of energy, it appeals to your eyes but the intake of color is different for everyone. Some might be stronger, some might reflect over other objects and make it less visible.

Color can be driven by different emotions and by 2022 as Generation Z graduates from college, people must be looking for any color that puts them on Spotlight and stands out but having that unique balance of brightness and casual at the same time.



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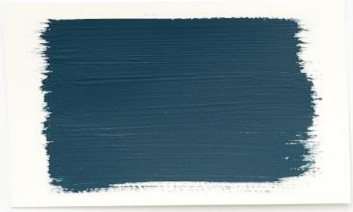
BENJAMIN MOORE
Blue Grotto



BENJAMIN MOORE
Brittany Blue



BENJAMIN MOORE CENTURY
Cobalt



BENJAMIN MOORE
Gentleman's Gray



BENJAMIN MOORE
Kensington Blue



BEHR
Aspiring Blue



BEHR
Oslo



DUNN-EDWARDS
Slate Wall



FARROW & BALL
Lulworth Blue



FARROW & BALL
Hague Blue



FARROW & BALL
Stiffkey Blue



GLIDDEN
Rich Navy



OLYMPIC
Celestial Blue



PPG
Blueberry Muffin



PRATT & LAMBERT
French Blue



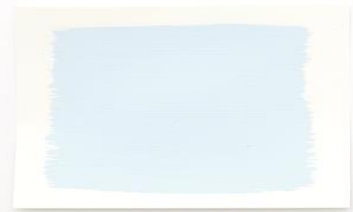
SHERWIN-WILLIAMS
Languid Blue



SHERWIN-WILLIAMS
Loyal Blue



SHERWIN-WILLIAMS
Sky High



VALSPAR
Blue Mist







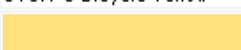
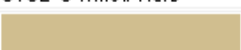
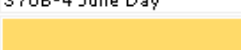

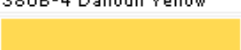


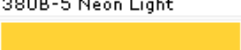



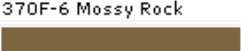
VALSPAR
Pacific Pleasure



VALSPAR
Memorybook Blue

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For Spring and Summer 2022, the key colors will be Natural Apple Green and Healing Blue. Apple Green brings a sense of being closer to nature, balanced with the environment, and reminds people to be eco-friendly. All colors bring upon a type of emotion, the apple green gives a sense of calm and less emotional change. Healing blue brings a sense of relaxation, and intelligence. If a consumer was feeling any kind of sadness, you will feel more relaxed than ever after buying merchandise in this color because of the power this hue holds. Like earth, much of the land is covered with the color green & blue. 70% percent of the earth is the ocean, so the color blue makes up the biggest percent of our earth. With the popularity of Green and Blue, it will remind people of the benefits of being eco-friendly.

				
360E-1 Creme Brulee	370A-1 Moon Mist	370C-1 Lemon Rearl	370E-1 Country Dairy	380A-1 Milkyway Galaxy
				
360E-2 Castle Stone	370A-2 Pale Daffodil	370C-2 Custard Cream	370E-2 Cream Silk	380A-2 Moonlit Yellow
				
360E-3 Winter Garden	370A-3 Bicycle Yellow	370C-3 Sweet Corn	370E-3 Willow Herb	380A-3 Summer Harvest
				
360F-4 Dry Sea Grass	370B-4 June Day	370D-4 Mustard Seed	370F-4 Winter Mood	380B-4 Daffodil Yellow
				
360F-5 Desert Moss	370B-5 Sun Shower	370D-5 Summer Field	370F-5 Coriander Seed	380B-5 Neon Light
				
360F-6 Raked Leaves	370B-6 Vibrant	370D-6 Golden Cricket	370F-6 Mossy Rock	380B-6 Lemon Tart
				
360F-7 Olive Shadow	370B-7 Yellow Flash	370D-7 Venetian Gold	370F-7 Pinetop	380B-7 Marigold

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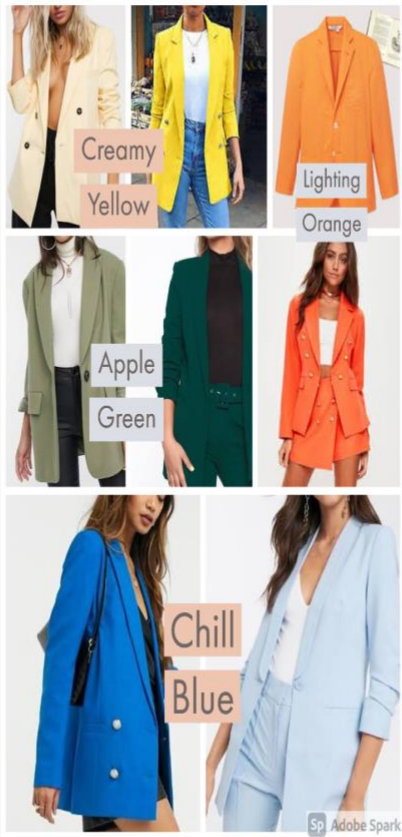


For Fall and Winter 2022, the key color will be Creamy Yellow and slowly turn into Lighting Orange. Creamy yellow, will fit perfectly for the fall due to the feelings of richness and softness it brings. The color yellow is bold yet very appealing to see. On the contrary, the bright orange color is very strong. It will bring a sense of energy, passion, sun, and movement. This will bring a beautiful image to the cold winter days. It is so vibrant and it will make you feel as if

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spring is right around the corner. Color can be seen as magic, in a way it appears & makes the way you look at things different & exciting. A piece of cloth with the right color, will brighten not only your day but mood as well.

Moodboard



Fabrics



Influencers & Direction

Blazers have been a staple in women's wardrobes for years. These blazers were first seen as only for men but later on made its way into women's fashion. Although when seeing them worn by women they were still considered “masculine” as you would only see dark colors such as black and navy. This all changed when many female designers stepped up to the plate and helped create a more Feminine look for these blazers. They helped represent these female blazers as a “Symbol of a strong put together femininity” (Nordstrom Trunk club 2020). Many break out brands such as Veronica Beard and Anine Bing helped in creating this. When walking past a window displayed you rarely ever see a dull women's blazer, you always see them with bold bright colors and patterns to emphasize the more feminine side to them

A more known big household name that helped and better say Influence in rocking the women blazer is Versace. When doing a quick google search you can see how Versace displays these women blazers; Electrifying pinks, Bold patterns, Shoulder pads, and even oversized which gives it a more Androgenous look which is also something that's been popular these past couple of years and will be seen in the years ahead. In the Versace Spring/Summer 2021 Fashion show, you can see all the bright bold colors and prints, and in its own Donatella Versace is definitely one of the biggest names in the fashion world whatever is being put out on the runway many people will run and get it which is why these more simple pieces like the women's blazer are seen more and more and taken away from being just masculine to having its own category in women's apparel as we mainly relate a women's blazer to fierce and businesswomen who has her life together and now it's also seen as a staple piece being worn on a night out.

Conclusion

_____ Women's blazers are a staple in almost every woman's wardrobe whether you're using them for a business interview or a night out. Depending if you like dark and fitted or a more bold and oversized fit you can find a style that can suit your taste. Over the years women's fashion has evolved tremendously giving us the advantage to be able to express ourselves in our clothing and feel comfortable having clothes represent us and our personality.

Spring 2022 is the year of color, bold statement pieces will be seen walking down the runway and down the streets, Fashion gives us the option to have fun and play around with our style and express ourselves. So we get creative and have many versatile pieces. The blazer that's worn in the office can also be dressed down with a pair of ripped jeans and sneakers then can follow up as a coverup for your night dress for a fancy dinner.

Appendix

“ASOS DESIGN Grandad Coat in Sage.” *ASOS*, www.asos.com/us/asos-design/asos-design-grandad-coat-in-sage/prd/12332701?affid=25714.

“ASOS DESIGN Mix & Match Tailored Suit Blazer.” *ASOS*, www.asos.com/us/asos-design/asos-design-mix-match-tailored-suit-blazer/prd/14538172?affid=25714.

“Cotton Twill Jacket (Orange Rec Jacket).” *Cotton Twill Jacket (Orange Rec Jacket) / Rowing Blazers*, rowingblazers.com/products/orange-rec-jacket?variant=29503219925026.

“Missguided Orange Military Style Blazer.” *Lyst*, www.lyst.com/clothing/missguided-orange-military-style-blazer/.

“Womens Long Sleeve Slim Blazer Jacket Work Formal Office Suit Plain Collar Coat.” *EBay*, www.ebay.com/itm/Womens-Long-Sleeve-Slim-Blazer-Jacket-Work-Formal-Office-Suit-Plain-Collar-Coat/124327516352?var=425214845743.

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