

Libman and Greene

Trendwatch: Men's Trousers S/S 25-26

S/S 2025 Forecasting Report

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Dear valued customer,

This report was curated by Tyshae Greene and Menucha Libman, two New York City College of Technology students focusing in Business and Technology of Fashion. Both Greene and Libman worked hard and diligently to conduct extensive research for this forecasting report that would identify prospective color, fabric, silhouette, design and appliques for mens trousers for the upcoming fall/ winter 2025-2026 season. This analysis considers historical patterns as well as current and upcoming social, economic, and political effects that could have an impact on the collections development. Based on research analysis, the collection suggests a period of normalcy, freedom and exploration.

Tyshae Greene and Menucha Libman

Welcome

Market Segmentation

Demographics, Geographics, Psychographics : Libman, M

The target consumers are males, twenty five to thirty years old, who live and work in New York City. These individuals predominantly reside in wealthier neighborhoods including: Upper West Side, Upper East Side, SOHO, and the Financial District (Kolomatsky, 2023). 45%-51% live in single-person households (Furman, 2023). They are well educated and 79-84% obtained a bachelor's degree (Bassett, 2015). They hold high earning positions such as lawyers, corporate managers and executives, and finance. The neighborhoods are predominantly white (74%). Asians and hispanics make the majority of the minority at 13% and 10% respectively. The smallest segmentation is the black population (5%) (Furman, 2023).

Manhattan real estate is limited and expensive; many *yuppies* do not own their primary residence. These individuals pay rent starting at \$3,000/month for a studio or one bedroom apartment (Furman, 2023). Their wardrobe choices are dictated by their schedule. High demand office jobs require business or business casual attire (Stephens, 2023). During their limited down time, popular recreational activities include gathering with friends at restaurants and bars to relax after a long workday (Eisner, 2023).

To gain access to this admired lifestyle individuals need to consistently work hard and build powerful connections. In the past, strong leadership skills including money and resource management were the top qualities companies looked for when hiring executives (Sadun et al., 2022). Currently soft skills and the ability to work successfully with a diverse group of individuals has become a new priority (2022). These skills in combination with a strong work ethic, the ability to make decisions, delegate to others, and build up the team are additional key qualities common in this market (Wharton 2023). Over 50% believe in G-d but most do not

attend regular services (Pew Research Center 2023).

VALS: Greene, T

One of the most significant qualities about this individual is that he is an innovator. These individuals are sophisticated and prosperous (VALS, 2023). Innovators engage in the most financial transactions (VALS Survey, 2023). When it comes to new ideas and technology, this individual has a fairly open attitude (VALS Survey, 2023). They are considered leaders in change and constantly seeking out fresh challenges (VALS Survey, 2023). Such individuals are constantly looking for what is new and in style in order to stand out.

Additionally, this individual is an experiencer. According to the VALS 2023 Survey, trend adoptions are led by experienced users. They are spontaneous and aware of current trends (VALS Survey, 2023). Those in this group have a keen interest in pop culture, which includes movies, music, art, celebrity fashions and fashion news. Such individuals make impulsive purchases and spend a large portion of their disposable income on fashion and social events (VALS Survey, 2023). When shopping these types of individuals are less concerned with cost and more interested in fashion trends and the overall look of the apparel. Their purchases are often an expression of their taste in the finer things (VALS Survey, 2023). This group of people loves social activities including sports games and traveling aside from work.



Celebrity: Libman, M




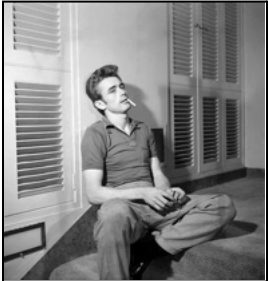
The highly anticipated Disney's live action Moana is slated for release in 2025, starring Dwayne 'The Rock' Johnson as demigod Maui (Kelley, 2023). Johnson will be attending various award shows in connection to the early summer release date (2023). The shows are routinely scheduled November- February (Tapp & Pedersen, 2023). Johnson appeals to the target segmentation with his modern take on fashion (Jones, 2021). He is often photographed on red






carpets coordinated slacks, t-shirt, and jacket; matching suit, or tuxedo's (2021). Fashion houses will compete to dress Johnson in the F/W 25-26 season.



History of Men's Trousers

The modern day men's trousers are a product of many modifications throughout history. Where pants originated is up for discussion. Some consider a pair of 3,000 year old wool trousers from Western China to be the oldest historical reference for pants (Smith, 2022). Regardless of where they started, men's trousers have morphed into a modern closet staple. Influencers from royalty to Hollywood have affected the changing fashions (McDowell, 1997).

Timeline			
Decade	Zeitgeist	Trend	Visual Image
1900's	King Edward VII	Three piece suit (Thomas, 1999)	 (Edward VII, 2023)
1910's	JP Morgan	Lounge suit and cuff pants (Reddy, 2018)	 (JohnPierpontMorgan.png 2010)

1920's	Edward, Prince of Wales	Plus fours (Safire, 1997)	 <p>(Evans, 2023)</p>
1930's	Clark Gable	Flannel, creased, and cuffed trousers (Reddy, 2019)	 <p>(ClarkGableinaSuit.png, 2017)</p>
1940's		Zoot Suit (Cole & Deihl, 2015)	 <p>(ZootSuit.png, 2016)</p>
1950's	James Dean	Narrow cut trousers (Reddy, 2019c)	 <p>(Fried, 2023)</p>

<p>1960's</p>	<p>The Beatles</p>	<p>Narrow cut and ankle length trousers (Reddy, 2019d)</p>	 <p>(ThebeatlesRehearsing.png, 2023)</p>
<p>1970's</p>	<p>Freddie Mercury</p>	<p>Fitted bell Bottoms, disco and leisure suits (Reddy, 2019)</p>	 <p>(Bumpus, 2023)</p>
<p>1980's</p>	<p>Gordon Gekko</p>	<p>Pin striped double breasted suits with wide lapels (Reddy, 2020)</p>	 <p>(Fleishcher, 2015)</p>
<p>1990's</p>	<p>Kurt Kobaine, Tupac Shakur, Biggie</p>	<p>Oversized pants, Khakis (Reddy, 2020)</p>	 <p>(Foley, 2022)</p>
<p>2000's</p>	<p>Tupac Shakur, Biggie Smalls (Christopher wallace)</p>	<p>Wide legged and flared trousers, with designer labels (Feiam, 2023)</p>	 <p>(Urbane, 2021)</p>

2010's	Don Draper	Slim cut gray suits, skinny jeans ("2010-2019"-2022)	 <p>(Centeno, 2023)</p>
2020's	David Beckham	tracksuits, loose fitting trousers (Marain, 2020)	 <p>(DavidBeckham.png, 2021)</p>

1900's - 1960's: Libman, M

King Edward VII began his reign in 1901 ushering in the last era to be named after a ruling monarch (Brogan, 1964). During his time as a prince, Edward VII began influencing men's fashion with many rushing to *imitate* his style preferences (1964). His opulent approach to life led him to choose more casual outfits like the three-piece suit (Thomas, 1999). The royal also wholeheartedly joined in on the new wave of sports and the sporting lifestyle (1999). Knickers, knee length pants, became the common choice as an alternative to the three-piece suit when bicycles became popular (Stone & Farnan, 2018). This theme of casualization that started with the introduction of more sports continues through the modern day.

In the early 1910's the three-piece suit was modernized when men began to cuff the pant hems (Laver, 2014). This detail slightly narrowed and raised the hemline and paired well with the trench coats popular following the *dominating events* surrounding WWI. Also popular was the lounge suit, a casual three piece suit (Reddy, 2018). American personality John Pierpont Morgan, of JP Morgan and Company, was often photographed in this suit (*JohnPierpontMorgan.png* 2010). This decade starts a pendulum cycle of narrow and wide legged pants that will continue through the 1960's.

Edward, the Prince of Wales shared a love of sports with his grandfather King Edward VII (Cole & Deihl, 2015). To sporting events, the Prince often wore Fair Isle knits (2015). In America these knits were paired with the first wide-legged pants of the century, the Plus Fours (Safire, 1997). Plus Fours were named after the four extra inches of fabric in length (compared to the predeceasing Knickers) that was gathered to create a full silhouette below the knee (1997). Plus Fours changed the *trajectory* of men's trousers.

By the 1930's Hollywood had secured its place in American culture and movie stars easily influenced the *collective selection* (McDowell, 1997). This influential power in fashion had previously been in the hands of the elite (ex: royalty), but now shifted to common working class citizens like Clark Gable (1997). The fashion pendulum shifted back to narrow flannel creased and cuffed trousers (Reddy, 2019). Hollywood and the social groups surrounding it re-popularized this cut.

The 1940's were dominated by the start of WWII. Rationing of material meant cuffing and extra pockets were almost instantly eliminated from men's trousers (Cole & Deihl, 2015). Fashion trends slowed down because many of America's men were in military uniform (Reddy, 2019b). The Zoot Suit did emerge from the jazz scene. Its voluminous silhouette and ballooned pants blatantly disregarded the federal rationing and quickly became a defiant and unpatriotic symbol (2015).

James Dean, another Hollywood actor, made a splash in the fashion world during his short lived career (Buxbaum, 2011). He popularized the white t-shirt, jeans, and leather jacket aesthetic (Reddy, 2019c). This new aesthetic led to the *differentiation* and further narrowing of men's trousers on Savile Row (2019c). These trousers were paired with single breasted notched lapel jackets (Cole & Deihl, 2015).

In the early 1960's the Beatles rose to fame when they released Love Me Do on their debut album (Kozinn, 2015). Their controversial style paired narrow ankle length trousers with heeled boots. With their *dominating attitudes* they influenced the fashion trends and this combination became popular amongst young men (Reddy, 2019d). The men wore these slim-fitted pants in a myriad of colors (2019d).

1970's - 2020's: Greene, T

The 1970's was a decade of growing-self-expression through clothing. Americans viewed the freedom of style as an essential component of their larger political protests and as essential to the ideas of sexual liberation, self expression, and equal rights for women and minorities(Hillman, 2015). Hippie men and women developed unusual dress styles as part of their discontent and detachment from American culture (Hillman, 2015). Youth countercultures began to emerge during this time, with punk, hippy, disco, and glam rock standing out (Elizabeth, 2023).

The "peacock revolution", which had begun in the 1950's, had made it appropriate for men to wear more vivid colors and striking prints by the early 1970's ("1970-1979", 2019). Long standing norms of masculine identity were questioned by mens long hair and sexualized brightly colored clothing(Hill, 2018). The peacock revolution reflected a significant shift in men's fashion and what it meant to be a man fueled a youthquake of unruly baby boomers growing of age during a time of social cultural and political movements of the time(Hill, 2018).

Bell Bottoms, disco and leisure suits were all major fashion trends("1970-1979"-2019). The 1970's continued the daring style attitude of the 1960's and are known for their bold attitude and fashion innovators like the great Freddie Mercury from the rock band Queen ("70s fashion for men: Groovy outfits and bold styles' ', 2023). The high glam, theatrical, and groundbreaking fashion of Freddie Mercury was popular and had an enduring influence on society(Bumpus, 2018). The great superstar, in addition to writing and performing some of the history's pop rock songs, has also been credited for the era's best attire, dressing in head to toe sequin catsuit that later appeared on the front cover of classic rock to dressing up in a leather skirt, pink top and disc earrings(Bumpus, 2018). Freddie Mercury was significant because, through his music and style, he defied social conventions, embraced femininity and weakened preconceived ideas of what a

man should be and should look like. Additionally, men's fashion during this time intended to accentuate a tall, slim body which included tight fitting flared pants("1970- 1979", 2019).

Flaunting was all the rage in the 1980's. Even though the decade was still vibrant, fashion saw a significant transformation. The hippy aesthetic was no longer significant. Designer pants were the main trend that raised the bar for fashion ("1980s- 1989", 2022). It was essential to dress for power during the day and sin at night (Borelli, 2017). Gordon Gekko from the wall street film often donned double breasted jackets, trousers and suspenders etc which came to be known as the "power suit" influenced people's fashion of the time(Woolf, 2015). The " Greed is Good " philosophy was represented by padded shoulders, suspenders, pinstripes and double breasted jackets etc(Woolfe, 2015). Individuals wore these suits to feel confident, powerful and to be presented with better opportunities.

The 1990s have been characterized as a decade of relative tranquility and prosperity and a completely new era of communication, commerce, and entertainment began with the emergence of the internet ("1990s peace prosperity and the internet", n.d). The music, movies, and television that *dominated* American culture during this time were reflected in the fashion of the time ("1990's fashion", n.d). Fashion was more laid back, rebellious, and minimalist aesthetic(Reddy, 2020). For example, Hip Hop music/ fashion which emerged during this time as a result of racial, political and economic struggles(Jenkins, 2015). Dressing a certain way gave one a sense of freedom and integrity.

The 90's era was characterized by casual, loose and large clothing which were seen in trousers (Brewer, 2023). Rappers like Tupac Shakur, Biggie Smalls, and Run DMC were some of the greatest names in the industry in the 1990s who donned oversized pants and torn jeans; their fashion sense was exceptional and was adopted by many around the world(Jenkins, 2015).

Additionally, many people adopted the fashion sense due to musicians like Kurt Cobain. Cobain was a remarkable musician whose aesthetic has permeated many facets of fashion and pop culture (Rucker, 2023). Cobain is credited with not being afraid to break gender norms as he would often sport women's clothes and or ripped jeans (Rucker, 2023). Because many people adored him they often *imitated* his fashion.

There was a lot of lingering 90's fashion in the early 2000s. The 2000s saw tremendous commercial success in the sports, music and television sectors ("History of American pop culture", n.d). The entertainment sector had a significant influence on the era's fashion trends ("History of American pop culture", n.d). Fashion in the 2000's that matched the vigor, attitude, and originality of Hip-Hop music was known for being bold, expressive and creative ("The impact of hip-hop fashion", n.d). For men, trousers were wide legged and flared, with designer labels worn in a unique way (Feiam, 2023). Hip hop artists rapped or sang about several of these fashions in their songs and music videos, as well as regularly wore them (Rucker, 2022). But following the terrorist attacks on September 11, 2001, fashion shifted back towards conservatism (Reddy, 2021). Subsequently, men's fashion was dominated by sportswear, which included cargo pants (Reddy, 2021). As fear of terrorism grew, consumer purchasing habits changed. New Yorkers favored wearing functional clothing over attractive or enticing apparel.

At the start of the 2010-decade, men's fashion had a classic feel. Slim cut gray suits proliferated as the classic mid-century aesthetic expanded, inspired by Mad Men's Don Draper ("2010-2019", 2022). Mad Men has had the biggest influence on men's fashion. The show made reference to a time when America was optimistic and prosperous as it approached the 2008 recession and an era of significant global unpredictability (Renwick, 2022). As the decade progressed, society became more relaxed and there was not a requirement for a

suit("2010-2019", 2022). The retro inspired fashion permeated casual clothing. Slim pants among other apparel formed the hipster look ("12 pieces of men's wear that defined style in the 2010's", 2022)

The Global pandemic was present at the beginning of the 2020s which had an effect on fashion. Many individuals were compelled to remain at home to contain the spread of the virus. The virus Covid -19 (Coronavirus disease 2019) is brought on by the SARS-CoV-2 virus. It can spread swiftly and is highly contagious. In the United States, Covid-19 has claimed the lives of more than a million people ("About covid-19", 2023). Subsequently, individuals had to adjust to the new standard. Individuals as a *collective* started wearing more tracksuits, home wear, and other items of clothing with a looser fit because there was a higher need for apparel that was more comfortable and wearable. In the spring and summer of 2020, trousers were once again back in popularity, bringing in a new look that prioritizes comfort and freedom (Marain, 2020). Additionally, David Beckham is a well-known person who contributed to the popularity of trousers. Beckham frequently wore slim or loose-fitting trousers (Woolf, 2016). Because most people like him and enjoy his fashions, they frequently *imitate* him.

Men's Trousers Spring Summer & Fall 2023 Trends

Greene, T

Many fashions and trends are not new but may have been altered over time. Men's trouser trends today appear to be heavily influenced by 1980s and 1990s vintage styles including wide leg silhouettes and cargo trousers. Parachute pants, cargo trousers and wide leg trousers are in popularity for Spring/Summer 2023, and slim pants are making a comeback in style for Fall/Winter 2023-2024; these styles are timeless and quite versatile when it comes to fashion (Spedding, 2023). The fall 2023 menswear collection saw the return of tailoring and a general shift toward a more classical aesthetic with a fresh take on classic elegance (Criales-Unzueta, 2023). This season, loose fitting trousers and other apparel made a comeback with a strong emphasis on layered denim, dainty crochet, and a savanna inspired color palette (Townsend, 2023). With a shift from the original formality to a more relaxed interpretation, brands including Dior, Versace and Fendi are making apparel that is far more utilitarian and suitable for everyday use as well as the runway (Townsend, 2023).

Moreover, with the reintroduction of wide leg silhouettes and its modern spin on traditional elegance, trousers evolved into more vibrant colors (Achonwa, James & Quill, 2023). In the world in which individuals live, color is essential. Before size, fit, or price, color is the driving factor while purchasing and it elicits a certain mood (Bell, 2022). Additionally, Vice president and general manager of Pantone Elley Cheng says that color can be a representation of the times ("Color of the year 2023", 2022). The pandemic that spread across the world at the start of the 2020's had an impact on people's lives and fashion. Many people had to stay at home to stop the illness from spreading. The corona virus disease Covid-19 spreads rapidly and can be extremely contagious; in the United States, Covid-19 has claimed more than a million lives

("About covid 19", 2023). It appeared as though time had been frozen, and people were unable to live their lives as they desired. Everyone needed to adapt to the new norm.

Subsequently, because of the pandemic and its adverse effects on people lives, Pantone color specialist reported that "Viva Magenta" is the color of the 2023 year as it is a is strong, empowering and is a brand-new animated red that exudes unbridled enthusiasm, encourages experimentation and unrestrained self-expression, and manifests as a statement color that stands out from the crowd ("Color of the year 2023", 2023). According to Pantone color institute vice president Laurie Pressman this color conveys a message of resilience, hope, and joy in the face of uncertainty.

Many fashion designers use the pantone color system/ color of the year to create innovative and popular styles (Tsolova, 2017). Pantone color specialist reported that the fall of 2023 will be very colorful (Wei, 2023). The company predicted that bright hues like Kohlrabi- a playful vivid green, Rose violet- a red ting fuchsia, Red orange- a lively fiery orange, Red Dahlia- a deep red, high visibility neon yellow and viva magenta will dominate one's closet (Feitelberg, 2023). Softer hues were also featured which included creams, a faint orangey beige called tender peach, a cool blue called Persian jewel, a chic brown called Doe among many others (Feitelberg, 2023). The fall color scheme allows for free, enjoyable and inclusive color imaginings by encouraging creativity and curiosity (Wei, 2023). As seen on catwalks for example "Louis Vuitton men's spring-summer 2023 show", purple and acid accents were all the craze for designers. Many of these colors were reflected in the Men's fall collection as seen on "Louis Vuitton Men's Fall-Winter 2023 show".

Fabric, Silhouette, Length: Libman, M

Lighter weight fabrics are popular during the warmer seasons (Phelan, 2017). This year's spring and summer men's wear collections showcase a few of these fabrics. Saint Laurent offers men's trousers in both lightweight wool and silk (Kering, 2023). Alexander McQueen offers some of its trousers in the more animal friendly viscose (Kering 2023b). All three fabrics are breathable, thin, and have a nice drape (*The Textile Kit*, 2020).

The high drape of the fabrics is necessary to create the trending tubular silhouettes (Abdul et al., 2022). Tom Ford's collection features trousers in the slim straight cut (Mason, 2022). In addition to the slim straight Saint Laurent included boot cut and flared pants (Kering, 2023). Less popular to the straight cut but on the rise are chino's, cargo pants, and reverse pleats along the waistband (Zheng, 2022). Chinos offer a more comfortable and appealing option especially as people shift to in person events post covid-19.

Two lengths dominate the 2023 Spring and Summer trends for men's trousers: full break and no break. Full break is popular with brands like Saint Laurent that feature the boot cut and flared pants, providing a more comfortable option (Kering, 2023). No break length is popular in collections like Tom Ford's that feature the straight cut, the more modern option (Mason, 2022). These lengths determine the visibility of the socks (Daniels, 2020). The full break covers the socks and top of the wearer's shoes creating a seamless and effortless cohesive look. No break sits at the ankle and shows the socks making them an integral part of the outfit's accessories (2020).

Greene, T

Many fashion designers employ different prints to create distinctive and appealing clothing. The prints used in the customized tailoring of Louis Vuitton included trompe l'oeil, marble effect monograms, and graffiti- style patterns as seen in "Louis Vuitton Men's Fall-Winter 2023 show". The pre fall/ winter 2023 collection by Alexander McQueen includes solarized flower designs, crystal accents, collage embroideries that are inspired by deconstructed tailoring and basic practicality (Houston, 2023). Other designer brands such as Dior have a collection of pleated pants with a zipper, hook and bar fastening with solid prints as seen on Dior.com. Dior also has a collection of Chinos with solid prints of various colors with a Christian Dior "CD symbol" trademark in tone and embroidery on the back ("Dior.com", n.d). Chinos are relaxed, simple to style, and go well with everything (Feiam, 2023) hence why they are always in trend.

Summary: Libman, M

The current trends for men's trousers are designed to build a fresh modern look. All though different cuts, the trending pants offer a new take on styles popular in the 1980's and 1990's. This natural shift follows after the Y2K, early 2000's, trends popular in 2021 (Kim, 2021). Although the original styles will not be antique for at least another decade, the youth are enjoying the trends and the modernization they represent.

S/S 25 Men's Trousers Forecast

Colors, patterns: Greene, T

The color palette for the fall/ winter 2025/ 2026 collection can be developed and produced using social, economic and global events. Deep blue/purplish, reddish-brown (intense rust), soft and nude colors are among the predicted hues for the fall/ winter 25/26. The deep blue/purplish hue depicts the current cultural obsession with technology and artificial intelligence. The color evokes a sense of intrigue and freedom. Artificial intelligence is a computer software that performs human-like tasks including planning, learning, problem solving and it is nearly more accurate than human technicians (Uzialko, 2023) hence is one of the reasons for its widespread adoption. By 2025 and the decade to follow, artificial intelligence(AI) is anticipated to increase rapidly(Thormundsson, 2023).

Moreover, with the 2024 presidential election approaching between the two major political parties of Democrats and Republicans, it is predicted that colors of soft blues and reds will be in trend reflecting a *trickle down* effect(blue for the Democratic party and red for the Republican party). These Democratic and Republican individuals will be photographed, recorded on video, and circulated across the media on account of their position in politics. Additionally, Red will continue to be prominent as a symbol of optimism and assurance in the face of adversity as it was in the 2023 year as there are ongoing issues with politics and the economy including post covid impacts, inflation and recession. In the 2024 election, current president Biden is running again, and Donald trump, the former president is running as well (Astor & Gomez, 2023). Under president Biden administration, the economy experienced recession and inflation (Skaggs, 2022), and under President Trump's administration there was corruption and

violations of human rights (Dimock, 2021). One could hope that in the upcoming years, something will change for the better.

Additionally, the 2024 Olympic games in Paris, France is another event that will have an impact on blue, red and white(Paris, France flag colors) colors trends for the 25/ 26 year reflecting a *trickle down* effect . National pride in uniforms is a vital component of competition and representation, particularly in nations with well known brands and fashion houses on a global scale(Adegeest, 2021). In addition, for those who want an edgier, glam appearance without committing to a completely different color, gray tone on tone is a predicted color that will be in style for the fall. Additionally, the color gray is a practical and timeless color. Overall, with advancement of technology, artificial intelligence , social and political events this color forecast is an indicator of the times.

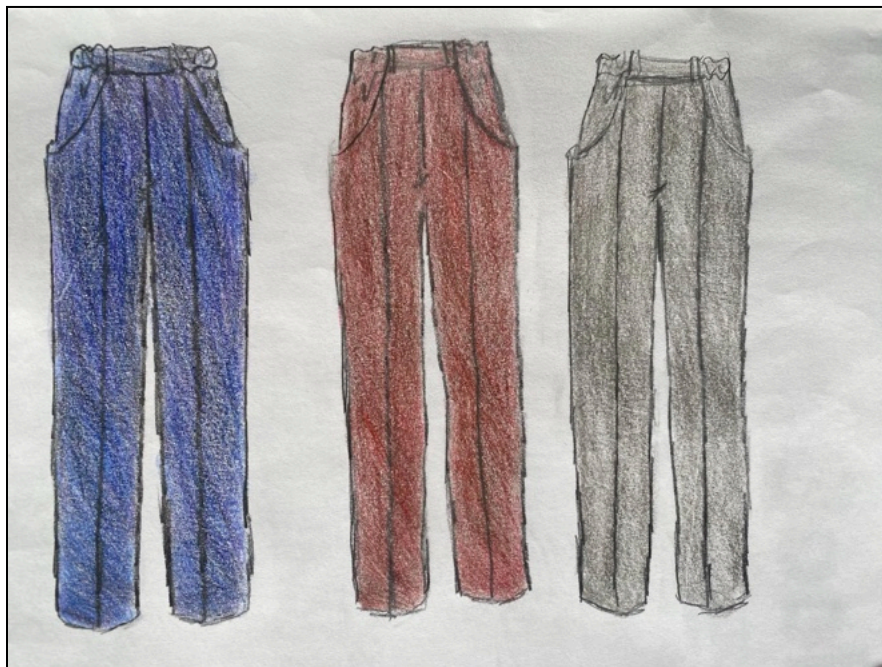


Figure 2: Color trends

Moreover, the anticipated patterns are solids, pinstripes and plaid designs. These designs are chic, ageless, simple to style and are accepted as suitable prints for office work(Forsberg, 2023). These patterns were first made popular by Gordon Gekko from the 1980s film Wall Street, who frequently wore double breasted suits and trousers with pinstripes and other patterns that became known as the “ power suit”(Woolfe, 2015). Padded shoulders, suspenders, pinstripes, double breasted suits symbolized the “Greed is Good” mentality(Thomas, 2010). Even now, in the same way as then, wearing certain attire makes one feel powerful and self assured.



Figure 3: Pattern trends

Silhouette, Appliques, Fabric: Libman, M

Comfort and easy fashion are priorities for the modern man. This market now expects all aspects of their wardrobe to provide easy to wear outfits (Centre, 2022). In this vein, the trouser silhouette will further widen from the slim pants popular in the 2010's. This widening started in 2020 and was escalated by the pandemic when comfort was front of mind. Oversized wide legged joggers will be popular for streetwear, classic cut suits for the office, and military-style cargo pants with functional pockets will trend in 2025. Comfort and durability will guide the men's wear market to trousers that can be easily worn all day. These more classic and traditional styles will be Parisian influenced following the 2024 summer olympics. Sustainability is steadily becoming a prominent consumer concern. The customer will want pieces that can be mixed and matched with 'sustainability-friendly' curated pieces, wether thrifted or second-hand items (Centre, 2022). Wide pants pair well with t-shirts, sweaters, and button down tops that are easy to thrift and create seasonless outfits (Phelan, 2016). Waistlines will be worn on the natural waist, functional larger pockets will be accommodated in the wide leg cut, and pants will not taper to the ankle. These changes will lead to less wear and tear on the durable garments.

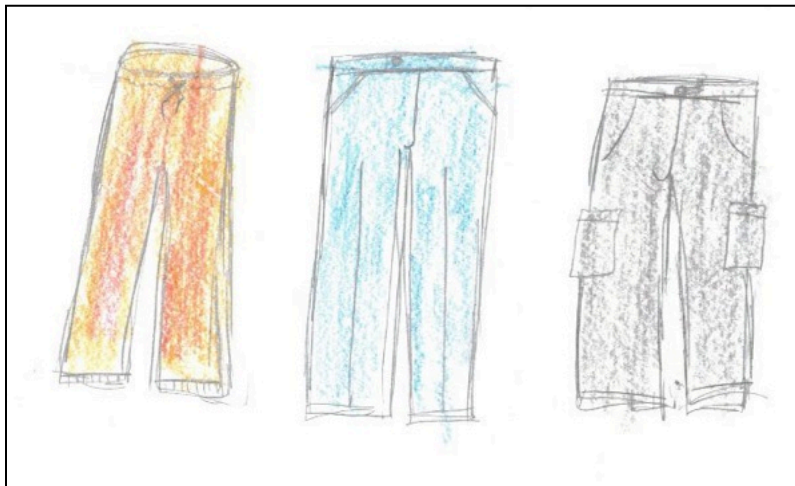


Figure 4: Silhouette trends

Appliques will be placed with functionality and durability in mind. Reinforced seams particularly around the pocket, quality buttons, and cargo pockets will be on trend. The personal portable technology market is growing at a rapid pace. After decades of slimming down the cellphone size, customers are now more interested in modern cutting edge technology at the cost of larger and heavier products. Apple now releases its newest iphone's in two sizes and the Vision Pro with an exterior battery pack is set to be released in early 2024 (Apple, 2023). These modern technologies do not fit comfortably in the small pockets of slim cut trousers. Larger interior pockets with reinforced seams will be popular to discreetly and comfortably keep technology safe. Exterior pockets will be popular in casual attire. Buttons will trend as a pocket closer so wire can still be accessed. The exception to the durability will be the popularization of elastic. Although not super durable the ease of wear and comfortability will drive it into not only the casual but also business attire market.



Figure 5: Applique trends

Fabric preferences will be driven by comfort and sustainability. Where possible customers will be willing to pay slightly more for a sustainable option like bamboo linen and hemp but only if the garment is still comfortable. Customers will still be budget minded following recent inflation but will be interested in investing in staple pieces (Wei, 2023). In comparison to cotton which requires significant water to grow (Cook, 2021), bamboo grows

back quickly on rain water and consumes a large amount of CO₂ (SJ Team, 2023). Hemp is an up and coming popular fabric option. It is carbon negative (consumes more CO₂ than most plants including bamboo) and naturally sun protective. It is harder to grow and therefore more expensive but ultimately provides a great sustainable product (2023). Other sustainable options include silk and wool because of their long lasting qualities and season versatility.



Figure 6: Wool



Figure 7: Linen



Figure 8: Silk

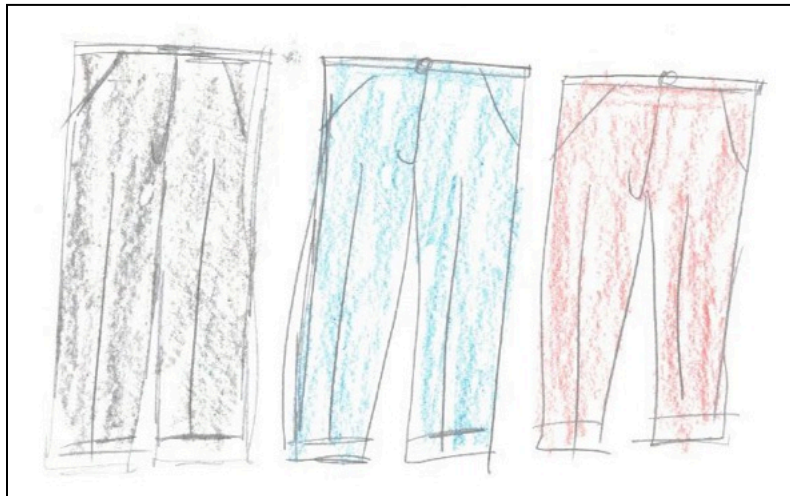


Figure 9: Fabric trends

Conclusion:

The history of men's trousers tells the American story. The influence of British royalty, the rise of Hollywood, and the invention of social media all shifted American society's view on fashion. Wars, social protest and justice movements, and political elections provided the background for new trends to form. Some movements rose and fell while others created a permanent place in the industry. These unique parts of the American story created the foundation for the modern trends. In this ever changing world fast-fashion has been at the forefront of the industry. For the first time in decades customers are slowing down and re-evaluating their fashion priorities. FW 25/26 trends will reflect this shift. It is important to maintain the quality and trendiness that customers have come to expect while also providing options that appeal to their world views.

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Figure 1

JohnPierpontMorgan.png



Note. John Pierpont in a Lounge Suit.

Figure 2.(2023, June 18) Tyshae Greene. Color trends.

Figure 3.(2023, June 18) Tyshae Greene. Pattern trends.

Figure 4.(2023, June 18) Menucha Libman. Silhouette trends.

Figure 5. (2023, June 18) Tyshae Greene. Applique trends.

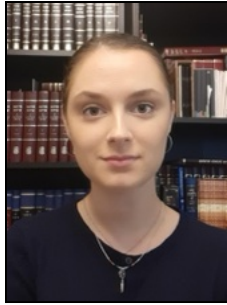
Figure 6. (2023, June 18) Menucha Libman. Wool fabric.

Figure 7. (2023, June 18) Menucha Libman. Linen fabric.

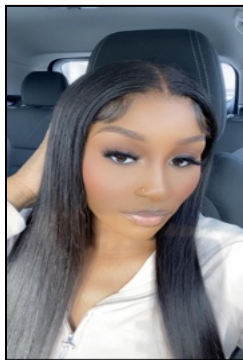
Figure 8. (2023, June 18) Menucha Libman. Silk fabric.

Figure 9. (2023, June 18) Menucha Libman. Fabric trends.

About the Authors



Menucha Libman is senior Business and Technology of Fashion student at the New York City College of Technology. She is a self taught seamstress with experience ranging from directing the costume department for high school plays to creating custom evening gowns. After graduation Menucha is planning to attend tailoring school to further her technical sewing and pattern drafting skills. Menucha believes great fashion is created at the intersection of unique creativity and business ingenuity. Attending business classes at NYCCT is the first step to building a strong education foundation for her career.



Tyshae Greene was born and raised in Queens, New York, and currently resides in Brooklyn, New York. Tyshae will graduate from the New York City College of Technology in the Spring of 2023 with a baccalaureate degree in Business and Technology of Fashion. Tyshae has always had a keen interest for business and aspires to further her education and earn a master's degree in marketing. Tyshae intends to own and run her own fashion and cosmetics companies in the future.

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Education

City University of New York, New York City College of Technology Fall 2019-present
Pursuing B.S. in Business & Fashion

Bnos Menachem High School High School Diploma, June 2019
Regents Diploma

Fashion Institute of Technology Summer 2018
Studied patternmaking and fashion drawing

Work Experience

Payroll Manager New York City College of Technology. June 22- Present
Architecture department payroll and budget management. Identify solutions to streamline systems and improve efficiency.

College Lab Technician: New York City College of Technology. Jan 22-Dec 22
Assist in preparing experiments for biology courses. Work with co-workers to ensure all supplies and equipment are ready on time for the courses.

Salesperson Internship: Young Timers Children's Boutique. SP 2021
Assisted customers with outfit pairing both in store and via phone. Worked on the selling floor stocking displays, packing online orders, and greeting customers.

Administrative secretary: Star Realty property management, Oct 2020- July 2021
Addressed tenants' needs, facilitated maintenance and repairs, assisted tenants with preparing paperwork for certification, spearheaded and implemented programs to improve office efficiency.

Preschool Teacher/ Secretary: Educational Institute Oholei Torah July 2020-Oct 20
Created and executed a daily schedule with the help of assistant teachers. Assisted teachers in preparing learning materials, performed general office tasks.

Costumes Director: Designed and created patterns, shopped for fabric, SP Semester 2019
and led a team of students in creating over 200 costumes for high school musical performances.

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EDUCATIONAL BACKGROUND

Degree	Year	University	Major
B. S	2023	The NYC College of Tech, CUNY	Business & Tech of Fashion
		Module "Global Luxury of Fashion"	
A. S	2021		Marketing & Sales

PROFESSIONAL LICENSES OR CERTIFICATIONS

CUNY, Sexual Harassment, Gender-Based Harassment and Sexual Violence Student Curriculum **February 2023**

CUNY, Responsible Conduct of Research -Basic/Refresher **October 2022**

HONORS AND AWARDS

Fall 2021 **Dean's List, maintained a GPA above a 3.5, Department of Business & Professional Studies, City University of New York (CUNY)**

PROFESSIONAL EXPERIENCE

Sales Associate **Jackrabbit/Fleet Feet** **2019-2023**

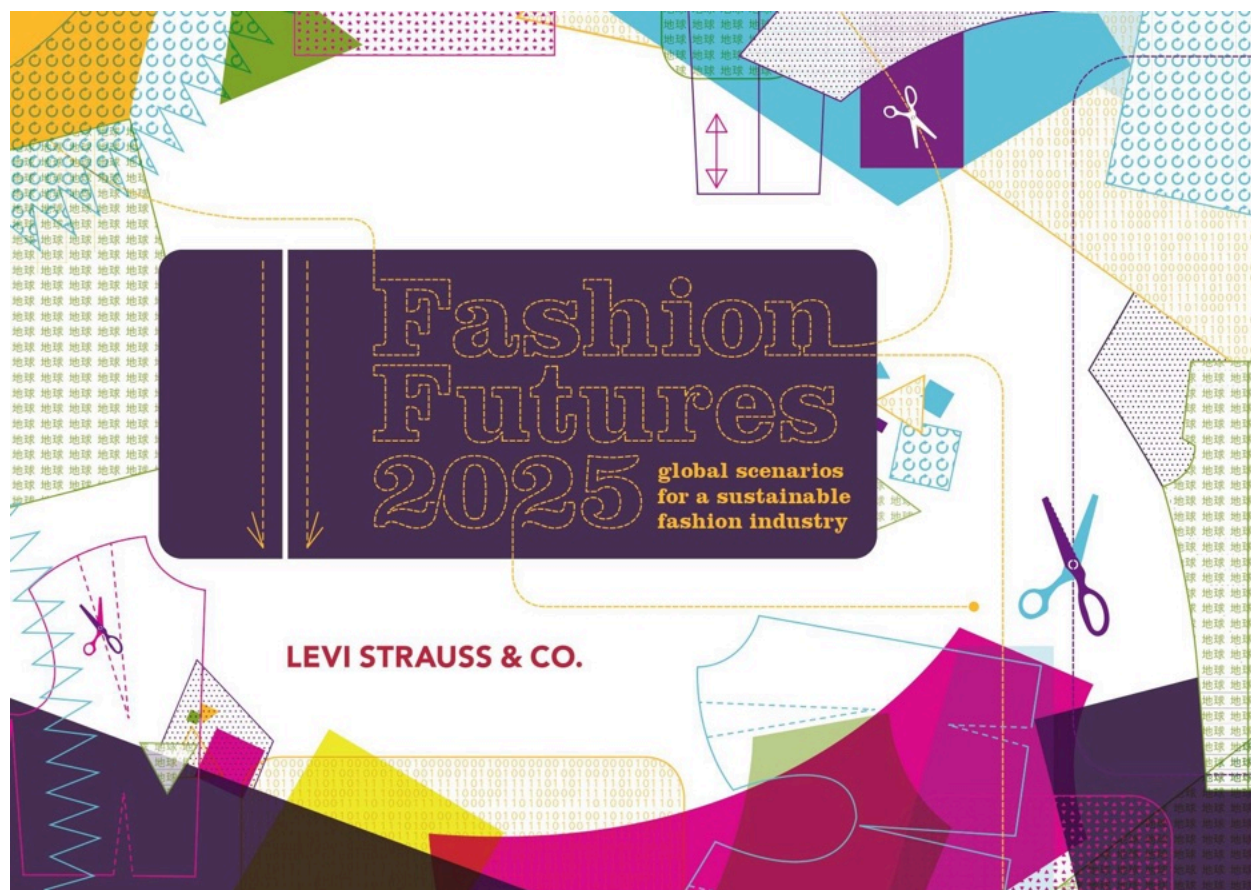
- Educate and analyze customers' feet to fit customers with the proper running shoes based on their needs to drive business sales.
- Established relationships with customers through the use of interpersonal and active listening skills.
- Managed cash register operations using POS systems.
- Executed store daily tasks to keep up the maintenance of the store.

INTERNSHIP

MarketingIntern Ripple Match 2023-Present

- Collaborated and worked closely with leaders of Ripple Match's Leadership Team
- Implemented various growth strategies and tools including social media, email marketing, presentations, and peer and faculty member networking to grow the user base and awareness on College campuses.
- Strategically assessed growth and performance metrics to improve, change and/or help design new growth strategies.

Appendix



executive summary

Fashion is a big deal. The global apparel, accessories and luxury goods market generated total revenues of \$1,334.1 billion in 2008.¹ And the opportunity for the industry to have a positive impact on global society and the environment is just as significant as its economic clout.

The fashion industry brings many benefits to everyday lives across the globe. Fashion goes beyond simple clothing to express identity, create well-being, embrace creativity and connect global communities. But like all industries there's a negative side, characterised at its worst by factories exploiting workers, generating throwaway fashion, wasting resources and encouraging unsustainable consumption.

Fashion Futures is a call for a sustainable fashion industry. We want companies in all sectors to wake up to the immense challenges that are already shaping our world, to address the serious risks and seize the rich opportunities they present. It's designed to help them take action which will safeguard their future, protect our environment and improve the lives of their customers, workers and suppliers around the world.

Climate change, population growth, and shortages of key resources are already affecting the industry and they will bring profound changes over the next 15 years. By 2025 there are expected to be another billion people living on this planet and twice as many elderly people. Climate change will have major impacts on agriculture and patterns of global land use. Many communities will change radically, affecting the needs of the industry's customers and the availability of labour. Demand for energy, water and food will grow, prices are likely to rise and control of resources will be a key political issue.

Other factors will shape our world in less predictable ways. China, India and other emerging economies will change global patterns of trade and power and exercise a growing cultural influence. Technology will continue to transform our lives and businesses and create new opportunities – think of the impact the internet has had in the last 15 years. People's attitudes to resource shortages, climate change and sustainability, and their levels of disposable income, will affect consumer demand. How governments act, or fail to act, on trade, economics, the environment and poverty, and how they coordinate action on these and other global issues will also have a huge impact.

The future is likely to be dramatically different from today. We have created four scenarios, exploring the challenges ahead for the fashion industry and its current business models.

They cover a wide range of issues and pose some searching questions:

- > How will the industry react to shortages of cotton and other raw materials?
- > How could the fashion workforce be affected by shifting supply chains and technological development?
- > How might technology influence fashion and change the way it is produced and sold?
- > How will people care for their clothes in a future of water shortages and high energy prices?
- > How could reuse and remanufacturing of clothing develop as a response to higher demand and prices?

The four scenarios explore worlds where globalisation has progressed or gone into reverse and where society and its fashions change more or less rapidly than today. (See panel.)

They are intended to be plausible, coherent, challenging descriptions of possible future worlds and the nature of the fashion industry within them. They are not predictions but a tool designed to challenge companies' ideas, inspire them with new opportunities and help them plan for the future.

scenarios for 2025

- 1. slow is beautiful**
A world of political collaboration and global trade where slow and sustainable is fashionable.
- 2. community culture**
Where high-tech systems deliver for the speed-obsessed global shopper.
- 3. techno-chie**
Where resource crises constrain consumption in a world focused on local communities.
- 4. patchwork planet**
A world of fast consumption in global cultural blocs.

The scenarios demonstrate the urgent commercial imperative for the industry, and the businesses within it, to rise to the challenge of the future and become sustainable. They also highlight the opportunity for pioneering companies to step up and lead the industry with business models, products and services that will thrive in a sustainable future.

¹ Consumer Goods: Global Industry Guide, Datamonitor, March 2009. The apparel, accessories and luxury goods market consists of mens, womens and infants clothing, jewelry, watches and leather goods.

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Executive summary

five lessons for the fashion industry

Fashion Futures is a joint project between Forum for the Future and Levi Strauss & Co. It is aimed at all those within the global fashion industry, from suppliers of raw materials, designers and manufacturers right through to big brands and niche retail outlets. It should also be of use to others involved in the industry including government officials, academics and civil society.

It draws on the Forum's expertise in futures thinking and a series of in-depth interviews and peer reviews with fashion experts from around the world – in academia, trade unions, NGOs, manufacturing, design and retail.

We've drawn out five lessons for the industry:

1. Prepare now for a radically different and uncertain future

Companies should prepare now and put strategies in place for a variety of scenarios. They should carry out a risk assessment of their business models and supply chains; put together a sustainability roadmap covering the full product/service lifecycle; and ensure they understand the social and environmental context in which their products and services are used.

2. Seize the opportunity to be a trailblazer

Companies can gain first mover advantage by taking action on quick wins, such as energy efficiency. They can also benefit from taking the lead in talking to consumers and investors about the importance of sustainable production and consumption, lobbying government and driving collective industry action.

3. Put change into practice

In a world which is changing rapidly and unpredictably success will depend more than ever on being flexible and innovative. Companies should invest in design and innovation; explore new business models and ownership structures; and trial new ideas to see what works.

4. Look out for unexpected competition

Many different industries now play a part in the fashion industry, from Information and Communications Technology (ICT) and sport to supermarkets and pharmaceuticals, and new competition can emerge from unexpected areas. Companies should embrace alliances with new partners where this can enable sustainable growth. They should also consider how to apply their core competencies to new markets.

5. Develop skills for a new world

Companies should start developing the skills they will need to be successful in the future. The industry will need climate change experts, water policy specialists, innovators with skills in design for disassembly and closed-loop manufacturing and many more. Businesses should also explore trends where the customer becomes a supplier, designer and seller as well as a buyer of fashion.

" Companies need to be seeding innovation and new ideas now in order to thrive in a resource-constrained world. We need thought-provoking research like Fashion Futures to help us collaborate and advocate for the right future solutions around the most important issues on sustainability."

Hannah Jones
Vice President Sustainable Business and Innovation
Nike Inc.

" Fashion Futures makes an important contribution to the longer-term sustainability of clothing production. By providing four provocative scenarios of future worlds in 2025, Fashion Futures can help companies develop responses to key social and environmental challenges."

Mike Barry
Head of Sustainable Business
Marks and Spencer

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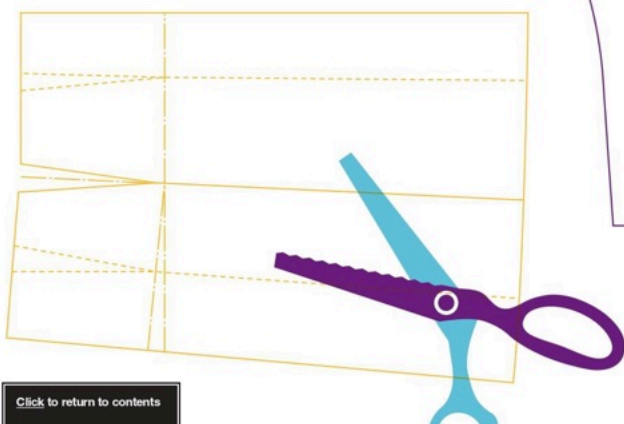
how to use fashion futures

It takes innovative thinking and an open mind to think ahead and explore the routes which will lead your business to a successful future. The Fashion Futures scenarios are designed as a tool to help you chart the course which is right for you: to avoid the risks, seize new opportunities and play your part in creating a future which is good for your business and your society.

Businesses can use the scenarios to future-proof current business models and processes, to develop a vision of where they want to go and a strategy to get there, to inspire innovation and to guide organisational development. We highlight these approaches with useful tips in the section 'How to use the Fashion Futures scenarios'. Further materials are available for download from: <http://www.forumforthefuture.org/projects/fashion-futures>

Forum for the Future also designed and led a university module, based on the scenarios, with students from the London College of Fashion's MA 'Fashion & the Environment' in 2009. Inspired by the scenarios, students proposed and visualised fashion product and service solutions that would flourish in 2025.

Universities and colleges can use Fashion Futures in a similar way. Our pilot with the London College of Fashion has been successful in challenging and inspiring the students to deliver innovative fashion solutions for a changing world. Tips, workshop materials and module outlines are available to download from: <http://www.forumforthefuture.org/projects/fashion-futures>



"Designers need to design for the future, not just for now, and Fashion Futures will challenge and inspire their thinking."

Dilys Williams,
Director of Sustainable Fashion
London College of Fashion



Scenario summaries

scenario 1:
slow is beautiful

1. **The world is...** moralistic, risk-averse, low-carbon, tightly regulated with sustainable lifestyles and mindsets.
2. **Fashion is...** über sustainable and über cool... most consumers are prepared to pay more for a smaller number of high-quality sustainable clothing items.
3. **The fabrics we wear are...** durable... organic natural fibres... man-made materials from renewable resources... handcrafted, vintage, second-hand... 'smart clothes' monitoring health.
4. **We get our clothes...** from small or virtual stores with hyper-efficient logistics or we swap with friends.
5. **Clothes are made...** in different regions of the world according to the manufacturing processes they require... India and Nigeria have big 'refurbished clothing' industries... most workers are paid a 'living wage'.
6. **We care for clothes...** without harmful chemicals... clothes last longer and are washed less at low temperatures.
7. **When we have finished with clothes...** we take them back to where we bought them to be shipped and remanufactured in Japan.
8. **The industry is sustainable through...** SustainGrade labelling and digital tagging, ensuring consumers know exactly where their clothes have come from and what impact they've had... but a 'grey economy' with poor labour standards still exists to satisfy those who refuse to conform to the new, slower world order.
9. **Successful fashion businesses are...** radically transparent: the most sustainable and best value.

Highlights

- > Climate change refugees transfer fashion influences across the world.
- > People turn to second-hand clothes to satisfy seasonal fashion trends – vBay is the hugely popular website dedicated to high-quality vintage clothing.
- > 'Smart' clothes with built-in monitors protect their wearers from disease and enhance their fitness; pharmaceutical companies are competing with the fashion industry.

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Scenario summaries

**scenario 2:
community couture**

1. **The world is...** struggling to cope with the impacts of climate change and resource shortages but community bonds are strong – many strive for self-sufficiency.
2. **Fashion is...** expensive new or cheap and second-hand... very high costs of raw materials and disrupted supply chains have resulted in a dramatic fall in the production and sale of new clothing.
3. **The fabrics we wear are...** second-hand, 'pre-loved' clothing... community-grown hemp... only the rich can afford 'certified new' clothes made from expensive synthetics or virgin raw materials.
4. **We get our clothes...** at vibrant second-hand markets with tailors and stylists on hand, in retail stores with extra security, on the black market or from clothing libraries.
5. **Clothes are made...** at home or in community-run recycling centres linked to local, hyper-efficient factories.
6. **We care for clothes...** using community laundries... one cup of water washing machines... 'make do and mend' is taught in schools.
7. **When we have finished with clothes...** we sell them back for reuse to boost our incomes.
8. **The industry is sustainable through...** second-hand clothing becoming a valuable resource... nothing is disposed of.
9. **Successful fashion businesses are...** part of the local community: providing energy supply, education and even food to employees.

Highlights

- > Factories that still manufacture clothing from raw materials require protection from armed gangs – clothing is rationed in regions where conflict over resource shortages has escalated into civil war.
- > 'Clothing libraries' rent garments specialising in key areas: haute couture (exclusive members only); vintage (often categorised by decade); jeansware; and sneak[er] peak, to name but a few.
- > High energy prices make clothes that create their own energy increasingly popular – solar cells can be fitted onto jackets to power mobile phones.

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Scenario summaries

**scenario 3:
techno-chic**

1. **The world is...** healthy, wealthy and ultra-high-tech – materialism is out of favour and the aim is 'lightweight living'.
2. **Fashion is...** fast-paced, low-carbon and cheap.
3. **The fabrics we wear are...** made from new high-tech, low-impact fibres... biodegradable, non-toxic spray-on clothing... nano-tech fabrics... programmable clothing.
4. **We get our clothes...** using 3D body scanners that allow people to 'try on' clothes in virtual mirrors and on interactive screens.
5. **Clothes are made...** by machines not people... sharp declines in the use of labour create pockets of crippling unemployment... modular clothing is manufactured in China and delivered to stores to be customised to consumer demand.
6. **We care for clothes...** using high-tech, personalised clothing valet services... nano-tech coatings that reduce the need for washing (now recyclable)... 'smart' solutions for low-impact clothing care and advanced recycling networks.
7. **When we have finished with clothes...** they are composted, disassembled, remanufactured or reused according to design.
8. **The industry is sustainable through...** financially viable low-carbon, low-impact production... technology delivers sustainable solutions but some can't keep up with the fast pace.
9. **Successful fashion businesses are...** consumer-obsessed: finding creative ways to keep their customers loyal and anticipating demand to avoid waste.



Highlights

- > Tour operators provide 'holiday wardrobe' packages that include a selection of local fashion items on your arrival – you can try on items virtually in advance and pre-select colour and styles.
- > 'Crowd-sourcing' fashion prevents overproduction and wastage – customers vote online to choose which clothes should be made in which colours.
- > 'Chameleon' clothing, a spin-off from military camouflage, is a global craze – it offers a 'blank canvas' which can change colour and style, programmed to mimic the most popular celeb of the moment.

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Scenario summaries

scenario 4:
patchwork planet

1. **The world is...** broken into cultural blocks with unequal economic performance – Asia is the economic and cultural powerhouse... there is conflict over scarce resources.
2. **Fashion is...** strongly influenced by regional trends and celebs and highly personalised.
3. **The fabrics we wear are...** made locally for local manufacture – bamboo in Asia, wool in Australia, flax in India... smart nano-tech materials... choice of colours is limited to save water and energy in dyeing.
4. **We get our clothes...** online via mobile devices... consumers can personalise their clothes virtually.
5. **Clothes are made...** in regional factories – short supply chains mean clothes reach consumers quickly.
6. **We care for clothes...** according to wide regional differences... some have developed waterless washing machines, others use coatings to limit need for washing.
7. **When we have finished with clothes...** they are (often illegally) dumped... edible clothing is a popular trend in Europe.
8. **The industry is sustainable through...** a variety of locally appropriate strategies... sustainability know-how is guarded jealously so progress is slow and the world is struggling to cope with mounting social tensions and environmental constraints.
9. **Successful fashion businesses are...** national heroes: companies with strong local heritage do best.

1
piece of
food only

Highlights

- > Nationalism encourages local fashion trends inspired by religious and cultural ideals. Across most of the Middle East, Western clothes are forbidden by law.
- > Clothing is designed so that it can be zipped, tucked and strapped on in order to create different looks in one. Brands provide post-purchase services, allowing owners to customise their clothing to follow local trends.
- > Resource shortages have driven innovation – clothes can be 'grown' from bacterial cellulose and self-cleaning coatings do away with the need to wash clothes.



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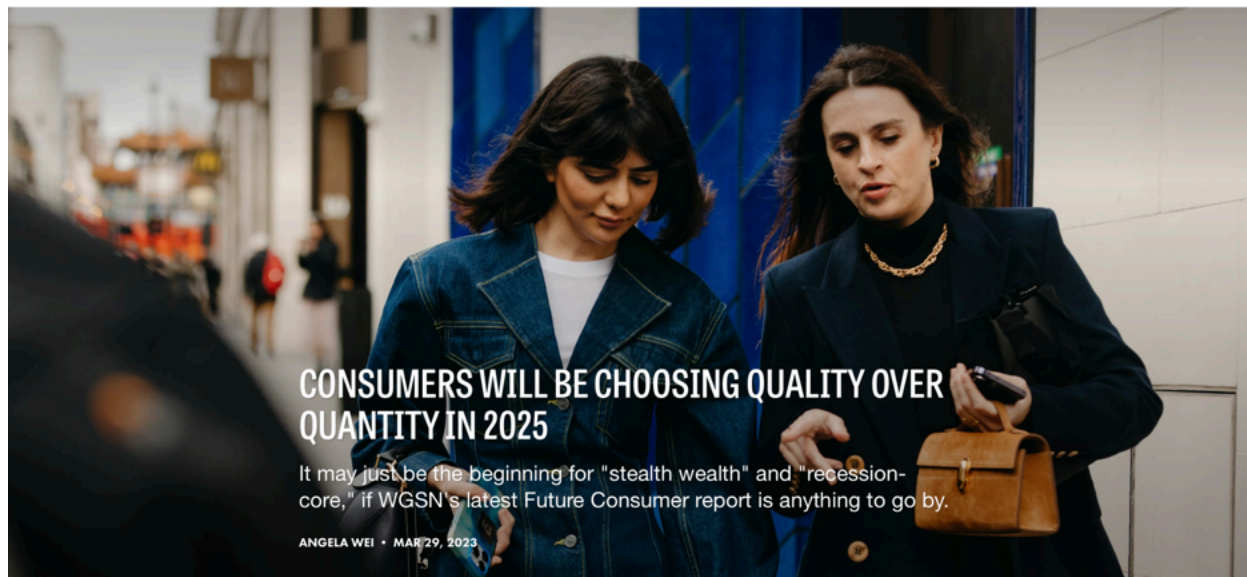


Photo: Imaxtree

[WGSN](#) is giving us a sneak peek into shoppers of the future. On Wednesday, the industry-leading trend forecasting service released its [Future Consumer 2025](#) report; now in its eighth year, the report is touted as the company's "flagship white paper."

The report aims to summarize signals of change that influence consumer behavior. Based upon six weeks of intensive research, its analysis revealed four key consumer profiles, as well as strategies for businesses to engage with these groups effectively. And one resounding conclusion is that, come 2025 (and perhaps sooner), consumers will prioritize quality over quantity more than ever. Function will also be a top concern.

One of the consumer profiles, nicknamed "the Time Keepers," for instance, views time as their most valuable resource. Creating meaningful memories is more important than material possessions for them and, according to the report, "quality will always beat quantity for these consumers, and they're more interested in acquiring lasting memories than material possessions." In terms of buying habits, these folks are looking for time-effective goods that help free them from full-time commitments.

WGSN also profiled the "Pioneers," who are equally as steeped in the digital world as they are the physical. They are future thinkers interested in new technology, entrepreneurial strategies and the metaverse. The Pioneers desire products that enable them to move freely between the physical and digital realms and "more personalised products and services that will be loved for longer and wasted less."

[Environmental impact](#) is also a top concern of most of these future consumer types. Take the "Reductionists," who reject over-consumption. They're aware of the textile industry's impact on climate change and 64% actively support local businesses. Meanwhile, the "New Nihilists" are "looking for happiness outside of mainstream." Of this group, over 45% report that thinking about climate change negatively affects their daily life and functioning.

A desire for long-lasting, thoughtfully designed, functional products makes sense, given where we're heading environmentally. "We're facing cascading and unprecedented challenges as a planet," says Carla Buzasi, President & CEO of WGSN. "So it's never been more important to understand the fears, desires and challenges of consumers and deliver products that will make a real difference to their lives."

WGSN suggests four "strategies for success" with these future consumer groups, one of which is, "offer quality over quantity."

"We are oversaturated with choice, even as it becomes clear that our world cannot sustain our demand for its resources," the report reads. "To stand out, you need to offer something better, not just something more, and you need to be clear with consumers about how your products and services will add value and enrichment to their lives."

These findings are consistent with trends we've already begun seeing in the fashion industry, most notably a shift towards timeless, functional, wearable pieces rather than the flash-in-the-pan trendy items proliferated by fast fashion. A major through-line among the Fall 2023 shows was "stealth wealth" or "quiet luxury," meaning clothes that don't ostentatiously advertise their value, relying instead on high-level fabric and/or construction to convey

quality. The latest collections from [Prada](#), [Bottega Veneta](#), Jil Sander and Loro Piana offered especially great examples of this. It also aligns with the rising trend of "recession-core," a new age of classic, minimalist dressing amid economic turmoil; this season, there has been a noticeable [lack of flashy jewelry](#) worn by celebrities on the red carpet, signaling a rejection of immediate symbols of excess, money or trendiness.

Could this spell trouble for fast-fashion businesses and others trading on flashy statement items? We'll see.


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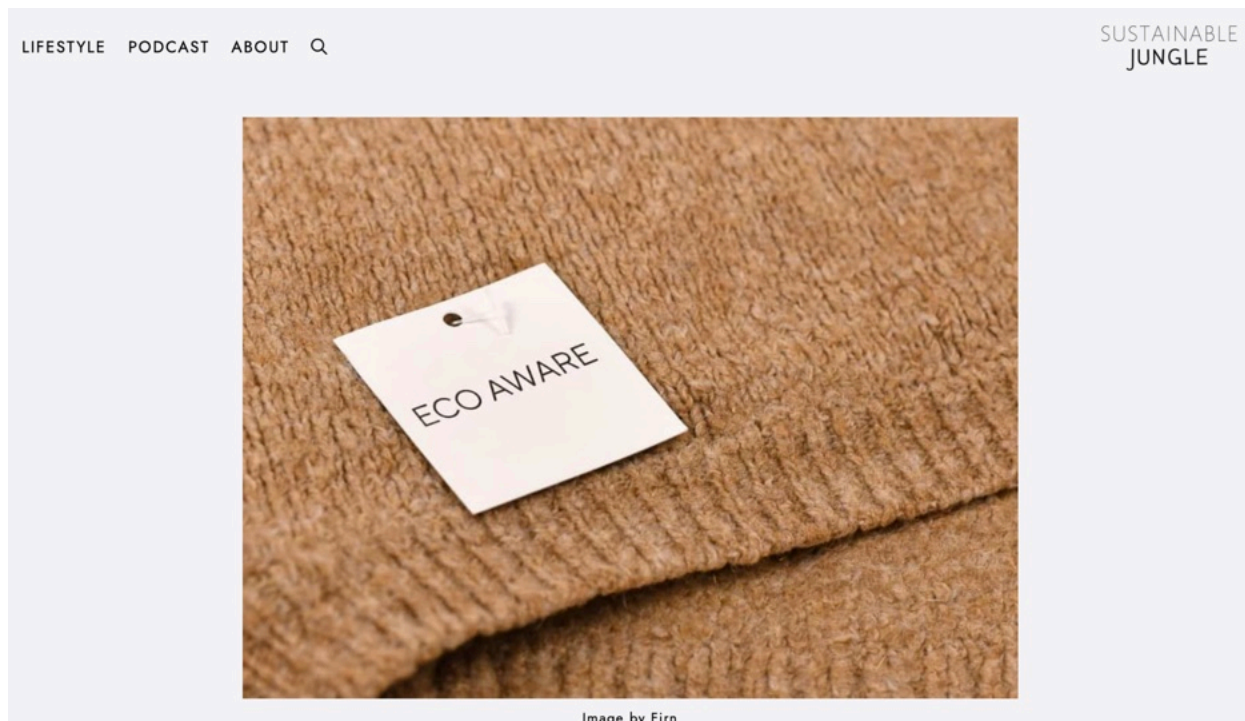


BY ANGELA WEI

Angela is a New York-based staff writer at Fashionista specializing in all things fashion and beauty.

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31 Sustainable Fabrics For The Most Eco-Friendly Fashion

March 12, 2023

[The SJ Team](#)

When trying to [read clothing labels](#) these days, it's easy to get buried in all the (potentially) sustainable fabrics.

And so much of the innovation is just, well...strange. Fabrics made from apples and pineapples? What?!

What's more, there are different manufacturing processes, certification schemes, and conflicting practices for almost every.single.one.

But in order to promote a more [sustainable and ethical fashion](#) industry, it's critical we as consumers understand these differences—at least on a basic level.

After all, materials are what most determine the environmental impact of our clothes, directly contributing to: consumption of water, microplastic pollution, greenhouse gas emissions, soil degradation, rainforest destruction and lastly landfill waste of epic proportions.

By choosing eco-friendly fabrics alone, you're taking a huge step toward a more sustainable wardrobe.

So while you definitely be asking #whomademyclothes, perhaps the first question we should ask is, "What are my clothes made of?"

What Are Eco-Friendly Fabrics?

You know the type of fabric used for those [sustainable socks](#) or t-shirt will determine how much environmental degradation it ends up causing—but what does "sustainable fabric" mean?"

What makes a fabric sustainable? How do you know if fabric is sustainable really?

Well, first let's touch on what makes an *unsustainable* clothing fabric.

Conventional fabrics used in fashion and home goods—i.e. cotton, [viscose fabric](#), leather, among many others—have historically been developed with profit (not planet) in mind, entailing:

- Environmentally devastating sourcing of raw materials (unsustainable farming, deforestation, and petroleum drilling)
- Chemically-intensively material processing (plasticizing, bleaching, softening, and dyeing)
- Poor end-of-life prospects (ways a garment can be disposed of) leading to tremendous amounts of textile waste—to the tune of almost [15 million tons](#) per year in the US alone.

With that in mind, the Sustainable Jungle sustainable fabrics definition is this:

Textiles that significantly minimizes the impact of its conventional alternatives, whether through organic and chemical-free farming, use of recycled materials, circular manufacturing processes, and sustainable prospects for end-of-life disposal.

On the positive side, environmentally friendly fabrics are becoming easier and easier to find. Here's our list of some of the most sustainable fabrics for clothing brands are using to stake their claim for a better fashion future.

Now that we've answered, "What is a sustainable fabric?", let's get into the nitty-gritty (or should we say, knitty-gritty?) of what fabrics are sustainable.

The Full List Of Sustainable Fabrics

Natural Sustainable Clothing Fabrics (Vegan)

- Organic Cotton
- Recycled Cotton
- Hemp
- Linen
- Bamboo Linen
- Cork

Recycled Synthetic Sustainable Clothing Fabrics (Vegan)

- ECONYL®
- Recycled polyester
- Deadstock

Recycled Synthetic Sustainable Clothing Fabrics (Vegan)

- ECONYL®
- Recycled polyester
- Deadstock

Sustainable Semi-Synthetic Clothing Fabrics (Mostly Vegan)

- Lyocell
- Modal
- Bamboo Lyocell
- ECOVERO™
- Piñatex
- Bananatex®
- SCOPY Leather
- S.Cafe®
- Brewed Protein
- Apple Leather
- Woocoa
- Cupro
- QMilk

Potentially-Sustainable Natural

- Sheep Wool
- Merino Wool

- [Alpaca Wool](#)
- [Cashmere](#)
- [Camel](#)
- [Yak Wool](#)
- [Vegetable Tanned Leather](#)
- [Down](#)
- [Silk](#)

1. Organic Cotton

At the top of our **sustainable fabrics list** is [organic cotton](#), one of the most natural fabrics out there.

Unlike conventional cotton production (AKA the “[world’s dirtiest crop](#)”), organic cotton is grown without pesticides and synthetic fertilizers and processed with no chemicals—overall using [62%](#) less energy and [88%](#) less water.

There are several certifications used with sustainable and ethical cotton to tell us that the cotton was A) grown without any chemicals or machine harvesting; and B) processed without any chemicals leaving the final garment chemical-free.

Organic cotton that’s approved by the Global Organic Textile Standard ([GOTS-certified](#) for short) is most common.

Other pertinent certifications like [fair trade](#) ensure fair pay and safe conditions for farmers (though not being exposed to chemicals in the field is already a huge component in that regard).

You’ll find this sustainable fabric in textiles of all kinds, from clothing like [organic cotton pajamas](#) to homewares like [organic comforters](#).

- Certifications: [USDA-Certified Organic](#), [Global Organic Textile Standard \(GOTS\)](#), [Organic Content Standard \(OCS\)](#), [Better Cotton Initiative \(BCI\)](#), [bluesign®](#)

2. Recycled Cotton

What are the best sustainable fabrics?

Those made from natural AND recycled materials are a good bet.

Recycled cotton is produced using either post-industrial or post-consumer waste.

This means that your favorite [sustainable underwear](#) or [sustainable blue jeans](#) could be made from industry fabric scrap or other recycled cotton garments.

This not only means no demand for cotton farming, but also means textile waste is diverted from landfills.

However, certifications and regulation is difficult because it's hard to know where the recycled cotton comes from.

It also becomes difficult to know whether recycled cotton is pure cotton (and could thus be composted) because a garment can be recycled into recycled cotton even if it bears 4% or less synthetic fibers.

Looking for the [bluesign® Approved](#) or [OEKO-TEX certification](#) logos can reassure you of non-toxicity in cases of fibers of mysterious origin, especially given how chemically-intensive conventional cotton is.

- Certifications: [Global Recycle Standard \(GRS\)](#), [Recycled Content Standard \(RCS\)](#), [OEKO-TEX](#), [bluesign®](#)

3. Hemp

[Hemp fabric](#) is one of the most eco-friendly natural fabrics around.

It's high-yielding, not water or chemical intensive, and provides phytoremediation benefits to soil (AKA restores soil nutrients and cleans impurities like heavy metals and other toxins).

The main reason our hearts are racing for [hemp clothing](#)?

It's considered a carbon negative raw material. It actually [absorbs CO2](#) from the atmosphere, more so than your average plant.

Because it has so many wearable benefits (like being naturally sun protective and antimicrobial) and is harder to grow, hemp tends to be slightly more expensive than other sustainable organic fabrics, though we can expect to see more of it in the future.

For years, there was no mechanism by which you could certify organic hemp, but that's changed in recent years and now a number of certifying agencies under the arm of the US Department of Agriculture oversee this organic hemp farming process.

- Certifications: [USDA-Certified Organic](#)

4. Linen

[Linen](#) is almost identical to hemp in terms of sustainability, as well as in their super light and breathable final fabrics.

The only difference?

Organic linen is derived from the flax plant, whose growth requires little to no fertilizer, pesticide, and irrigation inputs.

However, unlike hemp, organic linen isn't as high-yielding and grows in more specific climates (Europe, mainly), which makes it a bit more of a luxury commodity.

But that doesn't stop this centuries-old **eco-friendly fabric** becoming a favorite for everything from [linen clothing](#) to [linen sheets](#).

- Certifications: [USDA-Certified Organic](#), [Global Organic Textile Standard \(GOTS\)](#), [Organic Content Standard \(OCS\)](#)

5. Bamboo Linen

When bamboo is harvested, it can be done without killing the plant itself. That means bamboo can renew super quickly, making it one of the fastest growing plants on the planet.

Like hemp, bamboo consumes more CO2 than most trees and doesn't require a lot of inputs. It can also survive on rainfall alone.

When sourced from certified sustainably managed forests, bamboo can be turned into a sustainable material—so long as it's mechanically-processed, not chemically-processed.

Look for organic [bamboo fabric](#) in raw form, as opposed to that which is plasticized into bamboo rayon/viscose using harmful chemicals.

More on this later, as it's important to know the distinction, given the sustainable form of bamboo makes up only a [tiny amount](#) of what we find on the market.

- Certifications: [Forest Stewardship Council \(FSC\)](#), [Global Organic Textile Standard \(GOTS\)](#), [Organic Content Standard \(OCS\)](#)

6. Cork

Cork fabric has left the board and the bottle to make it onto our bodies.

Cork is sustainably harvested from a cork oak (yes, it's from a tree) by simply shaving away the bark. In fact, *Quercus suber* can (and should) be harvested to [extend its life](#).

While the tree is regrowing the bark, it consumes more carbon dioxide than most types of trees, meaning cork plantations act as a carbon sink.

Not only that, but cork is a [valuable member](#) of a unique ecosystem, supporting a range of plant and animal species.

Once harvested from a mature tree every [9 to 12 years](#), the cork can be laid out in the sun to dry, and then just requires water to transform it into something suitable for fashion.

As one of the most sustainable [vegan leather](#) alternatives, it's become a popular choice for [vegan handbags](#) and [vegan shoes](#).

- Certifications: [Forest Stewardship Council \(FSC\)](#)

Innovators



As a consumer group, Innovators exhibit all three primary motivations in varying degrees.

Members of this group typically:

- Are always taking in information (antennas up)
- Are confident enough to experiment
- Make the highest number of financial transactions
- Are skeptical about advertising
- Have international exposure
- Are future oriented
- Are self-directed consumers
- Believe science and R&D are credible
- Are most receptive to new ideas and technologies
- Enjoy the challenge of problem solving
- Have the widest variety of interests and activities

Experiencers



As a consumer group, Experiencers have high resources and a Self-Expression motivation.

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.

What is Viva Magenta?

Pantone's Color of the Year, Viva Magenta 18-1750, vibrates with vim and vigor. It is a shade rooted in nature descending from the red family and expressive of a new signal of strength. Viva Magenta is brave and fearless, and a pulsating color whose exuberance promotes a joyous and optimistic celebration, writing a new narrative.

This year's Color of the Year is powerful and empowering. It is a new animated red that revels in pure joy, encouraging experimentation and self-expression without restraint, an electrifying, and a boundaryless shade that is manifesting as a stand-out statement. PANTONE 18-1750 Viva Magenta welcomes anyone and everyone with the same verve for life and rebellious spirit. It is a color that is audacious, full of wit and inclusive of all.



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In this age of technology, we look to draw inspiration from nature and what is real. PANTONE 18-1750 Viva Magenta descends from the red family, and is inspired by the red of cochine of the most precious dyes belonging to the natural dye family as well as one of the strongest and brightest the world has known.

Rooted in the primordial, PANTONE 18-1750 Viva Magenta reconnects us to original matter.

Invoking the forces of nature, PANTONE 18-1750 Viva Magenta galvanizes our spirit, helping

us to build our inner strength.

Leatrice Eiseman

Executive Director, Pantone Color Institute

The End.