

New York City College of Technology

Garment forecasters 2023 Trend report

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About the authors



Carlton Georges

Hi! My name is Carlton Georges, and I am a student at City Tech college. I am currently a junior and I am majoring in Business & Technology of Fashion. My interest in fashion and marketing is what influenced me to pick this major to serve as what I would want my career to be based on. I enjoy planning outfits and color coordinating; I am also a peoples person, meaning I like to interact with others and make them feel welcomed and comfortable. In other words, with my skills I am looking forward to persuading people into purchasing clothing, whether it's mine or the company I am working for. I hope you enjoy reading our project!



Miriam Martinez-Lima

My name is Miriam, and I have always had a passion for fashion. I am currently a junior at the New York City College of Technology. I am currently working towards my major in Business and Technology of fashion. I love going out shopping and thrifting and always on the lookout for the latest trend. I express myself through my unique accessories, from shoes to bags and clothing. Finding the next trend in fashion is always an adventure.



Mandy Chen

My name is Mandy, and I am currently a senior pursuing a Bachelor's degree in Business and Fashion Technology. I love fashion and keeping up with the latest trends. I love exploring new cafes and finding podcasts to listen to.

Letter to the reader

Dear Beloved Fashionista,

Garment forecasters' present to you our Fall/Winter 2023 forecast for jumpsuits. Jumpsuits are a key staple that everyone should have in their closet. Jumpsuits can be worn on any day, days in which your in a rush and don't have a whole outfit planned out or days in which you want to be comfortable. Our forecast details the history in which jumpsuits have become popular, trends in which were popular throughout the years and very intriguing facts in which you may have known of.

Continue reading, so that you would know what exactly you would be in the lookout for Fall/Winter 2023.

Sincerely,

The Garment forecasters

Consumer Profile

The consumer profile in which jumpsuits would appeal to would be Millennials and Gen Z who are seeking to wear something fashionable yet comfortable. The ideal consumer profile for jumpsuits, are Millennials, earning a salary of 55k to 150k. Usually a person who look dressed up while containing a minimal wardrobe. In which the jumpsuit would be their go to statement piece.

The geographic location in which the jumpsuit would be suitable would be all around the world. Geographic locations in which the weather is colder, since there are jumpsuits that cover both your arms and legs. Jumpsuits in which it also warmer, would also be suitable since there are jumpsuits in which are made out of a lighter fabric like linen.

Psychographics of jumpsuit wearers are typically people who are into fashion. The jumpsuit comes in all types of styles. There are elegant jumpsuits, casual jumpsuits and jumpsuits for those who are sporty. Those who enjoy Skiing would typically go for a jumpsuit in which they would find themselves reaching for a well-insulated jumpsuit for their adventures. Not only are jumpsuits for adventurous people but also for those who are minimalist, they enjoy not having to worry about having to come up with a whole outfit.

Some behavioristic factors of those purchasing a jumpsuit, would be trend followers. Trend follower who are always on the look out of the next trend. Another behavioristic factor would be shopaholics, since shopaholics are always splurging the jumpsuit would most likely be one of their purchases since they can be found in many clothing stores.

History of Jumpsuits

According to Vogue (2019) A jumpsuit is a slim fitting, one-piece garment that covers the legs and arms. Jumpsuits have not always been a fashion statement. Jumpsuits first started and were originally created for parachuters to wear, while jumping out of planes during 1919. Then during World War 2 women started wearing jumpsuits for utilitarian purposes. The slim fitting silhouette of the jumpsuit caused it to be adopted by the fashion industry. During the 1930's Elsa Schiaparelli, started designing jumpsuits that were elegant. During the 1940's Vera Maxwell designed sporty jumpsuits.

In 1964 a brown wool-jersey -one- piece made by Guy Laroche appeared in Vogue. From the late 1960's to the late 1970's the jumpsuit was widely known and worn. Designers including Oscar de la Renta and Christian Dior, Yves Saint Laurent all adapted their own unique touch to the jumpsuit(Bass-Krueger,2019).

The jumpsuit was not only for women, but it was also unisex garment, it was worn by Cher and Elvis and Elton John in their career. They can be seen in a slim fitted blinged out jumpsuit. In the 1980's popularity of the jumpsuit spiked, and it was named "the ball gown of the next century" by Geoffery Beene. That title didn't last for long, since it fell in popularity up until the early 2000's. Today the jumpsuit can be seen as a key staple in someone's closet (Bass-Krueger,2019).

Trend 1: Futuristic Chic

Trend research

Garment forecasters predict that during the winter 2023 season, we would see Jumpsuits, representing the zeitgeist of 2023 America. Jumpsuits in 2023, will not only showcase the body of the wearer but make them feel free, comfortable, and well adorned.

Due to the Pandemic fashion wearers have felt as if they have been constrained to the way they expressed themselves through fashion. In 2021 jumpsuit trends, we have seen that the silhouette of jumpsuits were often loosely fitted, and were accessorized with a belt, to help cinch in the waist. The fabrics of 2021 jumpsuits mainly consisted of polyester and spandex, a comfortable and breathable material. Colors often used in 2021 jumpsuits consisted of minimal patterns and often solid-colored jumpsuits. Jumpsuit trends in 2020 consisted of a similar silhouette without emphasis to the waist. Jumpsuit trends in 2020 contained the same silhouette and were often sleeveless and with thin straps. Fabrics used during 2020 were made from knit fabrics, and solid colors. Jumpsuit trends from 2019 contained the same slim fitting silhouette but incorporated off the shoulder upper half. The fabrics and patterns often seen in 2019 consisted of many vertical striped patterns.

Trend report

Garment forecasters predict that in 2023 we would see the jumpsuit become a more elevated look. Hoping that the pandemic would be the least of our worries, we predict that through jumpsuits consumers would want to wear them to express themselves more freely. They would be able to do this through the silhouette of the garment, which would include minimal

cutouts which is a way they would be able to express their bodies subtly. Not only would the silhouette of the jumpsuit change but also the length of the jumpsuit would change, allowing for a longer jumpsuit that reaches to the ground. During winter 2023, we would also see that jumpsuits would not be short sleeves like they were in 2019 but lengthening the sleeves of the jumpsuit to cover the hands.

Garment forecasters predict that in winter 2023, we would see that the zeitgeist of the time would be reflected throughout the fabric and silhouette. According to Christine Bolands (2021) With the zeitgeist of the time being technological advances such as virtual reality, gameplay with colorful, futuristic graphics and special settings We can predict that jumpsuits would be made from shiny fabrics including satin, polyester, sequined metallic fabrics, sequin knit. Polyester will allow for the Jumpsuit to keep its comfort. Fabrics like sequin knit and sequined metallic will allow for an elevated the look to the jumpsuit but also also give it a futuristic look to the piece, To the patterns in which we would see retro futuristic patterns, art deco patterns alongside with both metallic colors and solid colors. According to WGSN 2021“ Digital Lavender” would be the color of the year. Colors that would be seen throughout new jumpsuit trends includes Digital Lavender, Verdigris tranquil blue and wholesome ochre yellow colors that symbolize hope.

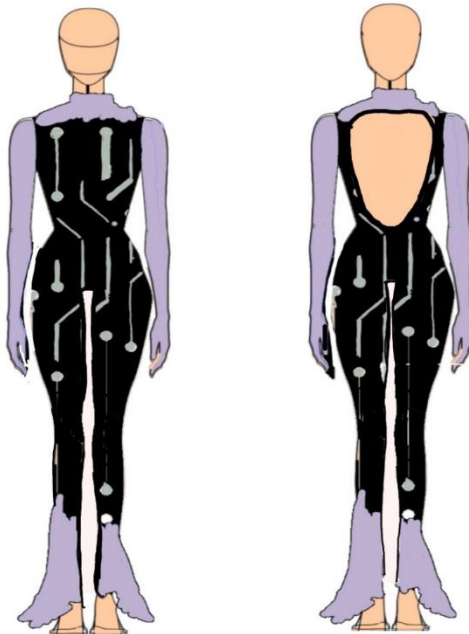
Include 2 sketches:



Figure 1:Chanel



Figure 2::Chanel



Colors of the season: Digital Lavender

Fabrics for the season: Satin, Sequin metallic fabrics,

Trend 2: Comfortabili-Ski

Narrative: *Garment Forecasters are predicting that for the Fall/Winter 2023 season, we will see more fashionable jumpsuits that are super durable and comfortable for women skiers. Skiing will now evolve into an activity where one can hit the slopes and show off their eye-catching jumpsuits simultaneously. There's nothing better than dressing flashy and feeling good all while enjoying yourself. Some people tend to think that certain chic garments have one thing in common, discomfort; these soon to come jumpsuits though will not only fit snug, but they will keep you warmer than ever with their hoods and fur lining. Prepare to experience the start of ski chic.*

Trend research: Jumpsuits are a one piece garment that many well known fashion brands have transformed from a bland uniform into a stylish everyday outfit. According to Vogue (2021), designer brands such as Chanel, Saint Laurent, Celine and more, have included the jumpsuit in their Spring/Summer 2021 collections. Today there are a number of variations of the jumpsuit; there are disco themed jumpsuits, professional tailored jumpsuits, and a more lax and sleek leather based jumpsuit. These variations symbolize the pendulum swings that have occurred, due to the fact that jumpsuits were looked at as piece of clothing that was associated with prisoners, janitors, or those who work in warehouses. In other words, it went from a garment that had no worth to a garment that is now worn everyday; designers took a different approach by changing how the garment is viewed and valued. Today we see jumpsuits with a more bedazzled look; some may say it has become avant-garde. From the materials used to the silhouette, we can see how much of a leap jumpsuits have taken. Even though it has become more stylish, the comfortability of it hasn't faded. With the COVID-19 outbreak, many businesses were forced to shut down, resulting in a lack of activities and events to attend. This then caused people to put

less thought in their outfits, they grew a desire to put together an outfit without stress. Designers took advantage of this opportunity by replicating the stress-free look in jumpsuits. Women can now put them on effortlessly, and still symbolize high-fashion.

Trend report: Moving forward, Winter 2023 will take jumpsuits to the next level. These new jumpsuits will be something women skiers can look forward to. Us at Garment Forecasters can just imagine the hassle that comes with having to deal with the cold breeze hitting the bodies of the skiers as they travel down hills. Not only that, but also the numbness of the fingers as they may be freezing from holding the ski poles. Designer brands are paying attention to all of this and want to compensate for the struggle they go through by releasing winter based jumpsuits that will reduce the amount of breeze one feels, and that will allow women to promote their love for fashion. These jumpsuits will be quilted, with fur lining on the inside, and Polartec fleece on the inside of the hood. Not only that, but the jumpsuits will have gloves attached on them, so there won't be no need to buy gloves. These gloves will also have Polartec fleece on the inside of them. All these soft and durable materials will be used to promote a warmer, cozier feeling while skiing. It will also feature a body con silhouette, since it is for women. This idea is influenced by Miu Miu's (figure 1) and Chanel's (figure 2) womenswear Fall/Winter 2021 collection.

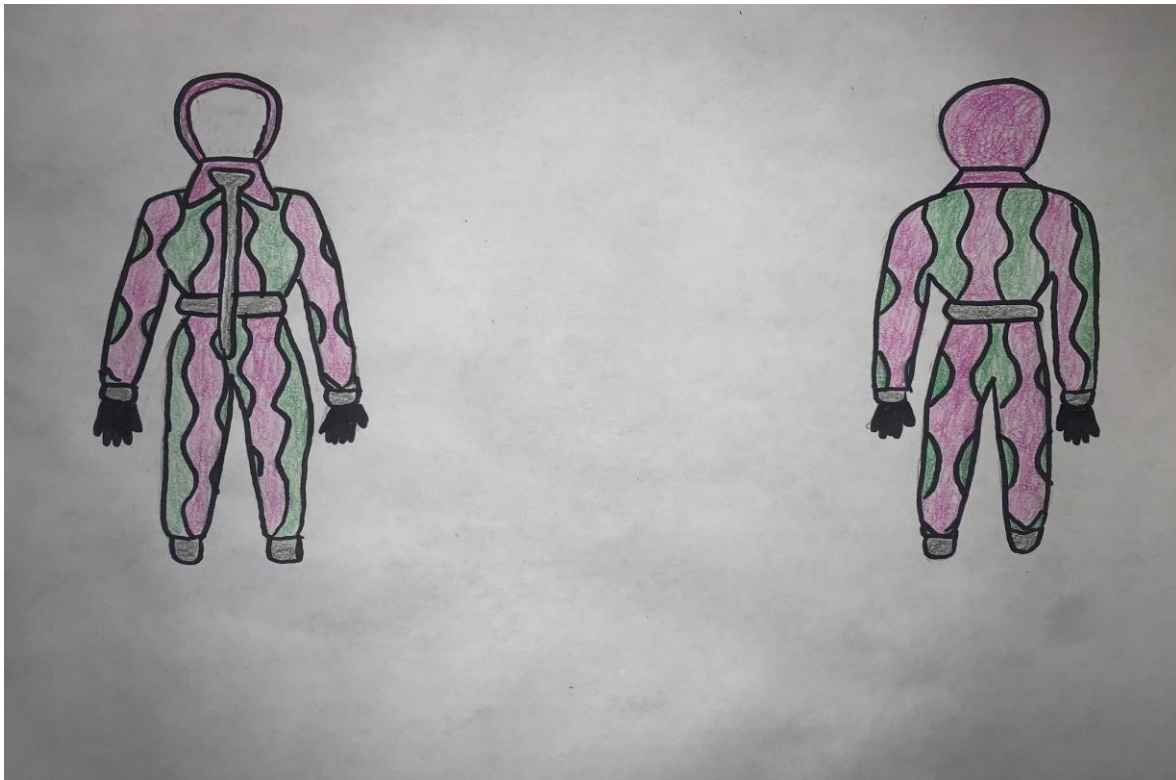


(figure 1)



(figure 2)

Include 2 sketches:



Colors of the season: Mauve, Cream, Emerald Green

Fabrics for the season: Quilt, Polartec fleece, fur lining

Trend 3: Humble One-Piece

Narrative:

Garment Forecasters are predicting that for the Fall/Winter 2023 season, boilersuits are set to be a massive trend. It's easy, cool and requires minimum effort while adding maximum style. It is making a comeback as fashion's favorite piece. A boiler suit is quick to throw on when you are in a rush and the shape is effortless to wear. It was traditionally made from heavy canvas or denim, the one zip wonder was one of the many game changing inventions to come out of the Industrial Revolution but over time has been adopted by the fashion industry.

Trend research:

Boiler Suit is a one piece protective garment worn for heavy manual work. Also known as a jumpsuit, that is a loose fitting garment covering the whole body except for the head, hands and feet. Boiler suits are designed to be worn over and protect ordinary clothing from dirt, oil and damage while at work. In the 1920s and 30's the boiler suit found favour outside of factories and farmyards. It also started to appear on the streets. It was mainly worn by men who maintained coal fire burners, the male boiler suit was first adopted by female munitions workers during the Second World War. Since then, it has become the uniform of choice for factory workers, pilots, race car drivers, etc. The utilitarian style makes it versatile for men and women. The boiler suit has long transcended its utilitarian purpose to be worn both by those that have practical use for them and as statement pieces by the fashion forward. The jumpsuit was the first of the three

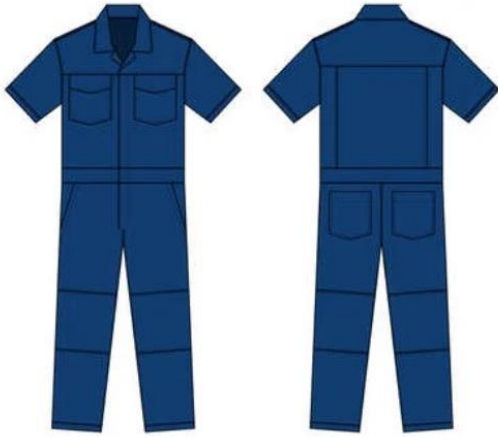
workwear garments to gain a fashionable following. The boiler suit is arguably the mother of the jumpsuit. This garment is made to be lived, worn and worked in.

Trend report:

Moving forward, Fall/Winter 2023 will take boiler suits to the next level. It is super gender neutral. It is set to be a massive trend especially because it is very popular amongst extended sizes and offered by amazing plus sized fashion and petite clothing brands. It goes well with a lot of different types of footwear. Today, trendsetters from Stella McCartney to celebrities like Zendaya and Jessica Alba are all sporting boiler suits on the regular. This garment has surged because it's the ultimate expression of efficiency and a complete comfortable outfit that can be pulled together in seconds without minimal thought or effort.

Include 2 sketches:





Colors of the season: Cream, Beige, Dark Blue

Fabrics for the season: Denim, Cotton, Nylon

Conclusion

In all, jumpsuits have made a huge transition in the fashion industry. From starting off as a uniform for parachutes, to well known designers transforming them into an everyday wear outfit that allows people to embrace their love for fashion whilst being comfortable. Within the timespan of 1919 to 2023, the jumpsuit has evolved into a variety of wardrobes. It pushed through cycles and continues to remain relevant. The jumpsuit made its first appearance in Vogue in September 1964. It made a bold fashion statement and a few months later, it had become a trend. Jumpsuits are making a transition from fashion statement piece to fashion staple.

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