



Nargiza R, Lissette H

New York City College Of Technology

BUF 3100 Trends Forecasting: Dior Bar Jacket

November 30th, 2021

Dr. Woods



Table of Contents:

Author Biography.....Page 3-4

Letter to the Reader.....Page 5

Consumer Profile: VALS.....Page 6

Six Trends.....Page 7

History of Dior Bar Jacket..... Page 8

Time-line Dior Bar Jacket.....Page 10

Trend Report..... Page 11

Sketches of Trends.....Page 19

Proposed Colors..... Page 26

Proposed Fabrics..... Page 27

Influencers and Directions..... Page 29

SWOT analysis..... Page 30

Mood Board..... Page 31

Conclusion.Page 32

CitationsPage 33

AppendixPage 35

About the Authors:

Nargiza is 20 years old, lives in New York, and is a student at New York City College of Technology majoring in Business & Technology of Fashion. She's currently pursuing Bachelors Degree and planning to graduate by the end of this year. She is interested in fashion design and is involved in business. She is now a designer and creates her own clothing line, and in the future she will make it a major clothing business. She always makes sure that her work is completed on time. She has plans and dreams that she wants to make true. So she tries her best so that she fulfills her plans. Duo to her unique background as a Muslim, she has a different prespective when it comes to fashion design. Muslim clothing is designed to require women to cover up all parts of their bodies. Therefore her inspiration for fashion, style and creating clothes came from my religion (Islam) and culture. Her designs are meant to reflect her culture and values, and to introduce them to a modern world.





Lissette Hughes a senior at New York City College of Technology currently majoring in Business & Technology of Fashion after receiving her Associates from Hostos Community College. A New York Latina native born and raised and a very accomplished Fashion Stylist for Foot Locker Inc , she is set on graduating 2022 with her Bachelors and then making her way to pursue a career in marketing and focusing on her styling endeavors as well. She has a very extensive styling portfolio working with brands such as Foot Locker , Just Don by Don C, KNC Beauty by Kristian Noel Crowley, LCKR By Foot Locker and many more. Belonging to both a Latin and African American background she has always been drawn to the love of vintage fashion and her multicultural background, with those values her overall goal and vision

for N&L Inc. is to create an environment for many different women with different upbringings to all have access to the fashion world and tools that might not accessible to them beforehand.

Letter to the Reader:

Dear Reader,

Welcome to the N&L Inc. Marketing Family! We are extremely happy to share the release of our Trend Forecasting Report on the Dior Bar Jacket for the year 2024. Our company bases our core values on ensuring we create a platform where women can share a voice, feel elevated, stay up to date with all the hottest trends and more with a

simple click and save the time with all the heavy research. Founded in 2016 N&L Inc. is the result of a desire to build a community of like minded women eager to champion the fashion industry. Allowing for the inner fierceness to scream out in the Lady Dior: Dior Bar Jacket.



Consumer Profile: VALS

Our consumers, as per VALS framework can be considered to be **thinkers**. They are considered thinkers because these consumers are mature people who value order and knowledge in rational decision making. These consumers tend to be more informed about the products they are consuming. A wider number of women will be reached as different silhouettes are incorporated. Our company N&L Inc. , on the other hand, made sure to provide a Dior bar jacket for those women who are expecting to give the gift of life to the rest of the world. After all, isn't that what beauty is all about? What women share with their families and friends. They can carry life for them, thus the very least they deserve is attire that not only fits but also makes them feel like a fashionista on a daily basis.

The company wants to connect with women of different cultures and backgrounds, while also serving everyone to ensure they have enough eyes to walk around. Around this part of the city, new women were left behind. Teresore, skin colors, cultures, religions, as well as the opportunity to have different incomes. Women all over the world can open up their elegance and sophistication without breaking their wallets. It is well known that true beauty comes from within. Clothes bring inner brilliance to see the world here.

N&L marketing inc will sell designs through the N&L boutique across the United States, with UPS, DHL, and FedEx shipping services available internationally.

Target Customers:

- Women
- Millennials
- Gen Z
- Stylish/Business Women

- All females from middle and upper class
- All females from any background such as religion and culture

Six Trends:

Fashion movements directly with the events in a given period. For instance during a recession people do not have as much disposable income so it would be common to see a lot of stores adding sales to their collections. A time when conspicuous consumption is looked down upon and is not accepted. One such example lies in Christian Dior's Introduction of the Dior bar jacket during the 19th century. The Bar jacket took its name from the bar at the Plaza Athenee, which Monsieur Dior frequented. The Bar was such a hit at sales that it was widely copied and replicated. The Bar suit was a work of art, fashioned from four yards of silky ivory silk shantung and stuffed at the hipline for a more rounded, feminine shape. Dior mostly designed the bar jacket in black and white. The most common fibers Dior used in his creations were cotton, silk and wool.

However, as a result, N&L Marketing Inc predicts that in the next couple years, the Dior Bar jacket will no longer be only in black and white, but will also feature vibrant colors and patterns, particularly floral motifs. The ever-popular puffy sleeves will continue to be popular. Different collars such as peter pan, notched shawl and peak lapel collars will also be a current fashion fave. Maxi jackets will make a reappearance, bigger and better than before, and dior bar jackets will not only be at the hipline. In 2023, polka dots will undoubtedly make a reappearance. Finally, different fabrics such as jacquard and velvet will be seen on the Dior Bar Jacket.

History of Dior Bar Jacket:

Figure#1: CHRISTIAN DIOR HAUTE COUTURE SS47. PHOTOGRAPHY WILLY MAYWALD



Bar Jacket was the iconic jacket created originally by Christian Dior for his “Ligne Corolle” in 1947, from the show that was famously dubbed “The New Look” by Carmel Snow. The birth of “The New Look” the moment fashion re-emerged after wartime privation. The most important and enduring symbol of this renaissance remains the Bar Suit. It was so simple but so fierce, a white satin jacket with soft

shoulders and a dramatically nipped in waist, a flowering expanse of black skirt radiating outward from it . This silhouette seems to embody and define elegance, sensuality, modernity, purity, Paris as a city, youth and newness.

Figure#2: CHRISTIAN DIOR HAUTE COUTURE SS47. PHOTOGRAPHY PAT ENGLISH.



Some even say fashion itself, it still has that capacity to summon these feelings 73 years on. Mr. Dior did not like how women dressed during the war, he wanted to completely change everything. He wanted more femininity, more elegance, more happiness, he wanted to show the curves of the body. The Bar Suit was an immediate success both shocking and exciting and new. After his death, and great success of creative directors who followed in Dior footsteps, the Bar Suit only seemed to grow in importance for Dior, its impact becoming a definite marker of a change in fashion and transitioning to a new kind of fashion industry.

Timeline of Dior Bar Jacket:

HISTORY TIMELINE

After Dior's untimely death in 1957, Yves Saint Laurent—at aged 21—took the helm and gave the jacket a contrasting take. He focused on straighter lines and gave a softer approach.



The Bar suit from Dior's Haute Couture Spring/Summer 1947 collection.



Italian fashion designer Gianfranco Ferré took over Bohan's role almost 30 years later and he immediately amped up the style ante. The Forcément dress above has that haute-couture grandeur that perfectly reflects his design aesthetic.



In July 2016, nine months after Simons resigned from Dior, Maria Grazia Chiuri was appointed as the first female creative director in its 69-year history. Under her lead and her feminist point of view, the Bar jacket has been a mainstay in all her collections so far.

Three years later, Saint Laurent was succeeded by Marc Bohan who led the Maison for over 29 years, and during his reign, he shifted his focus to preserving the heritage of the French fashion house by introducing feminine yet refined silhouettes that were well-loved by many, including Sophia Loren, Grace Kelly, and Jacqueline Kennedy.



Raf Simons took over the helm the next year, and while he often referenced Monsieur Dior's designs, he made sure to inject his sense of modernity into it.

John Galliano replaced Ferré in 1996, and immediately brought his love for theatrics and drama to Dior. The Bar jacket was either made super fitted (paired with a mini leather skirt, no less), super voluminous (his version of the Forcément dress), or super bright—in bold fuschia with floral embroidered sleeves.

Trend Report:

Trend #1: Red Velvet

When designing, color and the fabric is the most important part of the fashion design. Color attracts attention, creates an emotional connection, and leads the consumer to the product. Color is often a primary reason why a person is attracted to and buys a particular item of clothing. Due to which N&L Marketing Inc. has predicted, a new bar jacket in a different color can help transform the look of a product year after year. Fabrics are important to ensure comfort,

Figure#3: Females in Red Velvet Suits.



fit, flexibility and match. Choosing the color red for each skin tone can brighten the complexion, make the female wearer look more attractive and create a visual balance for her body. When wearing red velvet, females most likely link it to love, romance, and passion. Most women love wearing red dresses, and it indicates that they are someone who is energetic, strong-willed, passionate, a touch aggressive, and outspoken. From the 1970s onwards, velvet was a favourite among celebrities, making it highly coveted and

easily accessible to popular culture. Velvet was popular during the 1970s, 80s, and 90s. In 1938 red velvet suit by Gabrielle Chanel was one of her more vibrant creations and part of a flamboyant trend in her work in the late 1930s. Velvet is an especially great textile choice for

N&L Marketing inc. Velvet, in N&L Marketing inc. is used on hipline jackets, flowing evening suits, and simple pants. In 2024 The Dior Bar Jacket will use A-line silhouettes with long sleeves on the jacket and peak lapel collar will be also used in order to add a more elegance to the suit. Thus, N&L Marketing's target customers can buy the new red velvet suit to wear at special events to look more elegant, passionate and energetic.

Trend #2: Floral Jacquard

Figure#4&5: Women in a Satin Floral Jacquard Skirt Suit.



Beautiful flowers have an amazing appeal that no one can deny. They are seen as a sign of beauty, and individuals, particularly women, can be drawn to them simply by being in their presence. The slender petals of the flower spread out like the sun's rays, adding to the fabric's attractiveness.

As a result, N&L Marketing Inc. predicts that bright strong colors, particularly the utilization of floral prints, will be one of the company's top designs. N&L Marketing Inc. has chosen floral jacquard brocade satin fabric to make skirt suits since florals have been trending for years now.



They are partially a staple in the industry just as blue jeans are. One can never go wrong with wearing floral prints no matter the season nor occasion. They were seen on runways in 2019 and 2020. In 2019, florals were featured in the runway collections of brands including Simone Rodarte, Erdem, Alexander McQueen, and even Louis Vuitton. Unexpectedly, Louis Vuitton's apparel uses few prints, relying instead on its own brand insignia. It's tempting to keep designs sweet and simple, but simplicity isn't always the greatest option. If such high-end brands recognize this, there's no preventing the blossoms from flowering all over the planet in 2023.

Since, N&L Marketing Inc. predicted, in 2023 The Dior Bar Jacket will use A-line. silhouettes on the skirt suit and trumpet sleeves on the jacket. Notched collars will be used in order to add professionalism to the jacket.

Therefore, customers in the target market of N&L Marketing Inc. can purchase the floral skirt suits to highlight their beauty with the floral prints on their outfits.

TREND #3: Puff Maxi Bar Jacket

Puff sleeves have made a significant comeback in recent years. They were, however, never truly forgotten by the people. Puff sleeves continue to entice us because of all they represent: strength, virtue, and romanticism. Puff sleeves were popular in Europe throughout the Renaissance, which lasted from the 14th to the 17th centuries. In 2018, the puff sleeve trend began. There have previously been other variations on the trend, such as "ballroom, Juliet, and leg-of-mutton" (Fass, 2020). The style started with Victorian-inspired shirts and romantic gowns, but it has now spread to jackets as well.

Figure



Figure#6&7: *Elegant Bell shaped Bar Jacket.*

The beauty of puff sleeves dresses is that they make a bold yet understated statement. There isn't much else to do after putting puff sleeves on a jacket or dress on them. There's no need for extra design or accessories and natural hair benefits from sleeves that do all the job for you.



Over the last three years, this trend has only acquired more traction and accelerated to the top of the fashion cycle. Giving the possibility that this pattern will be observed in 2023 a greater chance.

N&L Marketing Inc. predicted that puff sleeve tops are ideal for pear-shaped ladies since their shoulders are small and narrow, thus the puff adds width, giving the appearance of an hourglass figure. In 2023 The Dior Bar Jacket will use wool to make bell shaped silhouettes with puffed ruffle sleeves for both mini and maxi jacket lengths. Peter pan collar will be used in order to add a little more uniqueness to the jacket.



Figure#8 & 9: ALEXANDER MCQUEEN

TREND #4: Bold Vibrant Colors

While S/S 21 season was certainly different given the current nature with a few socially distanced runway experiences, digital events, lookbook shoots and more, the collections did not fall short of giving inspiration that it did. However it is actually the vibrant colors that were infused throughout the pieces that were particularly jaw- dropping worthy. While the hues in question really do run the spectrum, there were a few standouts that are bound to make a serious impact in 2024. Brands such as Isabel Marnet, Gucci, Jacquemus,, Area, ZARA and more have already embedded these colors in their runway collections. With all this in mind, keep scrolling to check out the biggest color trends that we think will dominate this year, and you certainly don't need to wait to shop the trends. N&L Marketing Inc. thought we do a deeper dive into trending colors specifically that will be sure to have a moment in this year.

According to N&L Marketing Inc. has predicted bright bold and loud colors will be the face of every magazine color and runway globally. Colors such as Mellow Yellow, Bubblegum Pink, Magnetic Magenta, Tiger Tangerine, Tennis Ball Green are what will be the talk of the town and the staple factor in any timeless couture piece. Mellow Yellow is a sunny tint that will spice up any fit whether it's a yellow top, bag or blazer. Bubblegum Pink will be the biggest color trend throughout any collection from now and onward, this poppin pink comes in a variety of shades but envisions more between neon and a more pastel color. Magnetic Magenta is an eye- catching color described as a purplish- red color. There are different variations of this color but implementing this color into your collection will definitely elevate your closet. Tiger Tangerine, a very vibrant orange color which has been around for a few seasons now, is still very notable as it has made its way to both spring and early fall this year. Lastly, Tennis- Ball Green

gives off a neon- yellow and green tint, designers such as Balmain , Bottega Veneta & David Koma have highlighted that this daring color will be running laps in the spring .



Figure# 10 &11



Figure# 12



Figure# 13



Figure#14

Figure# 10-14: Color Trends

TREND #5: The Cropped Suit



Figure# 15: Cropped Blazers

When it comes to modern staples, a blazer is always a go to for many, not only are they known for their slouchy shoulders but there's another version of the blazer that has been making its rounds, the cropped blazer. As we predict this trendy staple not only adds touch but also a bit of



sophistication as well to the most simplest looks, but still brings the “it factor” element as well. Many influencers are not following the rules when it comes to always wearing sophisticated clothing in the traditional way. Cropped blazers are full length blazers that have been cut or shortened right below the breast area. This cut allows a woman or male to add sophistication to their look but at the same time maintaining their street style and relaxed fit of their outfit. The cropped suit has become a runway favorite, seen on catwalks shows such as Jacquemus and Proenza Schouler.

Figure #16: Gigi Hadid

TREND #6: The 90's Leather Look

As the season changes transitional weather pieces are a must. Unlike most jackets in your closet a leather blazer can be dressed up or down, this making it extremely versatile. It can be styled in the nighttime for an event over a stain dress and boots or rock it with a cute pair of jeans. Leather jackets have always been a cornerstone staple piece, however it wasn't until the revival of the leather blazer that the presence is making such a huge impact. This simply started out as an explosive trend and quickly earned its way to our everyday wardrobes. From Saint Laurent, Fendi, Salvatore Ferragamo and Celine, tailored leather has been an ongoing focal point of many designers. But it's really a trend that has proliferated through Instagram, particularly thanks to bloggers and celebrities like Kaia Gerber and Kendall Jenner who have long been followers of the '90s revival (Bakshi, 2021). Good point also is to bring up the fact that functional leather blazers are generally thick and solid pieces that actually keep you warm while not slipping into the 'chunky' or 'bulky' section.



Figure #17 &18: GETTY IMAGES

Sketches of Trends :

Velvet(*silhouette: A-line*)



Floral (*silhouette: A-line skirt suit*)



Puff sleeve and Maxi length(*Silhouette: Bell Shaped*)



Puff Sleeves and Mini Length(*Silhouette: hip*)



Cropped Suit Jacket



90's Leather Look

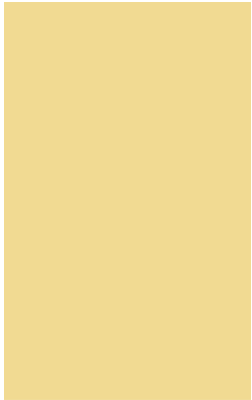


Bold Vibrant Colors (*Magnetic Magenta*)



Proposed Colors :

The color palette for spring 2022 will be filled with vibrant, bold colors to give women around the world the confidence and joy through clothes after surviving the Coronavirus pandemic. Each color speaks for itself as each is very different and holds its own. Showcasing the must have colors of the season that will have you on your toes!



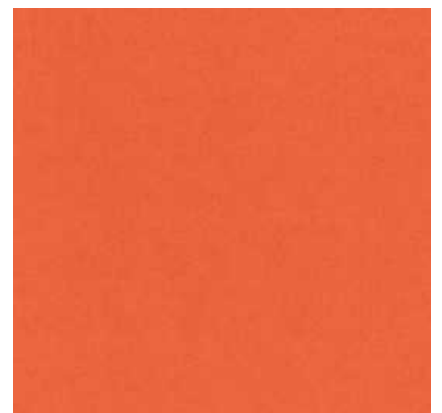
MELLOW YELLOW



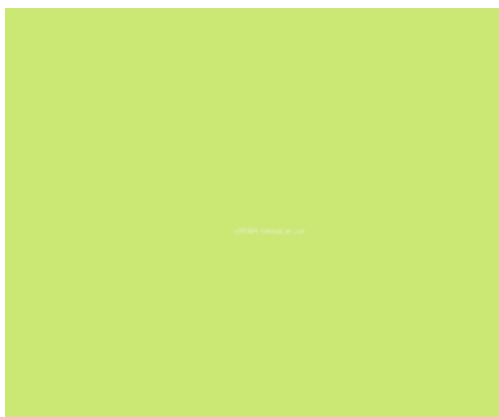
MAGNETIC MAGENTA



BUBBLEGUM PINK



TIGER TANGERINE



TENNIS-BALL GREEN

Proposed Fabrics :



RED VELVET (VELOUR)



SATIN FLORAL JACQUARD



KRAVET VENETIAN BRASS FABRIC



Raspberry Magenta Woven Tweed



Caramel Distressed Breathable Leather Upholstery



Harrison Wool



Linen Texture Green Grass



100% Pure Silk Chiffon

Influencers and Direction :



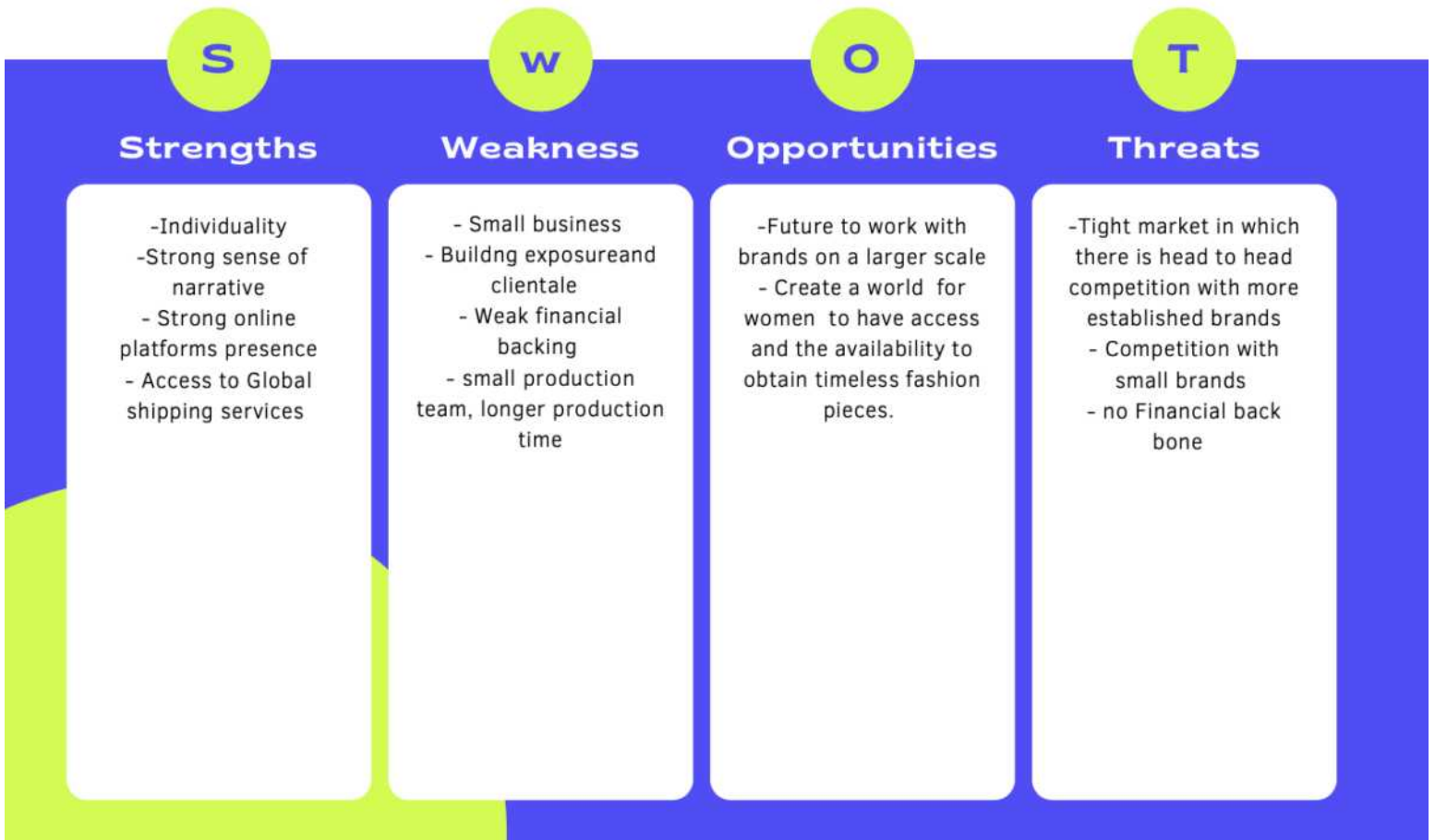
Figure #19: Celebs Still Wear Dior's Iconic Bar Jacket 73 Years Later

Dior had a prediction that was correct in his perception that people wanted something new after years of war, brutality and suffering. His "New Look" was reminiscent of the Belle Epoque ideal of long skirts, tiny waists and beautiful fabrics.(Heyl, 2016) Dior himself credited his inspiration to the pretty, elegant clothes he had remembered his mother wearing to the Deauville Races in the 1900s. The "New Look" became a post war cultural symbol for what Dior categorized himself as " Youth, hope, and the future".

As an idolized Paris couture house, Dior attracted the most talented assistants. One of them was Pierre Cardin, an Italian-born tailor who was Dior' assistant in the late 1940s. Another famous assistant he had was Yves St-Laurent, a gifted Algerian-born designer who joined in 1955 (Heyl, 2016). The Dior Bar jacket has been worn by celebrities such as Camila Coelho, Suzy Bae, Kat Graham, Sarah Paulson, Kris Jenner and many many more.

SWOT Analysis:

SWOT Analysis



Mood Board



Conclusion:

In conclusion, involving undertaking that required complete focus and effort, our group has grown to greatly appreciate the amount of work that we put into developing Trend Forecasts. As a group, we decided to base our suggested idea on the Dior Bar Jacket since we are major Christian Dior admirers and adore his focus on luxury to women's fashion. Overall, our group wants to thank Dr. Woods, for assigning an interesting project which we gained a great learning experience from. Based on this project, as a group we have learned that designing garments is something we really enjoy doing. It was a fantastic experience, and we especially enjoyed being able to speak as if we were the owner of a boutique for which we were conducting research. We sincerely hope to make this a reality one day so that all ladies around the world can enjoy fashion. Despite the project's frenetic nature, it has extended our horizons as well our cerebral and creative abilities.

Citations:

1. Schuessler, B. (2021, August 24). *The 5 biggest color trends we'll be wearing in 2021*. Who What Wear. Retrieved December 1, 2021, from <https://www.whowhatwear.com/spring-summer-color-trends-2021/slide30>.
2. Cardini, T. (2020, February 10). *Dior's bar jacket: A brief history*. Vogue. Retrieved December 1, 2021, from <https://www.vogue.com/article/christian-dior-bar-jacket-a-brief-history>.
3. Heyl, E. (2016, February 10). *Christian Dior: A look at French fashion's biggest icon*. Culture Trip. Retrieved November 30, 2021, from <https://theculturetrip.com/europe/france/paris/articles/christian-dior-a-look-at-french-fashion-biggest-icon/>.
4. Ahmed, O. (2021, July 7). *Balenciaga just staged the Couture Show of the Century* . I. Retrieved December 1, 2021, from https://i-d.vice.com/en_uk/article/7kvedy/balenciaga-couture-aw21-review.
5. *Bar jacket: Fashion A-Z: BOF Education: The Business of Fashion: #BoF Education*. The Business of Fashion. (n.d.). Retrieved December 1, 2021, from <https://www.businessoffashion.com/education/fashion-az/bar-jacket>.
6. Kong, J. (2021, December 1). *Then and now: A timeline of Dior's iconic Bar Jacket*. BURO. Retrieved December 1, 2021, from <https://www.buro247.my/fashion/trends/then-and-now-dior-bar-jacket-history.html>.
7. Schuessler, B. (2020, November 4). *This is the blazer 2.0 trend I want everyone to wear*. Who What Wear. Retrieved December 1, 2021, from <https://www.whowhatwear.com/cropped-blazer-trend>.

8. Bengel, C. (n.d.). *5 suiting trends that are about to be everywhere (and how to wear them)*. Nylon. Retrieved December 1, 2021, from <https://www.nylon.com/fashion/suiting-trends-to-try-in-2021-from-cropped-blazers-to-ski-rt-suits>.
9. Blundell, D. (2019, May 3). *Floral print trends through the decades*. Apartment Therapy. Retrieved December 1, 2021, from <https://www.apartmenttherapy.com/history-of-floral-print-trends-259271>.
10. Gerard, B. (2021, October 19). Instagram has inspired me to invest in a leather blazer. StyleCaster. Retrieved December 1, 2021, from <https://stylecaster.com/leather-blazer-trend/>.
11. Bakshi, P. (n.d.). It's official: Leather Blazers are it. How To Style A Leather Blazer. Retrieved December 1, 2021, from <https://www.refinery29.com/en-au/leather-blazers-trend>.
12. *1938 – Gabrielle Chanel, Red Velvet Suit*. Fashion History Timeline. (2020, July 7). Retrieved December 1, 2021, from <https://fashionhistory.fitnyc.edu/1938-chanel-suit/>.

Appendix:

Figure#1: https://i-d.vice.com/en_uk/article/m7q35a/christian-dior-bar-suit-fashion-history

Figure#2: https://i-d.vice.com/en_uk/article/m7q35a/christian-dior-bar-suit-fashion-history

Timeline: <https://www.buro247.my/fashion/trends/then-and-now-dior-bar-jacket-history.html>

Figure#3: <https://www.harpersbazaar.com/fashion/designers/a36132850/gucci-red-velvet-suit-fall-2021-runway/>

Figure#4: <https://www.ashro.com/p/tilnese-metallic-skirt-suit-A74283.html>,

Figure#5: <https://churchfashionusa.com/church-suits/4342-2pc-jacquard-skirt-suit-by-lily-and-taylor-4342/>

Figure#6&7: <http://fashion-easter-egg.blogspot.com/2008/09/1950-fashion-silhouette-4-bell-shaped.html>

Figure#8: <https://fashionbombdaily.com/splurge-erika-jaynes-real-housewives-of-beverly-hills-confessional-alexander-mcqueen-pink-satin-puff-sleeve-blazer/>

Figure#9: <https://www.ellecanada.com/fashion/trends/a-spring-2021-fashion-trend-to-watch-out-for-all-puffed-up>

Figure#10-14: <https://www.whowhatwear.com/spring-summer-color-trends-2021/slide2>

Figure#15: <https://dopefashionsense.com/2021/01/cropped-blazers-are-in-and-this-is-how-you-should-style-them/>

Figure #16: <https://www.image.ie/style/fashion/nice-top-problem-cropped-blazer-jeans-147952>

Figure #17& 18: <https://www.refinery29.com/en-au/leather-blazers-trend>

Figure #19: <https://www.papermag.com/dior-bar-jacket-celebrities-2645130077.html>