

BUF 3100 Trends Forecasting

Dior Bar Jacket



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Consumer Profile: VALS/Target Customers

- N&L Marketing Inc. 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.
- 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.
- Women all over the world can open up their elegance without breaking their wallets.
- **Target Customer:** 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

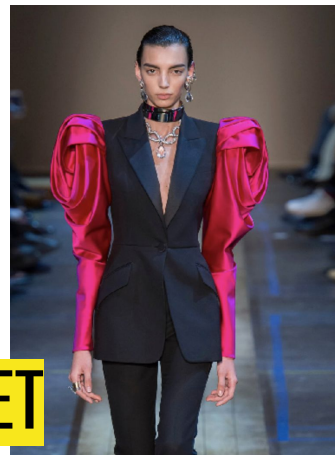


**RED
VELVET**



**FLORAL
JACQUARD**

**PUFF
MAXI
BAR
JACKET**



**BOLD
COLORS**



**THE
CROPPED
SUIT**



**THE 90'S
LEATHER
LOOK**

History 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.



John Galiano 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.

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.

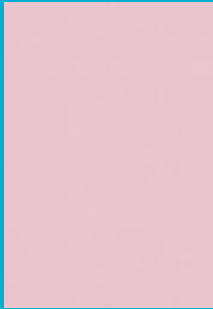
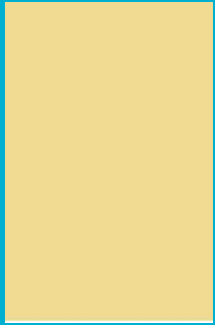
Sketches of Trends

Red Velvet, Floral Jacquard, Puff Maxi Bar Jacket, Bold Vibrant Colors, The Cropped Suit, The 90's Leather



Proposed Colors/Swatches

MELLOW YELLOW MAGNETIC MAGENTA, BUBBLEGUM PINK, TIGER TANGERINE, TENNIS-BALL GREEN



SWATCHES

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



Thank You!
