



MODERN DAY LEGACY

Fall/Winter 2020



Points to be covered

- Trend of 2020
- Target Market
- History of trends
- Sketches
- Color Palette

Target Market: - Lives in Harlem, New York

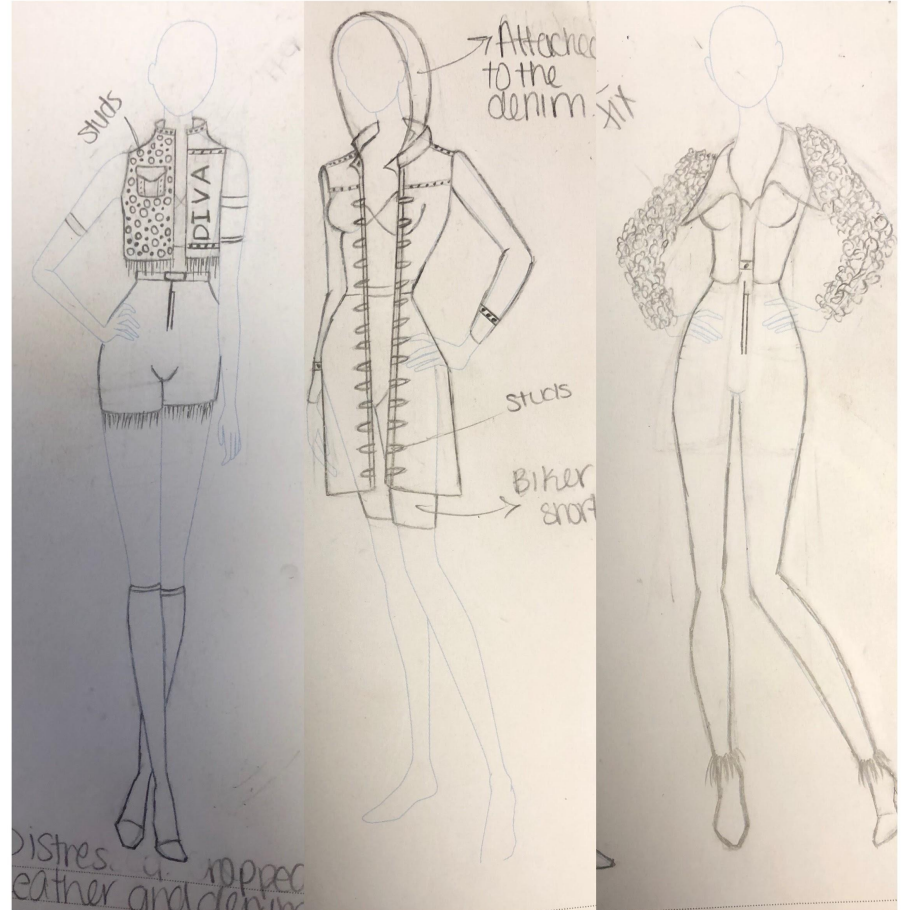
- Business Major BS
- Outgoing
- Socializing
- Mostly in Manhattan, Brooklyn and Queens
- Great eye for Fashion
- Independent
- Family Oriented
- Generation X and Millenials



The Denim Jacket of 2020

At Modern Legacy we have come up with three different new styles for the denim jacket that will be trending in 2020.

- The Cropped Sleeveless Diva Jacket: Studs, Distressed bottom seam and graphic prints
- Hooded Denim Jacket: Hood attached to collar, studs as buttons, above the knee length, tight fit. Indigo blue color.
- Cropped denim jacket with crochet sleeves



The Trench Coat of 2020

1st Look

- 100% Wool coat with three chelsea cut lapels
- Resemblance of a raincoat with two strings to tie it up
- Kimono sleeves
- Below the knee length

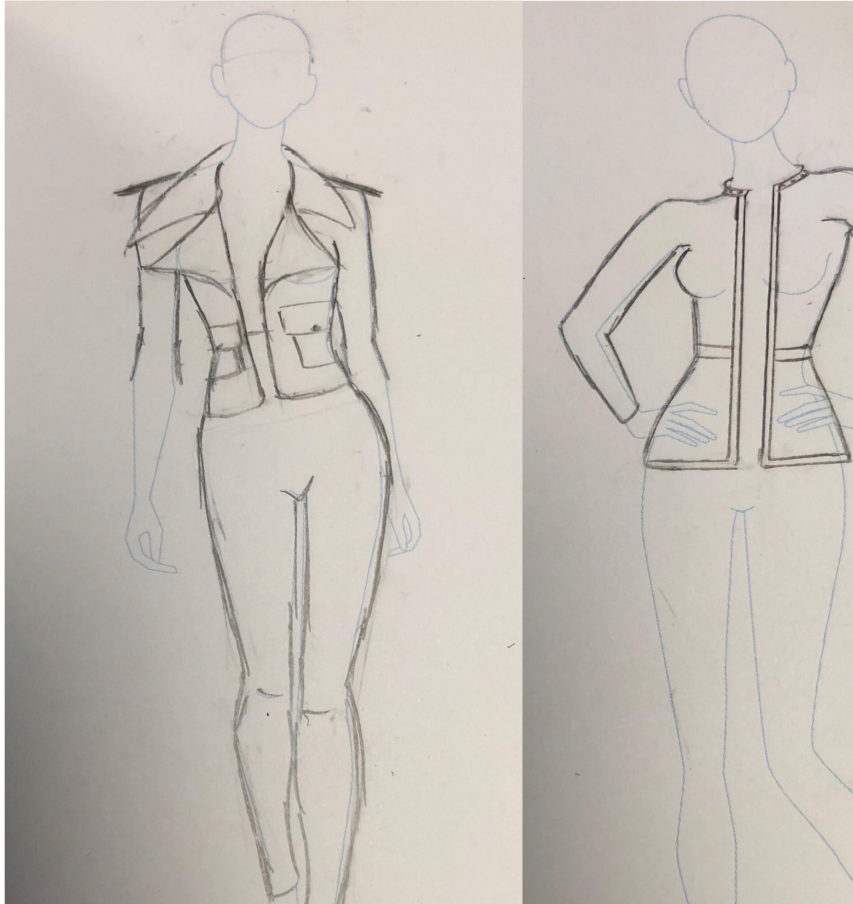
2nd Look:

- Wide V Neck Winged collar
- Squared shoulders
- Corset Stretch waist belt
- Wide pockets
- Flairy look

3rd Look

- Wide Faux fur Collar
- Faux fur arm cuffs
- Dettachable top and bottom
- Clip on buttons





Leather Jacket of 2020

1st Look:

- Boxed shoulders
- Halter Top
- Big Pockets
- Short Sleeved

2nd Look

- Casual Look
- Tight fit
- Low-bias Roll Collar

INSPIRATIONS

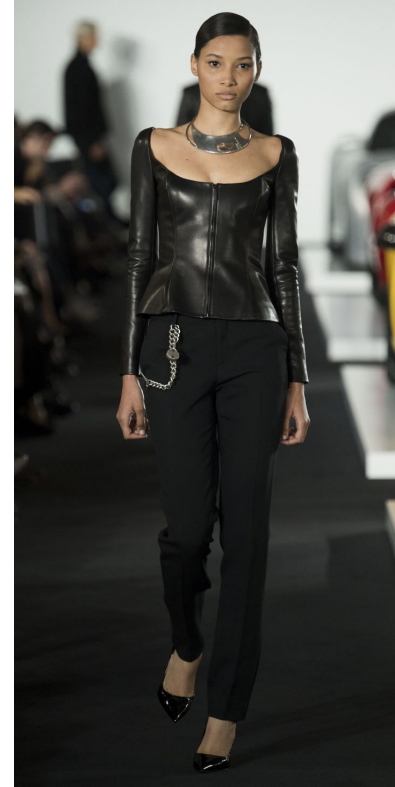
Levi Strauss 1880



Vetements 2016 F/W



Ralph Lauren Fall 2017



COLOR PALETTE



TRENCH COAT



LEATHER JACKET



DENIM JACKET

