

SPORTS LUXE

*The Beauty of Freedom*

YUDERKA TEJEDA  
ZOË CARNEY  
SANDRA NICOLAS



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# About Us

ZOE CLARNEY

Zoë's journey pursuing fashion and business started in the Fall of 2018. She initially thought she would learn the fundamentals of sewing and garment design but spent most of her time learning the business side and writing essays. In March 2020, the pandemic hit, locking everyone indoors. She took this time to teach herself how to use a heat press and tried her hand at selling shirts online. While she didn't quite make big sales or a name for herself, she has met people who have supported and encouraged her along the way. Her current goal is to get her business officially registered and prepare to launch in 2024.



## YUDERKA TEJEDA

Yuderka Tejada currently resides in New York City. She has a four-year-old son. Growing up in Washington Heights Manhattan from an early age she loved to dress her Barbies in the clothing she'd cut and hand sews herself. She loved to draw and design. She knew she wanted to be in the fashion business. She started attending The New York City College of Technology where she studied the business side of fashion. When she'd travel was inspired by the everyday wear of the locals. She noticed that although people were comfortable, they were stylish and true to their traditions. Her designs caught the attention of fashion houses which were typically known for high fashion but wanted to engage in more contemporary designs without losing the glam. At this point, she branches out as a forecaster focusing her aesthetic on sports luxe.



## SANDRA NICHOLAS

Sandra Nicolas is currently a student at New York City College of Technology, with an associate degree in business of fashion and is continuing her education by proceeding to her Bachelor's degree in Business of Fashion. She is currently rebranding her sustainable brand of reselling clothes half the market price and Promotes sustainability by extending the life cycle of each garment, keeping it out of landfills, and replacing the need to consume from fast fashion.



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## LETTER TO THE READER

sports luxe is the marriage between sportswear/loungewear and high fashion. This report illustrates the latest in the sports luxe trend and the various combination of elements that encompass sports luxe. During the pandemic, most people were working from home. We saw a surge in loungewear such as sweatpants and leggings. we've also noticed a surge in women's freedom being challenged based on gender. There is still a wage gap which only implies a woman's perceived lack of productivity compared to men. The sports luxe woman wants to challenge those conventions and sports luxe style encourages women to do just that. The current climate we are seeing shows how women's freedoms are being challenged on the bases of gender, so women are pushing back on clothing that is restrictive in nature and is but now that the world has opened and the worse is seemingly behind us there are remnants of the desire to be comfortable even as we reintegrate into society. This report will delve into all the elements that encompass the sports luxe look as well as an understanding of who is the sports luxe woman.





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## ABSTRACT

this report further explains how sports luxe combines both comfort and glamor and further digs into the juxtaposition of both elements by juxtaposing styles and materials that aren't typically combined. We will explore the evolution of women's sportswear throughout the years. Sports luxe reflects the changing times and the ever-evolving roles women play in society and how sports luxe style facilitates all lifestyles from the single working woman to the active soccer mom. We will also explore the idea that style and comfort do not have to be mutually exclusive.

SPORTS LUXE

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# DEMOGRAPHICS

Sports luxe appeals to women 18–35. The sport lux consumer resides in cosmopolitan cities where comfort appropriate for fast-paced city living is a focus as well as fashion. Los Angeles, San Francisco, Chicago, New York City, Paris, London, and Milan are examples of cities where people typically live.



# CHARACTER PROFILE

She's business-minded, and sartorial and enjoys both work and travel. The sports luxe woman wants to look good for dinner with her friends after work but also wants to look presentable for meetings and networking events. While sitting comfortably in first class, they combine the ease and comfort of loose-fitting jogger pants with the luxurious fabric of satin.

They want to conduct business meetings in her terry cloth blazer with satin lapels which are both presentable for work yet breathable and lends themselves to mobility while lounging around in Aspen ski resorts in cashmere sweatpants For the sports luxe woman, mobility is essential. refer to figure 1.2

SPORTS LUXE



# INCOME

Sports luxe appeals to women 18–35. The sport lux consumer resides in cosmopolitan cities where comfort appropriate for fast-paced city living is a focus as well as fashion. Los Angeles, San Francisco, Chicago, New York City, Paris, London, and Milan are examples of cities where people typically live.



# PSYCHOGRAPHICS

They are feminists and do not believe women at their most elegant should sacrifice comfort. A woman too can dress comfortably but glamorous. The sports luxe woman doesn't shy away from a black-tie event when wearing gowns and designer shoes is required, however, they do not limit themselves to what's traditionally feminine. Sports luxe woman is also active. They go to the most high-end gyms and occasional light jogs in nice neighborhoods or parks like the central park.

Traditional family life isn't their priority and would prefer a high-rise luxury apartment over a colonial-style house with a white picket fence. They are socially conscious of global issues, particularly those affecting women, such as what is happening in the Middle East with rising rates of femicide, and they are concerned about the wage gap in general, as well as Congress challenging female autonomy.

Like the cities in which they tend to dwell, The Sports luxe woman is diverse. She may incorporate some elements of her culture into her style. They enjoy the cultural diffusion of major cities. Sports luxe appeals more to any successful, Active, and cosmopolitan woman. The sports luxe woman is high earning she loves the arts. She's outspoken and stays informed. She can be seen her at the swankiest art gallery events, but she also enjoys concerts and dresses in her preferred easy glam look. They are confident, when they walk into a room, they demand attention in a demure and understated way.

When she travels, she prefers to visit walkable and bikeable cities like [REDACTED] Amsterdam, London, or Dubai. They love to be active and social. They enjoy the glamorous life, but they aren't devoid of what is going on around them and do not shy away from protesting for a social cause if they must as the very essence of who they are is freedom. They enjoy clothing that allows them to be as free, as glamorous, and as dressed down or up as they want to. They pride themselves in being independent and educated and they pride themselves on the diversity they welcome into their life.

# HISTORY OF THE TREND

The 1920s ushered in a radical change in the lives of young women as they embraced new-found freedom after the restrictions of the First World War. Many started continued embracing an active lifestyle with activities such as swimming, skiing, and tennis. knitted fashion responded to the need for movement and fit. (Stamler,2019). Around this time in France, women who engaged in sports were young upper class, and chic and they were known as "les sportives" There was a designer who single handily revolutionized women's sportswear forever.

Coco Chanel clients were accustomed to silk and satin, however, Knitwear had gained a new fashionable status by the onset of World War I, coinciding with women's increasingly active lifestyles. women's fashion preferences were shifting from the restrictive garments of the Victorian era to garments that provided ease of movement and comfort. knitwear was a popular choice for Golf, cycling, and motoring as well as for casual wear. When Chanel opened her Deauville boutique in 1913, she revolutionized women's couture fashion by introducing cardigans, jumpers, and suits in woolen jersey, a fabric originally intended for men's undergarments.

"Nothing is more beautiful than freedom of the body". She once said, and her designs reflected this sentiment: Chanel's silhouettes were fluid and androgynous, and her designs were loose and simple such as her iconic little black dress or LBD. She desired for women to move and breathe freely in their clothes, just as men did in theirs. Her work was a form of very much-needed female emancipation in many ways.

Chanel didn't invent pants, but she undeniably popularized them as a fashion item. pants they first appeared in wardrobes during World War for more utilitarian reasons when women began taking jobs traditionally performed by men

The designer enjoyed wearing pants (which she frequently borrowed from her male lovers) and began wearing trousers which many referred to as flowy "beach pajamas" while vacationing on the French Riviera as early as 1918. She drew inspiration from the nautical wide-cut pants worn by sailors. She wore trousers with oversized shirts or sleeveless tops, Due to pajamas' association with the bedroom, the garment was considered a bit controversial at the time, but by the mid-1920s it had become a quintessential part of Chanel's collection as well as a fixture among wealthy high-class women.



# HISTORY OF THE TREND

Trousers weren't the only design inspiration Chanel drew from male sailors. When French sailors and fishermen would be sporting Breton tops – striped sweaters were made from tightly knit wool to protect them from the sailing breeze and other elements since the 19th century. And Chanel popularized this look among women (see figure 1.3). She reworked the typically wool pieces into the jersey, added patch pockets, and accessorized them with thick belts. This nautical look was realized as a departure from the stiff aesthetic of the “belle epoque” and became a hit among women on and off the beach. The look would later appear in both British and American vogue. (Cerrini, 2021)



One cannot mention the idea of power dressing without mentioning the Chanel suit. It epitomized this idea of women's liberation. She introduced her first two-piece suits in the 1920s. the suit was inspired by men's wear and sportswear and also drew some inspiration from her lover the Duke of Westminster. She was determined to free women from the restrictive corsets and long skirts worn in previous decades she created a slim skirt with a jacket that featured no lapel and was made from tweed fabric. Tweed at the time was considered unglamorous.(Vernose,2022)

The suit was ideal for the post-war woman who was trying to make her mark in the business world. it was modern and a bit masculine in how it was cut. Its popularity didn't end in the '20s. iconic figures like Jackeline Kennedy Onassis, Audrey Hepburn, Princess Diana, and Grace Kelly all dawned on the look. \*See figure1.4) (Critchell,2006)

# HISTORY OF THE TREND

Chanel biggest competition for the post-war female client was Jean Patou. Jean Patou is considered by many the first real designer of women's sportswear. He designed for the healthy and active women of the 1920s. He popularized knitted wool jersey swimsuits and simple cardigans. Many of his clothes also bore his monogram, years before that kind of fashion branding became popular. Coco Chanel, in Patou's opinion, was his true rival. After seeing a new collection by Chanel during their lengthy rivalry, Patou increased the waistline in 1929 to its natural level and lengthened skirts. The waistline was then lowered again in 1932.



Figure 1.4 Suzanne Lenglen wearing a Jean Patou design

He specialized in tennis apparel. One of his clients was Suzanne Lenglen, a well-known tennis player and Wimbledon champion (see Figure 1.4). He designed her attire for both on and off the court. He created the "Sports Corner" in 1925 and displayed his sportswear lines there. The Sports Corner featured rooms dedicated to several sports, including tennis, golf, and skiing, and all the attire could be combined with scarves, gloves, and hats. He may have had a rivalry with Chanel, but they had similar sentiments about women's wear. Jean Patou once says, "The modern woman leads an active life, and the creator must therefore dress her accordingly"(McDowell,2016)

# WOMEN'S SPORTS WEAR

## Time line

Suzanne Lenglen Wimbledon champion in a Jean Patou design. the hems of the skirt were below the knee but still progressive for the time



tracksuit came on the scene in the mid 70's with the emergence of hip hop and break dancing



in the early 90's we saw some remnants of leg warmer wearing 80's. But hip-hop culture like in years past made sports wear brands popular such as Tommy Hilfigure.



1900



bloomer pants popularized by Amelia Bloomer. She was hoping it would encourage women to get out more

1950



by this time the hem of the tennis skirt rose, which allowed more ease of movement

1980



jane Fonda was all the rave for 80's fitness. this was the decade of head bands, leotards and leg warmers.

2000'S



the velour tracksuit was very popular in the 2000'a. started off as a hip hop trend it made it's way to hollywood where it was worn by paris hilton and jennifer lopez.

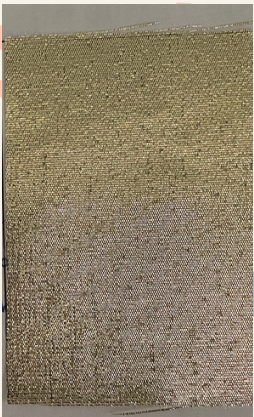


# Swatches



## Satin

100% polyester, which has a glamorous sheen, yet flexible and absorbent. This is a slub yarn in a satin weave



## Lame

Metallic nylon made from silk film it is both functional for everyday errands and the sheen from the lame fibers to that essential touch of luxe



## Chasmere

Soft feel and insulating properties. It is perfect for our loungewear, especially during the winter months. While it warms it is also very breathable. It is luxurious and retains its shape.



## Jersey Knit

Cotton and polyester blend with 2% spandex. This fabric is thick yet breathable with a two-way stretch for ease of mobility.



# Trend Report

High fashion has different elements and as we evolve into different trends our tax bracket and lifestyle stir us into a certain look. Looking at sports luxe it is a style of commitment since not everyone can pull the style. With the right laying and color combinations, you can elevate the most basic sports garment into an eye-turning effortless masterpiece. The logic behind Sport Luxe is to look sporty while keeping your audience guessing for the occasion. A sports luxe look will be paired with heels, blazers, skirts, jeans, sweaters etc. The key is to play with the silhouette. Mixing different fittings from loose to tight fitting items, pairing patterns the right way. Sports luxe isn't head-to-toe athletic wear, it is mixed with different textiles like leather, nets, silk, and denim. When looking at the history of sport luxe we must go back to the 70s. This was the time of the women's rights movement and changing the meaning of how a woman should dress was one of the many changes they wanted to make. A lot of people weren't happy when women resorted to blue jeans, fringed leather jackets and old piano shawls known as the rich hippie look. Women continue to push boundaries without seeking approval, their message was the world was now safe for the fashion industry to reintroduce timeless styles.

Color trend forecasting is a process of predicting the colors that will be popular in the future based on a variety of factors such as cultural trends, social movements, and design influences. One major color projected to be one of the top colors of 2025 is midnight plum. A midnight plum is a potent dark purple with associations with notions of space travel and the metaverse. According to The Fashion Frill "This shade of dark, almost-black color embraces gloom and evokes feelings of intrigue, the gothic, and the subterranean. It fits with consumers' growing need for escape." This color is predicted to peak in 2025 because it is to target customers that are custom to a successful on-the-go lifestyle. This color will enhance their confidence in their wardrobe and how they present themselves in a room. This dark purple is now being spotted in the runway teasing customers for the year 2025. The color is seen in many different textiles like nylon, leather, fur etc.

The next color on the list is sustained grey, this is believed to be one of the colors of 2025 because it will continue the neutral color bloodline and environmental color schemes. As consumers are becoming more consciously aware and are paying attention to sustainability it is important for consumers to take part in social changes. The idea is for consumers to feel connected to this grey to promote "Green Revolution" which means encouraging recycling and minimizing. In sports, Luxe grey will be a major color in our pieces to represent practicality, reliability and timelessness in fashion.

Another color trend that is predicted to be in the spotlight for 2025 is Apricot Crush. This shade is a less vibrant tangier orange designed to inspire reviving, and revitalizing. Part of color forecasting is to play on the psychological needs of consumers. "Apricot Crush is reinforcing its significance in these times of great uncertainty by serving as a color that embodies optimism and hope." With many social in-justice on the rise, the fashion industry is highlighting its awareness through garments for consumers to express their concerns and support.

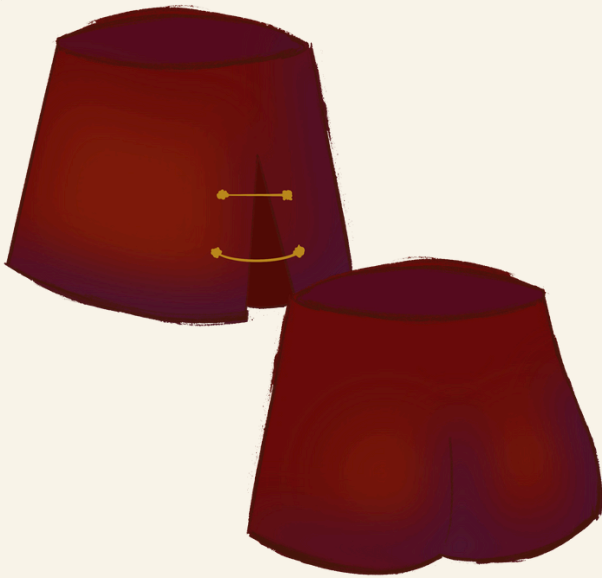
One of the other colors on the rise for 2025 is intense rust, it is a trans-seasonal brown with a warm, rich hue that inspires thoughts of solidity. Again with many changes being enforced and a push for retaliation from this generation it is expected to promote a hue to translate a state of being firm and strong in structure. As said by The Fashion Frill "This color is reminiscent of soil, full of warmth and serene textures, and it strikes a balance between luxury and a raw, earthy edge. It is motivated by consumer trends that favor sustainability over novelty, a culture of secondhand shopping, and long-lasting goods." Money usually talks but this time consumers are chasing quality and quiet luxury.

Lastly, Future Dust is a dark, melancholy, and intriguing hue between blue and purple to be seen in the runway all of 2025. It has made its presents already on the runway, this color promotes a sense of mystery and escape. The Fashion Frill believed "Future Dusk's bizarre and otherworldly elements combine with the impact of the second space age, giving it a celestial allure. It also feeds into themes of transition, whether from dark to light or twilight to dawn, making it ideal for a time of great change." In Sport Luxe we welcome change, this allows us to push boundaries and expectations.

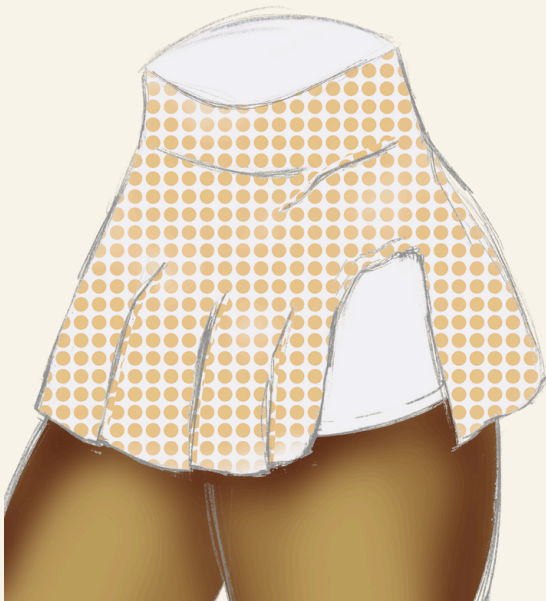
# Sketches

## of the Trends

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Red-y Or Not:



Pleats To Meet You:

# Sketches

## of the Trends



**Outta My Business:** Cropped tank top with spaghetti straps. Sweatpants adorned with a silver zipper that travels from the waistline to the ankle. Trench Coat with accented color inside.



**Black to Basics:** Cropped Black Blazer adorned with functional gold buttons. High waisted yoga dress pants adorned with gold buttons for style.

# Sketches

## of the Trends



**Heart to Heart Blazer:** Blazer with a cinched waist, basque waistline and Peter Pan collar on the back. Adorned with gold heart-shaped buttons.



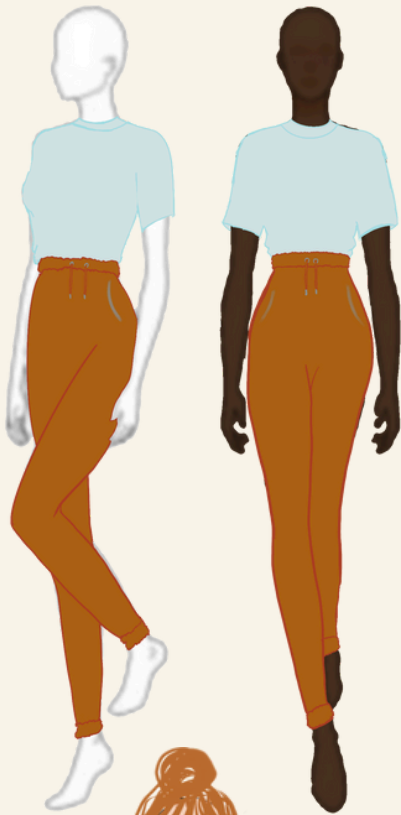
**Only Here for the Te-Quilt-a:** Oversized cropped sweatshirt with quilted dropped shoulder sleeves. Neckline, cuffs, and waist hem are trimmed with an accent color. Jogger pants waistline and ankle cuffs are trimmed with an accent color.



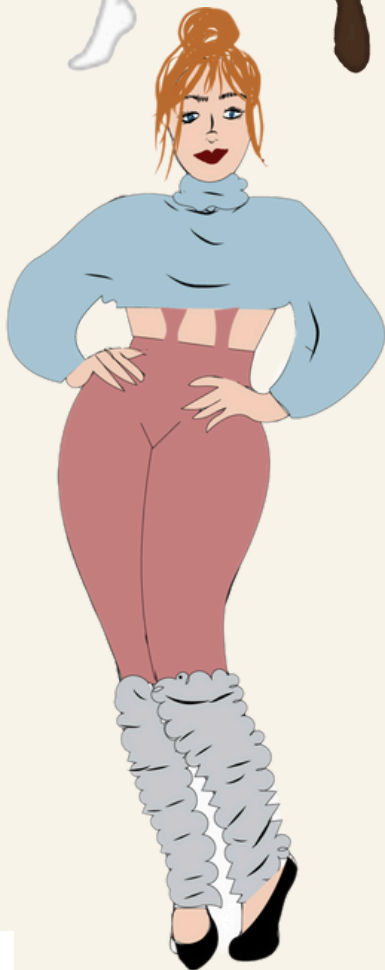
# Sketches

## of the Trends

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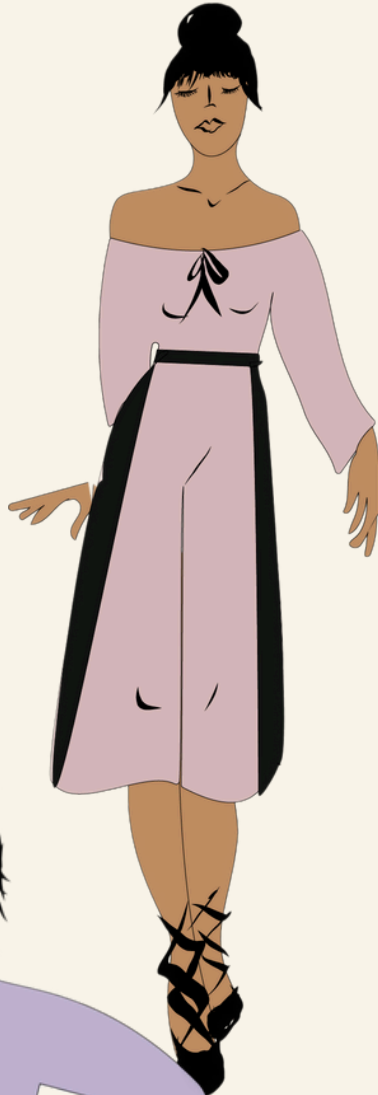
**Zest Down Event:** Drawstring joggers. Drawstrings are adorned with a silver metal clasp. Pockets have a silver zipper closure.



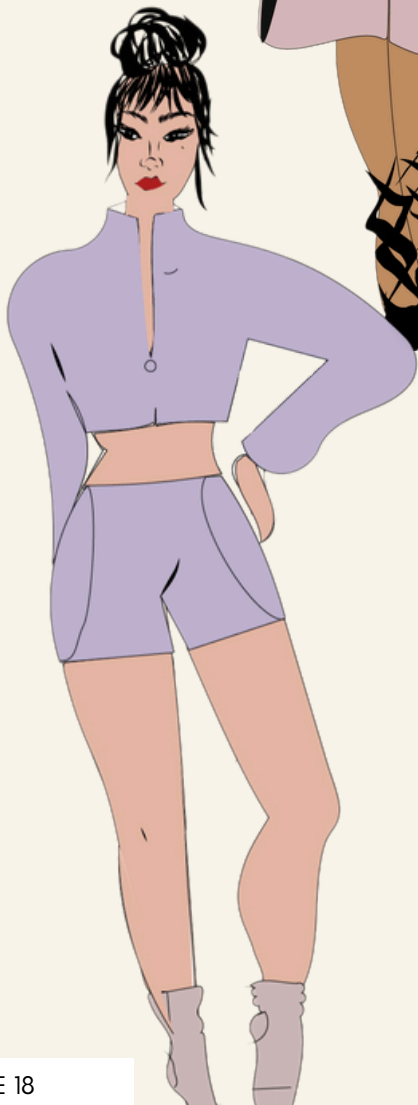
**Jump On This:** Full body jumpsuit with keyhole cutouts. Accessorized with a cropped turtleneck and legwarmers.

# Sketches

## of the Trends



**Meet Me Halfway:** Long sleeve off the shoulder blouse adorned with a lace ribbon in the middle of the neckline. High-waisted color blocked palazzo pants with a waistband of the same color.

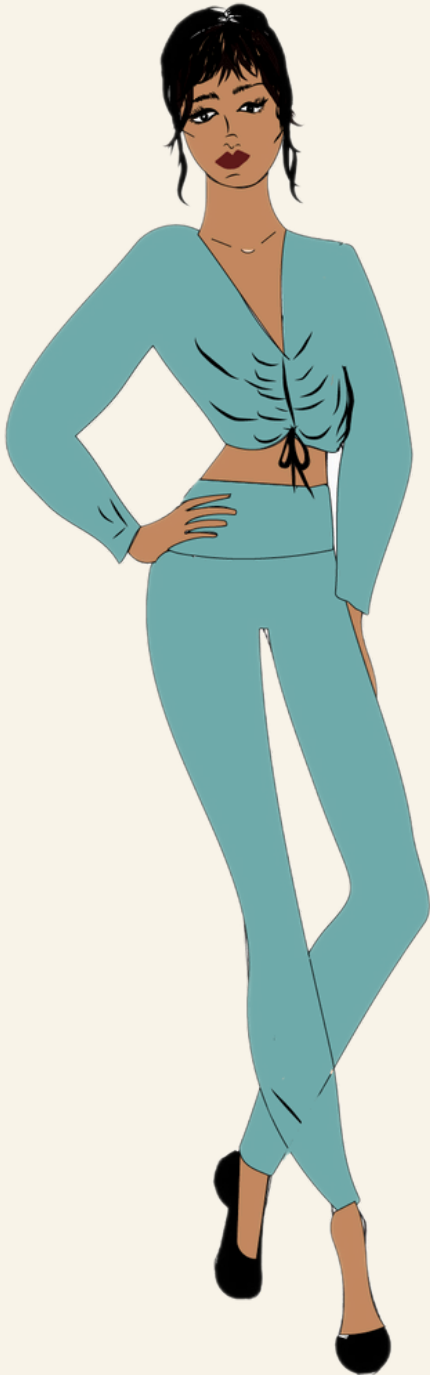


**Raising The Bar:** Cropped long sleeve pullover sweater with a high collar accented with a zipper that stops midway. Shorts with round print reaching from the waist to the bottom hem.

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# of the Trends *Sketches*

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**Been There, Run That:** Two piece tracksuit. Ruched drawstring top with a V-neck.

# Silhouettes

For sport luxe the importance of functionality and comfort is the main focus. The silhouettes must match the lifestyle we're trying to achieve. Loose and flowy clothing is ideal so there can be free movement within the garments and space between the body and the clothes. Flares pants are common in loungewear, they were first worn by American sailors. The invention for flare pants was for practicality, it was believed to be easier to catch a man who had fallen overboard. In the 1960s the youth started to shop at military establishments and began rocking flares pants. Flare pants was largely popular amongs hippies and trickled up to celebrities like Cher. Today Flare pants are worn by consumers looking to feel restricted in their garments.

Another ideal silhouette for sport luxe is wide leg pants. They flared out from the bottom of the calf and had slightly curved hems and a circumference of 18 inches (46 cm) at the bottom of each leg opening. They became popular in the 70s for both women and men. They were very versatile in styling and pairing footwear.

Overalls are the birth of practical clothing turning into fashion. During WWI overalls were worn for durability and functionality, but fashion took its course and more fashionable overalls began to hit the market. The original design of overalls underwent modifications to incorporate sweetheart necklines, waist-cinching elements, delicate pockets, and flared-leg styles. These adjustments prioritized fashion appeal rather than pure functionality.

The initial skorts served as early examples of athleisure, although they greatly differed from the modern image of sleek, moisture-wicking, body-contouring ensembles typically associated with today's brands. The original skorts consisted of wide-legged pants concealed beneath a double-breasted panel, ingeniously designed to disguise the presence of pants beneath the skirt. Skorts allow women to be sporty and feminine all at once.





# Textiles

Spandex is a synthetic fabric highly valued for its exceptional elasticity. Despite common misconceptions, "spandex" is not a brand name but rather a general term encompassing polyether-polyurea copolymer fabrics produced through various manufacturing processes. This fabric has the remarkable ability to stretch up to 5-8 times its original size, making it ideal for form-fitting apparel. Spandex is commonly used in Athletic wear, stretch pants, yoga pants etc. In most cases, garments do not consist solely of pure spandex; instead, small amounts of this fabric are woven into other synthetic, semi-synthetic, or natural fibers to enhance their stretch and flexibility.

Satin fabric is a highly desirable fabric known for its smooth and glossy appearance. It is created through a particular weaving technique that results in a lustrous surface and a luxurious feel. Satin can be made from different fibers such as 100% silk, nylon, rayon, or polyester, as well as blends of these materials. The fabric's inherent elasticity further enhances its appeal, providing a comfortable and flattering fit.

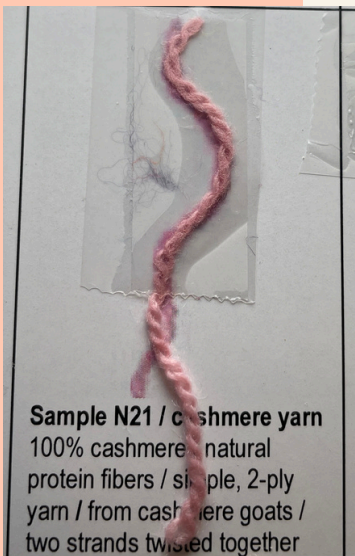
Cashmere is a luxurious type of wool derived from the hair of a particular breed of goat found in the Gobi Desert and Central Asia. It has long been revered as one of the softest and most exquisite forms of wool available, making it highly sought after to produce lightweight cold-weather garments. This unique quality makes cashmere ideal for creating garments that are comfortable to wear directly against the skin. Cashmere's texture makes it a prized choice for those seeking both comfort and elegance in their clothing.

GORE-TEX is a proprietary waterproof fabric that is manufactured using a specific type of polytetrafluoroethylene (PTFE) called expanded PTFE (ePTFE). It is one of the pioneering flexible waterproof fabrics and continues to be widely popular due to its exceptional waterproofing capabilities and limited competition in the market. GORE-TEX's combination of effective waterproofing and breathability makes it highly valued in various applications such as outdoor apparel, footwear, and gear. It enables wearers to stay dry and comfortable in wet conditions while allowing moisture vapor to escape, preventing overheating, and maintaining a balanced microclimate within the garment.



## Gore-Tex

combination of effective waterproofing and breathability makes it highly valued in various applications



**Sample N21 / cashmere yarn**  
100% cashmere / natural protein fibers / simple, 2-ply yarn / from cashmere goats / two strands twisted together

## Cashmere

100% cashmere, made from cashmere goats



**Sample N1 / cotton fiber**  
100% cotton / fiber stage (natural color) / natural cellulose fibers, conventional cotton / fiber type impacts textile performance / seed hair fiber from cotton plant / cotton is the most widely used apparel fiber

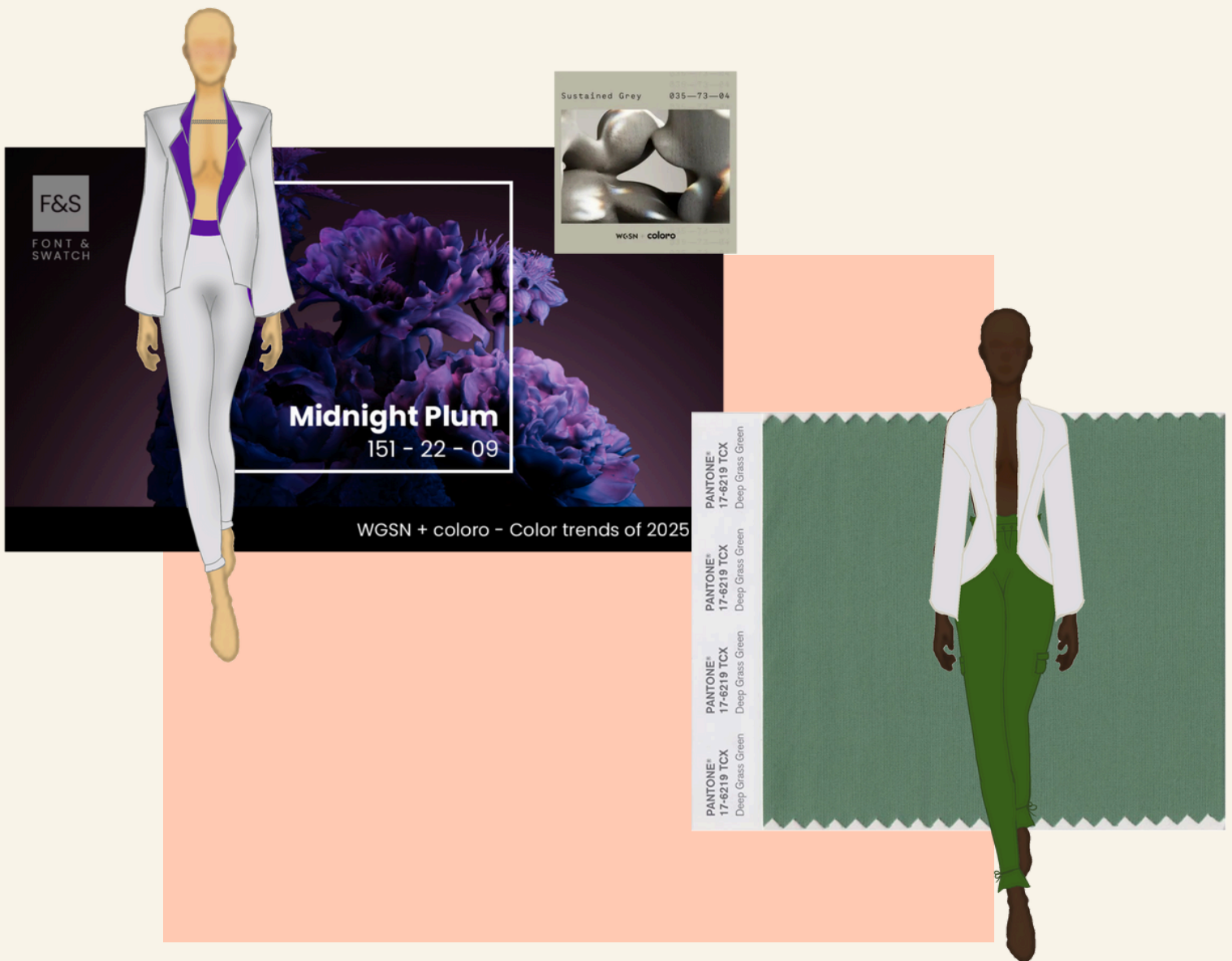
## Cotton

100% cotton, made from the seed hair of the cotton plant and is the most widely used fiber

# Forecasted

# Colors

The overall predicted colors for 2025 that we've chosen to take inspiration from are "Intense Rust, Midnight Plum, Sustained Grey, Cool Matcha, and Future Dusk" (Brahma, 2023). Utilizing these colors and the luxury aesthetic we're trying to achieve, we've decided to make our color palette lean towards jewel tones. "Typically, jewel tones have a high level of [color] saturation which makes them dynamic and eye-catching." (Holloway, 2020). We intertwine more neutrals colors with pops of jewels tone to make some of the garments really pop.





# Mood Board

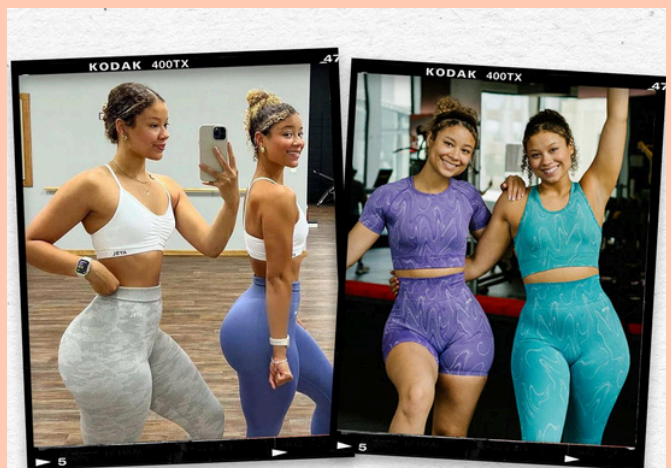


The most common way people give up their power is by thinking they don't have any.  
- Alice Walker



# Influencers and Trend direction

Trend forecasting is a vital pillar for success for many designers, brands, and fashion influencers. There are three main theories to trend forecasting; The trickle-down theory is when trends are accepted by the lower class after being worn by the upper class. The trickle-up theory is trend is developed and accepted by the lower class and is moved to be accepted by the upper class. And lastly, the trickle across theory when trends move horizontal which means each group remains within their budget line while participating in the trends. Without the many ways to know which direction fashion is moving, designers would be in the dark and guessing their collection, and by the time it reaches the public it most likely won't be accepted or effective. Brands need to know the direction consumers are buying or they will not sell clothing. And fashion influencers won't be able to inspire any trends when they themselves don't have the necessary tools to influence the market. Before many fashion trends only the upper class had access to, it was forbidden for the lower class to wear certain colors and wouldn't be able to afford most haute couture. Today we have fashion leaders, they are the ones to start or accept new trends. Fashion leaders are considered celebrities, models, and influencers, they adopt trends a lot quicker and fashion followers follow acceptable trends. The fashion industry has managed to insert themselves in most spaces on social media, and influencers have the capability to make huge impacts on brands. Influencers don't just inspire, they sell to consumers; social media platforms like Instagram, YouTube, and TIKTOK are the top places to reach consumers. The article *The impact of influencers in consumer decision-making: The fashion industry states "In today's society social influencers, like journalists, celebrities, bloggers, magazines, and brand advocates, are regarded as "the most powerful force in the fashion marketplace." They impact customers' purchasing decisions based on their personal opinion, ability and position and are often considered experts in their field by consumers. Social influencers therefore have a great deal of influence on consumers' purchasing decisions and can influence what becomes a trend and a "must have" fashion as consumers tend to copy their style and believe that they are the experts within the product category."* Personal fitness has increased since fitness influencers have inspired consumers to manage their physical wellbeing. Many who are interested in upstaging minimal clothing and are entering their fitness era are looking to see how the sport girls are styling themselves. Brands are partnering with known influencers to expand their customer base while retaining the old ones. In sport luxe while we are promoting physical health, we are focusing on the idea of effortlessness and boldness in fashion. The target audience are women who are making new paths for themselves and elevating their lifestyle in many ways especially through their clothes.





# Conclusion

In conclusion Sport Luxe is the idea of elevating athleisure clothing with different textiles to create an unexpected layer of loungewear and high fashion. Sport luxe has allowed many consumers to find comfort and style within their aesthetic. We focused on establishing the profile of consumers of sport luxe, women between the ages of 18–35 living a social demanding city lifestyle are diving into high fashion. This individual has high social standards for themselves, keeps up with appearances in both their personal and professional life. As someone who works in the high corporate chain ladder easily making over \$200k, they can pay for style and quality. The comfortable lifestyle doesn't come cheap but is worth investing in. Understanding the consumer base is crucial to trend forecasting, these consumers are looking for clothing of importance to them. They support free will, the freedom to not limit themselves to social norms or traditions. They are after a leisure lifestyle and high luxury while being environmentally friendly with their consumption. Looking at the beginning of sport luxe the tone was always set to be diverse and gender specific, meaning the sport luxe fashion isn't culture or gender base. Women have been fighting for social equality since the beginning of time, dressing within their free will is one. As stated in this report the key moments of history, power dressing emerged as women made their mark in traditionally male-dominated fields. This was especially notable during World War I and World War II, when women stepped up to fill the positions left by men serving in the military. As the wars progressed and more men were drafted, women took on diverse roles that played a crucial part in meeting wartime demands and supporting the overall economy. The workforce saw a significant increase in women, engaging in unconventional professions such as bank clerks, chauffeurs, drawbridge attendants, steel mill workers, farmers, and factory laborers. This transition marked a shift from viewing women solely as homemakers to recognizing their essential contribution in sustaining the economy. As fashion evolves and repeats it is tailored to each generation. When looking at trend forecasting, we see a pattern consumer wanting to make the next fashion statement. Marketers, celebrities, and influencers are essential personnel to trend movement and innovative fashion. Collecting the right data through trend reports, silhouettes for each trend, color trend, and textiles will allow an effortless prediction to create futuristic staples of fashion.



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