



Womens Fall/Winter 2020 Trend Forecast: Fur Coats

By: Stephanie Guazhima

2020 Trend Forecast



About the Author

Stephanie Guazhima is a Fashion student attending New York City College of Technology. She has a degree in Fashion Marketing and is currently pursuing her bachelor's degree in Business and Technology of Fashion.

Stephanie's passion in the fashion industry encouraged her to step out of her shell and motivate her to gain any experience necessary within the field. This led her to work in one of the most highly anticipating fashion events; New York Fashion Week. This is where she saw trends firsthand and fell in love with the world of fashion. This day opened a lot of opportunities for Stephanie. She would then work privately under an Australian designer, obtain an internship in Madrid, Spain and lastly, a volunteer in Fashion 4 Development's eighth annual First Ladies Luncheon. She has the confidence, self-motivation, and essential team working and leadership skills that she has gained with her educational background and professional experience.

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To the Reader

Welcome Fashionistas!

I am both thrilled and thankful you have chosen to read my 2020 fashion forecast on fur coats. Seems like it'll be forever till then, but we all know as fashion being our passion, we must be a step ahead when it comes to trends. It takes a lot of research to see how fashion will evolve in the future, but it is quite the journey.

With my knowledge in trend forecasting, I'll be discussing the historical background on fur coats, its' upcoming trends and in general what we can expect to see in the market. Using the skills I have acquired during my studies and professional practice, I will be able to thoroughly and fluently discuss these subjects.

As you flip the pages, you will uncover how fur coats became a staple and controversy in the fashion industry. I include economic, political and social movements that changed the direction in which fur took place.

I don't want to spoil it all for you, so you'll just have to turn the page to find out.

With much love,

Stephanie Guazhime

Fur Coats throughout History

The use of fur was first introduced to humankind in early history, as a necessity for survival. Warmth and safety from severe climate changes are some examples, to name a few. Fur coats can be dated back as early as the 11th century. It was around this time European fashion changed fur's significance as it would become a symbol of social status and wealth. Royalty, high ranking clergy, and the bourgeoisie would frequently wear, "fur coats, fur capes, and fur accessories made from mink, sable, and chinchilla fur" (Andriana Furs, 2016). It became such a symbol that in the 1300s laws were introduced that stated what social class could wear which type of fur. For many centuries after fur was a valuable piece and had a social status that came with it.

We now fast forward to the end of the 19th century where fur becomes more common and the demand for it rises. Which is where a fur merchant company by the name of Revillon Freres takes advantage of this sudden rise. With its creation of ready to wear fur garments, by the 1860s they take the market by storm putting up shops in France London New York and Montreal. This inspires a retail fur industry in America and Europe. Later in the 1900s French fashion designers even began including fur as a regular in their fashion collections. A French designer by the name of madame Isidore Paquin developed a way to make the fur softer and more comfortable to wear, giving it more demand and praise. This then brought about new techniques like dyeing fur, micro shearing, and the combination of fur with other manmade materials. Which in turn intrigued many designers and consumers.

The 1900s was when the demand really peaked in America and Europe. Due to the creation of the motor car which had an open design. This required more protective clothing which in turned helped the fur coat market grow more. We then have the period of the roaring twenties where many

of the high class and middle class enjoyed the luxuries of life it was a time where America was prospering. The twenties had many fashionable women wearing ankle length fur coats with a tight-fitting bottom, large fur collars, and very wide cuff sleeves. It was here where raccoon coats became a huge fad. Men and women were wearing them, the coats were deep brown in color with a shawl collar and large leather buttons. This fad then died out at the start of The Great Depression (1929). In the 30s fox fur was the most wanted many movie stars were seen wearing it such as Lili Damita, Mae West, and Claudet Colbert. It was after the 1930s where the market began to plummet. There was less labor which meant there was no disposal income available to keep the fur market afloat. America then got involved in world war 2 which didn't help the market either further sinking it. It during the world war that a savior came to the rescue the fur industry and that was the working women that took over jobs at home while men were at war. It is said that the middle-class woman was the main target for the fur industry at the time since they were now the ones with a disposal income. By the 1950s the market seemed to have recovered.

The 1900s also saw a different take on fur, faux fur. It was around 1910s that faux fur was introduced made of leftover fibers from other fabrics. It was the cheaper alternative to the real stuff. It was around the 1950s where more realistic faux furs came about that would really compete with leopard gazelle beaver raccoon, etc. during the 1960s activist began to protest the use of endangered species and which later became a movement to protect animals all together. During the 90s faux fur became widely acceptable which in turn led to some real fur manufactures to close. From then on, the history of fur in the fashion industry continues to be written. Many against the use of real fur and the use of faux fur become extremely popular.

The use of fur by humankind has drastically changed throughout the years and continues to be innovated. Inspired by past looks or new creations by designers, regardless of which it's a

market that has remained iconic in the business. Each year there is a new take, bold colors or different shapes, to very subtle hints of fur in a coat; the cuffs, collar or inseam.



1920's

Wrap Coats with fur collars and cuffs, with a single button on the right side was popular during the 1920's ("1920's Fashion for Women," 2018). Fur from mink, fox, seal fur and raccoon were being used.



20th Century Fur Coat Trends



1940's

Masculine, double-breasted coats such as broad shoulders can be seen during the 1920's. Fur collars and waist belts were added to feminize the appearance.



1980's

PETA's anti-fur movements demanded social change and faux fur was being produced and highly encouraged. The use of faux fur was in a rise in the fashion world (Dockray, 2018).



1960's

Long haired furs and oversized coats were in style in the 60's. The 60's were also the beginning of anti-fur campaigns and by the 1970's, fur coats were starting to lose their appeal ("History of Fashion and Fur 1950-2000," 2013).



Fur Coat Trends happening now

During the last couple of years, we have seen an array of trends that have been a zeitgeist to previous decades such as the 80's, 90's and goes even further to the 1910's. According to Elle, there have been trends in oversized fur coats, implementing fur cuffs into their designs, statement coats and literally a trend named "vintage furs" (2014-2017). Designers such as Michael Kors, Alexander Wang, Christopher Kane, Gucci, were a few to have been part of creating these trends. Look below to walk through memory lane of these fur coat trends from these past years:

2014: Exaggerated silhouette and oversized fit (Elle, 2014)



2015: Fuzzy Cuffs (Elle, 2015)



2016: Statement Coats (Elle, 2016)



2017: Vintage Furs (Elle, 2017)



Consumer Profile

The ideal consumer to follow the upcoming 2020 fur coat trends is female who is between the ages 18 and 22. Her name is Ariana. She lives in New York City, working part-time in a fashion magazine. She is a college student, single and isn't afraid to mingle.

Ariana is humble, confident and stylish. She turns heads everywhere she goes, because its either what she's wearing, or they wish to be her. She is well-informed on trends because of her interest in magazines and social media. She studies Fashion in the Fashion Institute of Technology. She values family and friends and enjoys shows/movies such as: Gossip Girl, Friends, Project Runway. What Not to Wear, The Office and How I Met Your Mother. In terms of politics, Ariana is a democrat and continuously reads the news on her I-phone. She knows it's important to stay up-to-date about the world.



According to the VALS survey, Ariana is most likely to be an Experiencer. VALS Survey was used as a marketing research tool to establish the values and lifestyle behind every consumer and their motivation to shop (Sri.com, 2018). As an Experiencer, it means she is trendy, first in and first out of trends, strays away from looking too mainstream, very sociable, spontaneous and seeks physical activities and visual stimulations (VALS Survey, 2018).

Color Palette for the year 2020



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ISPO TEXTRENDS
Core Color Palette Fall/Winter 2019/20



Trend #1
Faux Fur

Sketch #1

Shaggy Faux Fur Coat

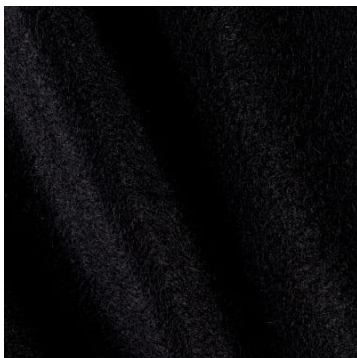
Details:

Chic collar, warm long sleeves,
cozy on-seam side pockets,
open front, and a classic woven
lining.

Shell: acrylic, modacrylic,
polyester



Swatches:



Sketch #2

Faux Fur Wrap Coat with belt

Details:

Soft teddy fabric in an oversized, form fitting silhouette. Belt at the waist with a shawl collar, long sleeves.

Shell: modacrylic, polyester, acrylic

Lining: 100% polyester



Swatches:



Sketch #3

Fuzzy Colorful Fur Coat

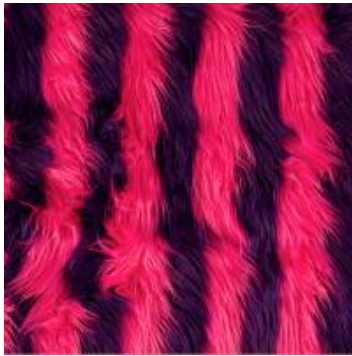
Details:

Long sleeves.
Standard oversized silhouette.
Four hook-and-ring closures.
Fur collar

Shell: multicolor acrylic faux fur
Lining: 100% Polyester



Swatches:





Trend #2
Animal Print

Sketch #1

Red Leopard print fur coat

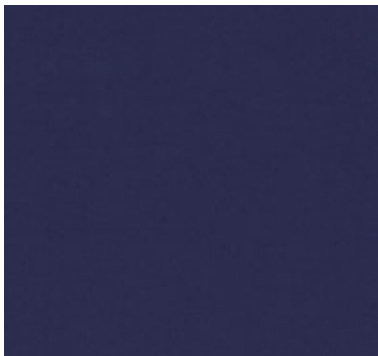
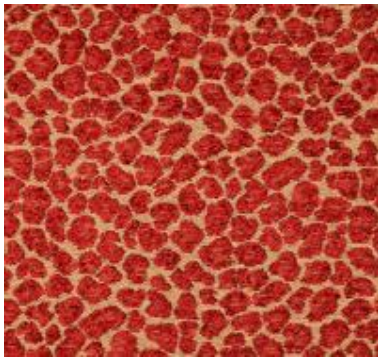
Details:

Relaxed fit, fully lined.

Lining: 100% Polyester,

Faux Fur: Modacrylic, Acrylic,
and Polyester.

Swatches:





Trend #3
Mixed
Textures

Sketch #1

Leather and Faux Fur Trim Coat

Details:

Form fitting silhouette. With fur trims on collar, wrists and bottom coat. Side pockets. Button closure.

Lining: Polyester

Shell: vinyl coat with faux fur detailing.



Swatches:



Sketch #2

Color blocking Coat

Details:

Oversized fit, with a one button closure. Mid-length, with two front pockets.

Shell: Sleeves are pink faux leather and the rest in Sherpa

Lining: Wool



Swatches:



Overview

Although during the 20th century fur was a symbol for upper classmen, this will soon hit a downfall during the 1970's and through the 90's where People for the Ethical Treatment of Animals, also known as PETA, issued their set of anti-fur campaigns because of the fur trade being linked to animal cruelty and extinctions of species. Because of this, faux fur and the need to influence designers and shops to produce more sensible clothing was highly being persuaded.

The trend faux-fur is notably more of a political statement than a fashion statement. That's why in the year 2020, Faux Fur will be one of the most influential trends to continue spreading globally. After decades of campaigning, the anti-fur movement is in full swing into the fashion industry. Some brands who made the switch to go fur free are Gucci, Tommy Hilfiger, DKNY, Burberry, Michael Kors, Versace, and Stella McCartney (Vogue, 2018). As time will fly by, more designers and brands will continue into this movement by the year 2020.

Although this trend means no harm, producing faux fur does create pollution to the environment, the creation of faux fur in the ongoing years will progress into finding a solution in creating clothing without the abuse of animals and staying green to the environment. This is what makes 2020 faux fur so different from previous years.

Another trend we can expect to see is Animal print! Time to let that wild side out because we are never saying bye to it anytime soon! It will be seen in the streets of fall and winter of the year 2020 alongside coats being made more ethically, such as faux fur. For the years to come we can expect a pop of bold colors to be incorporated into these prints. This trend is for the fearless and for the one who never goes unnoticed.

And the last trend we can expect to see in 2020 is mixed textures. My sketches include mixing leather and faux fur and to be honest 2020, is going to be a wild year for these fur coats. Expect the unexpected.

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