

Siara Brown
Trend Forecasting
Professor. Woods

Arctic Willow

Apparel

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About the Author

Siara D Brown is a student in New York City College of Technology who is pursuing a bachelor's degree in the Business and Technology of Fashion major. The name of our company that produces puffer coats is Arctic Willow Apparel. The name comes from a plant that is seen in the tundra biome. Siara Brown is also a fashion forecaster. Fashion forecasters focus on upcoming trends. They predict the color of products, patterns used, textures, materials, grooming and beauty styles, graphics etc. for upcoming seasons. Forecasting helps influence fashion markets. Finding out trends is an important tool for many businesses so their company doesn't get neglected. Siara Brown was born and raised in New York City so she is aware of how cold the winter months can get. The goal for this company is to provide women with high quality coats that aren't bulky or heavy but comfortable and lightweight.



Letter To The Reader

Arctic Willow Apparel is a company developed in 2022 in New York City. Our mission is to provide consumers with lightweight, high quality puffer coats for a moderate price. We are proud of ourselves for providing warmth and versatility by using the highest quality materials in our company. In this report, you will learn about the history of puffer coats as well as seeing a timeline of how puffer jackets evolved over the years. Eight different ways the puffer coat has changed, the type of consumers fit to shop at Arctic Willow Apparel, the colors and fabrics and silhouettes made for women to love. After reading this report, you will have a clear understanding of puffer jackets that will hopefully be in your possession one day!

Thank You!

Consumer Profile/ VALS Framework

The type of women that shop at Arctic Willow are women who are independent, successful and travel a lot. The target market for Arctic Willow are thinkers. These women are educated and can be extremely motivated. They are the type of women to look up information about anything they buy and read multiple reviews from other consumers who bought it to see whether or not the product is suitable for them. These women are very mature and like to be comfortable and responsible. They'll accept any social change because they are prepared for it. They look for durability, functionality and value in the products they purchase.

These kinds of women are my target market because they are smart and already know what they are looking for. Since they aren't ones to jump the wagon whenever there's a new trend, it makes it easier for me as a seller to show them that my product is actually worthy and functional to them because it's been in the market for a while. These women have done their research meaning they know what materials they would want in their puffer coats and/or they have an idea of how much they'd want to pay. These types of women look up products before they buy them and most times, they buy products that have been in the market for a while instead of brand new ones that just came out because there is more information out about the older products.

They can be between the ages 28 and 45. Their day to day schedule is very busy but she'll find time to shop. She loves shopping in stores like Macy's, Nordstrom and Saks 5th Avenue as well as higher end stores like Louis Vuitton, Michael Kors and Coach.

Timeline of Puffer Coats



1980s



1990s



2000s



Moncler Show
2019



Michael Kors
Show 2010

History of Puffer Coats

Outerwear garments have been out for the longest but puffer coats were a ‘true breakthrough’ in creating something that was excellent at keeping someone warm, especially in the winter. At first, puffer coats were mostly used as garments to be worn in harsh weather. Now that times changed, puffer coats are seen as a fashion must have. Brands like Balenciaga, DKNY, Raf Simmons etc. are making their own version of a puffer coat.

Puffer Coats were first invented in the 1930s by someone named Eddie Bauer. According to startupfashion.com, Bauer and a friend were in Washington State returning from a fishing trip. The temperature started to drop as they were traveling the terrain late in the day and Bauer began to feel drowsy which is a positive sign of hypothermia. He was wearing a wool jacket but it got wet and froze so it no longer functioned well. He was basically wrapped in a sheet of ice. Ever since this happened to Bauer, his mission was to create a jacket that would prevent this from happening in future trips.

The two most important key elements to designing a puffer coat was the weight and moisture. The jacket needed to be warm but not heavy as well as being able to not absorb water that would freeze and/or weigh down the coat. Bauer got inspired when he found out the Russian military tried incorporating down feathers in their outerwear. Down feathers are lightweight, warm and moisture-wicking feathers and turned out what he was looking for. Later on, he noticed the feathers would continuously sink into the bottom of the jacket which made them (down feathers) useless. He needed up quilting the coat which created layered pockets that

kept the feather exactly where they needed to be and made the feathers distributed evenly. Then, Bauer added the finishing touches of ribbed cuffs and a collar that would be completely sealed in heat. The jacket became patented in 1939 (startupfashion.com). It was called the Skyliner jacket (Ongley, 2016).

Article 1

A Brief History of the Puffer Jacket



Balenciaga, Autumn/Winter 2016

From back country to Balenciaga via a Milanese youth cultural movement, we trace the evolution of the padded down jacket

AUGUST 09, 2016

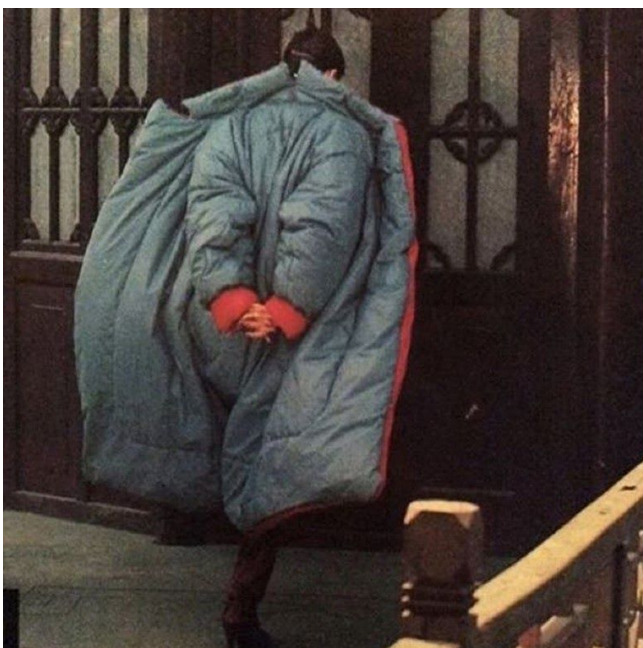
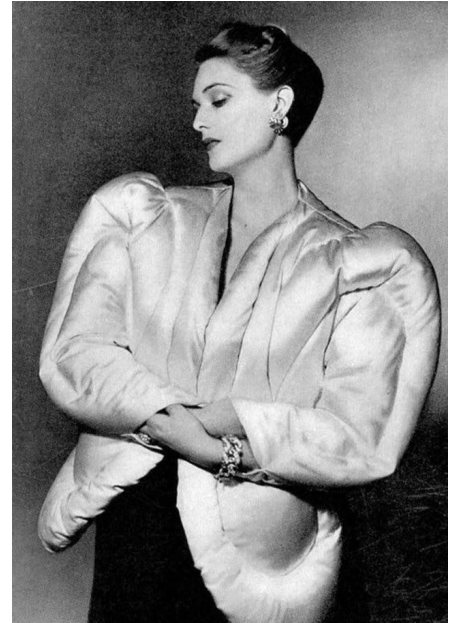
Demna Gvasalia's Autumn/Winter 2016 collection for Balenciaga saw puffer jackets that crept past the bicep, exposing embellished shoulders. This coat might initially seem at odds with the tradition in which the house of Balenciaga is steeped, but its construction spoke to the same technical precision that fascinated Cristobàl himself – and has provoked a surge of interest for the down coat. However, it has a storied and thoroughly practical history: Eddie Bauer invented the first puffer jacket in 1936. Called the Skyliner, it encased down feathers within quilted fabric and was created out of personal necessity after Bauer nearly lost his life to hypothermia whilst on a fishing trip in mid-winter. Patented in 1940, his creation was entirely successful at keeping the wearer warm. Since its inception the practical garment has reappeared within fashion

several times; here the features of this design are traced through the technical artistry of Charles James within his quilted satin evening jacket, and Norma Kamali's sleeping bag-inspired coat to the Moncler technical wear worn by Milanese youths in the 1980s.

Harper's Bazaar, October 1938 Photography by Horst P. Horst

Eiderdown Elegance

The model's arms, placed across her front, accentuate the rounded soft line of the jacket's shoulders; the circular front folds against her black dress and adds prominence to the satined white silk. Designed by Charles James in 1937, the construction of this evening jacket used the same principle as an eiderdown bed quilt. Considered to be one of his most important designs, it is a triumph in both cut and construction, a marker of his extraordinary technical ability as a pattern cutter. James described what he referred to as the 'pneumatic jacket' as a "technical challenge and fantasy", adding that, due to the difficulty of reconstruction he predicted it would have absolutely no importance within the fashion industry. Ironically, it gained cult status in the 70s and, in light of this, James wrote a full description of the development of his design: in it, he notes how he had worried that thickness in certain areas of the garment would impede movement, something he remedied by lessening the depth of the padding around the neckline and armholes.



Norma Kamali's sleeping bag coat, British Vogue, October 1979 Photography by Alex Chaterlain

Precise Practicality

The camera captures the quilted folds of Norma Kamali's design, which she titled the "sleeping bag coat". The openings of the coat engulf the model as though she is elegantly taking flight. Designed in the early 1970s after Kamali took a camping trip, the collection at The Metropolitan Museum of Art's Costume Institute holds an electric blue version which comes complete with a sleeping bag cover that the coat neatly packs into. Kamali explains that, "for a few years I continued to use actual sleeping bags", eventually creating "two coats, and stitching them together." The principal feature of this coat is to keep the wearer warm, with practicality at the forefront of the design. The two layers of the coat, with a synthetic alternative to down placed in between, creates a vacuum, where the outside cold air exchanges with the warmth of the body.



Paninaro in Milan, mid-1980s

Milan and Moncler

The group of young men in this image wear a variety of technical outdoors jackets; in the centre, a Moncler down puffer jacket is worn short over trousers, all the buttons done up save a few at the top. The youths here were part of a Milanese subcultural movement referred to as the Paninari; dubbed as such by *La Stampa*, the oldest broadsheet in Italy, and earning the name as a result of their favourite haunt, the fast-food café Al Panino where they would meet (immortalised in the Pet Shop Boys' 1986 B-side *Paninaro*). The group appropriated technical and workwear clothing meant for activities such as mountaineering, donning labels like Moncler, Timberland, Fiorucci, Armani and Best Company. While embracing an Americana aesthetic, the bright colours of their clothing were distinctively Italian. This movement marked an important shift; suddenly, brands previously used to produce clothes specifically for harsh weather conditions entered the sphere of aesthetic function.

Trend 1: Materials Used

Puffer coats were always made out of strong materials like cotton. Cotton is a staple fabric that is used in outerwear and is absorbent. Over the years, puffers have been made out of fabrics like nylon. Nylon is a continuous filament fiber that is lightweight, tough and elastic (aces.nmsu.edu). Nylon repels water but it is difficult to sew. Another fabric used for outerwear like puffer coats is polyester. Polyester is a strong fabric that is wrinkle free and durable against ultraviolet radiation (aces.nmsu.edu). There are two types of weave that are used in many outerwear garments which are plain weave and diagonal weave. Plain weaves involve “individual threads cross over each other at right angles to form a flat, tight weave.” There are different types of plain weave fabrics like basket weave, Oxford cloth, duck and poplin. Diagonal weave is when one thread crosses over two or more threads. The different types of diagonal weave fabrics are denim, twill, still and whipcord (aces.nmsu.edu). Another kind of fabric used for puffer coats is weather-blocking fleece (Sewing.Lovetoknow). Fleece is meant to be thick as well as lightweight (MoodFabrics). Fleece can be made from polyester, bamboo, merino, sherpa and cotton. The brand Patagonia uses polyester fleece for their jackets targeted to mountain climbers. Recently, brands have been making jackets out of recycled materials. They have been filling puffer coats with recycled plastic (Brannigan, 2018). A brand that has been producing coats from recycled materials is Moncler.

Article 2

Moncler Develops Bio-Based, Carbon-Neutral &

Fully-Recyclable TREPORT Jacket A sustainable winter-ready

flex. Dec 12, 2019 By Eric Brain

[Moncler](#) continues to innovate this season with the release of its bio-based and carbon-neutral TREPORT down [jacket](#).

The new [winter](#) staple is made using plant-based fabrics and accessories, reworking the jacket's main fabric, lining, buttons and zips, the latter two of which are produced from castor beans. Despite its [sustainable](#) outlook, the TREPORT jacket manages to maintain Moncler's superior level of technicality and performance standards, protecting you against the elements while keeping you warm.

Castor beans are a raw material and are sustainable in themselves, as they do not impact food supply chains and is not meant for agriculture. The beans provide a source that allows for a 30% reduction of CO₂ emissions compared to a fossil origin source, making for a jacket that's produced sustainably from start-to-finish.

Keeping in touch with the sustainable theme, Moncler has sourced natural origin materials for the jacket's down filling and woolen cuffs, making sure every single material is recyclable. Furthermore, as the jacket is carbon-neutral, any CO₂ emissions generated during its entire life cycle will be offset through REDD+ certified projects to protect forests in the Amazon.

The jacket itself notes its eco-friendly nature with a woolen "BIO" chest appliqué and hang tags that are made from Shiro Alga Carta — the result of combining FSC fibers and algae. Take a look at the Moncler TREPORT bio-based and carbon-neutral jacket in the gallery above, and pick up one for yourself via [Moncler's online store](#) or in Moncler boutiques worldwide for \$1,880 USD. In other news, [Heron Preston and HP have collaborated to produce compostable bags](#).



Trend 2: Length

Puffer coats come in many different lengths. Over the years, there have been coats that end between one's waistline and one's ankles. The original coat.. Puffer coats have evolved in the way they are shaped and how long/wide they have become. Puffer coats have been turned into vests and ski suits. The company The North Face has made vests that are very similar to a puffer coat, except there is no hood or any sleeves of course. Having a vest that resembles a puffer coat is very smart because it's something that can be worn when it starts to get warmer outside.

Another length that puffer coats have gone is cropped. Stores like H&M, Forever 21 and Nike all produce their own unique versions of puffer coats that appear cropped. They are way shorter than the normal length of a puffer coat and longer, floor length puffers are what are usually seen in stores so it's nice to see how different producing puffer coats have changed. Another small difference is companies making coats with longer sleeves. The store Urban Outfitters sells clothing from multiple different brands but it has a twist to it.

Trend 3: Color

Puffer coats usually are made with fabrics that are colored in neutral colors like black, navy blue, white, hunter green and red. Since a puffer coat was made in the 1930s, there were limited colors of fabric one can use. Around the mid 1980s, color coats started to become a thing. Moncler was one of the early brands producing colored puffers which marked an important shift and multiple brands started producing clothes that were meant to be worn in harsh weathers (anothermag.com). Multiple stores are having brighter colored puffer coats like orange, pink, yellow etc. Although these colors seem unusual for outer garments, it is easy to get one's attention if they're walking around and they see a bright pink puffer coat in the window display. Having a puffer coat in the basic black, navy blue, dark greens, and whites is nice and makes it easy to match and accessories outfits but seeing all these companies come out with brighter, more fun colored puffer coats is amazing. Having fun colors as outwear is interesting and it looks like you would be catering to a younger audience which is never a bad thing. Changing the colors each year is a great way to keep puffer coats in trend.

Trend 4: Brands Making Them

Puffer jackets have easily become a trendy garment over the years. Not only are these coats cozy and warm enough for the winter but they are becoming a part of street wear (asicentral.com). The most well known brands that produce puffer coats are North Face, Canada Goose, Moncler, Patagonia, Marmot, Columbia and Ralph Lauren Polo. There are many more brands but these 7 are one of the oldest and most well known. North Face came out in 1966 in a retail store in San Francisco. Canada Goose started producing their jackets in Ontario in 1957. Moncler was founded by René Ramillion and André Vincent in 1952 (dmarge.com) .

Nowadays, there are companies that have created a puffer coat like H&M, Forever 21, Nike, Calvin Klein and Uniqlo produced puffer coats. The coats from stores like H&M and Forever 21 are the cheapest found. They can cost between \$24.99 (if on sale) and \$49.99 which is a great price for a puffer coat but the material and overall quality of the coat isn't the same as a North Face puffer jacket. H&M coats are made out of 100% polyester (hm.com). They are extremely lightweight and aren't meant to be worn during the winter. Also, these coats aren't lined with down feathers or synthetic down which is why they aren't priced highly.

Another brand that has started producing puffer coats is Nike. Nike is a sportswear brand so it's interesting to see they've started selling puffer coats with their logo on it. Nike is a brand that's a classic. It will always be a trendy brand and everyone knows about it. Their puffer coats are somewhat different from H&M coats because of the price range, material used and styles they come in. Nike puffers range from \$63.97 (if on sale) through \$420 which is the highest. (nike.com) Nike has coats that can work for every kind of person. For example, they have

lightweight jackets that are good for running, down fill jackets that are perfect for the cold days, hooded jackets, as well as long and cropped puffers.

Trend 5: Patterns

The original puffer coat was made in a quilted pattern. Over the years, that quilted pattern has changed and coats have been produced in many different unique patterns. The first puffer coat was designed with a quilted pattern. Many puffers are made with a quilted pattern but other brands started doing more stitched designs like diamond quilted, square quilted, oversized baffles as well as belts on the waistline. There are multiple types of seams that are used in outerwear. They are plain, rolled, felled, false felled, lapped, turned in, corded, bound and french. Quilting is also important in making a good quality puffer coat. When quilting, the interlining and lined edges have to match well. Decorative topstitching is done by using polyester buttonhole twist or two strands of regular sewing thread. According to aces.nmsu.edu, the stitch should be longer than the regular stitching length. Brands have added yokes, appliqués, embroidery, contrasting accents or fur to make their puffer jackets more unique and different from the normal puffer jacket.

Another kind of pattern seen on puffer coats is printed fabrics. Stores like Pretty Little Thing, FashionNova make many different puffer coats that can be animal print, floral print, camouflage and many more.

Trend 6: Synthetic Fill and Down Fill

Puffer coats are almost always filled with synthetic down feathers or real animal feathers like duck or goose. One brand that uses real down fill are Canada Goose. Most of their puffer jackets are filled with 750 fill power hutterite white duck down or 675 fill power white goose down (canadagoose.com). Down is light, fluffy undercoating that's clustered beneath the feathers of a waterfowl and helps protect them from the cold (kathmanduoutdoor.com). Down fill is installed in many jackets to produce warmth without having a heavy coat as well as comfortability, protecting one against strong winds, and can be water repellent (not waterproof).

Fill power determines how fluffy the down is. The higher the number the better quality the down is. Fill power helps with trapping more air and provides a better warmth to weight ratio (kathmanduoutdoor.com) "The fill number comes from a lab test and indicates how many cubic inches one ounce of down occupies with a standard weight resting upon it." This quote by Craig McClelland tells us where fill power comes from and how it's tested. For example, if a coat has 550 fill down power, then an ounce of this down takes up 550 cubic inches of space. Down jackets are filled with down clusters that grow under the feathers of ducks and geese. Down fill also doesn't do well in wet or humid conditions (outdoorresearch.com). Synthetic insulation is made from polyester fibers and are arranged in different sized filaments which mimics down fill clusters. Synthetic fill is resistant to moisture and when it does get wet, it dries faster (outdoorresearch.com). A company that produces synthetic insulation is PrimaLoft. They use polyester fills that come in three different categories which are Gold, Silver and Black (Denali, 2018).

Article 3

TREND ALERT: PUFFER JACKETS 2020

The Fashion Folks January 28, 2020

A really big trend this season is the puffer jacket! The puffer jackets 2020 are all about that warm, voluminous and cozy style. The jackets are great if you want to combine staying warm



and fashionable – a combination I can't get enough of these days.
Courtsey of Bottega Veneta | Pre-Fall 2020

Puffer Jackets 2020

The puffer jackets are characterized by their padded style. They're also commonly known as down jackets (because of the use of down feathers, but there are lots of vegan versions out there too!). The puffer jackets 2020 are mainly done in black and brown, often in a leather material or corduroy. The jackets have commonly been done in a more cropped style (ending by the hips/waist) or a midi style. They're useful for winter activities as they're warm and are also rather functional in their design. The puffer jackets have also been done in red, yellow, blue and pink!

How To Style Them

Although they're often voluminous, the puffer jackets are quite easy to style. I like the idea of keeping the active, sporty feeling intact, by pairing the jacket with more denim, leather and sneakers. Perhaps a sheer blouse with leather leggings and a black puffer jacket? I also think they're quite fun to pair with floral midi skirts and dresses as they contrast each other quite well. I wouldn't work the jacket with too elegant pieces though, such as lace. I think silk and organza, if not done too preppy, could be a fun match though. The puffer jacket is a must if you want to work that casual chic look! For instance, a pair of jeans, a college sweater, boots and the puffer jacket = you're good to go!

Street Style Inspiration

And here's some street style inspiration as always! The first outfit is something I'd like to wear right now, oh my so chic! The oversized green puffer jacket is well styled with the patent leather leggings, the boots and the matching bag. Love love love this. The second outfit is also a gem with the pale yellow jacket, the skirt and the matching boots! I've said it before but I might as well say it again: matching your skirt/high boots is a genius fashion move. Love the red puffer jacket in the third look. The denim and sneaker combination is so good. The brown puffer jacket in the fourth outfit is also really chic, love the retro vibe of the boots, the flared jeans and the mustard yellow bag. The fifth look is also a good one and a great example of how this trend can be done on an easy level. A pair of jeans, a black top, a puffer jacket and you have a look!

Trend 7: Hem Designs

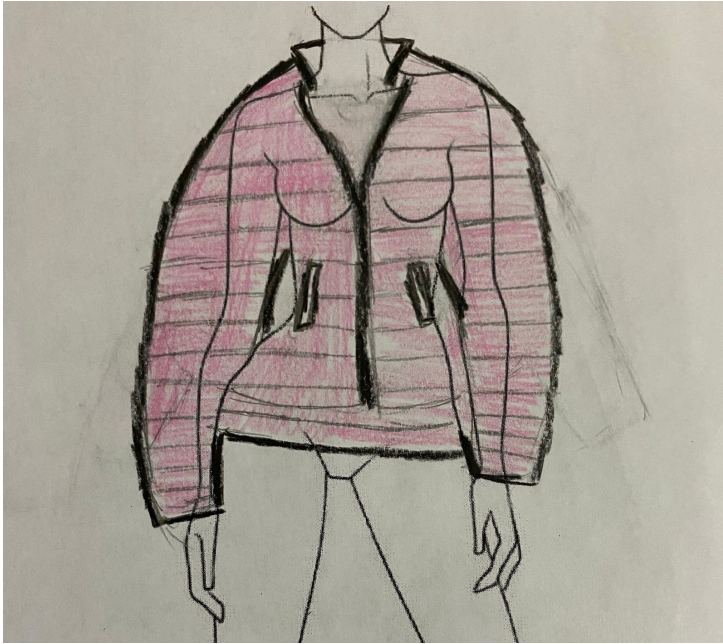
Puffer coats have had many different kinds of hems designs. Some include a single hem which requires one to turn the edge of the fabric the specified amount to the wrong side, press and stitch it. Another gem is double gem which requires one to turn the edge of the fabric 1/4in to the wrong side, turn again at the specified gem amount press then stitch. The last king of gem is the reversible gem which involves both gem edges to the inside and press so the folded up dyes are even. Then they should stitch twice - once on the very edge and a second time the depth of hem (aces.nmsu.edu). Puffer coats have incorporated fur trims on the hoods or the end of the sleeves. Fur cuffs are an easy way to make a puffer jacket look very different. These fur cuffs come in multiple colors and every brand that has produced a puffer coat has made at least one coat that includes a fur cuff.

Trends Report

Puffer jackets are a classic. They'll always be a trend because they keep coming back in different styles and colors. Recently, an oversized puffer was a huge trend in 2018. Kendall Jenner was seen wearing a huge red puffer jacket from Artizia. According to Avery Matera, this coat came in every color of the rainbow. It's a hooded puffer jacket from TnA for Artizia and costs about \$228. It's made from "responsibly sourced" goose down (Matera, 2018).

Puffer coats that resemble a dress is something that is seen in runway shows. Another brand that has made a unique puffer jacket trend is Moncler. Mom let has created a puffer coat that resembles an evening gown. It came out in 2018 and costs \$2,710 (Krause, 2018). The dress is floor length, the tops of all dresses are sleeveless and glossy. The skirts are bubble shaped. Moncler uses "lacquered-effect tech fabric which gives it a shiny finish (Krause, 2018).

Sketches

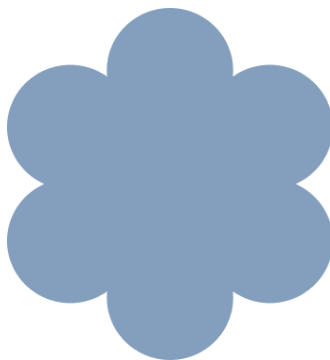
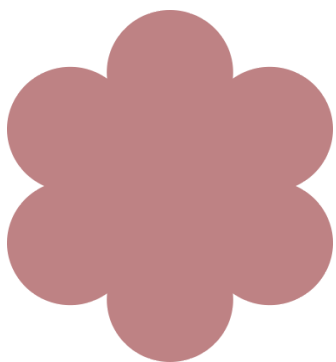
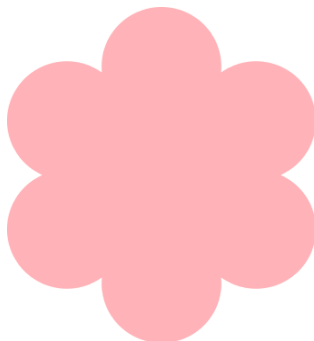
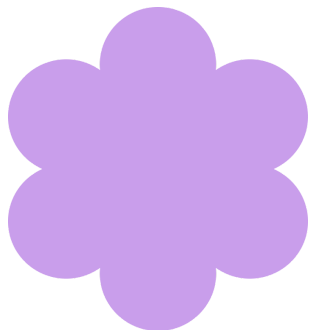


Striped Stitch Puffer Coat in the color "Sparkling Blush"



Cow Print Long Puffer Coat in the color "Bright Lettuce"

Proposed Colors for the Season



Color 1: Lilac Skies

Color 2: Sparkling Blush

Color 3: Honey Mustard

Color 4: Almond Butter

Color 5: Cloudy Night

Color 6: Bright Lettuce

Mood Board For Arctic Willow



Fabrics



Influencers & Direction

Many celebrities have been seen in puffer jackets to make it easy on how the puffer coat will become even bigger in 2022. Social media apps like Instagram and Pinterest show pictures of celebrities and their outfit choices. These pictures include puffer coats in bright colors, cropped or oversized, coats made in corduroy fabric etc. Two of these celebrities that are always seen in puffer coats are the singers Ariana Grande and Rihanna. Both of these women fit the consumer description of Arctic Willow apparel. They are thinkers who can be independent and successful. They are always seen walking around New York City in something trendy but in the cold months, they're in a puffer coat.

The direction puffer coats are moving is cropped. In 2018, we saw that Kendall Jenner wore a giant oversized red puffer coat (Matera, 2018). Over the years, long floor length puffer coats have come down on runways in fashion shows. Raf Simmons showed oversized puffers in the colors purple and black. No one really sees a popular cropped puffer jacket going down runways. Puffer jackets will be moving toward a shorter, cropped direction.

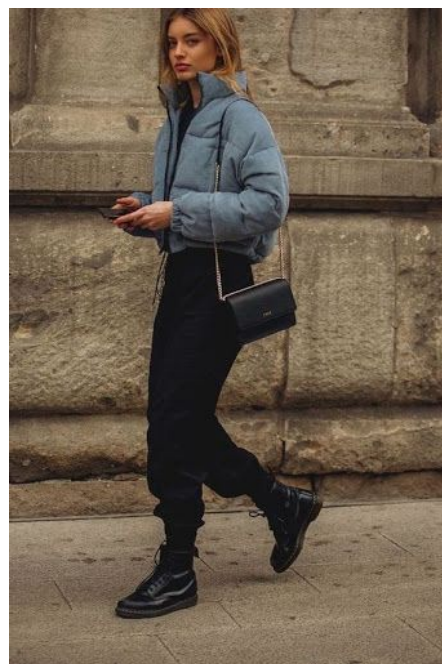
Zeitgeist

Puffer coats were made as a necessity to keep someone warm and yet still be comfortable. However, in the 90s, puffer coats became a giant trend and became a 'cool factor' in hip hop culture and street wear (Hegel, 2019). A popular brand that produced puffer coats for in the 90s and helped them get extremely popular is The North Face. In an article by Lei Takanashi, they have a quote stated by Ramon Herrera that states, "The 1990s was the golden age of North Face". The most popular North Face puffer coat is the Nuptse Jacket that was made in 1994 and came in seven to eight different colors (Takanashi, 2018). This specific jacket was really popular by school kids and someone even got jumped for owning a Nuptse jacket. The Nuptse Jacket is still being sold today and is still a very popular style of the puffer coat. It's made for every gender and comes in many colors. The price of it is \$249 and according to the north face website, this jacket was built for mountain- and city life. The most popular traits of this jacket is the boxy silhouette as well as the color block that is seen. "The North Face's popularity in New York has never faded." This quote stated by Takanashi shows how The North Face will always be a popular coat company. This brand helped puffer coats become a classic fashion piece. According to Angelo Spagnolo, "The urbanization of the jacket into the 1990s where the puffer cemented it's iconic status on the backs of rappers and their disciples in cold weather cities like New York and Chicago." Spagnolo basically states that 90s hip hop is what pushed puffer jackets to their shiniest, most voluminous extremes (Spagnolo, 2017).

Conclusion

In conclusion, puffer coats are a garment that will always be a statement piece, especially for cold months. It's something that's not only comfortable to wear but since it comes in multiple different color options, different lengths and someone can choose between having their coat filled with real duck or goose down or synthetic polyester fill. Arctic Willow Apparel is a brand that has a puffer coat that suits every kind of woman out there. Since we don't particularly cater to a younger audience like other popular brands do, our older, much more mature consumers will get to have their own puffer jacket that suits their aesthetic.

Appendix



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