

Women's Suits

BUF 3100 - OL57

By Katherine Chooi, Mahira Chowdhury, Shaimelys Marcano

Welcome To the Issue

The fashion industry has been impacted and changed due to the unpredictable pandemic since 2020. Fashion is constantly reinventing itself with new trends. Women's power suits have come and gone for centuries. Now, the retro power suits are back in style for Spring/Summer 2023. In the mid-1920s, Gabrielle "Coco" Chanel began using tweed in women's suits. Rustic Retreat is one of the "recreations" of Chanel tweed suits for the modern day generation. Rustic Retreat was using "Chanel Pocket" and traditional tweed fabric to recreate the 20's suit style. The design for Precious Jewels was inspired by sustainability and re-purposing concepts. The suit was made from fabric waste that was deconstructed and build back up again to create a new piece. The name "Precious Jewels" came from the patchwork on the suit and the colors Royal Blue and Emerald Green make it look like a precious jewel. Sustainable fashion has become a major trend in the fashion industry. Many stores have started using sustainable fabrics and collecting old garments to make new clothes. More deconstruction and reconstruction designs are expected to come out in Spring/Summer 23, as the sustainable fashion trends begin to *trickle- down*. The *Zeitgeist* of these new Sustainable fashion trends are the efforts of designers and fashion gatekeeper initiatives to reduce our carbon footprint.

Consumer Profile

The ideal consumers for women's suiting are young women between the ages of twenty three to thirty years old. Our consumer type falls under the Vals as experiencers and innovators. These women are considered to be part of the market segment of Millennials. They make up 21.97% of the U.S population. This consumer market is ethnically diversified. They tend to shop with others at least half of the time, and 60% of them ask their peers for advice when determining what to buy. Approximately 68% of Millennials state social media posts have a big influence on what they buy, and 84% say user-generated material has a big influence on what they buy. These Women conduct product research online, and the majority prefer to trust evaluations from other customers on retailer websites over those from people they know (Hunt, 2021).

Women's suit Past Trend

1930's

- Hemlines decreased to ankle length and waistlines returned to their natural place after the stock market crash in 1929.
- The first women's pantsuit was introduced in the 1930's. Marcel Rochas, who designed the first wide-shouldered suits in 1932 and was created to reflect women's needs to hold their own outside of the home, just as it was during the Working Girl era.

1970's

- Cultural & Social Changes: Women's Right Movement, Environmental Movement, LGBTQ + movement, and Antiwar Movement.
- Technological Innovations: cellphone, First personal computer (Apple II), Walkman
- Type of Suits: Flare Pant Suits and/or Palazzo pant suit with a blouse and a form fitted blazer.

1990's

- Fashion Trend influenced by American pop culture.
- Suits in 90s in Neon colors, animal prints, and plaid style fabrics
- Type of suits : Skirt suits, 3 pieces suits, Vest suits, and leather suits
- The trend of wearing power suits in the late 1990s has evolved into a trend of wearing more casual clothing.

Women's Suit Fashion Icons Timeline



Anna Muthesius



Clara Bow



Lauren Bacall



Audrey Hepburn



Princess Diana



Celine Dion



Zendaya coleman

1900s

1920s

1940s

1960s

1980s

2000s

Present

1910s

1930s

1950s

1970s

1990s

2010s



Denise Boulet



Joan Crawford



Audrey Hepburn



Bianca Jagger



Alicia Silverstone



Britney Spears

Style

Blazer Dresses



Figure 1. Altuzarra| Paris |
FW 21/22

Pant Suit



Figure 2. Burberry | London | FW 21/22

Skirt Suit



Figure 3. Elie Saab| Paris |
FW 21/22

Short Pant Suit



Figure 4. Chanel| Paris |
FW 21/22

Statement Blazer



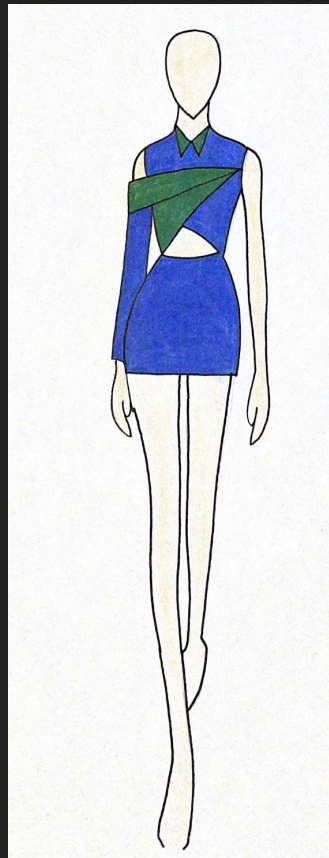
Figure 5. Versace| Milan|
FW 21/22



Rustic Retreat:
Blazer Dress



Retro Future:
Pant Suit



Precious Jewels:
Blazer Dress



Dreamland:
Statement Blazer



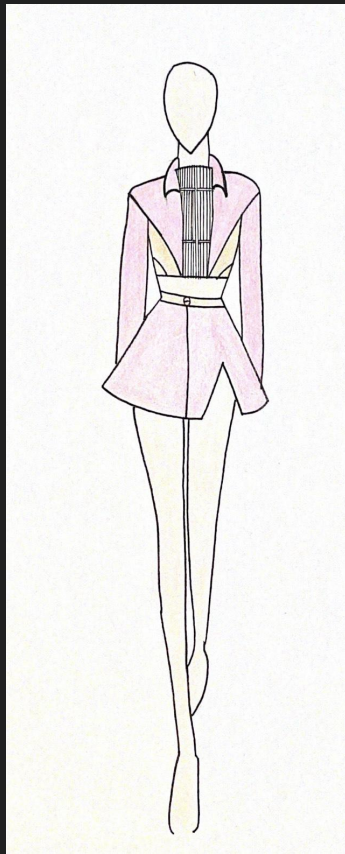
Opposites Attract:
Skirt Suit



Precious Jewels:
Statement Blazer



Opposites Attract:
Short Pant Suit



Dreamland:
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Rustic Retreat:
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Retro Future:
Short Pant Suit

Fit

After quarantine women's suits became much more relaxed. One could see many oversized blazers, pants, and skirts. During this time the women's silhouette was *tubular*. Spring/Summer 21/22 will have a lot of wide and long silhouettes. As we transition into Spring/Summer 23, one will see a shift from the more relaxed silhouettes to a more hourglass shape. There will be a *pendulum swing* from wide and long to short and narrow (Brannon, 2010).



Figure 6. Sportmax| Milan| SS 21/22



Figure 7. Hellessy| New York | FW 21/22



Figure 8. Gauchere| Paris | SS 21/22



Figure 9. David Komal| London | FW 21/22

SPRING/SUMMER 2023 COLOR CARD

OPPOSITES ATTRACT



Purple Wine Carmine Rose Malibu Blue Strong Blue Leaf



Spectra Yellow Radiant Yellow Firecracker Chinese Red

DREAMLAND



Cherry Blossom Lilac Breeze Chambray Blue Blue Glass Tanager Turquoise Ice Green



Fog Green Chardonnay Pale Banana Peach Amber Nostalgia Rose

RUSTIC RETREAT



Canyon Clay Pumice Stone Doeskin Cognac Golden Apricot Lemon Icing



Putty Indian Tan Adobe Chocolate Fondant Slate Black

PRECIOUS JEWELS



Clematis Blue Dazzling Blue Bluefish Jolly Green Bright Green



Classic Green Acid Lime Sunny Lime Lemon Verbena Custard

RETRO FUTURE



Tea Rose Beaujolais Sargasso Sea Deep Sea Sauterne Endive

There are five color themes emerging in Spring/Summer 2023. The five color schemes that will be popular are the vibrant complementary colors, the soft pastel colors, the neutral base colors, the earthy natural colors, and the saturated jewel tone colors.

Design/Patterns/Applique

- Plaids, houndstooth, animal prints, and abstract shape prints are some of the most popular patterns for Spring/Summer 2023.
- Sequins, gems, feathers, fringes, and patchwork are examples of appliques.
- On many of the designs, there will be a lot of cut-outs and side slits, and ruching.
- Chain links and zippers are examples of hardware (Brannon, 2010).



Figure 10. Abstract shape suit

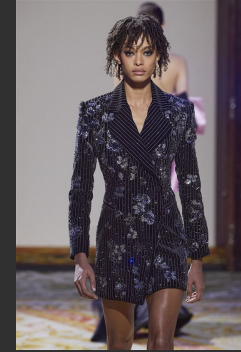


Figure 11. Sequins suit



Figure 12. Cutouts suit



Figure 13. Chain links suit

Fabrication

- Women's suit fabrics that will be using in spring/summer 23 :
Tweed, Cotton, Taffeta, Corduroy, Velvet, Linen, Suede, Leather, Satin, Jacquard, Wool
- Women's suit fabrics can be used in various combinations to create a Unique silhouettes.
lace, chiffon, brocade, mesh, and silk
- Different fabric create different silhouette:
crisp fabric such as Taffeta create solid looking silhouettes
soft and silky fabrics create flowy and feminine looking silhouettes

Fabrication



Figure 14. Metallic Tweed



Figure 15. Wool Blend Coating
Tweed

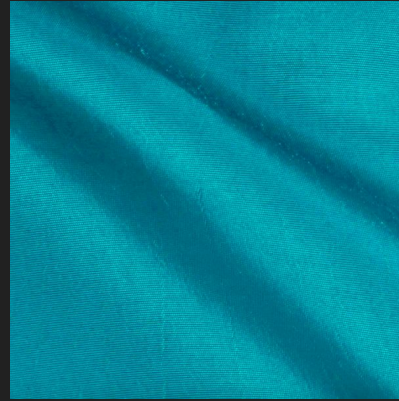


Figure 16. Two Tone
Taffeta



Figure 17. Silk

Fabrication



Figure 18. Jacquard Onyx



Figure 19. Linen



Figure 20. Corduroy

Top 5 designs

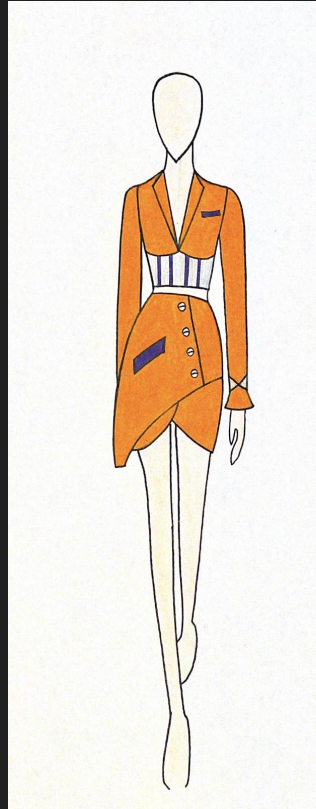
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Retro Future:
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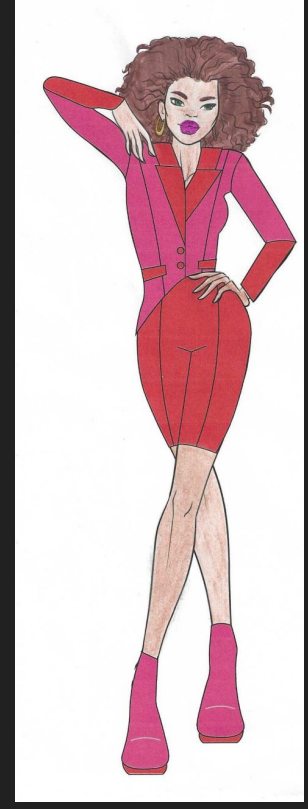
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Conclusion

Now that we are officially stepping out of quarantine look your best by following some of five upcoming fashion trends. You can instantly transform your closet by adding one or two of these items.

1. Get yourself a statement Blazer. Let your inner fashionista manifest itself through a beautifully tailored blazer that is bound to make people look twice.
2. A Blazer dress has never hurt anyone. Show off those beautiful legs with a sexy Blazer dress. Not quite ready yet? Lucky for you there are many length options as well as colorful stockings to pair underneath these dresses.
3. Every woman needs a power suit, that is why the pantsuit is a must have. Whether you like the more relaxed look or a more figure hugging look, the pant suit can do it all. Own your confidence.
4. Want to look professional while remaining cool? Then Short pants suits are just for you. Short pants suits are a great way to look fashionable and stylish. It sets the bars for sophistication and elegance.
5. Whether you like them short, long, tight, or loose, the skirt suits are back and they are better than ever. Own your closet by obtaining at least one pair of the skirt suits.

There will be an emphasis on sustainable fashion in the upcoming years. Designers have begun to re-event fashion designs by recycling materials as well as fashion designs and creating something new that is imperfect yet practical.

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