

BDDM Forecasting

Fall 2020/2021

Team Members

The four positions at BDDM Forecasting are:

- Fashion Trend Forecaster: Pasha Bleasdell
- Forecasting Analyst: Jessica Dickey
- Research Analyst: Danielle Moses
- Fashion Editor: Stefon Davis



(Figure 1) Hands in coalition.

Product Category

- The garments that BDDM Forecasting will focus on is men's athleisure wear.
- The forecasting company is working on the insights of athleisure wear in the present day and future.
- BDDM Forecasting defines the aspects of the modern man and what will be for the future man.



(Figure 2) Man posing in athleisure wear.

The Present Day

- Economic growth in the economy
- Political divisions
- Drugs/Opioids
- Time's up movement/Women's march
- Hip-Hop/Pop Culture
- LGBTQ community
- Reality T.V.
- Gun Reform
- Mental health/suicides



(Figure 3) woman day march

(Figure 4) graffiti

The 1980's

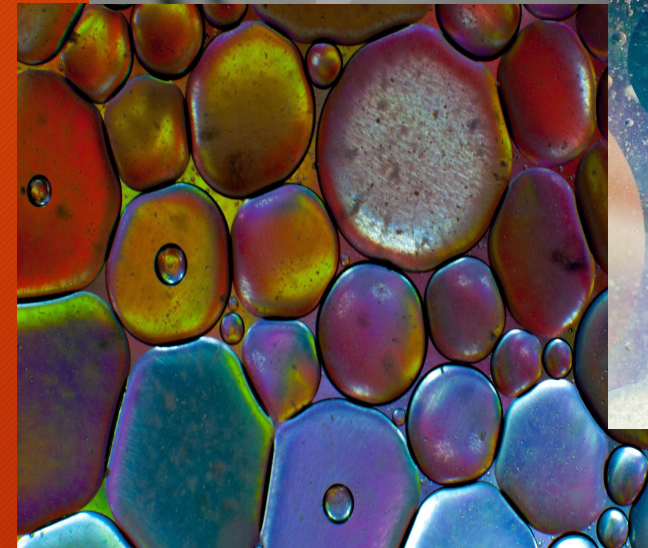
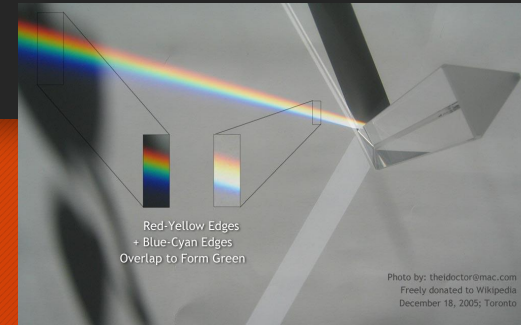
- MTV
- Reaganomics
- Hip-Hop
- LGBTQ (H.I.V. & AIDS)
- Drugs war
- Madonna (sexuality)
- Preppy
- Bright & bold colors/tight fit
- Miami Vice
- Women in the workforce



(Figure 5) 80s events, world leaders, and advancements in technology collaged.
(Figure 6) Mtv company logo.

Color 2019

- Natural Tones
- Black Shades
- Dark Blue Tones
- Brights Colors
- Color Blocking
- Complementary Colors
- Washed Out/Dull Colors



(Figure 7) shades of blue
(Figure 8) colorful bubbles
(Figure 9) grey and metallics

Length 2019



(Figure 8) Black sportswear jacket.

- Men's athleisure track suit jackets come in a small variety of lengths.
 - Waist length
 - Hip length
- Mens tracksuit pants come in a minimal amount of lengths.
 - Long (ankle length)
 - Capri length (lower mid calf)

Silhouette 2019

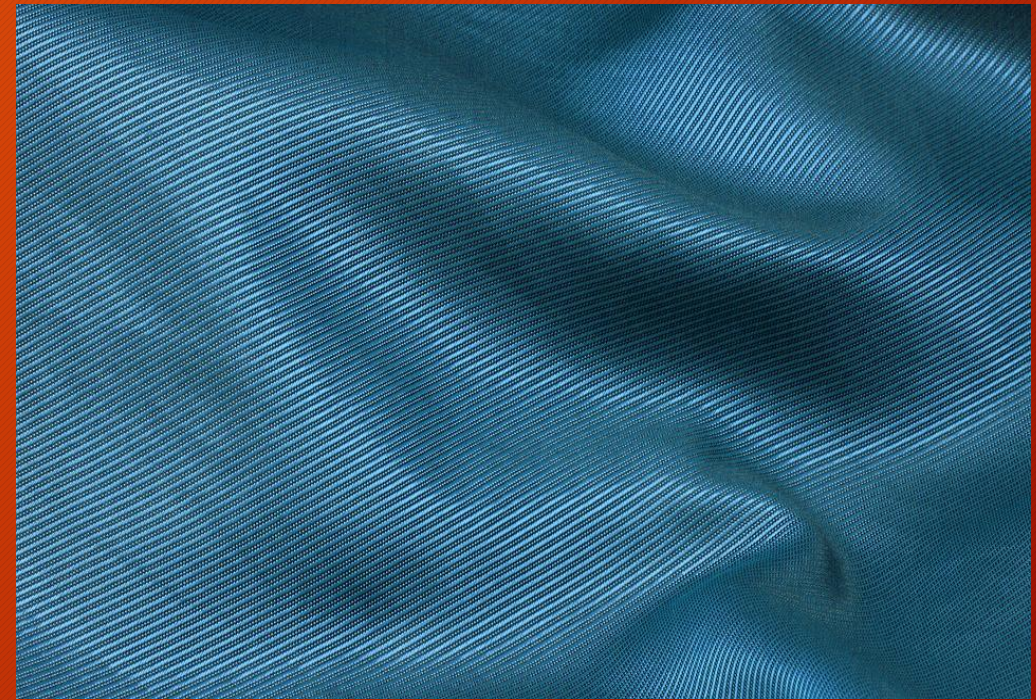
- Men's athleisure tracksuit: jackets and pants come in minimal amount of fits.
- Fitted
- Starts out loose at waist - tight at ankles
- Loose
- Start out loose & continues down making it a straight legged pant..



(Figure 10) Men jogging by sunset.

Fibers 2019

- The purpose of athleisure wear (Celine, 2017).
- Fabrics of in mens athleisure wear today (Teig,2019).
 - Fleece
 - Organic grown cotton
 - Recycled Polyester
 - Nylon intarnisia
 - Felted Cotton Jersey



(Figure 11) blue fabric

Embellishments 2019

- Current technological advancements such as the computer which then leads to 3d printing (Geographic, 2013).
- The social media affects of athleisure as a culture (Woodworth, 2018).
 - Laminated ie. (shiny finish)
 - Suede texture
 - Jacquard
 - Piping
 - Color blocking
 - Logos



(Figure 12) Adidas jacket

Autumn Mirage

- Indigo Furyly-Me
- Merlot Cranberry Spritzer
- Opulent Black
- Eternal Grey
- Oasis Beige
- Uninhibited Green
- Glass Light White



(Figure 13) coffee in grey.

(Figure 14) nature plains



Measure up

Men's tracksuits will be trending in a variety of lengths:

- The track jackets hang at waist level or slightly past it
- The track pants hang at ankle level



(Figure 15)
ruler

Just the right fit

The popular silhouette's trending in men's tracksuits for the year will be:

- Loose fit with a wide bottom
- Loose fit with a ribbed bottom
- Tight fit with zippers along the side of the bottom of the pants



(Figure 16) silhouette

Bare Face

- Sustainable ideas being used more in athleisure (Rhone, 2019).
- The millennial effect on climate change (Woodard, 2019).

- Organic Cotton
- Storm Cotton
- Tough Cotton
- Recycled Polyester
- Jersey
- Scuba
- Fleece



(Figure 17) cotton field

Trims

- Clothing allows us to show the world who wish to be and hide who we don't want to see (Brannon, 2010, pg. 14).
- *New Innovations* in ventilation using embellishments (Chang, 2019).
- Color Blocking
- Animal Print
- Smaller Logos
- zippers at the end of pants leg
- Ribbing at collar and wrist

(Figure 18) Blue zipper



Target Market

- BDDM Forecasting will focus on men between the ages of 35 to 40 years old.
- Men from this target market are financially stable, they have an income of \$120,00 - \$150,000 (U.S. Census Bureau, 2017).
- This *cohort* of consumers lives in central areas and rent their apartments.
- The consumers of this market have a desire for everything fashionable and in style (“VALS”, 2019).
- The customers in this target market are in search for multi-purpose clothing because they are always on-the-go.

Discovering the Zeitgeist

Zeitgeist of 2020/2021

- Sustainability
- Multi-functional
- Everyday Use
- Comfortability
- Casual look
- Modern
- Dapper/Debonair
- Trickle down
- Pendulum Swing-looser

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