



# JRT AGENCY

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# Introduction

- The JRT agency is a forecasting company based in NYC
- At JRT Agency we know suit styles are always changing and modifying to the culture climate.
- We have determined that in a post Covid world, bold colors will be in full effect.

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## History of the trend

- 1870's Sarah Bernhardt
- Hobble skirt
- Duke of Westminster
- Le Smoking



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# Consumer profile

- From ages 25-50
- Innovators, Thinkers, Believers and Achievers





# Trends

- 1980's bulky suits
- In 1990 the skirt suit appears and becomes shorter and shorter
- 2010 people started to wear suits in pieces
- 2018 women's suits become versatile
- Over the years society begins to have fun with fabrics and colors



# Trend Report

- Tweed suits tend to be on the heavier side, therefore it is mostly worn during the fall or winter.
- The power suit gives a woman the professional look she needs while still giving a feminine touch.
- Skirt suits are elegance with a combination of power and femininity.

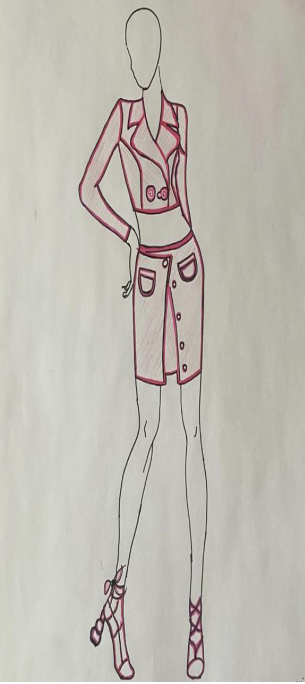
# Sketches



Tweed  
Suit



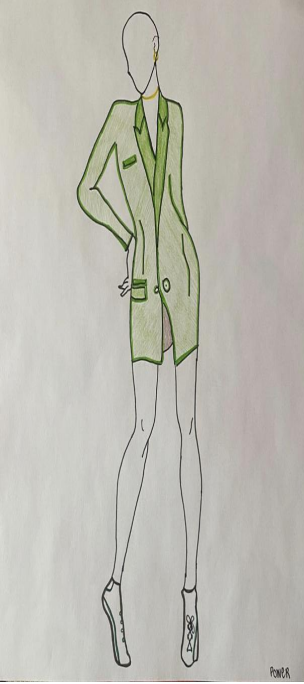
Tweed  
Suit



Skirt  
Suit



Skirt  
Suit



Power  
Suit



Power  
Suit