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KAT

FORECASTING TEAM

Trench Coats

Field Coats

Bomber Jackets



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Letter From the Editor

Aqsa Alam

Aqsa Alam is a trend forecaster for KAT and loves to study fashion. She has focused on the history of bomber jackets and how far its made in current times. She learned that they are now becoming a classic piece and influenced by many celebrities and pop musicians. During her research she began to focus on the 1990's and really read about how bomber jackets originated from. Over several years this jacket was made for protection for aircrafts and for functional ease but as time when on the bomber jacket sustained a level of popularity, riding the wave of culturally-driven fashion movements.

Keren Lesman

Keren is a trend forecaster for KAT forecasts who looks to focus on the various ways that the field jacket has changed . During her research, she has focused on the 1980's as it was a time where style that was influenced by many things and there were so many different types of styles going on at that time. In the research, she has found many reasons to why certain styles were popular at certain times and how it will adapt to society in a couple of years later. The Military Jacket is something that has empowered the women's movement and brings forth the more natural look. It is time to take off the war makeup and start embracing the true beauty of women who are here to make a change.

Tenzin Chozin

Tenzin is a trend forecaster from KAT who has a passion for fashion, she's' from New York and originated from Tibet. She has focused on a more classical garment to showcase the history and how far its made its mark in current years. Trench coats made headlines when Burberry launched them during WW1, now it is seen as an essential for the closet. Clothes have made such an impact globally and fashion being the universal language, it has brought different cultures and people together to celebrate unity. Whether your on the trench coat wagon or not, it is a coat you do not want to miss grabbing from the Fall 2020 collection.

To the Reader

KAT forecasters over the years has looked at different trends that have been having exclusively to coats and continues to foresee what is going to happen. In the events of the research that has been conducted, our team has looked at the different decades and has determined what types of trends are going to be seen in the Spring Ready to Wear of 2020. Each of the decades has had events that has sparked ways that people have changed up their looks and produced a certain message to others about how they felt at the time. Every single component from the jacket from the fabric to some of the intricate details, everything was constructed to the ways people perceived thing at the time of the decade. Over the course of years, each coat includes different details that signify to others how others felt at that time and what type of message they were sending. When it comes to looking at the past decades, it influences the upcoming trends based on what is going on in today's society and how people may use symbols from the past that gives insight on how they feel about what is going on in terms of economic standards, political stands, celebrity influences and so much more. When looking at certain trends we have seen how things are shifting into a new direction for people to look at and how it affects their lives.

Sincerely,

Keren, Aqsa and Tenzin

Consumer Profile

In order to strive to meet the consumer's satisfaction and bring the best to the table for them.

The target consumer would be a female ranging from the ages of eighteen to twenty-five. She might not be fashion obsessed but knows what suits her. All three coats target Misses with different styles or those who want to purchase a trendy coat yet keep warm. Marketing for these consumers are done through social media applications such as Instagram, Snapchat, and Twitter. Consumers are women who are passionate about the movement Me Too and are striving for equality. Many of these women are becoming more involved with the work force and are proving that anyone can get the job done no matter what gender they may be. Seeing that there is a trend towards more natural beauty, there is no need to cover up any longer as people will society will being to see anyone can be beautiful in their own skin. All of the coats will consist of things that relate to the new shift in natural such as being made with no chemicals and being produced with organic fabrics which are good for the environment. Over the years, the looks of both the women and garment will play a role in growing together as one.

Coats throughout history

1980

There were many different types of changes for the field jacket from it being made as an oversized silhouette created by Azzedine Alaia to a more minimalist by Rei Kawakubo and Yohji Yamamoto and also having deconstructed looks made by Jean-Paul Gaultier, the 80's had many different looks(Goodman, 2018). During this time period, there were people that wore items the showed off their status and class such as women wearing pearls. Many people wore brands such as Burberry that was very popular among the wealthy along with its iconic checkered status(Gallagher, 2017).

1990

The trench coat was on the rise for both men and women protecting them from war and against the rain. At the time Burberry was a well known producer of the style and highly in fashion along with Chanel and Dolce and Gabbana. The trench coats in this era became transparent and plastic while being photographed by Helmut Newton, a German-Australian fashion photographer. Women would wear these trench coats with high boots, tons of diamond jewelry, long red painted nails and became an iconic image.

2010

While the trench coat started as an army officer's raincoat, it didn't take long for it to transform into a global symbol of style, adorning the backs of some of our favorite icons. From Marlene Dietrich, who added a feminine flair to the traditional menswear coat in the 1930s, to Emma Watson, who made the classic staple 21st century-ready in a studded Burberry coat, anyone can see how the trench coat went from basic beige to today's leather and printed standouts. Burberry trench coats are still very popular today and come in different styles and textiles.

2018

Meghan Markle has made headlines not only because of her wedding but she has been setting major trends for this season. Trench coats have always been a staple piece in the UK, from my perspective the weather in London seems to always consist of showers which leads to consumers to invest in a trench coat for the gloomy weather. Meghan is seen wearing an olive knee length trench coat on the courts with her husband Prince Harry. This particular trench coat is not a luxury designer but comes from the lifestyle brand known as Aritzia. Meghan has worn the trench coat to depict a more casual look with the wide leg pants and button black shirt and black boots. Trench coats are now worn not only on rainy days but depending on the occasion, one can wear it for an event or job interview, you can keep it casual or as an evening look for a night out.

1980's:

Recession

- Inflation and Energy Cost went up
- Most Americans had to spend 90% of their income on necessities such as food, Housing, energy, transportation, and Medical costs.
- People were spending money either on Low prices or high quality classics
- Many people declined to look at designer names as it seemed too "Extravagant"

Fabric

- Natural fibers were becoming big and also the pile fabric industry was growing as well
- Sporty look was made with terry cloth, velour and corduroy
- Polyester was also big

Black Monday

- Dow Jones Declined 500 points
- 3 Continents were affected
- 15,000 wall street workers looking for jobs

1990s: the year of prosperity

Political

- Bill Clinton was president
- Germany was reunited after 45 years of separation
- Cold war officially ended
- Princess Diana and John F. Kennedy passed away
- Nelson Mandela was freed

Field Jacket

- Nylon synthetic fill was used along with a knit collar
- Replaced leather jackets by modifying the fabrics, adding pocket flaps and using a bright orange lining
- Turtle shell silhouette was used

Fashion:

- Grudge trend raised and became popular
- Fashion has been influenced by workwear or purely functional garments
- worn for heavy duty aviation, for task and war
- the bomber went through many variations, the B-15 featured a fur collar, cotton outer and leather straps on the chest to hold oxygen masks in place
- For the finale of Versace Fall fashion 1991 show, Gianni Versace sent Linda Evangelista, Cindy Crawford, Naomi Campbell, and Christy Turlington arm in arm down the runway, lip-synching the lyrics to “Freedom! ’90” as they went.

Social / Celebrity Influences:

- Rap was influenced in everyday activities and clothing
- flannel shirts, doc martens, mom jeans, oversized sweatshirts became staple pieces in everyday wear
- spice girls showed girl power and spread love
- 90210
- Destiny’s child
- Paris Hilton
- Victoria Beckham
- Michael Jordan

Economic:

- The United States economy grew by an average of 4 percent per year between 1992 and 1999
- An average of 1.7 million jobs a year were added to the American workforce
- From 1990 to 1999, the median American household income grew by 10 percent
- Then in the 1990s, government spending and debt were reduced, investment taxes cut, and — this is massive, of course — a technological revolution kicked into high gear

2000s : The Transforming Decade

Fashion

- Low rise jeans/bell bottoms
- Juicy Couture (Tracksuit)
- Highlights (Hair)

Denim mini skirt

Trucker Hats

Oversized plastic sunglasses

Social Events/Celebs

Myspace is launched(2003)

Youtube launched (2005)

Apple debuts the iPhone (2007)

Facebook is launched (2004)

Britney Spears & Justin Timberlake (Denim on Denim)

Political/Global Issues

9/11 event that affected the economy and the US nation (3,000 deaths)

George W. Bush is elected into office (2001)

Barack Obama is sworn into the office (2009)

2018 (Current)

Fashion

90s inspired (minimalist, mom jeans, oversized sweaters,, simplistic jewelry)

Oversized clothing

Dramatic prints

Bold colors

Rise of athleisure wear (influenced by Yeezy, Nike)

Slow fashion (thrifting/reselling)

Political

Donald Trump elected into the office (2016)

Social/Celebrity Influences

Reality tv heavily influenced (Keeping Up With The Kardashians, ANTM)

Kardashians

Instagram

Social Influencers/Models and Brand Ambassadors (Teyana Taylor, Bella and Gigi Hadid,

Kendall Jenner, Kylie Jenner)

Online boutiques (Fashion Nova, Pretty Little Thing)

Future Predictions for 2020

Color Palettes

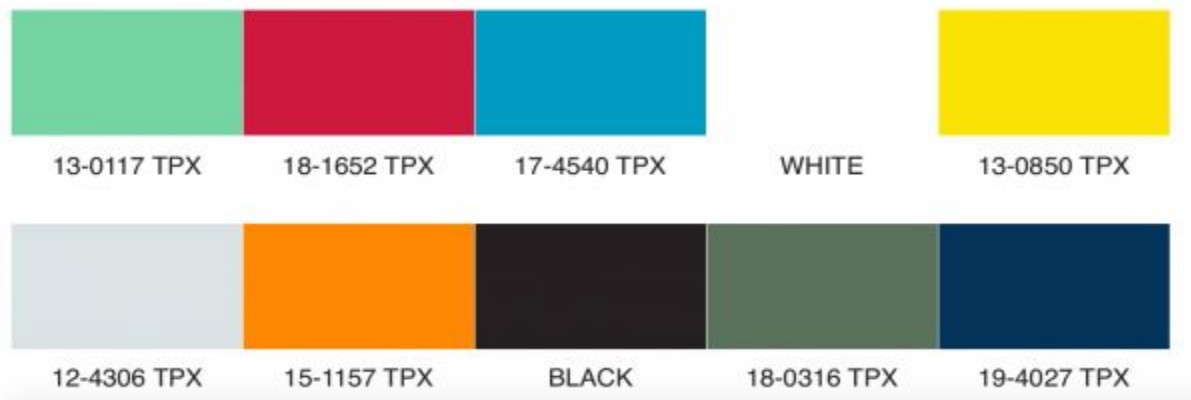
The color Neo Mint is going to be the next color in line that takes over because it a gender neutral color that has “an oxygenating, fresh tone that aligns science and technology with nature”(Morris,May 2018).When it comes down to the future along with nature, there are going to be different developments happening with technology that influence the color is is something fresh and new. Some things such as the completion of the world’s tallest building in Saudi Arabia, the start of NASA’s Mars 2020 rover mission, and also the introduction of Ubers flying car all influence the color as it brings the new age of a decade.In a way, the color Neo Mint brings about a bright future with upcoming technology along with science. Along with Neo Mint other colors are going to appear that will have a trickle down effect and the other colors that are going to be popular are Cassis-a deep fusion of pink and purple, Cantaloupe-described as a milky subdued tone with broad appeal and also an earthy baked hue called mellow yellow(Morris,May 2018). The purpose of these colors is to show multi dimensional visual perspectives as well as earth tones to create less unity and more of market fragmentation. In the future, there is going to be more of a diverse market that can look forward to different colors and also to new products

that cater to their needs. There are also going to be main color core pallets such as Dreamer, Crepuscular, Essence and Rush (Smith, April 2018).

Key Colour Evolution



Morris, A. (2018, May 11). Key Color Evolution [WGSN tracks the evolution of colour trends]. Retrieved June 23, 2018, from <https://www.dezeen.com/2018/05/11/neo-mint-colour-2020-wgsn-trends-design/>



Smith (2018, April 05). Core Pallet [The core color palette of Spring/Summer 2020]. Retrieved June 23, 2018 from <https://www.ispo.com/en/trends/ispo-textrends-launches-color-palette-spring/Summer-2020>

Beauty

In the next couple of years, beauty is going to be going into a new direction of being more natural. The products the people are going to have will be made with waterless solutions, refillable makeup products and also plant contouring. (Lambranhó, March 2017). Many makeup companies are going to be influenced by sustainability as more products will be encouraged to use less chemicals that harm the environment and instead use plant based ingredients. Another thing to look forward to with beauty is having more campaigns about the environment and to encourage people to use more natural ingredients along with having more recyclable products. There is also going to be more diversity in beauty as it will cater to different skin tones and needs (Lambranhó, March 2017). Makeup brands are starting to produce different shades and tones for all skin types that go beyond the expectations of others. When it comes to personalizing makeup, people will be able to use their own DNA to create makeup products that are the best for the different types of skincare that will be the best for a person. It is going to be a change where people are going to be able to get an analysis of what type of makeup is best suited for their own skin type. Augmented reality will also change the game as it will help people to try on

makeup products such as lipsticks to match their complexion(Launchmetrics Content Team, May 2018). It will be a new way for people to try on makeup products without going through the struggle of putting it on and having to take all of it off.



Costine, J. (2016, January 19). Augmented Reality For Trying on Makeup Is A Booming Business [Augmented Reality]. Retrieved June 24, 2018, from <https://techcrunch.com/2016/01/19/facial-precognition/>



Lambranhó, C. (2017, March 20). [Beauty 2020: How the industry is set to evolve]. Retrieved June 24, 2018, from Beauty 2020: How the industry is set to evolve

Simple Designs

For the future of fashion there will be “one growing trend in ecommerce that has actually been about stripping it back”(Launchmetrics Content Team, May 2018). Over the next couple of years fashion will pertain more to more simple silhouettes. The construction of the garments will be so simple that the consumer will focus mainly on the product itself without having to go through different styles that can be difficult to find. This trend will be known as brutalism which goes back to the early days of the beginning of the web and shopping online will be a much different experience. Brutalism also deals with architectural designs being incorporated that create unique styles. There will be a shopping experience with absolutely no advertisements or any customer service suggestions, people will be able to pick out products on their own basis.(Launchmetrics Content Team, May 2018).It is also said that there will be a fuse in high end exclusive lines offering more inexpensive options and more interactions with target markets through social media.



Treggiden, K. (2013, October 24). Future-proof fashion from architecture-inspired design graduate... [Martijn van Strein — Dystopian Brutalist Outerwear]. Retrieved June 24, 2018, from <https://www.we-heart.com/2013/10/24/dystopian-brutalist-outerwear-martijn-van-strein/>



L. (2018, May 3). Simplified Design [Yeezy Website]. Retrieved June 24, 2018, from <http://envirocar.ca/entertainment/throwback-to-the-6-most-futuristic-concept-cars/>

Sustainability

Sustainability is going to make a big impact in the future as more consumers are going to want to know where their products are produced and what fabrics are used to make their clothing. High street fashion is going to adapt to more greener options such as using more organic fabrics and also making clothing from recycled fabrics. By the year of 2020, it is said that fast fashion companies will start adapting more to sustainability and are going to develop ideas to how fabrics can be recycled along with the production(Adegeest,May 2017). Another example of fashion moving towards sustainability is how Eileen Fisher is looking to create something known as Vision 2020 where it will be carbon positive while using 100 percent of organic cotton and linen(Bauck, 2017). The future of fabrics are looking more at using more natural fibers and eliminating unnatural fabrics. Fashion looks to create garments made with fabrics that can be recycled and brands look to lower their carbon footprint. There are over 64 fashion brands that are looking to go more green by the year of 2020(Fowler,Jan 2018).



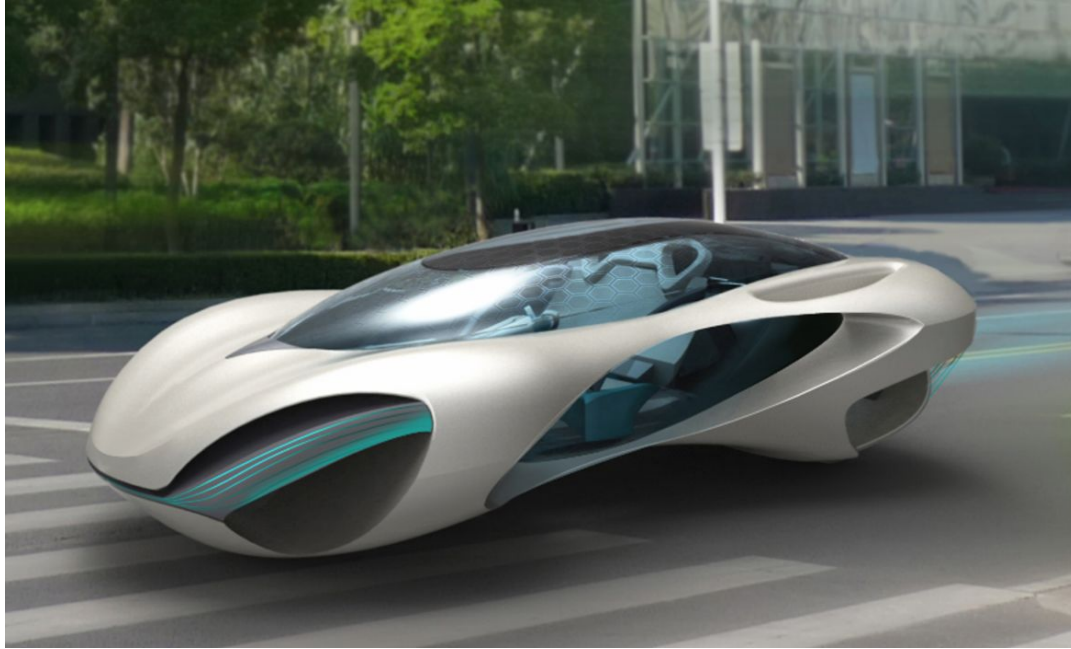
Fisher, E. (n.d.). This Silk Is Dyed Without Hazardous Chemicals [What About The Rest Of Our Clothes? We're Working On That]. Retrieved June 24, 2018, from <https://www.eileenfisher.com/vision-2020/>



F. (2015, October 12). Overcoming challenges faced by sustainable clothing [Digital image]. Retrieved June 24, 2018, from www.fashionatingworld.com/new1-2/item/3695-overcoming-challenges-faced-by-sustainable-clothing

Technology

Technology plays a major part in fashion. From manufacturing and product development, to marketing and advertising, Fashion and Technology are merging in an accelerated pace. The rise of 3D-printed elements has slowly emerged over the past few years. Manufacturing will be completely altered by low-cost and high-quality 3D printing. Marketing will be an evolution of data sets and algorithms (Bacelar, 2013). Top design houses that still take orders by phone, pen and paper will give in to e-commerce and digital tools. Manufacturing could become more US-based, and will depend on high-technologies. Tech will become the trend that defines the cool, and top fashion leaders will learn to crave it as we their customers crave each fashion trend (Bacelar, 2013). Another uprising commodity are new models of cars such as, autonomous driving along with electric vehicles which will have a huge impact on the car industry that we know today. Surprisingly Apple is coming up with a driverless new car named “Titan” and rumor has it that it will be manufactured in the year of 2020 (Kaplan, 2018). With upcoming exciting features consumers are ready to witness. Cars will also have high speed exciting internet, such as Alexa, a hands free, voice controlled device with a built in speaker and answers your command instantly. Voice controlling will get easier as the years go by such as controlling hallway lights and pool temperature with just your voice.



E. (2017, January 20). Taihoo Car Concept 2046 By Hao Huang. [The Taihoo looks like a hover board. Is there anything more futuristic than a hover board? We don't think so.]. Retrieved June 24,2018,from <http://envirocar.ca/entertainment/throwback-to-the-6-most-futuristic-concept-cars/>

Tokyo Summer Olympics 2020

Japan is known for its futuristic and impeccable technology starting from the trains to food machines Which leads to Tokyo hosting the Summer olympics and this could lead to mind blowing technology and could impact the world(Bryan,2015). Japan introduced the first” Shinkansen “ known as the bullet train during the Olympics of 1964 which made headlines and became the first in the world to launch such innovation(Associated Press, 2014). Tokyo is stated to have the busiest transportation stations in the world and passes by 3.54million people in one station per day(Bryan,2015). This can lead to more technology advances such as bullet trains

development in the United States, bullet trains in Japan operate to 200mph. Japan will have a huge impact in the future considering another one of their 2020 plans which is to debut robots at airports to accommodate guests during the Olympics(Afp-Jiji, 2017). Japan has stated that a small white robot named Cinnamon will assist them if they ask and can even carry luggage for the visitor. Japan is aiming particularly at foreign visitors who already seem to have a vision on how futuristic Japan looks like(Afp-Jiji,2017). They will put the robots on a trial for a month at Haneda airport from January 9th(Afp-Jiji,2017).



Tokyo2020[JPEG]. (2018,
January 22). The Eagle
Online.x

Overview of the Coats

Field Coat

The field coat is going to consist of a straight silhouette as it is a very simple and loose fitting shape everyone is comfortable with wearing. The details are going to be very small with two pockets on the bottom of the left and right side. Along with the pockets, there will be a long zipper that goes down the middle to get in and out of the jacket. To keep the natural look, the jacket will come in core colors such as 18-0316 olivine. The fabric that will be used for this jacket is 100% organic cotton poplin which has properties such as being weatherproof, it is breathable, and very light weight



Olivine Pantone [18-0316 TPG]. (n.d.). Retrieved June 24, 2018, from <https://www.numerosamente.it/pantone/18-0316-TPG>

Trench Coat

Classy and elegance is seen when walked through the doors with this trench coat. The trench coat has been around since WW1. Burberry which comes from U.K background is recognized for their sleek trench coat with the pattern on the inside. It was a classic and conservative garment worn by big names such as Jackie Kennedy, Kate Moss, Cindy Crawford. The pendulum swing will lean more towards a conservative look for 2020. The simple look will feature a self-tie belt, it will be arriving in two shades of beige such as Berlin beige or Cancun camel. It will hit below the knee making it the perfect career coat as well. It includes double breasted buttons, flap buttons at the hip, and has a spread collar. The fabric consists of 100% cotton gabardine , which is used in Burberry iconic trench coats. The trench coat has always been iconic and can be worn to simply tie up an outfit. The trench coat is a versatile look it can go from casual to cool.



(LEFT) *Cotton Gabardine*[JPEG]. (2012). Weifang Yippee Textile Technology Co.Ltd.

(RIGHT) *Warm Sand*[JPEG]. (n.d.). Pantone.

Bomber Jacket

Seen on fabulous runways and sidewalks, this essential piece will be a staple in wardrobes over the years. It's the perfect item to bring a dressed down sporty to a glam party dress, or even opt for a sequined style for an easy way to add in some daytime sparkle. The bomber jacket sustained a level of popularity and is a total must-have. They are to become shinier, made with nylon and pockets all over the place including the inside and becoming more flexible and comfortable for any task. Celebrities such as Rihanna, Kylie Jenner and Shay Mitchell will continue to rock these jackets for day to day wear while making their outfits stand out. Colors will remain neutral such as Dark madness and Olive me green. The bomber jacket has become a classic and it is not going anywhere!



Olive Iridescent Nylon Organza [JPEG]. (n.d). MoodFabrics.

Field Coat forecast

As the seasons change and trends go by, the Olivemetoo field coat adds a perfect blend to the spring outfit. Starting as a army jacket and worn by multiple ranked sargents they impacted the Wars such as WWII and Vietnam. The field jacket was known as the M-65 during the Cold War and Vietnam war as a basic military jacket. The field coat sent a message during the past as a revolt against war but many will now say that it's simply a green jacket. Fashion can express many meanings but what happens when it crosses boundaries with history.

Zeitgeist(Spirit Of the time)

The women's movement is something that has made an impact in the fashion industry as empowerment is shown through the garnements. The field jacket goes back to military times where the men were at battle and the women had to take over certain jobs. Since the times of war women have been gaining more recognition of being equal and to this day are still fighting for certain rights. Movements such as Me Too have helped women to break the barriers of certain issues and to show that they have a voice that matters. There are brands such as Off White which are helping women to spread their awareness to others and also have society see that everyone deserves to be treated the same.

Fabric

Back in the 80's, Natural Fibers were focusing on producing natural fibers such as cotton in a safe manner. In the 80's, a lady known as Katharine Hamnett brought to the attention of others on how producing cotton caused people to have pesticide poisoning and spent 10 years developing her own uncompromising clean cotton supply chain to be used in future collections(Siegle,2018). This showed the beginning of the rise of natural fibers being produced in a more clean and efficient way. Although the designer Hamnett was often criticized, she often stated how producing something more ethically and efficiently was better than people having to work under safe conditions. Sustainability is one of the major concerns for designers right now and most of them are trying to find ways to recycle it. Some fabrics such as organic cotton are being used to make new garments as it is safer to produce and is great for people with sensitive skin. One designer known as Rossella Jardini is taking her creative imagination to put together garments which are eco-friendly yet stylish. Although the designer went ahead to recycle the fabrics, it didn't stop her from using embellishments such as pearl buttons and golden tassels. When looking at the designers collection people will see according to Cardini from Vogue that "The designer addressed the sustainability issue her way; she reused vintage decorations, salvaging them from waste, and gave a good face-lift to unassuming everyday pieces, morphing them into stylish specimens. You can call it sustainable chic"(Cardini, 2018). The future of the

field jacket looks as though it is going to start shifting towards more of the creative side while also being more eco friendly. It is as though the jacket is going to convey a message of looking good while also feeling good about giving back as the jacket is being recycled. Although we are going to see some sustainable fabrics, there are also brands such as Off-White which are making field jackets with leather. The reason behind the use of this fabric is to gain attention from business woman and to go against rules of certain fashion. In his collection according to Vener from vogue “Beyond that, a leather field jacket boasting “Woman” across the back; a well-tailored, double-breasted evening jacket paired with Italian dip-dyed pants; and a black-and-white check tiered ruffle gown all but indicated that Off-White had no intention of conforming to white-collar convention”(Vener, 2016). This is a way of showing women empowerment by going against what is seen as modest and also showing that it is time for them to make their moment. In the year of 2020, the fashion industry will begin to see a rise in sustainability and looks to reduce the carbon footprint of different brands. Looking at the ways that sustainability can impact different fashion brands, it is easy to see why it will be a big deal in the future according to Illeez from Ege university such as “Reducing cost of purchase materials, Increasing profitability, Minimizing cost of disposal and treatments, Minimizing environmental impact by reducing use of new raw material and producing products from earlier ones, Textile recycling requires less energy than any other type of recycling, and textile recycling does not

create any new hazardous waste or harmful by-products”(Illeez, 2018). Most of the fabrics that are going to be produced in the future will be able to be produced in a way that benefits the business and also keeps the environment intact. To do this process, the fibers in landfills are separated that can be produced again. In the future, the fabric that will be used in the construction of field coats is organic cotton. Organic cotton is a lightweight fabric that is made with organic or recycled materials. One fabric store known as Moods fabrics explains how”Our organic cotton fabric is made per traditional methods, but the cotton itself is grown via organic production and agriculture methods, with no toxic pesticides or fertilizers(Mood, n.d.). Organic cotton will make a big impact as it is all natural and it will make people feel good about the clothes that they are in as nothing was wasted. This fabric is something that is produced with no chemicals and it can help to reduce the number of carbon emissions that can potentially affect a person's health.

Color

Military has used a certain shade of green over the years that have been modified by different aspects of society. Throughout the year, shade of green known as Olive Green 107 has been used in the field jacket. Over the course of years, the color has been slowly adapted as society and conveys a different message today than what it did back then. In the year of 1981, a woman known as Alison Lurie who did a study on Navy Lt. John Kerry that wore any army as he was against war. When it goes to looking back into the past, Patterson at The New York Times

Magazine says that “In John Knowles’s prep-school novel “A Separate Peace,” set during World War II, his narrator describes olive drab as the “prevailing color of life in America. That color is always respectable and always important. Most other colors risk being unpatriotic.”(Patterson, 2015). The color army green has a lot of meaning towards respect and dignity for a person since it has been used in military fashion for a long time. Over the course of years, there have been people who have adopted the color of the jacket and have changed it around in many different ways which has shifted from the traditional military look. For the year of spring 2018 Arcadia is a shade of green which has a blue undertone. The reason why it is popular according to Pantone is “Hinting at retro yet at the same time modern”(Pressman, 2017). Having the green that is retro is a *prevailing fashion* as it is one of the trending colors. One of the shades of green which is going to be a big influence for the women's movement is army green. During the times of war, women often worked in places such as the factories while the men were at war and began to become recognised as equal individuals. This is why according to Yates from Vogue Australia said “That is why Yet the idea of being inspired by war is a double edged sword to me. That is why I want to point out my most important reason why women can find much inspiration from military garments, and it has to do with our history”(Yates, 2017). One shade of green in particular that is going to be trending in 2020 will be olivine. The green is represented in a different way in today's society as a form of women's empowerment compared to the gruesome

scenes of war years ago. Looking at the women's movement in the past along with going against war, it is shown how the color olive is going to be one of the colors that shows the evolution of the women's movement. Another color which will be for the jacket is navy because for the upcoming election, there may be women who will try to run for president and this color will represent the power of women in the white house.

Silhouette

Many people have certain garments that they can put on for a quick look that looks good on anyone. The field jacket is something that always keeps it basic form which is the straight silhouette as it is flattering and easy for all body types. It is a look that can look good for basically anyone and can be worn with any type of outfit. As mentioned by Evans from the Wall Street Journal "Everyone can look good in a field jacket," said Gabriel Ricioppo, creative

director of Richmond, Va.-based store Need Supply Co”(Evans, 2015). This is showing how people who are more into a simple types of fashion can still look good without having to put too effort into it. Although the jacket is a very easy piece, there are designers who are innovating the designs into more luxurious designs that are show that simple can be extravagant. Seeing that jackets are more of a relaxed look and more fitting for a male figure, in the future the *androgynous scheme* is going more for a feminine look that is more flattering.

Theory

Field coats are associated with the *trickle- across theory* or also known as mass market because of its military roots. One shade has been selected and debuted by the Army which is known as “Olive green 107”. *Trickle-across theory* is stated as a theory that excels because the idea is accepted by all social groups and the gatekeepers in each social structure eliminate and

keep the ones that fit their desire. Although the field coat has been seen in designer collections, it all came inspired from the United States Army. The soldiers wore it on duty and served our country in that Olive green jacket, the field jacket throughout the year has been seen in numerous retail chains such as Forever 21, Zara, Gap. 2020 will lead the year with a more eco-friendly vision which will make the green olive shade stand out and bring more acknowledgement to the jacket.

Influencers & Direction

The Field coat was a symbolic rebel youth peace during the wars and still makes headlines for its simplistic and military style. It was originally named the M-65 field coat because of the military(Waldman,2018). Looking back into the past, during the 1970s stars such as John Lennon, Jane Fonda, and couple more spoke out about antiwar and felt the movement of rebellion was rising(Waldman,2018). The *pendulum swing* is going to stay within the classic style of the Olivemetoo green shade. Overall through the decade the field coat has maintained its simplicity of the minimal pockets and worn as a fashion statement but also stands for rebellion and could send a message of someone that supports pro military. For the target market, the ages will be between 18-24 as it will focus on young women in college who are fashion forward but also have high expectations. These women are eventually are going to enter the workforce soon and are the ones will who influence the growth of women's equality. For the women, they will

mostly consist of *Experiences and Makers*. Another celebrity who has made an influence on the jacket is Rihanna who according to Waldman from Vogue states that “In May, Rihanna touched down in New York City in cargo-chic camouflage that was anything but undercover”(Waldman, 2015). By looking at the way how the field jacket was described on Rihanna, it shows how eventually the jacket is going to become a statement piece. The jacket has grown from something ordinary to something every girl would be proud to own.

Trench coat forecast

As Fall shows approaches in a couple of months, trench coats have been brought back into the market as a staple piece for the spring. Trench coats ranging from designer brands such as OFF-WHITE , Oscar De La Renta, Burberry, and even in retail chains such as Forever 21 and Zara. Forecasting into the future the traditional fabrics will still be seen as well as a mix of the more modern fabrics. Colors can range from camel, daring red, blush for the evening.

Influencers & Direction

Royalty is heading towards a different direction of using less of sumptuary laws as more people will be able to afford the looks being worn by powerful figures . Megan is a trendsetter fro styles that are sophisticated yet casual and she is reaching out to different kinds of markets with a fair price point. According to the Harper's Bazaar Staff the cost of the trench coat is "Babaton 'Lawson' trench coat \$245 (£175)" (Harper's Bazaar Staff, 2018). When it comes to Meghan, she is changing the way that people see the royal family by showing a shift between more luxurious look to something that is more down to earth. Another thing which says a lot about her look is how she is being more of herself and showing that being simple can be beautiful. The jacket is also seen on Meghan with an open relaxed look which says a lot about what she is convey about herself as individual who is more relaxed and is comfortable with being around different people.

Pendulum swing

The *pendulum swing* is going the extreme for one of the most renowned classics as designers are taking a new direction for the trench coat. It is shown how the coat is going from an ordinary piece to something that can worn everywhere, and makes a big statement wherever a person goes with it. It is a small get together to a party, the trench is offering a wide variety of different styles. According to Pieri Harper's Bazaar there are trench coats that are "Worn by everyone from Jackie O to Rihanna, it knows no limits of occasion or season- and leaves room for designers to get creative" (Pieri, 2017). It is seen how the trench coat is evolving in a way that is making itself unique to a person who has a different style in mind. Whether a person wants to adorn a more simple style with a bold fabric such as vinyl to a plaid leather patent trench coat, there possibilities are endless. Many of these coats designs can be worn with things one example is Pithers from vogue magazine who gave ways to pair outfits such as "Amplify the attitude of the casual denim with a long-line trench in palest cream- dry-cleaning bills be damned" (Pithers, 2018). As we move further with the trench, more people are looking at ones that fit their preferences and create the look to their own mood. It is a way of pushing the boundaries and going beyond the expectations of consumers by putting out a coat to which fits them.

Fabrics & Color

Trench coats began as a classic outerwear for generals during WW1 but throughout time, designers have combined funky colors and fabrics to showcase their ideal trench coats to accommodate their consumers. Although the more traditional color is camel, in recent years colors such as daring red, vibrant blue, lime green have been seen on trench

coats(Hannelly,2017). La Perla has showcased a daring red shade trench coat for the perfect night out(Hannelly,2017). Fabrics can range from depending on what type of retail brand your forecasting for. A luxury brand trench will use 100% gabardine cotton because it gives a elegant aura to the garment, Gabardine's durability and that its waterproof would make the trench coat last more and can be worn for more exotic locations such as Antarctica and Mount Everest(Furr, 2018). Fast fashion companies such as Forever 21 and H&M will opt for cheaper fabrics such as polyester as it will not last long and would withstand maybe a season.

Silhouette

This season slouchy fabrics, big buckles and extended silhouettes took the run-off-the-mill trench from ordinary to major (Berkinger, 2018). The trench coat silhouette has changed throughout the years, becoming more flexible, lightweight and breathable rather than being heavy and stiff like how the officers wore during World War I. Consumers are personalizing how the trench coat is being worn day to day and being more chic, the styles are countless. Much like Madonna, these pieces gain their timeless, universal appeal through their ability to adapt and evolve with the latest trends. Today's subject-the trench coat-illustrates this point perfectly (Watts, 2012). These coats are relaxed, free and more comfortable to move in for instance, Burberry's built a business on it, worn by everyone from Jackie Kennedy to Rihanna, it knows no limits of occasion or season—and leaves room for designers to get creative (Pieri, 2017). Some styles are inspired by mens streetwear and are being made from reversible fabrics to show off classy yet street inspirations while still being conservative below the knee.

Bomber Jacket Forecast

Need a jacket that is not too heavy and not too light? Bomber jacket is the way to go! Being worn by pilots to models down the runway, bomber jackets have been a staple piece in fashion. From as early as the 1930s to World War II, military pilots would be wearing the A-2 but as the years went by the jacket's cut, and a revised version is still in use today (Tudela, 2016). Refresh wardrobes with these colors such as dark madness to olive for green, which have been trending and are worn with heels or sneakers for a more athleisure wear outfit. It is a jacket that can be worn either in the warmth or cool, women are balancing the masculine shape with slit skirts or maxis, in other words it goes with just about everything (Pieri, 2016). The bomber jacket has held its value and became a classic, while the style has remained, the fabrics became more advanced as years went by.

Fabric & Color

Traditionally, designers use leather for bomber jackets but since the *pendulum swing* is shifting to a more casual, comfort and flexible movement, nylon is being used for these staple jackets. It is also the default fabric choice for traditionalists and modernists. To go back in time, these jackets were very bulky, it was a practical piece for pilots up in the air at high altitudes. This classic silhouette is instantly recognizable, and has found its way into closets as an item worn purely for fashion now. While it used to be a heavy-duty aviation garment, it is now a closet staple (Wolfe, 2008). These bomber jackets are smooth and very light-weight, making it more easy to wear day to day and becoming a characteristic made for an ideal material to suit number of uses. Designers use soft materials and different color lining inside for a more fashionable look, like Rick Owens who is a Californian born designer and turns icon pieces to a

more chic and urban uniform. The Top Gun staple, specifically one cut from army green nylon, is back with a vengeance and especially among the It-girl pack (Cheng, 2016). These jackets have also slimmed down for workplaces and on city sidewalks, With designers like Raf Simons and Stampd tweaking the formula, it's a jacket that's available at far more than your local Army/Navy store (Babcock, 2015). Moving on to colors, dark madness and olive me green are in for bomber jackets and making a comeback bigger and better. These two colors are essentials and being worn with anything from maxi dresses to trousers. These colors are not only neutrals but can be worn anytime of the day and are lively. Portraying confidence down the runways to sidewalks.

Silhouette

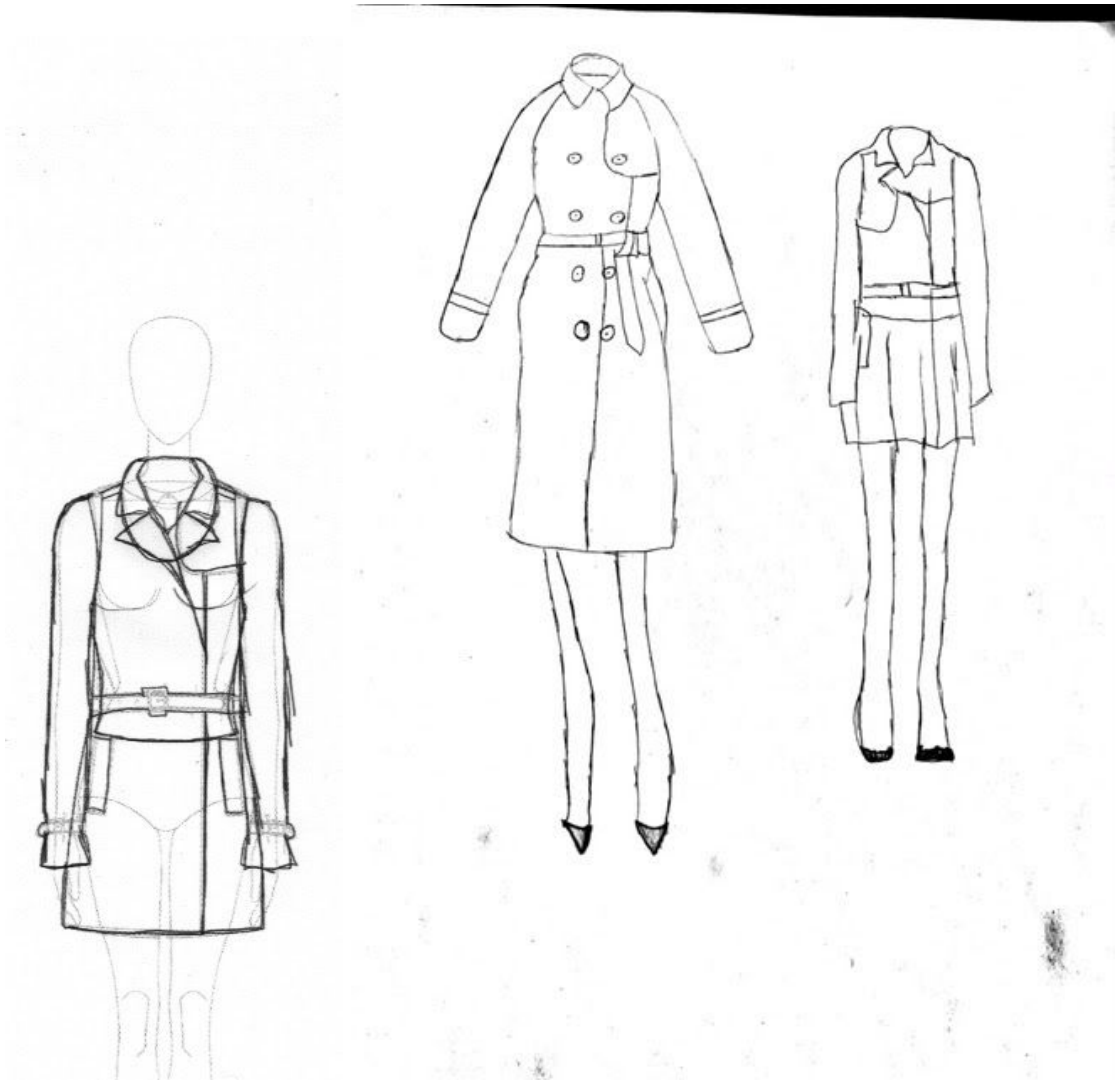
Whether oversized, velvet, leather or traditional, the bomber jacket has taken over the Fashion Week runway (Trochu, 2016). From sporty to super sophisticated outfits, dark madness and olive me green are electric and the classic silhouette is instantly recognizable and now worn purely for fashion. While it used to be a heavy-duty aviation garment, it is now a closet staple. Some of these jackets are inspired by Rihanna and Kanye West, two very popular celebrities and worn oversized in black and olive. As a modern-day wardrobe staple, you're seeing more and more contemporary cuts and shapes applied to the bomber jacket; everything from slim-fit to surplus style is fair game for the modern bomber (Babcock, 2015). These jackets have pockets at the hips, are a classic fit, some are even water resistant, they have a ribbed collar with cuffs and hems. The classic ones are normal fit not too bulky just the right amount to keep consumers warm enough.

Theory

Bomber jackets are considered to be with the trickle across theory, originally being inspired from pilots. Starting as a jacket that was best suited for chilly, cramped cockpits, it has now become an outerwear staple that has taken a turn into a more modern look. Bomber jackets were a major part of military life, but following the Korean War, and after the Vietnam War, the MA-1 was integrated into civilian life. While the jacket was for U.S. military personnel, the jacket quickly spread to a non-military audience.

Influencers & direction

Whether oversized, velvet, leather or traditional the bomber jacket has taken over the Fashion runways. Women within and beyond the fashion world alike are snagging iterations of this military-inspired piece, including several of our favorite celebrities. Influenced by Rihanna, Gigi Hadid, Shay Mitchell and Emma Roberts. They have taken the bomber jacket and made it there own essential piece and rock it confidently throughout the day. These jackets will continue to be popular and rise, ages 18-24 who are ready for the workforce or school life and want to look edgy and fashionable are rocking the bomber jacket.



Field Jacket Sketches





Bomber jacket sketches



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