



NICHOLSON AND WALDRON TREND FORECAST

**"Where Fashion Meets Creativity"**

**"What I find most interesting in fashion is that it has to reflect our time. You have to witness your own moment." - Nicolas**

**Ghesquière**  
Table of Contents

**About the Authors.....**

**Letter to the Reader .....**

**Consumer Profile .....**

**Proposed Silhouettes .....**

**History of Trend/ Timeline.....**

**Trend Report.....**

**Sketches.....**

**Proposed colors and Fabrics .....**

**Influencers and Direction .....**

**Conclusion .....**

**References .....**



# About The Author



Valerie Waldron's first real experience in the fashion industry was working for a marketing company called "La Reina del Barrio LLC" where she wore multiple hats as a production assistant/ fashion stylist/ and fashion administrator of the company. Waldron's time interning she spent it familiarizing herself with people who had diverse career backgrounds; this helped her hone her craft to become unstoppable in every curve ball that the industry threw at her. She is a senior at New York City College of Technology where she will be attaining her Bachelor's in Fashion technology. Waldron is one of two owners of Nicholson and Waldron Trend Forecasting & CO; she works alongside Chynna to forecast what's new for the next coming years in the industry.

Valerie is excited to be a part of the workforce where she dreams of becoming an Art director for a major luxury brand someday. She was always Inspired by designers like Alexander McQueen, Kanye West, Virgil Abloh, etc, and how unapologetic they were to create such designs that wowed the world; they wanted to change the status quo to what was normal and boring to their own creation.

# About The Author



Chynna Caleb-Nicholson is a hardworking young woman. Ever since she was a young girl, she knew what she wanted to do in life and has been making strides every day to reach that goal. The first fashion magazine Chynna ever held in her hand was Vogue magazine. She instantly fell in love with all that she saw on the pages and instantly knew what she wanted to pursue as a career. College was never on Chynna's mind because she thought it was not necessary and it would be a waste of time. By her own doing, she changed her mind and realized college was necessary. Over the course of Chynna's college career, she has made many mistakes and has learned more about herself than she could have ever thought possible.

Chynna along with her older brother Robert are first generation American. Her parents are from Guyana, located in South America. Neither of Chynna's parents attended college and her older brother was the first to graduate college in the family. Once Chynna completes her bachelors degree, she plans on obtaining her masters degree while maintaining a career in the fashion industry as a buyer, fashion marketer or creative director. Her mother has always been so supportive of her career choice and coming from a Caribbean background, a career in fashion is not ideal. It took some time for Chynna to get to where she is and it was all worth it. All of the tears and ups and downs has made Chynna the person she is today.





# Letter To The Reader

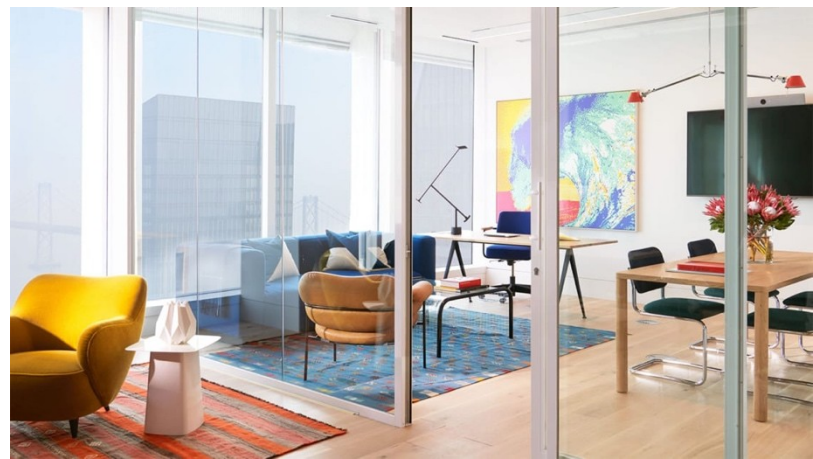
These past few years have been nothing short of a world wind. The entire world has gone through a pandemic and inflation reached an all time high. We've all been through a lot but we are slowly but surely returning back to the way things once were.

As the seasons start to change, people are either going through their closets pulling out their cold weather gear or they are heading online searching through the internet for new fall and winter pieces. It can be difficult finding current fashion trends for men, but Caleb-Nicholson and Waldron Co. is here to let you all know that Fall/Winter is approaching and we've got you covered! Whether you're heading into the office, out with friends or on a quick store run, your interests will be peaked with what we've predicted for F/W 24, especially if you're someone who likes to be ahead of the curve. If you're interested in upgrading your Fall/Winter jacket collection stay tuned because you will be in for a treat.

Sincerely,

Caleb-Nicholson & Waldron

## Location



Caleb-Nicholson & Waldron Co. is located in Downtown Brooklyn. Brooklyn is one of if not the most diverse boroughs in New York City and we wanted to be able to reach everyone. Whether you're living in Long Island, The Bronx, Staten Island, Queens, or Manhattan, our office is only a bus ride or train ride away! Due to Brooklyn's diversity, we are constantly seeing all types of fashion as well as emerging fashion trends and that keeps our eyes open to what could potentially be brewing as we often see the varying way school aged kids dress, young adults dress, middle

aged adults dress an so fourth. No matter the season, people always manage to wear different variations of a jacket that relates to the season. Caleb-Nicholson & Waldron Co. are determined to predict accurate fashion trends for future seasons and it begins at our office.

## Consumer Profile

Caleb-Nicholson and Waldron Trend Forecasting Co. is focusing on men who fall in the demographic age range of 25- 35. These men are millennials who are into stylish jackets that showcase their own personal style. The men who fall into this category are in the beginning stages of their careers, working their way up in their respect industries. For example, men who are in corporate, fashion, or any other industry still require a piece in their wardrobe that cohesively ties their style together. A man's jacket that could transition them from day wear to evening wear is usually what a man who is getting off work usually gravitates towards in the fall seasons.

The income for most of these men would start at \$65,000 a year and up. These men have high education levels and have attained their bachelor's degrees and/or master's degrees. The marital status of these men are single with no children and because of that they have more disposable income. Caleb-Nicholson & Waldron Co. is targeted to all ethnic groups. These men live in major cities. Appearance is everything to these men and they want to keep up their appearances. "The majority of young US adults enter the VALS framework as Experiencers—

self expressive, sociable, and spontaneous” (Breman, 2017). Our intended target market are men who want to look good and make strides daily to do so. These men like what they like and cannot be persuaded. Our target market is of men who have not started families but splurge on items they like or the people around them like. As Experiencers, these men are “first in and first out of a trend adoption, want everything and are up on the latest fashions” (VALS, 2022).

## History Of Trend



**Figure 2.1**

The doublet was “an outer garment for the upper body worn over a shirt, worn by men from the fourteenth century to c. 1670” (Baclawski, 1995). By the 16th century, the doublet was known as the peasant doublet. It was a padded and quilted military garment, used to prevent chafing of the skin from armor and was thick enough to protect the skin from sword cuts if worn without body armor (Friendship, 2008). As the 16th century was winding down, the doublet

would change again. Skirts were eventually removed from the doublet as they became narrow covering the hips (Cumming et al, 2010).

**1600's**



**Figure 2.2**

The jerkin also known as a jacket is a leather outer garment that consists of shoulder puffs or wings, with hanging sleeves, full sleeves or no sleeves (Bradley, 1954). According to Cosgrave (2000), the jerkin is similar to today's suit jacket and was often left open to show off a man's doublet, shirt and codpiece. Jerkins were made from fabrics like silk, leather and velvet and many were able to differentiate classes based on the fabrics used as only middle and upper class men wore jerkins (Blanco, 2016).

### 1930's



In 1936, a man by the name of Eddie Bauer created the down jacket and he named it the Skyliner (Marshall, 2016). Bauers original design was “a waist-length quilted puffer...with a knitted collar” (Komar, 2019). The idea to make the down coat was due to Bauers uncle who was a

Russian soldier explaining to him as a young boy that he kept warm from wearing jackets stuffed with feathers while fighting in the Jape-Russian war (McCarthy, 2017).

1980



**Tom Cruise w/ Aviator Jacket/ Model in the 80s (Top Gun)**

**Figure 2.3**

Bomber jackets was originally used for flight purposes in the military. The U.S army created this jacket to simply keep WWI pilots warm in the uninsulated, open-air cockpits of the earlier types of planes that were created in the 1900s. Numerous aviation advances occurred in the years



after WWI, including the shape of the cockpit. As cockpits became narrower in shape and more crowded with technology, there was less space available for wearing a bulky coat (Staff, n/a). Since men were starting to get more technologies in their cockpits, they were not able to use those big bulk-like jackets anymore; they decided to create a bomber jacket that was breathable and could keep the pilot warm with the wind.

The leather jacket silhouette was a staple of the 1980s when it came to men's jackets; this jacket was highly prominent at the time. The leather jacket was directly aligned with celebrities like Michael Jackson, Madonna, Janet Jackson, Tom Cruise, and Bon Jovi. The aviator leather jacket was highly popular in movies as well, like Top Gun and others alike; the subculture of the 80s were rockabillys, heavy metals, goths, skinheads, and punks. The rocker leather trend jacket of the 80s was powered by the decade's emergence of new rock-inspired musical genres and popular rock bands (Meyer 2022). Men favored leather jackets because it represented the type of music and style that they were into which would coincide with the sense of community amongst their friend groups.

Leather jackets were popular amongst that rocker style kind of men who wanted to give off the effect of a bad boy edgy vibe to their outfits. Furthermore, leather jackets of the time had created different silhouettes within the leather jacket category, like the aviator jacket and the black leather bomber jacket silhouettes. Michael Jackson's notable red leather jacket in "Thriller" was a huge moment for music and fashion too because he pushed the boundaries when it came to African American people in music and on the big screen. "Billie Jean" and "Thriller" were two of the first music videos by an African-American artist to air on MTV" (Wilburn, 2018). So, it's

safe to say that the leather jacket was a notable statement piece that was important in the 80s and so forth.

**1990**



## Will Smith's "Fresh prince of Bel-Air" double denim Fig 2.5

The denim jackets are one of those materials that ceases to never die; it is constantly everywhere today but it was a staple then. Oversized denim and regular silhouette type of denim jacket was a style that was prominent in men; it came in all types of final washes either dark or light wash. There was a term called "double denim" amongst men's fashion In the 90s that entailed of Denim pants with the denim oversized jacket that the "fresh prince of bel air" the sitcom played by the main character Will Smith used heavily in the show. The 1990s was a decade synonymous with double denim, but smith being smith took the trend to the next level. Behold the double denim. Not a look for the faint – hearted, the oomph was further enhanced by the yolk- yellow tee and scarlet cap (Mitakas, 2020).

The fresh prince of bel-air was primarily where most men got their sense of direction from. Denim was heavily pronounced in the 1990s where the subculture of hip-hop/rap helped push denim to the next level as well; denim was once used for the purpose of work and men who were in the business of cowboys. But, music and subcultures helped redefine the look of denim and why denim is still one of those textiles that is still a household name today in fashion to use.

2000



Kanye West's "College DropOut" Varsity Jacket (2004) Figure 2.7 Figure 2.8

Undeniably, when you think about a garment that represents American sports in its entirety; the varsity jacket "the letterman jacket" in which it's important to note that that varsity jacket was originally used to represent certain sports teams not for fashion-based reasons. In 1865, the iconic letterman jacket can be traced back to the baseball athletes of Harvard University in

Cambridge, Massachusetts (Beltran, 2019). The varsity jacket was a statement piece to relate to other people in college campuses that you were amongst the elites on campus of the team or that you were part of a team like community within your college or school. Fast forward to the 2000s men still wore for the same purpose but instead of representing a team or sport designers transformed it to become fashion.

In the 2000s, a brand named Stussy took this idea and took it to the next level where they made it street fashion where originally it wasn't; they called this era the "stussy tribe varsity jackets" where it was to keep the silhouette but to create different designs within the brand name. Artists like Kanye West used the varsity letterman jacket silhouette to showcase his album "The College Dropout" 2004 by combining college culture with street fashion hip-hop to help push his new album at the time in fashion.

**2018**



Model wearing Moose Knuckles Fleece Jacket; Figure 2.9

The Fleece jacket is one of those jackets that feels like someone is giving you a warm big hug; this textile is one of those popular types of materials that is super comfortable to the wearer during those cold months. Not long ago, fleece was not one of those materials that was highly

avored by men because it gave a sense of cheapness, and it was that type of material that would catch a lot of particles in the environment. But, with effective marketing it helped the "Patagonia" brand all together for the fleece jacket to gain traction. Patagonia gets most of the credit for the modern fleece jacket. In the 1970s, Yvon Chouinard's company was looking to innovate in isolation for rock climbers and backpackers (Anderson, 2019). This company found a niche where they could turn something that was not as desirable into something that would be deemed fashionable for those people who are constantly outdoors and could be used year-round.

In 2018, Patagonia was able to hone their fleece jacket and ultimately gave other retailers inspiration to create their own styles with this "new" fabric. By catching onto this style, they took it to the next level, designers like north face, supreme, gap, old navy, and others alike did the same too. Today, the designer of moose knuckles developed their own fleece jacket with high fashion in mind; they introduced a high price point by taking advantage of the trend and creating their own style.

2020



Model w/ Shirt Jacket “shacket”

Figure 2.11

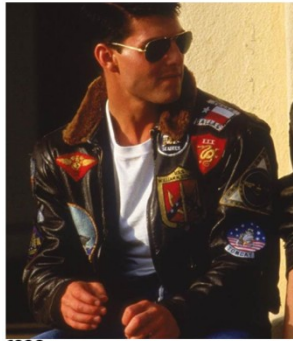
Shirt Jackets are a relatively new concept that has taken traction within the modern fashion world within the last couple of years; shirt jackets are a hybrid between a shirt and jacket. A modern day essential with a rich history, the overshirt; heavier and more relaxed than a shirt, lighter than



a jacket, this versatile garment fills the gap for casual outerwear for those shoulder seasons (Woodhouse 2022). The history behind such a concept was first developed in the origins of France where it was a work jacket worn by laborers to protect their civilian clothes underneath. The overshirt is one of those casual staples men have been wearing these last couple of years up until today. This jacket became a hybrid piece that men today didn't know they needed. The coat served as an intermediary between seasons, shouldering the transition between warm and cold (Keiderling, 2022). This jacket became a staple in high fashion to where Prada created their own take on it.

# Timeline

## A BRIEF HISTORY OF MEN'S JACKETS



←1980

In 1986, the movie Top Gun starring Tom Cruise was released. The bomber jacket became a hot commodity.

1990 →  
Rapper and actor Will Smith wearing a Jordan tracksuit jacket



← 2000

Boyband \*NSYNC wearing Denim Jackets

2010 →  
Gucci Fall 2010 Menswear





← 2018  
Patagonia Fleece Jacket

2020 →  
Men's Prada Shirt Jacket



## **Trend Reports**

### **Bomber Jacket**

The bomber jacket is easily one of the most important trends to date in men's jacket; this trend usually circles back around in the spring/ fall season and always comes in different colors, lengths, mixes silhouettes, and fabrics. Men have always gravitated to this style because of its versatility between casual and business attire. Underneath, you can fit multiple layers, but we'd recommend keeping them reasonably light; shirts, thin- gauge knitwear and so on (Fashion beans, 2022). So, there are always endless possibilities with this powerhouse of a shape, cut, and colors with the bomber jacket. Bomber jackets have been in fashion for decades, but they take on different personalities at different times (Fashion beans editors, 2022). The importance of the bomber jacket trend and its importance is because bomber jackets constantly evolve over time when it comes to style but always seem to retain its relevance in men's jackets every year.

We predict that our trend forecast in bomber jackets in 2024 will return because even though there are other types of silhouette jackets out there; there is a consistency that's shown from 2020 to 2022 as the bomber jacket still retaining its relevancy and so we're almost sure that the bomber jacket will come back but in a different style or be mixed with another silhouette. Many stores in 2022, have decided to bring back old styles and recreate a new color wave or silhouette but the bomber jacket has proven that it's going to stay for decades to come.

## **Leather Jacket**

The leather jacket is another silhouette that never goes out of style like regular vintage leather jackets or vintage designer leather merchandise ends up being more expensive than newer leather goods. Primarily, biker jackets have become so popular since the 1980s that people would purchase leather jackets that have emblems on them to represent a brand and its vintage state to show off; how valuable they are. Men's leather jackets are usually desired by all men from different age ranges; it doesn't matter their economic standing, leather jackets come in all different lengths, leather finishes, and sizes. This silhouette is such a staple in the fashion world that all retailers, no matter what target market they pertain to, still seek out this jacket to enhance their style. There are plenty of flavors of leather jackets out there, from road ready moto jackets, to club ready leather dusters to luscious suede bombers and more. You might not think of yourself as a leather jacket guy, but there is definitely a leather jacket for you (Ortiz, 2022).

In our forecast, we predict that in 2024 leather will not phase out but include colors that we have forecasted and will help take the leather jacket to the next level. People will always seek out the next type of leather and/or silhouette for men's fashion. The style of the leather finish will still be relevant in 2024 but we believe that it'll challenge new colors and add accents of color in the leather jacket. This is an important trend that will take direction in a new form and recycle the leather jacket but in a different silhouette and also leather jackets give off this edgy,

cool, dare daring vibe that men like to express in their clothing too. So, we believe that leather jackets will come back in 2024 with different elements.

## **Fleece Jacket**

The fleece jacket unlike the other men's jackets like the leather jacket and the bomber jacket are staples in a mens jacket collection. But, the fleece jacket is one of those contenders that had a lot of people scratching their heads in wondering how this type of jacket material could be a go to for not just a certain target market that are into the outdoors and need extra warmth into mainstream fashion. Well, the fleece jacket quickly became a trendsetter a couple of years back and it seems as though it is here to stay. Have you ever looked at your sheep and thought, "that sheep looks mad and uncomfortable"? Exactly. The fleece jacket is good for mild climates, great for fall and spring, and perfect for bringing out the gorp side of you (Ortiz, 2022). This goes to show that this type of jacket is perfect for those weathers in which you're in between a sweater or a light jacket and want to still feel comfortable in your jacket. Patagonia refined their fleece in the 1980s, adding bright colors and eventually patterns in the line to help them stand out from the competition, changing the texture of the fleece from hairier deep pile to finer fleece they called Synchronilla, and making the sweater easier to put on with their snap-T design in 1985 (Anderson, 2019). So, the brand Patagonia was the first to create fleece jackets and make it possible for them to be worn by men and then it spilled into middle and high fashion brands.

We foresee fleece jackets to keep evolving into 2024 because they have been proven to not just be available for a certain target market that requires a little more warmth who are people

who are outdoorsy but for a bigger audience. Also, since fleece jackets were prominent for two consecutive years we predict that it'll show up in 2024 too. The colors that we have forecasted and textiles that we have predicted to make it into 2024 along with the fleece jacket; we believe that the trend will keep introducing more colors and prints in 2024.

## **Denim Jacket**

The denim jacket is easily a men's jacket that could be traced back many decades ago; it is a trend that usually pops up in different shapes, silhouettes, and or colors. In the men's jacket tier, having a denim jacket is a must have for casual styles. Originally meant for laboring and for working purposes, men used denim to protect their skin from harsh chemicals, dirt, grime, and still till this day it is a heavily used textile that every designer whether too small or big uses in their arsenal to create a new or innovative kind of silhouette with their name on it. But, denim isn't new but very much often does show up every couple of years as a constant; denim does and can take a beating. The medium washed denim will match any slacks or jeans and can be worn oversized and open or buttoned up, depending on your style (Cannon, 2022). Men can use the denim jacket to either dress down or dress it up with some slacks for the fall season; it is usually a very highly favored jacket to have in your wardrobe. Men typically buy this jacket because it lasts a really long time. Depending on the quality of textile/ denim it may be ranging from lower quality denim and high priced designer brands also carry denim jackets.

We predict that this trend forecasts men's jackets will come back in 2024 in a different denim wash finish and silhouette where it'll be taken to the next level without a question. Denim jackets can easily take your outfit from the more basic to a more refined style depending on your

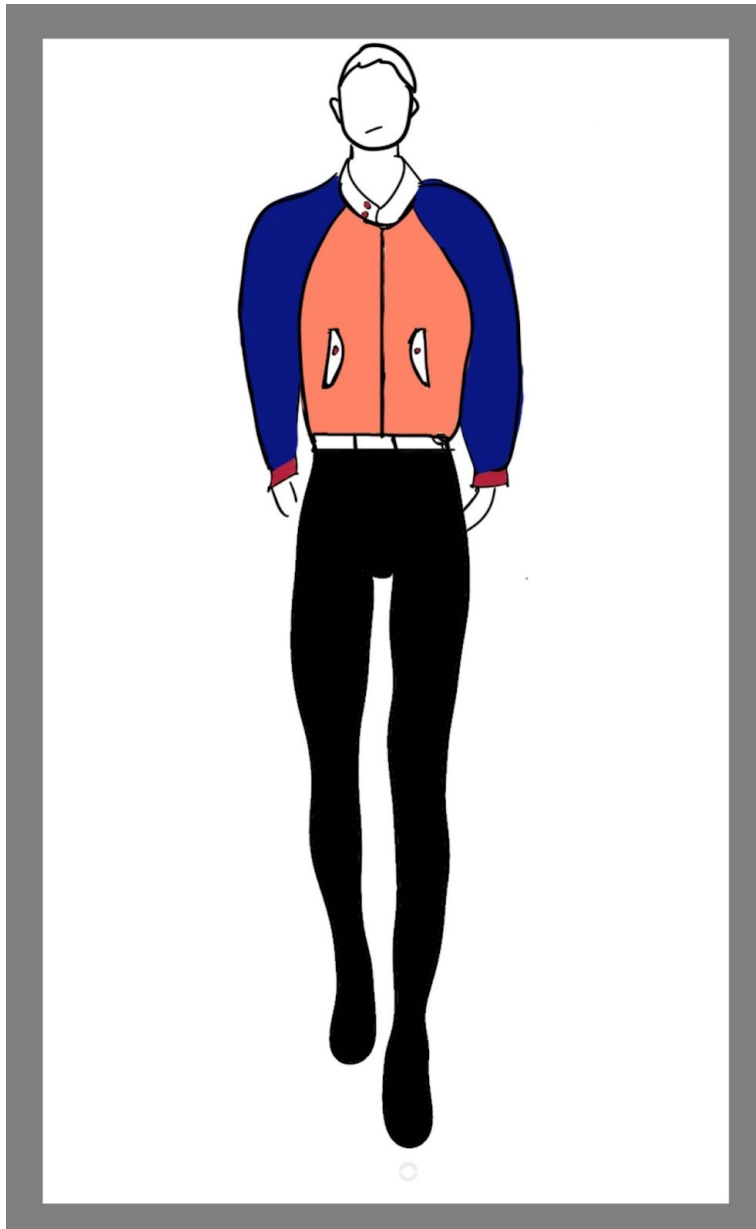
style. The direction in which denim jackets will go we predict is brand new, fresh and appealing to folks that participate in fashion week of 2024. Color will be reintroduced with using the peanut butter color that we've created; men like to have color as well in their wardrobe as well as neutral colors

### Sketches

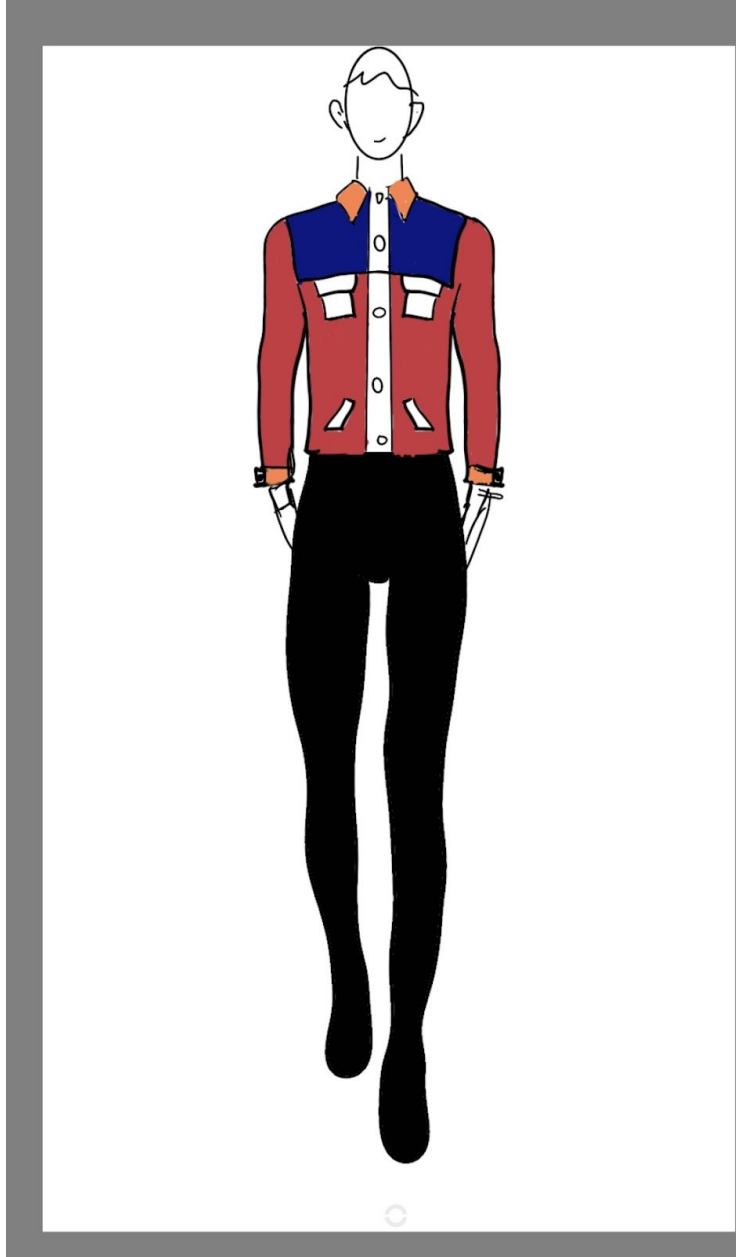


Sketch 1: Varsity Jacket

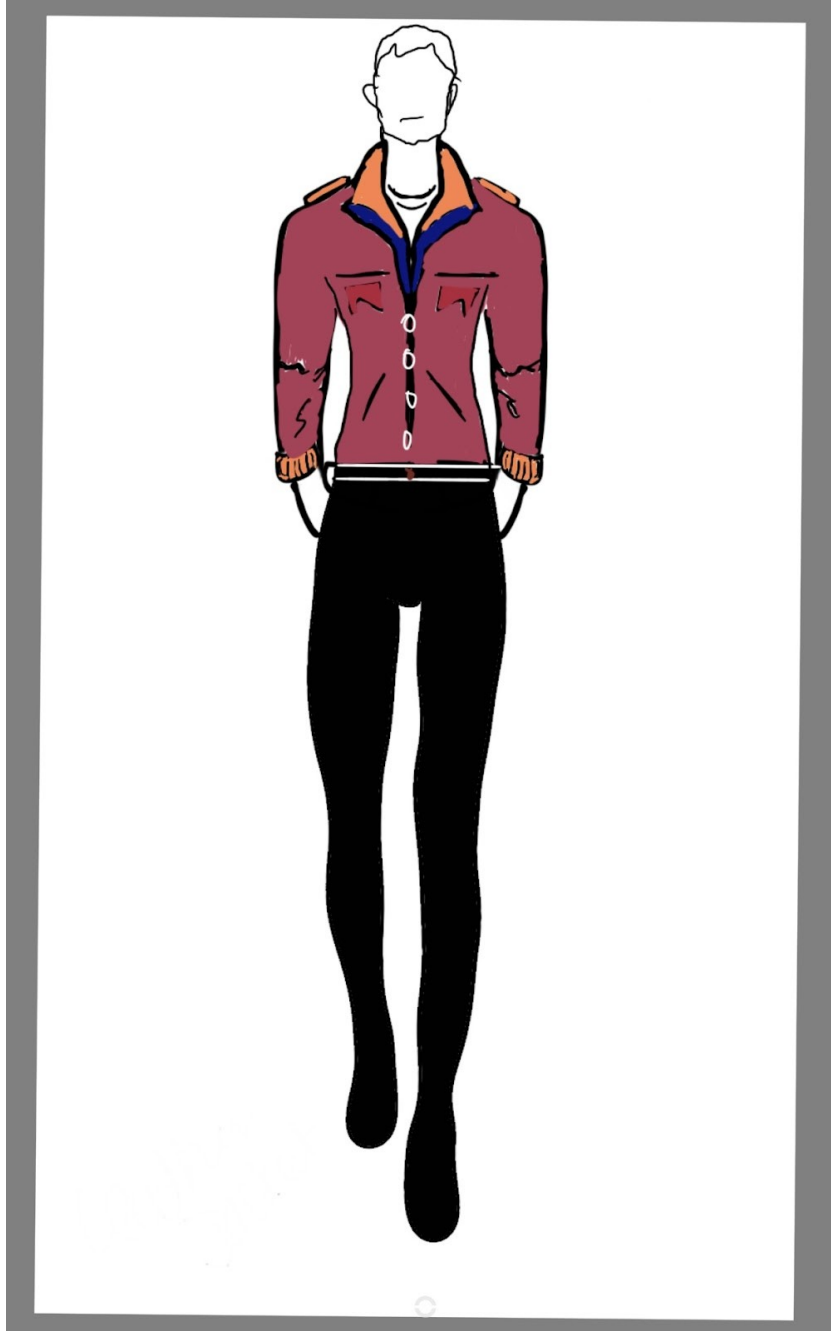




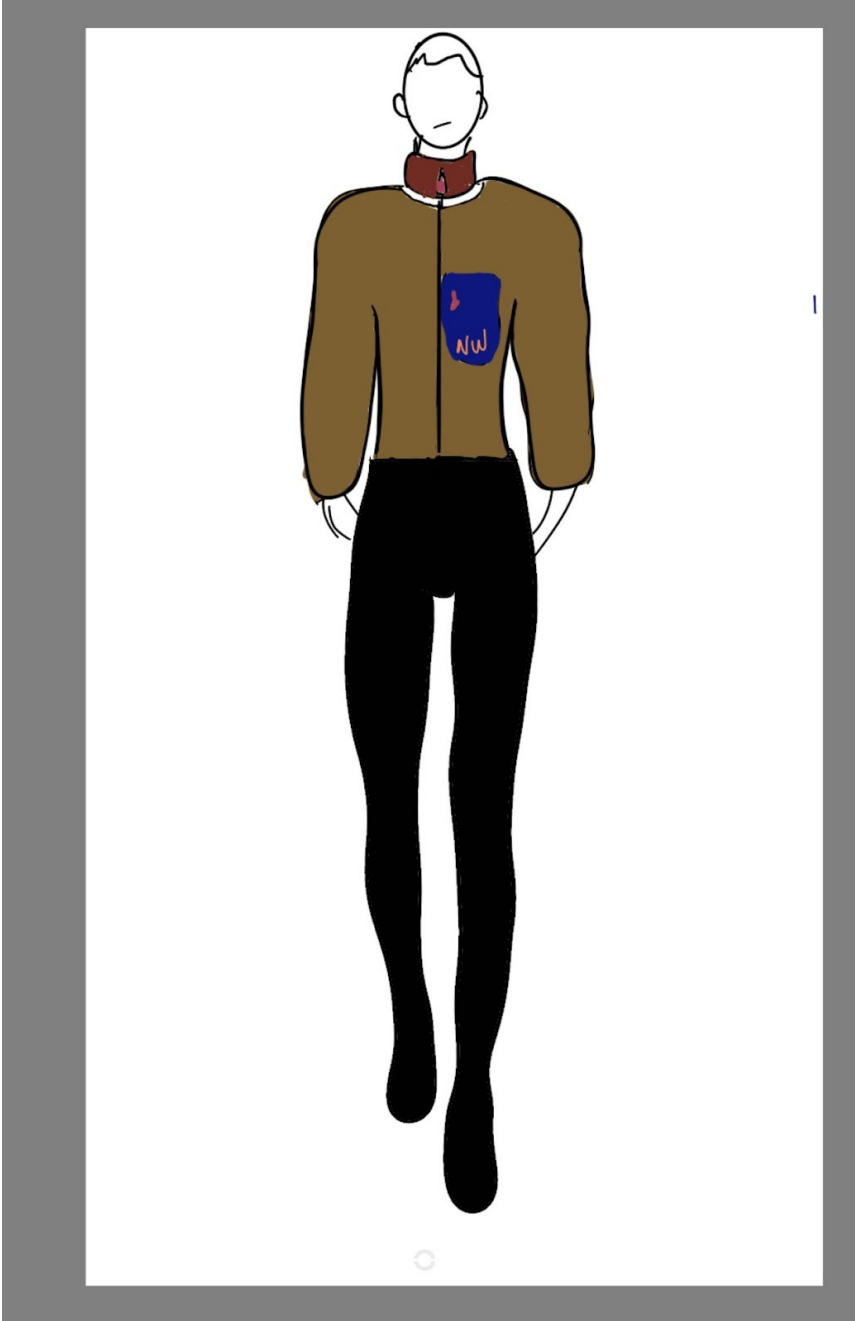
**Sketch Two: Bomber Jacket**



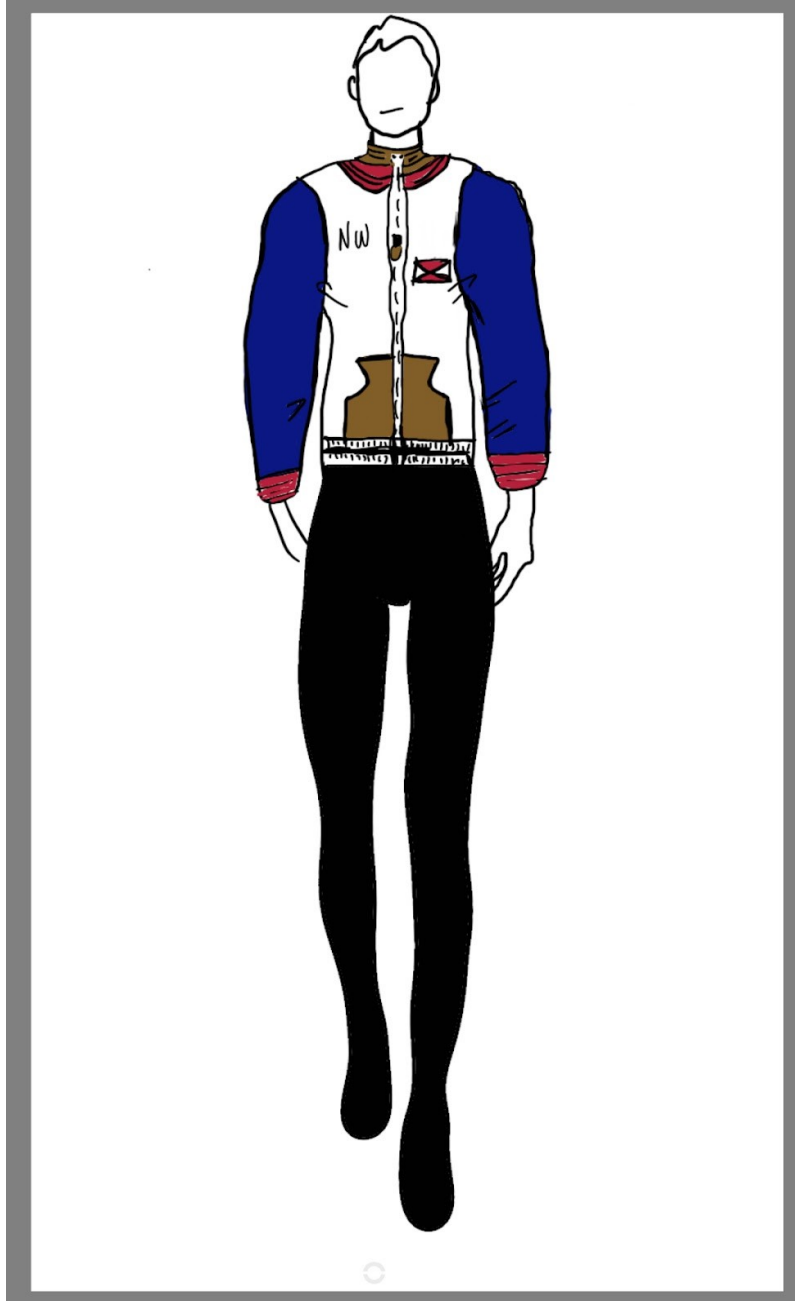
**Sketch 3: Shirt Jacket “Shacket”**



Sketch 4: Leather Jacket



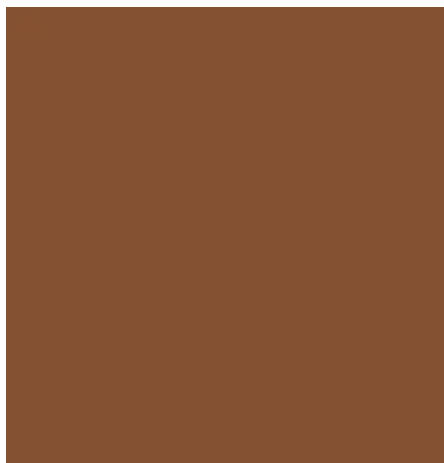
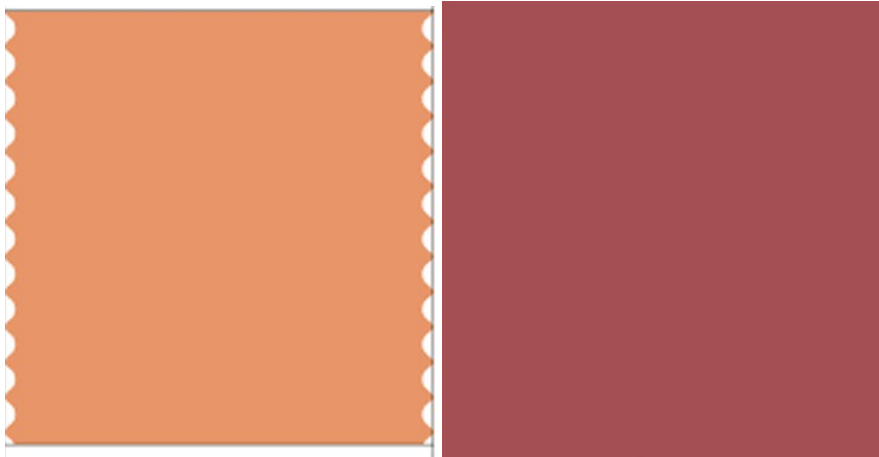
Sketch 5: Overshirt Jacket



Sketch 6: Denim Jacket

## Proposed Colors and Fabrics

Color is the main player to a fashion designers or major retailers plan for what's coming in the next coming years. The colors will be more vibrant and accentuate the good times that will be reflected onto the new upcoming fashion. These next two years will be representing the purpose of rebirth from the pandemic. Which was an economic, political, and social happening that has happened in our world that completely changed our outlook on fashion. Once a two year period of fashion being dark and dull; in the fashion industry we're looking forward to rise up from the ashes from a time that was filled with fear and anxiety in which we wore our clothing But, luckily in 2023 and 2024 we will be forecasted much brighter, hoppy, summer kind of colors that would help dictate the direction in which fashion will take next.

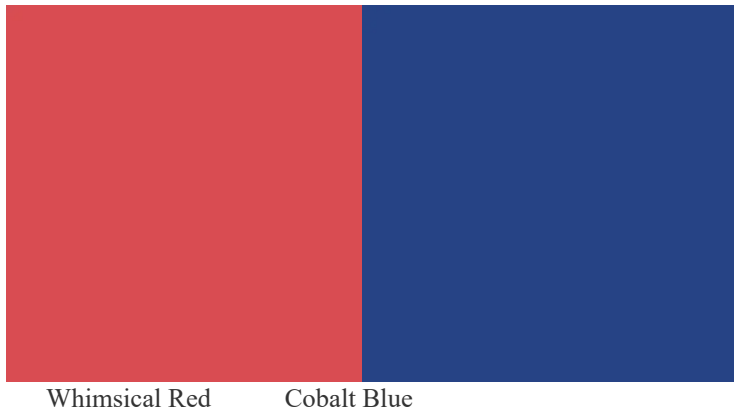


**Apricot Swirl      Salmon Rose      Peanut Butter**

There are 5 color trends that we chose to include in our 2023 and 2024 trend forecast; these exciting new colors help us to cope with what's going on economically, politically, and socially. Reflecting a mood of realignment, where consumers will adjust to rapid shifts in society and technology, uncertainty dominates the ongoing economic, political, and environmental crisis, we'll be finding ways to balance uneasiness with optimism, and these hues will rule design and interior aesthetic bringing subtle easiness along (Brahma, 2022). The first color that was popular within our sketches was "Apricot swirl", this color is versatile enough to be able to be used in the fall because of its subtle color in which the leaves are changing colors and we could still reflect that in our men's jackets by using it to highlight the elements of the jacket. Our second hue, "Salmon Rose" of the two deeper hues in our arsenal reflects and it's an inspiration from red and the elements of fall where it reminds you of a warm feeling that you would want to wear. But, it leans more to a beautiful dark red and it's a gorgeous hue to be used for a leather jacket like one of our sketches have. As commercialized space travel evolves and space tourism becomes a reality, the colors of the universe will excite and inspire us (Brahma, 2022). During tough times, we could all use some inspiration to be able to get through our troubles and in this case color is what would help us get through those tough times.

Peanut butter is that color that has been used for the past couple of years and it's been a prominent trend within the last couple of years. We chose peanut butter because we believed that it helped balance out our palette for 2023-2024. We wanted our brown hue to be that color that could be a main color to a jacket, and it would be paired well with another textile of our choice. This color reflects a growing mood of nostalgia among consumers who are turning back to styles and hues with retro influences and speaks to sustainability above newness (Brahma, 2022). Even

though consumers like new things they are still attached to what's old still because of the feeling that color brings to them and that's what peanut butter does.



The whimsical red reminded us of the end of the year and the big celebrations of the holidays that usually come during those times; we wanted to celebrate that in our mens jackets. As more people and organizations realize how vital caregiving and receiving are to our well-being, our communities, and our economies, more focus will be placed on these two activities (Brahma, 2022). When we're socially lacking in a feeling or change we tend for that to be reflected in our clothing and how we wear certain clothes. So, our colors tend to show what we need for humans to connect. Finally, cobalt blue is that color that is safe amongst many people and even though we have some intense hues we wanted to showcase that we could balance out our color palette to colors we could wear occasionally to colors that we could wear everyday. We'll see the latest color trends of 2024, one of them being highly functional activewear, consumer tech, and visual experiences. This blue also works as a jewel tone for occasional wear, jewelry, and color cosmetics (Brahma, 2024). Many people want to wear a sense of what's going to be coming up in the next coming years surrounding technology, consumer tech, and so forth.



**Fabrics**



**Wool**



**Faux Leather**



**Denim**



# Trend Report

## Pillow Plush Puffer Jacket



## Bottega Veneta Puffer Jacket

Puffer Jackets have always been a trendy garment since the 1900's. Once the temperature drops to a certain low, you can forget about people wanting to get out of bed. Everyone is snuggled up to their pillows, holding on to all the warmth they can. Combining comfort and warmth, similar to that of a pillow will get men out the door and ready to show off their winter jacket. "On the coldest of mornings, sophisticated wool overcoats just don't cut it, those days are made for the puffer jacket. Down-filled for supreme outerwear insulation, the puffer is the perfect coat" (Cheung, 2022).

Here at Caleb-Nicholson & Waldron Co. we predict the Pillow Plush Puffer Jacket to be one of the biggest trends for F/W 2024. The pendulum swing for puffer jackets would step away from the more *lightweight* puffer to a more fuller and plusher puffer jacket. Inflation has limited the public's purchasing power and for 2024, its go puffier or go home. In 2020 the economy was upended causing supply chain problems and by the end of 2021 inflation hit 7% and would continue to rise well into 2022 (Q.ai, 2022).

## M-65 Corduroy



The US has been on extremely thin ice these past few years as tension between Russia rises, North Korea, Iran and even on our own soil as Civil Rights in this country have not been respected. Every day there is a new story in the news that leaves all of us wondering what's going on? What happening next? For F/W 2024, Caleb-Nicholson & Waldron predict a shift in the M-65 flight jacket. To combat strong winds and brewing wars, we predict a corduroy take on this significant jacket.

According to Sims (2022), versatility has allowed the field jacket to stay relevant and that's exactly why we predict the corduroy approach. Aside from texture, corduroy "is a material perfectly fit for fall thanks to its heavier construction and velveteen appearance" (Rose, 2022).



### **Moto Rain Jacket**

During Fall months there is quite a a lot of rain that falls. While keeping dry, the idea of still looking and feeling you're best is important. Finding designers who've attempted this trend was a bit difficult to find but as we step into 2024, our hope is to experience and be part of something that's never been done. If you've ever watched the movie 'Grease' starring John Travolta, there

was a certain ambiance that he exuded and for F/W 2024, we know that this trend will give just that.

Have you ever watched the movie 'The Notebook'? Remember the rain scene with Ryan Gosling? I'm sure he wished he had a rain coat on! The essence of what Caleb-Nicholson & Waldron is trying to convey is this: your clothing allows you to express yourself in ways you

never thought possible.

# Sketches









# Swatches & Textiles



Salmon Rose

Cobalt Blue

Mixing Green

Shining Yellow



Corduroy

Plush

Polyurethane

**Influencers & Direction**





**Kanye West w/ Kenzo Denim Jacket      Luka Sabbat w/ Studded Leather Jacket**

There are a handful of influencers and celebrities in social media who lead men's fashion; we usually look to them to see what's going to be next in fashion. Primarily, with men's jackets there are about a few simple pieces that men know they should have in their closet; but how do we know what's going to be in the next season? Well, we look at men who are models or magazines to familiarize ourselves with what will be in for the upcoming seasons. The biggest influencers in male fashion right now are Luka Sabbat, Kanye West, and Michael B. Jordan. These three men are all big influences and have a high profile following; the way that they dress is exuberating confidence that influences a lot of people and their ideas to want to step out of the box. Their jacket's came from a high profile fashion designer and it's a strategic move for the designers to use because it shows off only the elite being able to afford their

clothing whereas the average person cannot. Men's jackets come from a very strong background of either hard labor, lifestyle, and/or innovative styles for men to try next.



**Michael B. Jordan in a Varsity Jacket**

## **Conclusion**

Being the current year 2022, there are many men's jackets that either colors, textiles, silhouettes, etc have evolved and are waiting to be changed again for the years of 2023 and 2024. Every business and life has changed since the pandemic and we're still healing from that traumatic time; but we've got fashion and how it makes all of us feel to rely on. Our economical, political, and social cultures depend on the brighter future of what we look forward to our new color hues to pay attention to. The year 2022 as it's coming to a close we have been able to see what's possible and what beauty we've created since we've risen out of the ashes. But, one thing for sure: men in fashion are more experimental than ever before and we're looking forward to it for the upcoming years to come.

## References

- Anderson, P. (2019, January 18). *Caught by the fuzz: A brief history of fleece*. Put This On. Retrieved December 12, 2022, from <https://putthison.com/caught-by-the-fuzz-a-brief-history-of-fleece/>
- Beltran, S. (2019, July 9). *Cool club: The Letterman Jacket is the uniform of winners*. Esquiremag.ph. Retrieved December 12, 2022, from <https://www.esquiremag.ph/style/fashion/letterman-jacket-history-a1942-20190709-lfrm>
- Brahma, S. (2022, December 2). *Top 10 key color trends of 2024 that are ready to rule*. The Fashion Frill. Retrieved December 12, 2022, from <https://thefashionfrill.com/fashion/key-color-trends-of-2024/>
- Cannon, S. (2022, August 10). *17 best men's jackets and coats for fall 2022: North Face, Carhartt, more*. New York Post. Retrieved December 12, 2022, from <https://nypost.com/article/best-mens-jackets-and-coats/>
- Editors, F. B. (2022, October 28). *Types of men's coats – different styles in 2022*. FashionBeans. Retrieved December 12, 2022, from <https://www.fashionbeans.com/article/best-mens-coat-styles/>
- Gaby Keiderling Gaby Keiderling is a New York based freelance writer. (2022, November 7). *11 reasons you need a shacket in your arsenal this fall*. Esquire. Retrieved December 12, 2022, from <https://www.esquire.com/style/mens-fashion/g41868945/best-shackets-for-men/>
- Guy, D. (2022, September 25). *How to understand silhouettes (pt. Two)*. Put This On. Retrieved December 12, 2022, from <https://putthison.com/how-to-understand-silhouettes-pt-two/>
- McPeak, C., & Ismael, A. (2022, September 22). *The 10 best leather jackets for men, from classic motorcycle styles to sleek bombers*. Insider. Retrieved December 12, 2022, from <https://www.insider.com/guides/style/best-mens-leather-jacket>

Meyer, M. (2022, November 2). *10 most popular 80s leather jacket styles coming back in 2022 - 2023*.

The VOUE. Retrieved December 12, 2022, from <https://thevou.com/fashion/80s-leather-jacket/>

Mitakos, A. (2020, September 17). *Will smith's freshest looks from the fresh prince of bel-air*. British

GQ. Retrieved December 12, 2022, from <https://www.gq-magazine.co.uk/fashion/gallery/fresh-prince-of-bel-air-style>

n/a, W. (2022, March 2). *A brief history of: The overshirt*. Woodhouse Clothing. Retrieved December

12, 2022, from <https://blog.woodhouseclothing.com/a-brief-history-of-the-overshirt/>

Ortiz, G. (2022, October 14). *Every type of jacket, explained*. GQ. Retrieved December 12, 2022, from

<https://www.gq.com/story/best-jackets-for-men>

STAFF, B. J. T. C. (2021, January 21). *The history of Bomber Jackets*. Buffalo Jackson Trading Co.

Retrieved December 12, 2022, from <https://buffalojackson.com/blogs/insight/history-of-bomber-jackets>

Wilburn, A. (2018, May 2). *The king of pop: How Michael Jackson revolutionized the music industry*.

Medium. Retrieved December 12, 2022, from <https://medium.com/@aly.wilburn/the-king-of-pop-how-michael-jackson-revolutionized-the-music-industry-f90087dd2928>

Baclawski, K. (1995). In *The Guide to Historic Costume* (pp. 90–90). essay, Drama Book Publishers.

Bradley, C. G. (1954). Chapter 10. In *Western World Costume: An outline history*. essay, Appleton-Century-Crofts.

Breman, P. (n.d.). *Strategic business insights (SBI) logo*. Strategic Business Insights. Retrieved

December 13, 2022, from <http://www.strategicbusinessinsights.com/vals/free/2017-02millennialsvboomers.shtml>



- Cosgrave, B. (2003). Chapter 8. In *Costume & fashion: A complete history* (p. 128). essay, Hamlyn.
- Cumming, V., Cunnington, C. W., & Cunnington, P. E. (2010). In *The Dictionary of Fashion history* (pp. 69–69). essay, Berg.
- Friendship, E. (2008). 16th-Century Peasant Coustume. In *Pattern Cutting For Men's Costume*(pp. 57–57). essay, Bloomsbury.
- McCarthy, E. (2017, January 11). *The near-death experience that inspired the first patented down jacket*. Mental Floss. Retrieved December 13, 2022, from <https://www.mentalfloss.com/article/61097/near-death-experience-inspired-first-patented-down-jacket>
- Raivio, V. (2013, October 28). *A history of the norfolk jacket*. Keikari.com | On classic men's style, elegance, and the beautiful life. Retrieved December 9, 2022, from <https://www.keikari.com/english/a-history-of-the-norfolk-jacket/>