

A circular graphic with a blue-tinted background showing a dense forest of tall, thin trees. The text is centered within this circle.

Mens Fashion
Fall/Winter 2020
Trend Report

Edited and Illustrated
by Wendy Tupacyupanqui

About the Author

Wendy Tupacyupanqui received her bachelors of Science in Business and Technology of fashion from New York City College of Technology. Growing up in New York one of the most influential fashion capitals in the world influenced her to create a career out of what she is most passionate about. Aside from being a forecaster, Wendy has gained experience from her working environment as a Visual Merchandiser. The trends for stores change so rapidly because of fast fashion that it is always important to know what new trends are in, and how they differ and are improved from the last. With the constant rapid change of trends she gained the ability to work on a fast paced environment, use creativity to enhance aesthetic appeal. Wendy plans to continue furthering her education by attending graduate school for her PhD or MBA in fashion and business.

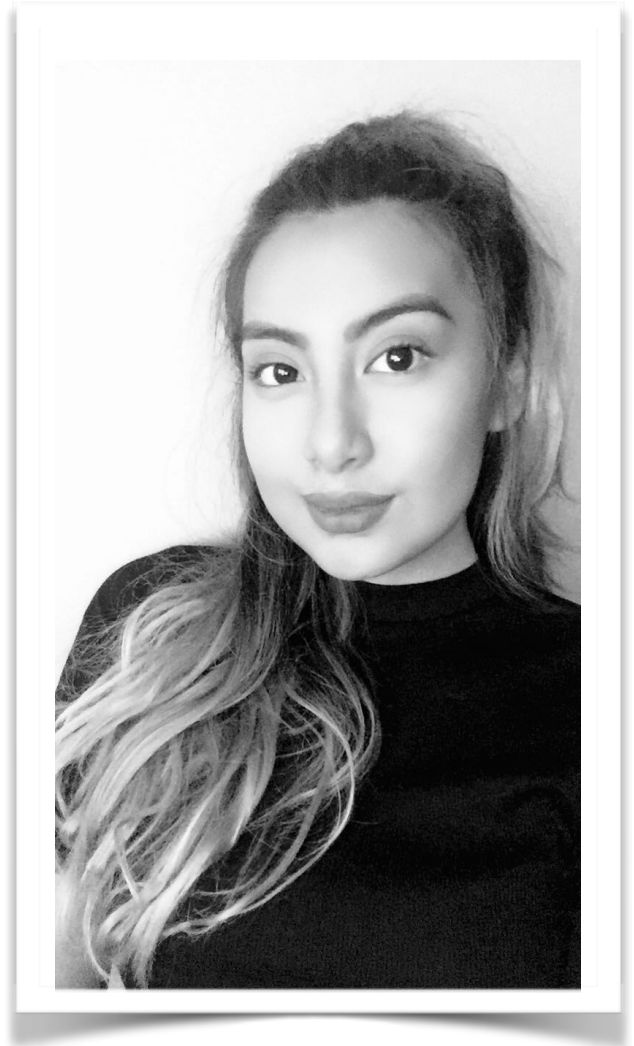


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Letter to the Reader

This upcoming Fall/Winter 2020 Mens line will introduce essential outerwear pieces.

Mens fashion has been uprising through out the years. The goal is to be authentic and thats the drive fashion leaders have, to be the first in and out of fashion trends. Jackets are essential in a winter wardrobe, for 2020 Faux fur, Puffer Jacket and the “Worker” Jacket will be introduced in a fresh way. The jackets are inspired by modern streetwear that are versatile enough to be used with casual wear. Through out the years jackets have changed with the social, political and economic factors that played their role on the evolution of jackets.

This years 2020 will be different and innovation brining classic styles back with a twist of cross fabrics. With the right cut and style the jacket can be a very versatile piece to fit both formal and casual activities. With a touch of faux fur, zippers and detachable pieces to customize your garment to the occasion. Brining the “worker” jacket that is sustainable towards cold weather and natural climates will give you protection and style. Our target market are experiencers that enjoy their social life, and are always up for the next upcoming event. Having to keep up with work and events without having the time to go back and try to style yourself for the occasion this F/W 2020 jacket will fit all your needs.

From past F/W 2018 and F/W 2018 fashion shows from Gucci, Off-White and Alex Studio cross with street wear brands such as Supreme have all inspired the upcoming 2020 collection. Using the trickle-up theory, taking inspiration from street wear to the runway. As designer Virgil Abloh stated his collection as a “hybrid”, to create authenticity for millennial



(2017). This collection is new, reliable, and authentic made for the men with style, juggling work and still keeping his social life up to date.

Wendy Tupacyupanqui / Trend Forecaster

Consumer Profile

The target consumer is a male young adult who is fashion forward and looks for multiple uses in a garment. He falls between the ages of 21 - 30 years the Millennial Generation. This man are with the fashion movement and care about their appearance without commenting on their masculinity (Schiffer, 2016). He is out to look for his calling in the work field and is motivated to show he is ready to take up any challenge. Recently graduated from college he is able to manage his full time job working in hospitality and still be able to keep up with his social life. With his starting estimated annual income of \$25,000 (Kiersz, 2018). He is not yet financially stable and might still live with his parents or recently moved out on his own in Queens.

According to the VALS Survey, he is a experiencer in the consumer segment (VALS Survey,2018). He is the first to be in and first out of trend adoptions, he goes against mainstream and is always up to the latest fashion. They are seeking sensation, they love experiencing for their own sake and may take risk in pursuit of the experience (Gosling, 2018). He is very sociable and believes that friends are extremely important. They have a heightened sense of visual stimulation. Besides being experiencers they are strivers, they have revolving employment. Are fun loving and imitative, copy or follow a model or example (Oxford dictionary, 2018). They are the center of low- status street culture, who desire to better their lives but yet struggle with realizing their desire.

As he is a experiencer and striver he is influenced by the hip-hop artist he listens to, and role model he one day wants to be like. The style the artist is wearing at times itself is unique and

questionable. He seeks to be different and take the certain trend itself and make it fit his own personal style. He keeps up to date with the news through social media and electronic news letters, he is aware of that is happening since he receives alerts on his cellphone. When being able to have their off day from work, he will sit back and enjoy his favorite shows on Netflix which has a variety to choose from, having options makes this type of person a loyal customer who won't get bored easily.

With his busy schedule of work and perhaps school he looks to find an easy adaptable garment, he is flexible when it comes to fashion meeting work, and social needs. His outfit may consist on a simple layering of black jeans and cool tones shirt, being able to throw on a coat that is both subtle but still stylish is exactly that he needs. He enjoys the time he spends with his friends in social events like concerts, attending sport games and just a chill night at the bar with his pals. He is very adaptable when it comes to the way he dresses, he seeks the unique in his style. By juggling his busy lifestyle and still making time for his social life he is a very strong individual, driven to better his life. Although he comes from a lower class family he finds a way to strive to succeed. He is social and people who come across him will easily notice his desire for adventure.

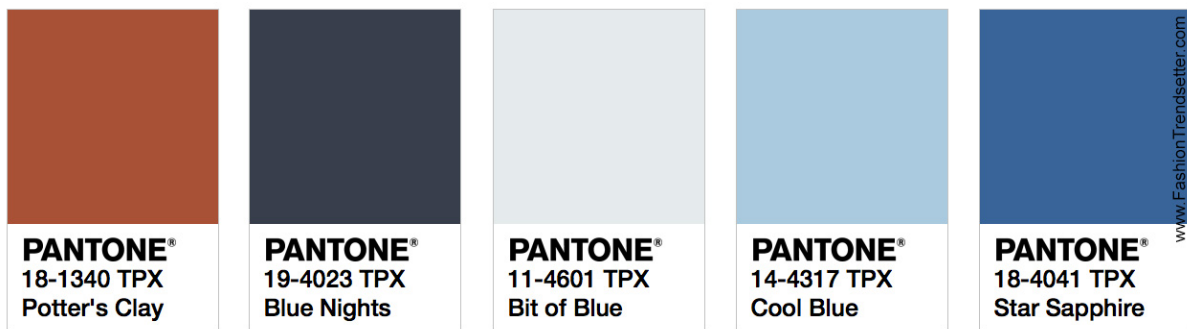
The price of the garments will be ranged at a price that they can obtain. It is important to keep a mutual price level that can be obtained by majority of the population, the goal is to be reliable and at an obtainable price aside from unique. Although prices will be obtainable the garment is exclusive, the quantity being sold will be limited. So it's first come, first serve. We know they want authentic and unique, this way they will be able to wear a garment that not many can wear. Social media will play a huge role on how to obtain the garment, so technology

savvy is very important. The purchase of the jacket will be for yourself, who more than to wear an exclusive garment, since friends are important to them they will recommend their friends to look into the garment as well, but wont give theirs up. The collection drops are the same as high end designers but just limited number in stock.

The best way to reach this consumer is through social media. Instagram, a popular social media that focuses on picture post and now includes business ads that pop-up while looking at relatable products or what is searched on the search engine. Using Hip-hop artist wearing a sneak peak of the garment on tour, or a simple dinner will attract the consumer. The sneak peaks will encourage them to visit the website that will provide pictures the upcoming product but no price will yet be set until the availability is ready. The millennial doesn't read mail promotions anymore, everything is online like their bank information, taxes and work mail, so no promotions will be on paper. We will focus on electronically advertising to attract our consumer.

Color Palette

Color is a key necessity when it comes to the season. According to fashion trendsetter (2018), There is a need for uplifting, enlightenment and a new positivity. The releases of these new colors fall under their each theme. The Big Chill is wintry palette with a hint of warm tones, it is dedicated to mother nature from the rusty woods to the shivery blue winter skies.



ISPO TEXTRENDS
Seasonal Satellite Color Palette Fall/Winter 2019/20 | THE BIG CHILL

Figure 1: Fashion Trendsetters. THE BIG CHILL, Pantone Fall/Winter 2019/2020.



Figure 2: Pinterest (N.A). Indoor candle scenery.



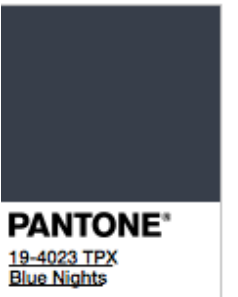
Figure 3: The Gemstone Artist. Natural Sapphire.



Figure 4: Vogue. Todd Snyder F/W 2018 Means wear. Look 25.



Figure 5: Vogue. Todd Snyder F/W 2018. Menswear. Look



History of the Ever Changing Jacket



Figure 6. (2016). Renaissance Jerkin worn over the shirt.

Mid 17th Century

A doublet is a man's snug-fitting jacket that is shaped and fitted to the man's body. It is hip length or waist length and worn over the shirt or drawers which was worn in Spain and was spread to Western Europe from the late Middle Ages up to the mid-17th century (.Wikipedia, 2018).



Figure 7. (2018). Doublet jacket worn up to the Mid 17th Century.

Photo # NH 2875 Greely Relief Expedition rescuers and rescued at Upernivik, Greenland, July 1884



Figure 8. Peacoat's in 1884 image of sailors. It is many used at the type as a sport and nautical jacket.

1850

The Reefer jacket worn by sailors was originally long in length. The longer the coat the higher the rank. The shortening of the Jacket gave it the name reefer, with the double breasted. By 1884 it was known better as the Peacoat, there have been multiple different cuts in length through out the years. Falling in and out of style (Gentleman's Gazette, 2018).

1860

Henry Fitzalan-Howard, the 15th Duke of Norfolk invented this style because of the hunting entertainment. There have been numerous varieties of the Norfolk jacket, with or without pleats, half belts, and cut down. The three types are Full Norfolk Jackets, Half Norfolk Jackets, and Norfolk Suit (Gentleman's Gazette, 2018).

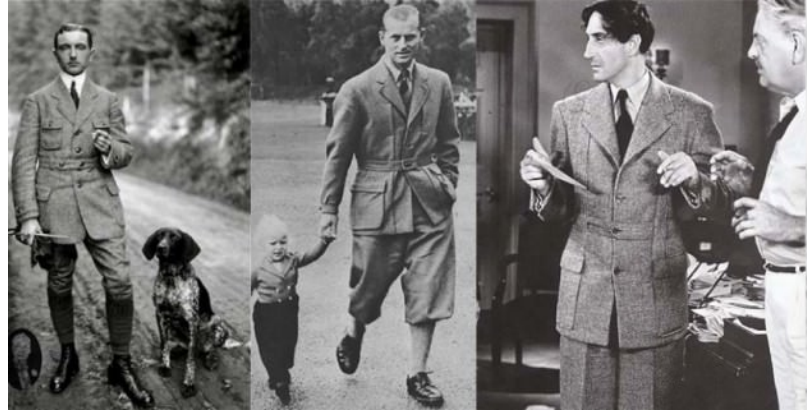


Figure 9. (2018). Norfolk Jackets. In all three varied styles, Full Norfolk Jacket, Half Norfolk Jacket, and Norfolk Suit.

1915

Ford's new Model T began to crowd the already bustling streets of New York City, two brothers, the sons of a Russian immigrant, went after their piece of the American Dream. Irving Schott's leather jackets were lovingly branded with the name of his favorite cigar - the Perfecto. Retailing for \$5.50 at a Long Island Harley Davidson distributor, the Perfecto was durable, rugged, and immediately embraced (Schotts, 2018)



Figure 10. Schott's NYC. (2018). History of the "biker," perfecto jacket.

1954

WWII was occurring and Schott's turned their attention overseas. Schott's designed and produced a 'bomber jacket' to be worn by the Air force. Keeping soldiers warm and protected with leather jackets with sterling lining, they produced military jackets for over 60 years.



Figure 11: Schott's NYC. (2017). SCHOTT NYC B-6, WWII with sherpa lining.

Evolution of Jackets

Jackets have become an essential garment to keep in your wardrobe, it is used by both women and men. Through out the years government, economical and social events have contributed to the change of the jacket from the beginning for Early Renaissance jerkin to the now present leather, bomber, and worker jackets. Each type of jacket is used for their specific sustainable function.

The word jacket comes from the early renaissance word “Jerkin” (Jur-kin), a waistcoat, or sleeveless vest, worn as an outer garment (2018). Social classes wore the Jerkin differently in the case of a nobleman, it would be worn most likely over a doublet. For peasants, it would be worn over a shirt as the outer garment in warm weather (Stitches,2016). The jerkin origin of the world is still yet to be known, The Dutch word *jurk*, is often taken as a source. The jerkins were designed to be closed at the neck, buttoned at the waste to reflect the fashionable narrow-waisted silhouette.(wikipedia, 2018). In 1918 the British army brought back the Jerkin jacket by using it during the first World War. The Jerkins were leather used to protect against the wet and lined with a blanket lining to protect against the cold, with out retraining the soldiers .

The Doublet, another form of jacket that is fitted and shaped to the man’s body. In the Mid 17th century Spain wore the doublet that later spread to Western Europe. In the famous portrait of Giovanni Battista Morino of CA 1570 is in doublet lined, and stuffed (Figure #). The Doublet originally had a stitched and quilted lining, they were sometimes opened in a deep V. The more the detailing and quality of the



Figure #, Doublet Jacket (2018). Portrait of Giovanni Battista Morino of CA 1570.

doublet, the higher rank in social class you were in. The doublet served as a fashionable shape and offering protection to the body by the padding, and also provided warmth to the body (Wikipedia, 2018).

By the late 1850's jackets were also being worn by women for protection from the cold and fashionable use. Worn above their down it us designed similar to the doublet. In the 1860's the changes in the development and shape a new jacket was introduced, the reefer jacket worn by middle class men. The reefer jacket is a double breasted jacket. The reefer jacket has nautical and sporting origins, and it is once of the regulation garments worn by the officer of his majesty's navy, and its generally popular (Bureau of Trade, 2012). the reefer came from the "bridge coat," growing from rank, and the shorter for lower ranking reefer. The reefer jacket falls in and out of style through out time.

In the 1860's the next popularized jacked would be the Norfolk Jacket. According to Gentleman's Gazette, the origins of the jacket came from the 15th duke of Norfolk. It is said that Henry Fitzalan-Howard, the 15th Duke or Norfolk invented this style because of the hunting entertainment he would hold with noble gentlemen, including Prince of Wales. In his residence they would go hunting and other game birds. The jacket was designed to have a belt with box pleats and roomy packets. The pockets were designed to be large to carry all kinds of hunting equipment. The silhouette changed within time to improve the fit and to keep the cold air out. There have been numerous varieties of the Norfolk jacket, with our without pleats, half belts, and cut down. The there types are Full Norfolk Jackets, Half Norfolk Jackets, and Norfolk Suit.

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