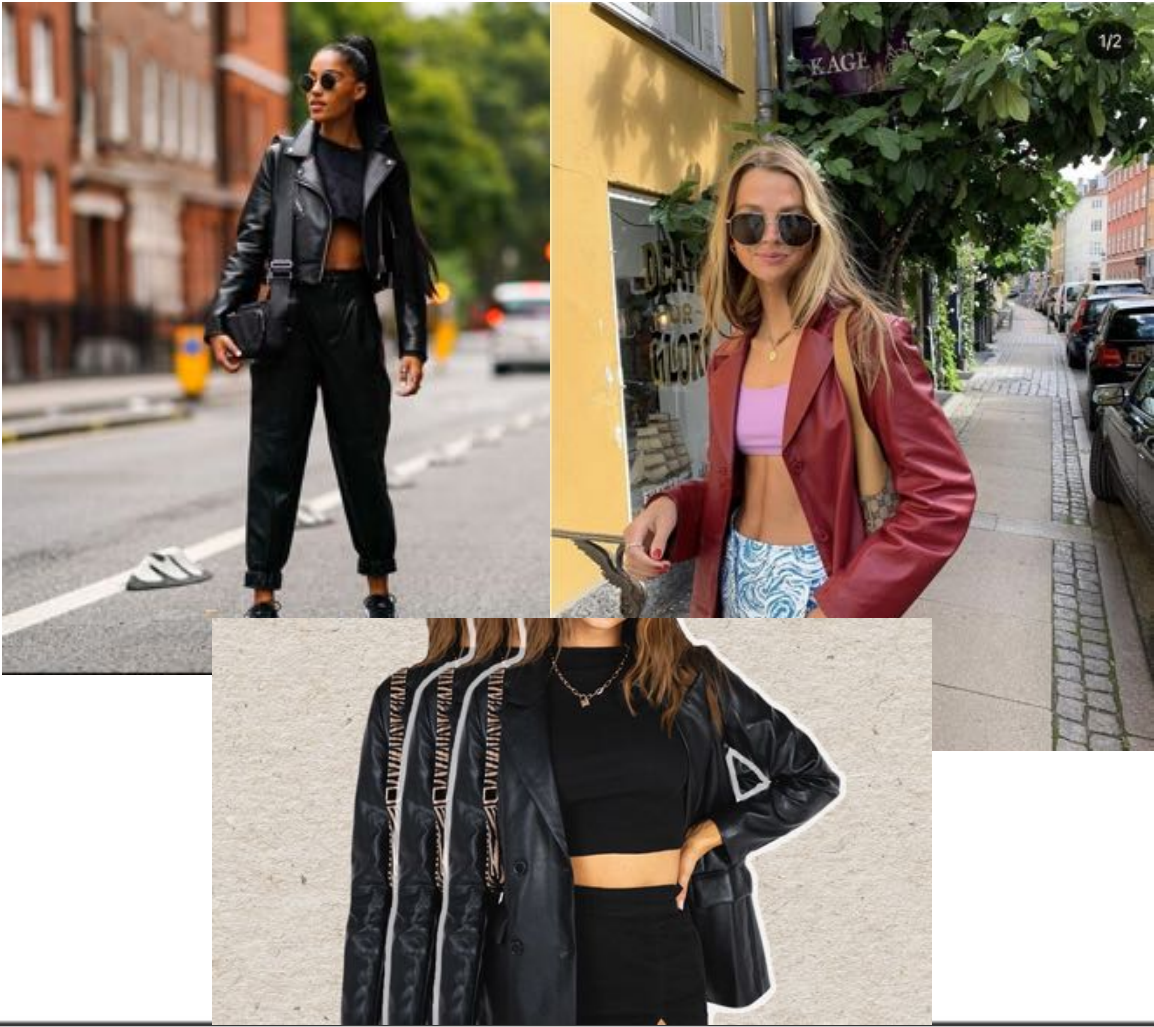


ELEVATE

— Fashion Forecasting —

Trend Report



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Letter to the Reader

To our fellow fashion lovers,

In this trend report we have laid out the history, present and most importantly, the future of the popular and trendy leather jacket. We have come a long way from using this garment as protective wear to pairing it up with a good pair of blue jeans or even a little black dress for a good night out in the crisp fall air. We talk about the past trends, patterns, colors and silhouettes that have been used to transform the leather jacket throughout this past year and will see in the future. We have taken what we know and used it in order to forecast what is to come in the next few years, specifically in the year 2023. We have used examples of past runway shows from well-known designer brands like Bottega Veneta, Balenciaga and Versace.

This report is meant to inform our customers of what will be popular in the year of 2023 in terms of the leather jacket, in order to stay on top of trends or innovate a new take on the garment. What influenced our choice of picking the leather jacket is the fact that although it is a classic garment, there are many new ways it can be changed or fixed in order to create something totally new. We want to inform, suggest but most importantly inspire the brands we work with our trend forecast.

Our company is focused on researching the best of the best, which includes finding new and sustainable leathers with little harm to the environment, because we *want* to see our trends on the runway in future years. Although some of the challenges we faced include the Covid-19 pandemic, we used it to our advantage and focused on finding popular colors inspired by the outdoors and nature like shades of green, browns and reds. We want you, our reader, to not only

know what will be trendy but also become innovators and influence those around you, because we believe inspiration is everywhere and it starts with you.

Consumer Profile

This analysis has been done on the demographic, behavioral, psychographic, and geographic segmentation factors.

Demographic factors

The intention to purchase has constantly been associated with consumer attitude, behavior, and expectations. In viewing and assessing a particular product, purchasing power is central. The major demographic factors likely to affect the market for leather jackets include age, level of income, sex or gender, employment, and level of education. Age is critical in enabling a person to decide whether to buy a product or not because it affects the wisdom, physical abilities, experience, and spending ability, thereby affecting the buyer's behavior (Chen & Fiore, 2017). It is, therefore, expected that the customers for the leather jackets will be adults as these are the ones who can make this decision. Similarly, the level of income also affects the purchasing ability of customers because those with low-income levels may not have enough to purchase leather jackets. In this regard, therefore, people with middle-high income levels are targeted.

Psychographic factors

They include the interests, opinions, lifestyle, values, attitudes, and personality of the target market. These are very critical factors because they directly influence the purchasing decisions of consumers. On lifestyle, it is easier to benefit from a market where the lifestyle has made it easier for all members of the society to associate themselves with the product, and this becomes the market that the product is targeting.

Geographic factors

Some of the geographic factors that are likely to affect the leather product's market are climate and season, time zone, location, and cultural preferences. It is important to note that geographical segmentation has more to deal with regarding the physical location of the target market. Climate determines the type of clothing that people will buy and use. During the cold weather, most people will dress in heavy clothes to get warmth. It is important to note that the product (leather jacket) falls under this category of clothes. On the other hand, during the hot weather, people will preferably wear light clothes. The product, therefore, targets areas experiencing the cold weather or cool climate because these are the most likely areas to get potential and eventually actual customers or consumers.

Behavioral factors

These are factors that entirely stem from human behavior because of a particular situation, personality, or reaction to the environment (Chen & Fiore, 2017). Behavioral segmentation groups various customers based on behavior patterns like their product use, their know-how about a product, attitude towards a product, and purchasing tendencies. Our product will target customers who have had a negative attitude towards the product and those with little or no knowledge about the product. They provide an opportunity to access a new market, because if the negative attitude is changed and the people know about the product, the market for the product will have been diversified.

Fashion Trends of The Leather Jacket

From the rise in popularity of the leather jacket, we have seen many different trends and variations of the garment. The leather jacket started off as a garment used in military uniforms but has since become a fashion staple everyone should have in their closet (Verhey, 2019). Many fashion brands have included different trends of the leather jackets in their collections throughout the years. Most recently we've seen different trends of the leather jacket on the runway of Balenciaga, Jacquemus, Bottega Veneta, Tom Ford, Miu Miu, Alexander McQueen and many more. The trends that have been included in different runway shows of different brands include the blazer leather jacket, the trench leather jacket and the motorcycle. These jackets seem to flow on a pendulum swing starting from the cropped length of the motorcycle jacket to the mid-length of the blazer and finally to the long straight line of the trench leather jacket. These jackets also include different variations of leather including patent leather as well as soft leather. They have been shown in different colors other than the classic black leather and have been included in a variety of runway shows throughout the years and have shown that they are here to stay no matter the silhouette, color, and trend.

Blazer Leather Jacket

Could be the most iconic leather piece from the 90s and has been a glamorous, classic, comfy piece to wear. The blazer leather jacket is such a classic and versatile item of clothing that's been on trend since the beginning of time and will never go out of fashion. This is a 'must' staple piece missing from your wardrobe. Especially for windy, cloudy, fall days.



Trench Leather Jacket



The trench coat became popular for women after the war too, into the 1960s and then present day. It was worn by Marilyn Monroe in her 1960 film *Let's Make Love* and Brigitte Bardot in Roger Vadim's *Love on a Pillow* from 1962 (Goodman, 2018). Leather trench coats are an on-trend take on the staple outerwear piece. Here's our pick of the best, from black and brown versions to more offbeat iterations in snake print and vegan leather. Trench coats are one of the most timeless pieces of outerwear that both men and women can invest in.

The Motorcycle Leather Jacket

The motorcycle jacket gained popularity in 1953 thanks to actor Marlon Brando, who wore Schott's Perfecto in the film *The Wild One*, where he played a gang leader. This added to the jacket's rebellious connotations. The motorcycle jacket could be the most classic trend of leather jackets, there are tons of different styles and ways to wear it.



History of The Leather Jacket

The leather jacket has existed for more than a century and has been an iconic and classic piece on everyone's wardrobe. A must that keeps you fresh at any time. According to Smith, 2019 the fashion item traces its origin back to military wear. It was in the early 1900s during the First World War that the German fighter pilots began wearing the brown leather jacket – that later, in World War II, came to be known as the bomber jacket. It was mainly used by the militaries, and later in 1925 the first modern leather jacket was manufactured.

During the 1900s the piece evolved, became iconic and it was very popularized in its use. Hollywood stars between 1940s to 1950s popularized when Jimmy Stewart wore a leather jacket in the movie “night passage” in the year 1957. Then the trend of leather jackets started in Hollywood movies. In the 1970s people were already influenced by celebrities and started wearing leather jackets. Including Johnny Strabler, Tom Cruise, Michael Pare, etc. The biker jackets were introduced by a band called Ramones in the 1960s to 1970s; they used to call their style Punk fashion. The Heavy metal subculture musicians used to wear these as their trademark.

Day by day, many advancements in leather jackets regarding styles, colors and materials are made. Due to the toughness of the leather, it is also considered as safety gear for the riders. There is a difference between a stylish and protective jacket. A fashionable one is made to give it an iconic look, but a protective one is a bit thicker and gives a rough look. Nowadays the leather jackets are being made in a manner that they are suitable for both fashion and protection points of view such as café racer, distressed and biker leather jackets.

The Leather Jacket Throughout History

17th Century

The first use of leather was during the 17th century to create a “buff coat”. It was usually made from deer skin or the hides of ox. It was used as a form of protective gear.



1918

The leather bomber jacket was the first form of leather jacket and was a part of the military uniforms used by German fighter pilots in the early 1900s.



1928

Fashion meets practicality thanks to Irving Schott, who created the first motorcycle jacket for Harley Davidson. It was named “the Perfecto” after a cigar and sold for \$5.50.



1930-1940

Leather jackets became known for being a part of the military uniform and the U.S Army made the A-2 leather bomber jacket a standard part of the uniform.



1950

The Perfecto leather jacket was seen as a garment for “rebels” and “bad boys” due to Hollywood using the garment to portray bad boys in movies like “The Wild One” and “Rebel Without a Cause”.

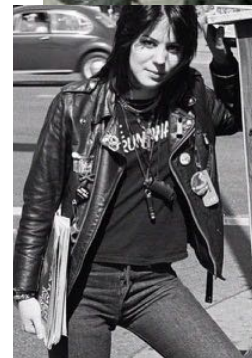
1960

Icons like Steve McQueen and the Beatles made wearing the leather jacket popular due to the counterculture movement. This made fans buy the leather jackets as a form of imitation.



1970-1980

Women, especially rock musicians, like Joan Jett started wearing leather jackets and they became a unisex garment.



1990

Supermodels like Kate Moss wore the leather jacket with a different silhouette than that of the bomber jacket. It was softer and much more casual, following a straight line.

2000-Present Day

Today, the leather jacket is seen as a staple item everyone should have in their closet. Many fashion brands have created many versions of the leather jacket. They have taken on new silhouettes, different types of leather and print as well as colors. It can be worn in different ways and occasions.



The Trench Leather Jacket

This year we have seen many different trends develop as well as many different fads just come and go as fast as the wind. Although this has been the case for some fashion garments, there are still some that have changed the fashion game and have been seen being worn by many different celebrities and influencers. One of the garments that have increasingly gained popularity recently is the leather trench coat. The leather trench coat is one of the garments that has recently been taking over the market, fashion runways and even Instagram. The leather trench can be seen in various colors as well as containing various embellishments like belts, double breasted shoulders and chelsea or convertible collars. Leather trenches are also made out of different leather including patent leather, faux leather and genuine leather. Some also come in different prints like snake, crocodile or pebbled. There is no doubt that in future seasons the coolest way to update the trench coat is by getting a leather one (Wade, 2021).

Although the earliest we've seen the trench coat was during World War I, it has since evolved into a fashion garment that can easily dress up any look and make you feel more put together. There have been many different influences that have increased the popularity of the leather trench coat like the movie *The Matrix* and this nostalgia for the late 90s grunge. Brands like Bottega Venetta, Miu Miu and Balenciaga are some that have showcased the leather trench in their fashion collections in different ways. What makes the leather trench popular now is the fact that it's easy to throw on over any outfit and it is also unisex, meaning anyone can wear it.

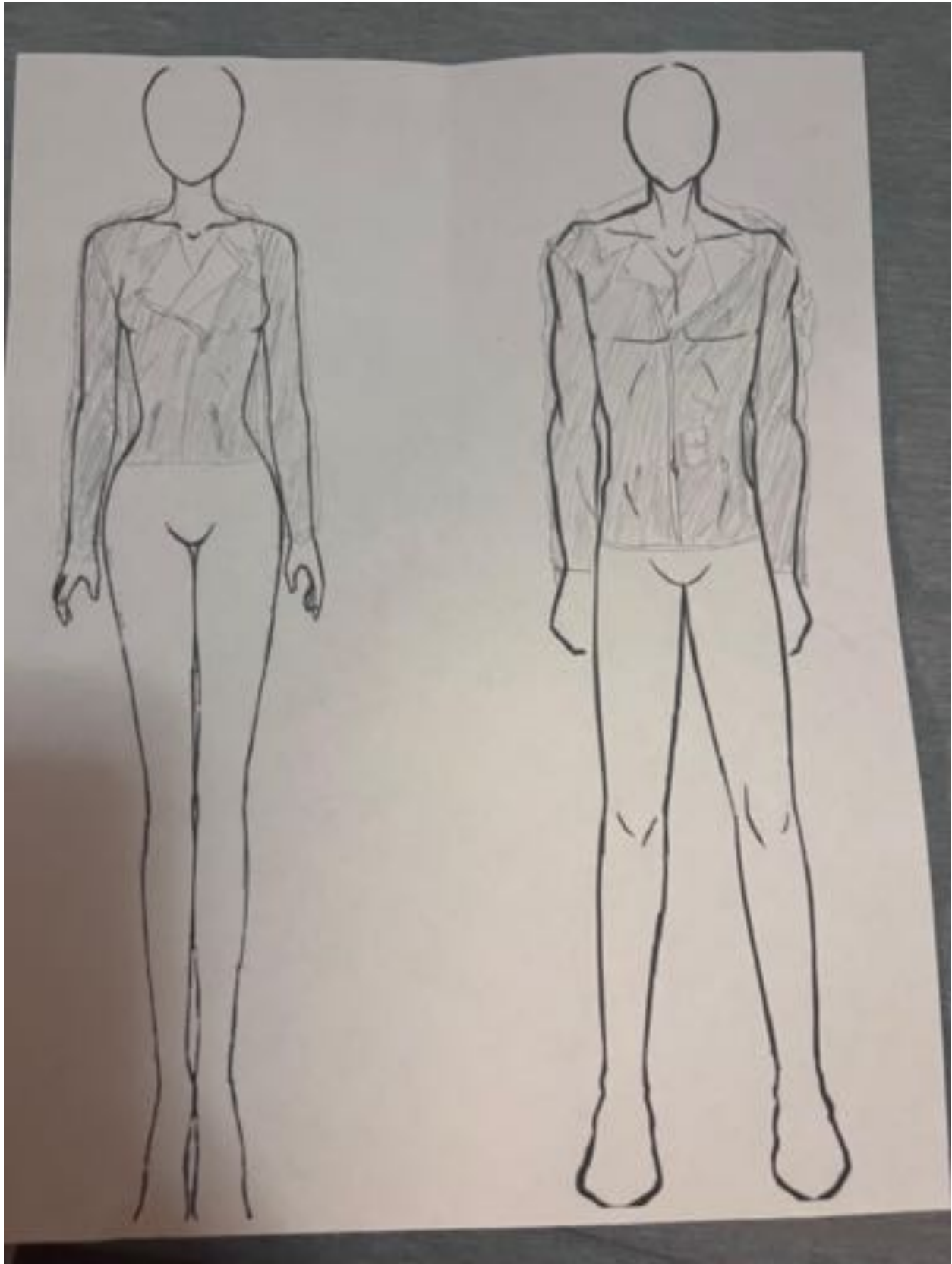
If the leather trench promises anything, it's capturing the zeitgeist of the upcoming 2020 years. According to author Prudence Wade in her article "Why trench coats will never go out of fashion" she says, "The continued popularity of the trench coat could be down to its simple elegance, practicality, and perhaps because it's unisex and suits all different body types".

Although different designers and fashion brands might adjust the leather trench in different ways, there is no doubt that it's here to stay for the next coming seasons.



The Motorcycle Leather Jacket

The motorcycle leather jacket is one of the few items that never goes out of style and fashion-conscious women should have at least one in their closet. One of the main attractions of the motorcycle leather jacket is that they can be used with anything from the dirtiest jeans to the most fashionable skirts. Oversized, cropped, or vintage, a leather motorcycle jacket adds a grunge essence to an outfit. They can easily be worn with any outfit and many women will say that leather jackets are their favorite piece of clothing because of their versatility. Similarly, the construction of premium leather women's jackets ensures that they can be worn for multiple seasons and are durable enough to last for years without losing any of their stylish look. With so many styles to choose from, buying a motorcycle leather jacket can seem like a daunting task. First, women should choose what suits them, not what is currently popular. Motorcycle leather jackets last for years, and trends tend to come in one season. Also, motorcycle leather jackets can be an expensive purchase, so take the time to make sure you choose the best model. The fit of the jacket is an important consideration and women should choose a leather jacket that is not too tight. If a jacket is worn in winter, there should be enough room for additional layers underneath the jacket. In this sense, a coat that fits well in the summer and fall may be too tight in the winter when heavier clothes are usually worn. Another consideration is leather. Care should be taken to find leather that has a long service life and can be preserved by proper maintenance. Women's leather jackets should always be treated with a specific cream to help extend the life of the jacket.



The Blazer Leather Jacket

Another piece of leather jacket that has been in the market for some time and people never get tired of is the blazer. That piece that you really need when you want to put your outfit together with something, is the blazer. Blazers are generally a very unique piece, usually used by people who want to look chic, casual, somehow formal and elegant. Its leather version gained a lot of popularity in the 90s thanks to the iconic Friends' character Rachel Green (portrayed by Jennifer Aniston). Naer says in the article that "Blazers, on their own, serve many sartorial purposes: typically a workwear piece, the style has also become a cornerstone of street style layering with oversized coats of all shapes and textures. With a leather finish, however, it's officially primed for outerwear *and* evening wear" (2020). It is a piece that you can wear wherever you want at the time you want, although its popularity increases more during fall season.

Leather blazers can be combined in different ways, it is a very versatile piece, for slightly-warm weathers just like spring, it can be worn with bermudas, with crop tops, strapless tops, with light and brilliant colors. On the other hand for a more elegant and serious look, for a professional profile look and soft-warm weather like fall, colors and patterns vary, also the way it is combined. Colors change, these are darker and can be combined with wide leg pants, skinny pants boots or darker or whitish tops.

Even though, the piece seems to be genderless, which it is, it is more common among women than men. Deam states that the designs of the trend can vary depending on the season that it is worn, for example for a more feminine style patterns like polka dots are added to the trend in Spring season, a more masculine style would be a neutral color in Fall season (2020).

Another positive statement about this trend is that vegan leather became more popular and more sustainable that more companies and fashion brands are going into it. Those are Anouki, Materiel, Zara and many other brand options, the most important part is to stick to the trend and to the modernity and technology advances that help to discover and to create new fabrics. Another good point about the leather blazer, is that it communicates a status, people like to look professional and smart while a blazer does its job, catching the zeitgeist of the trend, defining a spirit or a mood. According to Fan Jackets there are tons of different and not boring ways to wear a blazer, various styles, colors and patterns available in multiple styles such as single button closure, two-button closure, and double-breasted styles. Thread Curve also adds that the jacket is so popular to wear it expects to find it in the softest leather options. Commonly found in lambskin, this jacket can also be worn in goatskin leather or as a suede jacket.



Proposed Silhouettes

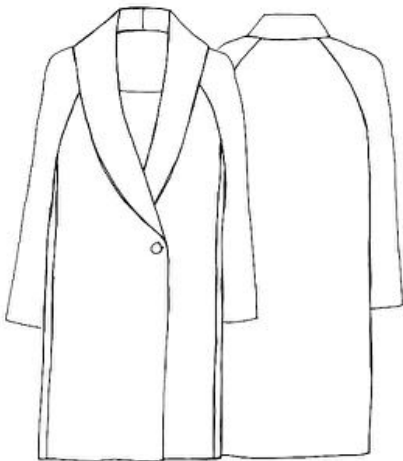
The use of these silhouettes might change due to length of designs and the adding of embellishments like belts, zippers, buttons, etc.

Chelsea collar



**Basic normal fitted
and Long sleeve**

Fur collar



Straight line

Influencers and Directions

In order to project a trend and to make it real, it is important to spread it to the people, and so on so the target market sees it. Forecasters, besides creating, innovating and bringing a trend to life, also need a method, a channel to spread it. Influencers and celebrities play a very important role in this case. Although fashion itself is influenced by different factors, celebrities help shape and influence fashion by creating and spreading trends. The celebrities that will help the trend are Kim Kardashian, Hoyo Jung and Zendaya.



These celebrities will help us spread our trends of the new leather jackets for 2023 onto the public. Kim Kardashian has always been known to stay in the spotlight while Zendaya has increased her popularity due to her starring role in movies and shows like Spider Man and Euphoria. She is also the winner of the 2021 CFDA's Fashion icon award, which shows how her influence of fashion is recognized in the industry. Due to the

popularity of Netflix's show *Squid Game*, actress and model Hoyo Jung has gained over 23.7 million instagram followers and has become the face of Louis Vuitton, which will help us spread our forecasted trends of the leather jacket by the year of 2023.



Proposed Fabrics

Desserto Vegan Leather

A couple of years ago two Mexicans created a new type of vegan leather. Made from nopal (prickly pear) cactus leaves. The new leather called Desserto is the new sensation, a new way of sustainable fashion. Desserto cactus leather is breathable, flexible, nontoxic, and partially biodegradable. Eventually, the cruelty-free alternative wound up being enough of a success that now, several major fashion designers are using Desserto cactus leather to make bags, shoes, and other accessories (Krososfsky, 2021).



Faux Leather

Is the most affordable version of leather, also vegan. Faux leather is made from a plastic base and is then treated with wax, dye or polyurethane to create the colour and texture (Wood, 2020).



Paper Leather

The Italian fashion luxury brand, Bottega Veneta has been using paper leather already, this new form of leather has been in the fashion industry

for over some years. It's quietly been tried, tested and experimented and is starting to make its way into the sphere as a legitimate alternative to animal leather (Alive, n.d)

Proposed Colors



Midnight Noir
(Black)



Campfire Wood
(Dark Brown)



Brilliant Wine
(Burgundy Red)



Warm Chestnut
(Light Brown)



Succulent Green
(Light olive green)

Conclusion

As the weather gets cooler, are you planning what kind of coat you're going to wear this fall and winter? Consider investing in a leather jacket, whether genuine or faux, that's a collectable fashion item. With its cool and timeless allure, leather jackets will never go out of style. A leather jacket is like gold in investment: it never depreciates. Also, the fashion industry moves at a fast speed. It is possible that today a star wearing nice clothes and the next day triggered a panic buying. It is impossible to chase the tide brand run every day, so it is more important to choose the wardrobe of versatile single products. From a passing trend to a wardrobe staple, this coat outlasts others in both practicality and durability. No matter what year, you can wear your favorite leather jacket with ease. Pair it with your favorite T-shirt and jeans for a more casual look, or pair it with tailored pants for a more elegant look. Since then, leather jackets have come in a variety of styles and colors, and can be worn in different styles and fashions for different occasions. From the early short jacket to loose style, or long version of the jacket with a belt to show maturity; From rebellious, punk rock to now athleisure and metropolitan ladylike. Color from the early simple black to multiple colors, such as light brown, pink, and brown. Leather jackets in neutral colors are more feminine, while orange, green, blue and burgundy are more vibrant. The leather jacket is such a classic and versatile item of clothing that's been on trend since the beginning of time and will never go out of fashion. If you don't already own one, this is a 'must' staple piece missing from your wardrobe.

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