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# SUITS:

Inspiration that takes a  
step into the future



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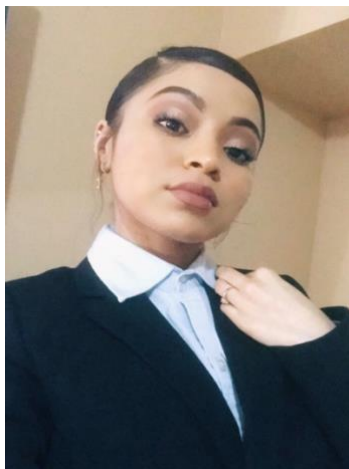
## SUITS: INSPIRATION THAT TAKES A STEP INTO THE FUTURE



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**LETTER FROM THE EDITOR**

**D**ear Fashionistas,

Welcome to the She Chic Forecasting Firm. My name is Zi Di Chen and I am the Editor in Chief of the company. In our first editorial forecast edition, we will be evaluating the past, present and future of women's suits in the Present-day analyze and discuss the suits of the present day FW 2019/2020 collection and how it reflects the suits of the 1980s. Additionally, we will discuss fashion theories and how they reflect on the past, present and future trends. Fashion is an ever-changing phenomenon that is reflective of how our country is performing socially and economically. When the economy is prosperous...our colors become brighter, and when it is not...our colors become duller and more conservative. Social influences such as Women Entering the Workforce in the '80s, caused designers to design more masculine suits with power shoulders for women's empowerment. The suits gave women in the '80s a sense of respect and authority that they would not have without them.

Our goal at She Chic is to give our fashionistas a heads up on what is expected to be in fashion for FW 2021/2022, so YOU can be on trend as an early adopter or maybe even an influencer or innovator. "Title of company" is a forecasting firm that takes into consideration of all factors in theories and events that will affect the change of trends in fashion to predict the trends of the future. Our success lies in the success of our fashionistas.



## SILHOUETTE

Power shoulders and oversized silhouettes were featured on suits in the Fall Winter 2019/2020 runway shows which were inspired by the 1980s. The suits oversized; *androgynous* fit has not been seen since the 1980s, this makes this a *pendulum swing* movement. The trend was *trickled down* from the runway shows to a more mainstream, fast fashion environment. Although the suits appeared to be oversized, they had a cinched waist, which provides an hourglass chic look. The suits today have greater variations, featuring *notched, peak* or *shawl lapels*, as well as being *double or single-breasted*. In the Givenchy collection, models like the one featured in figure 1, were seen wearing *tailored* long suit jackets that featured wider shoulders, this portrays power and authority. The suit also contained a belt that made the waist appear smaller, this aspect refines the female figure.

In Fall 2019, the current trends in the fashion industry are long, oversized suits with padded shoulders. The power suit became a symbol for female empowerment. Women wore professional attire to express authority through the masculine cut of the suits. The suit style in the 80's featured broad shoulders, accompanied by wide lapels and other tailoring elements (Blanco, 2016). Professional apparel in the 80's had become very popular because young men and especially women were able to have professional business careers.

Music Television, which combined music and visual senses together became highly influential in the '80s. According to Jones (p.1, 2005), "MTV's evolution and development over several generations of youth has proven more interesting than its immediate impact on popular music, visual style and culture." People were able to see singer's fashion style and identified what was trending at that time. The singer Annie Lennox, in her androgynous style, was known for wearing many suits. In the music video "*Sweet Dreams*" (Eurythmics, 2009), She is wearing

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a black suit with a grey necktie and black gloves. In figure 2, *Annie Lennox* is seen wearing a pastel yellow oversized, peak lapel collar suit with padded shoulders, and high waisted pants with upturned cuffs. The padded shoulder is a staple for '80s suits. For women, it meant taking the role of male responsibilities in corporate jobs, or jobs that were predominantly male. Most of the suits in the '80s had a *double-breasted* style and the collars were usually *peak* or *shawl*. It gave the suit an elegant and chic look, while having a masculine feel.

*Androgynous* dressing is popular in Fall 2019 just as it was popular in the '80s. The Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) community's fight for equality has helped blur the lines between the sexes. As there are over 30 identified genders today (Salazar, 2016), the way one dresses is not specified by a specific gender and it is the reason why *androgynous* dressing has become popular. In the '80s artists like *David Bowie*, *Boy George* and *Prince* wore flamboyant, *gender bending* clothing that attracted a lot of attention at that time, this caused their fans to imitate their style (Marks, 2014; Singer, 2018). These artist from the past and the current LGBTQ community continue to push the boundaries in order for fashion not to be categorized by gender but by personal identity.

Although both suits featured in figure 1 and 2, express similarities in the shoulders, they are different when it comes to shape. Designers are combining the oversized fit from the past with the need to embrace the female figure of the present. The FW 2019/2020 Gucci collection by Alessandro Michele reminiscent of androgyny from the '80s. The collection is all about conservatism, which is all about an excess of fabrics because suits are looser and longer. In figure 3, The earthy color suit will have a boxy silhouette and will be less fitted on the waist, shoulder pads are still going to be on the suits, but they will be more settled.



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Figure 1. Model wearing Givenchy (Fritton, 2019)



Figure 2. Annie Lennox in yellow suit (Almassi, 2017)



Figure 3. The Earthy color suit (Zargani, 2019)

### LENGTH

Women's suit lengths in the FW 2019/2020 runways are longer than usual as the suit jackets hit mid-thigh covering the buttocks. Prominent brands that feature this trend are Proenza Schouler, Alexander McQueen, Dolce & Gabbana, Tholme Brown, Oscar de la Renta, Saint Laurent, Valentino, Burberry (Fritton, 2019). This suit trend is a reminiscence of the '80s power suits. A huge number of women were entering the workforce during the '80s and they needed to add a level of seriousness to their attire, therefore designers were designing power suits that portray a more androgynous silhouette, mixing both masculine and feminine cuts together.

Masculinity in these power suits masked women's genders and gave women the feeling of authority (Komar, 2016). Examples of celebrities and models wearing women's suits in the '80s with a suit jacket that reached mid-thigh are Sarah Jessica Parker in a double-breasted boxy blazer, Brooke Shields in a checked blazer (Fisher & Algoo, 2019). Parker had tremendous success in the '80s with leading roles in *Girl's Just Want to Have Fun*, *A Year in the Life*, *The*

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*Room Upstairs*, and *Dadah is Death*. All those roles lead to her being a fashion style icon. She was featured on the top of the best dressed list in *W Magazine* time and time again (Jayme, 2017). Shields' role as a child prostitute in a *Pretty Baby* at the budding age of 12, along with her Calvin Klein jeans ad at age 15 brought her to the public eye. She became a supermodel after her role in *The Blue Lagoon* and was highly influential in the fashion industry as she appeared in the most popular fashion magazines in the 80s ("The Famous People," 2017). Shields' roles in films and her reputation as a supermodel of the '80s made her highly influential figure in '80s fashion.



Figure 4. Model in Alexander McQueen (Fritton, 2019)



Figure 5. Model Dolce & Gabbana (2019)



Figure 6. Sarah Jessica Parker in double-breasted blazer (Fisher & Algoo, 2019)

## FABRIC

As the fashion industry is looking to use materials for a more sustainable future, fashion brands are using more natural fabrics that are biodegradable. The textile industry is number two in the world for producing the second most pollution. Fashion companies are moving towards the use of eco-friendly fabrics (Burton, 2018). In the FW 2019/2020 runway, women's suit fabrics were mainly natural fabrics such as wool, cashmere, velvet and cotton. A few examples of

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brands that feature this material in their suits are Tom Ford, Brock Collection, Sacai, Isabel Marant, Balenciaga (Carreon, 2019). These luxury brands are using these biodegradable fabrics in their suits in order to support sustainability.

Animal prints was very popular on the FW 2019/ 2020 runway, Tom Ford among other designers are using animal prints in their collections (“45 Perfect”, 2019). Animal print made an impact in the FW 2019/ 2020 runway collections just like it did in the ‘80s. Diane von Furstenberg designed for the working women and used animal prints in many of her designs in the ‘80s (DeLeon, 2018). Debbie Harry from the band Blondie and the popular show *Dynasty*, put animal print on the map, these prints exudes confidence, power and sexuality (Iqbal, 2018). At a time when female empowerment is widely recognized, there is no wonder why animal print is widely popular in suits in the present.

Tweed was seen on the FW 2019/2020 runways from multiple designers. Since tweed retains heat it is ideal for the colder months, but it also embodies that politically savvy reputation from the ‘80s which makes it ideal for the political climate of the upcoming 2020 presidential election. Tweed was a very popular in the ‘80s. It added texture and dimension to the garment. Tweed was associated with a conservative crowd in earlier generations but in the 1980s Vivienne Westwood reinvented it and began using it in her punk-inspired collections (Sey, 2014). This led tweed to become popular with the “young, fashionable and politically progressive” (2014).

Since Barbara Hulanicki’s philosophy of fast fashion, there was a sign that fashion trends were moving faster and faster. Barbara Hulanicki is the founder of Biba, which she named after her sister. Fast fashion companies in 2019 such as Zara, H&M and Primark have a new trend every week. These clothes are made in mass quantities and are not produced with sustainable fabrics. Tons of these clothes are not sold at the end of every year, so they become landfill

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(Barenblat, 2017). In the '80s, the suits were made mainly of polyester because it was a cheap material to acquire and the fashion industry was trending towards the rise of fast fashion. A large contribution to companies using polyester to make suits were probably due to the increase in women entering the workforce. From the beginning to the end of the '80s there was an 11 million increase in women in the workforce, from 22 million to 33 million (United States Census Bureau, 2007). Companies saw a demand in women's suits so to keep up with this demand, mass producing with cheap material was the golden opportunity for money.



Figure 7. Women's professional fashion 1980 (n.d.)



Figure 8. Model in Isabel Marant (Carreon, 2019)



Figure 9. Diane Von Furstenberg (DeLeon, 2018)

## COLOR

Designers like Anthony Vaccarello for Saint Laurent, Virgil Abloh for Off-White, Jacquemus, Sies Marjan and Marine Serre to name a few have incorporated those popular neon hues from the '80s into the FW 2019/2020 runways (Fritton, 2019). Those colors have *trickled down* to the masses and have been spotted in every product category possible. One category in particular that might seem unusual to incorporate the neon color trend are suits. This past season

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Blake Lively was seen sporting a head to toe neon green ensemble (Mackelden, 2018). Suits have always been seen as professional attire but today they are worn in a more casual manner as a way to portray power in ones' everyday life. Female empowerment is as huge today as it was in the '80s.

Fluorescent colors were all the rage in the '80s. Everything was made even better if it were visible from a distance (Deleon, 2018), and today is no different. The rise of MTV influenced the spread of trends. If one viewed popular musicians wearing it on MTV it was quickly adapted into society. Musicians like *Madonna*, *Prince*, *Run DMC* and *Boy George* (Marks, 2014; Singer, 2018) were seen sporting colors like fluorescent pink, yellow, green and orange, whether it was visible throughout their entire ensemble or on a smaller scale like *Run DMC* expressed through their accessories. Fluorescent is now referred to as neon and it is visible in haute couture all the way down to fast fashion retailers.

Women are taking a stand and pushing forward to be seen as equals, in the workforce as well as in the world. The battle for women's rights has been a long-time struggle. In 1985, Ellen R. Malcolm created what's called "EMILY's List." This is an organization founded in order to raise money for women in politics ("Our History," 2019). It is no coincidence that suits are in high demand. 2019 has witnessed the highest number of women in congress and the number of female candidates running for presidency in 2020 in unprecedented. This phenomenon is similar to what occurred in the 1980's when the highest number of women in history entered the workforce. The total increased from 22 million at the beginning of the '80s to around 33 million towards the end of the decade (United States Census Bureau, 2007). This created a demand for what the working woman of the modern age would need to wear for success in the workplace.

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These working women required neutrals like: black, gray, beige and navy to become popular and were deemed necessary amidst all the bright, neon *colorways*. The muted, basic colors, along with the *gender bending* appeal of the cut of the suit offered a more respectable, professional appearance that women at that time craved in order to be accepted by their peers. Figures 13 and 14, depicted the typical working women of the '80s. Designers like Demna Gvasalia for Balenciaga, Prada, Stella McCartney and Dolce & Gabbana (Fritton, 2019) celebrated the empowered women of that time by sticking to neutral colors and emphasizing other aspects that were significant in that era.

That true red hue, that is attention grabbing and seductive was seen on the FW 2019/2020 runway from designers like Tom Ford, Stuart Vevers for Coach and Demna Gvasalia for Balenciaga. This color is very reminiscent of the red leather jacket that Michael Jackson wore in the music video "*Beat it*", after that video made its debut on MTV that color red was seen everywhere. *Michael Jackson* had and still has a huge influence on fashion (Dhillon, 2017). Nancy Reagan's love for red also added to the color's popularity. The younger crowd wanted to emulate Michael Jackson and the working women looked towards Nancy Reagan for appropriate work attire. Sigourney Weaver in *Working Girl* (Howlett, 2018) and the cast of *The Golden Girls*, and *Dynasty* were all popular in the '80s and the fact that they wore a lot of red on screen allowed the color to be seen on a broader spectrum.

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Figure 10. Jacquemus (Fritton, 2019)



Figure 11. Sies Marjan (2019)



Figure 12. Blake Lively (Mackelden, 2018)



Figure 13. (Christy Turlington, 2019)



Figure 14. 1980's model (Pin, n.d.)



Figure 15. Model in Proenza Schouler (Fritton, 2019)

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Figure 16. Sigourney Weaver in *Working Girl* (Howlett, 2018)



Figure 17. Model in Balenciaga (Mower, 2019)

### APPLIQUÉ & EMBELLISHMENTS

Embellishments are distinguishing characteristics that designer use in order to add a different level of appeal to their garment. A way that texture can be added onto clothing is through embellishments like embroidery and sequins. The FW 2019/2020 collection featured embroidery as a way to add that extra level of detail onto suits (“45 Perfect”, 2019). Although embroidery was not popular in the ‘80s, sequins was an embellishment that was widely used, and this runway season was seen in several collections. Sequins was used as a way to stand out, one could say that sequins were considered a party embellishment.

The ‘80s was all about the nightlife and Studio 54, sequins is what one wore. Studio 54 was the place where celebrities like Andy Warhol, Farah Fawcett, Grace Jones and Debbie Harry made strong connections with one another and partied hard (Dool, 2018). Today sequin is still viewed as a party embellishment, but designers have paired the embellishment with the seriousness of the suit. The suit has stepped out from being workwear attire to an ensemble that



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can be worn in all aspects of one's daily life. A sequin suit, as depicted in figure 19, gives all the formality a suit offers, but with a twist that says, "I'm here to PARTY!!", designers like Tom Ford, Christian Cowan, and Prabal Gurang are all overloading on heavy sequins for FW 2019/2020.



Figure 18. Actress Jenna Coleman wearing Gucci ("45 Perfect", 2019)

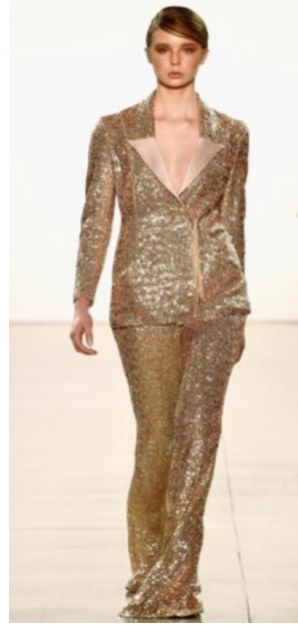


Figure 19. Model wearing Marcel Ostertag (Lopez, 2018)

## SIMILARITIES/ DIFFERENCES

Fashion women's suits of FW 2019 runways and the '80s and has had their similarities in fit, length, fabric, color, and appliqué. Lots of suits in FW 2019 runways are inspired from the '80s, but there are also key differences from suits in FW 2019 runways and '80s suits. These dominating factors (events, ideas, social groups, attitudes, and technology) of each time period affected the design of the suits. Dominating factors of the 80s are: LGBTQ Community, Women entering the workforce, Yuppies, Rise of MTV, State of Technology (VCR, Mobile), Madonna's Material World, Economic Prosperity, Studio 54, and War on Drugs. Dominating factors of 2019

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are: Legalization of same-sex marriage, Sustainability movement, and the spread of legalization of Marijuana. These dominating factors affected each time period differently and it is shown in the differences of the suits in the '80s and FW 2019 runways.

In the 1980's the LGBTQ community were fighting for equality due to discrimination. Throughout most of the nation's history, most Americans viewed homosexuals as mentally diseased. Most gays hid their sexual identities to avoid discrimination in employment and housing, violent attack, arrest or commitment to mental institutions" (Benenson,1984). Until 2015, the LGBTQ community saw the light when the supreme court finally legalized same-sex marriage and equal rights. It became one of the legendary moments for the LGBTQ community. Since then, they had made an impact, people have become more accepted and businesses are willing to give them job opportunities. High-end brands like "Channel and Salvatore Ferragamo strive to dissolve the gender rules" (Pidgeon, 2019). Which helps to break stereotyping boundaries.

One similarity between the 80's and 2019 suits it's the *androgynous* loose fitted style, women were able to wear man suits and still wear a man suit today. The difference today, is that women suits have a feminine hourglass silhouette because the cinched waist and the incorporated belt or waist band. Men finally have the freedom to wear women suits and women apparel. The today suit can be considered a unisex garment because people are confident and free to identify themselves as male, female, lesbian, gay, bisexual, transgender, queer, etc.

Despite FW 2019 runways suits having lots of similarities in length to the power suits in the '80s, there were some key differences. The '80s suits were longer in length due to giving women entering the workforce a look that was professional and more masculine. The *zeitgeist* (spirit of the times) of the '80s was the movement of women empowerment entering the

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workforce. The FW 2019 runways suits did not only include power suit inspirations from the '80s with a longer length that hit the mid-thigh and cover the buttocks, they also included skirt suits and suits were regular length that hit just below the hips. Examples of designers from Fall/Winter 2019 that featured skirt suits or regular length suits are: Gucci, Off-White, and Sies Marjan (Fritton, 2019). Although, majority of the suits from FW 2019 runways mirror the length in the suits of the '80s, there are a few designers that remain outliers.

In the '80s, it was a time of prosperity and people had more disposable income than ever before. The middle class was growing, and it was the decade of conspicuous consumption. Young Urban Professionals known as "Yuppies" were expressing their wealth through fashion (The People History, n.d.). Women Yuppies entering the workforce that bought power suits in the '80s are different from the power suits in 2019. In 2019, designers are trending towards eco-friendly fashion. Luxury designers such as Stella McCartney, Eileen Fisher, Rag & Bone, Mara Hoffman, and DOEN are using innovative methods to mesh luxury fashion with environmental sustainability (The Good Trade, n.d.). The difference between Yuppies fashion in the '80s and 2019 fashion is Yuppies fashion is about purchasing fashion to express wealth from any top designers and 2019 fashion is about eco-friendly and sustainable luxury designers.

The rise of artists' impact in the '80s was primarily based on cable television becoming more common in most American households (Life, 2019). Viewers were able to put a face to the music that they had been listening to for years and felt like they could identify with these musicians. Madonna's song, *Material World* epitomized the beginning of consumerism (2019). This influence caused the fast spread of trends. A multitude of colors express cheerfulness, so since the economy had bounced back and had entered into one of the longest periods of sustained economic growth since WWII (The Economy, 2012) one had a reason to be happy. At the

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moment the United States' economy looks healthy, so the bright cheerful colors are back, consumerism is still alive but buying new clothing has taken a step back. Consumers are turning to renting or buying preloved clothing in order to continue to obtain new pieces while still being sustainable (Amed, Balchandani, Beltrami, Hedrich & Rölkens, 2018).

The booming economy caused a lot of cheerfulness which lead to over the top partying. In the '80s, Studio 54 was the place to be; "sex, celebrities and, infamously, open drug-use worked in tandem to create a hedonistic nightlife playground" (Dool, 2018). Clothing that was made to stand out was pivotal, that's why sequins and embellishments were needed. The war on drugs expanded dramatically when Reagan was in Presidency, there was a "massive increase in incarcerations for nonviolent drug offenses" (Britannica, 2018). Today there isn't so much prejudices towards certain drugs, specifically marijuana. Marijuana has been legalized in certain states and continues to spread countrywide. Sequins is associated with party culture from the past and it is appropriate that it will be trending for FW 2019/2020 because that's holiday season. One is fascinated with dressing up and looking glamorous during Thanksgiving, Christmas and New Year's in particular.

## CONSUMER PROFILE

Our average consumer are Millennial women between 30-35 years old. Millennials are born between 1981 and 1995. Their physiological characteristics are assertive, energetic, optimistic (VALS™, fall 2007). Millennial women are considered experiencers, not only for their spontaneous character, but for their good sense of fashion. According to VALS™ (2009-2019) experiencers are the first in and first out of trend adoption. Millennial women are explorers, their desire to know it all and the expansion of technology and social media have

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given these women the advantage to gain knowledge and obtain opportunities faster than other generations. Keeping up with what is happening in the social, political and economic events, in addition to what is new in the fashion market is crucial to them.

Technology has given them the ability to self-educate on the business world. Millennial are the most entrepreneurial generation in American history (Vernon, 2012). Their income is about \$110,000. But millennial women purchase unnecessary items. Which makes them an easy target market. According to (Hahn- Petersen, 2018) In 2017, millennials in the US alone spent about \$200 billion and it is estimated that, by the end of 2018, they will have more spending power than any other generation. However, their knowledge of business makes them self-directed consumers. And are likely to purchase from retailers with strong ecological and humanitarian records (Brannon, 2011). The environment is very important to them.

Generation Y a.k.a Millennials are all about spending their money lavishly, being materialistic, and being on top of the latest trends in fashion. One of the 2019 trends that Millennials find appealing is *androgynous* dressing. Since 2015, same-sex marriage has been legal in the U.S. and now in 2019, there are over 30 identified genders. Androgynous dressing in colors associated through LGBTQ will most definitely be intriguing to the Millennial generation. The LGBTQ identifies with bright, neon colors, which is also a trend of 2019. They will be the earliest adopters of the trend(s) and the earliest to exit the trend when it becomes more mainstream due to the fact that they're always looking towards the next big trend.

Sustainability, Millennials are all about doing anything that can help transform the environment into something better. The use of sustainable fabrics is one way that one can feel like they are contributing. According to BOF, Millennials are so invested in sustainability and the effects that the textile industry has on the environment that they are willing to spend more on

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sustainable products as well as help the government become more sustainable as a whole (Hahn-Petersen, 2018). This need for sustainability can have a major impact on one's overall quality of life and it definitely has an effect on the lifestyle that Millennials have.

### SUIT YOURSELF

Stepping into FW 2021/22 suits will *trickle down* taking on a shorter length, this *long-wave phenomenon* is due to the increase in the Latinx community. Hispanics make up a total of 57.5 million out of the total US population of 323.1 million and this will likely double to around 106 million in the next 30 years (Hernández-Nieto, Gutiérrez, 2017). This increase in the Latin community will be the *zeitgeist* for the future and will have a significant effect on suits. Since Latinas tend to be on the shorter side, measuring at an average of 5 ft 1 in (Stobbe, 2018), the need for shorter length blazers, trousers and skirts will be in high demand. Shorter suits will *trickle down* due to the fact that there is an increase of racial blending within the United States.

Power suits will feature a polished aesthetic. The blazers' length will rise and hit just above the hip bone and in another design, it will feature a more cropped cut. The cropped blazer will extend the legs and give them the appearance of being miles long. The suits will also feature a pencil skirt that hits just above the knees, this shorter length is due to the economy's "steady growth, low unemployment, and little inflation" (Amadeo, 2019). Another design will include trousers. The trousers will be long in length to go with the overall theme of elongating the body.

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### NOT YOUR MOTHER'S SUIT

The dominant Latino population in the United States will be the *zeitgeist* for the silhouette trends for FW 2021/2022. The more fitted *silhouette* will *trickle down*, going from an oversized, masculine *silhouette* of FW 2019/ 2020, to something that is more fitted. This movement will be a *long-wave phenomenon* because this is a reoccurring *silhouette*. Femininity will be a recurring theme in the 2021 Seasons (Nina, 2016). This can be accounted to the expected increase in the Latino community (Hernández-Nieto, Gutiérrez, 2017). Since the average US female is about 5ft 4in (Stobbe, 2018), the more fitted silhouette will help more petite women appear as if she were not swimming in fabric. A cinched in waist that flares out just a smidge will give the appearance of an hourglass figure which gives the classic feminine

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shape. The skirt and trousers hugging the hips will further accentuates this voluptuous shape. A shape that is known throughout the Latino community.



## INNOWOOLTIVE CLASSICS

Sustainability is going to be an even bigger thing moving forward into FW 2021/22, As the *zeitgeist* is about sustainability in fashion. Sustainability relates to the *trickle across theory* because consumers of all income classes are taking action towards sustainability. This movement is a *long- wave* due to awareness of sustainability of fashion in the *zeitgeist*. The fashion industry is the second largest polluter in the world after the oil industry. People in the fashion industry are realizing that sustainability is important for the future and possible solutions according to Sustain



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Your Style (n.d.) are, “building awareness and willingness to change, choose clothes made in countries with stricter environmental regulations for factories, choose organic fibers and natural fibers that do not require chemicals to be reproduced, etc.” These were a few of the many examples of how people in the fashion industry can trend towards sustainability, or people can engineer something that can be groundbreaking to the sustainability trend in the fashion industry moving forward. According to Friedman (2019) “it is about microbes. They’re the Next Big Thing (or next teeny-tiny thing) in an approach that focuses not just on the materials to make what we wear, but what happens to those materials when all the wearing is done...What if some little life-form saw it as an awfully tasty snack?” This new biodegradable fiber, PrimaLoft Bio Fiber, is a recycled polyester fiber mixed with other properties that is appealing to microorganisms that eat plastic. It is still in the test phase, but according to Vanessa Mason, Senior Vice President of Primaloft, she says, “I predict that in the new six months we will see one to three kinds of biodegradable new technologies coming online, and in the next three to five years this space will be very crowded”. If what Mason says is true, biodegradable polyester will appear in suits of FW 2021/22 runways, as the suits from the ‘80s were all made from regular polyester that takes years to degrade.

Other FW 2021/22 suits fabrics that are expected to appear because the *cyclical* suit trend that appear every FW season are wool and tweed. Winter suits are supposed to made of thicker and warmer fabrics that will provide superior warmth with minimal wrinkling factors. Wool is the most popular Winter fabric for suits due to its ability to retain form, drape, and warmth. Tweed is a made from a blend of wool and it is sometimes the better choice for a winter suit due to it being thicker, warmer, and more durable than a regular wool suit (Firchau, n.d.). Wool and Tweed are two suit fabrics that are both classic materials in terms of suits. They appear every

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FW season for many designer brands and will continue to do so moving forward in FW 2021/2022.



### **GUNMETAL FUTURISM**

Rumors about people living space are getting closer and closer to reality. In 2021, space technology start-up, Orion Span, plans to launch a luxury space hotel that will be open to the public in 2021. A two-week luxury stay in this hotel will cost a whopping 10 million dollars (O'Hare, 2019). If Orion Span can accomplish this feat, they will be the first technology company to ever do this and fashion will react to this groundbreaking event. The *zeitgeist* of FW 2021/22 will be people wanting to take a vacation to a space hotel. This event will be most associated with the *trickle-down theory* because only the wealthy consumers will be able to afford the vacation to space. The space theme is a recurring pattern, *long wave phenomenon*, that

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last happened in the 1960s. In the '60s fashion designers Andrés Courrégés and Pierre Cardin designed space theme collections because of the Sixties Space Race (Garced, 2016) and now projected in 2021, people will be creating a luxury space hotel. This event will bring out a space theme that is futuristic but also conservative. Gunmetal Metallics will be the appliqué to suits of FW 2021/22. A dull metallic that shows the futuristic space theme, while also being conservative.



## COULEUR

After so many neon bright colors, it is time to take a step back from the bright colors and transition into darker and softer colors, which reflects a *long-wave phenomenon*. The color palette for FW 2021/2022 going to be soothing for the eyes. The shades of Ocean waves and

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Blue Sky are going to be *mainstream*. When one thinks about blue, one thinks about the ocean and the sound of waves, which gives the feeling of relaxation and at peace. According to (Elven, 2019) Not only are consumers increasingly prone to use their wallet to protest plastic pollution, they will also draw inspiration from the sea to obtain the tranquility that they are longing for. The *zeitgeist* will be compassionate about our environment and people will advocate to stop the use of plastic, which affects marine life, climate, and human beings. This will be a peaceful, and for this reason, people will be willing to welcome the shades of blue. Because who would not want to promote harmony for a better world and advocate for the ocean.

However, it will not only be about the ocean, it will also be about fire. Fiery colors such as Vampire Red are going to be trending in FW 2021/2022. Red is a bold, sexual and daring color. Which means that the *zeitgeist* will be about self-confidence and a sense of stability. According to (FashionTrendSetter, 2019) “Vigor, energy and determination are associated with red, red reassures the consumer in a nostalgic state through to a shaper interpretation.” Even though, red is such a strong dark color, it makes one think about the sunsets, autumn leaves and the bonfires providing a feeling of calmness. These bold colors are going to cause *trickle-down effect* because it will have a *compatibility* with *innovators*, followed by *early adopters* and spread to the *majority*. People will become more serious and will want stability during that time. Like previously mentioned, people have become aware of the environment, and are becoming eco-friendly. The *zeitgeist* will be about technology, because is becoming more advanced as the times goes. In FW 2021/2022 “A.I Aqua” (Grobe, 2019) will represent the color of technology. According to (Thomas, 2019) “The chosen hues also have an artificial edge, influenced by the pervasiveness of digital culture and the coming of 5G, where the way things appear on screen will be as important as how they look in real life- if not more so”. FW 2021/2022 will be about

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sustainability which will cause a *trickle-down effect* because is the color of technology and will impact people because one depends on technology.



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*Figure 3.* The Earthy color suit. Adapted from “Gucci Resort 2020” by L. Zargani, 2019, Retrieved from <https://wwd.com/runway/resort-2020/all/gucci/review//>

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*Figure 5.* Model in Dolce & Gabbana. Adapted from “All the trends you need to know from Fall 2019’s runways” by N. Fritton, 2019, Retrieved from <https://www.harpersbazaar.com/fashion/fashion-week/g26329650/fall-2019-fashion-trends/>

*Figure 6.* Sarah Jessica Parker in double-breasted blazer. Adapted from “The ‘80s are back: 50 fashion moments to relive from the decade” by L.A. Fisher and J. Algoo, 2019, Retrieved from <https://www.harpersbazaar.com/fashion/trends/g6549/80s-fashion-photos/?slide=11>

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*Figure 8.* Model in Isabel Marant. Adapted from “A complete guide to the top trends of fall 2019” by J. Carreon, 2019, Retrieved from <https://www.elle.com/fashion/trend-reports/amp26147021/fall-fashion-trends-2019/>

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**APPENDIX A**

**APPENNDIX B**

# APPENDIX C