



SHE CHIC FORECASTING FIRM

Who Are We?

SHE CHIC FORECASTING FIRM

- Zi Di Chen (Editor in Chief)
- Jeanie Castillo (Copy Editor)
- Daniela Menjivar (Art Director)

1980's

- Female empowerment
- Rise of MTV
- STUDIO 54
- Economic prosperity
- War on drugs



Simmel's Trickle-down theory (1904)

A style is first offered and then adopted by people at the elite classes and then it is imitated by the following class and so on until everyone has adopted the trend



Pendulum swing

When fashion swings from one extreme to another. Once a trend has reached its full form, the pendulum starts to move in the opposite direction



PRESENT DAY

- Fight for sustainability
- Legalization of same sex marriage
- Economic prosperity
- Me Too Movement



FW 2019/2020 Silhouette

- Sharp shoulder pads, fitted because of the cinched waist, variations of lapels such as notched, peak or shawl.
- 80's Power Suit (Female empowerment).



Annie Lennox in yellow suit (Almassi,2017)



Model wearing Givenchy (Fritton,2019)



The earthy color suit (Zargani, 2019)

FW 2019/2020 Length

- Longer length blazers, hitting the mid thigh (Fritton, 2019)
- Huge number of women entering the workforce
- Androgynous silhouette
- Sarah Jessica Parker



Model in Alexander McQueen
(Fritton, 2019)



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

FW 2019/2020 Fabric

- Sustainable future, Biodegradable Fabrics (Burton, 2019)
- Wool, Cashmere, Velvet and Cotton
- '80s...mainly Polyester Suits



Women's Professional Fashion 1980
(n.d.)



Model in Isabel Marant
(Carreon, 2019)

FW 2019/2020 Color

- Neons/ Bright colors
- Neutrals were deemed necessary amidst all the bright colors
- Red provokes sexuality



Jacquemus
(Fritton, 2019)



Model in Proenza
Schouler (Fritton, 2019)



Model in Balenciaga
(Mower, 2019)

FW 2019/2020 Appliqué

- Sequins was widely used on the runway this season, just as it was in the '80s during the Studio 54 era (Dool, 2018)



Model wearing Marcel Ostertag
(Lopez, 2018)

Consumer Profile

- Millennial Women.
- Ages 30–35 years old.
- Experiencers, VALS™
(2009–2019)
- Income \$110,000
- Entrepreneurial Generation
(Vernon, 2012)
- Self-educated due to technology.
- Keep up with latest fashion trends.
- Self-directed consumer purchased from retailers with ecological and humanitarian records
(Brannon, 2011).

Suits of the Future

FW 2021/2022

Simmel's trickle-down theory (1904)

Trends are created by luxury designers for the elite, this is then replicated by the proceeding social classes until the trend is completely adopted.

Long-wave phenomenon

A reoccurring pattern in a style where the movement rises and falls with different duration, magnitude, velocity and momentum across time periods



SUIT YOURSELF

- Blazer length will rise and hit just above the hip bone and feature a cropped cut.
- Suits will feature pencil skirt above the knees.
- Trousers will be longer in length with the overall theme of elongating the body.



NOT YOUR MOTHER'S SUIT

- The suit silhouette will be more fitted, which will help petite women.
- The cinched in waist will flare out an appearance of an hourglass figure.
- The skirt hugging will accentuate a voluptuous shape.



INNWOOLTIVE CLASSICS

- Sustainability is going to be an even bigger movement!!!
- Groundbreaking fabric...PrimaLoft Bio Fiber
- Wool and Tweed



GUNMETAL FUTURISM

- Conservative
Futuristic/Space theme
- Gunmetal metallic
applique
- Darker metallics



COULEUR

Ocean Blue

- Plastic pollution

Vampire Red

- Stability, self-confident and determination.

“A.I Aqua” (Grobe,2019)

- The color of technology



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