Next Women's Suits

FASHION TREND FORECASTING

by Mirai Co.

Author

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She is bored and raised in Tokyo, Japan. After she graduated her high school in 2013, she started working in GAP in JAPAN. She experienced service assistant there and learned about Visual Merchandising, management of the store. After a half and a year, she left there and moved to UNIQLO, Japanese fast fashion company, as a full time service associate. She has met the store manager who affect to her life the most, and she was appointed as a store visual merchandiser in the store. She worked hard as an important worker in the store and decided every mannequins' coordinates which installed in the store and sometimes layouts in the women's division. Through these plenty experiences as a worker in the fashion industry, she decided to move NYC and learn about fashion industry more. After she moving to NYC, she went to City University of New York, College of Technology and majored Business and Fashion Technology at the college. She studied basic business knowledges and specialized fashion, such as textile, product development, and merchandising math. What is more, she had experienced two internships. Firstly, she worked as an assistant of designer Fuki, who worked for SEA which launched in NYC and know as a women's RTW apparel brand. What is more, she worked as a distributer in SEA team as well. Next, she had an internship in KIKI DE MONTREPANASSE which is the Canadian luxury intimates brand as a production developer.

Both working as a service assistant in GAP and UNIQLO, and internship student in SEA and KIKI DE MONTREPANASSE led her the way of the trend forecaster in fashion industry.

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To the readers

Our company "MIRAI" has been launched since 2000 by the author Hashimoto. We have conducted fashion trend forecast in various kinds of fashion items since she launched MIRAI's CEO with using plenty experiences in fashion industry. Fashion trends has changed and elaborated for a long time. It always reflects zeitgeists, which is the general attitudes of people, culture, religious, politics, and society. It means the fashion trend shows not only the trend of the time, but also history of people, culture, and even politics. Since we started to conduct trend forecasting, we have believed this theory further. Hence, we throughly research and analysis people, society, and even cultures. How are they going on, how they changed through long time, and how will transfer to new trend in the future? In this book, we will focus on women's suits. We can say the fashion item has definitely been one crucial item in fashion industry for long time. It affects society, politics, and culture as well. We will consider next trend of women's suits and also the history. We hope that you can get anything from this book and have a valuable experience from this book.

Sincerely

Mirai.Co

Target Marketing

Our target customer is the female who are Millennials. Millennials means that people was born between 1981 and 1999, and includes early 2000's. The generation is well known as people raised environment in the "social media and pop culture". They are main workforce for now and have experienced economy crash in 2000, therefore, there are large amount of entrepreneurs. One article says about millennials that "64% of millennials would rather make $40,000 a year at a job they love than $100,000 a year at a job they think is boring."(wordstream.com) Through this article, we can expect that they had high education which might have bachelor or doctor degrees, and they works enthusiastically.

It leads that the trend of getting married later, like it is around 30's. Therefore, many millennial might be still single, or getting married but they do not have children yet. These remarkable characters tell us that they are an economic force and they have large buying power. They would not hesitate to spend money for purchasing clothings. We think that They tend to care qualities more than price, because they have enough afford to spend money for their preference.In addition to it, they have similarities in their preferences as well. "They focus on innovation."(wordstream.com) One analysis shows that " Millennials are 21.7% more likely to own a Mac computer and this the is the same generation that is infatuated with each new iPhone release". In this way, we can say they prefer new thing, such as they always want to have new iPhone as they released. They always looking forward innovation and most of people would not hesitate to try new things, trends, and innovation. It means they seeks new trend in fashion as well. As the fitness and healthy foods are trend for now, they would like to have a salad for lunch, and they go to yoga and pilates school in the weekend or after the work. Additionally, they like to buy foods in whole foods market or trader joe's usually due to trend of healthy foods. Likewise, even in the fashion industry, they might be innovator in the fashion cycle. Moreover, they would be looking for new trend or clothings which they can feel specialities.

History of Women's Suits

1980

The history of women's working suits has been started in 1910 with the women's movement called "Suffragette Movement".


1990

We can not explain the women's working suits without Coco Chanel. In 1925, She threw the corset custom away from women's fashion. Sometimes, the corset would heart women's body and ,actually, it did not be comfortable for women. She started to use comfortable fabrics and made it with inspired by men's suits.

2010

2018

THE RELATIONSHIP BETWEEN THE PERCENTAGE OF WOMEN'S WORKFORCES

Women's workforce
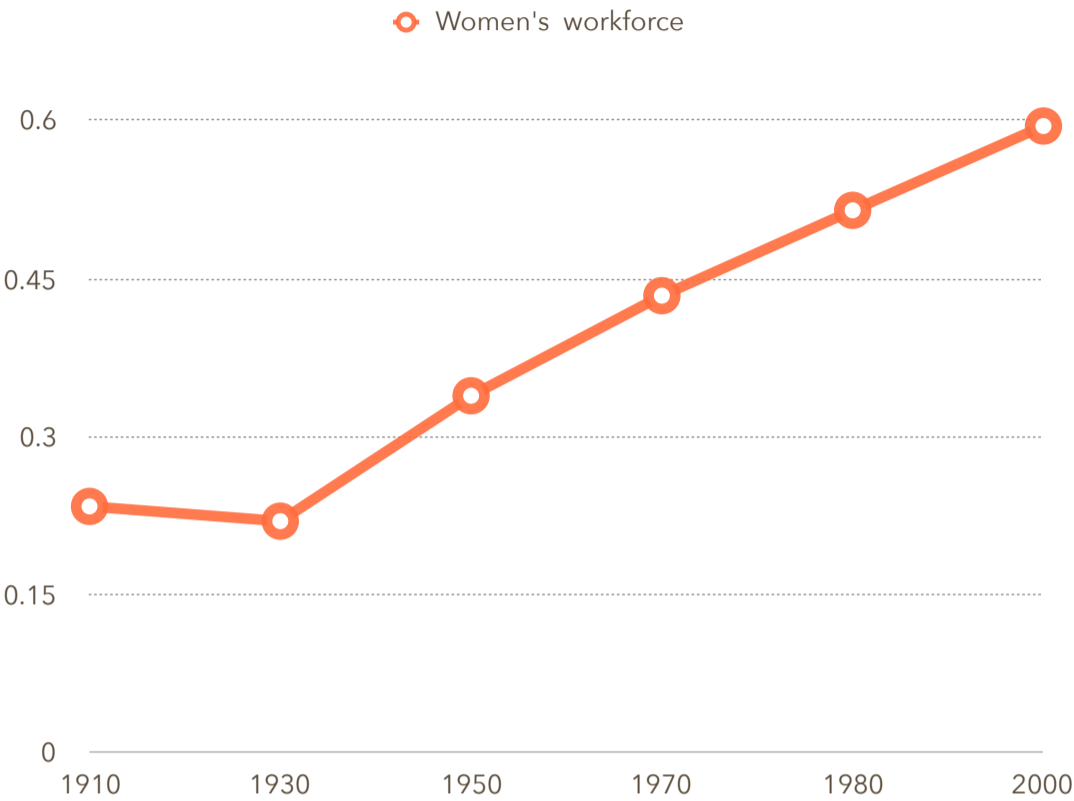
I found two groups of SS2020's color trend

First is "Essence"
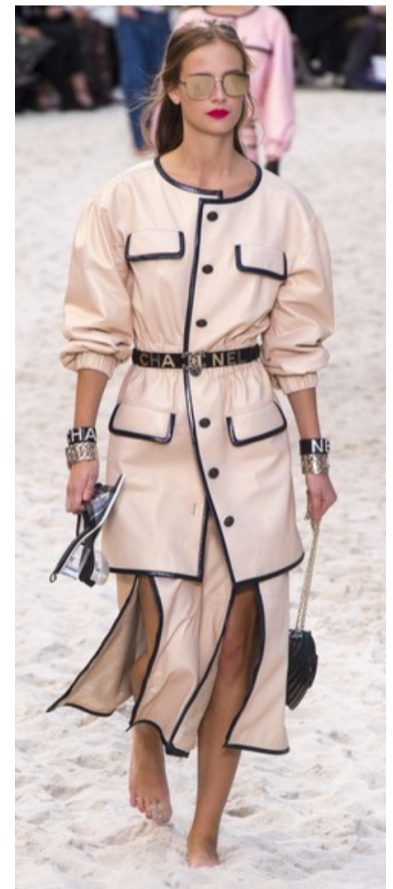

| 16-1412 TPX | 14-4502 TPX | 15-1530 TPX | 15-5217 TPX | 13-1013 TPX |

These colors are based on the mineral stone and natural colors.

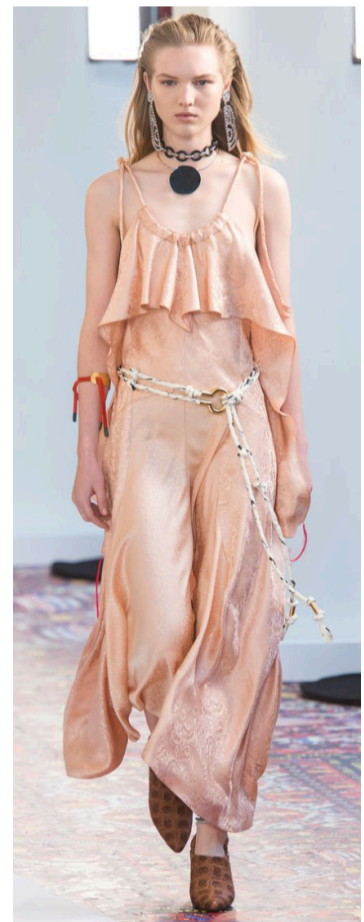We saw a lot of similar colors in SS2019 fashion collection.

For instance,

Loewe/LV/Chanel

Second trend color group is "Crepusular"

These colors are collected based on metallic color, platinum. Other colors shows reflection of platinum color, like a rainbow.

| 17-4405 TPX | 17-1608 TPX | 13-1019 TPX | PLATINUM | 17-4540 TPX |

Marc Jacobs/Isabel Marant/Chloe

https://www.wordstream.com/blog/ws/2016/09/28/generational-marketing-tacticshttps://www.elle.com