

Trend Forecasting: **Womenswear Fall/Winter 2020-2021**



Judith Coetzee

Trend Forecasting assessment

18 July 2020

FMM-114-Q6112 Intro Fashion Merchandising

Trend Forecasting Overview:

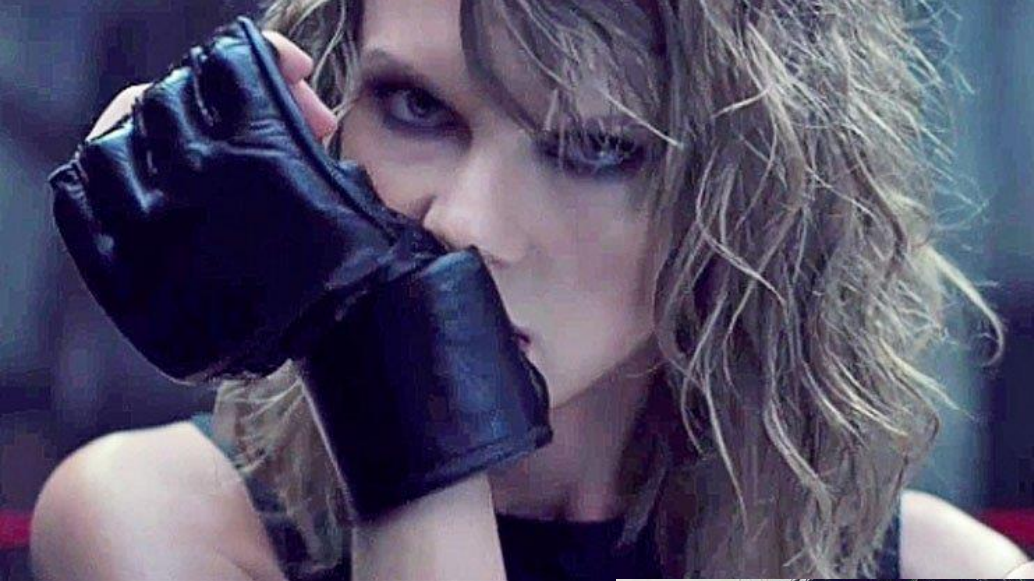
- A recurring theme of all black and dark colors will feature in the Womenswear collections.
- Clothes inspired by the 70's and 80's era, representing empowered women entering the workplace.
- The clothes will be dramatic, with oversized coats and padded shoulders, and inspired by menswear clothes.
- The rich upper east side women in the 70's and 80's will be represented with tweed jackets, fur coats and geometric patterns.
- Clothes will also be inspired by the sexy, strong and powerful women, featuring leather and latex.
- One of the occurring themes will be silver sequence and sparkles accompanied with fringe and silver metal.
- The fashion collections also take a look into the boudoir, with lingerie as outerwear.
- Common color themes include black, grey, nude, dark brown, dark blue and silver.
- Featured materials will be leather, latex, sheer material, lace, satin and wool.
- This season's collections includes something for every women's mood, from dark and sexy to intimate and empowering.



Hardcore Women

- Clothes inspired by the tough and resilient femme fatal.
- Dominatrix inspired clothing silhouettes.
- Leather and Latex is making a big comeback.
- Dark and moody color pallets like black, brown and dark blue





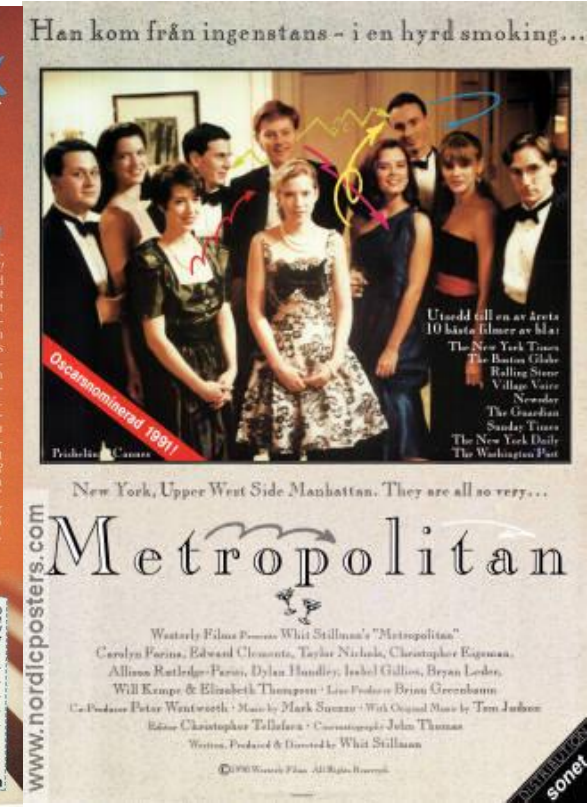
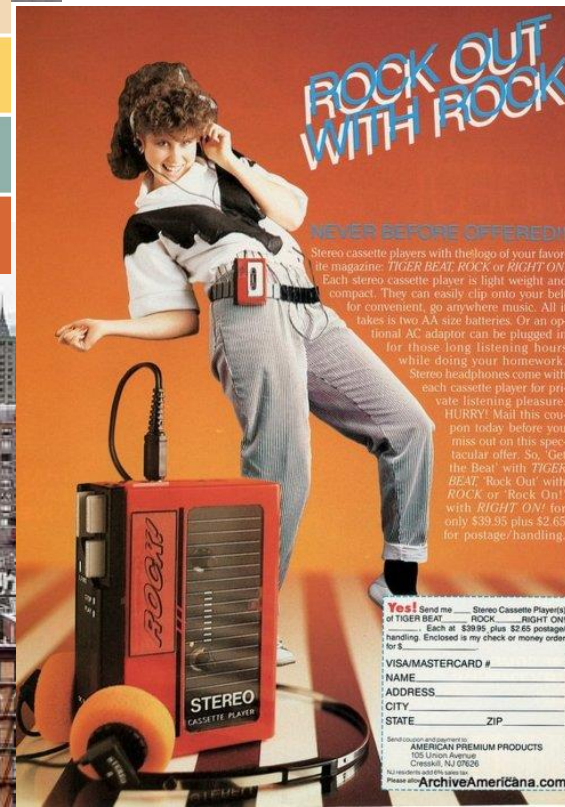
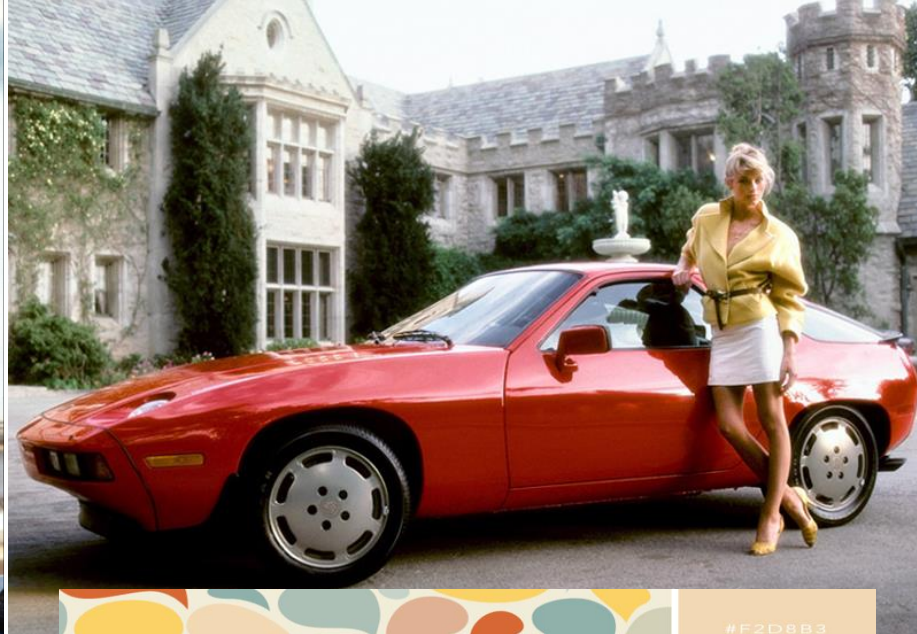




80's Upper East Side Women

- Empowering silhouettes like dramatic shoulder pads and masculine inspired over-sized coats and suits.
- Preppy tweed jackets and check material.
- Clothes are inspired by the empowered working women while still being feminine.
- Colors include red, nude, grey and black.





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Co-Producers Peter Wentworth - Music by Mark Sonnen - With Original Music by Tom Johnson
Editor Christopher Tallafera - Cinematographer John Thomas
Written, Produced & Directed by Whit Stillman

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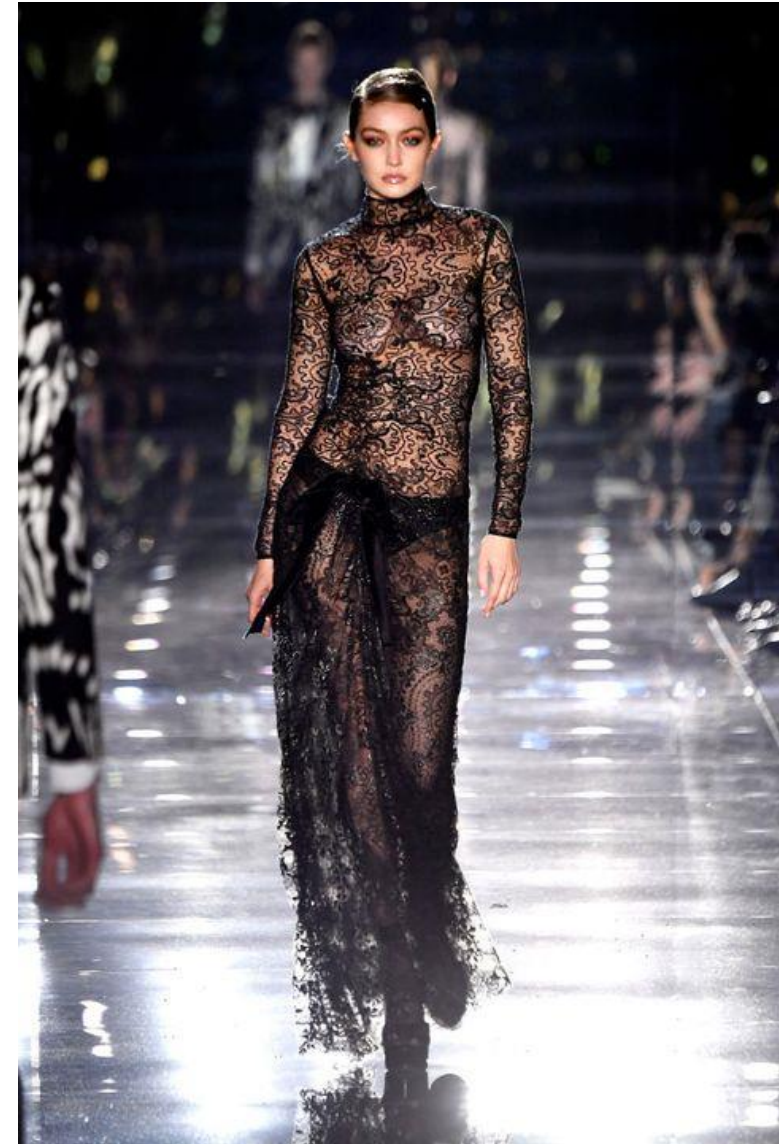
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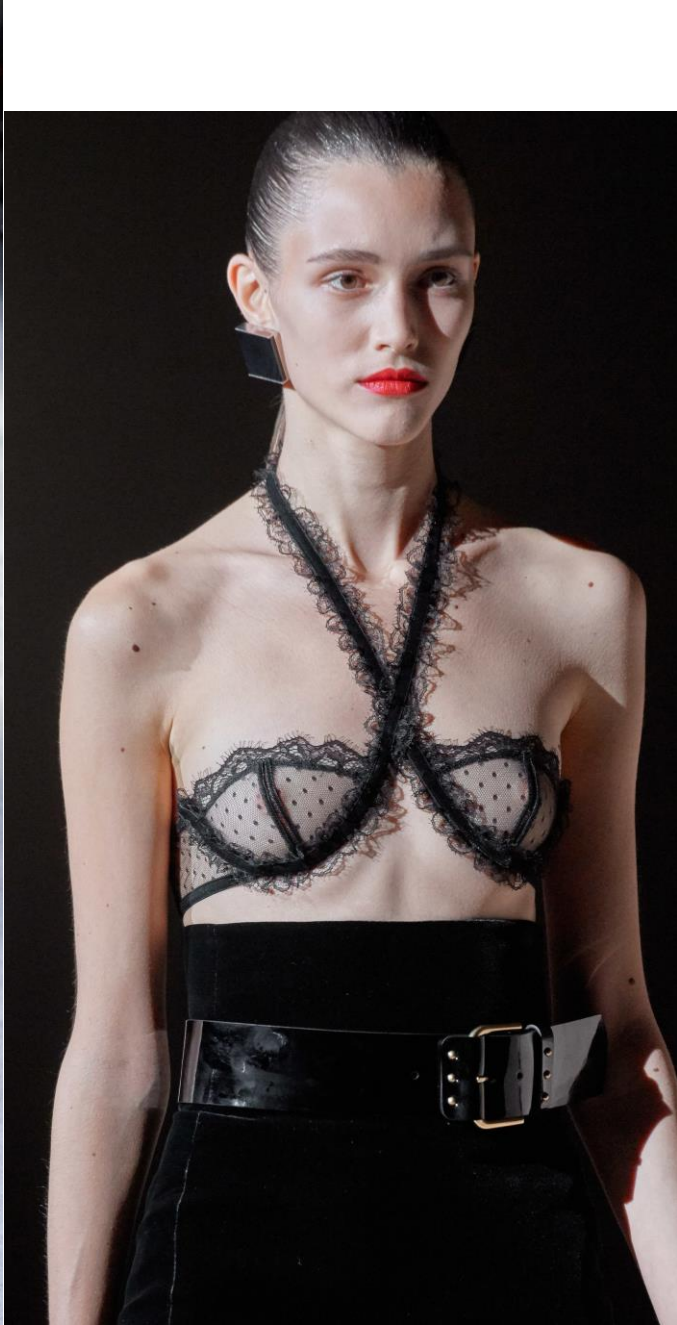


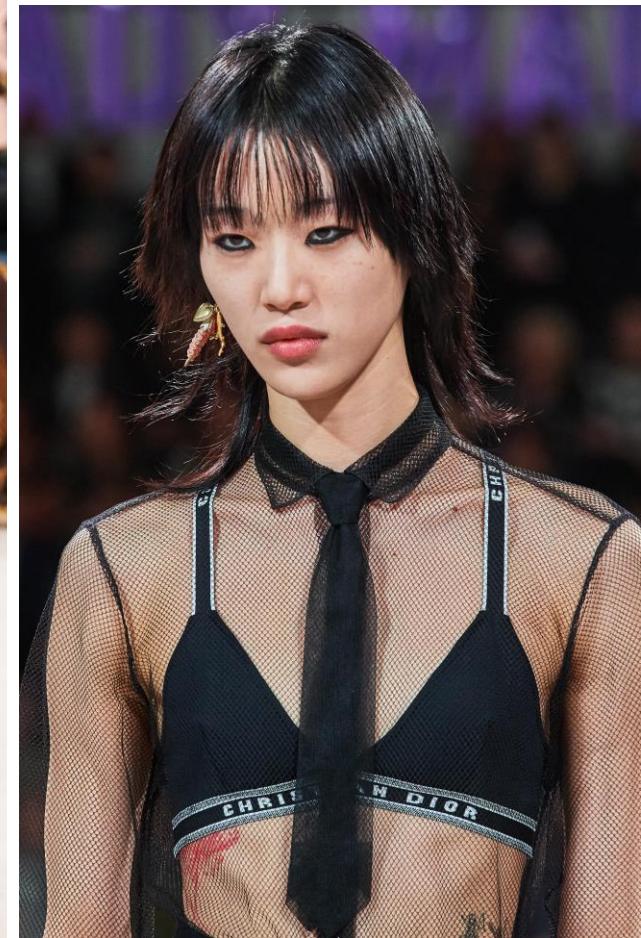
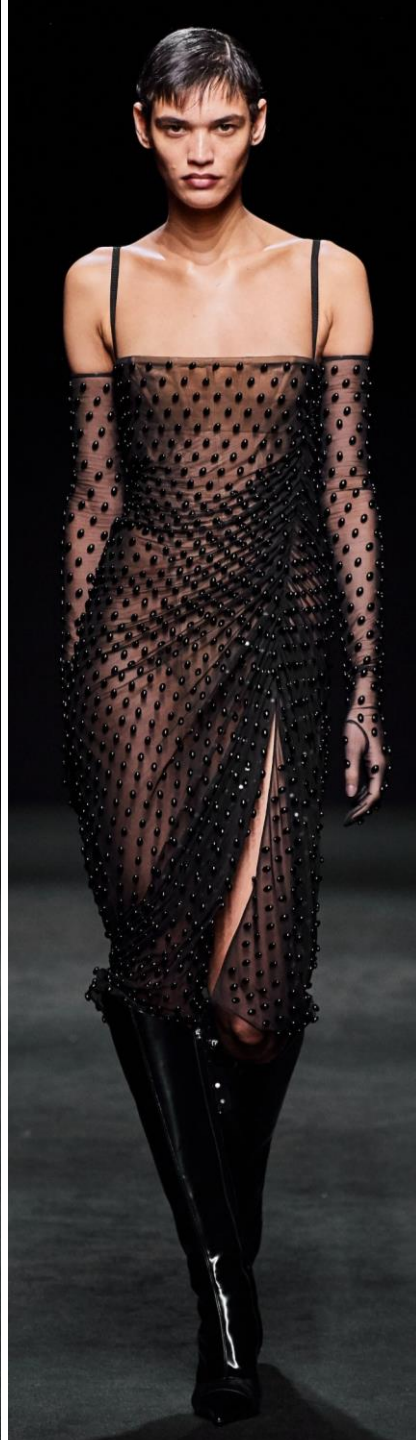
Undressed/Intimate

- Lingerie inspired clothes and exposed lingerie were seen on the runways
- Bra's, sheer underpinnings and sheer gowns were worn as outerwear
- Ultra-sexy looks that advocates for women empowerment and seduction
- The women is in control and decides what is revealed about herself
- Black lace, latex, velvet and sequence



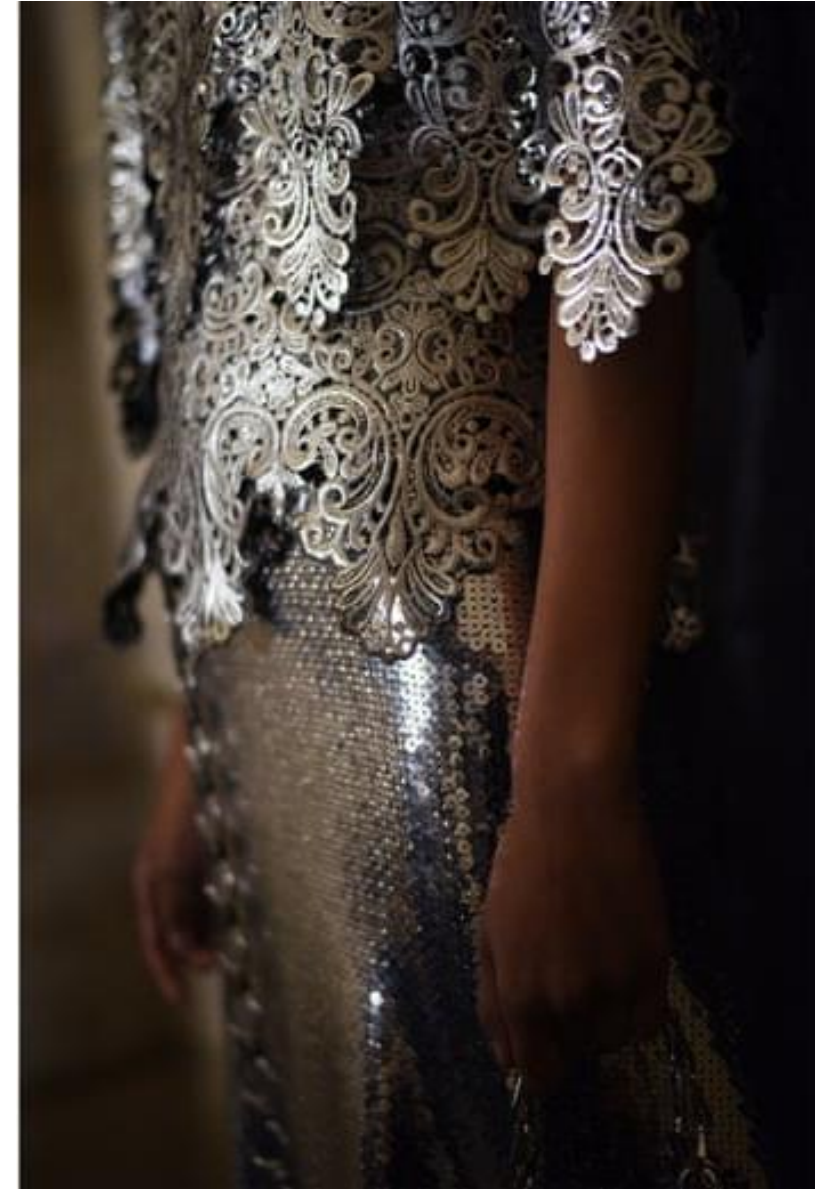




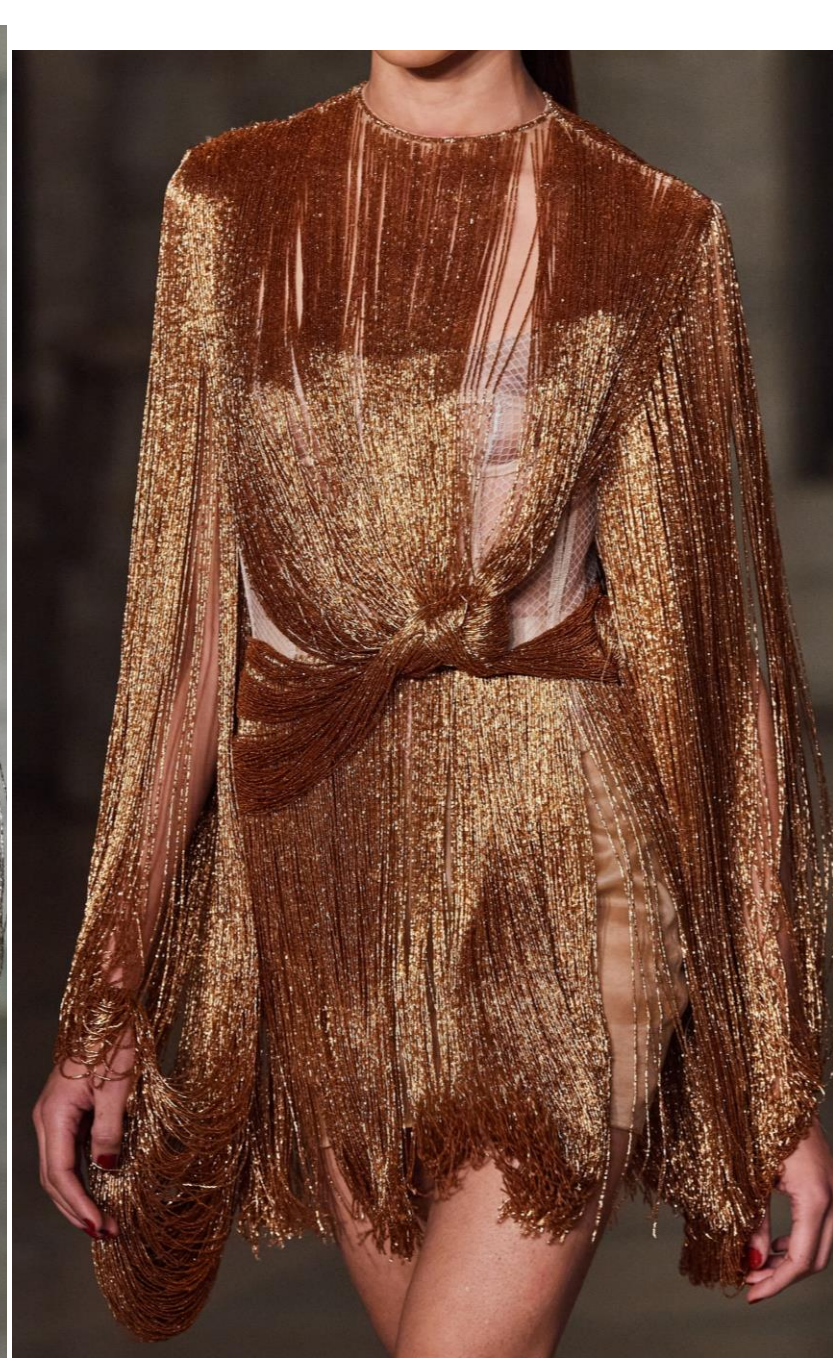


Glitz/Disco

- Silver sequins and glitter feature on dresses, coats and shirts
- Shiny silver tassels, fringe, rhinestones and crystals are featured on dresses
- The sequins is accompanied with black, grey and white materials
- The clothes are outrageous, over the top and shines like a disco ball.









Reference

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(Left to Right)

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Reference – Hardcore Women

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