

Seminar essay

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Topic- Fall/ Winter collection trend analysis and forecasting

Inquiry question-

What's the biggest stayer of the fall/winter season 2020?

There is so much to say about the fall 2020 fashion trends. This was a robust season full of simple and thoroughly wearable creations that still sparked our interest. I thoroughly enjoyed going through all of the collections presented in New York, London, Milan, and Paris Fashion Weeks and finding the patterns and consistencies that will ultimately become the fall/ winter 2020 fashion trends.

As is appropriate for a cold season, the number of coat options presented on the runways was massive, with so many different styles.

Why did I choose this topic?

Trend analysis is important for any firm and specially for fashion houses and brands. Trend analysis is often used to make projections and assessments of trends will follow in present and in the future until the new trend. Trend analysing and forecasting is a prediction of mood, behaviour and buying habits of consumers. It helps in predicting the future direction of something which would affect the businesses' decisions and buying and sales of an individual. Trend forecasting in fashion acts as an important tool to decide the upcoming trends which would influence the brand's business and purchasing power of consumers.

Fashion trend analysis forecasting is a collection of styling ideas put together to bring out an emerging trend to influence the fashion market. It can be done with the analysis of existing data to try to spot the upcoming trends. Facts and numbers along with buying and sales statistics from previous years are put together to find out one influential trend. Thus, trend analysis and forecasting and its importance in the fashion biz cannot be neglected or overseen and since my chosen discipline is fashion designing so analysing and forecasting trends is an important aspect. By doing it and analysing the data correct enables the firms to earn extra profits and on personal point it enables me to develop designs and sketches based on the current trend.

What is the design context?

To bring out the new and latest styles and to run the business of fashion. Fashion is dependent on the latest trends and styles. Trends have a major role to play and affect the numbers and data of the fashion business. In the contemporary world, fast fashion and fast fashion brands like Zara and H&M have occupied the global market by imitating the runway designs. Fashion designs trickle down from the runway and trickle across through the introduction of social media. Displaying the upcoming trends on social media reduces the sales of ongoing trends and increases the demand for the displayed trend, thus affecting the business at large. So it helps the business to grow and accept new trends that are following. Analysing and forecasting helps business to produce goods which consumer will buy seeing the collections of the season. Every brand and individual is in a hunt for a 'flurry' of a certain style that would differentiate them from the niche market of fashion. Fashion forecasters have become a major part of the industry as they forecast the future demand for particular styles, fabrics, and colours and also predict the buying and sales numbers for the future. This helps the brands, labels, and designers to plan and work towards their new collection which will be demanded and sellable in the consumer market.

What type of apparels were the key highlights of the fall/winter 2020?

Never straying far from the failsafe winter trend, this season sheepskin underwent a more natural regeneration, with energetic, urban and sporty versions seen on the runways; preppy at Celine, Seventies-style at Chloe and fit for the adventurer at Isabel Marant. Shearling coats have been a winter wardrobe staple since, well, forever, and these cosy coats are in trend for the fall/winter 2020.



Royal, glamorous, and elegant – that’s the vibe the caped dresses presented on the runways exuded this season. They felt especially harmonious next to all the capes, like a red-carpet version of the ubiquitous outerwear. The same cape addition applied to the coats at Givenchy was also added to a couple of black dresses, making models look regal and sophisticated. At Balmain, flowy satin dresses with deep-V necklines were styled powerfully with thigh-high leather boots, long leather gloves, and satin capes in the same colour as each dress wrapped around the neck.



Somehow, high-necked jackets and coats put out a serious vibe that a typical turtleneck just doesn't have. They look modern and even futuristic in a post-apocalyptic kind of way, and most importantly – they'll keep your neck warm if you forget a scarf. We saw long, black, high-necked coats at Victoria Beckham, with a slightly oversized option to fit with the voluminous trend, and a tighter version to fit with the figure-hugging one. There were tactical vibes to the oversized, high-necked coat we spotted at Chalayan, with cosy-looking lining at the neck and copious front pockets.



Why did fall/winter season 2020 experienced a massive change in the size of the garments?

One of the most common coats silhouettes this season was very large and voluminous ones. These coats swallowed up the body in a way that felt cosy but also very sophisticated and high-class: the kind of coat to wear on the way to a gala or an evening at the opera to conceal a much more glamorous dress underneath. At the same time, these coats definitely offered a layer of space and protection, allowing to avoid too much interaction with the world. Versace gave us a few different oversized coats, most of them based on a more voluminous trench coat design, with wider shoulders that gave the wearer a powerful effect instead of just swallowing them up. What we liked is that to change things up, a few of these coats were styled open and loose while others were styled with a belt at the waist to cinch things in.

Long, slinky dresses prove that sexy doesn't have to be short, tight, or complicated. We loved the huge variety of them that we saw on the runways! Many of them were specifically made of bias-cut fabrics, which allows the dresses to drape over the body in a way that highlights curves without constricting, making for a comfortable yet alluring design. It's always noticeable when someone changes course, and the switch to simple, slinkier silhouettes at Valentino is a good example of that.

What are the fabrics trends of fall/winter 2020?

An untouchable classic and an endless source of inspiration, velvet is conquering the catwalks with total glamour. It's a soft, warm material that feels super fancy, and I loved its various iterations in the fall 2020 fashion trends. At Zimmermann, bright blue velvet was an awesome choice for loose jackets though the material in other shades was also used.

Designers stretched our ideas of what leather can do, by making dresses in all kinds of designs. We didn't see as many warrior princesses at Alexander McQueen as in previous years, but that's not to say they weren't there. There were a few shockingly pretty leather dresses made of a swath of leather wrapped over a corset, with a belt defining the waist. On the LaQuan Smith runways, short leather dresses with long black gloves adding to that effect. At Anna Sui, leather dresses with feminine details like necklines and ruffles, and combined with romantic goth accessories.

The runways were filled with glamorously big (even oversized) fur coats, but the increased awareness of animal rights meant that the precious material was actually faux fur more often than not. Miuccia Prada has gone totally fur-free, so the playful fuzzy coats she presented at Miu Miu and the glamorous, soft brown coats she presented at Prada were all faux fur options that vegans and vegetarians can happily wear.

Conclusion-

In general, I noticed that most of the coat trends felt either cosy, puffy, or oversized, meant to ensconce and protect the wearer. Volume, in general, was a big component not only of the coat-related trends but also of dresses, skirts, and sleeves, with a few designers interjecting volume all throughout their collections and others reserving it only to specific garments. This wasn't frivolous volume – it was the kind of volume that protects the wearer, not like the armour of previous years, but like a cushion or a bubble. The silhouettes used were also simple and comfortable which showed the curves, not making them body fit but body rest. The material used for this season was also soft, elegant and sophisticated. Increasing animal rights and various other protection act enabled the designers to use artificial yet expensive fabric for the fast fashion goods.

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