

Trend Scouting Report

The Jumpsuit



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Overview

- Jumpsuits are a one piece garment for Spring & Summer.
- Created to have all different styles and fittings for the consumer.
- Age Demographic - Toddlers to 40 year olds for this garment.
- Bringing their way into formal wear “Prom, Weddings”.
- Always Changing to fit the trends.



Will Consumers Adopt This Trend?

- Jumpsuits are easy pieces to wear for spring & summer- one thing to throw on.
- Versatile- can be dressed up or down.
 - From beach cover ups to formal occasions.
 - Could be hard to style different ways.
- Less restrictive than dresses.
- Easily available.
 - Large price range and style selection.
- Certain styles may be fads but overall concept will stick around.



Customer Demographic

- Millennials 1982-2004
 - financially conscious
 - hipster stereotype
 - adoption of subcultures and trends
- Lifestyle Segments
 - Interest- fashion, job, media
 - Activities- travel, shopping, entertainment
 - Opinions- social issues, culture
- Life Stages
 - Young professional
- Income
 - Middle class



“For the women that is daring to sit half naked on the toilet”

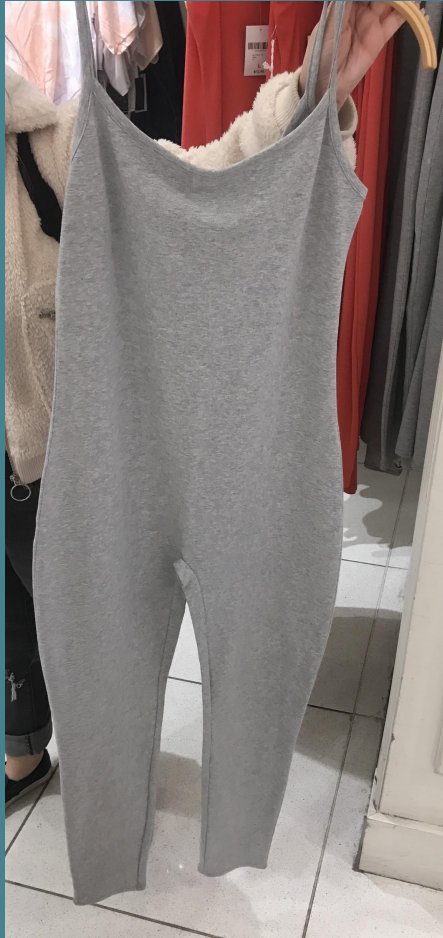


15 to 30 years old

Silk Jumpsuit- Open legged
Placement- Upstairs, near the dresses
Price - \$79
“Formal Wear”

Sunflower Jumpsuit - Skinny Leg
Placement- Upstairs, with the new
items
Price - \$59
“Casual Wear”





16 to 25 years old

Placement- 1st Floor, Mixed on the floor

Style- stripes and solids. Fitted or loose with belt details

Price \$20- \$35



25 to 45 years old

Placement- Front of the clothing dept.

Price- \$ 29.99- \$49.99
Formal and casual wear

Style- blush, muted colors, patterns,
waist details





25 to 35 years old

Placement- on mannequins and hanging

Style- graphics, solid and stripes
Formal wear

Price- \$70- \$150





18-30 year olds

Mid price point

\$89

-Featured in window displays

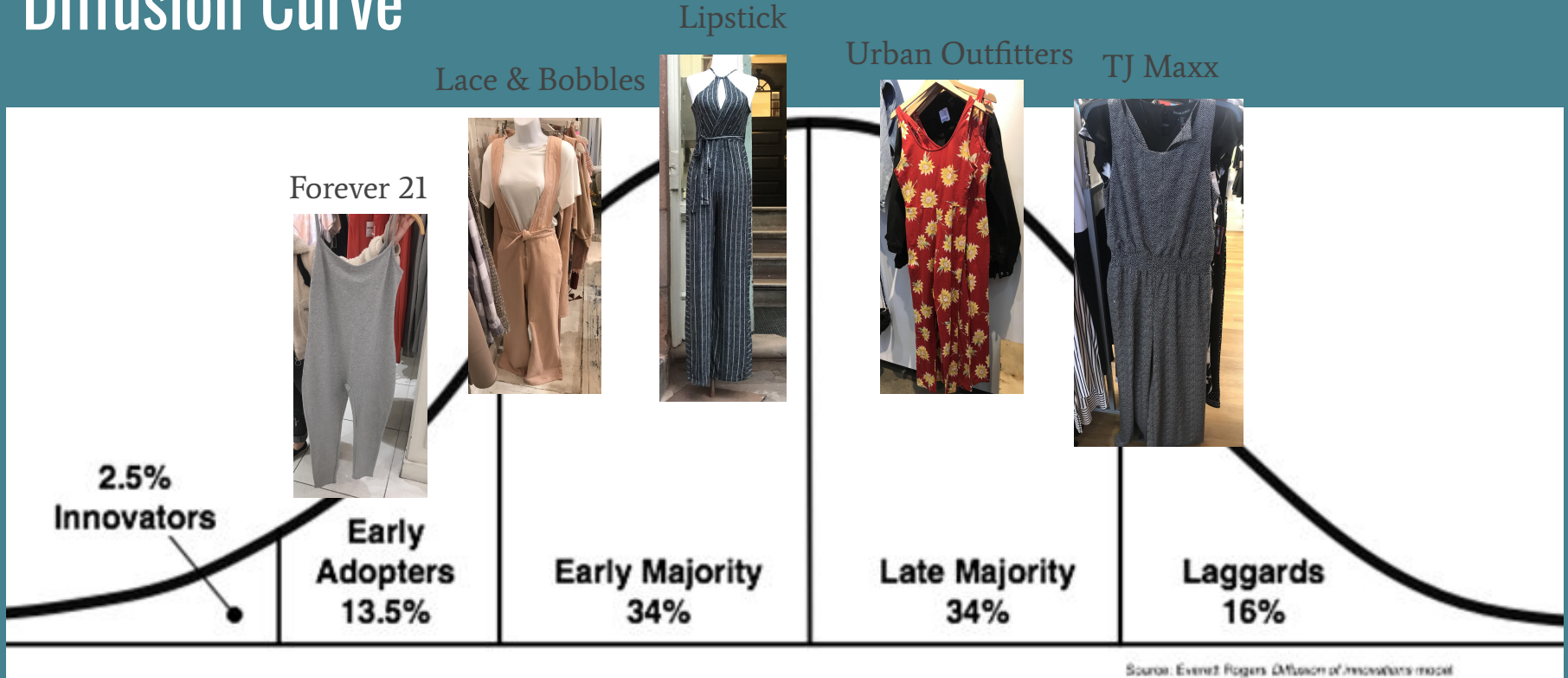
and on mannequins in store

Product mixed in with other

merchandise.



Diffusion Curve



Source: Everett Rogers (Diffusion of Innovations model)

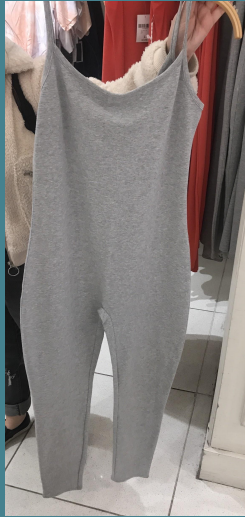
Trend Comparison

Urban Outfitters



Classic silhouette
Trendy print & color
Bohemian festival wear

Forever 21



Trendy silhouette & color
Athlesisure
Instagram-esque

TJ Maxx



Traditional style
Basic color
Less innovative than other styles available

Lipstick



Trendy version of classic jumpsuit
casual-chic

Bobbles and Lace



Most innovative
Trendy color
Unique silhouette
Versatile

<https://www.urbanoutfitters.com/shop/uo-gia-plunging-shimmer-jumpsuit?category=rompers-jumpsuits&color=014&quantity=1&type=REGULAR>

<https://www.urbanoutfitters.com/shop/motel-sunflower-scoop-back-jumpsuit?category=rompers-jumpsuits&color=060&type=REGULAR>

<https://www.forever21.com/us/shop/catalog/product/f21/rompers-jumpsuits/2000313283>

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<https://www.theguardian.com/fashion/2015/oct/02/jumpsuits-no-longer-for-the-daring-brave-or-those-willing-to-sit-mostly-naked-on-the-toilet>