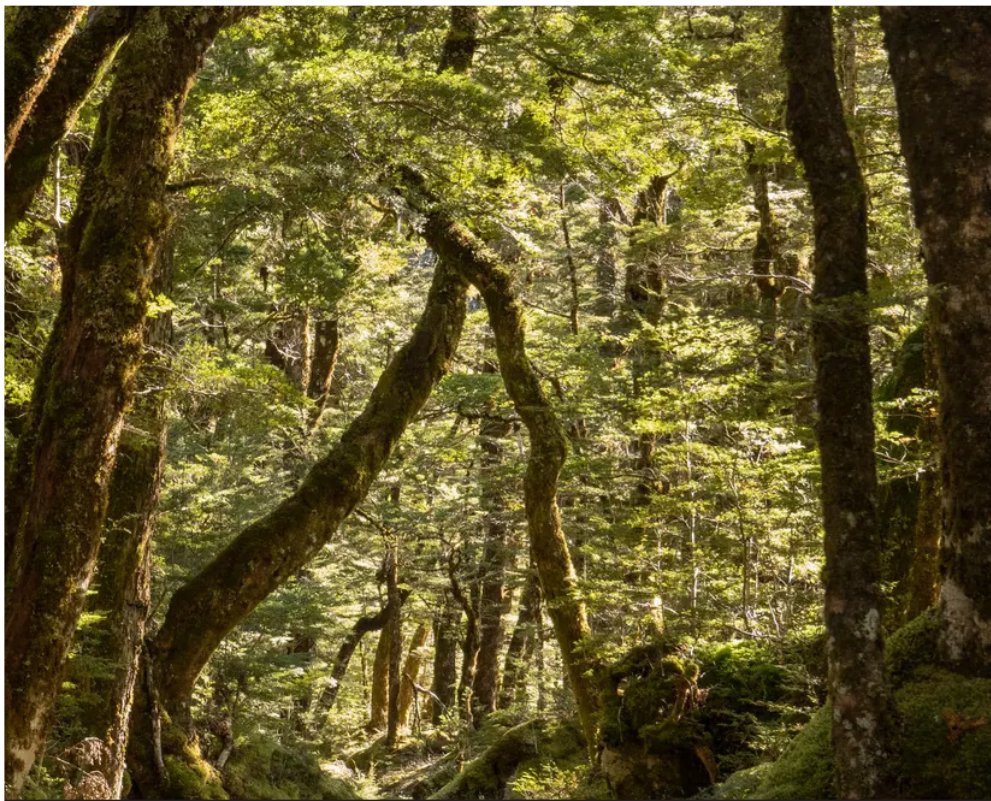




ADAPT AWEAR

NO MATTER THE JOURNEY





ADAPTAWEAR



ADAPTAWEAR

THEME & STORY

In today's world people's needs change fast and require clothes that adapt to their needs and offer convenience. This can be found through the combination of techwear, convenience, workwear, and streetwear. It shows how fashion can be adaptable and practical. Coined as AdaptaWear, it is all about understanding the changing world we live in and how fashion can meet our needs.

In today's fast-paced world, where cities are growing rapidly and technology connects us all, people face many different demands in their lives. AdaptaWear is like a shining light of creativity and resilience in the face of constant change.

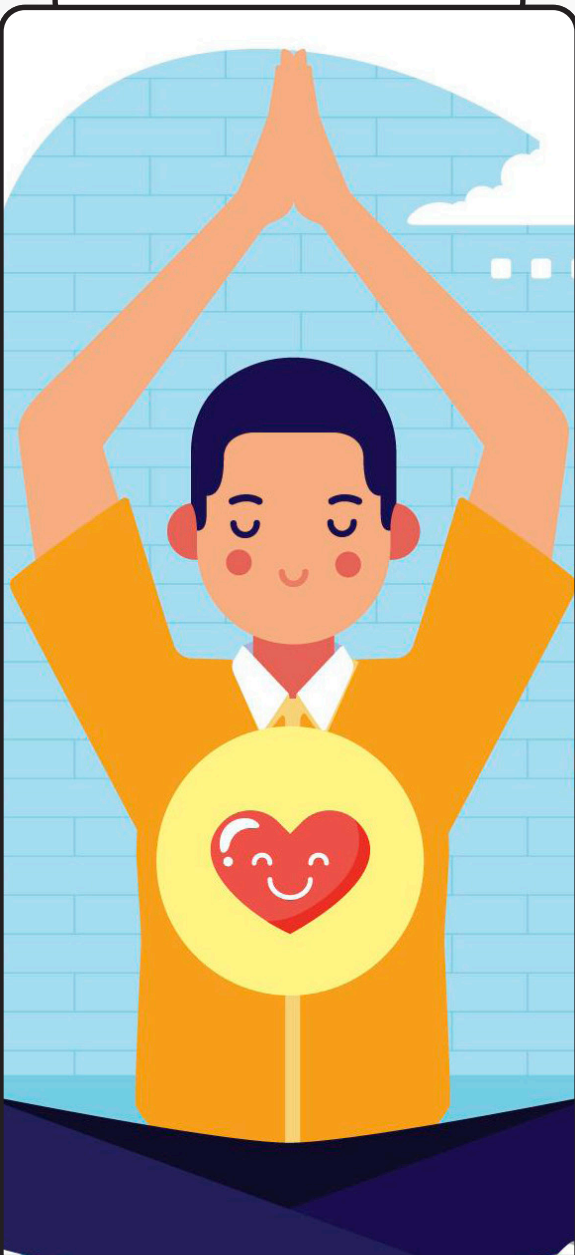
AdaptaWear is not just a collection of clothes, it's a way of thinking and living. Each piece is carefully made to fit into our busy urban lives, effortlessly transitioning from work to play and everything in between. Whether you're walking through busy city streets or going on an unexpected outdoor adventure, AdaptaWear gives you the style and functionality to confidently embrace every part of your life. This clothing trend affects almost all clothes as well as various accessories. (What is Techwear, 2023)



METHODOLOGY

This forecast aims to find the solution for ever changing needs. Using STEEP (Social, Technicolical, Economic, Environmental, Political) the research will be completed for men's outerwear ages 28-32. This was chosen because men have needs always changing and require convenience and adaptability. This can be seen in people living in cities working towards work-life balance; or with those without a place to live needing clothes to adapt to their ever-changing environment.

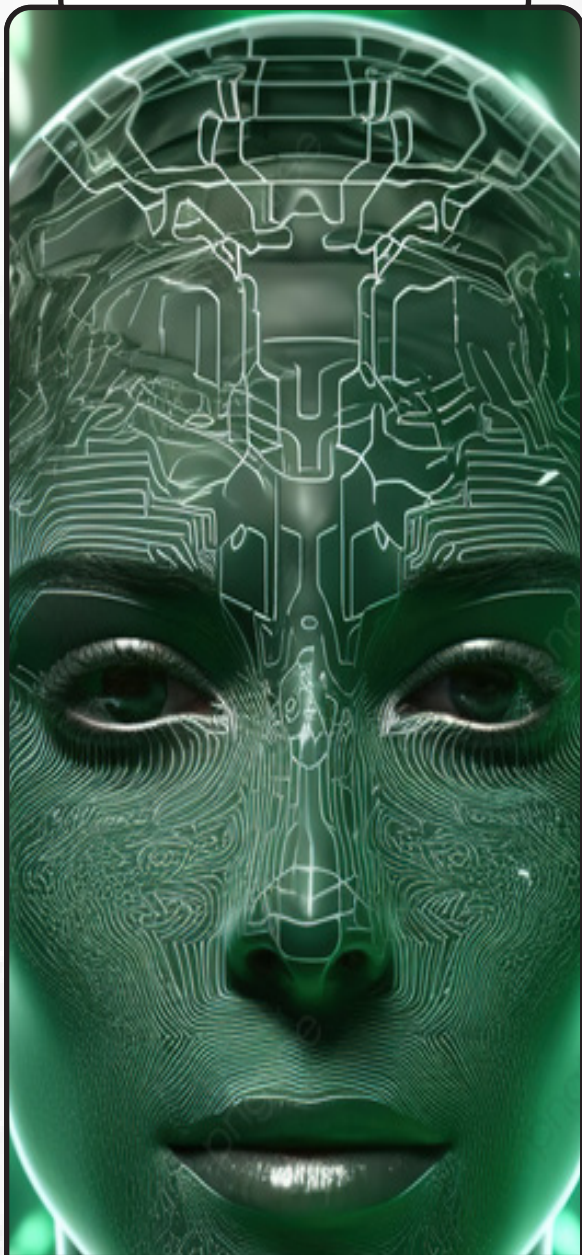
S



SOCIAL

WELL-BEING
HARMONY

T



TECHNOLOGY

BECOME ONE
WITH TECH

E



ECONOMIC

COUNTING COSTS,
MISSING LIFE

E



ENVIRONMENTAL

ECO-COUTURE

P



POLITICAL

A NEW
WORLD HOME

WELL-BEING HARMONY

Improve Personal Health

People are wanting to take control of their lives, with a growing shift towards more time and attention for personal well-being. There is a growing trend of self-empowerment to work on personal health, with a strong focus on mental and physical well-being. This can be seen through people adopting exercise, eating healthier, focusing on mental health practices, and seeking professional help when needed. 75% of Americans are wanting to live a healthier lifestyle. With 67% exercising more and 28% making mental health their number 1 goal. (Thompson, 2023) Overall people are now recognizing the importance of achieving a balanced lifestyle. Companies like OLIPOP are noticing the change and are moving quickly to take advantage of the opportunity. This shift in values has taken off with great speed due to social media accelerating the process. On account of micro-influencers showcasing positive healthy behaviors and leading by example. Sharing their journey encourages people to join along. Not only that but also makes it easier for people to incorporate this into their lives by being able to see what steps to take and follow along. Their relatable content drives others by making them feel like they are sharing those experiences. This combination of self-empowerment and influencer support shows the transition toward self-improvement and well-being in society.



S
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L

TECHNOLOGY



BECOME ONE WITH TECH

Making Life More Efficient

Time is everything. There is a growing shift towards utilizing wearable technology. Integrating technology into everyday wearables is changing our day to day lives. These wearables are enhancing efficiency with hands-free access to information and streamlining tedious tasks. Inventions like smart glasses, smart rings, and smart contact lenses are reshaping the way we interact with information and the world around us. This new technology allows us to access information on the go and hands free. We can see this interaction with new releases like Meta's smart glasses and Apple's Vision Pro. Going beyond wearing technology, the idea of embedding technology is closer than ever, with Elon Musk's Neuralink. This surgically implanted brain chip shows the future of becoming one with technology. (Guarino, 2024) As we embrace this new style of tech it will change how humans and machines interact with growing improvements. With visual displays able to be controlled with just a simple blink, to being able to download information directly with the brain chip. The next step of efficiency and convenience is on the way. The more we become one with AI it will expand our abilities and limits of the brain. This will surely also speed up the process of advancing technology and new inventions. The time of efficient and effective time use is now, allowing machines to do our work, leaving the fun stuff for us.

COUNTING COSTS, MISSING LIFE

You Can No Longer Buy The American Dream

There is a seeable shift in people, from the continuous rise in prices that has provoked a desire for greater affordability, easing the strain of financial challenges. In today's economy, prices are growing faster than ever, making it increasingly difficult for people to live comfortably. With cost of living going up 22.4 million people pay more than a third of their income on rent, with 12 million spending over half their income. (Bahney, 2024) Houston being one of the cheapest major cities, it is reported to comfortably live you have to have a net worth of around \$600,000. Although housing is not the only thing affected by increasing pieces. All essentials for living are rising such as groceries, daycare, and transportation. All of this has led people to live with the bare minimum just to get by, not allowing the American dream. Being unable to afford to live has caused people to move states, resulting in more migration. Places like the Midwest are much more affordable for people relocating. People that are already in the Midwest though aren't exempt from these price increase, with places like Kansas, Missouri, and Chiago seeing a 3.5%-4.2% increase.(Bahney, 2024) Currently the government is trying to implement policies and new ways to reduce costs and save people money. They have also launched a new strike force to crack down on unfair pricing. Solutions must be at the forefront to bring costs down for living affordability issues. Allowing people to live comfortably will bring more spending money to communities and businesses, helping the economy grow.

ECONOMIC



ENVIRONMENTAL



ECO-COUTURE

Saving The Earth

A noticeable shift towards purchasing environmentally sustainable alternatives has begun due to the growing concerns about global warming. Countries and industries are re-evaluating their energy sources, placing a large focus on the use of green and renewable fuels. Green hydrogen, capable of generating multiple synthetic fuels, has been a frontal focus for fueling. Along with green energy sources like wind and solar power growing, helps build an important part of sustainability. With the fashion industry being a leading cause of pollution like carbon emissions and water, they will play a critical part in adapting this in their use of manufacturing. Shifting to clean energy within the industry could possibly reduce up to 75% of carbon emissions. The addition of green hydrogen will also reverse the environmental impact of fashion production with decarbonization. As the environment worsens and weather becomes more unpredictable, the industry will see the need for adaptive clothing. Brands are starting to use new technologies, integrating materials like graphene and shaping memory alloy into garments. These materials allow for temperature regulation with the crystalline properties of graphene and the shape memory alloy's ability to alter structure in response to temperature change. This will also provide an opportunity to reduce waste, such as garments in landfills, by allowing clothing to be worn year-round in all seasons.(Tyson, 2024) This dual focus on sustainable energy and adaptive clothing shows how the industry is stepping in the right direction.

A NEW WORLD HOME

Migration and Refugee Uprise

People are shifting towards growing more concerned about the effects the rising number of refugees will have on communities. The rising amount of global migration and refugees is driven by their change in needs for seeking safety and stability. Factors affecting these needs consist of conflicts, persecution, economic instability, and climate change. This wave of displaced persons can be seen in the UNHCR (Global Appeal, 2024). They project assistance to over 130 million individuals facing forced displacement and statelessness. Encounters are currently at a record breaking high at around 250,000 migrants at the U.S.-Mexico border.(Gramlich, 2024) This is present in the impact of the pandemic, economic instability, and political unrest in their home countries. This movement of migration and refugees will impact the economy with GDP growth by increased consumption and income. The United States has responded with a policy proposal stating the increase of refugee admissions for the fiscal Year. The influx of admissions will affect hosting countries by influencing demographic trends and labor markets. It also could cause environmental degradation, like electrical and water shortages, which will cause higher pricing for everyone. With overpopulation there are possibilities resulting in unemployment and inflation. The best ways to manage this is with effective policies and international collaboration. As of now we are on the tipping point where there is potential for beneficial or harmful effects to accepting countries. There must be a focus on preventing short term issues from becoming long term issues and maximizing the benefits.

POLITICAL



ACTION POINTS

S

Time & Attention Towards Personal Well-Being

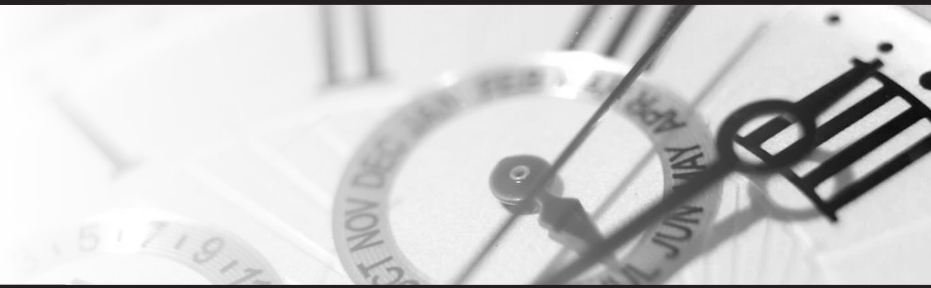
Add personal well-being activities into your daily routine, such as exercise, healthy eating, and mindfulness practices.



T

Efficient Time Use From Integrated Technology

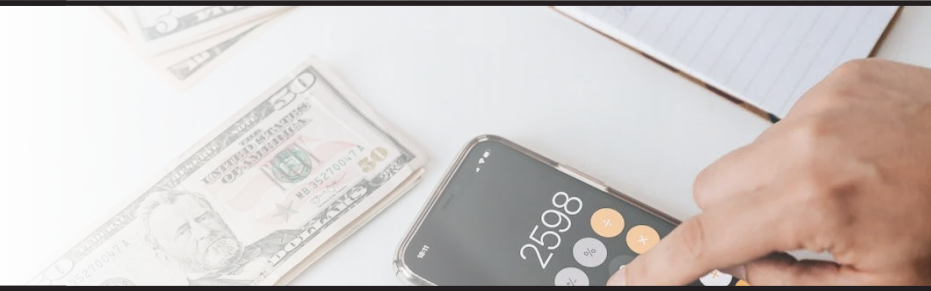
Incorporate wearable technologies into your daily outfits to optimize efficiency and hands-free access to information



E

More Affordability, Less Financial Struggle

Buy items from small businesses to ensure durability, quality, and affordability, thereby stimulating economic growth within the community.



E

Sustainable Purchases For Environmental Impact

Purchase from brands that prioritize environmental responsibility and transparency in their practices.



P

Concern Of Refugees' Effects On Communities

Support brands that prioritize ethical practices & support for immigrant workers.



COLOR STORY

In Adaptawear, functionality across environments is the main focus. Doing so by combining technology and versatility with our everyday wear.

Each color in the collection reflects a different part of this idea. These colors were chosen due to their level of adaptability with things such as hiding stains, regulating temperatures in climate change, or vibe and location change.(Taskbird Team, 2023)
Making sure that all colors go together makes outfits easy, not allowing for a bad outfit. This also allows your color scheme to never feel out of place.

Earthy colors like Midnight Lagoon, Shadowed Moss, or even Molten Espresso allow for a grounded effect and connection with the earth around you. While Cosmic Amethyst gives you a luxurious royal feeling, as dealing with cost of living rising. Liquid Silver gives you the shine of technology and industrial feel, allowing us to become closer to the technology we use. Dusk Slate symbolizes stability and togetherness, unifying people such as refugees. Pure Frost and Phantom Obsidian can be related to personal well-being. Pure Frost portrays a clean and hygienic feeling. Whilst Phantom Obsidian can be linked to empowerment and pushing through. These colors together help people feel good and push through to their goals.

PURE FROST	#FFFFFF
PHANTOM OBSIDIAN	#000000
MOLTEN ESPRESSO	#402E23
DUSK SLATE	#4B4E4F
LIQUID SILVER	#C0BFBF
COSMIC AMETHYST	#3A2D60
SHADOWED MOSS	#414D33
MIDNIGHT LAGOON	#004D65

#402E23

#414D33

MOLTEN ESPRESSO has a secure vibe. This natural and earthy tone connects us to the environment. It signifies going back to the basics and focusing on simplicity. In the world of Adaptawear this color shows the importance of practical and timeless clothing.

SHADOWED MOSS gives a grounded feeling, just like the natural world. This earthy tone makes us feel connected to the environment and responsible of taking care of nature. In Adaptawear, this color shows the relationship between fashion and nature, and in our everyday outfits.

#FFFFFF

#000000

PURE FROST can be linked to cleanliness and hygiene, representing the significance of personal well-being. It emphasizes the importance of a clean slate and clarity. For Adaptawear, white is integrated with well-being designs, like moisture-wicking fabrics.

PHANTOM OBSIDIAN is linked to resilience and empowerment for personal well-being. This neutral color helps individuals stay rooted in their journey. Black signifies the incorporation of supportive and functional features into clothing designs for Adaptawear.

#4B4E4F

#3A2D60

DUSK SLATE conveys strength and steadiness. Signifying determination and unity for those dealing with displacement during the rise in migration and refugees. In Adaptawear it stresses clothing that provides to the needs of people from diverse walks of life.

COSMIC AMETHYST is a sophisticated and elegant purple. This royal color corresponds to the rise in living costs, as it allows people to have a luxury look. Enhancing both style and substance in a world where everything seems to be getting more expensive.

#004D65

#C0BFBF

MIDNIGHT LAGOON reflects the vastness of the ocean's depths. This color serves as a reminder of environmental sustainability to protect our oceans. In Adaptawear, this color shows the importance of eco-friendly clothing choices that reduce environmental harm.

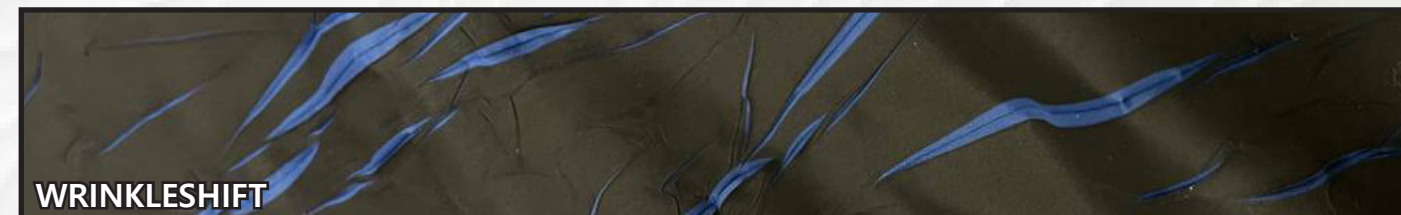
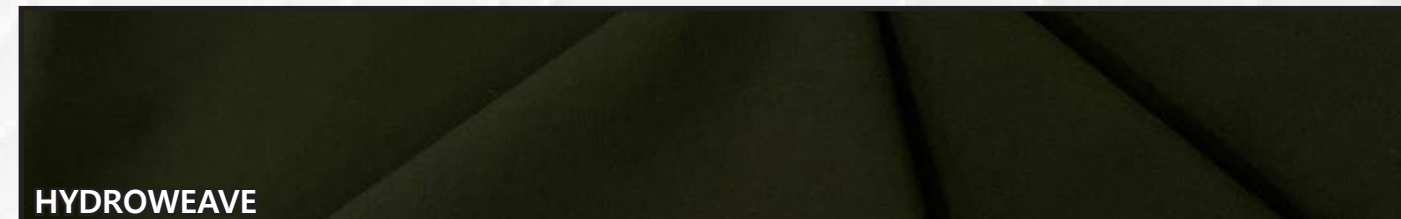
LIQUID SILVER is modern and technological. This color visually represents the perfect blend of fashion and functionality, encouraging the use of smart and sustainable solutions in wearable technology.

TEXTILES & MATERIALS

Textiles and materials in men's outerwear must be adaptable while still featuring style, individuality, and sustainability. Polyester, recycled polyester, reflective(t), spandex, polyurethane leather, and nylon all adapt to any need that comes your way. These various materials enable the fabrics to be light, flexible, reflective, water repellent, breathable, sun protection, and UV protection.

The range of textures and effects provide the materials with unique capabilities and looks. They also make sure an outfit is never plain and boring. Such as Shimmershell Nylon being color shifting or Wrinkleshift looking like an ordinary neutral color until extended to reveal a pop of color. The Dragon Hide Leather and Seerwave have texture that make your garment a standout piece, making any outfit interesting.

The Sunstitch Panel allows technology and fabric to coexist perfectly. With this thin and flexible solar panel, power has never been so easy to obtain. These panels can be discrete or a focal point in your garment. It allows ease of mind knowing no matter where the day takes you, that you will always have an emergency charge.(Van Dongen, 2016)



PRISMGUARD



100% POLYESTER

This customizable fabric has reflective lettering! It keeps you warm with hollow cross-section threads. It is water repellent, breathable, and sun protective with a UPF50+ rating!

SEERWAVE



84% RECYCLED POLYESTER
9% REFLECTIVE(T)

It's 3D striped pattern reflects light vertically and stops it from sticking to your skin when wet. Its accordion like stretch allows mobility. It's UV ray, wind, and water protectant while still being breathable.

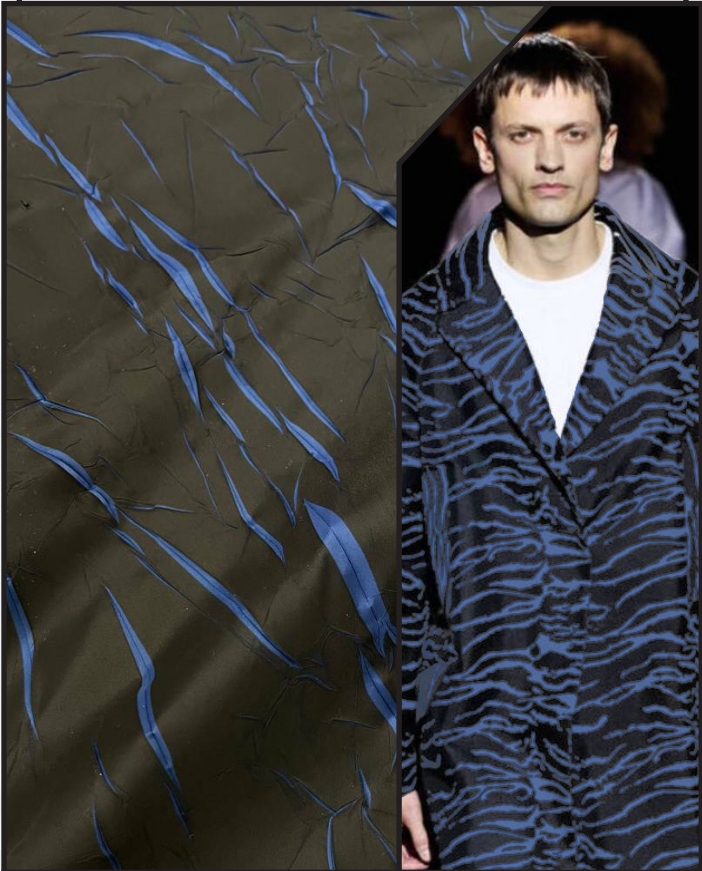
HYDROWEAVE



100% POLYESTER

A one-of-a-kind, high-quality fabric. Its complex weave makes it water-repellent and windproof. Hydroweave has a medium density and flexible, allowing for easy draping and unrestricted movement.

WRINKLESHIFT



100% POLYESTER

This double-sided fabric has two colors with a crinkled effect. This allows a normal look until stretched out revealing a vibrant color. It is light, soft, comfortable, water permeable, and breathable.

DRAGON HIDE
LEATHER



FRONT: 100% PU
BACK: 100% POLYESTER



Faux leather has a matte scale look on one side and a smooth soft finish on the other side. This material is water repellent and adds unique texture to the textile pallet.

SHIMMERSHELL
NYLON



65% NYLON
35% POLYESTER



This jacket material is made of soft plastic material. This makes an iridescent and color shifting effect, allowing unique patterns when it moves. It is light weight and breathable.

SUNSTITCH
PANEL



SOLAR FABRIC CELL



A small, flexible solar panel for clothing, providing convenient, adjustable power options perfect for wearable gadgets and small off-grid uses.

KEY SILHOUETTES



WAIST LENGTH
FIELD JACKET



TACTICAL
VEST



WAIST LENGTH
BOXY JACKET



KNEE LENGTH
OVERCOAT

These key silhouettes include a range of styles guaranteed to go with any outfit and adapt to the needs around you. Switching between your work life and personal life has never been easier when you can wear the same outfit for all activities. These adaptable styles also allow for more than just a change of scenery but also a change in environmental conditions, so there is no more worries about the weather. These go to pieces have never made getting ready easier, as these pieces will go with any outfit for any occasion.(Sampson, 2023)

KEY SILHOUETTES

WAIST LENGTH FIELD JACKET

Field Jackets will become a must-have in everyone's closet, providing an easy way to look stylish in one go. With a range of options for materials, Field Jackets cater to different tastes and occasions. Field Jackets come in a variety of shapes, from figure-hugging to a loose fit. Whether you prefer a tailored look or a more relaxed feel, Field Jackets suit all body types and style choices. They are stylish and adaptable; Field Jackets are suitable for any event. Pair them with jeans and bold jewelry for a night out or go for a business look with slacks and an elegant watch. Field Jackets have special touches and practical features. From eye-catching color to one-of-a-kind shapes, these details make easy outfits that always look good for ease on the wear. The rising popularity of Field Jackets shows a shift towards convenience and adaptability in fashion. Wearers appreciate the range and versatility of Field Jackets, having their personal style in a world that values both comfort and fashion.



KEY SILHOUETTES

TACTICAL VESTS

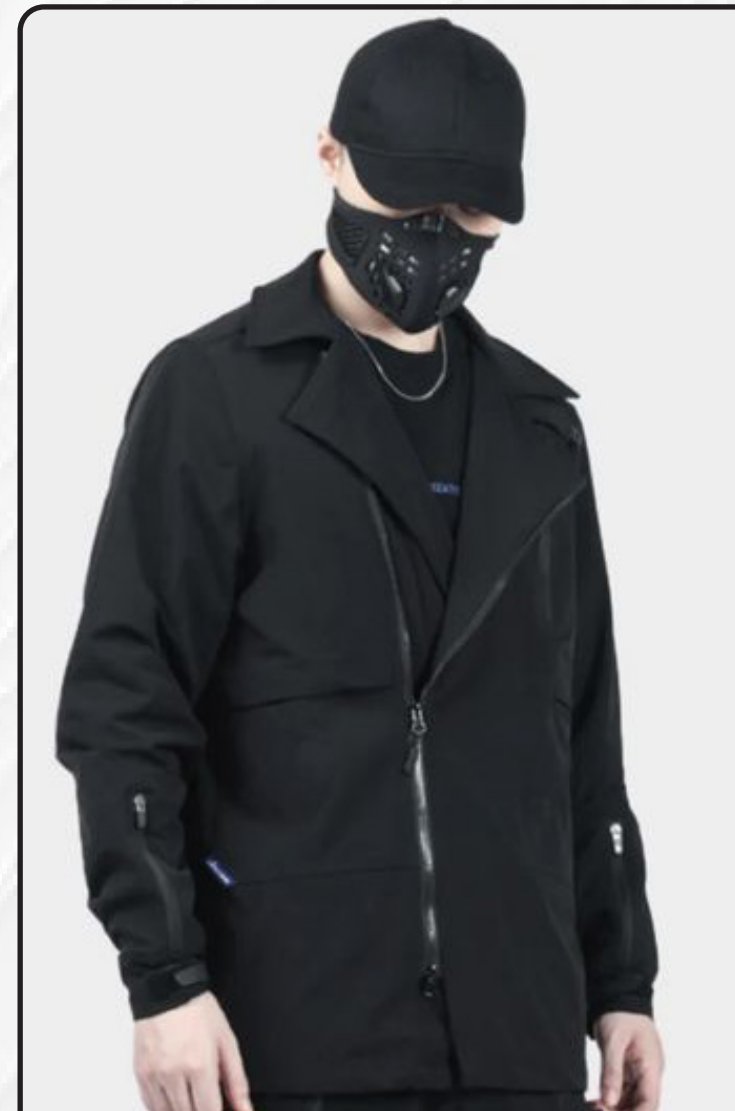
Tactical Vests are making a comeback with business style growing, combining a classic look with a modern twist. They come in a variety of fabrics, allowing for a large range of styles, offering versatility and sophistication for any wardrobe. Tactical Vests come in various shapes, from tailored to relaxed fits. Whether you prefer a structured look for formal occasions or a more casual vibe, vests can be used for many occasions. They are adaptable and stylish, making them a perfect addition to any outfit. Layer them over a fresh shirt and pants for a clean-cut look, or pair them with jeans and a t-shirt for a casual aesthetic. The addition of pockets, zippers, patterns, and textures allows different styles with the same silhouette, making it your own personal look. The quality craftsmanship of vests allow for subtle details that enhance the garment. From unique panels to different cuts, these elements add interest to the garment while maintaining its classic look. The upcoming rise in vests reflects a desire for timeless pieces that are meant to last with touches of personal style. By blending traditional and modern styles, wearers create unique styles to push forward the standards of style for business wear and street wear.



KEY SILHOUETTES

WAIST LENGTH BOXY JACKET

Boxy Jackets continue to stay current, combining tailored elegance with a modern look. With a variety of fabrics to choose from, these jackets can be adaptable and fashion-forward for any wardrobe. There is a large number of different styles boxy jackets come in. From business to street there's a style to suit every taste and occasion. Elegant and easy to wear, Boxy Jackets can take your outfit to the next level. Paired with slacks and a button up for a professional office look or layered with a t-shirt and jeans for a casual look. Using different textures and colors to add dimension to your outfit. Boxy Jackets are designed with attention to detail. From tailored seams to decorative buttons, these elements enhance the sophistication of the garment while ensuring a flattering fit for any occasion. By embracing the structured silhouette of these jackets, wearers can showcase their unique style in a fashion world that values adaptability and convenience.



KEY SILHOUETTES

KNEE LENGTH OVERCOAT

The revival of overcoats symbolizes a return to timeless pieces with a modern touch, that are meant to last. These garments are available in a variety of fabrics and styles. It provides versatility and elegance for people. Knee Length Overcoats having a large range of styles allow blending of traditional cuts with modern tailoring. Whether you prefer a relaxed fit for a casual look or a tailored fit for a more polished appearance, overcoats fulfill different tastes and occasions. Knee Length Overcoats are adaptable and can easily transition from day to night. Pair them with tailored pants for a professional office look or layer them over casual streetwear for a trendy city feel. Bold patterns and textures can give a fresh twist to classic designs. As overcoats are crafted with precision, they feature embellishments, practical elements, and functionality. Thoughtful button placements and contrasting linings enhance the overall appeal of the garment, while spacious pockets offer both functionality and style. The overcoat trend is deeply rooted in fashion history and personal style, showing the balance between tradition and innovation in the fashion industry. With people putting their own spin on classic styles, wearers are able to express their individuality while also connecting with a wide traditional trend.



KEY DETAILS



FUNNEL
NECK



BOX
POCKETS



TRANSFORMATIVE
LAPEL



ZIPPERS &
BUTTONS

KEY DETAILS

The featured silhouettes are enhanced by these key details, which make the garments more adaptable in everyday wear.

Funnel Necks evoke a sense of refined elegance and adaptability. Funnel necks have a timeless and sophisticated look while being adaptable, providing warmth and style.

Box Pockets, thoughtfully designed and strategically positioned, serve as functional storage solutions while also adding visual interest to garments (Sampson, 2023)

Transformative Lapel allow for a standout look in everyday wear. It also adds the adaptable feature giving it a professional look, allowing it to be worn in the workplace.

Zippers & Buttons, strategically placed, serve as both functional closures and stylish accents. The additional hardware adds both fashion and utility. The addition of these closures allows for a secure place to keep essentials, for on-the-go lifestyles.(Sampson, 2023)



FUNNEL
NECK



BOX
POCKETS



TRANSFORMATIVE
LAPEL



ZIPPERS &
BUTTONS

ADAPT AWEAR

This fashion forecast encapsulates a fusion of functionality and style.
With today's world people's needs change fast and require clothes that adapt to their needs
and offer convenience.

The details discussed not only enhance function but also add a touch of sophistication to
everyday wear.

This way of thinking is the future; allowing people to save time and feel fulfilled.

NO MATTER YOUR JOURNEY

ADAPT AWEAR

A/W 26/27 COLLECTION

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