



Trend Research Book

Objective:

To use Trend Forecasting Frameworks, Color, Textiles, Presenting the Forecast and Customer Segmentation to create your own Trend Research Forecast for your own company. This is a forecast that will depict what your company might show in one year. It must also include trend research done on your main competitor, including a company profile.

Requirements:

1. You will create a bound book (8.5" x 11") that contains the following:
2. A Cover page
3. THREE presentation boards (using InDesign):

Board One – Inspiration

This board will graphically depict the inspiration of the season and trends as well as communicate the Brand Identity of the Retailer (i.e.: Logo).

Board Two – Silhouette

This board will represent the top trends you have predicted for the season. Represent these trends by creating their silhouettes.

Board Three – Color & Fabrication

This board will represent your color palette for the season. Display FIVE major colors, each color must be renamed and include the pantone color identification number. This board will also include the top THREE fabrications for your predicted trends. In addition to fabrications, this can include textures, finishes and embellishments.

4. One page history of your company, including your brand image and market.
5. **Research for competitor's information in the market.**

Must include at least 2 competitor's data. Include competitor's key information:

- how many fabrics/ groups do they present each season
- how many styles do they create per group (ex. fabric group)
- what is their price point (should be similar to your proposed line)
- what is their target customer (should be similar to your proposed line)
- what is their distribution channel (should be similar to your proposed line)

****be sure to include YOUR COMPETITIVE EDGE over these competitors**

6. One page customer profile including target market for your company.
7. One page overview of your forecast including your, inspiration, imagery, and development.
8. One page advertising and promotional overview of your forecast, how will the information be communicated to your target consumer.
9. Please include examples of your research (i.e.: magazine clippings, articles etc.)
10. Please include a reference page.

In addition to each requirement, please carry the theme throughout the series of boards by including 2-3 images of your inspiration.

You will give a Ten-minute presentation on your Trend Research Book. Your presentation must be framed with a beginning, middle, and end.