



Chapter One

THE FASHION FORECASTING PROCESS

“ Fashion used to come from one source at a time, be it the street, the runways or the entertainment business. The interesting thing about today is that influences come from high and low-everything from couture to Target.” – Michael Kors

Trend Chasers ~

Strategic Window

Forecasting Defined:

Trend:

Fad:

Classics:

Visualization

Three Most Familiar Patterns

1. Fashion Curves
2. Pendulum Swing
3. Fashion Cycles

Seven Steps in Developing a Forecast

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Long Term vs. Short Term Forecasting:

Tools used for gathering information for Forecasting...

Fashion Scan:

Consumer Scan:

Fashion Analysis:

Social and Economic Trends:

Trend Analysis:

Competitive Analysis:

Discovering The Zeitgeist

Defining Fashion

7 Statements of Fashion:

Fashion as a Social and Psychological Response

Fashion as a Popular Culture

Fashion as Change

Fashion as a Universal Phenomenon

Fashion as a Transfer of Meaning

Fashion as an Economical Stimulus

Fashion and Gender Differences

Nystrom's Framework for Observing the Zeitgeist

Dominating events

Dominating Ideas

Dominating Social Groups

Dominating Attitude

Dominating Technology