



Chapter 11

PRESENTING THE FORECAST

“The Role of the Fashion Forecaster is to identify, develop, and present fashion directions in fabrics, color, and style and put them into the context of culture and lifestyles of consumers.”

PRESENTATION DESIGN AS A CREATIVE PROCESS

Designing a Fashion Presentation Means:

- 1.
- 2.
- 3.

To Accomplish this task, the presenter must consider three modes of Design:

- 1.
- 2.
- 3.

Informational Design

Data:

All Data can be organized in 5 Basic Ways

- 1. By Location in Space**
- 2. By Time**
- 3. On Continuum**
- 4. By Category**
- 5. By Metaphor**

Presentation Strategies for Presenting Data

- 1. Pro and Con**
- 2. Cause and Effect**
- 3. Problem and Solution**

“Informational design provides the structure for a presentation, a structure enhanced by interaction design and sensory design.”

Interaction Design

Sensory Design

TREND REPORTING

Labeling:

- A Look-
- The Mood or Spirit-
- A Life Style Message-
- A tie-in with a Celebrity-
- A Target Market-
- A Brand Image or Design Name-
- A Concept-
- A Pop culture influence-

5 Basic Elements of a Trend

- 1.
- 2.
- 3.
- 4.
- 5.

In Describing the trend you may also include....

Trend Map

Quality of a Trend

Major Trend-

Minor Trend-

Embryonic Trends-

Directional Trends-

Establishing the Strength of a Trend

- Timing of a Trend
- Scope of a Trend

Trend Boards

Deciding on a Theme...

Determining the Layout....

3 steps in Layout of a Trend Board

- 1.
- 2.
- 3.

5 types of Page Layout

- 1.
- 2.
- 3.
- 4.
- 5.

“White Space”-

Choosing Fonts

“Concept Boards”-

PRESENTATION TECHNIQUES

- Speaking about Fashion
- Visuals with Impact
- New Presentation Tools