



**Fashion Forecasting Requires Three Competencies:**

1.

2.

3.

## **THE FASHION MAP**

### **FASHION GEOGRAPHY**

- **French Luxe**
- **American Sportswear**
- **British Edge**
- **Italian Ease**
- **Japanese Cut**
- **Belgian Individualit**

## **FASHION WEEKS FOR READY-TO-WEAR.**

## **COUTURE**

### **Fashion off the Runway**

- **Showrooms**
- **Boutiques**
- **Trade Shows**
- **Regional Markets**

## **STREET FASHION**

## **FASHION IDENTIFICATION, ANALYSIS AND SYNTHESIS**

*The activity of a Fashion Forecaster*

**Abstracting:**

**These differences can be expressed as.....**

## **Visual Core Concepts**

**Semiotics:**

**Muse:**

**Visual Core Concept**

**1.**

**2.**

**3.**

**4.**

**5.**

**6.**

**7.**

**8.**

## **Different Designers with the Same Design Concept**

**Zeitgeist**

**Designer's Designer**

**Trail Balloons**

**Knockoffs**

**Counterfeit**

## **Trend Analysis and Synthesis**

**Apparel "Marked" with Meaning**

**Consumer Segmentation**

### **The two Faces of Fashion Forecasting**

**1. Analysis**

**2. Synthesis**

**Together these two provide....**