

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. Describing the trend so well that the audience can recognize it
2. Analyzing the trend so that the audience understands how it functions
3. Showing the trend in its natural habitat so that the audience participates vicariously in its discovery

Presentation Design as a Creative Process

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

1. Information Design
2. Interaction Design
3. Sensory Design

Informational Design

Data:

Are the raw materials of communication

Data can be researched, created, gathered and discovered

Informational Design transforms data into valuable, meaningful information by identifying and explaining the relationships and patterns between data

It shows order, relationships and connections

Informational Design

All Data can be organized in 5 Basic Ways

By Location in Space

- Fashion => Locations => runways, mainstream wear, design, street fashion/cities & reports/fashion capitals

By Time

- Fashion show calendars, product development sequence & the evolution of a trend

Informational Design

All Data can be organized in 5 Basic Ways

On Continuum

- Success season are often given as a grade/rating
- From fashion forward looks to basic represents a continuum related to complexity and novelty

By Category

- Grouping similar things together and naming that group.
- By similarity, distinctiveness, differences

Informational Design

All Data can be organized in 5 Basic Ways

By Metaphor

- Perceiving resemblance between 2 separate areas and linking them together
- Each metaphor explains the way people interact in the fashion system

Informational Design

Presentation Strategies for Presenting Data

to influence action (purpose)

1. Pro and Con:

short background on issue and then present alternatives

2. Cause and Effect:

show the web of connections, meaning of those connections and possible actions to be taken

3. Problem and Solution:

explain problem, discuss possible ways to resolve problem

Informational Design

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

Interaction Design

- used to create compelling experiences for an audience
- range from passive to full interactivity
- storytelling: powerful way of presenting forecast.

Sensory Design

employs technique that communicate to others through their senses

- visual design
- sound design
- touch (by passing around fabrics)
- olfactory senses (fragrance use)

Trend Reporting

Labeling:

A name, label, or slogan that acts as an identifier for a trend and serves to connect the trend to spirit of the times in an original or catchy way

Trend Reporting

A Look: retro, minimalist, Japanese Influence

The Mood or Spirit: youthful, sophisticated, playful

A Life Style Message: “green”

A tie-in with a Celebrity.

Trend Reporting

A Target Market: urban youth, working woman, early retirees

A Brand Image or Design Name.

A Concept: career casual, mix & match

A Pop culture influence: hit movie or tv series

Trend Reporting

5 Basic Elements of a Trend:

1. Fabric:

fiber content, functional attributes, texture pattern

2. Color:

hue, value, intensity, color schemes

Trend Reporting

3. Silhouette:

shape of the garment, hemline, coordinating elements of the total ensemble

4. Details and design features

5. subtleties of fit, proportion and coordination

Trend Reporting

In describing the trend you may also include:

Attributes: size category: juniors, misses

Price category: designer, moderate

Season: fall/winter, spring/summer

Trend Map

A framework that identifies which trends are just emerging, continuing to build, or declining.

Quality of a Trend

Major Trend:

Appeals to large groups of consumers. fabrics, colors, styles & looks

Minor Trend:

Niche appeal to small groups of consumers. Avant-garde, distinctive, complex (*either at top or bottom price range*)

Quality of a Trend

Embryonic Trends:

Trend in the very first stages of development

Directional Trends:

Stage of trend development when fashion innovators and fashion forward retailers adopted the look, style, detail, accessory or other fashion idea and public awareness of the idea begins to build.

Quality of a Trend

Establishing the Strength of a Trend

Timing of a Trend

How soon the trend will hit and how long it will continue

Scope of a Trend

How big it will be, how broad an impact it will have on markets

Trend Board

Identifies the mood or spirit of each trend + its thematic focus

Deciding on a Theme:

- best themes fuse visual and verbal elements into a vivid image
- Evocative theme: visual development of the theme in fashion PLUS verbal flourish engages viewer's psyche

Trend Board

Determining the Layout:

- Layout controls how the viewer sees and comprehends the content
- Focal point: with items arranged to move viewers eye in a path around the board

(Pg. 370)

Trend Board

3 steps in Layout of a Trend Board

(diagrams on pg. 372-373)

1. **decide on orientation**
2. **divide space and choose a focal point**
3. **compose the page layout**

Trend Board

5 types of Page Layout

1. **BAND:** linear row of images balanced by text or white space
2. **AXIAL:** a branching composition
3. **GROUP**
4. **GRID:** columns
5. **PATH:** emphasizes visual movement between images

Trend Board

“White Space”: unfilled portions of the board (negative space)

Choosing Fonts: should convey the theme of the trend board. Experiment with fonts, upper/lower-case, mix them & play with spelling.

“Concept Boards”: convey source of inspiration, color & fabric story, styling, pricing & key specs in a visual way. Facilitates communication between buyer and seller.

Presentation Techniques

Speaking about Fashion: (pg. 375-376)

- narrative drive: beginning, middle and end
- tell them what you are going to tell them, tell them, tell them what you just told them
- speak with confidence

Presentation Techniques

Visuals with Impact: (pg. 377)

- trend boards: presentation, scanned images, slides
- do not have the visuals overpower

Presentation Techniques

New Presentation Tools:

- cd roms, powerpoints, graphics, websites

READ pg. 381-358 for TIPS