



Trend Forecasting

FINAL PROJECT

Objective:

Using the information presented throughout the quarter discussing the forecasting frameworks, Color, Textiles, Presenting the forecast and customer segmentation you will create your own fashion forecast for a retailer of your choice.

Requirements:

1. In Groups select a retailer and season of your choice. The Instructor to prohibit duplication must approve all topics.
2. In your group you will create THREE presentation boards.
 - Using InDesign create three 11h x17w documents. Documents can be mounted on standard size presentation boards size 15h x 20w.
 - 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.
 - In addition to each requirement, please carry the theme throughout the series of boards by including 2-3 images of your inspiration.
3. Accompanying your trend boards, please include a bound 3-5-page book.
 - A Cover page – created in In Design.
 - One page history of your retailer, including their brand image and market.
 - One page customer profile including target market for your company.
 - One page overview of your forecast including your, inspiration, imagery, and development.
 - One page advertising and promotional overview of your forecast, how will the information be communicated to your target consumer.
 - Please include examples of your research (i.e.: magazine clippings, articles etc.)
 - Please include a reference page.
4. For your Ten-minute presentation all group members must participate. Your presentation must be framed with a beginning, middle, and end.