



Trend Forecasting

PRESENTED BY FASHION FATED

What is forecasting?



Trend forecasting is a useful tool used by designers and manufacturers to keep up with the changing tastes of consumers, which in turn helps them to produce great new products. Fashion forecasting is also useful for retailers who have a keen interest in staying ahead of their competitors. Fashion forecasters help retailers be more aware of the latest trends, they can use this information to direct their buying strategies to a favourable outcome.

It is about making informed decisions in your upcoming design and brand direction. Being at the peak of the trends is an important competitive element that enables you to see the start and finish of a trend. With experience you can time your collections to make the most impact and gain the most sales. The risk with being too late or too early is that you are left with unsold items and out of pocket from the cost of their production. Many of the greatest designers found fame by striking at the right time with a new vision. The key lies in the ability to read the zeitgeist of the time and be guided by an intuition of the changing times. Designers are able to create something new and innovative to entice the consumers ready to embrace something new.



An example of this can be seen in the 1950's Dior silhouette. Coming out of post war times, the past few years of clothing had become a straight line functional era. Households were in a new generation after WW2 had left its impact on a global scale. The times and fashion were structured, dressed for duties, dressed for utility, they were clothes of encumbrance. From the house of Christian Dior came 'The New Look' with a fitted waist and full skirt accentuating the hourglass figure. The genius of this is in what Dior tapped into what was the reflection of society, ready for something new, ready to feel refreshed and in need of relief, the new look celebrated a new beginning.

Trickle Down



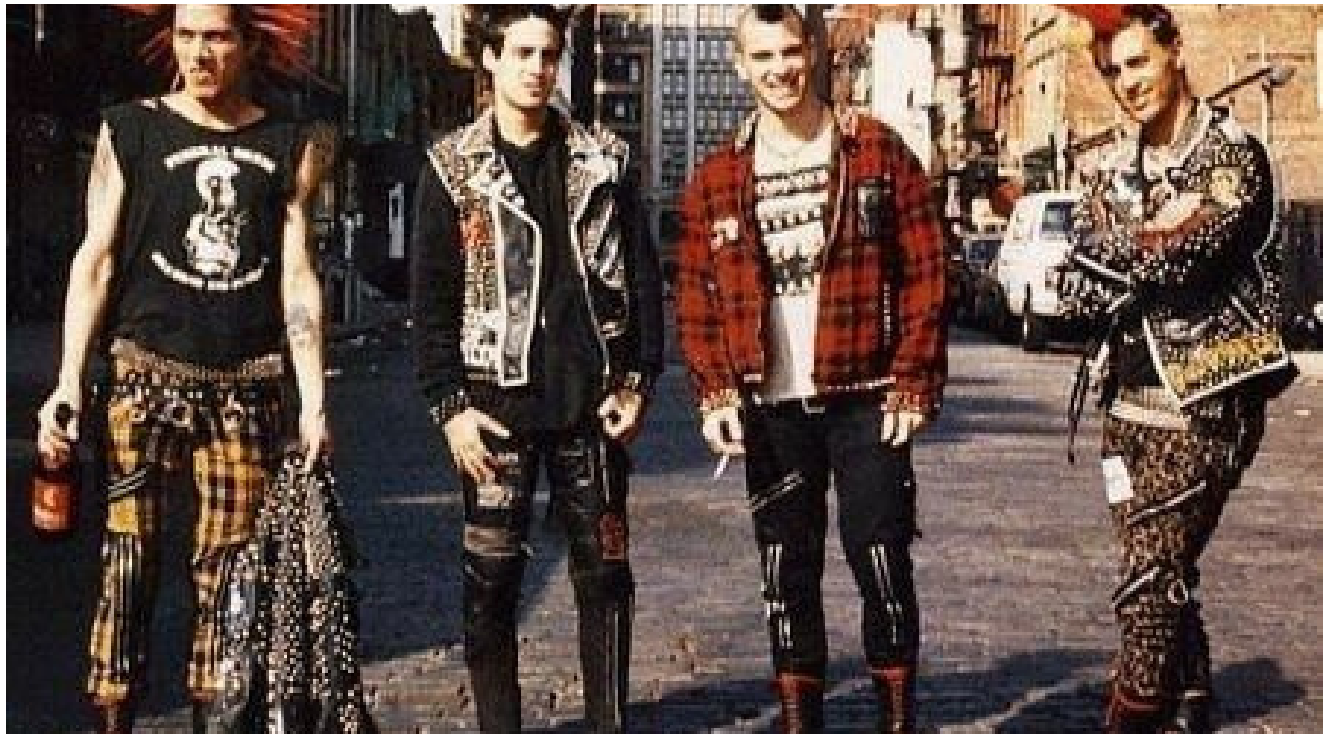
Inspiration for a designer can come from anywhere, from someone in the street, an ephemeral landscape lasting in their minds to the latest exhibition of modern art or pop culture. The first developed method is commonly known as the 'Trickle down'. Styles that come straight from the runways led by Paris, Milan and New York. Each seasonal release of autumn winter to spring summer sees new innovations take shape that are then translated into the mass-market.



Trickle Across

The trickle across effect has become increasingly more common through the availability of social media platforms. There are two methods for the trickle method one being the 'Trickle across' which describes the action of the same styles appearing at all price points at a rapid pace. The other method is called 'Land and Expand', where a brand begins with mass appeal products and then expands into more niche product offerings.





Trickle Up

This style is characterised as 'Trickle Up' and was first regarded as a reflection of social change. It is also known as 'streetwear', a term popularised by fashion designers who have used their designs to reflect the latest trends in street style. This can be seen in the movement of punk or grunge coming from the atmosphere of rebellion and reaching upwards.



The ability to predict a future trend can be gained with practise and experience as you develop a natural sense for what is happening in the world around you. Developing this intuition will help you forsee the coming direction of change.



How to research trends...

01

Observation

Observations and the rule of 3. Review every show and seasonal release, as you start to review different brands you will start to notice repetitions. Once you see the same theme appear from at least 3 different brands (best to use competitor brands for your market suitability) you will see the pattern develop.

02

Define

1. What you are looking for is colours, Fabrics, Silhouettes, Prints, Trims, Accessories
- Colours: Pastels / monochrome / Deep hues / Bright & bold etc...
 - Fabrics: Leather / Linen / Draped lightweight / Stretch / Eco etc...
 - Silhouettes: Waisted / Mini / Structured shoulder / Straight etc...
 - Prints: large florals / tropical theme / Geometric shapes / Spots etc...
 - Trims: Embroidery / Buckles / Zip features / Button type / Tassels etc...
 - Accessories: Big watches / Mini handbags / Belts / Chains etc...

03

Refine

Define and refine. You will know once you have your research defined, once you have seen the trends appear again, again and again, although some may appear in different ways; you should have a clear outline of the topics listed above. From there you can refine your results to communicate the best examples that could be applicable to your brand.

Presenting a Trend Report

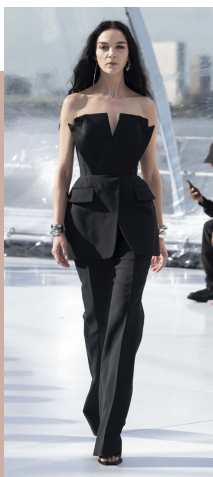
A trend report involves collating the findings of research to the design or buying team in a trend report. This sets a clear direction and tone to start planning the focus for the next collection. Having a clear presentation can provide the foundation of design direction, fabric and colour choices as well as themes for marketing and promotion planning.

Using visual references can help to support the report findings with acknowledgement to the design brand. A trend report is to be a clear and concise communication tool to showcase upcoming trends and allows designers to incorporate the styles into their brand styles in a way their customer will appreciate. This can mean interpreting the trends to suit a brands existing silhouette or style that customers are familiar with.

An example of a trend report format can be found below:

Co-ordinates are a strong theme this season with matching sets bringing back the power suit vibe.

SUIT UP



ALEXANDER MCQUEEN



CHANEL



STELLA MCCARTNEY



OFF WHITE



BALMAIN



Contact Us

@FASHIONFATED

HELLO@FASHIONFATED.COM

WRITTEN JANUARY 2024