



Unit Title	International Fashion and Trend Forecasting
FHEQ Level	4 Term 1
Unit Code	FBM18102
Credit Value	30 credits
Unit Type	Mandatory - Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	45	Independent Study	75
Supervised access to resources	45	Preparation for Assessment	60
		Unsupervised Access to Resources	75
Total	90		210

Unit Description

Fashion Forecasting is the catalyst for range development. In this unit, you will be introduced to the research methodologies and market indicators relevant to this process. Primary and secondary research methodologies will be used to create a body of research relevant to a chosen market sector. PESTEL analysis will introduce the relevance of the macro-marketing climate. You will learn how to present and process this so that it can act as a catalyst for further development appropriate to more specific market sectors.

You will be introduced to secondary quantitative research methods that can be used to inform on market size, key drivers and global trends published by forecasting companies. You will learn how the processing and development of this information will enable you to create and develop your own well-informed, yet unique concepts.

A study of demographics, ethnography and psychographic profiling will place focus on how important understanding the emerging consumer trends are in today's competitive environment.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- Fashion in context (history of silhouettes and features)
- PESTEL analysis
- Moving from macro to micro market research
- Market segmentation
- Colour forecasting and colour discrimination testing
- Consumer forecasting & typologies
- Maslow's theory of hierarchy
- Demographic and ethnographic trends
- Street style photography
- Fabric identification and textile forecasting
- Concept development
- CAD skills; Illustrator and Photoshop

Unit Aims

- To introduce primary and secondary research methodologies relevant to fashion forecasting
- To develop an understanding of the fashion forecasting process relevant to specific target markets and consumer profiles
- To introduce the skills to communicate an aesthetic and trend directions through a forecasting proposal

Unit Learning Outcomes

LO 1 Research/Inspiration

Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials

Related Principle: ORIGINATE

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

Learning and Teaching Methods

- Briefings
- Lectures

- Project Work
- Seminars
- Workshops
- Group Work
- On-line activity
- Individual presentations and critiques
- Group presentations and critiques
- Self directed independent study

Assessment methods and tasks

Formative and Summative Assessment

Assessment tasks- portfolio of evidence to include:

Bound Research File

Trend Proposal Pack

Fabric Identification Pack

This unit is assessed holistically (100%) of the unit

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

1. Apply Research Methodologies relevant to the macro and micro market research (LO1)
2. Demonstrate synthesis and evaluation of primary and secondary market research to inform concept ideation (LO2)
3. Apply technical skills in visual communication through concept boards relevant to a given market sector (LO5)
4. Apply and adhere to academic conventions and referencing methods for written and visual proposals (LO1)
5. Understanding of end user and consumer market demand (LO5)

Essential Reading List

1. Dragt, E. (2016) *How to Research Trends: Move Beyond Trendwatching to Kickstart Innovation*. Bis Publishers; London
2. Holland, G. and Jones, R. (2017). *Fashion Trend Forecasting*. Laurence King; United Kingdom
3. Rousso, C. (2012). *Fashion Forward; A Guide to Fashion Forecasting*. Fairchild Books; Canada.

Unit Relevant Websites

The WGSN news and information service <http://www.wgsn-edu.com/edu/>
 LSN Global <https://www.lsnglobal.com/>