

BUF 3310 CONTEMPORARY DESIGNERS IN LUXURY MARKETS
The New York City College of Technology

Professor Jackson

Assignment #1

Directions: Conduct trend & style research utilizing Trade Publications/Digital Platforms, CUNY Library Database and Fashion Snoops.

Suggested Trad Publications and Digital Platforms:

Vogue & Vogue Runway

GQ Style

Highsnobiety

Hypebeast

WhoWhatWear

Refinery29

Students will practice ‘Cool Hunting’ strategies to understand the fashion consumer of the early 2000’s by answering the following:

What is ‘Cool Hunting’?

Retail Landscape

What are THREE popular trends emerged during the early 2000’s? Describe and identify one fashion trend. List the brand and/or retailer that sold the trend. Describe the consumer profile of the targeted consumer by describing the demographics and psychographics of the shopper.

TREND 1:
