

NAME: \_\_\_\_\_

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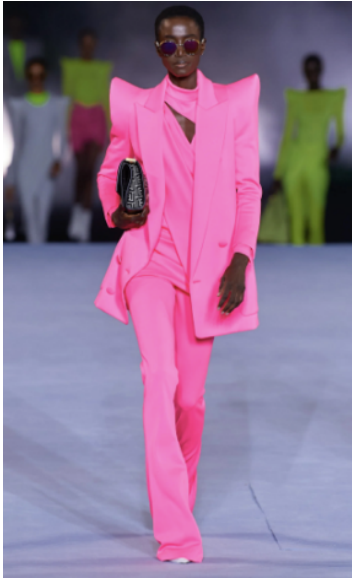
The New York City College of Technology  
 Department of Business  
 BUF 2203: Visual Merchandising

Professor Jackson

Directions: Observe market trends from current runway collections. In pairs, choose appropriate jargon from the ‘the elements of and principles of design’ word bank to describe the subject in-detail. In complete sentences, describe the designer looks and identify AT LEAST four different terms for EACH.

**The Elements of Design and Principle of Design**

<b>Contrast</b>	<b>Balance</b>	<b>Emphasis</b>	<b>Line</b>	<b>Texture</b>
<b>Proportion/Scale</b>	<b>Unity</b>	<b>Rhythm/Movement</b>	<b>Shape</b>	<b>Color</b>
<b>Space</b>	<b>Harmony</b>	<b>Pattern</b>	<b>Form</b>	<b>Value</b>

Market Trends	Observation:	Observation:	Observation:	Observation:
<p><b>BALMAIN SPRING/SUMMER 2021</b></p> 	<p>The models were walking on an airplane’s wing</p>	<p>Monochromatic looks</p>	<p>A lot of shoulder padding in the blazers</p>	<p>Very bright neon colors</p>

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**TODS SPRING/SUMMER 2021**



The collection was shot at a villa

The entire collection had a relaxed and chic vibe

It had both neutral and vibrant color (not usual for tods) but green, pink etc. were included. Most of the outfits had an oversized look

with fabrics being soft and wrinkled for natural vibe as if its clothes you've always worn and are used to them.

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**Y/Project RTW Spring/Summer  
2021**



Complex but  
beautiful  
designs as  
usual

Low  
waistbands,  
classic  
sweaters

Drama

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**Casablanca Mens  
Spring/Summer 2021**

