



NEW YORK CITY COLLEGE OF TECHNOLOGY
THE CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF BUSINESS

BUF 3100 TREND FORECASTING & SOCIAL MEDIA

Prerequisites: ARTH 1103, BUF 2400

Credits: 3

INSTRUCTOR:

Faculty Office:

Office Hours:

Office Phone:

E-mail:

Meeting Date/ Time:

Room:

COURSE DESCRIPTION:

An overview and analysis of current color, fiber, and fashion trends, as well as their impact upon sales forecasting. Students will research, analyze, and develop fashion forecasts related to specific seasons in the apparel industry.

Students will learn how to forecast future trends in color, fabric, silhouettes, and textures and how to incorporate their findings into a specific trend forecast and correlating merchandising plan inclusive of mood boards, flat sketches, and spec details. Students will also learn how to develop those ideas into a format that can be understood by pattern makers and other producers at the primary level of fashion.

LEARNING OUTCOMES:

Learning Outcomes	Assessment
Predict the direction of fashion change through analysis of multiple factors.	Class discussion, course assignments, midterm examination, & <i>Trend Forecasting Project</i>
Using knowledge of historical fashion cyclical phenomena, make reasonable predictions about upcoming fashion trends	Class discussion, course assignments & <i>Trend Forecasting Project</i>
Employ “diffusion of innovation” in order to predict fashion change.	Course homework & <i>Trend Forecasting Project/ Presentation/Field Trip</i>
Perform consumer research using social media, existing databases, timelines, current events and historical artifacts	Class discussion, midterm examination, <i>Trend Forecasting Project & Presentation</i>
Identify and employ a variety of research methods to help develop new fashion products and marketing initiatives.	Class Discussion, Library Research for <i>Trend Forecasting Project</i>

Generate a two-year forecast of upcoming fashion trends, including color, fabric, silhouette and texture.	<i>Trend Forecasting Project & Presentation</i>
Use social media to post trend forecasts to become a change agent	<i>Trend Forecasting Project & Presentation</i>

GENERAL EDUCATION LEARNING OUTCOMES

Learning Outcome	Assessment
Analyze nonverbal communication within dress and style and explain their meaning.	Class discussion, midterm examination, quizzes, homework, and <i>Trend Forecasting Project/Presentation</i>
Demonstrate an understanding of the similarities and differences of other cultures, people, and place as they impact strategic planning	Class discussions, exams, research & <i>Trend Forecasting Project</i>
Understand and appreciate the range of academic disciplines and their relationship to the fields of professional and applied study (Lifelong learning)	Class discussion, <i>Trend Forecasting Project & Presentation/Field Trip</i>

RECOMMENDED TEXTBOOK:

Brannon, E., L. (2010). *Fashion Forecasting: Third Edition*. New York: Fairchild Publications. ISBN# 978-56367-820-2

ASSESSMENT AND GRADING:

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 500. A student's score is converted into a percentage and grade will be assigned using the scale listed below.

Grading Criteria

Participation	100 points
Quizzes/Homework(4)	100 points
Project	100 points
Midterm Exam	100 points
Final Forecast Presentation	100 points
TOTAL	500 points

Grade Scale

A	=	93 – 100
A-	=	90 – 92.9
B+	=	87 – 89.9
B	=	83 – 86.9
B-	=	80 – 82.9

C+	=	77 – 79.9
C	=	70 – 76.9
D	=	60 – 69.9
F	=	59.9 and below

TREND FORECASTING PROJECT

Part 1: Developing Trend Reports

You are assigned to a team to develop a two-year fashion forecast for a major fashion forecasting company. This report will focus on one category (for example: men's, women's, children) and one type of fashion product (trench coat, day dress, etc.). From this your team will select and analyze five different trends.

Research

Fashion forecasting is a visual and process, and relies on intuition as much as quantitative analysis. Sources for your research will include trade publications (such as *Women's Wear Daily*, *DNR*, and *Accessories*) and consumer publications (such as *Vogue*, *In Styles*, *People*). European style is important. Look for international online sources such as www.thelondontimes.com, www.parismatch.com, www.internationalheraldtribune.com, www.instyle.com, and www.style.com. Perform your own first hand research: to visit stores, walk the streets, and look around you at what is currently popular: "people watching" will provide great intuition.

- Identify the basic facts about each trend by using information from past forecasts.
- Research fashion trends from a variety of online and paper sources.
- Explain the trend's appeal to the specific target market.
- Complete a VALS (Values Attitudes and Lifestyles Survey).
- Perform a Market Segmentation Analysis, evaluating geographic, demographic, psychographic and behavioral factors.

Evaluation of the Research

- What are the changes?
- What are causes of change (new trend)?
- What are the cultural factors they may have caused change? (economy, war, royalty, death, rise of a celebrity)
- Is this a new or repeating trend?

Generating the Forecast

- Determine the differences in fabric, styling, color, fit and silhouette.
- Determine the factors likely to affect trends in the future.
 - Why will this trend change in the future?
 - How will the trend in 2 years from now? What are the differences?
- Apply forecasting techniques, paying attention to issues of accuracy and reliability.
- Make sure to use correct forecasting terminology such as *pendulum swing*, *cycles*, *waves*, *innovators*.

You will research each trend using the above steps. Reading trade and consumer publications can accomplish this. Popular culture and fashion websites will also be helpful. In addition, observation will be done by visiting stores to see how the trend is being merchandised. It will be important to observe how consumers are interpreting the trend.

Assembling the Report

Each trend will be presented in a book format (bind it as a real book). Each forecast should include the following

- Create a name for the trend that is descriptive and evocative.
- Create a narrative that tells the story in an exciting way (see www.fashiontrendsetter.com).
- Current Trend Research
- Trend Report (5 pages: 1 for each trend forecast) - Write a descriptive page outlining the importance of the trend and the direction it is taking.
- Sketch of trend for 2 years from now.
- Proposed colors for the season. (Provide paint swatches, but create color names.)
- Proposed fabrics for the season. (Provide fabric swatches.)

Formatting

- The trend research should be at least five pages
- Use Times New Roman 12 point font.
- The proposed sketch and trend story should be on the same page
- Consider a foldout to group story, sketch, color and swatches per trend

PART II – FINAL ORAL PRESENTATION

In addition to the book, the project will be presented orally to the class. Provide visual displays (such as PowerPoint, trend boards, or online presentation) to enhance the presentation.

COURSE POLICIES AND PROCEDURES:

QUIZZES, EXAMINATIONS, AND GRADING:

In-class learning assignments are given and completed during class time. These are *unscheduled* but occur frequently. In-class assignments may consist of group activities, short reaction papers and so forth. QUIZZES are in the format of problem solving questions and given at the start of the class. Should you arrive late on that day, you risk missing the quiz. **There are no make-ups on quizzes.** Students who miss any quiz for reasons that are recognized by City Tech (e.g., documented family emergencies, documented illness and the like) need to contact the instructor prior to missing the quiz.

ASSIGNMENTS:

Assignments and projects are due at the beginning of class as scheduled. **NO LATE work will be accepted.** Assignments placed under the professor's door will *not* be accepted. Written work must be **word processed/typed** on standard size 8 1/2" by 11" white paper in Times New Roman 12 font with black ink. **All names must be typed on assignments to be accepted.**

ELECTRONIC DEVICES:

Many people in our society have not yet learned professional, considerate, behavior regarding electronic devices. Turn off all cellular telephones, beepers, wrist watch alarms, etc. before you enter class. **If your electronic device audibly activates during class, you will be deducted 5 points from your final grade.** If you are expecting a life and death announcement from an immediate family member— brother/sister/parent/spouse/child — please notify me *before* class of that situation.

Project Grading Criteria

- 1) *Initiative* - Students must prove resourcefulness in presenting meaningful information in a well-structured package. Students must demonstrate inclusion of supporting information from course materials. Students must show evidence of adequate preparation in the presentation.
- 2) *Thoroughness* - Students must have covered all topic areas. Students should provide adequate coverage within each topic area.
- 3) *Accuracy* - Students must have reached appropriate conclusions from the information they received. Students must have applied course material accurately, reflecting knowledge and understanding of the material.
- 4) *Professionalism and Creativity* – The promotional package and presentation should reflect professionalism in preparation and clarity, and creativity. They should be attractive and eye-catching. The promotional package and presentation should show evidence of advanced work and planning.

COLLEGE POLICIES (ACADEMIC INTEGRITY, ADA, RESOURCES):

See standard set of policies document.

SCHEDULE OF TOPICS:

WEEK	TOPIC	ASSIGNMENT
1	Introduction Overview of Fashion Forecasting What is Fashion Forecasting? Fashion Direction Forecasting as a Career	Chapter 1
2	Introduction to Innovation Diffusion of Innovation Characteristics of Innovation The Consumer Adoption Process <i>Introduction to Stylesight</i>	Chapter 2 Trend Assignment- Seasonal Forecast1
3	Fashion Change Agents Influentials, Innovators, & Fashion Leaders Roger’s Model of Innovation Bass Model & Modis’ Model	
4	Evolution of a Fashion Trend Consumer Segmentation	Introduction to Fashion Forecasting Project

	Videos: Isaac Mizrahi Fall 1991 St. John's Fall 2001 Presentation by LIBARIAN	
5	Fashion Movement Theories of Fashion Fashion Pendulum, Fashion Cycles & Wave Dynamics	Chapter 3
6	Cultural Indicators Long-Term Forecasting	Chapter 4
7	<i>Discussion of Cultural Articles (News)</i> Chaos Theory Self-Organizing Systems	Select cultural articles from the news
8	Forecasting project overview and discussion Midterm Examination	Three Trends Complete w/ Write-up & Illustrations
9	Color Forecasting Color Marketing & Color Psychology <i>Paris-Eco Thread Co.</i> <i>Cotton Incorporated Forecast Book</i>	Chapter 5 Personal Color swatches
10	Textile Development Sources of Innovation & Textile Development Trade Organization & Fabric Councils	Chapter 6
11	Design Concepts and Style Directions	Chapter 7
12	Consumer research Sales Forecasting	Chapter 8, 9
13	Competitive Analysis Presenting the Forecast	Chapter 10, 11
14	Fashion Forecast Presentations	
15	Final Review and Exam	

BIBLIOGRAPHY:

- Assael, Henry. *Consumer Behavior: A Strategic Approach*. Boston: Houghton Mifflin, 2004
- Brannon, Evelyn L. *Fashion Forecasting*, 2nd ed. NY: Fairchild Publications, 2005.
- Crane, Diana. *Fashion and Its Social Agendas: Class, Gender, and Identity in Clothing*. Chicago: U of Chicago Press, 2000.

Fehrman, Kenneth. *Color: The Secret Influence*. Upper Saddle River, NJ: Prentice Hall, 2004.
Feisner, Edith Anderson. *Color Studies*. NY Fairchild Publications, 2006.
Keiser, Sandra J. *Beyond Design: The Synergy of Apparel Product Development*. NY: Fairchild Publications, 2003.
Lieberson, Stanley. *Matter of Taste: How Names, Fashions, and Culture Change*. New Haven: Yale University Press, 2000.
Stone, Elaine. *The Dynamics of Fashion*, 2nd ed. NY: Fairchild Publications, 2003.

Web Sites:

Fashion Trend Setter, The online fashion forecasting, trend reporting & news E-zine,
<http://www.fashiontrendsetter.com/>

Material Connexion, A good source for information about new and innovative materials,
<http://www.materialconnexion.com/pa1.asp>

Trend Watching, 8,000+ trend spotters scan the globe for emerging consumer trends.
<http://trendwatching.com/>