

# **TREND FORECASTING FINAL PROJECT -- PLEATED SKIRTS**

**PS Studio**

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# PS Studio Members



Ukima Williams



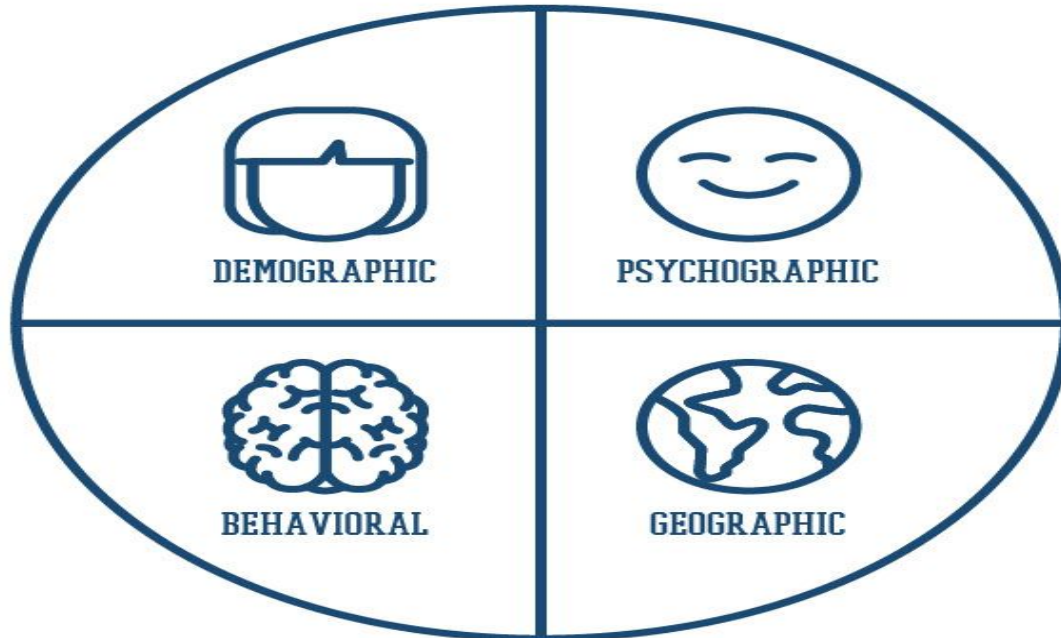
Yinghe Zhao



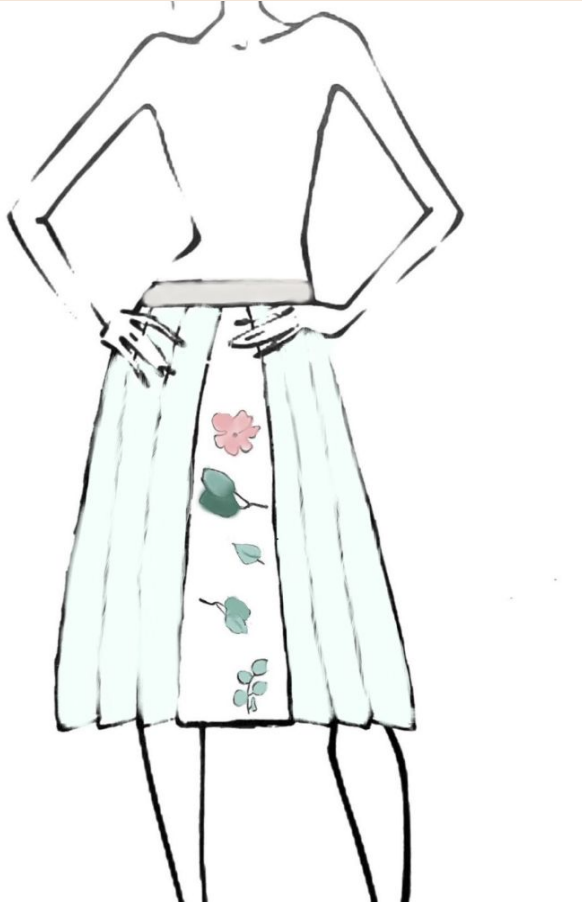
Tamiah Assevero

# Consumer Report

## *4 Types of* **MARKET SEGMENTATION**



# Knee length Knife Pleated Skirt



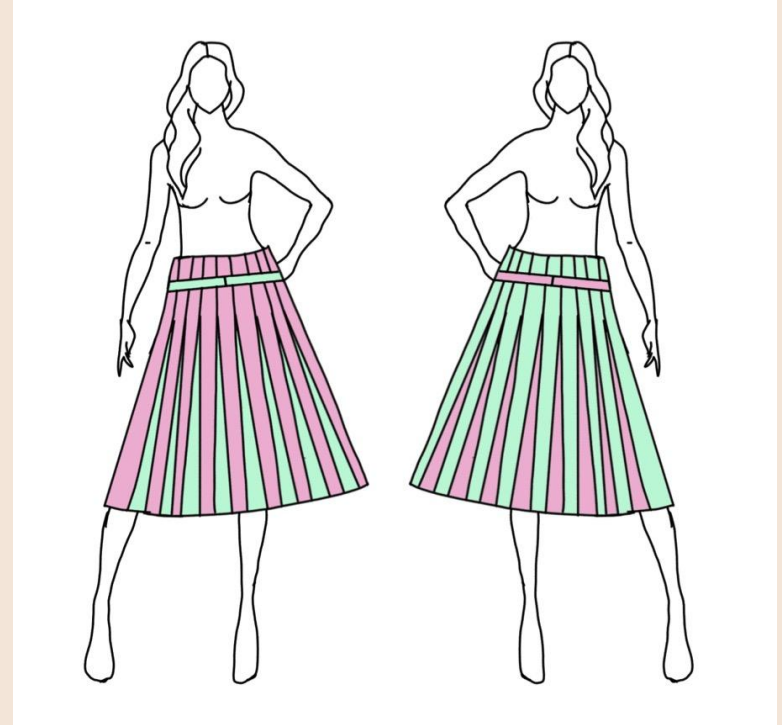
**Crystal spring green series:** It gives people a feeling of comfort, vitality, and happiness.

# Interchangeable Two Toned Midi Top Stitched Pleated Skirt

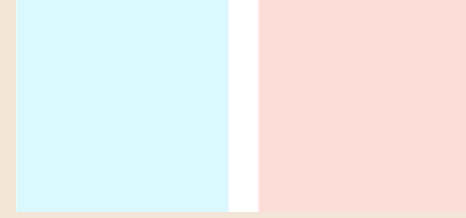
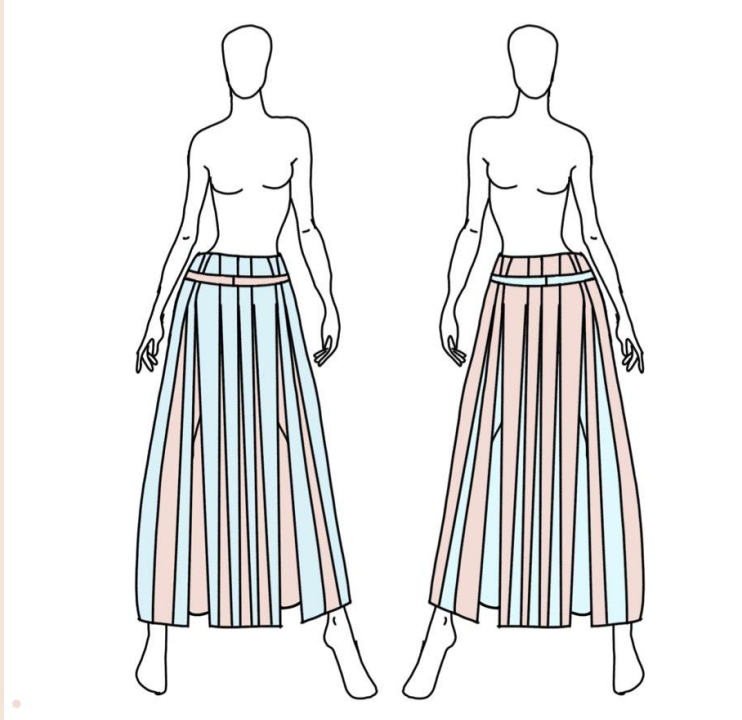


**Sprung for you Pink:** brings boldness and warmth on a gloomy day

**Mystical Green:** brings boldness on a gloomy day



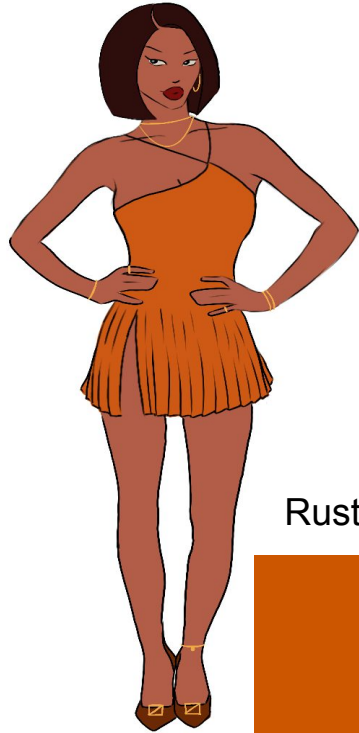
# Interchangeable Two Toned M-Slit Maxi Top Stitched Pleated Skirt



**Fall for me Blue:** Brings peace and serenity to the person

**Pale Orange:** Can be a neutral tone and bring balance to one's outfit

## Asymmetrical Accordion Pleated Mini Dress

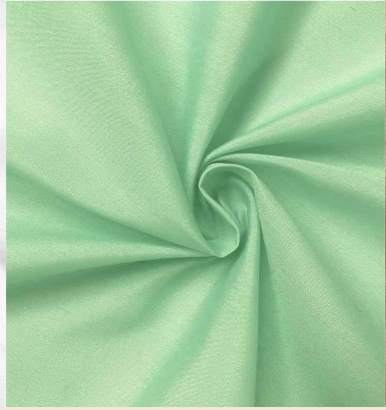


Rustik Mustard



- Fall/Winter 2023
- Polyester
- Appeal to women ages 21 to 45
- Jewel Tone For The Season
- Upscale For Night
- Sexy Silhouette

# Fabrics



Silk charmeuse:  
100% Silk

Chiffon: 100%  
Polyester

Cotton: 100%  
Cotton

Cotton Polyester:  
35% Cotton, 65%  
Polyester

Interlock Knit  
70 Denier  
Lining: 100%  
Polyester



***THANK YOU***