

# Fashion forecasting term paper examples

[Business](#), [Marketing](#)



## **Introduction**

Fashion forecasting mainly focuses on upcoming trends and how they may impact the fashion industry. A fashion forecaster is charged with the responsibility of predicting the colors, styles and fabrics to be presented on the runway or in the stores for upcoming seasons. This concept is applicable to all levels in the fashion industry and covers quite a number of activities. Trend forecasting on the other hand is the overall process which may focus on other industries not related to the fashion industry. The main aim of a fashion forecaster is therefore to attract customers and help the retail business owners and designers boost their sales as they venture into the fashion industry (Fashion Forecasting & Trend Resources, 2011). There are two types of forecasting which can be employed by the fashion forecasters namely; the long-term forecasting and the short-term forecasting. Long term forecasting involves the process of carrying out an evaluation of trends which can be recognized by scanning a number of information sources. During this time, the forecasters take into consideration the demographics of particular areas both urban and non-urban while at the same time considering the effect of retail and its consumers owing to the economy. Short-term forecasting on the other hand mainly focuses on the current events both in the international and domestic spheres. This helps in giving fashion a modern twist and a typical look that schemes our eyes (Sandra and Myrna, 2008).

Most fashion industry workers rely on reviewed material on the internet to obtain information on new looks, fabrics, hot celebrity fittings, designer collections and colors. However, in order for the fashion industry workers to

be able to obtain credible information regarding new trends in the market, they need to involve the services of independent fashion forecasting companies who will provide them with comprehensive information regarding the latest trends in the market. Once the fashion designers and retail business owners have obtained the right piece of information they can be able to adjust their business so as to ensure they remain relevant in the market all through the seasons (Forecasting Fashion Trends, 2011).

In this report we are mainly focusing on women hoody jacket. The target market for this jacket is from the age group between 18 to 25 years. Our main colors for the trend are white/cream, black and burgundy. This was attributed to the fact that this age group is usually very reserved when it comes to choosing colors. Unique and bright colors do not work for ladies belonging to this age group. White, black and burgundy can be considered universal colors which almost match with any other color of the other outfits. Ladies are usually very choosy when it comes to colors and when determining the best color for their jackets we have to choose a color that can be easily acceptable and the user doesn't have to try several other outfits in order to have a matching pair hence the choice of our color. As we approach the Fall Season, there is need to have warm attires to protect the users from adverse environmental conditions just setting in. therefore wool and cotton formed the best remedies for this concern. The two materials are also very durable and can be used for at least the next two years during similar seasons.

Women's wardrobes are ever changing and have gone through a number of changes in the last few decades. Women in the 60s had a completely

different wardrobe with their counterparts in the 70s and even those ones in the 80s. However with time the older fashions tend to resurface but this time round with some few modifications. In the 70s, women used to prefer long sleeved hoodless cardigans with buttons running from top to bottom. In the 80s the buttons were replaced with zips but still remained hoodless.

However, in the 90s, the hoods surfaced and some of their cardigans used buttons while others used zip fasteners. The new trend however seems to be bringing back the fashion once used in the 80s. Apart from the additional of the hoods, the new cardigans are zipped, long sleeved but unlike the ones used in the 80s; they have one plain color (Sandra and Myrna, 2008). The figure below shows the design of this type of cardigan being considered in the trend report.

### **Finished products: Note – these colors can match with almost all the other colors**

Ladies are usually very sensitive when it comes to fashion and the prevailing trends. The target market is a group of ladies between 18 and 25 years. The design incorporated in the new trend is very classy hence appealing to the target market. The color choice can also play a very important role in boosting the sales. I chose white/cream, black and burgundy colors. These are universal colors that match with almost every color. Since the ladies are very sensitive when it comes to their outfits matching, it is very necessary to ensure that the color of the designed cardigan doesn't clash with the wardrobe of the users. We chose cotton due to its durability and tolerance to various environmental conditions. The wool was also chosen so as to be able to give the user some warmth as we approach the fall season characterized

by cold nights.

According to our evaluations, it is projected that this trend is likely to remain in place for at least the next coming two years. It is evident that fashion is one of the many causes of headaches in a ladies budget. The targeted age group also consists of young ladies who have not fully established in the job industry. Therefore the new cardigans being designed need to take their financial headaches into consideration. The new cardigans are very classy and can be used by any person falling with the age group with a deviation of up to 5 years. However, a person in the late 50s should at no point be found in such attires since they depict a young generation. An older adult living in denial who attempts to use these outfits meant for the young adults could be a disgrace to the entire aged fraternity.

## **Conclusion**

This trend is very useful as it can help the young ladies to be aware of the direction that the fashion industry is taking. Since it is the dream of every lady to always remain updated as far as fashion is concerned, this trend helps in fulfilling this need. A review of this report can help them make the right choices and hence enable them remain on top of the fashion trend all the time. The trend is also very useful to the designers and the retail business owners who are interested in knowing the products that are on high demand. This then helps them to carry out the correct restocking choices and ensure that they boost their sales. This trend provides very credible information since it does not only rely on reviewed literature but also have first hand information from the users and what they feel about particular aspects. Once we have gathered information from the users and also carried

out an analysis on the purchasing trend, we are able to determine where the fashion industry is headed to. I would therefore recommend this trend report to any fashion designer or a fashion retail store owner who wants to boost his/her sales to take the points highlighted into consideration. Through this they will remain relevant in the market and ensure increased sales. I also recommend the report to ladies falling within the said age group and wish to remain on top of the fashion trend, to watch this space and hence make the right choices when it comes to fashion.

## **Work Cited**

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