

4-Year U.G. Degree Syllabus
B Design - Fashion Design
Semester - VI

Subject	Credits	Total hours	Marks			
Fashion Forecasting	4	60	Th 25	Pr -	Th 75	Pr -
Theory			Internal	External	Total	

OBJECTIVE: -

The learner will be able to-

- 1) Apply forecasting techniques to determine market demand to effectively interpret the same in design process.
- 2) Discuss the latest trends & technologies that affect the fashion forecast.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to discuss the term fashion and forecasting.	Introduction i. Meaning of Fashion ii. Meaning of Forecasting iii. The role of a forecaster iv. The precision of the forecast v. The fashion industry's components The structure of the fashion industry vii. The fashion timetable viii. Information Network ix. The selling strategy	Study of history(1900's) in terms of social , economic, cultural, and technological factors that affected fashion Visualization and forecasting Pendulum swing Fashion cycle Fashion curve	25
2	To be able to utilize the research methodology in fashion forecasting	Research Process in Forecasting Primary sources Secondary sources Tertiary sources Tracking sales Competition Demographics Value & life style i. Publication Forecasting services Plethora influences Observation posts . The new technology i. Fashion of involvement . New uses of	Forecasting specialties Fashion scan Consumer scan Fashion analysis Social and economic trend Trend analysis Competitive analysis Integrated forecasting Sans of high end retail and design market	25

		products i. Old neighborhoods Related industries		
3	To be able to implement the fashion forecast. For product development.	Processes of Reporting i. Process of implementation ii. Promotion iii. Making the fashion happen	Identification of latest technology come up in apparel departments	25
4	To be able to assess and relate Fashion Forecasts in terms of market.	Study of various Forecasts Study of International & National Brands, each 3, for its style and identity. Application of Forecast to 1 National & International Brand.	Forecast Application Assignment for Men's Wear and Women's Wear.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

1. Brannon E.L. (2010), *"Fashion Forecasting"*, 3rd Fairchild Books, New York.
2. Mckelvey K. and Munslow J. (2008), *"Fashion Forecasting"*, Wiley-Blackwell.
3. Rita P. (1992), *"Fashion Forecasting"*, Fairchild Books, New York.
4. Raymond M. (2010), *"The Trend Forecaster's Handbook"*, Laurence King, U.K.