Fashion Forecast

1. Determine a Target Audience that you want to forecast a trends for.
   1. Demographics include: age, gender, race, income range, education, and/or occupation.
   2. Psychographics include; Personality traits such as values, interest, and information such as leisure activities and hobbies.
2. Inspiration/Trend/Forecast
   1. Research using the internet up and coming trends for Fall/Winter 2016. Utilize magazines, fashion blogs, and websites in your research. Gather evidence depicting your trends (you need pictures). Site your resources.
   2. You must present styles, colors, and fabrics that will be on trend for Fall/Winter 2016.
      1. You may choose to present using a poster, PowerPoint, or video. My suggestion is video format as you will be creating a youtube video on this project down the road and it could save you time and energy later.

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