Fashion Forecasting

Have you ever wondered who decided what is going to be in fashion for the next season? Did you know that predictions on next years fashions are done 18 months in advance? How is all this possible? You will find out in the next lesson! \*Using the “Concept to Consumer”Fashion book, look on p.72-80 to answer the following questions thoroughly.

1. Describe fashion forecasting and fashion trends.
2. Describe activities that are involved in fashion forecasting.
3. How do fashion forecasters decide on fashion trends?
4. Explain the importance of fashion forecasting.
5. Discuss and explain the 3 types of marketing research that manufacturers and retailers must do to learn buying habits and preferences of their target market. What activities are involved in each?
6. What are fashion services?
7. What are collection reports, trend reports, and consulting?
8. What are color services? Give examples of color service companies.
9. Discuss Websites that are available for information on fashion.
10. Identify sources of published information used by forecasters.
11. Discuss what trade publications, international consumer magazines, and American consumer magazines are.

You may type your answers (don’t forget to type the question as well) and turn in to the box when completed. Don’t forget to be through. You may have an open note quiz on some of this info ☺

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