

TRACK: FASHION MARKETING

IED FIRENZE

DESCRIPTION OF INDIVIDUAL COURSE

Course Title	Trend Forecasting		
Semester	Fall		
Teaching Method <i>Theory Lessons</i> <i>Theoretical workshop</i> <i>Practical workshop</i>	Total Hours Theory Lessons (1 hour = 60 minutes)	24	Total Hours Lab – project (1 hour = 60 minutes) 15
Credits	3		
Learning Objectives	The course will start with a definition of fashion and trends. Furthermore students will be lead to understand the link between past and future throughout an analysis of the different elements that nowadays give the basis to a future development towards new scenarios and innovation in fashion supply chain.		
Contents of the course	Each lesson will focus on a different aspect of working as a professional in the trend forecasting industry.		
Teaching Method	Frontal + in class workshops and practical assignments		
Course program	<p>1° WEEK Introduction to the course contents What is a trend, what is a fashion, what is a fad. The timeline of trends.</p> <p>2° WEEK In depth: Giga trends, Long term trends, seasonal trends, fads, classics.</p> <p>3° WEEK The timeline of fashion and the calendar of trend forecasting. Fashion weeks and fashion fairs.</p> <p>4° WEEK Making research the right way: the three golden rules</p> <p>5° WEEK Introduction on the importance of the moodboard and visual references. Communicating trends through images: moodboards, emotional videos, associations of images.</p> <p>6° WEEK Let's go shopping: the research trip and the trend report Difference between trend forecasting and trend report.</p> <p>7° WEEK Color Forecasting.</p> <p>8° WEEK WGSN and fashion research for companies today Explanation of final project (Trend report for a company)</p> <p>9° WEEK</p>		

	<p>Trend report project</p> <p>10° WEEK Trend report project</p> <p>11° WEEK Trend report project</p> <p>12° WEEK Trend report project</p> <p>13° WEEK - FINAL EXAM</p>
Reference texts	<p>"Fashion Trend Forecasting", Rae Jones & Gwyneth Holland (ENG)</p> <p>Suggested: "Instant Moda", Andrea Batilla (ITA)</p>
Teacher's Name	Arianna Mereu
Teacher's Curriculum	<p>Arianna has a strong professional experience of nearly 15 years as a designer and trends expert for leading brands, such as Emilio Pucci, Golden Lady, Max Mara, Iceberg, Sixty S.p.A. With her Creative Growth and Innovation Agency, ModU, she offers consultancies on trends forecasting and innovation strategy to fashion and beauty companies. She was recently nominated Sustainability Manager for the international yarns and lifestyle fair Pitti Filati.</p>
Language	ENG
Final Exam Type <i>Written/oral</i> <i>Continuous</i> <i>Final project</i> <i>Assessment of suitability</i>	Final project