



University of  
New Haven

## *Fashion Trend Forecasting & Analysis*

### SECTION I: Course Overview

**Course Code:** FM325CGD

**Subject Area(s):** Fashion Merchandising

**Prerequisites:** Recommended – a course in fashion management or marketing

**Language of Instruction:** English

**Total Contact Hours:** 45

**Recommended Credits:** 3

### COURSE DESCRIPTION

Given the fast-paced nature of fashion production, trend forecasting has become an important tool for predicting the future needs and desires of consumers. Understanding and engaging in trend forecasting is thus necessary for remaining relevant in fashion.

The course begins with an overview of the field of trend forecasting including methodologies for field research from street observation to fashion fairs & exhibitions. The product focus will span street fashion to high fashion and include both niche and mega-product trends.

We will then shift our focus to filtering the information gathered through field research, retaining the most salient elements of that research and representing them through visual dialogue, stories and trend boards. Special attention will be given to leading a trend meeting including differentiating between audiences and visually representing trends in digital formats. Digital forecasting and predictive modelling will be analysed as part of the future of fashion trend forecasting. Students will be confronted with the realities of various social and cultural backgrounds empowering them to disconnect personal judgement during the product development process.

Coursework will be largely experiential in nature and rely on research, observation, analysis, and application.

## LEARNING OBJECTIVES

Upon successful completion of this course, you will be able to:

- Acquire methodologies for field research in fashion trend forecasting
- Apply outcomes from field research in order to create a forecast proposal for a company
- Articulate persuasive conclusions, in written and oral formats, for the company

## SECTION II: Instructor & Course Details

### INSTRUCTOR DETAILS

<b>Name:</b>	TBA
<b>Contact Information:</b>	TBA
<b>Term:</b>	SEMESTER

### ATTENDANCE POLICY

This class will meet once weekly for 150 minutes each session. All students are expected to arrive on time and prepared for the day's class session.

CEA enforces a mandatory attendance policy. You are therefore expected to attend all regularly scheduled class sessions, including any field trips, site visits, guest lectures, etc. that are assigned by the instructor. The table below shows the number of class sessions you may miss before receiving a grade penalty.

ALLOWED ABSENCES – SEMESTER		
Courses Meeting X day(s) Per Week	Allowed Absence(s)	Automatic Failing Grade at X <sup>th</sup> absence
Courses meeting 1 day(s) per week	1 Absence	4 <sup>th</sup> Absence

For every additional absence beyond the allowed number, your final course grade will drop down to the subsequent letter grade (ex: A+ to A). As a student, you should understand that the grade penalties will apply if you are marked absent due to tardiness or leaving class early. In the table below, you will find the grade penalty associated with each excessive absence up to and including automatic course failure.

ATTENDANCE DOCKING PENALTIES				
Absence	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
Penalty	No Penalty	0.5 Grade Docked	1 Grade Docked	Automatic Failure
HIGHEST POSSIBLE GRADE AFTER ATTENDANCE PENALTIES				
Grade	A+	A	A-	F

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CEA does not distinguish between excused and unexcused absences. As such, no documentation is required for missing class. Similarly, excessive absences, and the grade penalty associated with each, will not be excused even if you are able to provide documentation that shows the absence was beyond your control. You should therefore only miss class when truly needed as illness or other unavoidable factors may force you to miss a class session later on in the term.

## GRADING & ASSESSMENT

The instructor will assess your progress towards the above-listed learning objectives by using the forms of assessment below. Each of these assessments is weighted and will count towards your final grade. The following section (Assessment Overview) will provide further details for each.

<b>Class Participation</b>	<b>10%</b>
<b>Source List, Budget &amp; Timeline</b>	<b>10%</b>
<b>Group Project Paper</b>	<b>20%</b>
<b>Midterm Presentation</b>	<b>10%</b>
<b>Trend Boards &amp; Book</b>	<b>20%</b>
<b>Final Paper</b>	<b>10%</b>
<b>Final Presentation</b>	<b>20%</b>

The instructor will calculate your course grades using the CEA Grading Scale shown below. As a CEA student, you should understand that credit transfer decisions—including earned grades for courses taken abroad—are ultimately made by your home institution.

CEA GRADING SCALE			
Letter Grade	Numerical Grade	Percentage Range	Quality Points
A+	9.70 – 10.0	97.0 – 100%	4.00
A	9.40 – 9.69	94.0 – 96.9%	4.00
A-	9.00 – 9.39	90.0 – 93.9%	3.70
B+	8.70 – 8.99	87.0 – 89.9%	3.30
B	8.40 – 8.69	84.0 – 86.9%	3.00
B-	8.00 – 8.39	80.0 – 83.9%	2.70
C+	7.70 – 7.99	77.0 – 79.9%	2.30
C	7.40 – 7.69	74.0 – 76.9%	2.00
C-	7.00 – 7.39	70.0 – 73.9%	1.70
D	6.00 – 6.99	60.0 – 69.9%	1.00
F	0.00 – 5.99	0.00 – 59.9%	0.00
W	Withdrawal	N/A	0.00
INC	Incomplete	N/A	0.00

## ASSESSMENT OVERVIEW

This section provides a brief description of each form of assessment listed above. Your course instructor will provide further details and instructions during class time.

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**Class Participation (10%):** Student participation is mandatory for all courses taken at a CEA Study Center. The instructor will use the rubric below when determining your participation grade. All students should understand that attendance and punctuality are expected and will not count positively toward the participation grade.

CLASS PARTICIPATION GRADING RUBRIC	
Student Participation Level	Grade
You make major & original contributions that spark discussion, offering critical comments clearly based on readings, research, & theoretical course topics.	<b>A+</b> (10.0 – 9.70)
You make significant contributions that demonstrate insight as well as knowledge of required readings & independent research.	<b>A/A-</b> (9.69 – 9.00)
You participate voluntarily and make useful contributions that are usually based upon some reflection and familiarity with required readings.	<b>B+/B</b> (8.99 – 8.40)
You make voluntary but infrequent comments that generally reiterate the basic points of the required readings.	<b>B-/C+</b> (8.39 – 7.70)
You make limited comments only when prompted and do not initiate debate or show a clear awareness of the importance of the readings.	<b>C/C-</b> (7.69 – 7.00)
You very rarely make comments and resist engagement with the subject. You are not prepared for class and/or discussion of course readings.	<b>D</b> (6.99 – 6.00)
You make irrelevant and tangential comments disruptive to class discussion. You are consistently unprepared for class and/or discussion of the course readings.	<b>F</b> (5.99 – 0.00)

**Group Project Paper (20%):** In groups of 3 to 4 students, you will identify/select a project for applied trend research. You will articulate the company’s identity, its needs for trends, and frame the field of your research using the methodologies outlined in class (e.g. trends, lifestyle). Your findings must be verified and articulated in a coherent manner in the form of a 6-8 page group paper (illustrations not counted)

**Midterm Group Presentation (10%):** As a group you will present in front of the class the state of your work. The objectives, the field and the methodology of your research must be clear. At the conclusion of your presentation you will moderate a Q&A session in order to get constructive feedback, from your classmates and instructor, on the progress of your research and findings.

**Source List, Budget & Timeline (10%):** Within your group you will catalogue appropriate sources of trends (street observation, fairs, exhibitions), their price and efficiency, and publication date. These venues, events and publications will define the scope of your research. Your findings will include a budget and a timeline.

**Trend Boards & Book (20%):** As a group you will analyse and condense your research into conclusions of future trends. With these you create physical trend boards for general, inspirational consumer trends. The group project will be graded collectively. In addition, you will individually create a digital trend book of specific product trends for your next collection. The individual project will be evaluated individually.

**Final Paper (10%):** You will hand in your complete paper (project, source list, timeline, reflection journal) which will incorporate the feedback from the midterm presentation.

**Final Presentation (20%):** The final presentation is a mock exercise during which you will present your trends as if you were **persuading the board of your company**. You will be graded on your professionalism, as well as the coherence and completeness of your project.

## REQUIRED READINGS

Reading assignments for this course will come from the required text(s) and/or the selected reading(s) listed below. All required readings—whether assigned from the text or assigned as a selected reading—must be completed according to the due date assigned by the course instructor.

- I SELECTED READING(S):** The selected readings for this course are listed below. You will not need to purchase these readings; the instructor will provide these selected readings to you in class (either in paper or electronic format).

Eundeok, Kim & Ann Marie Fiore. *Fashion Trends: Analysis and Forecasting (Understanding Fashion)* Bloomsbury (2<sup>nd</sup> edition). Oxford, New York: Berg, 2011, 192pp.

Frost & Sullivan. *MegaTrends Defining our Future: Are you Ready?* October 2020. 30pp.  
Retrieved from: <https://www.thegeniusworks.com/wp-content/uploads/2016/01/Megatrends-2025-Frost-and-Sullivan.pdf>

Lynch, A. & Mitchell D. Strauss. *Changing Fashion: A Critical Introduction to Trend Analysis and Cultural Meaning*. Oxford, New York: Berg, 2007, 189pp.

National Intelligence Council. *Global Trends 2030: Alternative Worlds*. December 2012. 160pp.  
Retrieved from: [https://www.dni.gov/files/documents/GlobalTrends\\_2030.pdf](https://www.dni.gov/files/documents/GlobalTrends_2030.pdf)

Raymond, Martin, *The Trend Forecasters Handbook* (2<sup>nd</sup> edition). London: Laurence King Publishing, 2019, 240pp.

Rouso, Chelsea. *Fashion Forward: A Guide to Fashion Forecasting* (2<sup>nd</sup> edition). New York: Fairchild Books, 2018, 210pp.

## ADDITIONAL RESOURCES

In order to ensure your success abroad, CEA has provided the academic resources listed below. In addition to these resources, each CEA Study Center provides students with a physical library and study areas for group work. The Academic Affairs Office at each CEA Study Center also compiles a bank of detailed information regarding libraries, documentation centers, research institutes, and archival materials located in the host city.

- **UNH Online Library:** As a CEA student, you will be given access to the online library of CEA's School of Record, the University of New Haven (UNH). You can use this online library to access databases and additional resources while performing research abroad. You may access the UNH online library [here](#) or through your MyCEA Account. You must comply with UNH Policies regarding library usage.
- **CEAClassroom – Moodle:** CEA instructors use Moodle, an interactive virtual learning environment. This web-based platform provides you with constant and direct access to the course syllabus, daily schedule of class lectures and assignments, non-textbook required readings, and additional resources. Moodle includes the normal array of forums, up-loadable and downloadable databases, wikis, and related academic support designed for helping you achieve the learning objectives listed in this syllabus.

During the first week of class, CEA academic staff and/or faculty will help you navigate through the many functions and resources Moodle provides. While you may print a hard copy version of the

syllabus, you should always check Moodle for the most up-to-date information regarding this course. The instructor will use Moodle to make announcements and updates to the course and/or syllabus. It is your responsibility to ensure that you have access to all Moodle materials and that you monitor Moodle on a daily basis in case there are any changes made to course assignments or scheduling.

To access Moodle: Please log-in to your MyCEA account using your normal username and password. Click on the “While You’re Abroad Tab” and make sure you are under the “Academics” sub-menu. There you will see a link above your schedule that says “View Online Courses” select this link to be taken to your Moodle environment.

- **Online Reference & Research Tools:** The course instructor has identified the resources below to assist you with understanding course topics. You are encouraged to explore these and other avenues of research including the databases available via the UNH online library.

<https://www.wgsn.com>

<https://www.nellyrodi.com>

<https://www.trendtablet.com>

<https://www.peclersparis.com>

<https://www.fashionsnoops.com>

COURSE CALENDAR			
<i>FASHION TREND FORECASTING &amp; ANALYSIS</i>			
SESSION	TOPICS	ACTIVITY	READINGS & ASSIGNMENTS
1	<p><b>Course Introduction</b> Review Syllabus &amp; Assignments</p> <p><b>Key Concepts</b> Trend &amp; style, socio styles, life styles</p> <p><b>Trend Research</b> Markets &amp; Actors</p>	<p>Course Overview</p> <p>Lecture &amp; Discussion</p> <p>Exercise</p>	<p><b>Readings:</b> Raymond, pp. 10 – 31</p>
2	<p><b>Methodology of Field Research &amp; Documentation</b> Street observation, fairs, exhibitions</p>	<p>Lecture &amp; Exercise</p>	<p><b>Readings:</b> Raymond, pp. 32 – 65</p> <p><b>Article reading</b> NIC <a href="#">Global Trends, Alternative Worlds</a></p>
3	<p><b>Field Research – Fashion Fairs</b> Visit of Who's Next &amp; Première Classe fashion fairs</p>	<p>Field research, documenting trend research</p>	<p><b>Readings:</b> Lynch, pp. 13 - 34</p>
4	<p><b>Workshop</b> Buyers Trends for the ongoing season</p> <p><b>Forms of Trends</b> Mega-, market-, niche and product trends Targets, clients and actors of trend research. Past, present &amp; future of trend research</p> <p><b>Briefing for Research Project</b></p>	<p>Workshop</p>	<p><b>Readings:</b> Eundeok, pp. 71 – 96</p> <p><b>Article Reading</b> Frost &amp; Sullivan <a href="#">Megatrends</a></p> <p><b>*Assignment: Submit field research findings</b></p>

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5	<p><b>Parameters of Trend Research</b> Processes of trend research, establishing utility Defining parameters, identifying the field &amp; research goals</p>	Lecture & Workshop	<p><b>Readings:</b> Eundeok, pp. 45 – 70</p>
6	<p><b>Fashion Week Field Research</b> Visit Tranoï Search and document future trends on sites of Première Vision and Tex World Visit online trend conferences</p>	Field research	<p><b>Readings:</b> Lynch, pp. 33 – 8</p>
7	<p><b>Workshop</b> Documentation of main fashion trends for the coming season Analysis and documentation of field research</p>	Workshop	<p><b>Readings:</b> Lynch, pp. 81 – 10</p> <p><b>*Assignment: Submit project paper for questions</b></p>
8	<b>MIDTERM PRESENTATIONS</b>		
9	<p><b>Development of Trends Forecasting</b> Trends from street to high fashion Trends from high fashion to the street Cultural crossings &amp; ricochet</p>	Lecture & Exercise Midterm Presentation Feedback	<p><b>Reading:</b> Raymond, pp. 118 – 145</p> <p><b>*Assignment: Submit field research on aspirational target groups. Sources List, Budget and timeline</b></p>
10	<p><b>Filtering Information</b> Selecting significant photos, words, colours Creating visual dialogue &amp; stories Identifying precise visual statement for a target group</p>	Lecture & Workshop	<p><b>Reading:</b> Raymond, pp. 146 – 170</p> <p><b>* Assignment: have all trend research ready: physical (magazine &amp; brochures) and digital</b></p>

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11	<b>Analog Layout and Inspirational Trends</b> Targeting, design, analog tools Establishing trend boards	Workshop	<b>Reading:</b> Raymond, pp. 170 – 203
12	<b>Digital Layout &amp; Product Trend</b> Trend book layout in Photoshop Structuring Powerpoint for visual trends	Lecture & Workshop	<b>Reading:</b> Lynch, pp. 143 – 160  <b>* Submit Trend Boards ready for peer review</b>
13	<b>Oral Presentation</b> Speaking, discussing, convincing, deciding Guiding a trend meeting & presenting trends Differentiating conferences, marketing and R&D meetings	Lecture & Workshop	<b>Readings:</b> Lynch, pp. 97 – 118 (21)  <b>* Submit digital Trend Book for peer review</b>
14	<b>Group Dynamics &amp; Collaboration</b> Bruce Tuckman Group Dynamics Model Future of Trend Forecasting Digital forecasting Models AI / Predictive Modeling	Lecture & Workshop	<b>Reading:</b> Eundoek, pp. 143 – 160  <b>* Submit Trend Boards and Trend Book</b> <b>* Submit Final Paper 3 days after final presentation</b>
15	<b>FINAL PRESENTATIONS</b>		

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## SECTION III: CEA Academic Policies

The policies listed in this section outline general expectations for CEA students. You should carefully review these policies to ensure success in your courses and during your time abroad. Furthermore, as a participant in the CEA program, you are expected to review and understand all CEA Student Policies, including the academic policies outlined on our website. CEA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. For the most up to date policies, please review the policies on our website.

Class & Instructor Policies can be found [here](#)

General Academic Policies can be found [here](#)