Fashion Trend Analysis

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Fashion trend research & analysis

• Assignment #2 (Due **November 5**, Max=100 pts)
• Fashion Trend Research & Analysis
  • Choose 1 apparel item (i.e. Jeans) and search at least 3 apparel companies that relate to the apparel item.
  • Compare the 3 apparel companies of pricing range (better/m moderate/ etc.), garment style, colors, fabrics, designs, and detail of target consumers (i.e. life style, age, sex, etc.).
  • Include the apparel item pictures and the information of company names, websites, and references.
• Include at least 3 references, use APA style. It should be typed: 3~4 pages (including pictures), single space, font size 12 pts.
Fashion Trends (=Directions)

• Fashion Trends
  ◦ Fashion Trends are the directions in which fashions are moving.
  ◦ Fashions are not static. There is Always Movement that has a direction.
  ◦ The ability to recognize that direction (trend) is vital to fashion practitioners.

Forecasting Fashion Trend

• Trend analysis
  ◦ Resources:
    • Runway, Fashion week, Trade shows, Magazines, On the street, Retail, Trend report.
  ◦ Analysis:
    • Color direction
    • Textile direction- e.g. The use of fiber and textile design.
    • Apparel Category- e.g. Silhouette, Length, and Detail.
    • Consumer life style
Trend analysis example:

F/W 2015-16
TURTLENECKS

Resource from WeConnectFashion.com

Trend analysis example:

F/W 2015-16
MIDI SKIRT

Resource from WeConnectFashion.com
Trend analysis example:

F/W 2015-16
WIDE LEG PANTS

Resource from WeConnectFashion.com

Fashion trend analysis

Choose 1 Apparel item

Select three Apparel companies

Analysis and Comparison

- Pricing range
- Style
- Garment Design
- Colors
- Fabrics, Fit, Quality
- Target consumers
- Time
Fashion Trend Analysis

• Choose 1 apparel item
• Item:
  ▫ Jeans
  ▫ Pants
  ▫ Dress
  ▫ Accessory (Handbag)
  ▫ Jacket
  ▫ Coat
  ▫ Suits

Search apparel companies

• Search apparel companies who designed the specific apparel item.

• Choose 3 apparel companies

  • NeimanMarcus:
    ▫ http://www.neimanmarcus.com
  • Saksfifthavenue:
    ▫ http://www.saksfifthavenue.com
  • Nordstrom:
    ▫ http://shop.nordstrom.com
  • Jcpenney:
    ▫ http://www3.jcpenney.com
  • BananaRepublic:
    ▫ http://www.bananarepublic.com
  • Betsey Johnson:
    ▫ http://www.betseyjohnson.com/shop_betsey_johnson.html
Fashion Trend Analysis Example

Apparel Item: Dress

Example Item: Dress 1

- Company: ABS by Allen Schwartz
- Target Consumer: Missy
- Price range: Bridge-Better ($400)
- Design
  - Style: Romantic
  - Silhouette: High waist, H, Rectangle
  - Color: Dark green
  - Texture/pattern: Rough N/A
  - Fabric: Silk 100%
  - Details/Trims:
    - Sweetheart neckline. Ruffles.

Figure 2: Juicy couture dress (Bloomingdales.com, 2010 November).
Example Item: Dress 2

- Company: Donna Karan
- Target Consumer: Missy
- Price range: Designer ($3295)
- Design:
  - Style: Elegant
  - Silhouette: A line, natural waist
  - Color: Dull gray and ivory
  - Texture/Patterns: Mixed print
  - Fabric: 100% silk
  - Details/Trims:
    - Asymmetric handkerchief hem
    - Crossover front pinched at waist
    - Halter neck with full length sash

Figure 2: Donna Karan Dress (Neimanmarcus.com, 2013 November).

Example Item: Dress 3

- Company: BCBG
- Target Consumer: Missy
- Price range: Bridge-Better ($448)
- Design
  - Style: Contemporary
  - Silhouette: A line, natural waist
  - Color: Black
  - Texture/pattern: Inset Pattern
  - Fabric: Polyester
  - Details/Trims:
    - Round neck, sleeveless, sequin lace shoulders and center inset.

Figure 3: BCBGMAXAZRIA dress (Bloomingdales.com, 2013 November).
Example Item: Dress 4

- **Company:** Oscar de la Renta
- **Target Consumer:** Missy
- **Price range:** Designer ($12,000)
- **Design**
  - Style: Classic
  - Silhouette: hourglass, slightly high waist with full extreme volume skirt.
  - Color: Silver grey
  - Texture/pattern: Inset Pattern
  - Fabric: Silk
  - Details/Trims:
    - Sleeveless Embellished Ball Gown

Figure 4: Oscar de la Renta (Nimanmarcus.com, 2014 November).

Analyze by identifying:

- **Manufacturing categories**
  - Missy/Women/Men/Children/Junior....
  - Price ranges (Use proper terms).
- **Target consumers:**
  - Life style, age, gender, location, sizes
- **Garment Style**
- **Designs**
- **Fabrics and Quality**
- **Colors**
- **Fit**
Example: Apparel Item (Dress)

Organize information

Table 1: Comparison of apparel item price range and styles

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<tbody>
<tr>
<td>Price range</td>
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<td>Better</td>
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<td>Target consumers</td>
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Description (Report)

• Compare their price ranges, qualities, colors, fabrics, designs, styles
  ▫ Describe design elements and design principles.
• Which is more fashion innovation?
  ▫ High fashion or Mass fashion?
• Think about fashion cycle, Which company showed more fashion innovation
  ▫ Beginning stage?
  ▫ Which is the most popular (Peak stage)?
  ▫ Which is in declining stage?
  ▫ Is it classic style?
• Overall fashion trends are Avant-garde fashions? Or, Fashion forward?

Fashion Trend Analysis
Example

Apparel Item: Jeans
Example: Jeans 1

- Company: Gap
- Style: Wide leg trouser jean
- Target consumer:
  - Missy
- Price Range:
  - Moderate ($70)
- Design:
  - Style: Wide leg opening
  - Silhouette: A line, Sits low on the waist, straight through the hip and thigh.
  - Color: Dark wash.
  - Texture/Patterns: --
  - Fabric: 100% Cotton
  - Details/Trims:---

Figure 1. Jean by Gap (Gap.com, 2008 November).

Example: Jeans 2

- Company: YMI
- Target consumer:
  - Junior
- Price range:
  - Budget ($29)
- Design:
  - Style: Vintage
  - Silhouette: A line, Low-rise, Flare Leg
  - Color: Light wash
  - Texture/Patterns: whisker lines across front add vintage appeal
  - Fabric: 100% Cotton
  - Details/Trims:---

Figure 2. Jeans by YMI (JCpenney,2009 November).
Example: Jeans 3

- Company: Gap
- Target consumer:
  - Missy
- Price Range:
  - Better ($59)
- Design:
  - Style: Forever Skinny Jean
  - Silhouette: Slim/Natural body, Mid rise, Skinny in the hip and thigh to fit.
  - Color: Medium wash.
  - Texture/Patters: whisker lines
  - Fabric: 100% Cotton
  - Details/Trims: Contoured waistband.
  - Premium stretch denim jeans retain their shape.
- Fabric & Quality:
  - 100% Cotton

**Figure 3. Jean by Gap**
(Gap.com, 2010 November)

Example: Jeans 4

- Company: True Religion
- Target Consumer: Missy
- Price range: Bridge-Better ($200)
- Design
  - Style: Contemporary
  - Silhouette: Slim (boot cut)
  - Color: Dark deep blue
  - Texture/pattern: Very subtly faded wash
  - Fabric: 100% cotton
  - Details/Trims:
    - button flap pockets, contrast stitching, copper and silver hardware.

**Figure 4: True Religion**
(Bloomingdales.com, 2011 November)
Example: Jeans 5

- Company: 7 For All Mankind
- Target Consumer: Missy
- Price range: Bridge-Better ($215)
- Design
  - Style: Contemporary
  - Silhouette: Skinny (Natural body)
  - Color: Dark laser color variations
  - Texture/pattern: Overlay laser-precise print
  - Fabric: 100% cotton
  - Details/Trims:
    - Button/zip front belt loops
    - Five pocket style

Figure 5: 7 for All Mankind (Neimanmarcus.com, 2013 November).

Example: Jeans 6

- Company: INC
- Target Consumer: Missy
- Price range: Better ($70)
- Design
  - Style: Contemporary
  - Silhouette: Skinny, Curvy fit jean
  - Color: Dark Blue
  - Texture/pattern: wash with whickering
  - Fabric: Cotton/Spandex
  - Details/Trims:
    - Mid rise: waistband sits below natural waist
    - Five-pocket styling

Figure 6: INC (Macys.com, 2014 November).
Analyze by identifying:

- Manufacturing categories
  - Missy/Women/Men/Children/Junior....
  - Price ranges (Use proper terms).
- Target consumers:
  - Life style, age, gender, location, sizes
- Garment Style
- Designs
- Fabrics and Quality
- Colors
- Fit
- Time

Example Item: Jeans (by Time line)
Organize information

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Next Class

• Submit Assignment #2 (Nov. 5th Wednesday)