

SYLLABUS
BA IN FASHION MARKETING AND PROMOTION
SEMESTER – V

FASHION FORECASTING

Sub. Code: BFMP 503

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Fashion Forecasting Process

Introduction to Fashion; Fashion Trends; Fashion Forecasting; Forecasting in Apparel Planning and Scheduling.

Unit 2: Introducing Innovation

Characteristics of an Innovation; the Consumer Adoption Process; Fashions, Fads, and Classics; Consumer Segmentation.

Unit 3: Direction Change

Fashion Movement; Theories of Fashion Change; Directional Theories of Fashion: Change in Tandem, Model of Vertical Flow.

Unit 4: Color Forecasting

Dimensions of the Color Story; Color in Marketing; Consumers and the Psychology of Color; the Language of Color; Color Names; Forecasting with Color Cycles; Color Research; Sources for Color Ideas and Palettes.

Unit 5: Textile Development

Fashion in Fiber and Fabric; Sources of Innovation in Textile Development; Fabric Fairs and Trade Shows; Fabric Libraries.

Unit 6: Design and Style Directions

the Fashion Geography; Collections on the Runway; Different Designers with the Same Design Concept.

Unit 7: Consumer Research

Fashion Brands; Retail Formats: Emergence of Catalogs, TV Shopping and Online Shopping; Relational Marketing; Demographics: Geodemographics, Demographics and Preferences; Preferences with Ethnicity, Gender and Income.

Unit 8: Sale Forecasting

Real Time Marketing; Sales Forecasting Basics; Sales Forecasting Methods; Sales Forecasting in Context.

Unit 9: Presenting the Forecast

Presentation Design as a Creative Process; Transforming Data into Information and Knowledge; Trend Reporting; Trend Map; Presentation Techniques.

Suggested Readings:

1. Fashion buying, Helen Goworek, Wiley-Blackwell.
2. Fashion art for the Fashion Industry, Rita Gersten, Fairchild Books.
3. Fashion Forecasting: a Mystery or a Method? Rita Perna, Images Publishing Group.
4. The Fashion Design Manual, Pamela Stecker, Macmillan Education.