

A STUDY ON FASHION FORWARD AND CONCEPTUAL ANALYSIS OF TREND

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Abstract: Globalization is the main reason for becoming people for fashionable. Fulfilling the demand for a large fashion community huge number of fashion houses or boutique houses is launched. Those fashion houses do remarkable job for their context. Many designers are personally open their fashion houses. All the fashion houses designers are continuously trying to give new design for their customer. It's a most challenging part to design a new thing for every new season and every new-year. For this reason, styling and forecasting is very necessary for fashion designer. Fashion forecasting is focuses on upcoming trends. A fashion forecaster predicts all the colours, fabrics, textures, materials, prints, beauty/grooming, accessories, footwear, street style styles that will be presented on the fashion shows and in the stores for the upcoming seasons. The concept applies not to one, but all levels of the fashion industry. The purpose of this research is to establish or set a new trend which will be accepting for people for long period of time.

Key words: Fashion trends, Fashion forecasting, Trend forecasting, Trend analysis

Introduction: Fashion and trend analysis plays a vital role in the fashion industry and in brand development. The business is continually looking ahead for forecasting about identifying, evaluating and predicting growth in the industry target markets as well as developing brands through promotion and retail. Forecasting skills are used in a diverse range of activities, such as seasonal change, newly launched products, display, garment, agencies or store concessions.

Analysis of developments, trends in markets will enable you to influence the future direction of fashion and style based product through your understanding of the mechanics of the fashion cycle and its application to the fashion industry.

It will introduce the fashion forecasting and its application to the inspired designing industries.

To set a trend means to do something that becomes accepted or fashionable by people and that a lot of other people copy.

Fashion forecasting: Fashion forecasting is that the prediction of mood, behaviour and buying habits of the buyer. It is not an issue of identifying the purchasers by age, geography or income, but looking into how and why they buy, supported their mood, beliefs and the occasion.

Fashion may be a style that's popular in present or a group of trends that are accepted by a good of audience. But fashion itself is far from simple. Fashion may be a complex phenomenon from psychological, sociological, cultural or commercial point of view. Fashion trends are the styling ideas where major collections have in common. They indicate the direction during which the style is moving. Fashion forecasters search for styles they think that are prophetic, ideas that capture the mood of the days and signal a replacement fashion trend.

The fashion system has spread across all other sectors, from cosmetics to cars via politics and the sports. All sectors finds fashion as an endless source of inspiration. Gilles Lipovetsky points out that the more the style society develops, the less importance are going to be given to the affordability of clothes! To hold on to its role as a pioneer and enhance its brand image, fashion has got to still innovate.

Forecasting the longer term demand for particular styles, fabrics and colours is a crucial aspect of the style industry. Textile specialists work two years ahead to work out the overall guidelines for every fashion season. Fashion forecasting is a crucial activity to make sure that the method of observation associated with short and future planning are often supported sound and rational deciding and not hype. Forecasting can bridge the gap between ambiguous, conflicting signs and therefore the action taken by the planning team. "Fashion forecasting combines theories of fashion changes with the tactic of organizing and analysing the knowledge and synthesizing the data into actionable forecasts." (Brannon 2000) Forecasting could also be a creative process that can be understood, practiced and applied in every sources. Forecasting provides how for executives to expand their brooding about changes, through anticipating the longer term and projecting the likely outcomes.

Short-term forecasting: Short-term forecasting focuses on the current events both domestically and internationally as well as pop culture in order to identify the possible trends that can be communicated to the customer through the seasonal colour palette, fabrics and silhouette stories. It gives fashion a contemporary twist to a classic look that intrigues our eyes. Some important areas to follow when scanning the environment are current affairs, art, sports, science and technology. Short-term forecasting can also be considered as fad forecasting.

Long-term forecasting: Long-term forecasting is that the process of analysing and evaluating trends which will be identified by scanning a spread of sources for information. It is a fashion which will lasts over two years. When scanning the market and therefore the consumers, fashion forecasters must follow demographics of certain areas, both urban and suburban, also as examine the impact on retail and its consumers thanks to the economy, form of government, environment, and culture. Long-term forecasting seeks to identify: major changes in international and domestic demographics, shifts within the apparel industry along side market structures, consumer expectations, values, and impulsion to shop for, new

developments in science and technology, and shifts in the economic, political, and cultural alliances between certain countries. There are many specialized marketing consultants that specialise in long-term forecasting and attend trade shows and other events that notify the industry on what's to return. Any changes in demographics and psychographics that are to affect the consumer's needs and which may influence a company's business and particular niche market are determined.

Responsibility of Trend Forecasting: Each retailer's trend forecasting varies and is especially dependent upon whether the corporate may be a wholesale brand or private label developer. Every season, there are hundreds of designers showing breath-taking collections where an average consumer will never see. What does matter is who sees them—the in-house designers and buyers at fast fashion retailers, folks that are paying close attention, identifying and predicting which styles, patterns and cuts will appeal to the average woman."

Larger companies have their own trend departments where they follow the styles, fabrics, and colours for the upcoming seasons. This can even be mentioned as vertical combination. A company with its own trend department features a better advantage than those that don't because its developers are ready to work together to make a unified look for their sales floor. Each seasonal collection offered by a product developer is that the results of trend research focused on the target sell has defined for itself.

Product developers may offer anywhere from two to 6 seasonal collections per annum, counting on the impact of fashion trends during a particular product category and price point. Women's wear companies are more sensitive to the whims of fashion and should produce four to 6 lines a year. Men's wear companies present two to four lines a year, and children's wear companies typically present three to four seasonal collections. For each season a set is meant by the merchandise developers and is predicated on a selected theme, which is linked to the colour and fabric story.

A merchandiser also plays a key role within the direction of upcoming trends. Different from developers, merchandisers have far more experience in buying and are knowledgeable in what consumers are going to be trying to find. The designer takes the actual trends then determines the styles, silhouettes and colours for the road and garments while creating an overall theme for the actual season.

Individual bloggers also contribute to fashion forecasting and influence designers and merchandise teams.

Trend analysis: Trend analysis is a technique used in technical analysis which attempts to predict the future stock price movements based on recently observed trend data. Trend analysis is based on the idea that what has happened in the past gives traders an idea of what will happen in the future. There are three main types of trends: short-, intermediate- and long-term.

- Trend analysis tries to predict a trend, such as a bull market run, and then ride that trend until data suggests a trend reversal, such as a bull-to-bear market.

- Trend analysis is based on the idea that what has happened in the past gives traders an idea of what will happen in the future.

- Trend analysis focuses on three typical time horizons: short-; intermediate-; and long-term.

The evolution of trend forecasting: When fashion shows evolved into true spectacles for apparel industry insiders and photographers beginning within the 1960s, the principles of the market were already being set. Buyers and forecasters will attend the shows where they would note the trends which designers had chosen for the upcoming fashion year, and these experts would create trend reports for the mass market. Larger retailers, notably department shops, would base their collections on this information from the foremost exclusive runway shows in Paris, London, Milan, and New York and magazines then diffused the must-have trends to the general public.

Depending on one's methods, it is the act of predicting fashion trends including colors, fabrics, silhouettes, patterns, styles, and more for clothing collections in upcoming seasons.

Fashion weeks and their role in trend prediction: In normal times, Fashion Weeks are another goldmine of opportunity for foreseen trend setters, sources flowing both from the runway and the streets. Yet, luxury brands have trouble knowing to what degree a product or look will achieve the wake of Fashion Week, especially now that these events became increasingly democratized.

Social media is the first place where attenders, industry insiders, and brand followers post their thoughts on the given collection. Never before brands have given direct, real-time access to their customers' thoughts and feelings on particular products and collections. Image recognition technology and hashtag detection provides information about the predictability and desirability of products to fashion brands and buyers equally, which improves the marketing, merchandising, and communication projection.

The relationship between fashion trends and social media:

The difference in today is as simple as social media. It is sensible for the buyer to possess more say in what trends live or die nowadays. Consumer consumption rates are higher than ever, and it has both a cause and an effect, trends phase in and out rapidly. Who is wearing what on social media, and which celebrity wore this or that on the street, are just as powerful among consumers and teenagers as fashion shows themselves. When Katie Holmes wore an off-the-shoulder cardigan while hailing a taxi in New York, the internet went wild, and several months later, one of summer 2020's top trends became the "sexy cardigan."

The way that brands communicate on social media plays their success among the consumers, as well. Social media presence directly impacts trends because it's such an immediate line to the buyer. As such, part of what trend forecasting takes into account are these interactions between brands and their customers will predict the direction of market trends.

More than 100 million images and 400 million stories are shared each day on Instagram alone. Influencers and non-influencers alike provide free and sponsored visibility to brands when they post their newest bag or shoe, for example, and social media users pay attention to this behaviour. Brands themselves now advertise and create followings on Instagram: for example, Chanel was once named as the most influential luxury brand on social media, with more followers on Instagram than any other luxury brand. Digitally native brands are rising in numbers, as well, creating universes exclusively on social channels and leaving behind traditional brick-and-mortar stores.

With so many inputs of information by social channels, it can be complicated for brands to always know what's relevant, what is not, and what will last and what will not. Social media has a long list of effects on the market and consumer behaviour, including:

- Amplifying, accelerating and spreading the viral buzz
- Increasing the time-to-time market pressure
- Making it harder for brands to predict the product's lifecycle

Brands need to be able to anticipate trends – but only if they have the right tools to make sense of these data.

Forecasting tasks:

1. Problem definition:

Often this is the most difficult part of forecasting. Defining the problem carefully requires an understanding the way of how the forecasts will be used, who requires the forecasts, and how the forecasting function fits within the organisation requiring the forecasts. A forecaster needs to be in contact to everyone who will be involved in collecting data, maintaining databases, and using the forecasts for future planning.

2. Gathering information:

There are always at least two kinds of information required: (1) statistical data, and (2) the accumulated expertise of the people who collect the data and use the forecasts. Often, it will be difficult to obtain enough historical data to be able to fit a good statistical model. In that case, the judgmental forecasting methods can be used. Occasionally, old data will be less useful due to structural changes in the system; then we may choose to use only the most recently used data. However, remember that good statistical models will handle evolutionary changes in the system; don't throw away good data unnecessarily.

3. Preliminary analysis:

Always start by graphing the data. There should be consistent patterns and significant trend that gives important to seasonality. Business cycle forecasting is suggested to make business survey information useful in predicting changes in industrial production. There are outliers within the data that require to

be explained by those with expert knowledge and how strong these relationships among the variables available for analysis are analysed. These kind of various tools have been developed to help with this analysis.

4. Choosing and fitting models:

The best model to use depends on the availability of historical data, the strength of relationships between the forecast variable and any explanatory variables, and the way in which the forecasts are to be used. It is common to compare two or three potential models. Each model is itself an artificial construct that is based on a set of assumptions (explicit and implicit) and usually involves one or more parameters which must be estimated using the known historical data. We will discuss regression models, exponential smoothing methods, Box-Jenkins ARIMA models, Dynamic regression models, Hierarchical forecasting, and several advanced methods including neural networks and vector auto regression.

5. Using and evaluating a forecasting model:

Once a model has been selected and its parameters are estimated, it is used to make the forecasts. The performance of the model can only be properly evaluated after the info for the forecast period became available. A number of methods are developed to assist in assessing the accuracy of forecasts. There are also organisational issues in handling and acting on the forecasts. When employing a forecasting model in practice, numerous practical issues arise like the way to handle missing values and outliers, or the way to affect short statistic.

Conclusion:

At contemporary, with the design increasingly vogue, more and more advanced consciousness and innovative spirit are required in the design of fashion products. And conceptual trend is undoubtedly the most consistent with the development of this new trend of design, while the relevant research is still deficient. This paper attempts to understand the definition of fashion forward and the conceptual analysis of trend of fashion products, and analyses some principles and methods of carrying out the conceptual trend for upcoming season, and then constructs the theoretical framework of this design to guide the practice of design activities. The Fashion represents the development of social culture as a social phenomenon. In the meantime, based on the unlimited business potential of the conceptual trend for fashion product development, designers have realized practical significance of conceptual trend on fashion product. Constrained by space, this article for the concept of forecasting trend is just a matter of course, hope to get your correction.

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