



Shanghai University of Finance & Economics

2022 Summer Program

ART 300 Fashion Trend Analysis

Course Outline

Course Code: ART 300

Instructor: Troy Hul Arnold

Home Institution: Parsons School Of Fashion

Office Hours: by appointment

Email: hularnot@newschool.edu

Credit: 4

Class Hours: This course will have 52 class hours, including 32 lecture hours, professor 8 office hours, 8-hour TA discussion sessions, 4-hour review sessions.

Course Outline

In this course we will explore fashion trend analysis. We will learn to recognize fashion cycles, change-agents, and short- and long-term fashion trend patterns by researching and analyzing elements such as color, fabric, print, and silhouette. Other topics addressed will include: how to locate and analyze trend research, micro- and macro-trends that impact global and local fashion, and consumer behaviors. Students will conduct fieldwork by exploring fashion retailers and neighborhoods, and use their research findings to generate creative fashion forecast presentations. Upon successful completion of this course, students will understand the basic principles and methods of fashion trend forecasting.

Course Description:

In the span of 4 weeks students will learn how to identify, predict and report on future, and current trends. In this course we will learn how to construct storyboards that articulate our trend research



and analysis to create big picture targets that ultimately increase market productivity.

(Recommended reading): TBA

1. Fashion Forecasting (5th edition) NY, NY: Bloomsbury Publishing Lorynn R. Divita ISBN: 9781501338632
2. Fashion Forward: A Guide to Fashion Forecasting (2018) ISBN: 9781501328282 Fairchild Books C. Rousso
3. Sustainable Fashion: What's Next? (2015). ISBN: 9781628925333 Fairchild Books J. Hethorn & C. Ulasewicz
4. Fashion buying: From trend forecasting to shop floor (2017) UK: Bloomsbury Publishing Shaw & D. Koumbis

Materials and Supplies

1. Access to Microsoft Suite (PowerPoint, Word)
2. Access to Adobe Creative Suite (Acrobat, Photoshop, Illustrator)
3. Digital camera- Resolution 300dpi minimum
4. Library card or access

Online Industry Resources

WWD.com- Womens

Wear Daily

l2thinktank.com- Digital

and luxury news

multichannel.com-

Multichannel retailing news

bloomberg.com- Business news

businessoffashion.com- Fashion business

news and analysis hbr.org- Harvard

business review

nrf.com/news- National Retail

Federation new vmsd.com- Visual

Merchandising and Store Design

Pantone.com- Pantone Color



Forecasting

Grading & Evaluation:

A+:4.3——95-100

A :4.0——87-94

A -:3.7——82-86

B+:3.3——78-81

B :3.0——75-77

B -:2.7——71-74

C+:2.3——68-70

C :2.0——65-67

C -:1.7——61-64

D :1.0——55-60

E :0.0——49-54

X :0.0——0

Course Schedule:

Week1

1. Introduction to the course and class members
2. Introduction to forecasting

Review Homework Assignment

Week2

1. In class discussion of assignment
2. Visualization tools: fashion cycle, curve, long-wave phenomenon, cyclical fashion

Zeitgeist and innovation: consumer adoption process, consumer segmentation, trend evolutions

Week3

1. In class discussion of assignment
2. Direction of fashion change: trickle-theories

Forecasting methods: trend spotting, megatrends, long term forecasting, forecast reporting



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Week4

Studio Breakout

1. In class final presentation of trend report analysis. Students will present their findings based on extensive research, as a summary of all homework assignments.