



## **Hankuk University of Foreign Studies**

### **2023 Winter Session**

### **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 (5<sup>th</sup> 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

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 System (1 ~ 100)

The final score with be scaled and the scaled score with be used to assign a Course grade.



|               |             |
|---------------|-------------|
| A+ : 96 - 100 | A : 91 - 95 |
| B+ : 86 - 90  | B : 81 - 85 |
| C+ : 76 - 80  | C : 71 - 75 |
| D+ : 66 - 70  | D : 60 - 65 |
| Pa : Pass     |             |
| Fa : Fail     |             |

**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

**Week4**

**Studio Breakout**

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