Design It:
Fashion Forecasting

“One day you’re in, the next you’re out.”

-Heidi Klum

Maria Rothenberg, May 2008
Spring/Summer 09
Identify past trends.
Determine the causes of change in the past.
Determining the factors likely to affect trends in the future.
Determine the difference between past forecast and actual behavior.
Apply forecasting tools and techniques, paying attentions to issues of accuracy and reliability.
Follow the forecast to determine reasons for significant deviations from the predictions.
Revise focus when necessary.
Fall 08

cozy head wraps

fiber art jewelry

cinched waist looks
Fall 09

dresses > shades of gray
gray flannel dresses go anywhere a suit would go / architectural shapes / above knee lengths

denim > brand new
crisp new denim / curvy silhouettes sit at natural waist / cropped, cuffed or long + full

lettes > pretty stitches
ses / waist definition / ornamental stitchery