



Coach, 2016

<http://www.coach.com/show/campaign>

<http://www.vogue.com/fashion-shows/fall-2016-ready-to-wear/coach>

Fashion Cycle: Forecasting, Textile, Design, Manufacturing

<http://www.businessoffashion.com/articles/intelligence/textiles-drive-fashion>

<http://www.biography.com/people/alexander-mcqueen-541384#synopsis>

A decision: What to make?

Fashion Forecasting

Companies (both broad *and* focused in scope of forecasting) produce sites, fact sheets, or books of “fashion directions” for clients, usually 18-24 months in advance.

PROMOSTYL

International style and trend office



"TRENDBOOK SERVICES"

WHAT IS A TRENDBOOK?

- ▶ It's a tangible medium dedicated to fashion and design professionals in order to help them in developing their products and collections or to think about their development strategies
- ▶ Every season, PROMOSTYL defines 4 major trend directions, each is broken down by sector with creative and concrete design applications

Trendbooks

WHICH SECTORS ARE ANALYZED?

- ▶ Sociocultural evolutions, design, color trends and all sectors of the textile industry

To anticipate the fashion trends, research is conducted in the following areas:

- Lifestyles, attitudes, values
- Leisure and sports
- Street fashion, as well as designer fashion and haute couture
- Architecture, design, painting, literature
- Music, film
- Shops, catalogs
- Media
- Sports
- Ecology

Is Activewear the New Denim?

<https://www.businessoffashion.com/articles/intelligence/is-activewear-the-new-denim-lucas-hugh-lululemon-athleta>

But wait! Step back.



Cotton Incorporated

Get the latest Cotton Information delivered straight to your inbox

Enter Your Email Address

SIGN UP



Search

go

CORPORATE ▾

FIBER ▾

PRODUCT ▾

CONSUMER ▾

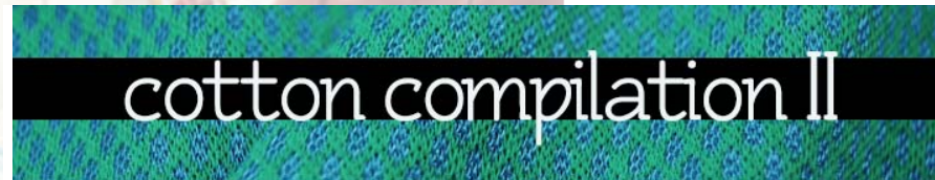
SUSTAINABILITY ▾



/Cotton Incorporated

a resource and partner you can trust to help you make outstanding cotton products

► DISCOVER



Inspirational cotton fabrics are the basis for the latest FABRICAST™ collection. Traditional constructions with added performance features, surface altering through laser and print techniques, menswear inspired stripes and updated French terry constructions lay the groundwork for an innovative collection.

For more information on these fabrics and how Cotton Incorporated can assist you in your fabric needs, please contact your Cotton Incorporated representative.

To view fabric close-ups and information, please click on the slideshow or individual images below.



/corporate

All about Cotton Incorporated, where it came from and what it is doing.



/fiber

Cotton farming practices, fiber management, testing, and standards.



/product

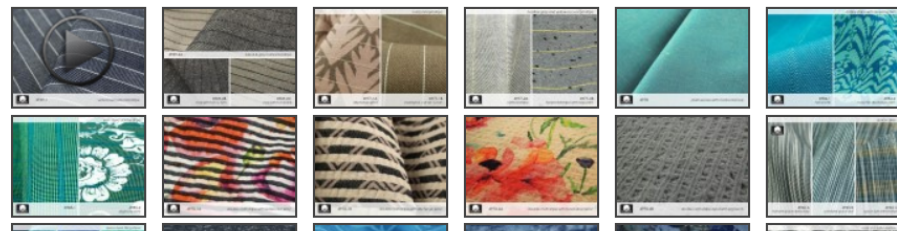
Spinners, textile mills and fabric and nonwoven markets.



/consumer

Creating der... cotton, deliv... innovative p...

Wovens





Fabric swatches for choosing/knowing fabric (before dyed)



Designers must know what fabrics are available.

Resident Buying Offices = Advisory Service Offices

- Color forecasts
- Trend forecasts
- Personal Consultations
- Newsletters
- Workbooks
- In person reviews of street styles



RETAIL'S TRUSTED ADVISOR

Unparalleled in our industry reach and expertise, we provide the knowledge and confidence needed to make important design, product development, merchandising and business decisions.

OUR FOCUS



FORECASTING



CONSUMER
INSIGHTS



MARKET & RETAIL
DIRECTION



CUSTOMIZED
STRATEGIES



CONSUMER INSIGHTS

We help clients identify consumer trends to create a more relevant and compelling customer experience.

Today's fashion and retail-savvy consumer is more informed and powerful than ever. She is coveting lifestyle references and demands relevancy from brands and inspiring retail experiences. We identify trends in consumer behavior and sentiment and interpret the opportunities and challenges these present in order to help clients plan for the future.

Fall '17 State of Style

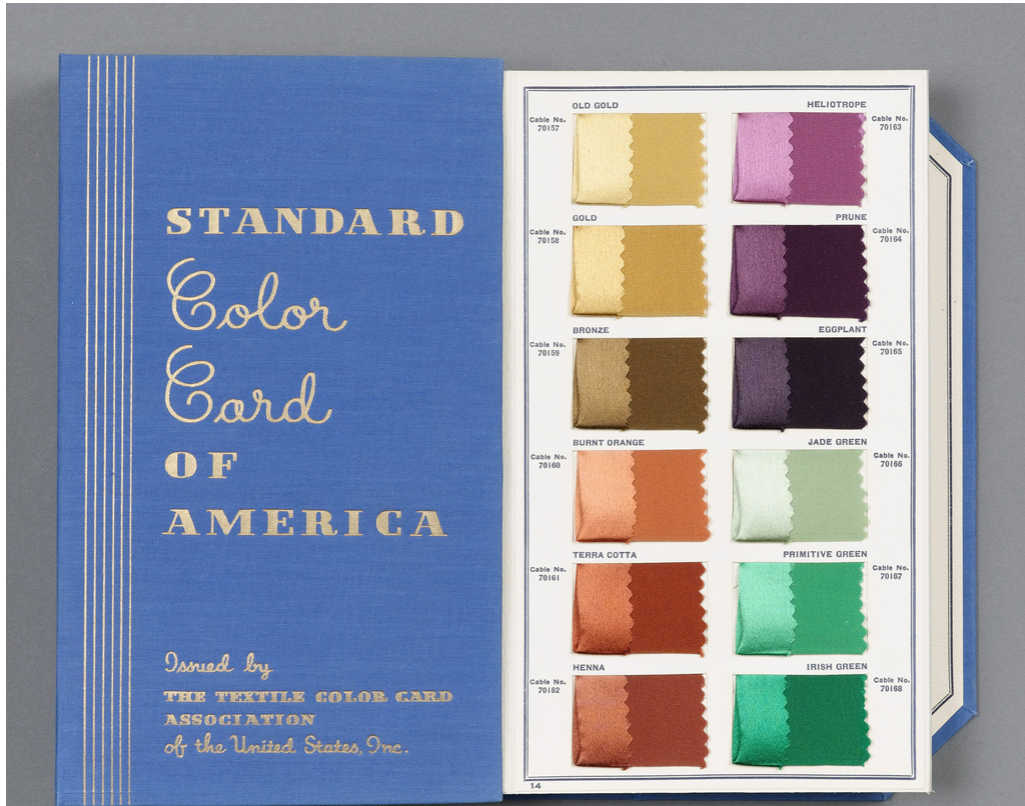
PRESENTED BY DAVID WOLFE

WEDNESDAY, JULY 20, 2016

The Doneger Group
463 Seventh Avenue, 3rd Fl.
New York, NY 10018



The
Color
Association
of the
United States



THE COLOR ASSOCIATION OF THE UNITED STATES
Youth Spring/Summer 2012

FARMERS MARKET		CONFECTIONARY		SUMMER CAMP	
Mustard Seed 125-301	Cream 125-305	Pastille 125-309	Bon Ton 125-313	Lake 125-317	Canteen 125-321
Stalk 125-302	Melroom 125-306	Petit Four 125-310	Meringue 125-314	Sleeping Bag 125-318	Cargo 125-322
Snap Pea 125-303	Lemonade 125-307	Icing 125-311	Sugar Plum 125-315	Tears 125-319	Sunburn 125-323
Baby Carrot 125-304	Crate 125-308	Batter 125-312	Rock Candy 125-316	Candle 125-320	Poison Ivy 125-324

Fashion Design





DAVID LAWRENCE

Escapade de luxe à Saint-Tropez

Inspiration Board / Mood Board





retro vintage style



MOOD BOARD

MODERN TRIBAL

Key Fabrics

Mixing materials
 Satin & silk mixed with velvet
 Cotton Poly dacular
 Cotton blend jersey

Technical Fabrics
 Microfibre
 Nylon cord materials
 Poly rayon spandex

Fabric with Texture
 Handwoven silk shawl
 Organic Poly Cotton

Trend Summary:
 Tribal spirit influenced by urban cityscapes
 Modern silhouettes with variable prints
 Urban feel (rings, earrings, jeans, statement, structured handbags)
 Embellishments inspired by folk art, beading, fringe, embroidery

Color Palette:
 Inspired by traditional color schemes, bright pinks & purples, turquoise and olive greens, navy with burnt orange for a pop of color. Natural colors inspired by natural dyes and prints.

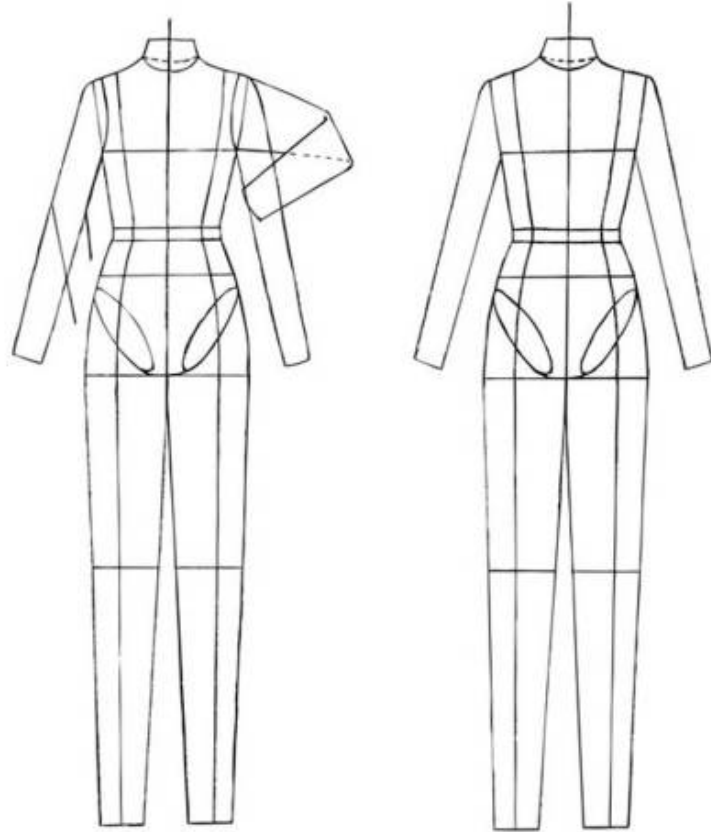
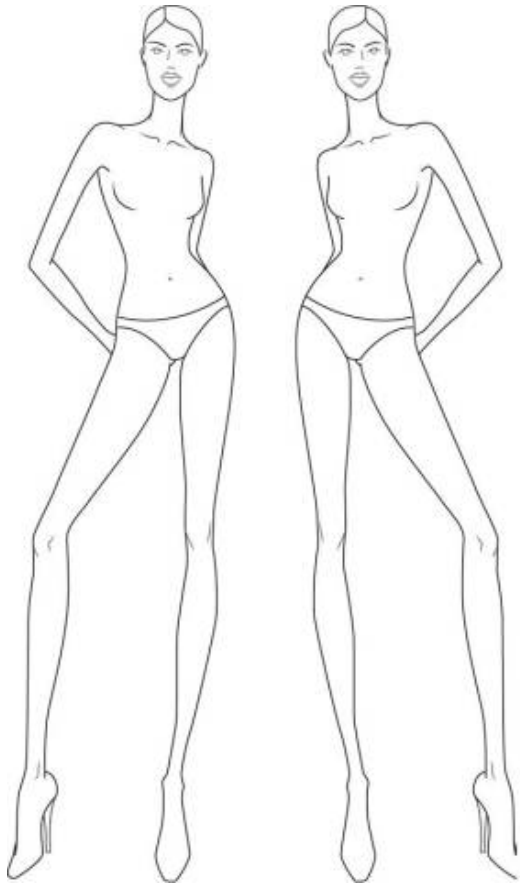
Key Pieces:

off the shoulder top	structured beanie top	fringed shawl	beaded head chain
fringed shawl	fringed shawl	fringed shawl	fringed shawl
fringed shawl	fringed shawl	fringed shawl	fringed shawl

4 Elements / Variables

- Silhouette
- Details and Trimmings
- Textures
- Color

Silhouette



Croquis used for fashion illustration vs. patterns.

5 Silhouettes:

- A-Line
- Hourglass
- Wedge
- Tubular
- Bouffant

FASHION FLATS BY TYPE OF GARMENT : dresses

IVANOVA

© Art Design Project, INC

Silhouettes

V-line/chemise

tent

empire/high waist

low waist

trapezoid

I-line/shift

sheath

pegged

bell

princess/gored

balloon

all illustrations created with drawing templates from www.fashioncroquis.com

style resources for fashion professionals

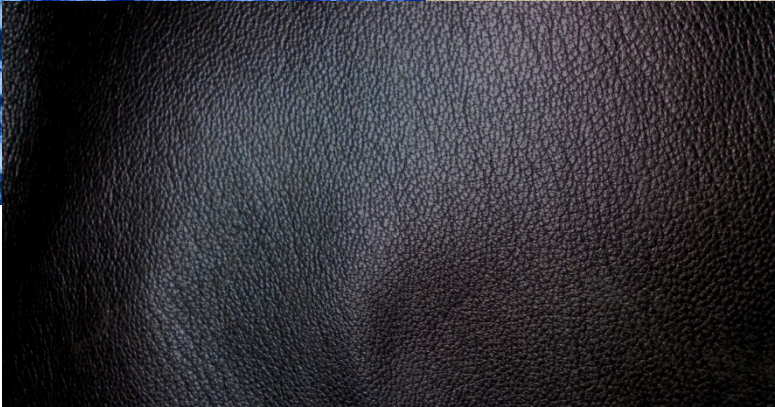
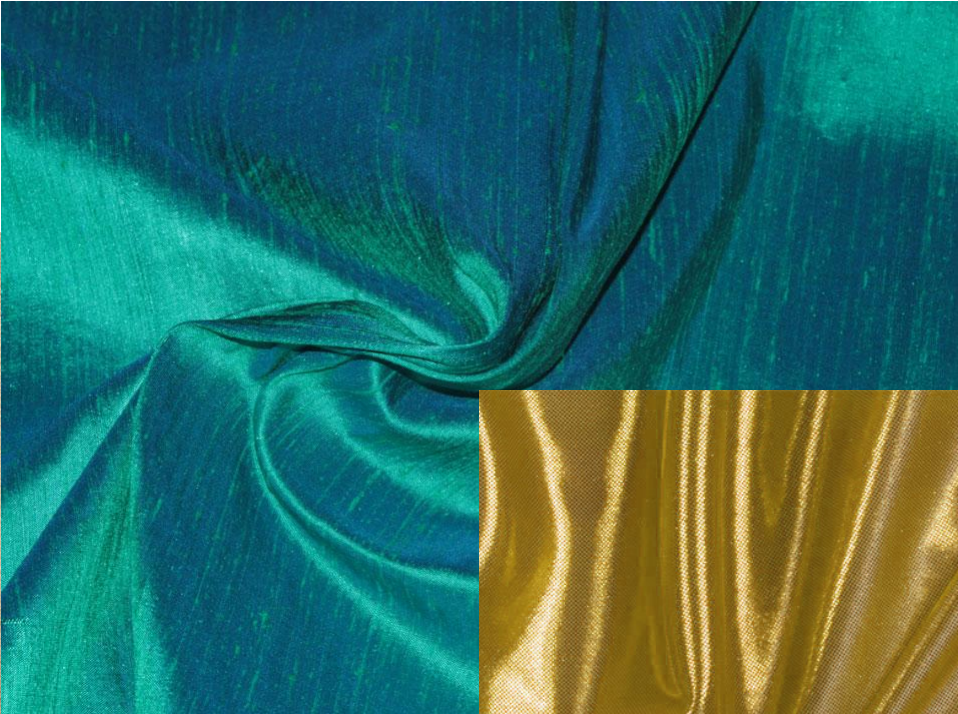
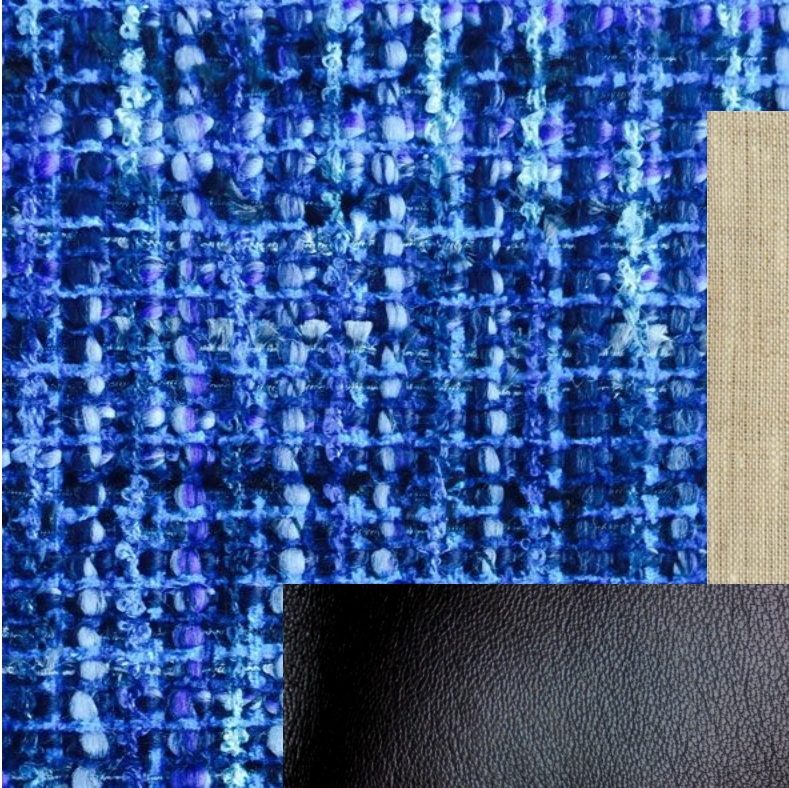
FASHIONstyleSOURCE.com

© illustration by Irina V. Ivanova

Details and Trimmings



Textures

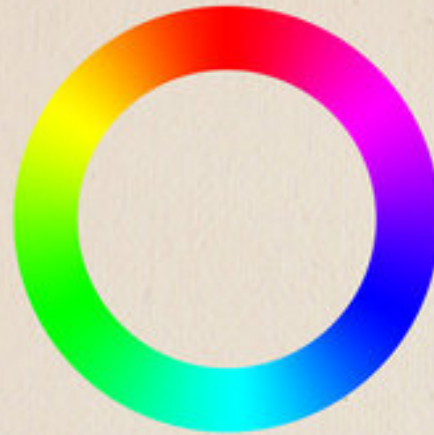


Color

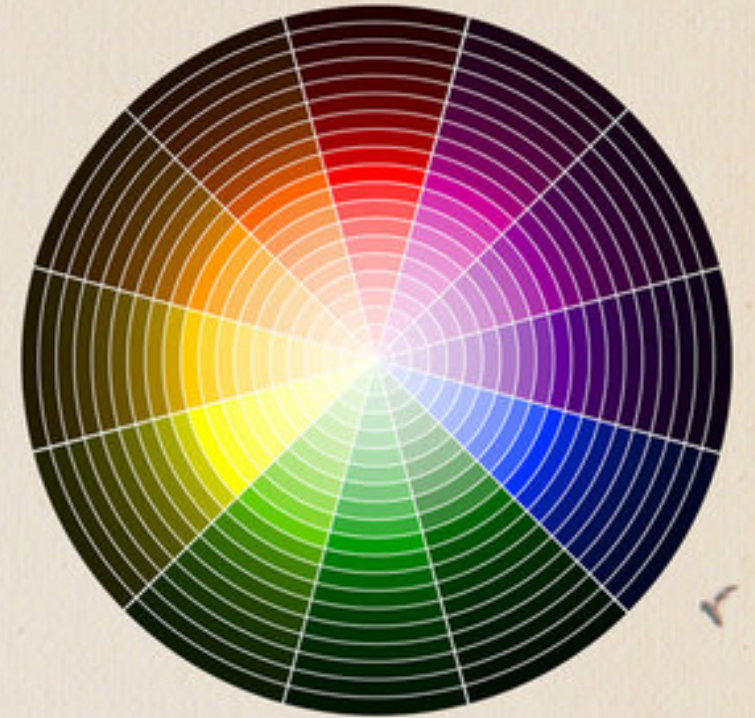
COLOR THEORY



Color types



Visible color spectrum

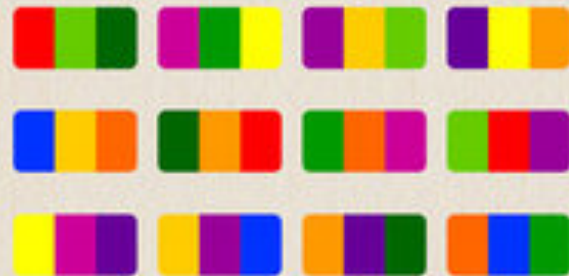




Complementary color pairs



Split complementary



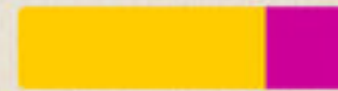
Color contrasts



The contrast of saturation



The contrast of light and dark



The contrast of extension



The contrast of complements



Simultaneous contrast



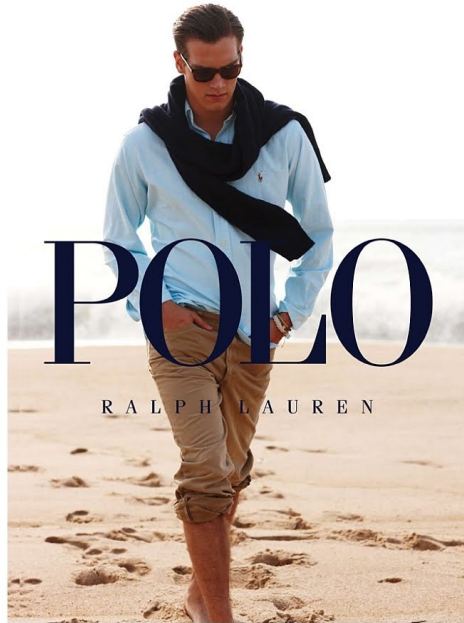
The contrast of warm and cold



The contrast of hue



The contrast of hue -primaries

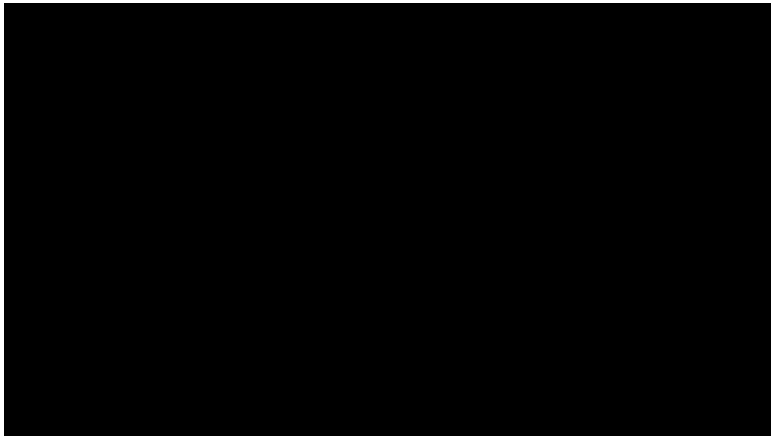


Iconic designers

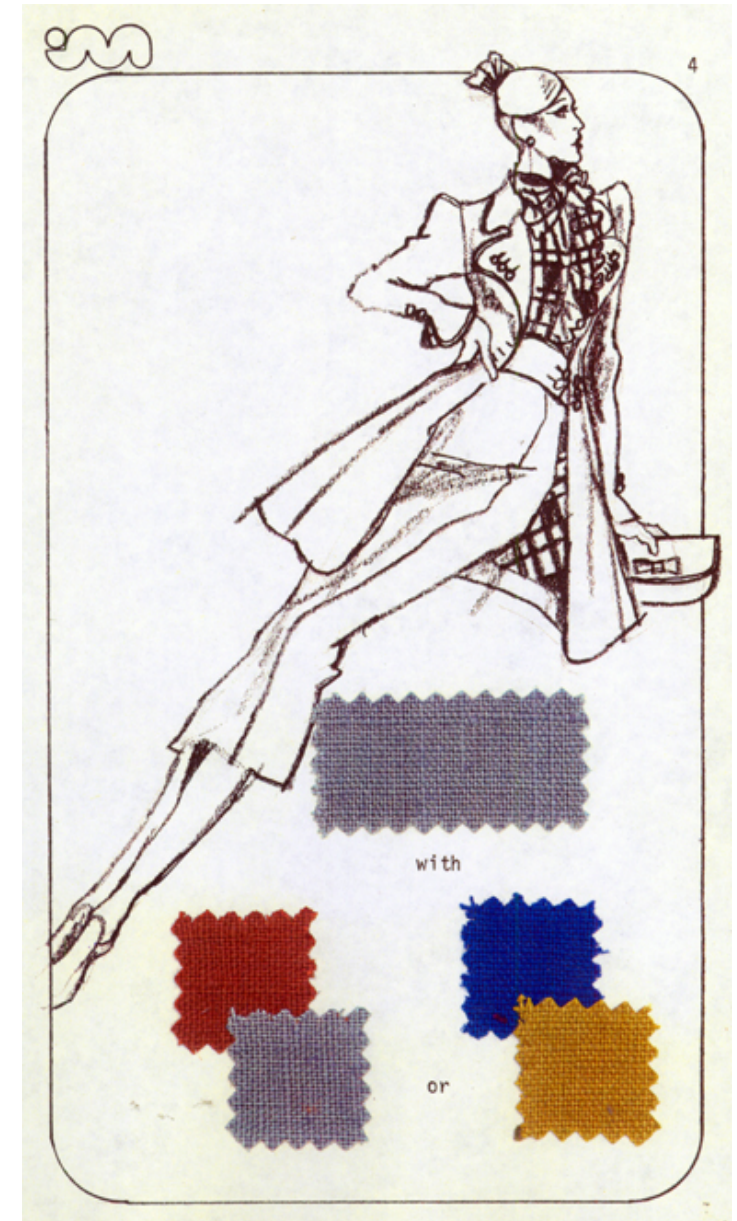
David Wolfe

<http://www.davidwolfetrendfutures.com/bio.html>

David Wolf in action:



https://video.search.yahoo.com/yhs/search;_ylt=A0LEVkCVsQNYsGcAmAAnnllQ?p=david+wolfe%2C+fashion+forecaster&fr=yhs-mozilla-001&fr2=piv-web&hspart=mozilla&hsimp=yhs-001#id=1&vid=292bb8a5ad3852065de3605383741bbe&action=view



Discuss: Do you agree?

Manufacturing

(Transforming ideas into salable merchandise)

Apparel Manufacturing, p.467 WoF

(After the sample has been produced.)

1. Costing the Product
2. Materials Procurement
3. Manufacturing Process

1. Costing the Product (*Planning it all out*)

- Fabric
- Trimmings
- Production Labor
- Transportation
- Distribution



Wholesale Price: Once all the costs have been assessed, the manufacturer must decide on a markup that covers any additional expenses of doing business, such as rent, utilities, and advertising, and still brings a profit to the company. The markup is the difference between the cost and the wholesale price:

$$\begin{aligned} \text{WSPrice} - \text{Cost} &= \text{Manufacturer's Markup} \\ \$100 - \$60 &= \$40 \end{aligned}$$

2. Materials Procurement

Based on the actual yardage needed for each item, the manufacturer will determine the number of items that need to be sold before a profit is realized = **Cutting ticket**

3. Manufacturing Process

- Creating the pattern: Designer creates sample pattern and then a Production Pattern is produced (with CAD)
- Grading and marking the pattern.
- Cutting the garment.
- Assembling the garment.
- Finishing the garment. (buttons, zippers, etc.)
- Labeling the garment. (permanently sewn labels)

<https://www.youtube.com/watch?v=LkGyUnZhGfs>
https://www.youtube.com/watch?v=tsCtfK_tID4