

Trend Forecasting and Trend Reporting Services

an overview for libraries



photo: lookbook.nu

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What are trend forecasts and trend reports?

Trend forecasts: Prediction of trends about 18 months in advance of the season.

Trend reports: Analysis of what is currently being sold.

Who uses trend forecasts?

Designers, Merchandisers, Trend Directors,
Creative Directors, Buyers, Merchandise
Managers, Product Developers

And Students!

Formats

Still largely print, with a few important and widely-used services dominating the online market.

Selection criteria

- Collection balance
- Quality and anticipated use
- Price
- Availability
- Customer service

Access at FIDM

Print: currently registered students, current staff & faculty with FIDM ID.

Reproduction by any form other than tracing is not allowed.

Online: Validation through student/staff portal.

Trend forecasts are highly restricted services. Most companies prefer access via portal or proxy so users can be verified.

Selected trend services at FIDM



Print:

- A+A Very
- Carlin
- Denimhead
- Design Options
- Doneger
- Fashion Box
- Fashion News
- Inmouv
- Insight
- MPD
- Minipie
- Nelly Rodi
- Peclers
- Promostyl
- Trend Union
- Woolworks

Online:

- Doneger
- Stylesight
- WGSN

Cost: Money vs. Time

Comprehensive reports will cost you **money**.

Piecing the information together yourself will cost you **time**.

photos: style.com



Average print title cost, annually:
\$4,000



Services for limited budgets

Magazines

- Vogue (international editions)
- Textile View: \$300
- View2: \$160
- Viewpoint: \$200
- Bloom: \$100

Websites

- Consumer trends & macro trends: trendwatching.com
- Business trends: springwise.com
- Street fashion: thesartorialist.com, lookbook.nu
- High fashion: style.com, jakandjil.com
- Fashion business: wwd.com
- Color: colourlovers.com

Inexpensive Forecasts & Reports

- Tobe: \$1000
- Fashion Trends Styling: \$500
- Fashion Trends Casual: \$500



photos: lookbook.nu

Services for larger budgets

Essential:

- Stylesight
- Doneger

Highly recommended:

- WGSN
- NellyRodi
- Promostyl

Branch out to other markets

Menswear: Carlin

Childrens: Peclers Kids

Beauty: Doneger or
NellyRodi

Lingerie: NellyRodi

Activewear: Carlin

Knitwear: Fashion Box

Budget justification

Trend forecasts and reports are professional tools that students will use in the industry.

Student use: trend forecasting design boards, research projects, illustration, portfolio design, macrotrend research, inspiration...

Promotion opportunities:

- Bibliographic instruction sessions
- Reference desk interactions
- Faculty relationships

Questions?

Contact:

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Fashion Librarian's Resource Guide:

<http://libguides.pima.edu/fashionlibrarians>