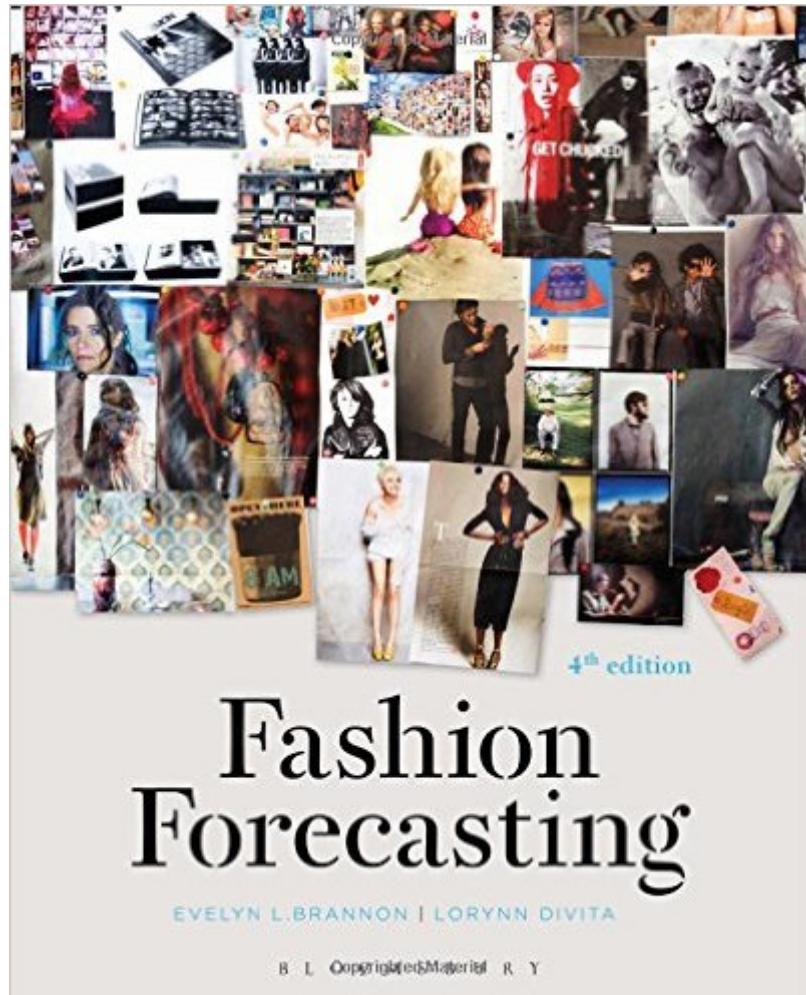


The book was found

Fashion Forecasting



Synopsis

How do retailers decide which colors and styles are featured in their stores? What factors influence the patterns, textiles and silhouettes designers show in their collections? These choices are all made with the help of fashion forecasting-a dynamic industry that identifies the trends that influence what people will be wearing in the future. This text provides students with a comprehensive understanding of the forecasting process, from studying fashion innovation and cultural influences to conducting consumer research, exploring how to identify the who, what, where, when and why driving fashion change in our lives. New co-author Divita has revised the structure of each chapter to streamline content and improve the flow of information while discussing timely examples and industry applications. Ultimately, students will learn how to prepare and present their own fashion forecast.

Features- Includes 150 color photographs showing current examples- **Industry Profiles** illustrates the types of job opportunities that exist for students and ground theoretical concepts in real-world application- End-of-chapter summaries, activities, and discussion questions engage students in creative application of concepts

New to this Edition- New Chapter 5, "Popular Culture and Forecasting", connects the influence of television, music, movies and social media to the rise of trends- Thoroughly updated Chapter 4, now entitled "Modern Forecasting Methods", features current forecasters such as Trend Tablet, Perclers Paris, and Nelly Rodi Lab- **New You Be The Forecaster** feature allows students to apply the skills in each chapter in scenarios that simulate real-world career situations

Fashion Forecasting STUDIO- Study smarter with self-quizzes featuring scored results and personalized study tips- Review concepts with flashcards of essential vocabulary- Watch videos that bring chapter concepts to life

Teaching Resources- Instructor's Guide with Test Bank provides suggestions for planning the course and using the text in the classroom, supplemental assignments, lecture notes, and sample test questions.- PowerPoint® presentations include images from the book and provide a framework for lecture and discussion

PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this book, please refer to the book + STUDIO access card bundle ISBN 9781501313172. STUDIO Instant Access can also be purchased or rented separately on BloomsburyFashionCentral.com.

Book Information

Paperback: 496 pages

Publisher: Fairchild Books; 4 edition (September 24, 2015)

Language: English

ISBN-10: 1628925469

ISBN-13: 978-1628925463

Product Dimensions: 8 x 1 x 10 inches

Shipping Weight: 3 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #84,091 in Books (See Top 100 in Books) #21 in Books > Business & Money > Industries > Fashion & Textile #67 in Books > Arts & Photography > Decorative Arts & Design > Textile & Costume #182 in Books > Arts & Photography > Graphic Design > Commercial > Fashion Design

[Download to continue reading...](#)

Financial Risk Forecasting: The Theory and Practice of Forecasting Market Risk with Implementation in R and Matlab
Fashion Forward: A Guide to Fashion Forecasting Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1)
Fashion Buying: From Trend Forecasting to Shop Floor (Basics)
Fashion Forecasting The Map and the Territory: Risk, Human Nature, and the Future of Forecasting
The Kids' Book of Weather Forecasting (Williamson Kids Can! Series)
Forecasting Product Liability Claims: Epidemiology and Modeling in the Manville Asbestos Case (Statistics for Biology and Health)
Forecasting: principles and practice
Business Forecasting with Business ForecastX
Business Forecasting (9th Edition)
The Map and the Territory 2.0: Risk, Human Nature, and the Future of Forecasting
Practical Time Series Forecasting with R: A Hands-On Guide [2nd Edition] (Practical Analytics)
Forecasting: Methods and Applications
Forecasting Tomorrow: The Future of Safety Excellence
A Buyer's Life: A Concise Guide to Retail Planning and Forecasting
Case Studies in Certified Quantitative Risk Management (CQRM): Applying Monte Carlo Risk Simulation, Strategic Real Options, Stochastic Forecasting, ...
Business Intelligence, and Decision Modeling
Groovy 70s: Fashion Coloring Book for Adults: Adult Coloring Books Fashion, 1970s Coloring Book
Fashion Coloring Books For Adults: 2017 Fun Fashion and Fresh Styles! (+100 Pages)
Basics Fashion Management 01: Fashion Merchandising

[Dmca](#)