

# STADIO



## SCHOOL OF FASHION

### TREND ANALYSIS II

# INTRODUCTION TO METHODOLOGIES OF TREND ANALYSIS FOR FASHION FORECASTING

SHORT LEARNING PROGRAMME

SELF STUDY

FORMERLY

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# TREND ANALYSIS II

SHORT LEARNING PROGRAMME | 12 WEEKS | ONLINE SELF STUDY

## CAREER OPPORTUNITIES

- TREND ANALYST
- TREND FORECASTING FOR RETAIL
- DESIGN CONSULTANT
- DESIGNER AND MERCHANDISER
- INDEPENDENT DESIGNER OR BRAND OWNER
- FREELANCE DESIGNER

## MODE OF DELIVERY - ONLINE SELF STUDY

Study at your own pace with the guidance of a virtual facilitator.

## DESCRIPTION

Identifying a trend, charting its evolution, and following its influences is a skill that most trend forecasters and futurists develop over years of observation and training.

In this twelve-week short learning programme, students will learn about the essential methodologies trend forecasters use to build responses to social cues and how to apply these to anticipate future styles, needs, movements, and behaviours based on the past and the present.



**STADIO SCHOOL OF FASHION IS THE ONLY INTERNATIONALLY ACCREDITED FASHION SCHOOL IN SOUTH AFRICA!**



## OUTCOMES

On completion of this short learning programme a student will be able to:

- Understand the ways in which trends originate and develop.
- Explore the different tools applied to track and predict a trend.
- Develop an awareness of various trend influences.
- Trend Engines with a focus on WGSN (Access for topic provided)

## ON COMPLETION OF THIS COURSE YOU WILL BE ABLE TO

Students will be able to apply the essential methods of trend forecasting to identify, unpack and predict a trend.

## ADDITIONAL OR SPECIFIC ADMISSION REQUIREMENTS

Age 16 and above, some background or understanding of Fashion Design/ Fashion Industry will be beneficial in understanding the course material.

Ideally, you should have some experience and knowledge of the sketching technical drawings and fashion flats by hand. and a fair degree of computer literacy is required.

## ARTICULATION POSSIBILITIES

Successful completion of this short course can be included to your portfolio of evidence for RPL consideration.

## COURSE KITS + SPECIALISED EQUIPMENT

No course kits are required, but a Personal Computer and stable internet connection is required.

# PROGRAMME STRUCTURE

## TOPIC 1 – THE DIRECTION OF TRENDS

- Introduction to the direction of trends
- Style tribes
- Tracking a trend
- Researching a trend

## TOPIC 2 – TOOLS FOR TREND FORECASTING

- Introduction to tools for trend forecasting
- Cross cultural analysis
- Abstracting
- The trend funnel

## TOPIC 3 - IDENTIFYING A TREND

- Introduction to identifying a trend
- Macro trend identification
- Trend impact
- Scenario planning
- Trend forecasting

## TOPIC 4 – TREND ENGENS - USING AND NAVIGATING WGSN

- Trend research engines
- The use and benefit of trend research engines
- Navigating WGSN
- Creating a visual trend report using WGSN

\* Each topic covered is completed by an Activity. Students must complete the activity based on the topic criteria to proceed to the following topic.



## COURSE DEVELOPER

### HEIDI SVENDSEN TREND + VISUAL MERCHANDISING SPECIALIST

Heidi Svendsen has worked in various fashion business roles and specialises in trend analysis and forecasting as well as retail strategy, window display design, and visual merchandising. She is extremely passionate about the South African fashion industry and believes that the future is bright.



## SPECIFIC REQUIREMENTS

### MINIMUM SYSTEM REQUIREMENTS:

- **Wi-Fi:** Reliable broadband Internet access (Wi-Fi is available on all of our campuses, but you may prefer access from home as well)
- **Web browser:** Chrome/Safari/Opera/FireFox
- **Computer/Laptop:** A current Windows or Apple Mac computer/laptop capable of running the Office 365 software. Office 365 includes Word, Excel, PowerPoint and Outlook
- **PDF Viewer:** The free Adobe Acrobat software.
- **Scanning documents:** Ability to scan and upload documents (typically from your cellphone or smartphone)
- **Email/cellphone for notification and communication**
- **Communication:** A cellphone or smartphone for receiving notifications and communication (additionally WhatsApp is recommended for collaborating in student groups)

### PLEASE NOTE

STADIO School of Fashion reserves the right to make course adjustments which might affect the course modules or duration of the course.

Course start dates are subject to reaching minimum intake numbers and dates and might be adjusted.

### ACCESS TO TECHNOLOGY:

STADIO School of Fashion uses its ONLINE student administration and learning environments to provide students with materials and resources, to conduct online assessments, create discussion opportunities and render a range of administrative services.

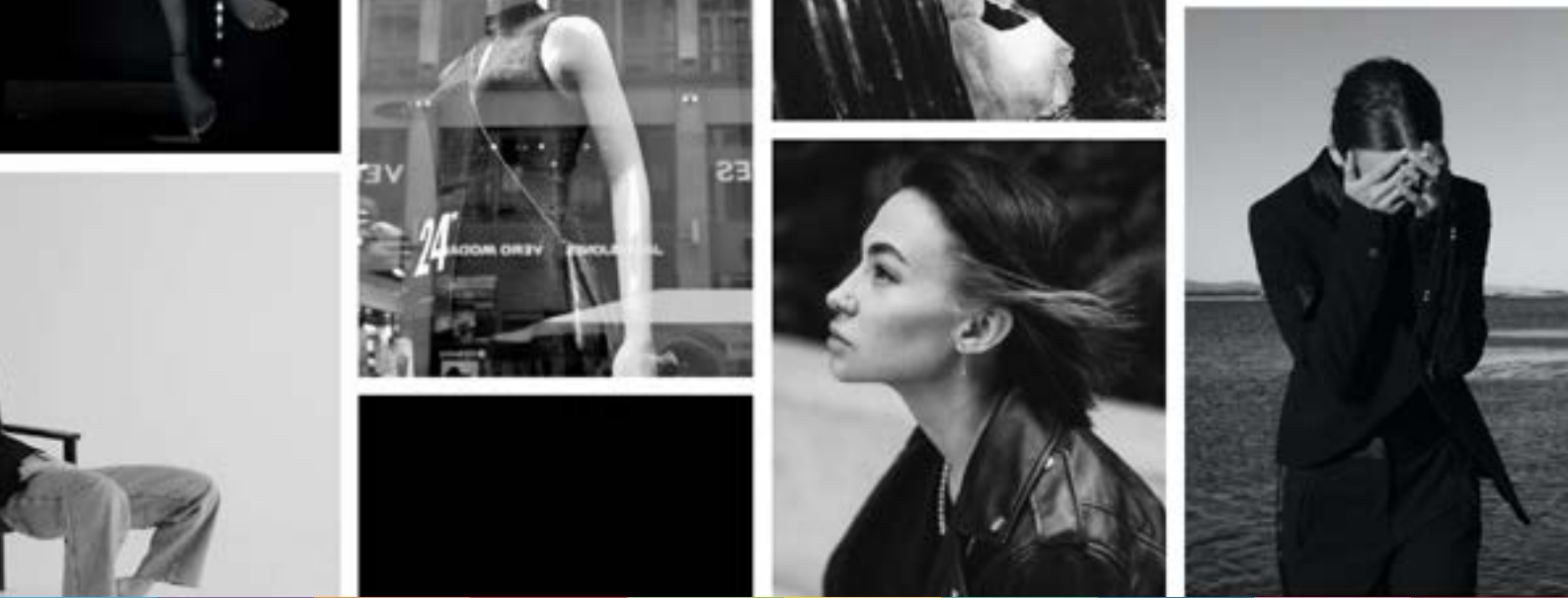
Therefore, having continuous access to the above ONLINE facilities is essential for efficient communication, learning and success.

Kindly ensure that you have Adobe Illustrator fully installed. A monthly subscription can be purchased through ADOBE.

Also note that the course has been developed on Mac computer and the shortcuts may differ for PC's. A Mac computer is recommended but not required.

“ WHAT YOU WEAR IS HOW YOU PRESENT YOURSELF TO THE WORLD, ESPECIALLY TODAY, WHEN HUMAN CONTACTS ARE SO QUICK. FASHION IS INSTANT LANGUAGE. ”

Miuccia Prada



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+27 82 630 3282



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[SLP.SSOF@stadio.ac.za](mailto:SLP.SSOF@stadio.ac.za)



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