



KIMBERLEY COLLEGE
BRIDGING PROJECT

A LEVEL FASHION & TEXTILES
2021

A LEVEL FASHION & TEXTILES BRIDGING PROJECT

Welcome to the A Level Fashion & Textiles. This project will give you an insight into the Fashion Industry, how trend forecasters work and how they collate information which is then used to develop products for specific retailers.

Work through the tasks - please contact me if you need any help:

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Hope you enjoy this project!



FASHION BUYING & TREND FORECASTING

<https://www.youtube.com/watch?v=CQc0mHphL-4>

TASK 1: WATCH THIS VIDEO- LISTEN CAREFULLY & MAKE SOME NOTES
ON WHERE TREND FORECASTERS FIND IDEAS FOR TRENDS

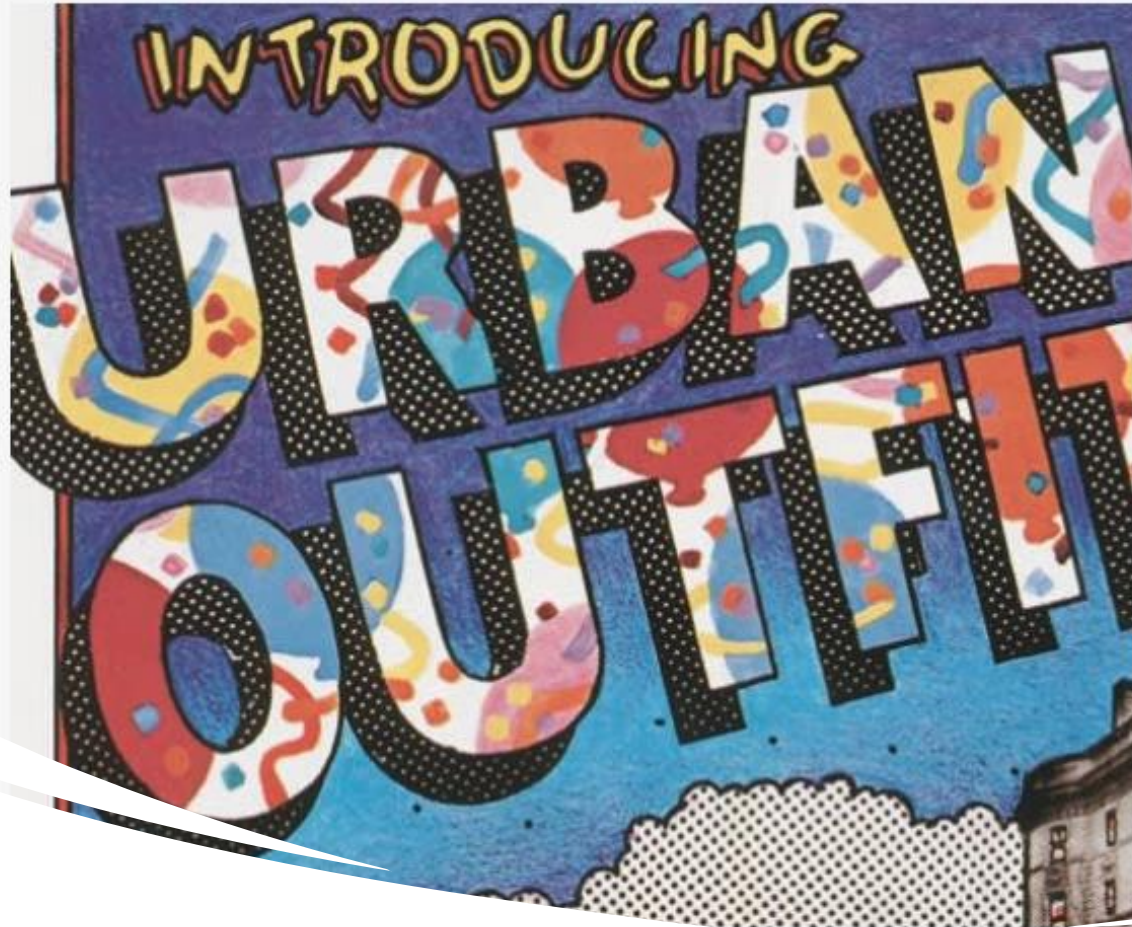
SALES & MARKETING CYCLES

NEW LEARNING

For business to be successful they need to attract customers, engage with them and get them to buy products. This is known as a marketing and sales cycle.

Advertising and promotional activities will communicate what the business is offering, and this needs to be reinforced through contact with potential shoppers, therefore giving them the confidence to buy the products. What they buy has to satisfy their needs in order for them to make repeat purchases.

Trend cycles generally repeat every 10 years and can be influenced by culture, catwalk, interiors, music, media, travel, street trends etc. Something like "Punk" although originating in the 1970s, regenerates itself into new trends which may feature an aspect of Rebellion.



About Our Stores

Since the first store opened in West Philadelphia we continually strive to connect with our customers through unique products and engaging store design. Instead of transforming buildings into something new, we preserve their original features, a trait that has become our signature look. We strip back paint to its first layer, expose brick walls, and use original pieces as displays and fixtures. Our approach goes beyond historical preservation – it's about maintaining a layered history, but infusing a new, fresh atmosphere.

TASK 2: CASE STUDY OF A
FASHION BRAND - LOOK AT
THESE TWO WEBSITE LINKS

- Urban Outfitters is a lifestyle related retailer which specializes in selling apparel, clothing accessories and apartment products. It primarily targets teenagers and young adults who are interested in hipster subculture and alternative fashion.
- <https://www.urbn.com/who-we-are/history>
- <https://www.urbn.com/our-brands/urban-outfitters>

RESEARCH URBAN OUTFITTERS

[HTTPS://WWW.INSTAGRAM.COM/URBANOUTFITTERS/](https://www.instagram.com/urbanoutfitters/)

I would like you to become a Trend Forecaster. It takes about 18-24 months to develop seasonal fashion ranges from fibre to fashion products for sale in shops. The video on Slide 1 gives you an insight into the world of Fashion & Trend.

During this mini assignment I would like you imagine that you have been asked to do some Trend Direction for Urban Outfitters. It is important that you get to know your client first, so please complete the task below:

TASK 3

Write a REPORT about Urban Outfitters and their Target customer.

Urban Outfitters:

- Find some facts about the company and who they aim their products at.
- Write about their USP (Unique Selling Proposition) i.e. how does the company attract their typical customers, how do they make them feel about their brand?
- Their Target Customer: who shops at Urban Outfitters? Create a typical customer profile board. You will need to be clear on their typical age/gender/lifestyle/financial status. Try to imagine the lifestyle they might lead and the types of clothing they might buy into. How they shop, what are their shopping habits. Give an overview.
- Include some details about Urban Outfitters and write about their USP (Unique Selling Proposition) i.e. how does the company attract their typical customers, how do they make them feel about their brand?
- You can include images on your page but write the report up in full sentences and paragraphs.
- Within your REPORT you will identify which of their clothing items are their **Staple Classics** (money makers) These are garments which feature in the store from season to season that are only tweaked (non trend garments) and are made in countries such as China, India and Mauritius. **Trend Items** change from season to season and are flexible as they are usually sourced and made closer to home like Turkey or Poland so that retailers can be reactive.
- You can present this reports using a Powerpoint page or using Publisher or Word

EXAMPLE OF A CUSTOMER PROFILE BOARD BUT ADD THE INFORMATION ABOUT URBAN OUTFITTERS TO YOUR PAGE TOO.

Graceful Grunge S/S 14

Expressive

Alternative

Original

Inspired

Rebellious

Creative

Artistic

Customer Profile

Age - 28.
 Occupation - Photographer.
 Status - In a Relationship.
 Annual Income - £30,000.
 Accommodation - Loft Apartment.
 Transport - Vintage Bicycle.
 Interests/Hobbies - Blogging,
 Live Music, Smoking,
 Fashion, Art, Tattoos,
 Piercings & Hair Dye.
 Food - Vegetarian.
 Music - Grunge/Rock.
 Shops - Urban Outfitters, Topshop,
 Ebay & Vintage Shops.
 Holidays - Camping with friends,
 festivals, City breaks in London & Amsterdam.

RESEARCH URBAN OUTFITTERS

TASK 4

Using the Catwalk trend I have given you below, I would like you to produce 4 digital Trend Boards for the following areas:

- Urban Outfitters Classics x1
- New Trend 2021 x2
- Home x1

You do not need to use all of the 5 trends, but some will be more suitable for certain areas than others. You need to determine which "Trend" might be suitable. The catwalk influence can be linked to Street Culture so you will really need to do your research. They are starting points so you will have to spend time practicing your researching skills. A key part of being a Trend Forecaster. You will need to think and include some of the following:

TREND DIRECTION BOARDS- TRY TO INCLUDE THESE DETAILS

- Catchy title
- Colour Palettes
- Key Fashion details
- Variety of clothing items
- Key words
- Fabrics
- Vintage/Retro influence

TOP TIPS

Fill the page. Think about every picture you choose. Does it tell an instant story? Does it sum up the look. Is it suitable for the customer? Try to remove what you like and ensure the suitability for the customer. Use a range of sources. Make sure each picture tells a story - avoid repetition. Remember the process at WGSN.

TREND 1 POWER DISPLAY



The discussion about global power relations has emphatically shifted to the catwalk. For example, Balenciaga's SS20 show took place in a self-constructed, fictional European Parliament. In the spring of 2021, fashion and design specifically refer to male displays of power, with broad shoulders, square shapes, and references to utility wear and the uniform in 'European blue' or in neutral tones. Think 1990s power dressing! ©Fashion United

TREND 2 PROTEST & REBELLION



A more pronounced rejection of 'the system' also manifests itself in fashion, with elements borrowed from the demonstration or protest culture. The trend is characterised by a provocative mix of influences and materials that turn fashion upside down, with bright, aggressive colours – or rainbow colours – as well as striking texts and tapes. As inspiration for the trend, Boland mentioned environmental activist Greta Thunberg and protest movements such as Extinction Rebellion. ©Fashion United

TREND 3 THE BEAUTY OF REUSE



The urgent problems of over-consumption, waste surplus and the impending climate crisis encourage entrepreneurs to transform waste into something new and beautiful. Recycled plastic is increasingly becoming a key material for new products. Its colours and shapes can also inspire new textures and patterns. For example, fishnet structures recur in clothing and accessories, as well as brightly coloured, marble-like patterns, like fused plastic. ©Fashion United

TREND 4 IN HARMONY WITH NATURE



"Mother Nature is the role model for the new decade," said Boland. A renewed connection with nature is central to SS21. Typical for this is the interest in life in the countryside, in direct contact with nature – preferably also self-sufficient living (think for example of the film *The Biggest Little Farm*). In fashion and design, this is expressed in attention to natural materials such as wood and reeds as well as ticking stripes and lace. ©Fashion United

TREND 5 PLENTY OF FLOWERS



In line with the new love of nature lies a fascination with flowers. "Of course, flowers are always there", Boland agrees, "but this season it's especially about exotic, sculptural flowers that look almost like animal prints, and their counterparts: simple meadow flowers". Also an innovation in the field of flowers: complete outfits in floral print, like a walking field of flowers. ©Fashion United

EXAMPLE OF A TREND BOARD AROUND A THEME- THIS IS ONE FOR SHOES (YOURS NEEDS TO BE CLOTHING) BUT YOU GET THE IDEA....

CRUELLA- FOOTWEAR

Cruella - Footwear - Ladies



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ANOTHER EXAMPLE OF A TREND BOARD BUT I'VE INCLUDED THIS AS A GOOD EXAMPLE OF LAYOUT AND LIKE THE INCLUSION OF A COLOUR PALETTE - ADD WORDS TO YOUR BOARDS TO EXPLAIN THE TREND

Sun hats

Earthy colours - Sketchy prints + Embroidery - Varying sizes



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DESIGN TASK URBAN OUTFITTERS

TASK 5 Following on from your Forecasting Trend work.....

Imagine you have been asked to present your trend overview boards and design ideas to UO Head Office.

- *Create design ideas for ONE of your Trend Theme boards using illustrative techniques such as rendering, collage, mixed media. Present your work so it is in keeping with the Urban Outfitter vibe. Their brand name should be part of the presentation and include a title of the theme you are presenting.*
- *Make sure your designs fill the page and add annotation.*
- *You can use body templates if you like. It would work best on A3 paper.*
- *You can photograph your work and add to a digital document such as PowerPoint. Try to explain your work and any construction / embellishment techniques used.*

#challenge

Take your design work even further and produce a tech pack page for ONE of your garments. You could include measurements, close up detail, colour indication, components you would use, use the example of the jacket on the slide to inspire you.

EXEMPLAR



<http://www.redchimera.com/index.php/little-black-dress-portfolio/>

Nonadio Traveller



Embellishment techniques- Use correct terminology on your design work

Appliqué Embroidery

Digital Embroidery Digital Printing Quilting Smocking Ruffles

Tie-dye Batik Shibori

Couching Plexi Foil Stencilling

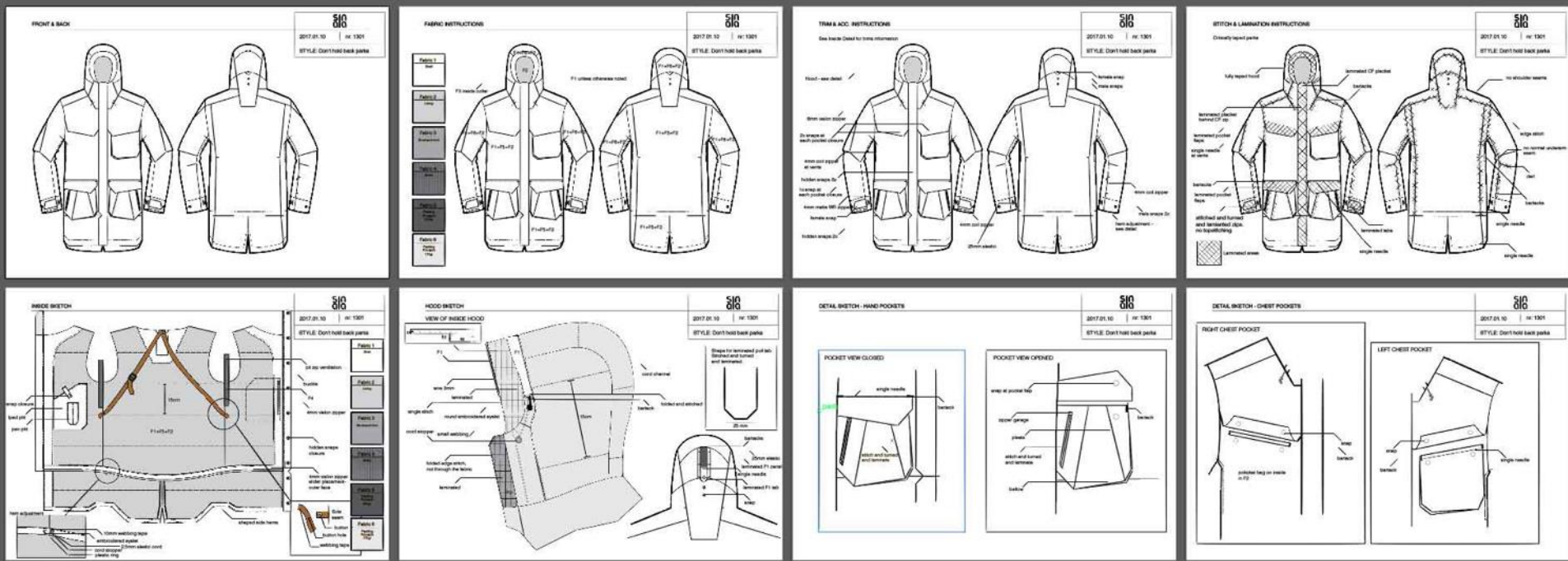
Laser Cutting Silk Painting Patchwork

Construction techniques

use correct terminology wherever possible

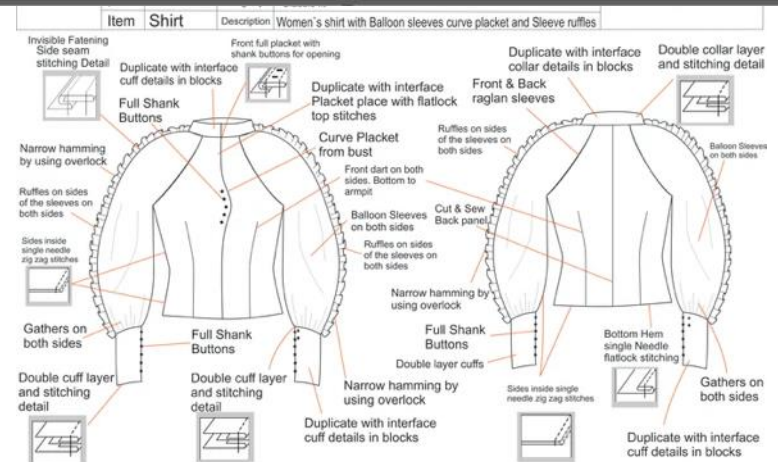
Darts Pleats Tucks Gathers Toile Prototype Pockets
Collars Waistbands Inserting A Zip-(conventional/Concealed) Seams;
French, Plain, Lapped Overlocking Topstitching Interfacing Hemming
Buttonholes Rouleau Loops

ADDITIONAL CHALLENGE: TECH PACKS FOR MANUFACTURE



Here are examples of Tech packs for manufacture which are 'flat designs' rather than illustrations.

- You can see the detail required for sending out to be made into first samples.
- Each part of the garment is drawn as a detail and explained.
- Measurements, colours and fabrics are indicated.



AND LASTLY:

- Don't forget:

If you need any help or have any question please send me an email:

jrainford@wootton.beds.sch.uk

Many thanks,

Ms Rainford