

Research Assessment #4

Date: 24 September 2021

Subject: Fashion Forecasting

MLA citation:

Rita, Afroza Akter, and Urmila Mukhtar Jeny. "Fashion Trend and Forecasting: Branding For a New Trend Name." pp. 79-83

Assessment:

Taking the Fashion Marketing class at Frisco High School opened my eyes to all of the wonderful opportunities for study in the fashion industry. I've always been fascinated with fashion, and when people asked what I wanted to be when I grew up, I always answered with, "Fashion Designer." Although I still see that as my future career, I have opened my mind to all of the prospects in the industry, especially fashion marketing and merchandising. I am still on my journey to developing a definitive answer to what I want to pursue, which is why I decided to study fashion design and marketing for my topic of study in ISM this year.

This week in ISM, one of our responsibilities was to submit our finalized Topic Proposal for this year. Completing this task got me thinking deeply about why I'm studying my field and if it's really the appropriate match for me. This truly helped me build confidence in my chosen field of study, and I recognized that it is perfect for me

because it allows me to research many aspects of the industry while also having an overall theme of design and marketing.

In my first research assessment, I examined an article that provided in-depth details about the fashion industry as a whole. I was intrigued by fashion forecasting after reading the article as it was my first time hearing about it. I was so fascinated by it that I wanted to do further study to educate myself on the specialized responsibilities of forecasters. As I want to educate myself on the numerous employment options in the fashion industry, I believed investigating fashion forecasting would be suitable for this assessment.

The title of the article that I annotated was, “Fashion Trend and Forecasting: Branding For a New Trend Name”, written by Afroza Akter Rita and Urmila Mukhtar Jeny. The article covers the many main aspects of fashion forecasting like, trend predictions, research methodology, findings, and the development of boards (Akter 79-83). Since the article was inscribed by Bangladeshi authors, it revolved around the fashion culture there. This made me approach my thought process of fashion forecasting in a very different way. The cognizance that I gained from this article was not what I expected to learn but it was in the most delightful way possible. The article's inclusion of findings, customer surveys, and interviews helped me envision real-life circumstances that fashion forecasting must face (Akter). Learning about the various types of boards that fashion forecasters utilize in their work was so interesting.

I love creating mood boards when I want to unleash my creativity. It is one of my favorite hobbies that is very useful when I need inspiration for anything and everything. For instance, if I'm experiencing a mental block while writing an English paper or doing math homework, glancing at my mood boards soothes my tension in ways I can't describe.

This article taught me that I am interested in many careers within the fashion industry, not just fashion design as I convinced myself since childhood. During my research interviews, I hope to question fashion professionals to learn more extensively about fashion forecasting to gain a better understanding from a primary and reputable source with real world experiences in the industry.