

12th edition

# FASHION TRENDS INVESTIGATION FROM COOLHUNTING TO FORECASTING

Summer Courses 2018

Advanced Level

**Calendar:** from July 2nd to July 27th of 2018

**Timetable:** Monday to Friday, from 9.30 am to 2.30 pm

**Language:** English

**Structure:**

July 2nd: Opening ceremony and beginning of lessons

July 27th: Diploma award ceremony

Some of the complementary activities might be organized out of school schedule, to agreeing before with the students.

*For courses taught in English, an intermediate level is required, corresponding to TOEFL 450 (PBT) or IELTS 5.0.*

## Introduction

Fashion Trends Investigation from Coolhunting to Forecasting is a one-month intensive course that leads students through the fascinating field of trends research.

Taught in the microcosm of creativity that is the IED campus and around Barcelona's hubs of culture, design and research: Fashion Trends Investigation is a course that teaches students to observe the early signs of change and gather key insights from innovators and influencers in order to identify what is new and next.

Professionals with extensive experience in the fields of trends, fashion and the creative industries will introduce students to their captivating lines of work and aid them in forming a picture of the near term future via lectures and creative sessions.

Online and offline activities, theory, tools and methods taught, provide students with the framework needed to hone their own intuition in detecting the early signs of change and demonstrate their learnings with trend based reports.

## Objectives

- To promote an understanding of the role of trends in the fashion industry.
- To teach a holistic understanding of trends investigation as a discipline and an industry.
- To deliver broad knowledge of how macro and micro trends work and how designers and brands use trends to innovate.
- To teach the ability to inspire and inform with trends via best practices and tools commonly used in the trends forecasting industry.
- To hone cultural awareness and intuition.

## Methodology

In the first two weeks class exercises teach the techniques of on and off-line evidence gathering which are used to create an unfiltered picture of what students have discovered, known as an Evidence Wall. As the course progresses analytical tools, that allow students to hone their intuition and filter their findings highlight the more concrete and specific signals affecting certain aspects of culture, design and society. Then emphasis is put on learning the skills and best practices of oral, visual and written trend reports so students can confidently present their final work.

## Skills Developed

- Understanding of trend terminologies and theory.
- Understanding of the tools and methods used in primary and secondary trends research.
- Understanding of trends and their role in innovation and future thinking.
- Understanding of the function and purpose of trend investigation agencies.
- Understanding of the fashion cycle and fashion trend history.
- Ability to spot, converse and gain understanding and insights from early adopters, influencers/tastemakers and innovators.
- Ability to detect weak signals and micro trends via primary and secondary research.
- Ability to analyse and build trend scenarios.
- Ability to present findings in a professional, dynamic and unbiased way via written, oral and visual reports.

## Student profile

This summer course is directed towards people who want to confront and investigate the field of new trends. The course is also oriented to those, who for professional reasons, need to focus and specialize in order to confront a rapidly competitive and changing market sector.

## Admission requirements

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- Previous academic or professional knowledge related to the course area/subject
- ID (Spanish students) or Passport (international students) scanned
- Diploma of studies scanned (maximum level of studies acquired)
- Motivation Letter in the course's language
- CV in the course's language specifying languages level and computer skills
- Advanced knowledge of Spanish or English as appropriate. For courses taught in English requires an intermediate level, corresponding to a paper TOEFL 550 or IELTS 6,5. For courses in Spanish requires a level B2. In case you don't have any qualification, it will be necessary to assess your level through an in-person or Skype interview
- Portfolio for creative courses

## Course program

### CULTURAL AREA

#### **20th Century Icons of Cool**

A two-part class that looks at the lasting influence of trends throughout the 20th century brought to us via celluloid. Students will be expected to document sightings of historic trends and note their influence on current social, cultural and design trends in this module. This classic accompanied by a trip to the Design Hub Barcelona's Dressing the Body exhibit.

### THEORY and PRACTICAL APPLICATION

#### **Introduction to Trends Investigation**

Overview of what trends investigation represents in today's society and market. We discuss the terminologies and methodologies of trends and the tools needed to be a successful investigator. A general overview of the micro, macro and megatrends that currently surround the area of fashion are discussed in this module.

#### **Abstracting and Core concepts**

This tutorial aims to assist students in verbalizing the trends they are researching with advanced vocabulary, concepts and terminologies that are used frequently in the design and trends industry. Taught both online with IED access to the WGSN network and in field research excursions.

#### **Evidence walls, Cartograms and Trendboards**

These classes form the basis of the core student project. A brief will be given; a wall of evidence will be gathered leading to a cartogram, a tool for outlining the most interesting emerging weak signals leading to a triangulation of findings. Visualization methods and theory will be taught and practiced and a final trendboard will be created highlighting the key colors, silhouettes, materials, related products and people that propel the trend forward.

#### **Diffusion theory & Tastemaker research**

How do trends spread, who are the people responsible for creating, manipulating and spreading trends? Tastemaker research, paired with on and off-line detection methods, creates a holistic picture allowing us to predict what is next on the horizon.

#### **Desk based Research Methods**

In these workshops, students will be lead through desk-based research methods key to conducting robust trends investigations. In-class exercises will teach new skills, as well as generate research that can be used in the students' final projects.

#### **Presentation skills**

Skills for dynamic and confident verbal and visual presentations are learned and practiced.

## ANALYSIS

### **Pattern Recognition and Forming Robust Trend Insights**

Clients of trends specialists expect their statements on current and future trends to hold true. How do trends specialists stand behind their recommendations? Through a series of lectures and hands-on activities with trend agencies, key methodologies will be examined that will add validity and confidence to work done in-class, as well as in the professional environment.

### **Anatomy of a trend report and referencing**

An analysis of the key components of any trend report, including content, presentation strategy, images and/or video, and referencing. A variety of presentation strategies will be examined, emphasizing both the expectations for the course project and expectations of the professional trends specialist.

## INVESTIGATION TECHNIQUES

### **Field Research: Trend hunting tours**

Students are guided through the city and daily tasks and challenges aimed at honing their intuition while conducting field research and learning how to report their findings.

*Field Research and Evidence Gathering: Gracia, El Raval, El Gótico*

*Tastemakers tour: El Born*

*Atelier Tours: Gracia/Eixample*

*In store abstracting for microtrends Eixample*

### **Design research excursions and workshops**

Design Hub visits:

Dressing the Body, Materfad: center for investigation of Advanced Materials,

Resource center: trend forecasting research materials, the latest design publications observation and note taking.

IACC Fab Lab and center for advanced textile and fashion development

In addition to providing core classes we rely upon our nexus of global future thinkers to share their expertise with informative and inspirational sessions whose topics may include:

- The Power of Creativity: Youth Trends and Internet Age Media
- Social Subcultures and Future Scenarios
- Social Media, Street Fashion and Coolhunting
- The Future of Fashion related to Technology and Sustainability
- Design Thinking and User Research
- Consumer Research and Building a Trends Canvas
- Fashion Communication and Branding Trends
- Fast vs Responsible Fashion Trends
- New Luxury Trends
- Colour Forecasting

## PROJECT WORK

All lectures have practical applications and will be incorporated into the final project or an in-module investigation or mini-project/presentation.

### **Briefing of the project**

The course includes both “indoor” and “outdoor” work. The Outdoor portion consists of the students observing and gathering information on specific trends and how they affect society as seen around Barcelona, in stores, cafes, clubs and more.

Indoor work consists of media investigation, analyzing information gathered, brainstorming and presenting the trends in visual and written form.

Students will keep a visual and written diary individually.

For the final projects students will receive a brief and work in groups to complete it. Each group will be expected to gather, filter and present information in multimedia formats at the end of the course. During the course student’s work will be discussed and analyzed continually, tutoring and workshops will assist students in learning the tools and methods needed to complete the briefing.

### **Course Coordinator**

The appointed course coordinator, a specialist in the subject, together with the Master Area Academic Department, has designed each summer course program content and syllabus. The Course Coordinator also plays an active role in assisting to incorporate professors and developing relationships between companies and institutions in order to create links to the course program.

### **Christina Bifano**

Design and trends researcher, educator, textile designer and fashion historian with a passion for combining all interests into one. Christina has been coordinating and teaching trends investigation and textile/fashion related courses in Barcelona for the past 10 years.

During her 11 years in Barcelona she has provided insight and inspiration reports ranging from fashion to food to international and local clients. She focuses on both online and offline research techniques, and currently enjoys collaborating with Antique & Boutiques as a local trend tour guide.

Her background is in textile/surface design, fashion and interior design research and vintage curation. She has worked for large brands and small design studios alike including: JB Martin, Co. Inc., Nautica Int'l. Inc., Milkprint Studios (NYC), Colette&Blue (PA), Cahier and Coloroom/Double G (BCN).

She is proud editor of Roadtrip to Innovation and Digital Natives/Get Ready! both by Delia Dumitrescu. Christina holds degrees in Textile/Surface Design from FIT in New York and Accademia Italiana Moda in Florence, Italy.

<http://about.me/christinabifano/#>

### **Teachers of the previous edition**

#### **Zinzi de Brouwer**

Specialised in: Fashion Concepts and Branding, Trend Forecasting, Social Cultural Analysis, Textile Design.

CoFounder and Brand Director at Stories of Near  
[zinzidebrouwer.paspartout.com/pages/portfolio](http://zinzidebrouwer.paspartout.com/pages/portfolio)

#### **Andrés Colmenares**

Andres is a trend researcher and strategist born in Bogotá, Colombia (1982). He is co-founder of wabi-sabi lab and Internet Age Media, exploring the imperfect future and the evolution of internet as culture. In the last 7 years we have worked with global brands (Absolut, Red Bull, Ableton), institutions (Ministry of Education-Colombia) startups (AirBnB, Bliip) and schools (Kaospilots, LCI, IED) between Latin America and Europe. Guest speaker at different international events: Lift Conference (Geneva), Calvert Forum (Kazan), MAPIC Future of Retail (Cannes), Youth Marketing Day (Helsinki).

[www.wabisabilab.com](http://www.wabisabilab.com)

#### **Edoardo Fano**

Graduated in Law in 1991 (Università degli Studi di Milano, Italy)

Law Degree Homologated in Spain, 2010

Italian Law Lecturer from 1992 to 1995 in London (U.K.)

Lecturer (Italian Law, Intellectual Property and Information Technology Law, Public Speaking and Communication) and IP Legal Adviser from 1995 to 1997 in Barcelona (Spain), from 1997 to 2003 in Milan (Italy) and from 2003 in Barcelona (Spain) and Milan (Italy).

WIPO (World Intellectual Property Organization) *Panelist* for disputes between trademarks and internet domain names, within the frame of "I.C.A.N.N. Uniform Domain Name Dispute Resolution Policy", from 2003, Geneva (Switzerland)

Legal Adviser in Intellectual Property for European Union projects in developing countries (Kazakhstan, Chile, India, Croatia, Republic of Moldova) from 2004

[es.linkedin.com/pub/edoardo-fano/5/592/8a3](https://es.linkedin.com/pub/edoardo-fano/5/592/8a3)

**Gudy Herder**

Trend expert, international speaker and consultant specialized in interior design & lifestyle with a retail background in fashion and luxury. She is the founder and editor of the blog Eclectic Trends, and produces online and offsite mood board masterclasses.

Holding a train-the-trainer certificate, Gudy guides creative sessions involving product & sales departments where trends are structured on mood boards. As a result, participants get an in-depth understanding of that precise innovate style or trend feeling much more confident when having to present novelties themselves and develop new product lines.

[www.eclectictrends.com/profile-gudy-herder](http://www.eclectictrends.com/profile-gudy-herder)

**Maya McCarthy**

Stemming from a diverse and rich european heritage and multicultural background, a growing passion towards the artistic world and industry lead a clear path towards working in the creative field. Discovering different possibilities in the area of design, from fashion designing (concept development) trend forecasting, to styling and interior design. Currently forms part of the commission of the Barcelona Fashion Film Festival as well as focusing on applying these skills to build future illusions in younger generations and different market segments.

[www.linkedin.com/in/maya-mccarthy-39226486](http://www.linkedin.com/in/maya-mccarthy-39226486)

**Geraldine Wharry**

Geraldine Wharry's unique experience as a fashion designer and trend forecaster has led her to collaborate across the style industry in fashion, beauty, interiors, electronics, technology and retail. She has a record of accurately predicting trends through an unwavering ability to research and define what's new. This has helped clients with successful market strategy, trend foresight and best selling fashion designs.

Her forecasts promote innovation and unlock creative opportunities, blending visionary thinking with pragmatic direction. She also works as an advisor, offering specific solutions in regards to future trends and brand strategy. She shares her knowledge during lectures, seminars and individual consultations.

[www.geraldinewharry.com](http://www.geraldinewharry.com)

*The Management of the Istituto Europeo di Design reserves the right to change the Course Program according to the didactic aims requested.*