

Analyzing Today's Fashion Trends

Activity D

Name _____

Chapter 2

Date _____ Period _____

Respond to each of the following regarding today's fashion trends.

1. Analyze the current (or upcoming) fashion season by looking at fashion publications, reports of designer collections, and retail advertising. Also, if possible, watch TV fashion news, visit stores, and interview merchandisers. Write your findings about the trends here. Attach pictures or sketches to illustrate your points.

Silhouettes (shapes)

Colors

Garment part details

Fabrics/textures

Prints/patterns

Accessories (footwear, jewelry, handbags, etc.)

Other

2. Describe a current fashion trend that illustrates the trickle-down theory. _____

(Continued)

Name _____

3. Describe a current fashion trend that illustrates the trickle-across theory. _____

4. Describe a current fashion trend that illustrates the trickle-up theory. _____

5. Describe an example of a classic garment that is especially popular today. _____

6. Describe an example of a recent fad that is past its fashion cycle peak. _____
