

Creating 3D Clothing Design and Trend Analysis

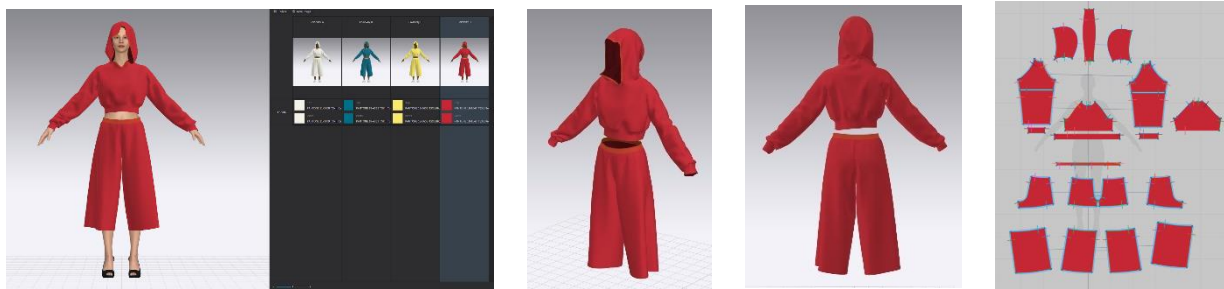
1. Integrate the knowledge and understanding gained from the previous activities.
2. Create the 3D clothing design (e.g., tops) and trend analysis portfolio.
 - Explain how students can integrate the knowledge and understanding gained from the previous activities and about the final activity of this module.
 - Explain what students will do for the activity #3. They create/modify the sweatshirt/top design on CLO 3D based on their trend analysis. They will use provided resources for the trend analysis, and apply the colorway on CLO 3D to display their trend choice.
 - Explain what fashion trend forecasting is.
 - The field within the fashion industry concerned with predicting upcoming fashion trends—colors, styling techniques, fabric textures, and more—that will spark consumer demand.
 - 5 ways fashion brands forecast trends (MasterClass, 2020)
 1. With in-house trend forecasters
 2. With a trend forecasting agency
 3. By going to fashion shows
 4. By looking to influencers
 5. By looking at other industries
 - Explain about Cotton Incorporated's product trend analysis
 - "Cotton Incorporated's Product Trend Analysts travel worldwide in order to identify the global, cultural, and lifestyle trends that influence the direction of textile design and silhouettes. In this video, Cotton Incorporated's trend team discusses what it takes to research and identify trends and advice for anyone interested in pursuing a career in trend forecasting (CottonWorks, 2021)."
 - <https://www.cottonworks.com/topics/fashion-trend/trend-forecasting/trend-forecasting-meet-the-team/>
 - *Ask students to go to the website of CottonWorks and register to get the access to fashion trend analysis.*
 - Show the trend forecasting example from CottonWorks' website.

[Example Trend Forecasting for SS22 from Cotton Inc.]



- Explain the activity #3 process.
 1. Students can open file "activity#3.zprj" and modify the design of sweatshirt, or they can choose another file or create their own top design for this activity.
 2. Students need to choose one trend theme from trend forecasting information from CottonWorks and apply its colors (and/or fabrics, print concepts) to the sweatshirt/top design on CLO 3D and display the colorways.
- Note: "There are diverse consumers from different cultural backgrounds and environments. Based on your understanding on this, imagine your target consumer and use the different avatar and body size matching your target consumer to work on this activity."

[An Example of Colorway and Simulation on CLO 3D]



- *Ask students to explain how you create/modify the design and select the certain trend for your target consumer.*

Competencies: Critical decision-making, project management and leadership, spatial visualization assessment, creative problem solving