

## FASHION TRENDS

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Code: 333066

Main Scientific Area: Textile and footwear design

Lecturer: Sérgio Miguel da Silva Oliveira

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 30h Total Workload: 45h

ECTS: 3,0

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### Objectives

With this curricular unit, students are expected to understand all the variables and concepts underlying the trends of fashion / consumption and to use this knowledge in the interpretation of the various inherent specificities of fashion. It is also intended that students develop the ability to define fashion concepts and their individual, cultural, social and economic functions and develop the capacity to identify the dynamics that determine fashion cycles and their evolution. No less important is to strengthen the role that the fashion designer has in a design team, as well as to understand the Trinomial Design / Marketing / Production in the fashion industry.

The convergence of all knowledge will allow students to be able to analyze current society taking into account the various factors related to trends, production and marketing of fashion products. They should also be able to identify trends through the social.

### Learning Outcomes

Learn and acquire knowledge about the concept of fashion and all the variables and concepts underlying the theme of fashion trends/ consumption, using this knowledge in the interpretation of the various specificities inherent in fashion;

- Acquire the ability to identify, analyze and implement methodologies for research, analysis and prediction of fashion / consumption trends according to a typical consumer;
- Identify timings of process phases;
- Apply at the project level the methodology of research and analysis of trends of fashion / consumption relating to a type consumer.

### Course Contents

1 - Fashion:

- Introduction
- Definition and concept
- Fashion as a cultural and communication item
- Fashion languages

2 - Basic concepts about the consumer

- Identify the different groups of consumers
- The different types of influences on the consumer
- Why Consumers buy
- The consumer and the fashion cycle

3 - What is a trend of fashion / consumption:

- Definition
- Functions and typologies
- Brief history and origin of fashion trends / consumption
- 4 - The research and methodology of information of trends of fashion / consumption
- Sources of fashion / consumer trends and fashion calendar.
  
- The methodology and analysis of trends in fashion / consumption
- The network of influences
- Coolhunting and Trend Forecasting
- Globalization and technology in fashion: new ways and approaches
- 5 - Design of fashion trends / consumption
- Predict and analyze fashion / consumption trends in the creation, production and marketing of fashion products relating to a typical consumer
- Development of a fashion / consumption trends project: theoretical definition of fashion proposals, implementation of fashion themes, presentation and critical analysis

### **Recommended Bibliography**

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- [31] TORRES, Lara (2006), Elementos básicos do design do design de moda. Citex;

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### **Learning and Teaching Methods**

The introduction to fashion and consumer concepts will allow students to acquire key knowledge for the most appropriate interpretation and analysis of fashion trends / consumer , developing the ability to define fashion concepts and their individual, cultural, social and economic functions by identifying the dynamics which determines the cycles of fashion and evolution;

· Through the acquisition of content of analysis and research of fashion trends / consumption with methodology appropriate to the timings of the fashion industry will allow students to become aware of the terminologies used as well as their complexity and can then work them through practical exercises;

Finally, the preparation and presentation of a fashion / consumption trends project related to a typical consumer will allow students to put into practice all the contents seized throughout the CU.

### **Assessment Methods**

The evaluation methodology is continuous, providing for debates, class exercises and a theoretical-practical project divided into two moments, a theoretical and a theoretical-practical including oral defense. The qualitative intervention of the student in the classes and their presence and punctuality are also valued.

Formula for percentage management:

- 10% Behavioral factors \* (presence, punctuality, participation, etc);
- 20% Continuous evaluation of learning (specific, multiplying, strategic and dynamic)
- 20% Exercises in class
- 50% Working Project