

FASH-3700

# Fashion Forecast: Shine Bright Like A Sweater

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# What to Expect

## Selling Season

Fall 2023

## Market Segment

Women's Wear

## Specialization

Sweaters





# Overview

01

Target Market

02

Theme

03

Style/Design/  
Silhouette

04

Texture

05

Color

06

Trim/Detail



# 01 Target Market



# Who?

## Demographics

**LOCATION:** Urban settings like NYC and other fashion forward places

**INCOME:** Middle class or above

**AGE:** Millennials and Gen Z (38-20)

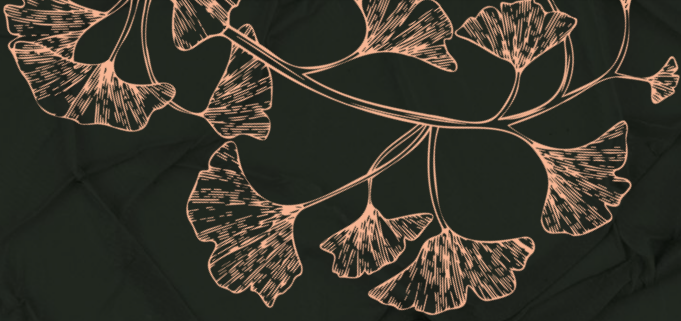
## Psychographics

People who like to experiment with their clothing, and people who are fashion forward





## 02 Theme



- **This trend is about colors and all that glitters**
- **Sparkly knitwear is an elevation of a classic staple**
- **This is a standout from normal fall fashion and is about colors and being yourself**





# 03 Style/Design/ Silhouette





# Description

## Design

Simplistic yet  
unique

## Style

Very Business  
casual with a  
creative twist



## Silhouette

Circular collar and  
baggy fit

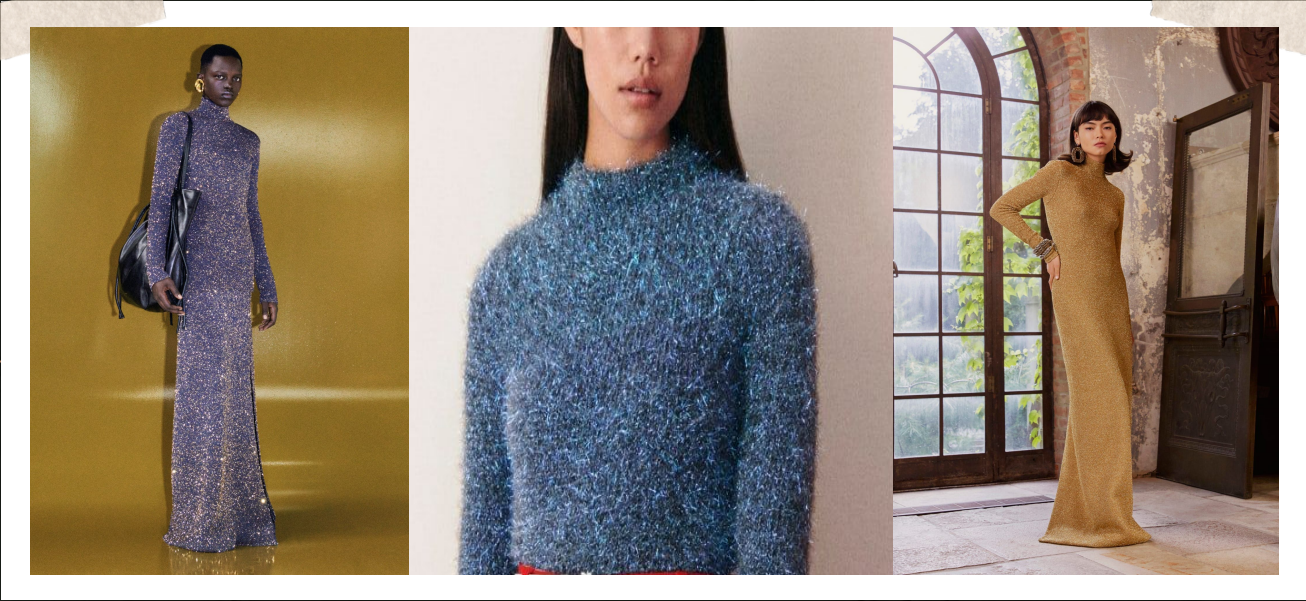


## 04 Texture



- Knits are typically soft and smooth, but sparkles and sequins sewn into fabric result in a rough hand
- However, this fabric against the skin will be soft

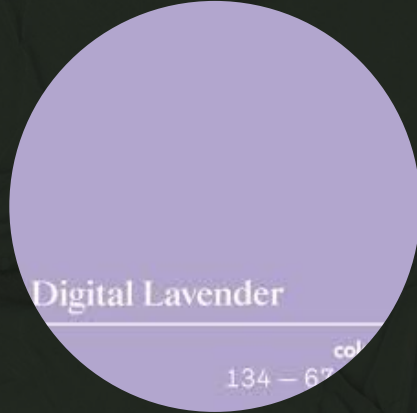




# 05 Color



# Color Palette



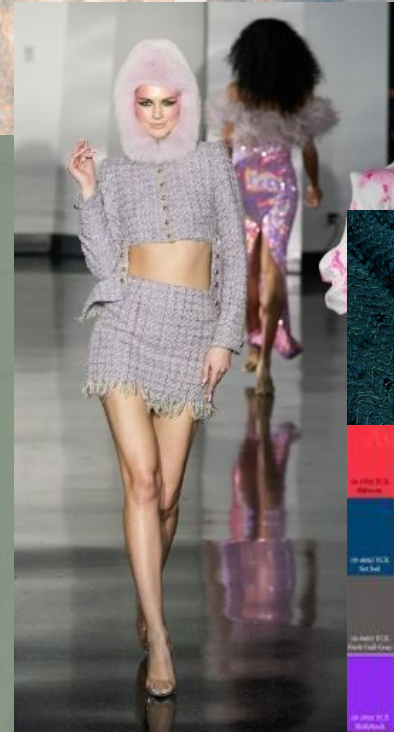


## 06 Trim/Detail



- Sweaters are made then sequins, sparkles, or rhinestones are sewn into the knit
- A metallic silver or gold shine many also be added to the sweater for a more glamorous look
- Gemstones are also added to trims or tops of sweaters





00-1-0000 P1-C15 Magenta	00-1-0000 P1-C15 Cyan	00-1-0000 P1-C15 Yellow	00-1-0000 P1-C15 Black	00-1-0000 P1-C15 White	00-1-0000 P1-C15 Grey
00-1-0000 P1-C15 Red	00-1-0000 P1-C15 Orange	00-1-0000 P1-C15 Green	00-1-0000 P1-C15 Blue	00-1-0000 P1-C15 Purple	00-1-0000 P1-C15 Pink
00-1-0000 P1-C15 Dark Red	00-1-0000 P1-C15 Dark Orange	00-1-0000 P1-C15 Dark Green	00-1-0000 P1-C15 Dark Blue	00-1-0000 P1-C15 Dark Purple	00-1-0000 P1-C15 Dark Pink
00-1-0000 P1-C15 Light Red	00-1-0000 P1-C15 Light Orange	00-1-0000 P1-C15 Light Green	00-1-0000 P1-C15 Light Blue	00-1-0000 P1-C15 Light Purple	00-1-0000 P1-C15 Light Pink
00-1-0000 P1-C15 Dark Blue	00-1-0000 P1-C15 Dark Green	00-1-0000 P1-C15 Dark Red	00-1-0000 P1-C15 Dark Orange	00-1-0000 P1-C15 Dark Purple	00-1-0000 P1-C15 Dark Pink
00-1-0000 P1-C15 Light Blue	00-1-0000 P1-C15 Light Green	00-1-0000 P1-C15 Light Red	00-1-0000 P1-C15 Light Orange	00-1-0000 P1-C15 Light Purple	00-1-0000 P1-C15 Light Pink



# Works Cited

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[New York Fashion Week photos: See all the celebrities, runway looks \(usatoday.com\)](#)

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**Thank You!**