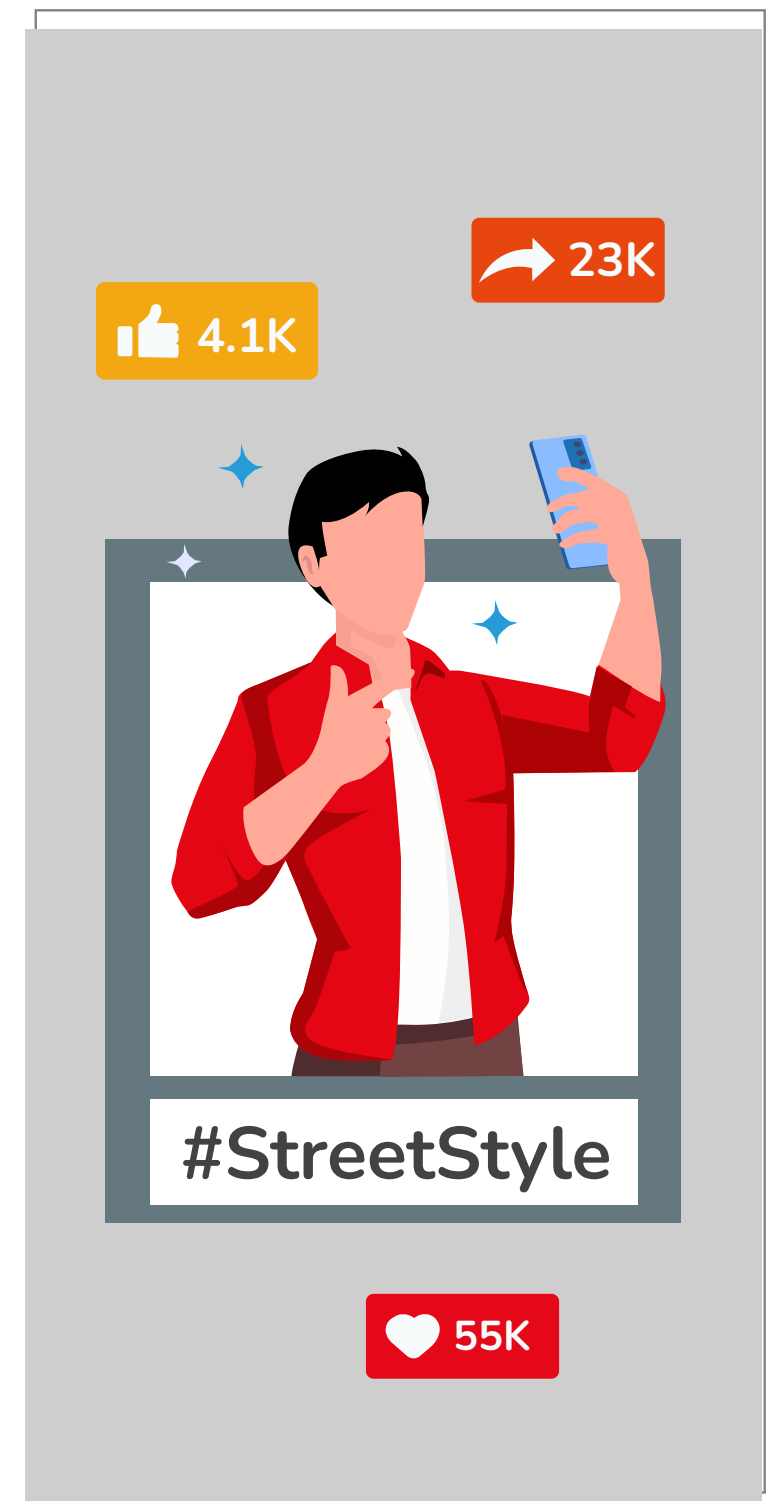


# 9 types of fashion forecasting techniques used to anticipate trends



# 1. Trend analysis

Study runway shows, street style, magazines, and social media to predict emerging styles.



## 2. Consumer research

Collect and analyze data on consumer preferences and lifestyle choices.



# 3. Color forecasting

Predict popular color palettes for upcoming fashion seasons.



# 4. Fabric and material forecasting

Anticipate prevalent fabrics and textures in upcoming seasons.



# 5. Macro and socio-cultural analysis

Use broader societal and cultural factors to forecast trends.



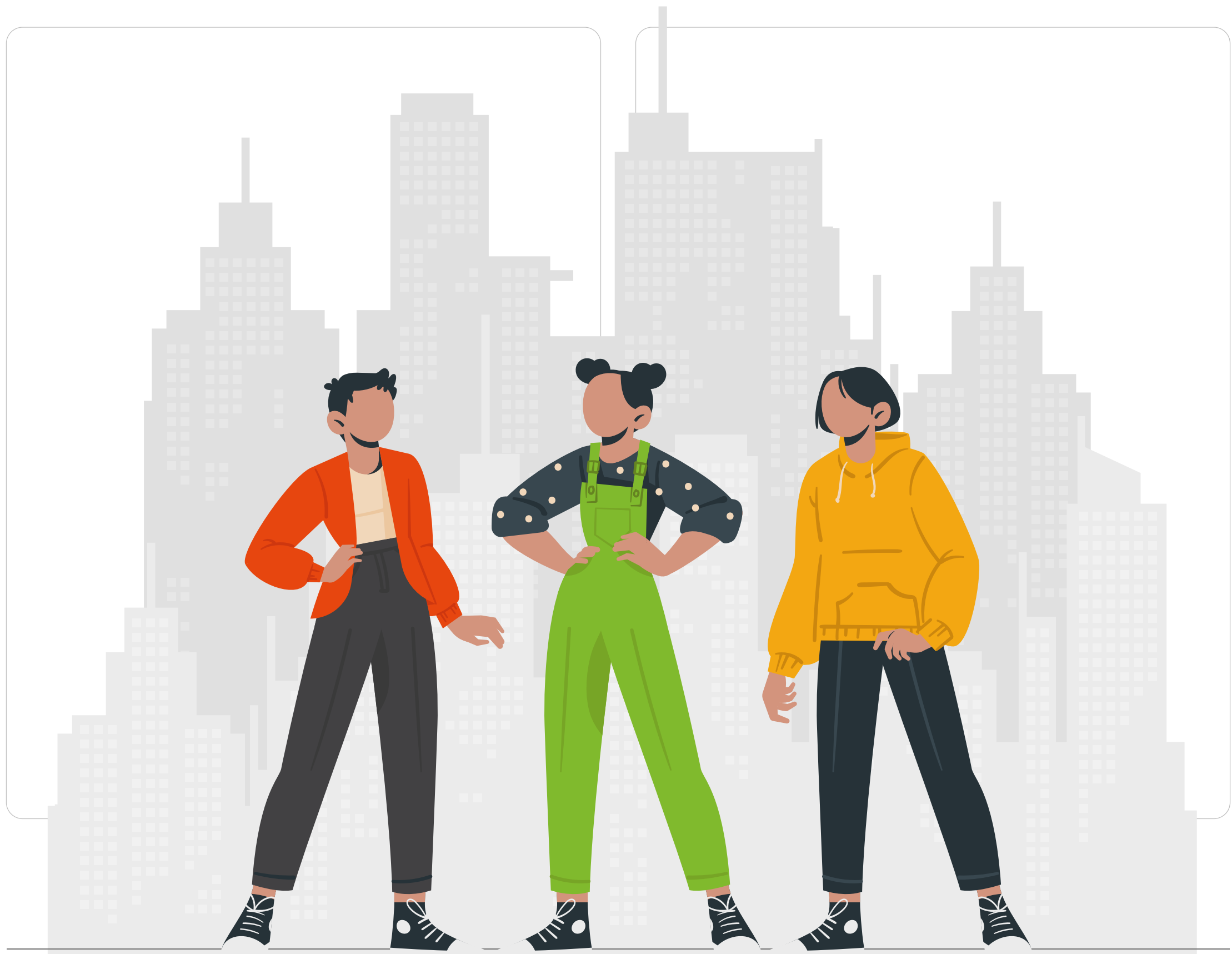
## 6. Runway analysis

Examine major fashion weeks to identify emerging themes and details.



# 7. Street style observation

Analyze street fashion to predict popular styles.





# 8. Data analytics

Use algorithms and machine learning to analyze data for trend prediction.



# 9. Micro trends (Short-term)

Follow styles that fall in and out of favor within 6-12 months.

