**Color Research Field Trip**

Trend Forecasting

Objective: To understand and experience Color Forecasting at many levels. To provide a forecast based on your observation.

Get Going: Travel throughout the mall to identify and document colors as they relate to the questions below. Answer questions and use data gathered to complete this worksheet as your homework assignment due for presentation during our next class meeting. Yes, this has some opinion based answers; as a forecaster, you must back up your answers. Pictures and documentable research are they best way to give credibility to any presentation? Do not violate any store policies; be polite, and remember you have the websites available as you prepare your presentation.

1. What are the current colors? Are the current colors simple (describable in two words) or are they more complex?
2. Is the current cycle bright and saturated, multicolored, muted, earth tones, or neutral and achromatic? What factors do you think affect the current colors?
3. What do you think will come next? Which ones do you think will continue to evolve over the next few seasons? Why?
4. How will these colors affect the evolution of fashion? Why?
5. Do you see a difference in the colors at various retail levels? (upscale, boutique, discounter, department store, etc.)
6. Can you trace any of these colors back to their cultural roots?
7. Is there any long-wave phenomenon that you think will affect the current evolution of color or style over the next few seasons?
8. Do you see any evidence that men’s apparel may be influencing women’s clothing?
9. Is there a color temperature cycle that will affect the next few seasons?
10. Is there any new color technology that will influence change over the next few seasons?
11. Analyze the appeal of these colors in terms of consumer preference categories such as age, ethnicity, income, and gender. (look for documentation of your thoughts)
12. What is your prediction for the future popularity of these new colors?