B.Sc. LEATHER GOODS AND ACCESSORIES DESIGN (BSCLGAD)

00535

Term-End Examination

June, 2012

BFW-063 : FASHION FORECASTING

Time : 3 hours *Maximum Marks : 70*

*Note :   Attempt all questions. All question carry **equal** marks.*

1.   What do you understand by fashion forecasting ?   **10**
     What is the difference between long-term and
     short-term forecasting ?

2.   Which are the various fashion magazines/journal   **10**
     (Name atleast 5) and how does these help
     professionals ?

3.   Name any five cities where fashion shows are   **10**
     conducted Annually. Briefly explain any one of
     them.

4.   List any five International Exhibitions Fairs where   **10**
     Leather and Leather goods and Accessories trends
     are show cased on a annual basis. Write short
     note on any of them.

5. Explain the three stories in the current forecast that have been taught in class, discussing the mood, color, trends, materials portrayed in each story. **10**

6. What are the various factors influencing fashion and trends in a particular season ? Explain giving examples. **10**

7. Write a brief note on any one your favourite National or International Designer, describing its look, image, styling, design details etc. **10**