## Lesson Plan

**Title:** The External Factors That Affect Fashion Trends

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| Body: | |
| **Forecasting Trends is Important to Industry** | Explain that forecasting trends may be one of the most important aspects of the fashion industry. *PPt-3, Importance of Trend Forecasting* |
| - Fashion buyers and designers know that fashion changes in response to external factors in the world. They need to know what to consider when planning their designs and purchases. | |
| - It is important to fashion retailers to understand how these external factors influence the purchases of consumers. | |

| The External Factors | |
| - Social Issues | |
| - Economic Forces | |
| - Legal Forces | |
| - Political Forces | |
| - Technological Forces | |
| - Global Forces | |

| Summary: | Review the importance of Trend setting and knowing what factors influence trends. |
### Evaluation:
Pass out the exam and have students identify the factors that influence trends in fashion. To pass they must list at least 5 of the 6 factors.

### Conclusion:
*Review or recapitulate.* Briefly go over the main items of your topic. Stress important or key points.
*Link:* In the next class you will learn what the specific influences are in each of the major categories of external factors.
*Clarify.* Allow time for questions to clear up any misunderstandings or problems.
*Finish.* Leave your learners in no doubt that you are done. Ask the question, "Before I finish, do you have any final questions?"

### References:

### Training aids:
Computer and projector.

### Notes:
Fashion Trends -- The External Factors

Importance of Trend Forecasting

- Fashion buyers and designers know that fashion changes in response to external factors in the world.
  - They need to know what to consider to help plan their designs and purchases.
- It is important to fashion retailers to understand how these external factors influence their purchases of consumers.

External Factors That Affect Fashion Trends

- Economic Influences
- Political Influences
- Technological Influences
- Global Forces
- Legal Influences
- Social Influences

Objective
- Identify the external factors that affect fashion trends according to Core Concepts in Fashion, 2008, pp. 90-97

What external factors influence fashion trends?
Brainstorm Activity

Trend Forecasting Factors

The Problem:

Forecasting trends is important business for buyers and fashion designers. They need to know what fashion changes are being driven by factors other than those in the fashion industry. We call these factors “external factors”. The purpose of this brainstorm is to identify the external factors that buyers and fashion designers must consider.

What are the external factors that affect fashion trends?

- The objective of this activity is to generate as many ideas as possible.
- When we start giving your ideas, make sure that you give everyone a fair opportunity to contribute.
- We will write them down on the whiteboard as they are stated.
- Everyone must contribute. We want everyone to have an idea.
- As you hear ideas stated use them to create new ones.
- It is important as we state our ideas not to be critical toward them. We just want to get all the ideas out and written down. Later we will evaluate them.
- Have fun brainstorming. Come up with as many ideas as possible, from solidly practical ones to wildly impractical ones.
- Welcome creativity!
Trend Forecasting Factors

Examination

In the circles below, write the external factors that influence fashion trends.