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FOR PREDICTING IN DESIGN AND FASHION

Abstract: To the issue of prediction in design and fashion. The analysis of the objectives, principles and process of forecasting trends. Revealed patterns of functioning in the professional field of design and fashion forecasting results of our well-known trend setter Li Edelkoort.

Keywords: forecasting fashion, fashion, trendsetter, trend, trendy narrative.

Statement of the problem. Fashion belong to the category of phenomena that occur as a result of chance, unguided by any rational factors. To prove otherwise causes changes in the study used a retrospective fashion projection of this phenomenon reflected the light of the historical development of society. It turns out that if we consider the fashion for a long enough period of time, it changes appear to be very regular, that is quite predictable. In contrast, for short periods - stochastic - probabilistic and random. Another paradoxical perceived sense of "fashion forecasting", which, in turn, has become well-established in the West, self-contained sphere of professional activity.

Analysis of recent research and publications. Clear that fashion is one of the mechanisms of regulation of social and cultural relations in society. In this connection, in scientific works acquired urgency address the problem of socialization in the context of sociological analysis of fashion as a normative system as well as the question of the specificity of the role of fashion in the structure of the given process [1].

It is proved that fashion has a direct impact on economic and social development of society as a factor that requires serious attention and analysis. The difficulty, in fact, is that the phenomenon of fashion cannot be attributed to only one category definitions (social, economic or psychological) because it is a complex, ambiguous phenomenon. Its ambiguity has led to a variety of methodological approaches to the study of various sciences. The boundaries between these approaches is difficult to establish, the division is quite conventional. However, it still dominates the sociological approach, which can be explained in terms of identifying the phenomenon of fashion as a specific form of social regulation that determines the frequency of changes and cyclical nature of sample mass behavior [1].

A kind of "spice" and adds the fact that the fashion in modern terms is clearly structured and organized system of professional work a significant number of experts, the industry that creates, provides, implements a number of diverse products and services, intentionally producing images, behavior, lifestyle. Therefore, fashion is "a sensitive instrument" in the system of socio-

cultural norms and at the same time quite predictable and predictable phenomenon. Fashion Forecasting necessary not only to monitor the development of the dominant trends [2], but the reaction to fashion diverse population. Investigation of changes in fashion for a long period of its existence allows forecasting.

Goals of the Article. In the professional field at a fashion forecasting understand, first of all, information on trends and directions for the coming year (season) in the field of design, modeling and textiles. For complete information on the prediction can be found in professional journals such as: «View & International Textile», «Fashion industry», «North America's Textile International», «Africa's Pursuit Magazine». But the most important is considered to be the trend book - «Trendbook». Find out who creates all these publications and how the information is justified and shown to them, who is responsible for the accuracy of the information highlighted, its effectiveness is the **purpose of publication**.

The main part. Forecasting practice known since the 1950's Specialized Bureau forecasting conducted market research and determined the consumption of a particular trend for the coming year. Today, special agencies offer complete designs of colored solutions textural effects and fabrics, their properties and qualities. Reasonable and detailed information about general trends and styles.

In the world there are a number of agencies on the prediction, including the most famous: Trend Union (France), Nelly Rodin and Peilers (France), INDEX and The Bureau (Britain), Brain Reserve (United States), The Woolmark Company and DUPONT, Li Edilkoort's Trend Union and Faith Popcorn's, Brain Reserve, The Bureaux, Swiss textile firm, Schoeller Textil AG, Britain based WGSN (Worth Global Style Network). They perform functions similar to those formed in the middle of the twentieth century, but greatly expanded and more conceptual. So, earlier predictions concerning the length and width of the skirt pants, and now - covering fashion image as a whole [3].

A leading role in predicting fashion aside trendsetteram - direct searchers 'new': trends, ideas and concepts. Their unique talent is to see something new in familiar circumstances, find a non-standard interpretation of everyday objects. Pros good draw, mastered the art of photography to capture what they see, know several languages and loved to travel. And most importantly - have a nice subtle flavor developed intuition and analytical skills. All the collected information they compose a single story, which clearly demonstrates narrative certain idea - concept.

Depending on the goal information can be used in various ways: first - elected the most interesting project that becomes the basis of development of a group of experts in forecasting trends. Secondly - are compared with each other different projects in order to identify the most common trends. After their thorough understanding of preparing a single presentation unit on which practiced the dominant theme. It is on this basis to continue the trend created a book coming season. Objectivity is based on information that it collected in different parts of the world, and meaningful from the standpoint of the identity mapping. It is defined as trend-board: basic material for identifying key trends and directions. Trend - this is

the narrative - another story-a story that you are trying to convey to the consumer, the actual way of ideas. It also can be used as the most convincing way of presenting author projects the public.

Trend book brings together some trend-board as the dominant narrative fashion, and is formed generally within 6 months. It combines work trend-maker, stylists, colorists, illustrators, computer graphics, and many more others. Trendbook contains valuable information on the trends and fashion trends for Spring / Summer and Fall / Winter. Typical Trend-book divided into two parts: the first - the main theme of the season is divided into sections that indicate the shape and silhouettes, fabrics and textures, the second part presents the results of the forecast - color palette and technical drawings of each product line clothes separately [4].

Trend of the book are divided into three main areas: women's clothing, men's and children's range. However, it may also have a special, more narrow direction, like clothes, accessories, clothes and accessories and more. Similar predictions can reach coordination of actions among all actors forming fashion.

Dutch Edelkort Lee, is considered the most famous and most successful trendsetterom in the world, says: "I like to think of their profession as a modern form of archeology, where, quite unexpectedly finds places you did not seem related to each other pieces - and suddenly, one day you have composed a complete picture - and formulated the idea. The idea that the change in lifestyle trend "[4]. Further explains that predicts trends: "The difference between the prediction and just scouting trends evident. Scouting - a study of existing phenomena, evaluation of their interaction with the outside world and try to see how long they can survive "[5].

Lee Edelkort working with the phenomena that today are only "fly in the air", "this is a glimpse of the future, which is often not at present any actual evidence. I weave together the threads of very different streams of information, such as conversation, customer opinions, news articles, financial statements of corporations, films, exhibitions or fashion-show. My work is based on intuition. Only then we add to the intuition of causal analysis and philosophy, we try to identify and understand the consequences of labeled us "breath" "[5].

In 1975, Lee moved to Paris where created Trend Union - it is known office of predicting trends in the world, which now has offices on five continents. Bureau offices of five companies united by a unique name «Trend Union»:

- Trend Union (responsible for the forecasting of trends)
- Studio Edelkoort (strategic consulting)
- Bloom (publishing house)
- Edelkoort Etc (author lectures, seminars, projects)
- Heartwear (a non-profit organization whose mission - the development of crafts, and the main task - the commercialization of talented artisans).

Lee says that her profession "muscle intuition must train as well as train the muscles athletes" [5].

Studies Trend Union considers various indicators: political, ethnological and art, literature and Them. The information professional trendsetter extracts from everywhere. For it is a journey, communicating with students in the Academy of Design Eindhoven (which she headed from 1999) rekuperuvannya pieces of plastic and metal, collecting stones and leaves.

Lee believes that the trends have their own life cycle. In general, the predictions it makes 2 years in advance. However, the transience of the trend depends on the industry if it comes to fashion clothing - weather for 2 years, if the automotive sector - a period of 5 to 7 years in architecture and town planning - 10-12 years. The most short-term trends are trends, such as the color - one or two fashion seasons. Lee explores Edelkord and very different trends - those that can be correlated with the social phenomena that can last for years and decades. They eventually become so significant that they begin to consider the lifestyle.

Research results take the form of Trend Union trendbooks, designed to:

- six months - Trend Forecast (main predictions of trends);
- Colour Forcast (a color prediction for the season);
- Beauty Book (trends in cosmetics and perfumes);
- Patter Book (motifs and colors) and The Key (basic shapes and details in the clothing);
- Annual Lifestyle Book (the basic ideas in design and interiors);
- Well Being Bible (trends in the industry "true life").

From the study of these books start work all fashion houses, advertising agencies and policy [4].

Lee also known Edelkort own fair projects that demonstrate not only her personal vision, for example, an organic future, but also multimedia and audio-visual presentation of innovative architectural projects, design ideas which are ahead of time. Lee has found their authors on four different continents to find their common essence - most clearly the trends.

One of the trends, which says Lee - a world of birds as a source of creativity and inspiration. Lifestyle birds, social space and how they are looking for something to eat - leads to the idea of local and seasonal production. As part of the research world birds Edelkort Lee says "gathering and twigs, and debris to create nests can touch up on us revival weaving crafts" [5]. Given these projections, it is clear that the design of future awaits the development of extremely bright.

Conclusions. Everything said above confirms the need for forecasting fashion trends. Their conceptual representation of «trendbooks» form a narrative tale, stories that designers later "perespivuyut" in the author's project, but consumers perceive their own way.

Prospects for further research. Seems appropriate to analyze narrative fashion, based on a common result of weather trendsetteriv.

Literature

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Аннотация

Лагода О. К вопросу прогнозирования в дизайне и моде. В статье рассматриваются цель, принципы и процесс прогнозирования модных тенденций. Раскрыты закономерности функционирования в профессиональной сфере дизайна и индустрии моды результатов прогнозирования ведущего трендсеттера современности Ли Эделькорт.
Ключевые слова: *прогнозирование моды, индустрия моды, трендсеттер, тенденции, модный нарратив.*

Анотація

Лагода О. До питання прогнозування в дизайні і моді. у статті розглянуто мету, принципи й процес прогнозування модних тенденцій. Розкрито закономірності функціонування у професійній сфері дизайну та індустрії моди результатів прогнозування провідного трендсеттера сучасності Лі Еделькорт.

Ключові слова: *прогнозування моди, індустрія моди, трендсеттер, тенденції, модний нарратив*