



Fashion Forward: A Guide to Fashion Forecasting

Chelsea Rousso

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Long before the latest trends grace September issues or department store mannequins, their antecedents are swirling in the zeitgeist, and it's the fashion forecaster's mission to identify them. *Fashion Forward* demystifies this exciting career and fosters skills and instincts that will benefit any design professional. The book begins with an overview of fashion forecasting theory and concepts and then leads readers through a step-by-step guide to creating and presenting a forecast. The author's expertise, honed over decades of industry and academic experience, is supplemented by real-world examples and interviews with both influential forecasters and the designers who rely on them. *Fashion Forward* enables readers to start spotting tomorrow's trends today and compellingly communicate them, both visually and verbally, to inspire fashion innovators.

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