Module code	FSM709	Level	7
Module title	Fashion Trends, Buying and Distribution	Credit value	10
Programme(s) on which the module is taught	MA International Fashion Marketing	ECTS Credits	5
		Notional learning hours	100

1. Pre-requisite modules

None

2. Module aims and objectives

This module will allow you to develop your knowledge and understanding of the formation of fashion trends and their impact on the fashion buying process. You will learn about the use of global supply chains to ensure the delivery of fashion product to the consumer. The module will contextualise the emergence of trend analysis, its impact on the process of developing products and services, and how this translates through to marketing and sales channels.

You will examine how trends arise by considering market and consumer intelligence. You will study aesthetic, economic, social and cultural impacts on trends and how innovations in materials, technology and construction techniques affect trends. You will engage in trend research, synthesis and analysis to explore future directions and relate these to the role of the fashion buyer. You will learn how the industry seeks to develop the right product at the right time for the consumer, and understand product category management and category development. You will develop an appreciation of how technological developments and resulting consumer demand are challenging established systems and distribution channels across mainstream and luxury sectors. You will examine how such changes to fashion are being absorbed into the buying function.

3. Learning outcomes

A) Knowledge and understanding
Upon successful completion of this module the students will be able to:

A3. Independently and critically synthesize philosophies, theories and methodologies underlying a social science approach to international fashion marketing (broadly understood to include the strategic branding and marketing of fashion goods and services: fashion trend forecasting, trend data, pricing, fashion buying and merchandising, and distribution/supply chain management).

B) Skills

Upon successful completion of this module the students will be able to:

B2. Demonstrate autonomous thinking, creativity and sound judgement in the application of knowledge and skills to independently determine research design, data collection, analysis, synthesis, and reporting in relation to international fashion marketing, with specific reference to fashion trends, buying and distribution.

B3. Independently appraise, analyse, synthesise and interpret a range of fashion marketing related data and information, evaluate its relevance and validity in the context of new and challenging situations in fashion trend analysis, fashion buying and distribution, which are experienced at the forefront of international fashion marketing.

B7. Confidently and professionally communicate complex ideas and arguments, in visual, oral and written forms, using a range of media, including digital, which are widely used within the fashion marketing industry.

4. Indicative content

- The history of fashion forecasting (trend)
- Trend forecasting in practice
- Textile and innovation
- Colour and commerce
- Celebrity and the global influence
- Influencers - The social media effect on trends
- Roles and responsibilities of the fashion buyer
- The buying process and range planning (product mix)
- Retail channels and distribution
- Source and global supply chain management
- See now, buy now – the new supply chain
- Direct to customer distribution

5. Learning and teaching methods

Taking advantage of the University's Central London location, you will benefit from being in one of the worlds dominate fashion capitals, and the high density and diversity of fashion retail sector. At Regent's you will learn through a combination of focused seminars and practical experience, with a strong emphasis on tutorial support for your individual interests and focuses. Self-directed independent learning is also expected at postgraduate level.
The focus of this model is on an industry-linked, practical-based mode of study supported by industry specialists and professional practitioners. The following learning and teaching methods will be used on this module:

- Lectures, seminars and tutorials
- Guest speakers in class and at larger Regent's events
- Master classes
- External visits

- Progress tutorials
- Presentations
- Collaboration where practical and relevant with other courses
- Group work and self-directed study
- In-class formative assessments
- Summative (graded) assessments
- IT workshop of blog and web development

10 credit module – 100 learning hours	
Directed learning	**33 hours**
Lectures	11
Seminars	22
Collaborative Learning	**5 hours**
Tutorials (1:1 and group)	5
Self-directed learning	**62 hours**
Preparation for class	12
Self-study after class	30
Preparation for assessments	15
Assessment	5
Total	100

6. Assessment and relative weightings

Scheduled contact time will include regular formative assessment and feedback. This may take many different forms such as tutorials, contemporary knowledge quizzes, in-class specialist workshops, presentations, discussion, peer review and IT exercises.

Summative assessments, which are graded and contribute to the award are listed below:

Assessment 1 (B7)
Week 7 (30% Mark) – An individual assessment comprising a mock-up of a web or blog-based trend site which incorporates trend analysis. This will be constructed on a template based site e.g. 'Squarespace'. The assessment will focus on both the content and the use of IT to present information. Detailed information will be provided in the assessment brief.

Assessment 2 (A3, B2, B3)
Week 11 (70% Mark) – Individual Written Report: factors affecting fashion buying. This should include both aesthetic, financial and logistic considerations. The report is a written task of 2,000 words, and may be supported with visuals. You need to use relevant

research data to support your findings. Further detailed criteria and guidance will be provided in the module outline.

7. Mapping of assessment tasks for the module				
Assessment tasks	**A3**	**B2**	**B3**	**B7**
Assessment 1 - Individual assessment comprising a mock-up of a web or blog-based trend site which incorporates trend analysis				✓
Assessment 2 – Individual Written Report	✓	✓	✓	

8. Key reading

Blaszcsyk, R.L and Wubs, B., 2018. The Fashion Forecasters: A Hidden History of Color and Trend, Bloomsbury.

Blaszcyzyk, R.L. 2012. The Color Revolution. MIT Press.
Brannon, E.L., Fashion forecasting: Research, Analysis, and Presentation, 2005.
Brannon, E.L. and Divita, L.R., 2015. *Fashion forecasting*. Bloomsbury Publishing USA.
Christopher, M., 2016. *Logistics & supply chain management*. Pearson UK.
Clark, J., 2014. *Fashion Merchandising: Principles and Practice*. Palgrave Macmillan.
Easey, M. ed., 2009. *Fashion marketing*. John Wiley & Sons.
Goworek, H., 2007. *Fashion buying*. Blackwell Science.
Hines, T. and Bruce, M., 2007. *Fashion marketing*. Routledge.
Jackson, Tim, and David Shaw. *Mastering fashion buying and merchandising management*. Palgrave Macmillan, 2000.
Jeffrey, M. and Evans, N., 2011. *Costing for the fashion industry*. Berg.
Kim, E., Fiore, A.M. and Kim, H., 2013. *Fashion trends: analysis and forecasting*. Berg.
Kunz, G.I., 2010. *Merchandising: Theory, principles, and practice*. Fairchild Books.
Lynch, A. and Strauss, M., 2007. *Changing Fashion: A Critical Introduction to Trend Analysis and Cultural Meaning*. Berg.
McKelvey, K. and Munslow, J., 2009. *Fashion forecasting*. John Wiley & Sons.
Raymond, M., 2010. *The trend forecaster's handbook*. Laurence King.
Rushton, A., Croucher, P. and Baker, P., 2014. *The handbook of logistics and distribution management: Understanding the supply chain*. Kogan Page Publishers.
Shaw, D. and Koumbis, D., 2014. Fashion Buying. From Trend Forecasting to Shop Floor.
Varley, R., 2014. *Retail product management: buying and merchandising*. Routledge.
Vinken, B., 2005. *Fashion Zeitgeist: trends and cycles in the fashion system*. Berg Publishers.

Electronic Resources:
www.wgsn.com
www.kantarworldpanel.com

www.fashionmonitor.com
www.euromonitor.com
www.ttandd.org
www.textilesintelligence.com
www.thebusinessoffashion.co.uk

Selection of academic journal articles accessible via Regent's Discovery database:
Clothing and Textiles Research Journal
Design: Retail
International Journal of Retail & Distribution Management
International Journal of Retail, Distribution and Consumer Research
Journal of Fashion Marketing and Management: An International Journal
Journal of Product and Brand Management
Journal of Retailing Drapers Journal of Retailing and Consumer Services
Retail Digest
Retail Merchandiser