Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Common

Title	Analyse and interpret fashion trend research findings
Code	110374L5
Range	Analyse and interpret fashion trend research findings to explore fashion design ideas or business development. This applies to individuals who are required to analyse fashion trends for the latest fashion design ideas.
Level	5
Credit	4

Competency	Performance Requirements
	1. Knowledge in the subject area
	
	    Be able to
	• identify fashion trend implications for fashion design and business
	• review the industrial practice of forecasting fashion trends
	• apply a range of specialised techniques for identifying fashion trends
	• communicate and report fashion trend findings electively by using fashion terminology
	
	2. Application and process
	
	    Be able to
	• integrate the data and information collected from different sources of fashion trends
	• evaluate the credibility of fashion trend information gathered
	• conduct analysis to fulfill the information needs of different parties about the implications and consequences of fashion trends
	• apply appropriate methods to analyse fashion trend data
	• interpret and identify trend elements that could be applied to a target collection / market
	
	3. Exhibit professionalism
	
	    Be able to
	• appreciate the fashion trend information from both creative and business perspectives

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to accomplish: • Detailed analysis and interpretation of fashion trend findings that can serve as a basis for generating design concepts or business opportunities for target markets.
Remark	Common UoC across the functional areas : Design / Product Development / Merchandising and Material Procurement / Material Development