

**Specification of Competency Standards**  
**for the Fashion Industry**  
**Unit of Competency**

Functional Area - Common

Title	Analyse and interpret material trend research findings
Code	110376L5
Range	Analyse and interpret material trend research findings to explore fashion design ideas or product development. This applies to individuals who are required to analyse material trends for fashion design ideas or material development.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the subject area</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> <li>• identify material trend implications for fashion design and business</li> <li>• understand the industrial practice of forecasting material trend</li> <li>• relate material features and properties to fashion end-use</li> <li>• communicate and report material trend findings electively by using fashion terminology</li> </ul> <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> <li>• integrate the data and information collected from different sources of material trends</li> <li>• evaluate the credibility of material trend information gathered</li> <li>• conduct analysis to fulfill the information needs of different parties about the implications and consequences of material trends</li> <li>• apply appropriate methods to analyse material trend data</li> <li>• interpret and identify fashion materials that could be applied to a target collection / market</li> </ul> <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> <li>• appreciate the material trend information from both creative and business perspectives</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> <li>• Detailed analysis and interpretation of material trend findings that can serve as a basis for generating material development direction / fashion design ideas.</li> </ul>
Remark	Common UoC across the functional areas : Design / Product Development / Merchandising and Material Procurement / Material Development