Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Common

Title	Plan and conduct fashion trend research
Code	110377L4
Range	Plan and conduct fashion trend research to retrieve information about the up-to-date fashion trend or cutting-edge design concepts. This applies to individuals who are required to plan and gather information about global design trends to inform others of new business or fashion design ideas.
Level	4
Credit	3
Competency	Performance Requirements 1. Knowledge in the subject area Be able to • examine the significance, objectives and approaches to fashion trend research in the fashion industry • identify the key elements of the fashion trend (e.g. silhouette, colour) • outline the key sources of fashion trend information • state the research planning procedures to explore fashion trends (e.g. setting timeframe, budgeting) • employ techniques for creative thinking and research (e.g. mind map) and conducting data collection 2. Application and process Be able to • identify the kinds of fashion trend data (e.g. colour trend, use of materials) that are relevant to the organisational product line • devise an appropriate image and trend data collection strategy (e.g. desk research, visiting clients' stores) • identify relevant sources of fashion trend information • formulate a fashion trend research plan consistent with the organisational direction • conduct desk research to gather fashion trend information (e.g. clients' websites) • arrange to collect fashion trend information from other sources (e.g. trade fairs, visiting clients' stores) • organise information systematically for fashion trend analysis • keep exploring new and alternative sources and make adjustments to the research plan when required 3. Exhibit professionalism Be able to • complete the fashion trend research in a timely manner • proactively network with industry practitioners and expand the sources of fashion trend information for future use
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to accomplish: • Formulation of a research plan with appropriate data collection strategy to retrieve the up-to-date fashion trend information as well as systematic collection and organisation of fashion trend information for the formulation of fashion design ideas or business development strategy.

Functional Area - Common

Remark	Common UoC across the functional areas : Design / Product Development / Merchandising and Material Procurement / Material Development