

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Common

Title	Plan and conduct material trend research
Code	110378L4
Range	Plan and conduct material trend research to retrieve information about the latest material trend and innovation in fashion materials. This applies to individuals who are required to plan and gather information about material trends for design inspiration, material development, product development or sourcing.
Level	4
Credit	2
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"> • recognise the importance of material trend research in developing fashion products • understand the approaches of material trend research in the fashion industry • outline the key sources of material trend information • state the research planning procedures to explore material trends (e.g. setting timeframe, budgeting, implementation plan) • employ a range of specialised techniques for conducting data collection <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • identify the material needs and the needs for developing new materials in support of the fashion product line • devise an appropriate data collection strategy (e.g. desk research, visiting suppliers or vendors) • identify relevant sources of material trend information • formulate a material trend research plan consistent with the organisational direction • conduct desk research to gather material trend information (e.g. major fabric manufacturers' and suppliers' websites) • arrange to collect material trend information from other sources (e.g. trade fairs) • organise information systematically for material trend analysis • keep exploring new and alternative sources and make adjustments to the research plan when required <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • complete the material trend research in a timely manner • proactively network with industry practitioners and expand the sources of material trend information for future use
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Formulation of a research plan with appropriate data collection strategy to retrieve information about the latest material trends and innovation in fashion materials as well as systematic collection and organisation of material trend information for design inspiration, material development, product development or sourcing.
Remark	Common UoC across the functional areas : Design / Product Development / Merchandising and Material Procurement / Material Development