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| Titolo                  | The fashion forecasters : a hidden history of color and trend prediction<br>// edited by Regina Lee Blaszczyk and Ben Wubs                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| Descrizione fisica      | 1 online resource (297 pages)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| Soggetti                | Clothing trade - Forecasting<br>Fashion - Forecasting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| Nota di contenuto       | 1. Beyond the Crystal Ball: The Rationale Behind Color and Trend Forecasting -- Regina Lee Blaszczyk and Ben Wubs -- Part I: When Paris Led and America Followed -- 2. The Rise of Color Forecasting in the United States and Great Britain -- Regina Lee Blaszczyk -- 3. Tobe Coller Davis: A Career in Fashion Forecasting in America -- Veronique Pouillard and Karen J. Trivette -- Part II: Going International -- 4. From Window Dresser to Fashion Forecaster: David Wolfe of the Doneger Group -- Tells How He Got Started in Trends -- 5. What Do Baby Boomers Want? How the Swinging Sixties Became the Trending Seventies -- Regina Lee Blaszczyk -- 6. The View from Paris: Nelly Rodi and the Early Days of French Trend Forecasting -- 7. Fibers, Feathers, and the Future: Ornella Bignami on the Importance of Materials -- 8. Fashion Prediction and the Transformation of the Japanese Textile Industry: The Role of Kentaro Kawasaki, 1950-1980 -- Pierre-Yves Donze -- 9. Interstoff's Fashion Table: The Internalization of Fashion Forecasting at the World's Most Important Fashion Fabric Fair -- Ben Wubs -- 10. The Role of the Pitti Uomo Trade Fair in the Menswear |

Fashion Industry -- Mariangela Lavanga -- Part III: The Digital Imperative -- 11. Looking Behind the Scenes of Swedish Fashion Forecasting -- Ingrid Giertz-Martenson -- 12. Trending Online: Valerie Wilson Trower Discusses Stylesight in the Asia Pacific Region -- 13. Fast Fashion, Fast Futures: Catronia McNab on WGSN and the Global Digital World -- Part IV: Conclusion -- 14. Fashion Futures -- Regina Lee Blaszczyk and Ben Wubs.

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Sommario/riassunto

"The fashion business has been collecting and analyzing information about colors, fabrics, silhouettes, and styles since the 18th century - activities that have long been shrouded in mystery. The Fashion Forecasters is the first book to reveal the hidden history of color and trend forecasting and to explore its relevance to the fashion business of the past two centuries. It sheds light on trend forecasting in the industrial era, the profession's maturation during the modernist moment of the 20th century, and its continued importance in today's digital fast-fashion culture. Based on in-depth archival research and oral history interviews, The Fashion Forecasters examines the entrepreneurs, service companies, and consultants that have worked behind the scenes to connect designers and retailers to emerging fashion trends in Europe, North America, and Asia. Here you will read about the trend studios, color experts, and international trade fairs that formalized the prediction process in the modern era, and hear the voices of leading contemporary practitioners at international forecasting companies such as the Doneger Group in New York and WGSN in London. Probing the inner workings of the global fashion system, The Fashion Forecasters blends history, biography, and ethnography into a highly readable cultural narrative."--Bloomsbury Publishing.

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