Welcome!

Welcome to the course The Fashion Market: Innovation and Fashion Forecasting!

In this course you will get an insight to how trend analysis can be understood and how innovation creates new conditions for trend analysis. The course includes different theoretical perspectives and takes a critical approach to how trend analysis can be conducted.

All important information for your studies can be found on your course site at **Canvas** (which is a student portal that you will get access to before the course starts). Here you will find the schedule and other information you need.

The course starts on January 15th but we will meet on Zoom on the 17th of January. This will give you some time to orient yourself to the literature. It is important that you have your course literature available before the course starts. Keep in mind that if you order the literature online, it might take up to three weeks to receive. You can find the syllabus and list of literature at our website. We will begin the course by reading and discussing the book *Fashion trends. Analysis and forecasting* by Kim et al. (Kim, Eundeok, Fiore, Ann Marie, Payne, Alice & Kim, Hyejeong. (2021). London: Bloomsbury. [176 p. ISBN: 978-13500-9901-2]). Hence, this is the book you'll need to prioritize.

THE FIRST DAY
The course introduction is on Zoom on Wednesday 17th of January at 17:15 -19:00 CET. You will find the Zoom-link at Canvas. We will start by giving an overwiev of the course and have the first lecture on trend analysis.

Looking forward to meet you all!
Emma Samsioe (Course Examinator)

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