

FORECASTING TRENDS: PART 1

TASK: CHOOSE A BRAND AND CREATE OWN FASHION FORECAST INCLUDING COLOR, TEXTILES AND CUSTOMER SEGMENTATION FOR A COURSE IN TRENDS AND CONCEPTS IN APPAREL.

PAGE 1: DEPICT INSPIRATION OF SEASON AND TRENDS WHILE COMMUNICATING BRAND IDENTITY. NOTE OLD WORLD LONDON, GOTHIC AND FEMININE IMAGERY.

PAGE 2: REPRESENT TOP TRENDS FOR SPRING/SUMMER 2011 BY SILHOUETTE WHILE PRESERVING INSPIRATION OF TREND.

PAGE 3: INCLUDE COLOR PALETTE, FABRICATIONS AND DETAILS OF COLLECTION ACCORDING TO BRAND AESTHETIC.

TOOLS USED: ADOBE PHOTOSHOP AND INDESIGN, WGSN.COM AND PROMOSTYL.





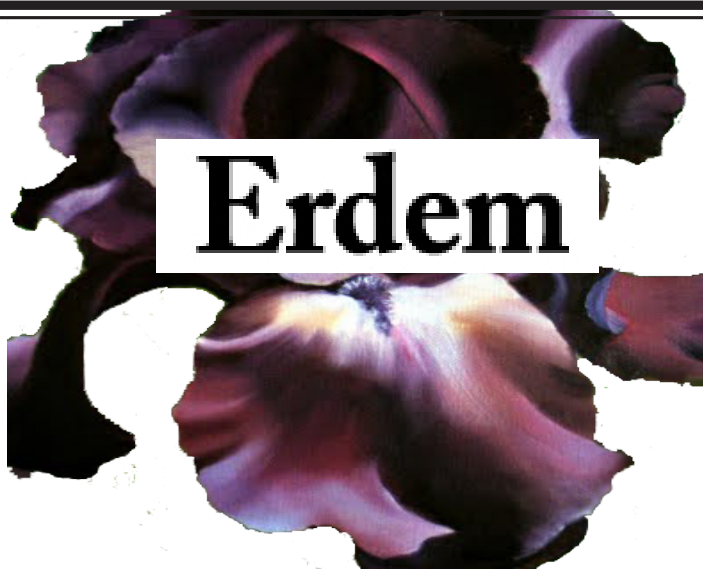


Erdem

Darkly Feminine Spring/Summer 2011

Erdem for spring/summer 2011 shows old world accents with feminine silhouettes. Voluminous hips with blouson shapes enhance while a puff skirt adds exceptional tailoring detail. The wench bodice recalls gothic undertones while the cleric coat is of slim fitting, womanly proportions.





Erdem

Erdem for spring/summer 2011 shows innocence versus rebellion. Colors of pure white and pale nudes give a wispy, feminine touch with a contrast of blood red and sinister black for a gothic air. Fabric brings a modern touch with glossy wax coatings and etched surfaces with laser cut lace. Black crystal embellishments accent the black iris floral pattern that maintains the uniqueness of Erdem.

Bath Abbey

Romanesque

Sanguine

Duchess of Devonshire

Westminster

Ecclesiastic

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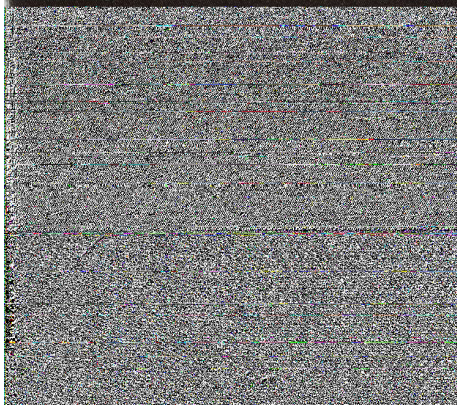
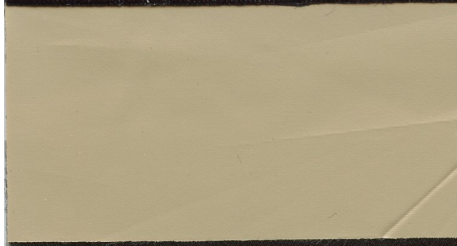
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FORECASTING TRENDS: PART 2

TASK: SUPPLEMENT
IMAGE BOARDS WITH A
BOOK DETAILING
INFORMATION ABOUT
BRAND. INCLUDE:
COVER PAGE,
OVERVIEW OF FORECAST,
TARGET CUSTOMER AND
PROMOTIONS.




Darkly Feminine Spring/Summer 2011



Erdem

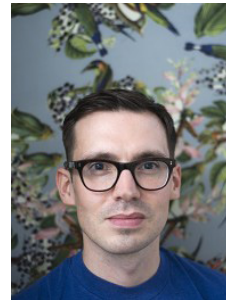
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Erdem

History



Erdem is a London ready-to-wear line established in 2005 by Erdem Moralioglu. The brand fuses distinctive sharp, modern tailoring and graphic custom designed silk prints with a romantic underpinning that defines the brand's aesthetic. Erdem strives to create personal and special products by focusing on dressing women beautifully.

His Turkish father and English mother raised the brand's founder, Erdem Moralioglu in Montreal, Canada. Erdem studied fashion in both Canada and England, eventually receiving his master's degree from the Royal College of Art in 2003. Erdem worked for Diane von Furstenberg in New York and after moving back to London, Erdem worked towards covering the void of femininity among the London fashion talent and launched his own label.

Erdem has experimented with the best, quality fabrics, while remaining true to his fanciful form and use of bold colors. The brand also brings a lighthearted use of embellishment in its creations, using embroidery in a youthful manner. His work brings together influences from the many countries visited as a child.

In 2007, Erdem won the Swarovski British Fashion Council Fashion Enterprise Award, as well as the British Fashion Council's Fashion Forward award in 2008. In 2009, Elle Magazine awarded Erdem the "Fashion Future Award" at the Elle Style awards in London. His Autumn/Winter09 show was listed on Style.com's rundown of top 10 shows of the season. Erdem was also nominated for the prestigious Swiss Textile Award and The British Fashion Council's 2009, "Collection of the Year Award".

Erdem is now sold globally in more than 50 premiere department and specialty stores, such as Barney's New York, Saks Fifth Avenue, Neiman Marcus, Harvey Nichols, Dover St. Market, Colette, Browns, Ikram, Beams, Theresa, Banner, Luisa via Roma and net-a-porter.com.

The brand showcases its collections during London Fashion Week.



Customer Market

Erdem has a wide appeal. The fashion savvy thinks he's cool, the women who pay retail prices are in love with his refreshing, pretty clothes that un-complicate modern fashion, and even the most classic dresser appreciates his gorgeous tailoring and remarkable proportions.

The designer describes the Erdem woman as "a clever person who probably cares little about seasons. She has a lot of conviction and marches to her own drum." The Erdem woman is one who chooses pieces for her wardrobe that have timeless silhouettes and luxurious fabrics.

Erdem's creations have been seen among the fashion elite, with the likes of Kiera Knightly, Sienna Miller, Thandie Newton, Chloe Sevigny, Michelle Obama, Erin O'Conner and Claudia Schiffer as fans of the brand. Similar clientele include Temperly London.



Forecast S/Su 2011

Erdem's "Darkly Feminine" collection embodies the past, the future and the present by using familiar elements with future materials and modern construction techniques. The future trend will evoke romanticism and innocence with gothic style undertones.

The playful mix of elegant and rebellious is reflected in the hook and eye fastenings and the cleric coat silhouette, a decorative and sexy tailoring option, the gothic embellishments, oversized dark crystals add mischievous elegance, and the floral print with the dark irises speak to a defiance femininity.

Colors of blood red against pure white and a pale nude, a glamour metallic copper, and a deep black subtly intrigue the senses. Fabrics are futuristic with a time worn aesthetic, glossy coatings add a cracked peeling effect, and laser cut lace blend the old with the new.

The future trends will work well with Erdem as they serve to enhance the already mysterious feminine aesthetic of the brand. Floral patterns created in such a way to breathe a little bad girl romanticism in Erdem's past collections will yet again serve as a focal point for spring/summer 2011.





Erdem



Promotions

Erdem is British, Feminine and Exceptional

Erdem is founded on the idea that women's fashion is first and foremost feminine. The simple foundation enhanced by Erdem's modern textile innovations and attitude gives way to the short term marketing campaigns, all about femininity set in historic London

Erdem will expand through modern technological means while maintaining a feel of a different era. By creating a stronger online presence, Erdem will become accessible for all to view and purchase. First, enhance the current Erdem webpage for the short term marketing campaigns, making the page more accessible and interactive for users.

The website will include:

-Videos of behind the scenes showcasing the production of Erdem's unique textiles as and construction of garments, interviews with the designer and those that love the brand to highlight the recent fashion awards won by Erdem.

-Previews of future marketing campaigns, giving the viewer an inside look into Erdem's philosophy and brand aesthetic.

-Links to purchase the clothes online from specific retailers such as net-a-porter.com.

Preview of S/Su 2011: "Darkly Feminine"

-A virtual look book of the collection will be sent to major magazines to preview the collection through an online runway video set in historic London.

-Send pieces of collection before store release to influential fashion icons including Michelle Obama and Anna Wintour.

-Promotional events in London at Dover St. Market and Harvey Nichols.



Erdem



References

History:

Erdem.co.uk

Customer Profile:

<http://www.londonfashionweek.co.uk/erdem>

Forecast:

Promostyl Etre 2011

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