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Theme and Trend Forecast for Malaysian Woman Modest Wear in year 2024 (Idea for Raya OOTD)

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ABSTRACT

Fashion trend forecasting is the prediction of mood, behaviors and buying habits of the consumer. It is no longer a question of identifying your customers by demographic and sociographic. Malaysia does not have any forecaster that predict the upcoming trend for fashion industry. Usually, Malaysian designers will usually refer to the international forecaster such as WGSN or trendwatching.com or else, to gain some idea to produce a design. This study was focused on the forecast of modesty fashion specifically for year 2024. The objectives were 1. To establish a local trend forecasting and theme to use in local modest clothing. 2. To analyses the trend forecast for modest wear on year 2024. 3. To proposed a theme forecast of modest wear based from collected data of trend forecast for 2024. Quantitative method was used in this research. The questionnaire was created undertake a survey on the Trend Forecasting for Malaysia Modest Wear for year 2024 among woman 18 to 30 years old. Majority was Malay and it consist of government servant, private sector and students. A selected forecast company was used as a benchmark in creating the themes and concepts of modesty fashion forecast the year 2024 for Malaysia. The main Malaysian celebration that had been recognized, so the selected celebration was Hari Raya Aidilfitri (Eidul Fitri) and Hari Raya Haji (Eid Al-Adha). For each of these celebrations, four (4) themes were created to formulate the forecast.

Keywords: Fashion, Trend, Forecasting, Modest wear, Raya

INTRODUCTION

Based on English Oxford dictionaries, fashion is defined as, a common habit or appearance style, etiquette, social, and others. In other word, fashion also defined as common usage on clothing, manners, and others especially of polite people, or acquiescence to it. If you ask fashion student or fashion lover, the definition of fashion for them may be the way of expressing personality, the form of art, or the way of breaking the rules and be experiment. For me I agreed with Bella.K (Jul, 2015), fashion is always being seen as the simple matter, but the truth is fashion is a world full of endless possibilities, creativity, and breakthroughs. The definition of fashion is different for each person so it is hard to simply define what fashion is. Fashion term is very wide, so, there are a few factors that according to season and to determine what fashion at that time, what is out of season and what is in trend. The common factor is first media. Current world media is not only the television, newspaper and a radio, nowadays society are addictive of media social and internet. Almost everyone has their own gadgets or smartphones. They are exposed to be influenced by politic, economy, environment and social. According to Bella.K (Jul, 2015), this is shown there is a million people on media social that has variety of looks and style. This is how its work, and how the style influenced each person to another. Subconsciously, their own personalized creations that were inspired by what they had seen on TV, newspapers, or the Internet. Another factor is haute couture fashion houses which is Chanel, Christian Dior, and Jean Paul Gaultier, and others. Usually, haute couture houses will be

as benchmark or an icon looks and leading the way in creating trends.

Normally, most of their pieces is limited sometimes only a piece, avant-garde and very expensive for the average people to own. So, the themes of these designs are often imitated and recreate by fast fashion outlets into versions that are more suitable and affordable (theodyssey.com). Last but not least, the other factor is celebrities. This day, we are exposed to celebrity story and gossip on the TV, on the Internet, in a magazine, and look up at ads or billboards on our daily routes. No wonder they are such the big role in fashion world. These public figures can make trends for people to follow, as their wear the outfit today, a few days later we can see the style are being selling at the store and on the streets. (Bella.K, Jul,2015)

Fashion Forecasting

Fashion trend forecasting is the prediction of mood, behaviors and buying habits of the consumer. It is no longer a question of identifying your customers by age, geography or income, but looking into how and why they buy, based on their mood, beliefs and the occasion. Forecasting is more than just attending runway shows and picking out potential trends that can be knocked off at lower prices (although that is part of it). It is a process that spans shift in colour and styles, changes in lifestyles and buying patterns and different ways of doing business. What appears to be near random activity is in fact a process of negotiation between the fashion industry and the consumer, and between the various segments in the supply side chain. (Srishti Chaudhary, March, 2015). To understand the trend forecast is not easier as it seen. It is calculative work for all. Most of business house are so rely on the designer for understanding the same but some others are not. We usually wonder how can we understand the forecasting better. According to Deepak Singh, as forecasting decision are mostly influenced by prediction method end user, it is very important to determine method that will be best suited to your business model take (Fiber2Fashion).

Trend forecasting is not only happened in the fashion world. It is also focuses on other industries such as medicine, automobiles, home furnishings, literature, and food and beverages. Akhil JK said, as a fashion forecaster they are responsible to help and attract the consumer such as the retail business and designer sell their brand. As today, most of fashion industry worker are depending on the internet to gain the information about the forecast such as hot colours, designer collections, celebrity wardrobes, and new looks (The Book of Basic). There are two types of trends forecasting which is long-term and short-term. According to Akhil JK (2015) in his book 'Fashion Forecasting', long-term forecasting is the process of evaluating and analyzing trend that be identified by scanning a variety source for information. Normally it is done for two years. Fashion forecaster must follow the demographics of certain area, whether urban or suburban, as well as looking over the impact on retail and its consumer due to the political, environmental, economic and social issue. Any changes in psychographic and demographic that are to affect the consumer needs and which will influence company's businesses and particular are determine. - Demography is the statistical and scientific study of populations, including human being. Generally, it can analyze any kind of dynamic living population. Psychographics is the study of personality, value, opinion, attitudes, interest and lifestyles. It also called as AIO variables. Short-term forecasting is focusing on current event both internationally and domestically as well as pop culture so that it can be identified the possible trends that can be communicate to the customer through the fabric, silhouettes and sensational colour pallet.

For short-term forecast it is some essential area to follow when observe the environment which is art, sport, science, technology and current event. It is also can be called as fad fashion. Besides, there is four (4) different types of trends which is Macro, Consumer, Micro and Fad trend. Macro trend usually lasting around 10 years and above which can change society. The process little bit slow but powerful. Within 10 years they will have change the entire relation clothing, for example 3D printing. Consumer trend lasting around 2 or 3 years, which is something you will remember, as defining the decade you looking at when you look back on 20 years from now. Micro trend lasting plus minus in 1 year. Usually, come on a year in one season which will be outdated in the next season for example, mini skirt with closure and will be gone the next. Fad trend is typical fast fashion. Basically, it is not solving any problem of clothing. They usually come and go extremely fast. Basically, print material always be fad fashion for example, trend for this month is leopard print but for the next month will be zebra print trend. (Justine.L, Aug, 2016)

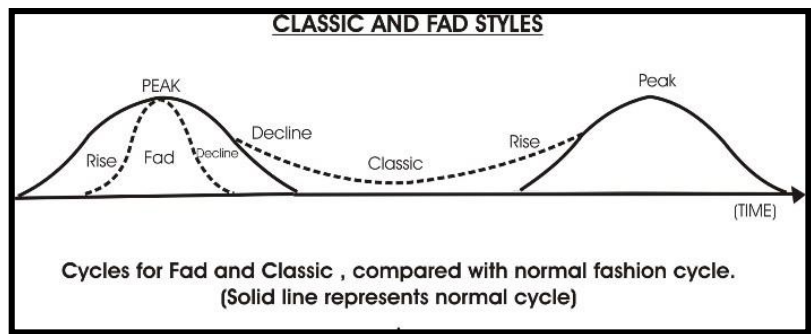


Figure 1: Classic and Fad Graph (Marketing Fashion Research and Planning)

METHODOLOGY

There are 4 steps of method used to work on this study. The questionnaire that been distributed to the respondent in order to gain the valid data for producing the forecast. Then, selection of benchmark as the guidelines during the research. There is factor that influenced fashion trend through media which is Political, Economy, Environment and Social. Last but not least, adaptation and application to produce the trend forecast and theme of modest wear for modest Malaysian woman in 2024 (Hari Raya).

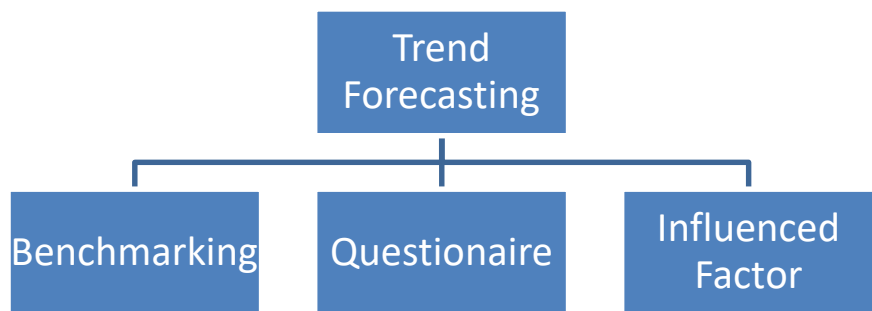


Figure 2: Trend Forecasting Process Chart

Questionnaire

The questionnaire was distributed to the respondent through WhatsApp application by giving the link from the google form. There are 100 questionnaires that been sent to the respondent. The question in the questionnaire is based on the research question of this study to gain data to put some input on the Malaysia modest wear forecast and theme for 2024.

Benchmark

As a fashion designer or fashion forecaster a.k.a trend chaser, we must get inspired to gain ideas to produce the fabulous products. So, the trusted fashion and trend forecast websites which is WGSN, Trend zoom, Trendstop.com, Style sight and Carlin. As the follower, we must have a trusted benchmark as the guideline to follow. I choose WGSN company as a benchmark while doing my research because WGSN is the number 1 fashion forecaster in the world.

Influenced Factor

Here is four (4) major factor that can affect or influenced forecaster while forecasting the trend through

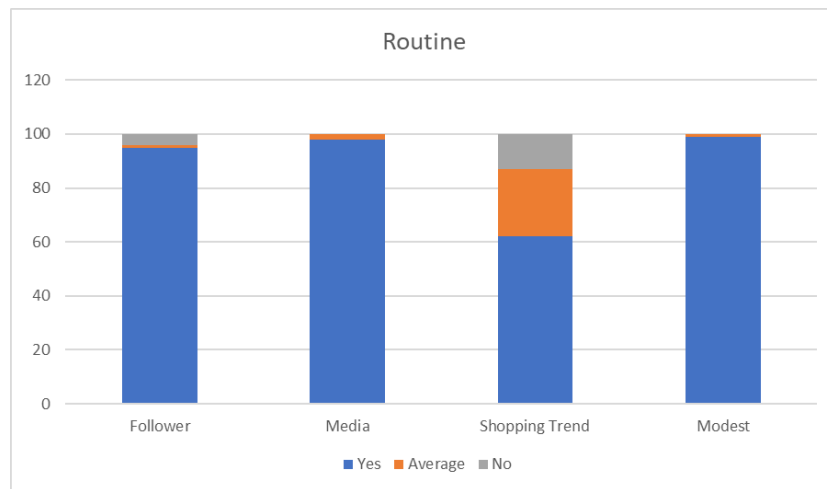
media / media social. The factor that usually influenced forecasting is Political, Economic, Environment and Social.

RESULTS

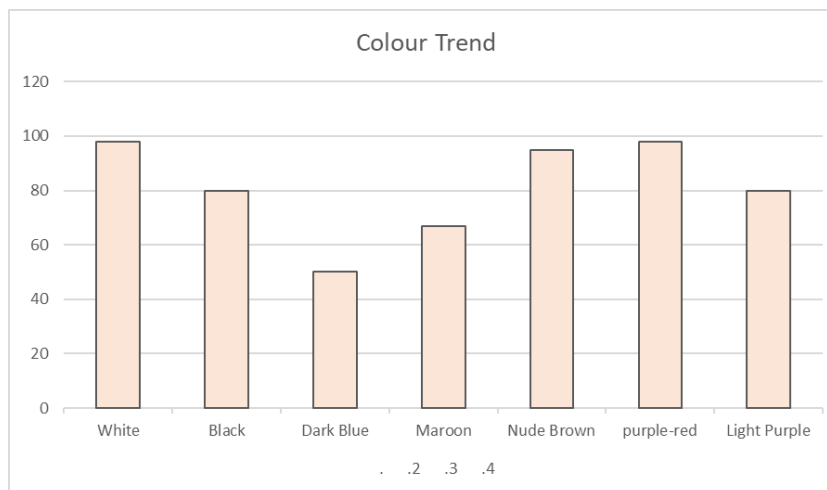
Questionnaire

From the data collected from the questionnaire majority of the respondent age is 18-30, Malay. They active on media social such as Facebook, Twitter, Tik Tok and Instagram. They love Fashion and Shopping. Their buying behaviors was based on appearance, price, quality, comfortable, affordable.

Graph 1: 4 major Personalities of the Fashion Followers



Graph 2: Colour Trends



Benchmark

WGSN had been chosen as the benchmark, during my research study. WGSN had their own process to collecting data and make forecast. The steps below had been followed.

- i. Getting the research objectives and the research question also the significance of study for this study.
- ii. Analyzing the factor that will influence the trend forecast.
- iii. Distributed the questionnaire to survey the need of modest women to predict the trend forecast upcoming for year 2024.
- iv. Last process, is adapting the research, information and data collected to apply during creating the forecasting and theme for modest wear in year 2024.

Influence Factors

Adapting the research, information and data collected to apply during creating the forecasting and themes. 4 themes have been produced as the forecast for this study.

APPLICATION AND ADAPTATION OF FINDINGS

The Theme of Fashion Forecast





NEW SKIN/SS2024



LIFE SAVER/SS2024



Figure 3: The 4 Themes and Idea for Raya OOTD

CONCLUSION

Through the research that been done, the objectives of this study are to establish a local trend forecasting and theme to use in local modest clothing, to analyses the trend forecast for modest wear on year 2024 and to proposed a theme forecast of modest wear based from collected data of trend forecast for 2024. The questionnaire had been distributed through online application which is Google form via WhatsApp. As Malaysia do not have their own forecaster, this study decided to select WGSN as the benchmark during the forecasting process happened. The forecast also had been influenced by other factors such as political, economy, environment and social. To conclude this research, the collected data through the questionnaire, this research could predict the modesty wear trend forecast the year 2024 and a benchmark as the guidelines, it was applied while creating the modest wear forecast the year 2024. So, the objectives and the question of this research had been successfully archived and answered. Last but not least, there was lots of benefit and significance to retailer, fashion business also the society. This research also gives a lot of knowledge about fashion industry. As Malaysian had no fashion forecaster, hopefully this research might be the reference and guideline to retailer, fashion business, fashion students and society.

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