

## **Fashion Forecast Seminar**

Apparel Export Promotion Council (AEPC) under its awareness initiatives program kick started the first series of Fashion Forecasting Seminars for the financial year 2017-18 in Gurgaon on Nov 20, 2017.

The seminars are being organized by AEPC in association with WGSN, the leading trend forecasting agency of the world. The speaker at the event was Ms. Kim Mannino - Head of WGSN LIVE from WGSN London office. Kim is a very seasoned and experienced professional and has worked for over 30 years in the industry. She has worked with Promo style for over 20 years and is currently leading the live presentations division of the company.

At the presentation, Kim covered and provided insights on Key Commercial Items, colors and trends for AW 18/19 and Textile Trends for SS 19.

For the season AW 18/19, the season is divided into 4 broad themes namely Thinker, HumaNature, Dark Wonder and Worldhood.

The **Thinker** explores an emerging era of enlightenment, where ideas and education are the prized currency. For womenswear, the focus is on simple, functional designs. The look is preppy, at times awkward, and retro, harking back to the rebellious intellectualism of the Beatniks. Comfort dressing is also key, as the boundaries between work and leisure dissolve.

In an era driven by data, **HumaNature** explores the urge to trust our instincts. Natural materials, tactile surfaces, and quilted and intricately decorated designs gain prominence. Textiles look to global influences and time-honoured techniques, and layered blankets and salvaged fabrics create pieces that feel both old and new.

Dark Wonder explores the influence of new technologies on fashion. Augmented reality is opening the door to acceptance of more unusual aesthetics, and in a world where we can create our own identities, gender fluidity and individuality are embraced. This is a trend that draws on themes of science fiction, escapism, and experimentation with the human form.

WGSN's **Worldhood** trend explores an increasingly globalised street culture, where influences from around the world are shared and remixed faster than ever. The direction is youthful, expressive and nostalgic. Vibrant colours and clashing patterns are woven together to make familiar looks fresh again, and classic items are reimagined in luxury fabrics.

All the above trends were brought to life by 3D **moodboards** developed by WGSN and key commercial items of the season which were developed in-house by the WGSN clients in India.

The next seminar series is scheduled to be held at Noida, Bangalore, Mumbai and Ludhiana in the month of March 2018. Do register well in time to block your seats!!