



Find your Difference 

Master's Program

Master Diploma IED

Fashion Trend Forecasting

IED Firenze

Fashion Trend Forecasting

Title*	Master Diploma IED in Fashion Trend Forecasting
Coordinator	Alberto Caselli Manzini
Duration	9 months
Language	English
Attendance	Mandatory, full-time
Starting date	November
Location	Florence

**To get the qualification, students must successfully attend not less than 80% of all training activities and discuss their Thesis Project in front of the examination board.*

Overview

IED Master's Program are designed by considering both the market's evolutions and the required skills, in order to train professionals who are ready to undertake relevant career paths.

The Master of Fashion Trend Forecasting will provide you with analytical tools to understand what a fashion trend is; you will learn how to conduct primary and secondary research, distinguish between long-term, medium-term, and short-term trends, and apply the trends to fashion brands and products to make them relevant and profitable through both visual and verbal techniques. In today's post-demographic and post-truth environment, you need an organized system for channeling your visionary being. A trend forecasting strategy can address the innovation drivers of today's society, ranging from product convergence to affirming positive values - such as sustainability and inclusivity - to disintermediation, making it possible for authors with something to say to self-publish.

Project by IED students



Who is it for

Considering the wide range of cultural, numerical, and visual aspects of a trend, this Master is open to all students interested in entering the world of fashion through the passion for novelty as a common denominator.

What's next

Attending a Master's Program at IED means to understand the dynamics of companies and agencies, to get new contacts and to enter a unique international network rich in professional opportunities.

This master's program prepares students to pursue careers in **Trend Forecasting**, **Cool Hunting**, or **Research & Development** roles. In addition, the skills and competencies acquired in this program may be fundamental if students, in the future, wish to consider a career as a so-called **Futurologist** or if they are willing to consider job positions in the consultancy industry.

Project by IED students



Methodology and Structure

IED educational methodology is built around comparing and sharing ideas and designs.

A well-defined set of methodologies that derive from disciplines such as sociology, psychology, and scenario planning are used to observe and analyze trends in the various sectors. Making predictions does not require making assumptions or formulating theories based on flashes of inspiration, but rather applying skills and, above all, quantitative and qualitative techniques. Despite the fact that trend forecasting is based on quantitative techniques, it is also a social science, though in this particular case it is necessary to take into account the creative aspects of the field. During the first phase of theoretical lessons, the class will receive information regarding the strategies and tools for analyzing the product, market, consumer, and predicting consumption habits, and finally the trends that will impact the market and purchases. Students will acquire the skills necessary to graphically and effectively represent the results of their research. In addition to the theoretical key subjects - cultural bases and communication tools - the class also participates in a number of frontal lectures, projects, guest lectures, and company visits. Through this project-based approach, research and practice are combined to simulate the realities of the fashion industry today. It is much more beneficial to work as a team to gain different perspectives on the same topic and to gain a better understanding of the vastness of the research field, including fashion as well as all of the creative industries that interact with it.

A theoretical-cultural approach will be followed by a more practical and planning phase where the markets, trends, methodologies, and associated process innovations will be examined in detail. The final part of the course involves the creation of a trend book (paper and/or digital) that collects and illustrates the preferences of consumers and, as a result, the future market demand. It is expected that students will research a long-term trend, describe its mid- and short-term potential, and apply it to a product or brand - to be determined by the course coordinator.

The main learning objectives of the course will be to make students acquire knowledge and skills organized around 6 main disciplinary fields follows:

Starting from the subject **Culture, Society and Trends** and the study of the link between fashion, art, music, culture, society, economy and new technologies, the course aims to explore various cultural areas giving to the class transversal knowledge and tools that represent the base for a professional approach to the contemporary and future market.

Product Culture through the analysis of the product, the materials, the research and development and the production operations represents a fundamental part in a course that aims to direct business choices in a sector with complex dynamics.

Fashion Writing gives the class the opportunity to understand how to write fashion content able to explain all the elements related to the idea. **Graphic Tools** is the next subject that gives the class an overview of the tools necessary for an effective representation of the research results.

Thanks to **Market Analysis** the class will create a mapping of the strategies necessary for professional research and a correct study of data and statistics relating to the market and consumer habits.

The last phase of the course brings the theoretical concepts and analyzes explained up to this point into practice with **Trend Forecasting**, studying the methodologies, the tools and the strategies then making a concrete proposal for the realization of a communication project thanks to the subject Trend Communication capable of highlighting the identified trends in a concrete and innovative way.

During the previous subjects and thanks to **Case Histories** and **Company Visits**, students will create material related to the **Final Project**, a real trend forecasting work carried out either in small teams or individually.

Program

Culture, Society and Trends

This subject explores the influence of different cultures and the role that connects society, purchase behavior, and lifestyle on fashion trends, from economics to design, from craftsmanship to globalization, from music to arts, from past phenomena and consumption to the new generations, from social media to new technologies. Its objective is to increase students' awareness of the concept of trend and its impact on the fashion industry from a 360-degree perspective, as well as improve their skills for identifying such trends in the future. This course provides students with a transversal approach that crosses creativity with the commercial area of various commercial sectors and product categories.

Product Culture

This subject explains the fundamental beliefs that guide product development decisions. Professional lectures and testimony will provide an understanding of the main traditional and digital production techniques with a look at fashion operations, as well as the characteristics of various materials for clothing, accessories, and footwear, which will provide a complete overview of the Italian fashion system. An examination of the fashion product necessitated for the application of techniques and strategies for research and product development purposes, as well as for the study of future trends and market demands.

Fashion Writing

The purpose of this subject is to provide students with an understanding of the tools and elements that are involved in fashion communication

through an analysis of fashion publishing on both traditional and digital channels. In addition, the subject provides students with the opportunity to acquire technical and creative writing skills, which are crucial to the creation of original and effective texts that have a strong communication impact.

Graphic Tools

The subject is an analysis of the main techniques specific to trend forecasting and communication, in order to train students how to create effective digital presentations using the available software (Adobe Package_Photoshop, Illustrator, After Effect)

Trend Forecasting

The objective of this subject is to provide students with the main strategies and tools, they need to research and spot trends, using a variety of resources and visual examples. In order to internationalize and professionalize the class's working methodology, new global trends are researched, along with the customs and habits of major cities and major events such as Fashion Week, Design Week, Music Festival, and art exhibitions. It will focus on the information provided by the major trend search platforms (WGSN), fashion shows, images of all types, videos, and books, as well as analyze fabrics and leather products, catalogs, and window displays of the most famous shops in order to create a mood board able to summarize the information and then communicate it in an innovative manner. In this projectual subject, students will create a professional research presentation as a final output that summarizes the results of the trend analysis for a particular brand as part of the final project.

Trend Communication

Through the management of previous topics, strategies, and tools, this theoretical-practical subject will integrate trend forecasting with communication techniques, materials, and innovations in professional settings. The students will analyze contemporary social, economic, and technological variables and apply this knowledge to real-life scenarios, developing innovative thinking skills, and working at the forefront of communication to represent research carried out with relevant and effective trend books. In this subject, the final outcome will be a representation of the results obtained during the subject Trend Forecasting and will be a first draft of the final trend book.

Market Analysis

This subject is designed to provide the class with the knowledge and tools to determine the guidelines for analyzing data and phenomena through market research. In order to assess the robustness of the statistical results, students will use formulas to determine how globalization, consumerism, and new market dynamics affect the profitability of long-term trends. Students will learn about the product and the reference markets to deepen their understanding of the goals and objectives of the research and the analysis of customer behavior. This will enable them to identify and predict future trends. There will be an opportunity for the class to simulate a professional project as part of the planning process.

Case history

Students will analyze the market and some of the most important trend forecasting processes, market examples and other materials, using them as cases for projects during the course. They also use them for workshops and other professional activities.

Company visits

During the course, students will have the opportunity to visit companies, agencies, editorial staff, fairs and/or stores.

Final Project

The final project consists of a trend book that responds to market needs at a local and international level with relevant content. The data and images contained in a document may be in the form of a paper or digital document or a short video. These documents may either serve as a creative or a commercial tool. This project summarizes and collects the strategic marketing analysis and research tools, which provides a set of data to better understand the next trends, and enable users to draw their own ideas suited to their target audience and in accordance with the distinctive characteristics of their customers. The final output will therefore be a professional work for a specific partner using the analytical and perceptual skills acquired during the course, whose communicative and commercial effectiveness will be evaluated according to the needs of the market and the coordinator's brief. Due to the fact that the trend book must be innovative, students are required to develop an experimental didactic activity.



Faculty

IED faculty consists entirely of professionals able to teach theory and practice, through case histories and project works in collaboration with companies that allow participants to meet directly the job market.

Coordinator

Alberto Caselli Manzini

For more than twenty years, he has been with continuity a key contributor to a number of fashion and luxury international magazines including Sport&Street, Collezioni Donna, Collezioni Uomo, and Collezioni Accessori. Thanks to his skills in the various realms of fashion, I also collaborated with international ready-to-wear and streetwear brands, trade shows, and communications agencies such as Michael Kors, Woolrich, Erreà Sport, Pitti Immagine Uomo, and many others. Since 2003, he has been the fashion director of Sport&Street and from 2015 to 2019 I have been editor in charge of the magazine. The six-monthly magazine published by Logos Publishing focused on directional contemporary sportswear, streetwear and under 25 fashion and was distributed in over 45 countries worldwide. As a professor, he works for some International Fashion schools and Universities.



IED Italia Career Service

The IED Italia Career Service, with a team distributed on the territory, takes care of every single student who passes through our classrooms, thanks to a process of support, training, listening and promotion that rewards students, but also partner companies and the school itself.

The Career Service is a bridge between education and professional life and it offers a service that, over the years, has been able to build strong and lasting relationships with leading companies in various sectors.

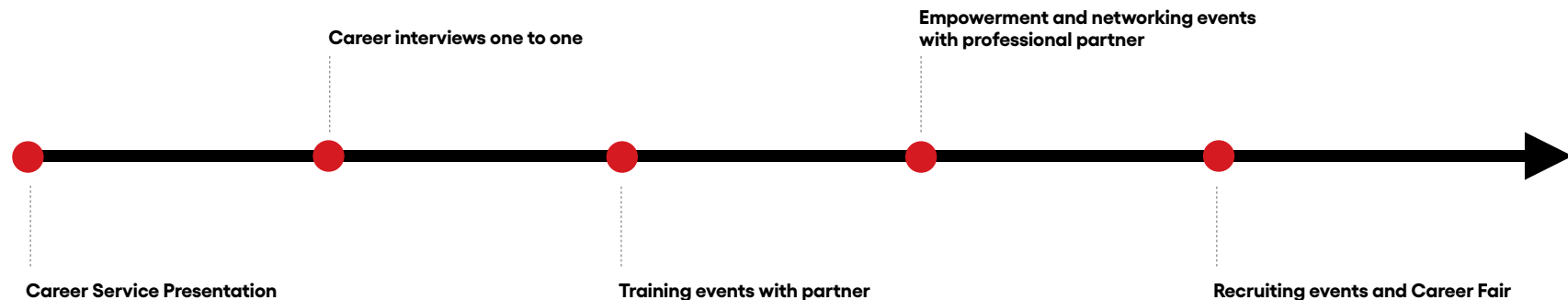
Working all the year for student placement

Throughout a **personalized path**, consisting of **individual meetings**, each student is tutored by a Career Service staff member, who helps him/her to prepare for and **enter the job market**.

The meetings aim to highlight the acquired skills and personal attitudes of each student. With these meetings, students develop a conscious professional approach and are supported in the creation of a competitive CV and a portfolio that reflects their career ambitions.

During the year, IED organizes also training and empowerment events with recruitment experts, who teach students how to land a job interview and give insights about the present and future scenarios of the creative professions.

The programme culminates with the Career Fair, an event during which the students have the opportunity to introduce themselves to the many companies involved and to participate in the selection interviews.



Focus Placement

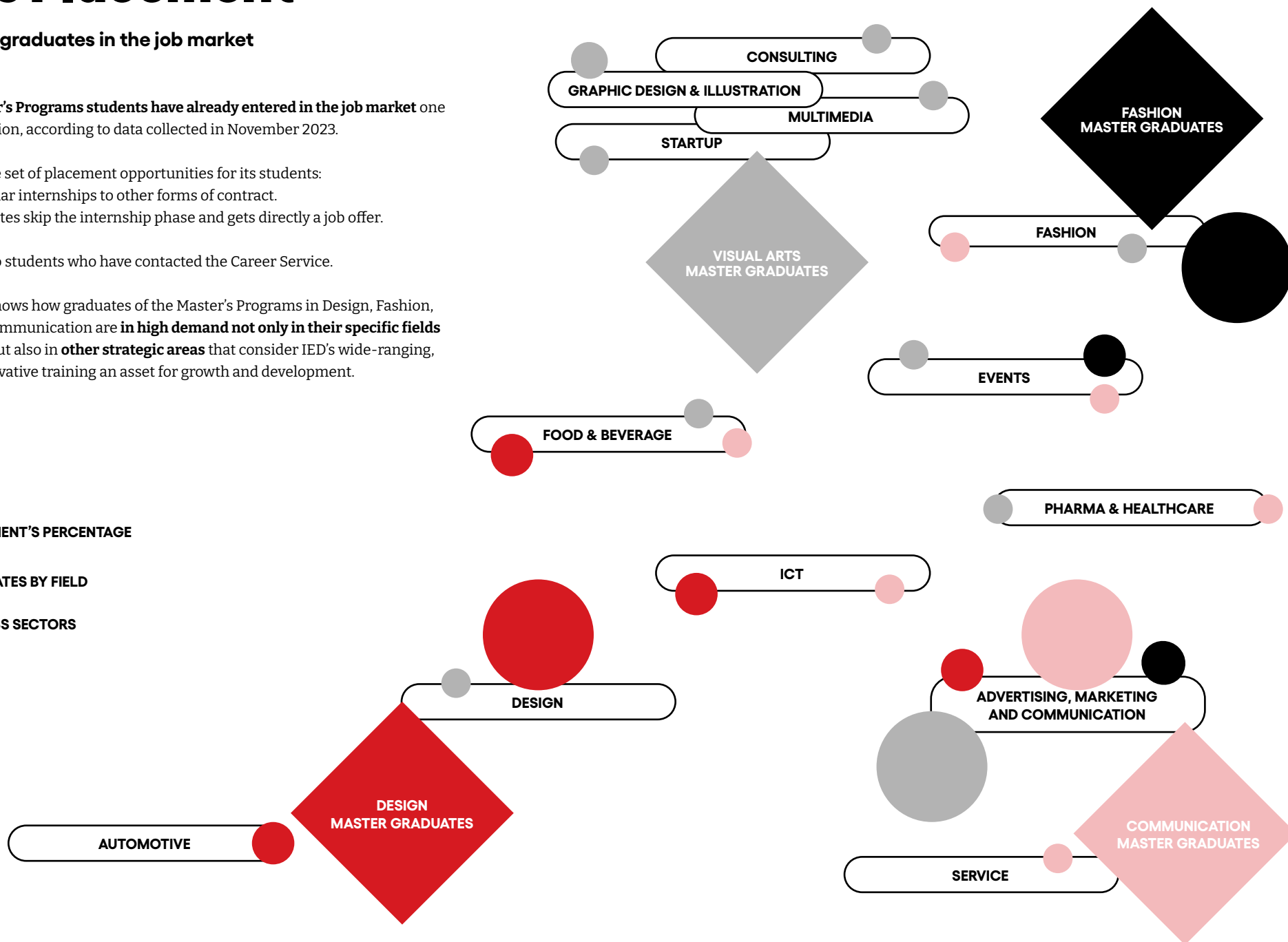
Our Masters' graduates in the job market

The 90% of Master's Programs students have already entered in the job market one year after graduation, according to data collected in November 2023.

IED finds a diverse set of placement opportunities for its students: from extracurricular internships to other forms of contract. The 32% of graduates skip the internship phase and gets directly a job offer.

These data refer to students who have contacted the Career Service.

The infographic shows how graduates of the Master's Programs in Design, Fashion, Visual Arts and Communication are **in high demand not only in their specific fields of qualification**, but also in **other strategic areas** that consider IED's wide-ranging, concrete and innovative training an asset for growth and development.



Companies

The network of partner companies grows every month and includes small and medium enterprises, large multinationals, top brands, studios of different sizes, and innovative start-ups:

3M, Accenture, ADD, Alphaomega, Ambito 5, Armando Testa, Artemest, Attila, Auge, Azimut Benetti Group, BCube, Bigfish, Big Spaces, Boffi-De Padova, Borbone, Boston Consulting Group, BMW, Bottega Veneta, BTicino, Calvin Klein, Calzedonia, Canon, Cayenne, CBA Design, Ceres, Chapeaux, Cheil, Class Editori, Collezione Peggy Guggenheim, Condé Nast, Cortilia, Damiani, Davide Campari, Deep Blue, DDB, Deloitte, Diesel, Digital Angels, Doing, Doucal's Italy 1973, Dpr Eventi, Dude, Eataly Spa, EDI – Effetti Digitali Italiani, Egg Eventi, Elica, Ermenegildo Zegna, Etro, Falkensteiner Hotels, Fandango, F&P Group, Ferrari S.p.A., Filmmaster Events, Frankie Morello, Freedamedia, Futurebrand, Gas Jeans, Gessi, Giorgio Armani, Gi Group, Gruppo Alessandro Rosso, Gruppo Fonema, Hachette Rusconi, H-Art, Hearst Magazines Italia Spa, Heineken Italia, H-Film, Honda, H-57, HugoBoss, Ilva Saronno, Inditex, Interbrand, Itaca Comunicazione, Italdesign Giugiaro Spa, Ikea, Jimmy Choo, Kering Group, Key Adv, Lamborghini, Landor, La Sterpaia, La Triennale, Lavazza Group, Leagas Delaney, Leo Burnett, Les Copains, LIU-JO Spa, Live Nation, L'Oréal, Luxottica, LVMH, McLaren, M&C Saatchi, Magnolia, Maison Margiela, Max Mara Fashion Group, Maximilian Linz, McCann Eriksson, Mediaset, Milestone, Missoni, Moncler, Mondadori, Morellato, Moschino, Ms&L Italia, Nestlé, Nike, Ogilvy, Paul Smith, Pelikan, Piaggio, Piano B, Pinko, Piquadro, Poltrona Frau, Pomellato, Promotion Tag, Publicis Modem, RBA, Rcs, Redbull, Replay, Rmg Connect, Robilant Associati, Saatchi & Saatchi, Samsung, Sketchin Studio, Studio Patricia Urquiola, TBWA, Teikna Design, The Others, Tita, Tod's Group, Toyota, Ubisoft, Undercolors of Benetton, United-Grey, Univisual, Versace, Vivo Concerti, VF Corporation (Vans, The North Face, Timberland, Napapijiri, and more), We Are Social, Wella, Young & Rubicam.



IED Alumni

IED Alumni is a global, open and inclusive community, featuring more than **100,000 former IED students**, representing over 100 nationalities who graduated in Italy, Spain and Brazil in the fields of Design, Fashion, Visual Arts, Communication and Management, Art and Restoration.

Networking and creation of opportunities for the entire community are the main objectives of a programme centered on activities, events, exclusive content and advantages, showcasing the work and companies created by alumni, to support the entire network. The programme is definitely a benchmark for companies, alumni and students thanks to the dedicated **iedalumni.com** area.

Within the platform, alumni can get in touch with **companies**, find **partners** for their projects, become teachers or brand ambassadors, find inspiration from success stories, and realize unique projects thanks to the strength of the IED community.

Brands, agencies and companies, in return, have the opportunity to present job offers, collaborations and internships to IED talents all over the world.

#iedalumni



An International Network

IED is a 100% Italian excellence as well as an international network with campuses in Italy, Spain and Brazil.

It can also count on numerous academic institutions in Europe, Asia, United States and Canada, Latin American countries, Australia and New Zealand. IED is an accredited institution of **ERASMUS+** Programme, which contributes to the achievement of the Institute's strategic goals meant to implement its internationalization. Thanks to this Programme, students, teachers and staff have the opportunity to carry out short and long-term international mobility in partner institutions, in order to increase their academic and professional training.

IED is moreover member of prestigious international associations such as **CAE** (Culture Action Europe), **CUMULUS** (International Association of Universities and Colleges of Art, Design and Media), **ELIA** (The European League of the Institute of Arts) and **WDO** (World Design Organization). It also maintains regular relationships with many academic associations, including **NAFSA** (Association of International Educators) and **EAIE** (European Association for International Education): a large group of institutions based in different parts of the world that completes and expands upon the possibility of taking part in international mobility experiences. Thanks to numerous bilateral agreements with prestigious foreign universities, it provides the chance for its students to take part in the Exchange Study Program and in the Erasmus+ Program and spend a semester abroad either at one partner institution or at another IED Campus.

In addition, at the end of the course, they can spend a period of training abroad, throughout the participation in Erasmus+ mobility for traineeship.



IED Italia Master's Programs

Fashion

Fashion Art Direction English // Full-time	Fashion Communication and Styling English // Full-time	Fashion Design - Haute Couture English // Full-time	Fashion Marketing English // Full-time	Comunicazione e Marketing per la Moda Italian // Part-time	Jewelry Design English // Full-time	Fashion Design English // Full-time	Fashion Film Direction Italian // Part-time	Fashion Business English // Full-time	Fashion Brand Management English // Full-time	Fashion Merchandising and Buying English // Full-time	Fashion Trend Forecasting English // Full-time	Creative Direction for Fashion English // Full-time
MILANO	ROMA							FIRENZE				

Visual Arts

Animation Design Italian // Full-time	Visual Arts for the Digital Age Italian // Full-time	Graphic Design Italian // Full-time	Graphic Design - Focus on New Media English // Full-time	User Interface Design e AI Italian // Part-time	Graphic Design Italian // Part-time
MILANO	FIRENZE		ROMA		

Communication

Information Design Italian // Full-time	Creative Direction Italian // Full-time	Digital Communication Strategy Italian // Full-time	Event Management Italian // Full-time	Brand Communication Italian // Full-time	Brand Strategy and Management English // Full-time	Brand Management Italian // Part-time	Marketing e Comunicazione Italian // Part-time	Innovazione e Produzione Digitale per la Cultura Italian // Part-time	Content Creation and Publishing Italian // Full-time	Brand Design for Hospitality English // Full-time
MILANO				ROMA		TORINO	FIRENZE		FIRENZE / BARCELLONA	

Design

Cultural Heritage, Decorative Arts and Design Italian // Full-time	Design - Innovation, Strategy and Product English // Full-time	Interior Design English // Full-time	User Experience Design Italian // Blended // Full-time	Exhibit Design Italian // Part-time	Design for Children Italian // Full-time	Interior Design Italian // Part-time	Interior Design for Hospitality English // Full-time	Future Store Design English // Full-time	Transportation Design English // Full-time // 2 Years	Yacht Design English // Full-time
MILANO		ROMA					FIRENZE		TORINO	

Art

Curatorial Practice English // Full-time	Museum Education English // Full-time	Arts Management English // Full-time
FIRENZE		FIRENZE / ROMA

Accademia Aldo Galli

Accademia di Belle Arti Aldo Galli in Como is part of the IED network since 2010 and represents an excellence in the field of Higher Artistic Education at national and international level. Recognized by MUR, Accademia promotes the enhancement of the Made in Italy culture with a particular focus on innovation in Fashion, in the Visual Arts and in the Conservation of Cultural Heritage.

accademiagalli.com

Academic Master

Master of Arts

Professione Registrar
Italian // Full-time

Textile Design -Product, Research,
Sustainability
English // Full-time

Painting and Digital Art
English // Full-time

Fashion System
Italian // Full-time



Practical Information



Orientation days and course presentation

During the year, several presentation days are scheduled, either on-site or online, in order to get to know the Institute's academic offer in detail, ask questions about the study paths and participate in workshops together with coordinators, staff, partners and Alumni.

Admission office

In each IED location, the Admission Advisors team offers steady assistance and support to students asking for more information on courses and school activities. By contacting the Admission Office, anyone who is interested in learning more about the academic offer receives the best possible guidance in their choice and can get detailed information on courses' organisation, contents, goals and professional scenarios.

Selection and admission

IED Master's Programs have limited enrolments and require a selection process. Your Admission Advisor will support you all the way through the selection, admission and enrolment process to the course of your choice. If you have not communicated with any Admission Advisor yet, you can ask for information from the webpage of the course you are interested in.

You will receive an email with useful references and info about the selected course. To go ahead with the process, reply directly to that email. Your Admission Advisor will help you to check the necessary requirements to access the courses.

Entry requirements

The application can be sent by anyone who holds a First Level Academic Diploma, a BA Degree or other equivalent qualification (graduates of private schools at University level) or with an equivalent professional experience in the disciplinary area of the course. Grad students may also participate, provided that they get their degree by the date of discussion of the Master's Final Project.

Language requirements

To ensure course contents are fully understood, IED demands applicants a B2 level - Vantage or upper intermediate - Common European Framework of Reference for Languages - of the language in which the course is taught. In order to demonstrate the required language proficiency, non-native speakers have to submit a language certificate or undergo a language test run by IED.

Admission and enrolment procedure

After you meet your Admission Advisor for an informative interview and check the entry and language requirements, you will be able to access your reserved area on the admission platform by using the credentials provided by your Advisor, and upload the following documents:

- updated CV;
- portfolio if requested;
- a letter of motivation in the language of the course;
- pre-enrollment form, available in the personal area;
- a copy of the Bachelor's degree if available;
- transcripts of university exams;
- ID or passport;
- self-certification of residence;
- tax code.

Once you complete the upload of all the documents, you will be invited to a motivational interview aimed at deepening and evaluating the skills acquired during previous studies, the qualifications and marks obtained, any professional experience made, individual aptitudes and motivation to attend the course.

Enrolment

Once the selection step is done, you will receive the certificate of admission and the regulations to sign and upload in the personal area. At the same time, you can pay the balance of the registration fee, thus reserving a place in the classroom.

Financial aid

IED supports talents thanks to a policy of economic facilitations consisting in scholarships and a structured system of low-interest loans.

IED Firenze

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+ 200 UNDERGRADUATE, MASTER, MASTER OF ARTS,
SUMMER COURSES, SEMESTER AND CONTINUING
EDUCATION PROGRAMS
2.000 FACULTY MEMBERS**

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