SKVOT
DIPLOMA SUPPLEMENT

Natalia Soroka

Course: Fashion trend forecasting

Course dates: 03.09.2026 – 12.10.2026

The course program included among others:

1. **Discover how trends are born and who creates them:** Social theories of trend flow; Trends as a social process; The theory of trickle-down, suction, and permeation
2. **Distinguish between macro- and micro-trends:** What are macro- and micro-trends?; Differences and their impact on fashion brand strategies; The relationship between consumer insight and trends
3. **Get to know the consumer:** Generational segmentation; What drives trends from the consumer side?; The role of communities, micro-influencers, subcultures; The role of consumer insight
4. **Build a future scenario for the fashion market:** The use of scenario forecasting in fashion; The effects of scenario forecasting; Elements of a scenario
5. **Analyze the impact of technology on the fashion industry and trend creation:** How does technology create trends?; Technologies changing fashion: AI, AR, NFT, 3D printing; Digital fashion; Technology as a trend in itself
6. **Create a coherent trendbook:** What is its function?; Who uses trendbooks?; Key elements of trendbooks; Creating and reading mood boards; Color as an element of narrative
7. **Include insight and persona:** Developing a trend persona and its role; Street style and social media as a source; The role of insight in trend forecasting and trendbooks

Learning outcome:

New skills obtained by finishing practical assignments.
The course was completed with distinction.

DATE
12.10.2026

course lecturer
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