



SCRAPPY
APPAREL COMPANY



**TREND FORECASTING:
HOW TO
DESIGN APPAREL
THAT STAYS AHEAD OF
THE CURVE**

INTRODUCTION

It's no secret that the apparel industry is competitive—and that isn't going to change anytime soon.

To beat the curve in the ever-changing world of fashion, it's important for apparel brands to be aware of upcoming trends. By knowing what styles will be popular in the future, you can create designs that are sure to appeal to your target customers.

It's not hard to do a quick Google search on what's trending right now, but the challenge is that trends evolve quickly and most fashion forecasters rarely make predictions more than a year in advance.

To get an edge over your competition, you should look beyond the surface-level trends and dig deeper to find long-term patterns that are likely to be popular for the next few years. Additionally, you should know how to spot a trend in its early stages so you can capitalize on it before it becomes old news.

In this guide, we'll discuss the basics of trend forecasting and how you can use it to create apparel designs that will stay ahead of the curve.



THE ANATOMY OF A TREND



As we mentioned, trend forecasting is all about staying ahead. But the key to doing this successfully is understanding why and how trends start, evolve, and eventually become mainstream.

At its core, a trend is nothing more than an idea that has caught on. It can be anything from a color to a style of clothing or even an attitude—anything that captures people's interest.

Take kaleidoscope prints, for example. In the early stages of a trend, it might start as an abstract idea that has popped up in several places. Once enough people have taken notice, it will become more popular and eventually catch on with mainstream audiences.

Once a trend is mainstream, it can still remain popular for some time—but usually not for long. Trends often move in cycles, with each wave of popularity eventually giving way to something new.

You want to position your apparel brand as being at the forefront of trends so you can capitalize on them before they become too popular. This way, you'll be able to stay ahead of the curve and keep your designs fresh.

HOW TO KNOW WHAT WILL BE POPULAR IN THE FUTURE



You can never be 100 percent certain about what will be popular in the future, but you can make educated guesses. Here are a few signs to look for on your hunt for the next big trend in apparel design:

Emerging Patterns and Textures

Textures and patterns can be an indication of what people are looking for. Pay attention to the textures that have been popular recently, as well as any brand new patterns that could potentially become a trend.

Dynamic Colors

When it comes to colors, try to look for hues and tones that are unique and unexpected. Analyze the colors of popular items on the market and see if you can spot any similarities or patterns that could become a trend.

Old Trends That Are Making a Comeback

It's easy to get caught up in the newest trends, but don't forget about the classics. Old trends are often reinvented and given a modern twist.

The classic mom jean is a great example. It was popular in the 90s, but recently it has been updated with more fitted styles and bold colors.

Innovative Designs

Finally, stay on the lookout for designers that are pushing boundaries with their designs. Their innovative, sometimes risky ideas could be the trend of tomorrow.

TRENDS VS. FADS

If you want to get ahead of the trend and capitalize on it before it becomes too mainstream, it's important to spot trends in their early stages.

But how can you tell the difference between a fad and a true trend? Here are a few tips:

Look for Longevity

A true trend has the potential to last longer than six months. For example, athleisure has been a popular trend since the early 2010s thanks to Lululemon and similar brands. Athleisure is still popular today, and it's not showing any signs of slowing down.

Pay Attention To Variations

Trends that have true longevity evolve into new variations. Instead of staying exactly the same, many trends will morph into different styles to stay fresh.

Let's continue with our athleisure example. Athleisure has evolved from simply being comfortable workout clothes to more stylish and fashionable looks

Pay Attention to Popularity

Fads tend to come and go quickly. So if you see something getting a lot of attention one day and then disappearing the next, it's likely just a passing fad.

On the other hand, true trends tend to last longer and become popular with different groups of people. If you notice that more and more people are talking about a certain style or trend, it's likely here to stay.

Be Mindful of Niche Styles

Fads are generally more niche and have little potential to go mainstream. For example, a trend like "pastel goth" might be popular in certain circles, but it's unlikely for mainstream fashion to take it up.

We are not implying that you should stay away from niche styles altogether. In fact, niching down can be an excellent way to build a fanbase within the subculture that resonates with your designs.

But if you are looking to capitalize on a trend that could become more mainstream, it is important to consider the versatility of the trend.

HOW FASHION FORECASTERS PREDICT THE NEXT BIG TREND

Professional fashion forecasters exist. Yup, that's right—people make careers out of finding the next big trend to revolutionize the fashion industry.

Trend forecasting is a complex process that requires an extensive understanding of trends, the fashion industry, and current events. Many of today's top trend forecasters have decades of experience in the fashion world under their belts.

If you don't have access to a professional trend forecaster, there are some steps you can take to stay ahead of the curve:



PAY ATTENTION TO EVENTS

Start by keeping an eye on upcoming fashion events, trade shows, and other events that are likely to feature the latest trends.

For example, the bi-annual fashion weeks in New York, London, Milan, and Paris are usually a good indicator of what will be popular in the near future. Pay attention to both the styles on the runway and what the attendees are wearing.

These events are celebrations of style, and they attract some of the most fashionable people from around the world.

CONDUCT RESEARCH ON SOCIAL MEDIA

Instagram, YouTube, and TikTok can provide valuable insights into what's trending right now.

The entire TikTok platform is built on short-form video content, making it a great source for discovering the next big fashion trend. Its algorithm also thrives on trending content, so this is a great place to start.

FOLLOW INFLUENCERS

Influencers are often on the cutting edge of fashion and can help you stay ahead of the curve. They are constantly trying out new styles and testing what works and what doesn't, giving you an inside look at what's hot right now.

Pay attention to the styles they're wearing and how their followers are reacting. If you see an outfit they post getting a lot of attention, it could be a sign that this is something to watch out for.

KEEP UP WITH THE NEWS

The news can be a great source of trend-inspiring stories. Whether it's an up-and-coming artist, a new show on Netflix, or a major current event, pay attention to the conversations that people are having about it and see if there is any potential for a new trend.

ANALYZE PATTERNS

Now that you've done some research, it's time to analyze the patterns you've seen. This means looking for common threads between all of the trends you've identified and asking yourself what the trend is trying to tell you.

Once you've identified a pattern, it's time to start thinking about how you can incorporate it into your own designs. Think about ways to update classic styles and how you can mix different trends together to create something new.

With a little bit of research, you can be the one to bring the next big fashion trend to life. These steps will help you stay ahead of the curve and keep your brand relevant in the ever-changing world of apparel design.



WHY YOU NEED A RELIABLE MANUFACTURER IN 2023 AND BEYOND



There is one final step in bringing your new designs to life: finding a reliable manufacturer.

The changing trends in the apparel industry create an ever-evolving landscape for manufacturers, and it's important to find one that can keep up. After all, trends are time-sensitive. The faster you can get your designs on shelves, the more likely you'll be able to capitalize on them.

Look for a manufacturer that is experienced in producing the type of garments you want, understands the latest trends, and has a proven track record of success. This will ensure that your designs turn out exactly as you envisioned them, no matter how far into the future they take you.

WHY CHOOSE SCRAPPY APPAREL?

Honestly, we could write a whole book on reasons to choose us. (In fact, we did write a guide on our Brand Building Process (BBP) that streamlines apparel manufacturing for our customers.)

At Scrappy Apparel, we are committed to providing our clients with luxury-level apparel that is designed to last. Here are some of the benefits you'll get from working with Scrappy:

A Variety of Services and Printing Techniques

Screen printing, sublimation, embroidery, custom hats, and more! We'll help you choose the best printing technique for your design and make sure you get the exact look you're going for.

We also offer cut-and-sew manufacturing for our customers who want to create garments that are totally unique.



The Highest-Quality Materials

We handpick the fabrics, inks, and garment patterns we use to ensure that the apparel we produce will stand the test of time.

Cutting-Edge Industry Knowledge

We also pay close attention to current and upcoming trends so that our customers' designs reflect the most fashionable styles. Our team consists of industry experts who have their fingers on the pulse of fashion.

Quick and Accurate Turnaround Times

Our production process is efficient and streamlined, so we can quickly turn around orders with precision. We never cut corners and always focus on quality above all else. You can rely on us to get your designs to market with lightning speed.

Private Labeling Capabilities

We also offer private labeling services that allow you to take true ownership of your apparel with your brand name, logo, and custom information on the neck label and hang tags of each garment. Private labeling incurs a small additional cost per shirt, but it will pay off in the long run if it helps you build brand recognition.

True Partners in Your Success

At Scrappy Apparel, we go beyond just trend-watching and high-quality production. We are committed to providing our customers with a truly personalized experience that exceeds their expectations.

When you work with us, we'll put our experience and expertise to work for you. We'll help you bring your fashion trends to life with the quality and care you deserve. Whether you're just getting started with apparel design or are an experienced professional, Scrappy Apparel is the perfect partner for bringing your fashion trends to life in 2023 and beyond.



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READY TO BE THE NEXT TRENDSETTER IN THE APPAREL INDUSTRY?

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