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571-KQC-03 FACTORS INFLUENCING FASHION MARKETS: ANALYSIS 571-KX5-AS TRENDS  
ANALYSIS AND PRESENTATION

**MINDMAPPING WORKSHEET STEP 1:**

**Magazine/Reader:** OFF THE GRID

**WGSN Trend:** WORLDHOOD

**STEP 3: for EACH factor, write a brief analysis of your factors’s impact on consumers behaviour (emotion, concern, need for action, reaction).**

<b>FACTORS</b>	<b>ANALYSIS</b>
<b>Politics/economy</b>	This trend is about uniting the multi cultures together making it easier to feel comfortable and at home any where you go in the world. Although, there is one person who is against multi cultures connecting, Trump. He signed an executive order “temporarily blocking travel to the United States from countries he says pose a high terrorism risk.” People are protesting against the restrictions Trump has put. They want to be connected with multi cultures making 2019 the rise of multi-local.
<b>Consumer behaviour</b>	The consumer behaviour is a person who doesn’t follow the rules, but not in a bad way. They like to live in an algorithm free environment where no one can tell them what to do or how to act. They like to make their own individual decisions. They hang out in groups of multi cultural people. They like to listen to different type of music and watch things that can inspire them to do something good in the world. Travelling and food in something dear to them because they are able to experience multicultural things. They always like to leave their personalized touch of creativity whether it is in their clothing or by spray painting art on the walls.
<b>Technology</b>	This new google font called NOTO can be typed in any country. It is suitable for more than 800 languages. Many different nationalities are able to connect being that they have one thing in common, NOTO. Once again this is being introduced as something new and different therefore the the reader “off the grid” would engage in this communication resource.
<b>Environment</b>	BIXI BIKES are used for transportation all over the city and environmentally friendly.
<b>Advertising</b>	Since my reader does not respond to what others make then believe, they do not acknowledge advertisement from brands. Therefor this is

	<p>why I chose the street art of Gandhi that portrays an important message just like an advertisement would. The wall art says “Be the change that you want to see in the world - Gandhi”. Off the grid readers are all about the individuals making their own decisions in the life that they live. Gandhi is portraying the same positive message, do what you think will make a change for the better in this world.</p>
<b>Movies/tv</b>	<p>This documentary makes us understand the power of music. It demonstrates how a sound system can connect people together whether they enjoy listening to techno or European music. They broadcast the sound in a particular way so that all of Europe can participate in this movement. Off the grid consumers like to be different from what others think they should watch, therefore they would get inspired and enjoy this documentary. Watching something like this that will make them feel and connection with other cultures.</p>
<b>Music/ video</b>	<p>This song Ramata is a perfect example of multiple cultures coming together to create a sound no one has heard of before. It fits well in the algorithm free environment where there are no rules to what you can create. It is the first Chinafrican song. It is sung in Chinese, English and Wolof. Cultures coming together can celebrate a hit single.</p>
<b>Arts/design/architecture</b>	<p>The Pan European Living Room is an interpretation of a very modern living room and a nostalgic old school living room. It shows the evolution of style throughout the years. In the trend you see a lot of connections to nostalgia therefore this would be a good example. This architectural design is found in the Design Museum in London.</p>
<b>Celebrity/fashion street style</b>	<p>Anna Dello Russo during Paris fashion week is a perfect example of the “off the grid” reader and Worldhood trend. In all four of her looks she has a mixture of different accessories, patterns, colors, jewels and much more. While still wearing name brands such as Fendi, Loewe, Dsquared2 and Dior, she is able to differentiate herself due to her personality. Her mix and match style gives Paris fashion week street style a different approach.</p>
<b>Subculture street style</b>	<p>Off the grid readers are not brand loyal nor are they into brand names. This type of consumer is known to differentiate themselves by dressing creatively using clothing from thrift shops. Clothing from thrift shops can come from any culture giving their outfit a twist.</p>

## STEP 4: 2 Garment Interpretations

<b>Spring/Summer 2017 : Facetasm</b>	Hiromichi Ochikai is the designer of Facetasm. At his first showing in Paris fashion week he debuted his Spring Summer 2017 collection. His inspiration came from the young street style culture in Tokyo. He twisted it up making it his own style with many colors, prints, distressed pieces and adding many layers. Off the grid readers would enjoy this collection being that it comes from an up coming, different cultural designer. Also they would enjoy the outfits being that they are very street style with a twist of differentially. I chose this specific outfit because it is a cool and relax look for a guy but still different and stylish.
<b>Gucci Resort 2017</b>	This collection has a wide variety of colors and different fabrics. The designer brought a bit of street style onto the runway. The look that I chose is very colorful and something very simple/casual.

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