

Practical Exercise 19

Objective:

1. To focus on the **Pendulum Swing** as an important aspect of fashion forecasting.

Material Required:

1. Unlined/blank sketchbook (A3).
2. Scissor, glue.
3. Fashion magazines.

Procedure:

1. Select any one Indian or Western item of clothing worn by a large segment of the population (e.g. jeans, salwar - kameez, saris etc.)
2. Refer to magazines and the internet to find visuals of Indian or international shows (within the last 2-5 years) where this item of clothing has been featured.
3. Focus on the design variations of this item of clothing in terms of cut, fit, fabrics, colours, prints to identify the salient features.
4. Find visuals of this garment recording the changes it has gone through within the last 2-5 years.
5. Write a brief note with pictures analyzing the Pendulum Swing.
6. Make a presentation for the class.

Observation and Discussion:

1. What is the relevance of the Pendulum Swing theory for the fashion industry?