**Fashion Count Activity**

Names \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Purpose: To determine whether styles are trending forward (into fashion acceptance) or backward (out of fashion acceptance).

To conduct a fashion count, follow these steps.

1. Identify
   1. Which clothing item along with the design details you are going to count, for example, jean styles (legs, pockets, stitching, rise, color, wash, etc.); a category of jewelry such as necklaces (base metal, bead size, color, closure, length, number of strands, etc.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. Where you will count, for example, some area of a college campus, a mall, a church, or an office building \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   3. When you will count including beginning and ending time\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Determine the minimum number of people you will observe and count in your sample \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. For more accurate results repeat your count at different times and places (if time permits)
4. Compile you results and compute percentages
5. Analyze your data and discuss your results with the class
6. Conclusion: What did you learn about which direction the fashion item you selected is trending?

|  |  |  |  |
| --- | --- | --- | --- |
| Item Being Observed | Variation #1 | Variation #2 | Variation #3 |
| (Space for tallying) |  |  |  |

Results:

Conclusion (1/2 page or more):