

## Fashion Trend and Forecasting: Branding For a New Trend Name

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**Abstract:** People of Bangladesh, especially young generations are becoming fashion concern day by day. Globalization is the main reason for becoming people for fashionable. Fulfilling the demand for large fashion community huge number of fashion houses or boutique houses is launched. Those fashion houses do the remarkable job for their context. Many designers are personally open their fashion houses. All the fashion houses designers are continuously try to give new design for their costumer. It's a most challenging part for design a new thing for every new season and every new-year. For this reason, style and forecasting is very necessary for fashion designer. Fashion forecasting is focuses on upcoming trends. A fashionforecaster predicts the colors, fabrics, textures, materials, prints, graphics, beauty/grooming, accessories, footwear, street style, and other styles that will be presented on the fashion shows and in the stores for the upcoming seasons. The concept applies to not one, but all levels of the fashion industry. The purpose of this research is to stablish or set a new trend which will be accepting for people for long period of time.

**Keywords:** Asymmetrism, Asymmetric design, Branding, Fashion trend, Forecasting.

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### I. Introduction

People of all over the world are very much concern about fashion and they are following the flowing trend, because of fast fashion [1]. It is possible for easy access of review fashion of the world, even though people of Bangladesh go ahead day by day and to complete the demand open massive number of fashion houses or boutique houses for large amount of fashion group [2]. For this reason, individually various fashion designer open their own brand like fashion houses and they are doing the outstanding job for Bangladeshi people. Like Aarong, Yellow, Sailor, Rong, shada-kalo, deshaletc are the famous fashion houses in Bangladesh, maximum are founded in Dhaka city. They are constantly trying to give new trendy and fashionable dress for the consumer. "Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening"- Coco Chanel (Fashion icon). Asymmetrical design, or clothes in which one side is not the same as the other. Although asymmetry has been around for a while in the arena of novelty fashion. Eventually it is showing up not only clothing but also in everyday items like eyeglasses, shoes, ornaments, automobiles etc. There are so many silhouettes in dresses. Asymmetrical patterns, cuts and designs are no new innovation for the fashion world. Although the ramps are full of asymmetrical designs from various designers yet the concept is no new and can be traced back to the time the Grecian mythologies represent. The modern innovations are many yet the basic idea is same. The entire geometry and symmetric involved in the design of dresses experiment complete freedom and break away from the rigid lines of symmetric design. The asymmetry is bohemian yet sophisticated [3]. It represents the human desire or interest to break free from the traditional or regular lines that creep like monotony into our lives [4]. The asymmetry is bold, experimental, free, classic, and timeless.

The definition of asymmetric or asymmetrical is the parts or aspects that are unequal or not equivalent; unequal in some respect [5]. It stands for, there are no mirror images in a composition, and it is not identical on both sides of a central line [6]. Asymmetry mainly used in fashion to denote a design line or closure that is off-center. Asymmetry means without symmetry. Asymmetry can be a diagonal, vertical line or zigzag [7]. Asymmetric elements in garment are many and can appear in sleeves, necklines, hemlines, layers, gathers, shoulders, slits, wraps, prints, patterns etc. Unusual gatherings at various points in the dress also account for asymmetry. Asymmetrical hemlines are highly fashionable. They are very feminine and attractive. The free flowing and soft texture goes well with asymmetric hemline. Some asymmetrical hemlines are handkerchief styles, diagonal-cut hemlines and skewed hemline.

## II. Background History

### 2.1 Origin of the Trend

The specific style of asymmetric dress goes back to the Victorian era during the 19th century when the hem style became popular as a 'fishtail' [8]. The trend is in the 1870s, they imagined popularity in the 1880s, 1920s and 1930s in brief spells [9]. In 1920s and 1930s, asymmetric dresses is also very popular. However it is in the year 2011, that this skirt style became a sort of trend in Europe and America and later on the focus of attention during the spring and summer 2012 [10]. The recent high-low skirt hem trend began in late 2011. The high-low skirt became a popular trend in Europe and America in late 2011, eventually becoming a worldwide fashion in spring and summer 2012 [11]. It has received fashion press coverage in India, such as in the fashion labels NamrataJoshiPura and Myoho, being praised for its "playfulness" It received extensive appearance outside of fashion circles after The Voice contestant Devyn DeLoera wore a peach-colored high-low skirt for her audition in summer 2012 [12]. The skirt style has been given a variety of names by designers and the press, including asymmetrical, fishtail, waterfall etc.



Figure1: In 19<sup>th</sup> Century, Victorian era Fashion (Collected)



Figure 2: 20<sup>th</sup> Century, 1920s Fashion (collected) Figure 3: 1930s Fashion (collected)

## III. Trend Forecasting

Upcoming trend is determined by the fashion forecasting; before the new product line start, at least 2 years need to forecast- colour, fabric, texture, material, print, graphics, beauty/grooming, accessories, footwear, street style and finally the style accessible on the runway. Trend forecasting is a vast and important part in fashion designing sector. Fashion Trend Forecasting looks at four key areas: Research, link, concept and release [13]. And these key areas help us to do the research work properly. Research is the analysis of data and phenomena. By the analyzing of data in Bangladeshi culture, current trend and phenomena in Dhaka city, we realize that asymmetric style will be vast in recent few years. Link is the personal associations, inspirations and moods as a consequence of the survey of the personal associations' like- market survey, inspirations and identifying moods of the customer, undoubtedly like the asymmetric dress. Concept is the formulation of trends, to create a trend concept, brain storming and design process is being done. Release is the application to product development and communication purposes with presentation materials. In this research analysis, planning for presentation, marketing and branding is done by using different board i.e. folder, bill board, space branding and vehicle branding. But planning for product development is the future step of this project.

### 3.1 Current Trend Analysis

Trend is a fashion guideline which I love to create rather than following [14]. Fashion Forecasting is focused on upcoming trend [15]. There is a cycle of forecasting and trend analysis which happens sometimes at least 2 years before the product lines appear [16]. By market survey and customer response, our people are following fashion trend, by this reason our current trend is changing frequently. Now there are many style is running in women's wear, namely - Hizab, jeans, pallajo (bell bottom), tops but most significant style is asymmetric silhouette dresses and in this research we are forecasting this trend and that will be more updated and refreshed for 18/19, based on our coverage of the latest catwalks, street style, trade shows, retail and editorials.

### 3.2 Brainstorming for Trend Forecast

Brainstorming and forecasting is a process to do a research better to be best. Designers are doing forecasting by analyzing previous outcomes and future expectation. For expected outcomes, trend chaser do lots of work and first stage is brainstorming. The goal of this brainstorming for trend setters was to find the outcomes of a new trend. In this study, we want to explain the process and how an asymmetric trend, which will very popular for the consumer. This is a way of brainstorming process. Brainstorming is an informal approach to problem solving with lateral thinking. Outcomes of these ideas can be crafted into original, creative solutions to a problem. Analyzing and exercise the brainstorming process, we found some words and organized it in a diagram. For this group activities, used the brainstorming process to set an asymmetric trend and the following words which are inter connected to each other- trend forecasting, asymmetric, trend story, fashion cycle, fad & classic fashion, WGSN, shape, balance, eastern, age group, target market, women, current trend report, market research, designers view, fabrics, Victorian era. Those words are completely related to build an asymmetric trend for trend setters. Here, the connection follows like this-to inaugurate asymmetric trend inspired by Victorian era, must be follow previous trend story and forecasting process as well as fashion cycle. In this process we used WGSN for trend forecasting, used this current trend report and market research, we convert it as eastern fashion. Also we maintained a target market and age group. After following this we do market survey, taking interviews and doing customers' survey. Here, the diagram is:



Figure 4: Diagram of brainstorming (created own by using brainstorming process)

## IV. Research Methodology

This study is based on Qualitative and quantitative research both. Qualitative research is based on expert's interviews and quantitative research is based on individual customer's opinion using questionnaire. Trend analysis is a vast area for fashion and we need to accomplish it customer's point of view and expert opinion both. In this research the target population was young people especially women whose age range was 20-35 years.

### 4.1 Primary Research

Primary research is the most important part in conducting research project. The main goal is to achieve in the primary research is to developing a practical knowledge, understanding the present trend, get feedback from focus group and understanding the problems in regards to the topic being researched. This task took place throughout the period between the selecting of the research topic & until the necessary information & data was required on the area of the investigation. This study mainly based on primary research.

#### 4.1.1 Market Observation

Market observation was one of the main findings of this work. For field observation we went to Basundhara City shopping mall, located in the capital city, which is one of the large shopping mall in the country of Bangladesh. In this shopping mall, there is a large open ended window shop named 'DESHIDOS' mainly we visited this place. "DESHIDOS" is a combination of ten renowned local brands in the country. We chose and visited this place because of verities of customers are there. In that condition, our observation and findings will not to be target in a specific area's customers, we covered a lot more areas also. Our target was to find out the views of customers choice, interest of design area, how they choose and follow fashion and trend also talked to them. During this observation it was found that most of the shops are available with very fashionable and trendy collections through get the customer's attention and maintained trendy fashion. Based on customers and market observation next work was compiled.

#### 4.1.2 Customer Survey

For customer survey, we made a questionnaire for 15 questions and give it to individuals. Age group of customer was age (20-35) years old. Our maximum customer was women because of focusing in this research.

#### 4.1.3 Interviews

The interview technique is use in conjunction with other research methodology tools for gathering information. We made three interviews who were designer and do their job in their respected field. We are trying to collect their expert advice which is relevant to our research. All the designer's belongs to the country of Bangladesh.

**Designer 1:** Mr. ShamsadHasnain, Design Consultant, Sailor, Retail wings of Epyllion,

**Designer 2:** Ayesha SiddikaDisha, Senior designer, Taaga, Aarong.

**Designer 3:** Dhrubo Mohammad Ataullah, Asst. Manager (Designer), Beximco Textiles & Apparels Ltd.

#### 4.2 Secondary Research

Secondary research means literature research. In secondary research we need to take help from internet, books, magazines, journal etc.

### V. Findings

#### 5.1 customer survey analysis

- 5.1.1 Most of the people of Bangladesh, maintained traditional fashion and some of them also maintain trendy and casual fashion. (For more details see appendix: 1 a).
- 5.1.2 Current scenario is customers are frequently changed their dresses. (For more details see appendix: 1 b).
- 5.1.3 When customers buy a dress, gradually they emphasis on Design-price-Brand and Quality-Brand-Price also preferable. (For more details see appendix: 1 c).
- 5.1.4 Bangladeshi people like to wear their local brands product. (For more details see appendix: 1 d).
- 5.1.5 Basically, majority people of Bangladesh follow current trend closely and some are following unconscious mind. (For more details see appendix: 1 e).
- 5.1.6 Maximum customer buy their clothes when they need, but a small number are buying randomly. (For more details see appendix: 1 f).
- 5.1.7 Asymmetric meaning known by most of the people. (For more details see appendix: 1 g).
- 5.1.8 Eastern (Bangladeshi) dressed are liked most. (For more details see appendix: 1 h).
- 5.1.9 Everyone known to asymmetric sign. (For more details see appendix: 1 i).
- 5.1.10 Bangladeshi people likes asymmetric dresses. (For more details see appendix: 1 j).
- 5.1.11 And they wear asymmetric dress. (For more details see appendix: 1 k).
- 5.1.12 Asymmetric dress is fashionable. (For more details see appendix: 1 l).
- 5.1.13 Maximum people pay attention in the celebrities and a few people don't bother it. (For more details see appendix: 1 m).
- 5.1.14 But most of them are following celebrity, but they like it not for wearing. (For more details see appendix: 1 n).
- 5.1.15 In Bangladesh, most famous and favorite brand is Aarong and yellow. (Note: For more details see appendix: 1 o)

#### 5.2 Designer's interview

We have taken three interviews for individual three designer. We have amalgamate all the answers for better understanding. For more details see appendix: 2.

5.2.1 How do you define 'Trend'?

Trend is a fashion guideline. It could be a complete fashion solution and a certain style in fashion for a particular group of customer not only for certain period but also will be sustaining aesthetically and would be delighting till the end of the product life. (For more details see appendix: 2 a)

5.2.2 What are the factors depends on to define a new trend?

Something unknown and delightful, designers and customers form the key relationship in setting trends. New and aesthetically interesting or attractive fashion elements such as- materials, color, fit, shape, motives, silhouette and functionality are the main factor for identifying new trend. (For more details see appendix: 2 b)

5.2.3 How a style is going to be a Trend?

When a particular or unique style's functionality or visual aesthetics satisfy a group of customer, specially fashion public in the clothing industry and sustain for a certain period. (For more details see appendix: 2c)

5.2.4 How a design concept/creative idea is a foundation for creating fashion collection?

Design concept is the starting point of design process from where designer's thought process start to explore new stages of thinking about materials, color, silhouette and the process of artistic visualization of his forthcoming collection. Any kind of simple element can be an inspiration for a creative fashion also smooth and sculpt the silhouette whilst being extremely comfortable to wear. (For more details see appendix: 2 d)

5.2.5 "Asymmetry in clothing can be understood as some sort of deformity that makes for a high fashion statement and that too without looking weird", what is your opinion?

Now a day's most of the designers prefers to create their unique fashion statement using this technique. It is not necessary that it has to be high fashion and any kind of fashion might be look good if mass people will accept it. Asymmetric Dress that is fast rising up the fashion chart. (For more details see appendix: 2 e)

5.2.6 What do you think about asymmetric fashion?

It is a technique that can apply in whole design process to create something balanced but in a different way rather than typical symmetric fashion. Fashion is like a circle with moving on so asymmetric is not a very new in trend. This fashion is moving with few years after from one century. (For more details see appendix: 2 f)

5.2.7 What are the major constraints in terms of fashion design when creating a new fashion trend/garments?

Initially it is a challenge to accept a new fashion for mass people but it spread widely within very short time behalf of social networking and media. Always consider constraints as opportunities but may be price will be a crucial constraint. (For more details see appendix: 2 g)

5.2.8 Can the design concept of a fashion garment be fully translated in its after-sales stage? How?

Thoughtful statement, may not be right about all concepts. it might be changed the design concept because different person's perception is different so garments are used for own comfort and personal choice. Every person have own style and they express their own sense of taste. (For more details see appendix: 2 h)

5.2.9 How can we analyze that a new trend will sustain long (at least 2 years) in the market?

In this fast fashion time, it's very difficult to sustain for long time like or more 2year a single trend in this market. The fashion market is now very competitive and changing very first. Search for the ideas for delight and durability which will drive consumers to love their products in many ways. (For more details see appendix: 2 i)

5.2.10 The particular style of asymmetric dress goes back to the Victorian era during the 19th century when the hem style became popular as 'fishtail'. It assumed popularity in the 1880s, 1920s and 1930s in brief spells. The high-low skirt became a trend in Europe and America in late 2011, eventually becoming a worldwide fashion in

2012. Now-a-days, this asymmetric style is very popular to mass people in our country. Based on this popular style, we are going to be named it in a new trend which is called "Asymmetrism". What is your opinion? Its good analysis also agree with this statement, nowadays asymmetric clothing are very much popular and accepted by mass people. But this fashion is rotating from 19<sup>th</sup> century. So it might be come again in future era.(For more details see appendix: 2 j)

## VI. Development of Board

After analysis of previous forecasting and analysis of future trend, we made different board to present our new or upcoming trend name called “**Asymmetrism**”. The aim is to develop, presenting and advertising the new trend which will be continue at least two years in the future market. All the pictures using in different boards are collected from web but arrangement of the pages are created by own. These are below:

- Story Board
- Mood Board
- Bill Board
- Space Branding
- Vehicle Branding
- Newspaper Advertisement
- Folder

### 6.1 Story Board

A storyboard is a graphics of organizer or sketch in the form of illustrations or images displayed in sequence for the purpose of pre-visualizing a motion picture, animation, motion graphic or interactive media sequence [17]. Mainly story board organize a story of a design or product.

A storyboard helps:

- Define the story within available resources and time.
- Describe and focus a story.
- Figure out what medium to use for each part of the story of a product.

### 6.2 Mood Board

A mood board is one kind of a collage including of images, text, and samples of objects in a composition. It is based upon a theme or can be any material chosen at random. A mood board can be used to give a general idea of a theme that given, or can be used to show how different something is from the modern day. It may be hardcopy or digital, and can be "extremely effective" presentation tools. A creative mood board is essential for the designer. A Mood board may include: design, color, color code, sketch, image, illustration, text etc. All the pictures using in this folder (figure 5 & 6) are collected from web but arrangement of the page is created by own.

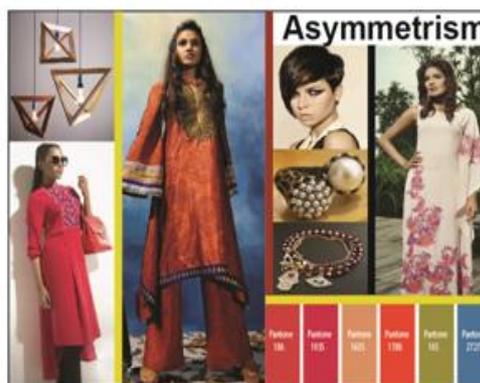


Figure 5: Story Board Figure 6: Mood board

### 6.3 Bill Board

A flat surface may be as of a panel, wall, or fence on which bills are posted. Specifically a large panel designed to carry outdoor advertising which is called billboard [18].

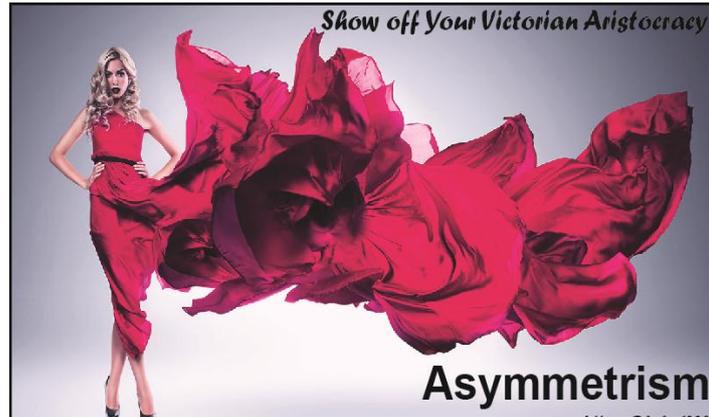


Figure 7: Bill board advertising

#### 6.4 Space Branding

A brand will stand out from the crowd and create an emotional experience with the consumer by using or doing space branding. Mainly it is used for branding and marketing. Space branding is an approach to design by doing marketing. The process allows to give each brand or a company, the opportunity to have its own unique voice and look by focusing on integral elements that provide a memorable sensory experience for customers. Connecting with the brand on a personal and emotional level will develop a dedicated consumer base, increase employee pride in their workplace, and continually attract the eye of new brand loyalists [19].



Figure 8: Space branding (by using elevator)

#### 6.5 Vehicle Branding

Vehicle branding is a process that provides the information to evaluate the potential value branding can bring to both a fleet and the organization in general. A company vehicle can often, illustrated from a single-purpose operational means-to-an-end into an effective marketing tool to support the corporate image [20].



Figure 8: Vehicle branding

### 6.6 Newspaper Advertisement

Newspaper advertising is a form where the advertisement appears alongside regular editorial content. It is generally used by businesses and corporations towards promotion of their goods and services and are generally for larger budget clients [21].

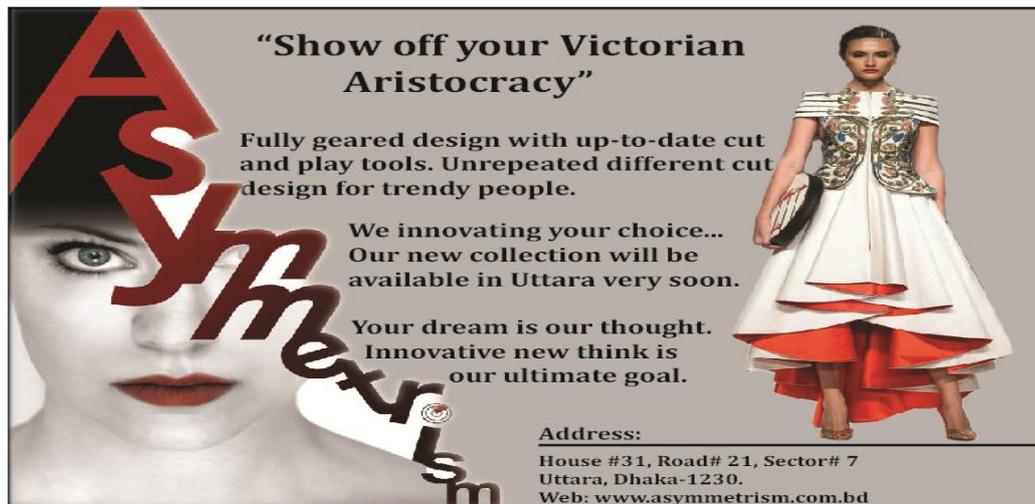


Figure 9: Newspaper Advertisement

### 6.7 Folder

A folded is a leaflet or a booklet that is made of folded sheets of paper, especially colorful image and text. It should be a nice visual approach. Folder is another process of branding and marketing. It is for promotional activities. It may include: image, text, color, rhythm and balance. There are different size of folder. Folder is fulfill lots of color and image. Fashion folder is different from normal folder. All the pictures using in this folder (figure 10 & 11) are collected from web but arrangement of the page is created by own.



Figure 10: Folder page 1 Figure 11: Folder page 2

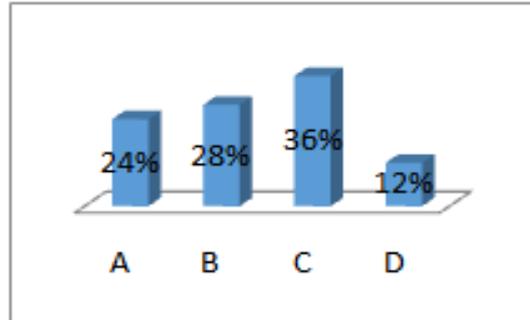
## VII. Conclusion

Asymmetry in a clothing can be interpreted as some sort of deformity that makes for a fashion statement. Usually, the effect is generated by intricate of different cut, style and design as well as stitching techniques. Asymmetric design can be generated by stitching up pieces of cloth with some sort of inclining or sloping angle that dips at one side and rises at another [22]. The asymmetry or asymmetric design is also achieved by some deftly cut lines, at varying degrees at the hem, sleeves or neckline. The beauty of high-low skirt otherwise known as Asymmetric Dress that is fast rising up the fashion chart. Also known as Mullet or Waterfall Skirts, these are skirts that have a higher hem in the front, or side, rather than in the back. Now –a-days it's a trendy fashion. Bangladesh as well as the world followed by asymmetric cut. That's the thought to definite it or established it as a trend name.

**Appendix: 1**

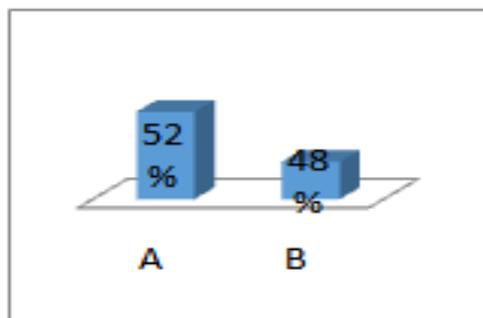
a) What kind of fashion you maintained?

A. Trendy B. Casual C. Traditional D. Normal



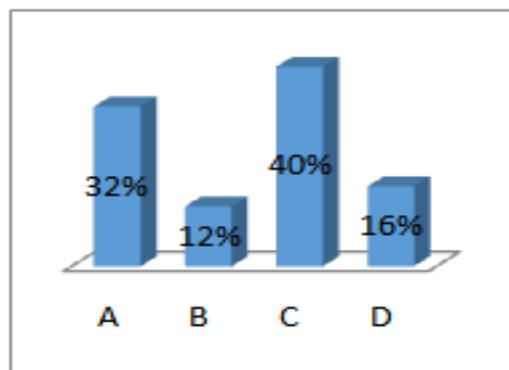
b) Do you frequently change your dress?

A. Yes B. No



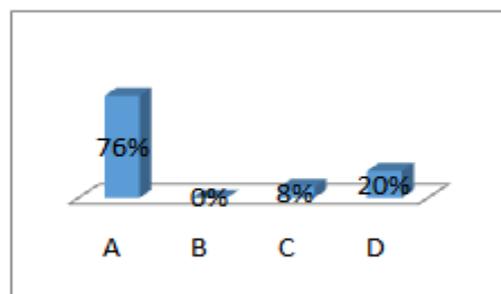
c) What is important for you, when you are going to buy a dress?

A. Quality-Brand-Price B. Brand-Design-Quality C. Design-Price-Brand D. Price Quality-Brand



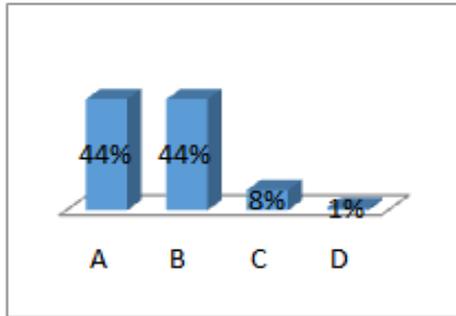
d) What kind of dress you wear?

A. Our local brand like Aarong, Yellow, Sailor etc. B. Indian catalogue dress  
C. Pakistani catalogue dress D. Tailored making dress for own measurement



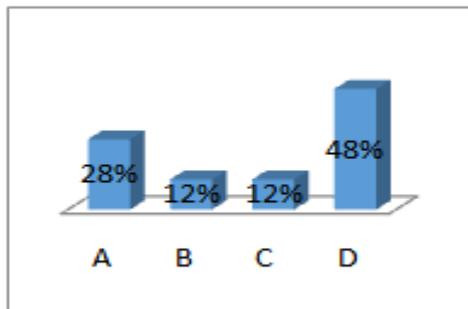
e) Do you follow current fashion trends?

- A. Yes, I follow them closely B. Yes, I don't really follow them C. Sometimes D. No



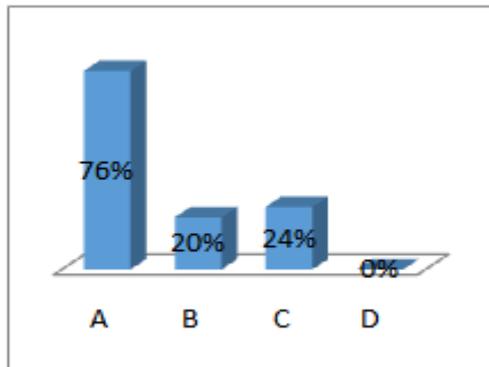
f) What kind of customer you are?

- A. Random B. Monthly C. Occasionally D. When needed



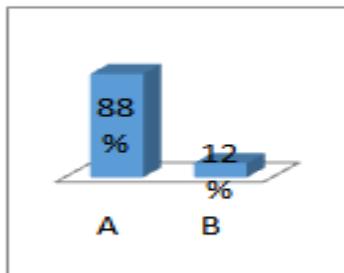
g) Do you know the meaning of Asymmetric?

- A. Yes B. No C. A new word for me D. No comments

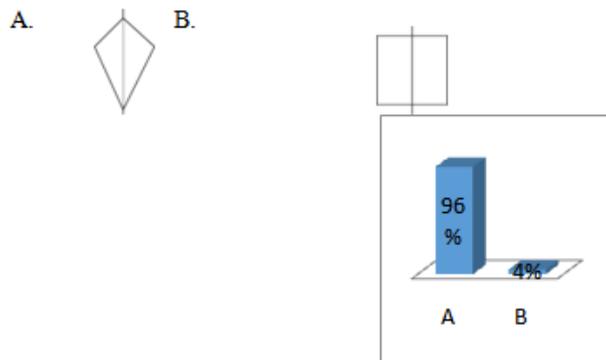


h) What kind of fashion you like most?

- A. Eastern (Bangladeshi) B. Western (Foreign)

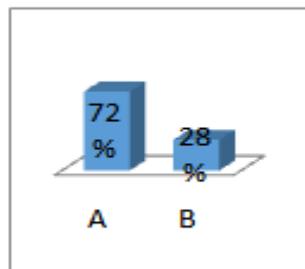


i) Which one is Asymmetric?



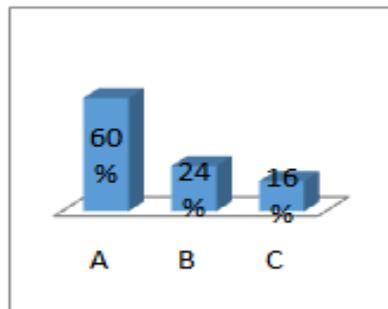
j) Do you like Asymmetric dress?

A. Yes B. No



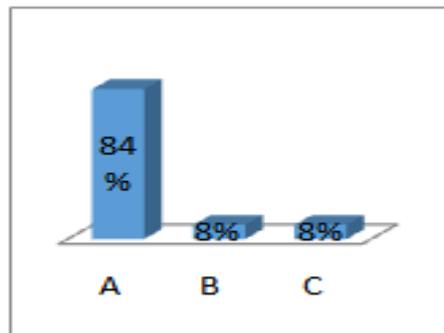
k) Did you wear Asymmetric dress?

A. Yes B. No C. Want to wear in future



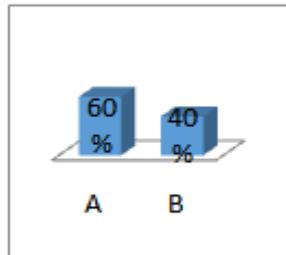
l) What do you think, Asymmetric cut dress is fashionable or not

A. Fashionable B. Not Fashionable C. Depends



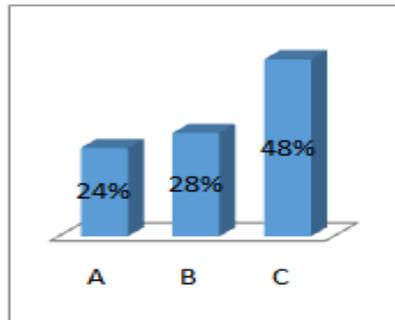
m) Do you pay attend to celebrities?

A. Yes B. No



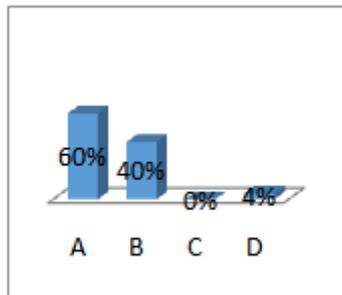
n) Do you follow, what are they wearing?

A. Yes B. No C. Like it



o) Which B rand you like most?

A. Aarong B. Yellow C. Rong D. Deshal



### Appendix: 2

a)How do you define “Trend”?

**Designer 1:** As a designer to me - Trend is a fashion guideline which I love to create rather than following. It could be a complete fashion solution for particular group of customer not only for certain period but also will be sustaining aesthetically and would be delighting till the end of the product life.

**Designer 2:**Trend is basically a direction of changing or developing and progression something.

**Designer 3:**A trend is what's hit or popular at a certain point in time. While a trend usually refers to a certain style in fashion or entertainment.

b) What are the factors depends on to define a new trend?

**Designer 1:**To me new means- “Something unknown and delightful which I have just experienced now”. New and aesthetically interesting or attractive fashion elements such as- materials, color, fit, shape, motives, silhouette and functionality are the main factor for identifying new trend.

**Designer 2:**Clothing is the main part of trend to define a new fashion in any culture.

**Designer 3:** Designers and customers form the key relationship in setting trends, whether the fashion is ready-to-wear, haute couture or other areas of style.

c) How a style is going to be a Trend?

**Designer 1:** When a particular style's functionality or visual aesthetics satisfy a group of customer and sustain for a certain period.

**Designer 2:** Whenever a celebrity follow upcoming fashion and bring out with a new style it might be trend.

**Designer 3:** Your unique styles have to be reached or explored to the public, specially fashion public in the clothing industry.

d) How a design concept/creative idea is a foundation for creating fashion collection?

**Designer 1:** Design concept is the starting point of design process from where designer's thought process start to explore new stages of thinking about materials, color, silhouette and the process of artistic visualization of his forthcoming collection.

**Designer 2:** There are various type of inspiration that we get from nature. Another thing I can say any kind of simple element can be an inspiration for a creative fashion.

**Designer 3:** The Foundation range is the starting point for all of our customers. These layering pieces smooth and sculpt the silhouette whilst being extremely comfortable to wear.

e) "Asymmetry in clothing can be understood as some sort of deformity that makes for a high fashion statement and that too without looking weird", what is your opinion?

**Designer 1:** Yes it could be. Even now a day's most of the designers prefers to create their unique fashion statement using this technique. It is not necessary that it has to be high fashion. In prêt level or ready to wear level you will find it.

**Designer 2:** I am not agree with this statement because any kind of fashion might be look good if mass people will accept it.

**Designer 3:** Asymmetric Dress that is fast rising up the fashion chart. Also known as Mullet or Waterfall Skirts, these are skirts that have a higher hem in the front, or side, rather than in the back.

f) What do you think about asymmetric fashion?

**Designer 1:** We all know about what is asymmetry. From my point view it's such a technique you can apply in your whole design process to create something balanced but in a different way.

**Designer 2:** Fashion is like a circle with moving on so asymmetric is not a very new in trend. This fashion is moving with few years after from one century.

**Designer 3:** I think, this is a new way to cultivate more fashion rather than typical symmetric fashion.

g) What are the major constraints in terms of fashion design when creating a new fashion trend/garments?

**Designer 1:** Nothing. Ha haha ah ha. Because, always I consider constraints as opportunities. May be price, a crucial constraint.

**Designer 2:** It is really a challenge initially to accept a new fashion for mass people but it spread widely within very short time behalf of social networking and media.

**Designer 3:** Proper Marketing according to consumer behavior and phycology...If you take new concept or trend in market you need to analysis very well.

h) Can the design concept of a fashion garment be fully translated in its after-sales stage? How?

**Designer 1:** This statement may not be right about all concepts. Functionality oriented concept could be more applicable rather than an artistic approach.

**Designer 2:** Most of the time it might be changed the design concept because different person's perception is different so garments are used for own comfort and personal choice. Every person have own style and they express their own sense of taste.

**Designer 3:** No comments...just thought.

i) How can we analyze that a new trend will sustain long (at least 2 years) in the market?

**Designer 1:** Search for the ideas for delight and durability which will drive consumers to love their products in many ways.

**Designer 2:** If mass people could accept any trend then it might be sustain long time in market.

**Designer 3:** In this fast fashion time, it's very difficult to sustain from long time like or more 2 year a single trend in this market. The fashion market is now very competitive and changing first.

j) The particular style of asymmetric dress goes back to the Victorian era during the 19th century when the hem style became popular as 'fishtail'. It assumed popularity in the 1880s, 1920s and 1930s in brief spells. The high-low skirt became a trend in Europe and America in late 2011, eventually becoming a worldwide fashion in 2012. Now-a-days, this asymmetric style is very popular to mass people in our country. Based on this popular style, we are going to be named it in a new trend which is called "Asymmetrism". What is your opinion?

**Designer 1:** You may think about it again. Depth of "Ism" is vaster. It doesn't state about visual impact of any work or object but also refers something more in detail.

**Designer 2:** I agree with this statement, nowadays asymmetric clothing are very much popular and accepted by mass people. But this fashion is rotating from 19<sup>th</sup> century. So it might be come again in future era.

**Designer 3:** Yes, Its good analysis. I appreciate it.

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