

# An investigation on the relationship between Colour Forecasting and its impact on Hong Kong's fashion youth market

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## Research Background

Colour forecasting has a significant role in the fashion business. However, studies on colour forecasting, especially based on the Hong Kong market, are limited. In the past, Hong Kong people showed a lack of interest in colour. Nowadays, the younger generation is more creative and open to styling, and Hong Kong's youth market is showing the potential that the application of colour forecasting is needed. For most people, it is hard to understand the forecasting methods from major forecasting organizations, so instead, they simply follow the trend. This research seeks to investigate colour forecasting methods and its application in Hong Kong's fashion industry.

## Research Objectives

- ❖ To investigate the performance of colour forecasting in Hong Kong's fashion industry.
- ❖ To study the impact of colour forecasting in Hong Kong's fashion youth market.
- ❖ To identify the potential of the market and the importance of colour forecasting.

## Methodology

Data will involve interviewing people in different positions in the fashion industry, including trend specialists in WGSN Hong Kong, designers of local fashion brands, editors, influencers, stylists, and salesperson and consumers. The interview questions are aimed to lead the interviewees to think and explain how colour forecasting applies in the Hong Kong fashion market and youth market, and how colour forecasts and trends affect them and young consumers.



Figure 1: Data Analysis Steps

## Finding

After studying the concept and information of colour forecasting in the application, technique and concept from secondary research, the data collected from the interviews shows different points and concepts with 26 codes under 5 main concepts. The data was then selected and formed 3 categories: Colour forecast, Colour Trend and Buying Behaviour.

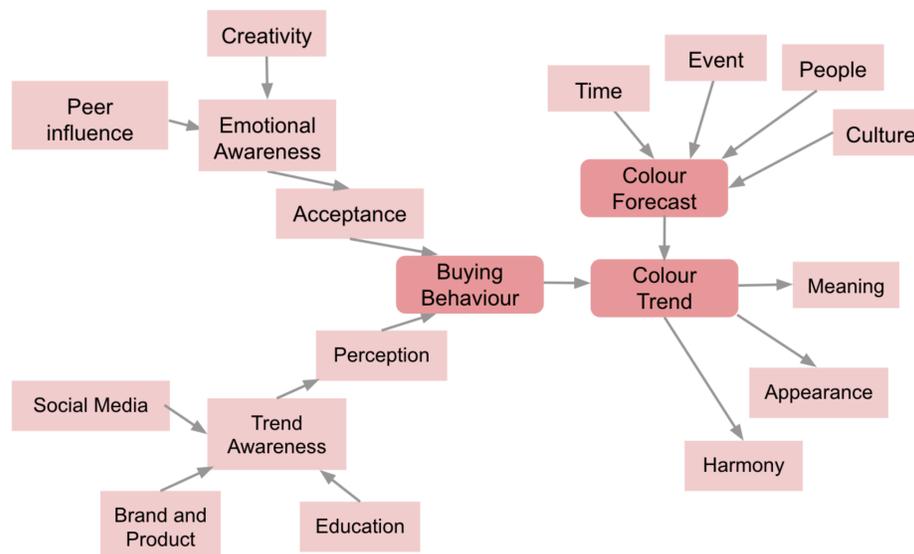


Figure 2: The linkage of Colour Forecast, Colour Trend and Buying Behaviour of Hong Kong teenagers

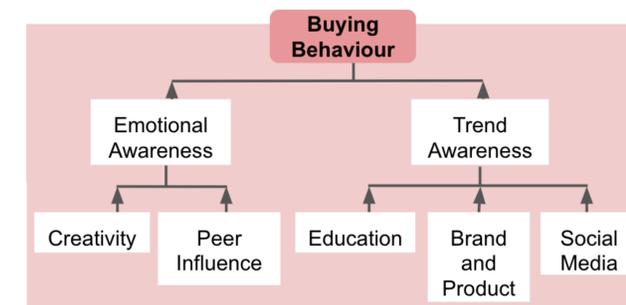
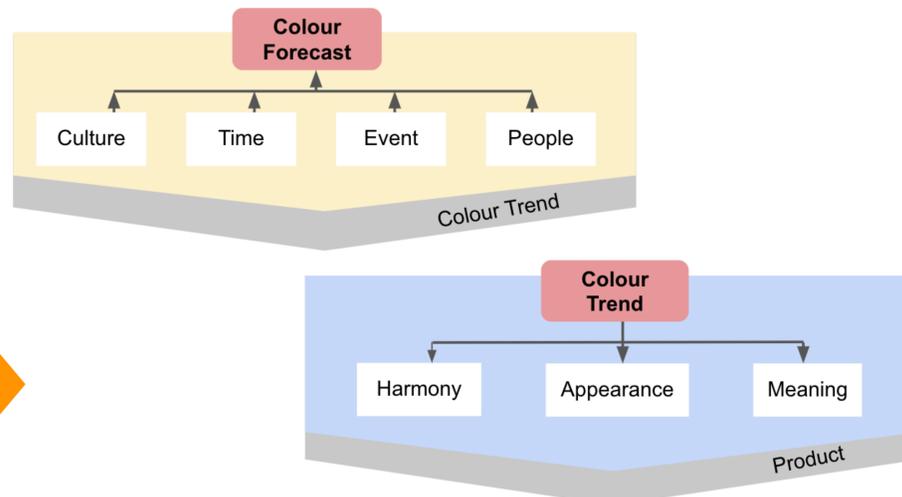


Figure 3: Theoretical model of the process of applying Colour forecasting in Hong Kong fashion youth market

The model shows the 3 stages of transformation from colour forecast to the Hong Kong fashion youth market.

**Stage 1** Colour forecasting has placed the research on culture, time, event and people in HK that the research will end up with the creation of the new colour trend.

**Stage 2** Colour trend has been presented with its appearance, meaning and harmony in colour that fashion industry can be inspired in the design process which will turn into product.

**Stage 3** Buying behaviour of young consumers affected by the emotional awareness and trend awareness will determine whether the consumer will purchase the trendy product.

## Conclusion

The potential of Hong Kong's youth market for colour forecasting, and the application of colour forecast in Hong Kong's fashion industry is low and underrated. Young consumers in Hong Kong show strong interests in fashion and trends and have expectations for colour.

It is believed that the theoretical model of the process of applying Colour forecasting in Hong Kong fashion youth market can provide a clear framework that can help to improve the application and performance of colour forecasting for the Hong Kong youth market in the future.

Hopefully, more mature studies and research can be produced in the future that can be an advanced reference for further development based on this study, such as specified product categories, genders or even items.