

Fashion Marketing

Fashion Forecasting

Promostyl: Women's Trends

Promostyl details upcoming fashion trends including clothing styles, fabrics, and cosmetics. Includes fashion sketches and fabric swatches.

Published biannually. Located at Circulation Desk.

Tobe Next

Timed to the major fashion seasons, these special reports evaluate the season's important trends to determine what the customer is ready for at retail, now and for future business. Tobe Next includes:

- Designer Trends: Analysis of the season's major trends for future business. (twice a year)
- Themes, Colors, Key Items: Analysis of what's important for future business. (twice a year)
- Colorpak: Color swatches. (optional, twice a year)
- Premiere Vision: Analysis of the European textile show in Paris. (twice a year)
- Menswear: Analysis of the major trends for future business. (twice a year)
- Tropical Chronicle: Analysis of Spring/Summer fashions from St. Tropez and other trendsetting resorts. (once a year)

Tobe Report

Analyzes different facets of the men's, women's, and children's apparel industry. Each issue covers a different theme.

Published biweekly. Located at Circulation Desk.

Women's Color Forecast: Color Association of the United States

Predicts colors in women's apparel for the upcoming year. Includes a combination of colors already accepted by consumers and those "about to come over the horizon." The chosen colors create a harmonious palette and are arranged in useful combinations and groupings for at-a-glance reference.

Published biannually. Located at Circulation Desk.

Company Information

When researching a company, it is easier to find information on a publicly owned company than a privately owned company. Public companies are required to disclose financial information according to U.S. law; private companies are not. If you are given the choice, research a publicly traded company. Business directories and databases like Hoover's will indicate if a company is public or private.

Hoover's Online (Library Research Database)

Provides company profiles, major competitors, financial information and more. A great 1st stop for company research.

Datamonitor Company Profiles (Available through EBSCOhost Business Source Elite, a Library Research Database- Choose "Company Profiles" at the top of the screen)

Provides industry analysis of companies including history, products, major competitors, financial information, select SWOT analyses, and more. Highly recommended.

Company Websites

Company Websites can be a great source of information and may include company histories, financial information, mission statements, product information, annual reports and more. Look for phrases like "Investor Relations," "Financial Investors," or "About Us" to find valuable company information.

Industry Information

Datamonitor (Library Research Database)

Contains information on a variety of industries. From the same company that produces the Datamonitor Company Profiles in EBSCO Business Source Elite.

Economic Census (<http://www.census.gov>)

Industry statistics including jewelry stores, shoe stores, women's clothing stores, furriers, cosmetics, etc.

Instructions: 1) Click on "Economic Census" 2) Click on a category: for example, "Retail Trade" 3) Scroll down to "Geographic Area Series" and click on the PDF icon to the left of "United States." 4) Give the document a couple of minutes to load 5) Scroll down to around page 30 to locate the category you want: for example "Women's Accessory Stores" 5) Write down the number to the left of the category you want information on (this is the NAICS Code) 6) Scroll up the document until you locate that number. This is how you will find the statistics.

The Reference Librarian is here to help you with this! ☺