Fashion and the Economy

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Under the guidance of Prof. Carolyn Kmet
SIZE OF THE GLOBAL APPAREL MARKET IN 2020 $1.5tr

What is influencing the masses in the establishment of trends?

This analysis aims to draw a connection between the economic landscape and current fashion trends using decision tree analysis.

Can color trends be predicted by the economic environment?
So What?

This analysis could help both consumers and suppliers in their purchasing decisions.

Little analytical analysis has been done to predict fashion trends. Currently, historical observations drive fashion trends.
**Data Collection**

Louis Vuitton women's RTW shows from 1999 - 2021 (biannual) were observed and assigned a color rating on a scale of 1 - 5.

Economic data from the FRED:
- unemployment rate (biannual)
- percent change in CPI from one year prior (biannual)
- percent change in GDP from one year prior (biannual)

This data was combined using the date of the economic incident and the date of release for the corresponding LV collection.
Analysis

C5.0 DECISION TREE ANALYSIS
Inputs - economic data
Target - color rating
Findings

UNEMPLOYMENT RATE
Predictor Importance - 0.78

The unemployment rate almost exclusively predicts color level.

*full decision tree shown in final paper
In Real Time

In the Q4 of 2020...

- -1.162% change in GDP from the prior year
- 6.8% unemployed
- 1.21% change in CPI

Designers are preparing for Spring fashion week where Fall/Winter 2021 collections are released.
Recommendations

Expand the number of brands assessed for input data, possibly including department store data.

Look for color preference patterns in cars or home furnishings.

Analyze men's fashion as well.
Thank You!

Please feel free to contact me at cheintzeluc.edu if you have any questions.