



# FASHION FORECASTING

## FORECAST SMARTER. DESIGN STRONGER.

### One Day Workshop

**Saturday, 14th February 2026**  
**10:00 AM – 4:00 PM**

This one-day workshop provides a practical introduction to fashion forecasting, focusing on how trends are researched, analyzed, and translated into design and business decisions. The session will cover forecasting tools, trend mapping, mood boards, and real-world applications for fashion, textiles, and retail. Participants will learn how to anticipate trends, align creativity with market demand, and make informed design decisions in a fast-evolving fashion industry.

#### TRAINERS

**Format: Hands-on | Live Demo | Q&A**



**AAMYRE TARIQUE**

20+ years of experience as a fashion design leader, currently working as GM Concepts at J. (Previously associated with Sana Safinaz, Ideas, Zilbury, and Alkaram Studio). He holds an MSc in Fashion Technology (University of Wales), certification in Fashion Cool-Hunting (IFA Paris), and has taught fashion and visual design at leading institutions.

#### EXPERTISE:

- Visual Design
- Fashion Technology & Forecasting
- Scaled Design and Product Development Systems
- Driving design direction through storytelling, trend research, and Innovation-led processes



**Dr. Umair A. Siddiqui**

22+ years of industry-aligned expertise Senior Academic & Corporate Trainer PhD in Fashion Design HOD AMM/FDM – TIP

#### EXPERTISE:

- Extensive engagement with export houses, retail brands, and executive programs
- Expert in Tech Packs, merchandising systems, and buyer communication
- Proven facilitator delivering practical, industry-ready outcomes

#### WHO SHOULD ATTEND?

- Industry Professionals (Design / PD / Retail / Sourcing)
- Entrepreneurs & Fashion Startups
- Educators & Researchers
- Fashion, Design & Apparel Students

#### LEARNING OUTCOMES

- Digital Trend Board Templates & Forecasting Tools  
Understanding how global forecasting data drives design and retail strategies
- Visual trend materials from WGSN, Fashion Snoops, and Trend Union references
- Create a complete fashion trend board using real seasonal data
- Gain buyer perspectives on forecast-based range planning

**FEE** **PKR 25,000\***

Includes: Tea & Lunch Breaks  
\*Conditions apply

**Where ?**



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Textile Institute of Pakistan



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