

Trend Bible



Forecasting Trends

interiors / fashion / beauty / consumer electronics / food



What do we do?

We forecast future trends and **predict consumer behaviour** to help retailers and brands build commercially successful and inspiring product ranges across fashion, home interiors, beauty, food and consumer electronics. Trend forecasting **isn't unpredictable**. There are a few things that govern change, influence consumers and shape taste.



WOOLWORTHS

Why bother?

Over the past few months we've seen many brands and retailers become **casualties of the recession**; brands that didn't look far enough ahead, listen to their customers, who weren't prepared to change or who weren't responsive enough. Trying to shape a picture of what the future will look like is **essential to stay ahead**.

We help brands envisage this picture of the future, evidencing what the future concerns of consumers will be and helping our clients develop ranges that reflect these needs.



How do we do it?

We spend our time researching, monitoring and **critically analysing information**, pairing this with creative ideas sparked from global travel to influential places - from the key trade events, seminars, graduate shows and art exhibitions through to quirky craft fairs and flea markets. We collaborate with our network of '**unusual and interesting thinkers**' and trend researchers to build trend scenarios and concepts.

Our trend directions are underpinned with social, cultural and consumer research from statistical data, news websites, retail analysts, blogs, magazines, new films and books. We collate and edit this information which helps us judge the current social mood, and then carefully filter this through into **workable, commercial** trends.

The Trend Industry

Trend forecasting is very much seen as a 'behind the scenes' activity, but within most influential and powerful companies are individuals and teams who spend each and every day analyzing information to predict what will be **The Next Big Thing**.

Retailers and brands understand that accurately forecasting the social mood and predicting consumer behavior has substantial benefits if they are able to **anticipate** what products their customer is going to be motivated to buy.

There are over 30 trend forecasting agencies with different specialisms, who publish trend manuals, share trend information on trend websites and work directly with clients.



Trend Forecasting...

science
experience
instinct

Why should you be trend aware?

Trend forecasting should be **part of your job** if you work in the design industry. It's important to consider how your customer base thinks, feels and shops in order that you sell them **appropriate products**, at the appropriate time and in the appropriate manner.

In times of economic instability, it's more important than ever that we forecast accurate, well informed trends.

In design, it's essential you have a knowledge of consumer trends so that you can maximise your opportunities and shape your ideas to fit the **social mood**.



Where should you look?

New technologies (laser cutting, Nasa textiles, science)

Art and design exhibitions

The news- everyday features can be indicators

Inspirational brands/designers/individuals

Alternative industries (food, automotive, energy, beauty)

What Influences Trends?

Mavens



Early Adopters



Late Majority

1. People: How influence spreads



2. Value-based demographics

Top Tips for Trendspotting

1/ Sign up for **Google Alerts**. These enable you to get daily, weekly or monthly searches on specific phrases. Why not try 'innovative design products' and see what Google selects for you to read?

2/ Innovation happens in all industries so keep an eye on technology, industrial fabric development, food and travel etc to see if there are any **trends which could cross-over** or any strategies you could borrow and apply to your products.

3/ **Blogs** are a great way of seeing trends emerge and identifying themes before they 'tip'.

4/ **Read into everything**. If you hear there's a cut in car manufacture in a TV bulletin, think about what this means. If people aren't buying new cars are they using other forms of transport? Does this signal a bigger shift where consumers are less status driven?

5/ **Instinct** is the secret tool when it comes to trend forecasting. If you have a feeling for something do your research- chances are other people are starting to follow the same thread of an idea which could be a sign that it's going to be big!



www.trendbible.co.uk/blog

[twitter/trendbible](https://twitter.com/trendbible)

[facebook/trendbible](https://facebook.com/trendbible)