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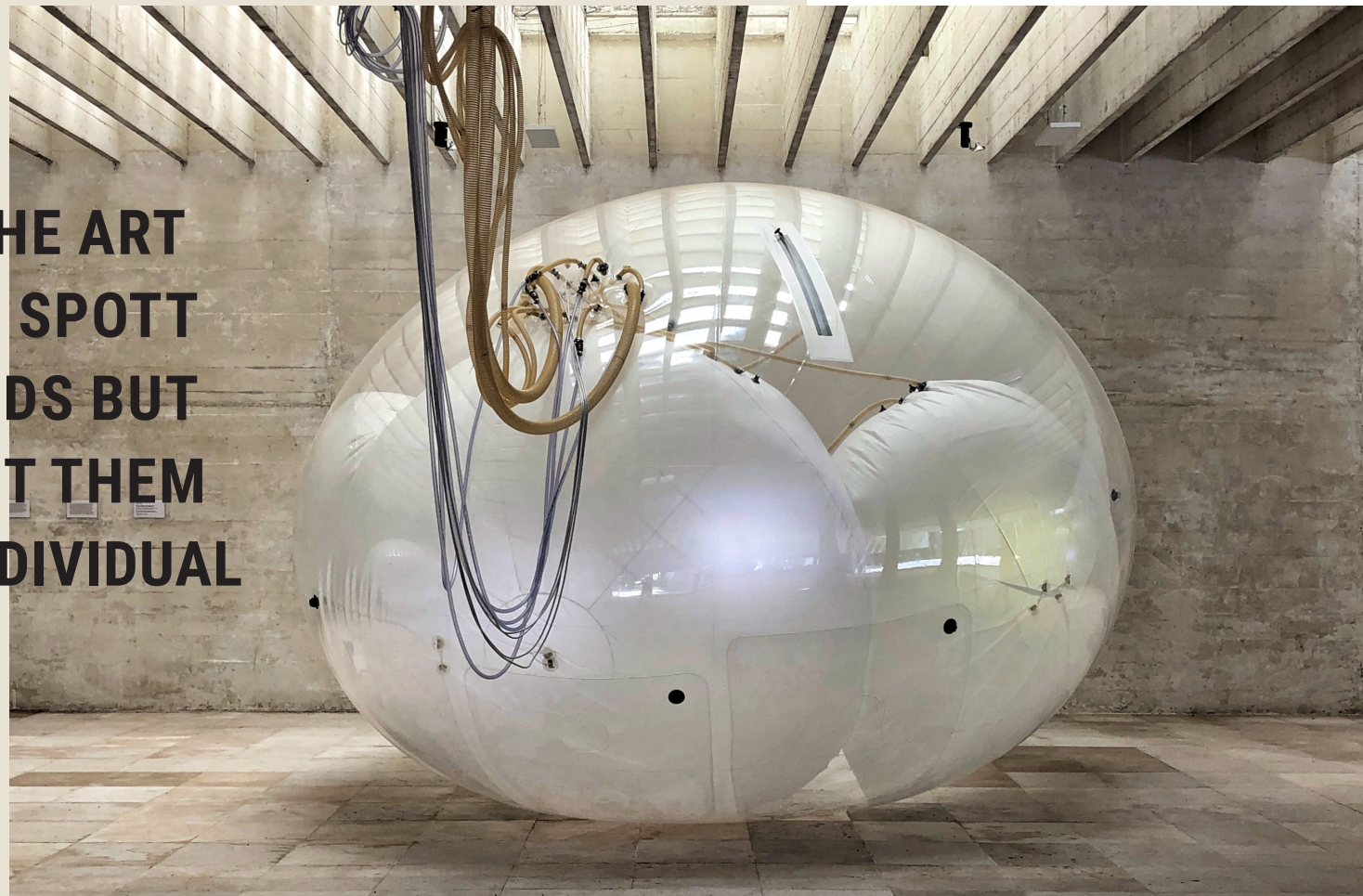
BRAND BOOK



LINKING FUTURE TRENDS
AND CONSUMER BEHAVIOUR
FOR BUSINESS DEVELOPMENT

From trend to business

**“TODAY THE ART
IS NOT TO SPOTT
THE TRENDS BUT
TO TARGET THEM
TO THE INDIVIDUAL
BRAND”**



SPOTT trends & business provides Scandinavian lifestyle brands with consumer insights, trend and colour forecasts for spot on business development. SPOTT creates the essential links between future trends, consumer behaviour and business.

This calls for a new and innovative approach where neuroscience, trend forecasting and commercial experience is combined with turning trends into business for lifestyle clients. SPOTT teams up with freelance art direction and textile design partners to serve clients such as fashion and design companies, city development, creative colleges, retail lifestyle organisations and media companies.

ARE YOU LOOKING FOR?

- to get trend insights as part of your product development?
- to get visual inspiration of tomorrows lifestyle trends?
- for a future thinker for your board or advisory board?
- to know consumers emotional buying preferences?
- for trend counseling across your value chain?
- for an inspirational keynote speaker?
- to develop a new design concept?
- to update your colour scale?
- for a talk facilitator?

Contact SPOTT to start the dialogue:

anja@spottrends.dk



Le design nordique prend des couleurs.

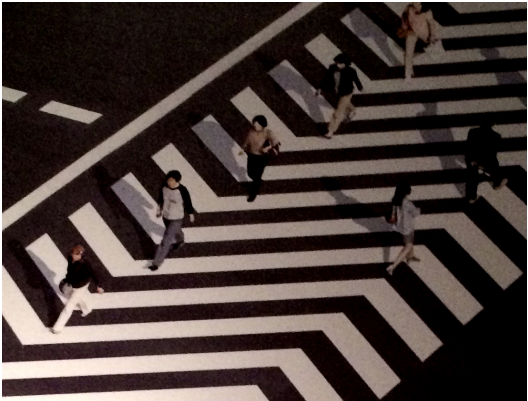
FINI L'ÉPURE! TEINTES CHATOYANTES ET FIORITURES VIENNENT PIMENTER LA DÉCORATION SCANDINAVE. NOURRIES DE RÉFÉRENCES FRANÇAISES, ITALIENNES ET ESPAGNOLES, CES NOUVELLES COLLECTIONS SONT PLUS CHALEUREUSES... ET TOUT AUSSI FONCTIONNELLES.

PAR MARIE GODFRAIN



HoppekidsOfficial >

产品的时候总是反问自己这样一个问题，“我们为什么要购买这件物品？我们未来想要买的物品是什么呢？”答案很肯定，在她看来是持久的，环保的，健康的产品。尤其为儿童设计的产品更加能体现她设计理念，除了基本的安全因素以外，还要充满着趣味性和创造性。



TREND GUIDE SS20



KEYNOTES

Mercedes-Benz
BASF
Heimtextil
Aker Brygge
CIFF
Danish Fashion & Textile
Selected
Samsøe Samøe
VIRKE organisasjon
VIA Design & Business
Ronald
DK Company Retail
Samsøe Samsøe
Aker Brygge Retail
VIRKE organisasjon
Ronald
BASF
VIA Film & Transmedia
Elektroimportøren.no
Magasin Du Nord retail
Color Marketing Group
Apotekerforeningen

PRODUCT DEVELOPMENT & CONSUMER ANALYSIS

Creative Company
BotaniqLab
By Sommer
Hoppekids
Randers Tegl



**“THE FUTURE
IN CONSUMER
BEHAVIOUR IS
NOT BIG DATA IT
IS EMOTIONAL
DATA”**



ANJA BISGAARD GAEDE

ANJA BISGAARD GAEDE

the founder of SPOTT, has a Master's degree in communication, specialised in fashion, consumerism, and experience economy. Besides numerous presentations, customer analyses, product development cases, strategy sessions and consultations over the past 14 years, she has also published the Danish book "Skab god kemi med dine kunder – oplevelsesøkonomi i detailhandlen (Customer Chemistry – Experience Economy in Retail)" and edited the anthology "Fashion Film and Transmedia".

CV

- Owner and CEO of SPOTT trends & business 2014-
- Trend seminars for members of Danish Fashion & Textiles 2015-
- Associate Professor VIA Film & Transmedia 2017-
- Member of Heimtextil Trendcouncil 2017-
- iMotions certified (biometric research) 2019
- Trend Manager and Consultant, pej gruppen Scandinavian Trend Institute 2006-2013
- Master of Arts in Communication, University of Aalborg 2001-2006

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Lifestyle Studio Silkeborg
Hostrupsgade 41, 1.sal
DK-8600 Silkeborg
+45 2255 3131

