

## *THE NEXT GENERATION OF TREND FORECASTING*

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Noa Raviv  
Collection

For over 14 years Fashion Snoops has been guiding leading brands and retailers on upcoming trends in the markets of fashion, accessories, home décor, beauty, licensing, and consumer products.

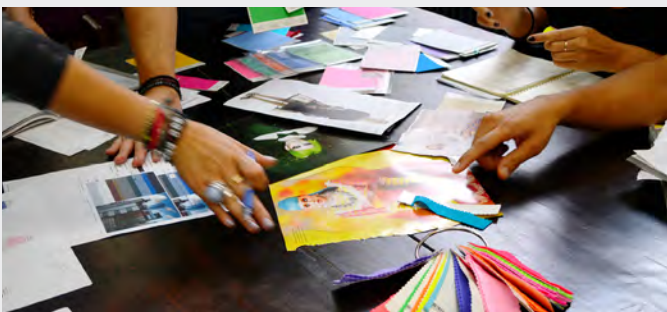
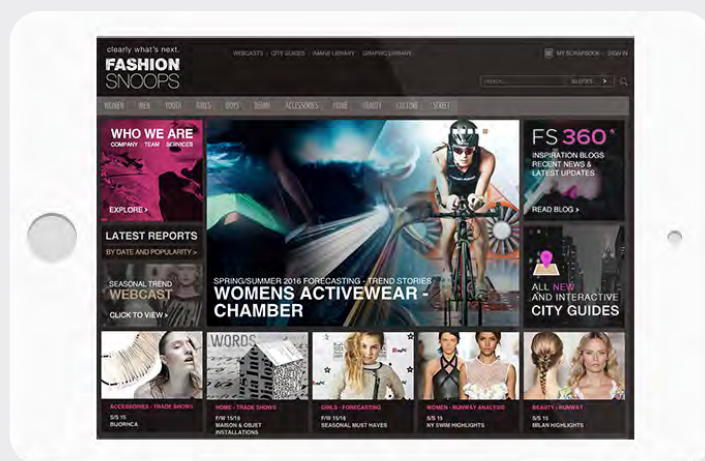
With the recent expansion of our research into cultural shifts and consumer lifestyles we are now providing a holistic view of trends. This unique and clear pathway from culture to product, empowers our customers to move ahead of the pack, and to design and market innovative products to fit ever-changing consumer needs.

# Our Services

## CREATIVE PLATFORM

Our state-of-the-art web-based forecasting service for subscribers will keep you at the forefront of trends as they transpire.

- Trend inspiration
- Long & short-term forecasting
- Cultural shifts & lifestyle influences
- Design resources & apps
- Event and market coverage



## ADVISORY SERVICES

Our customized services will help you transform global trends to winning product strategies.

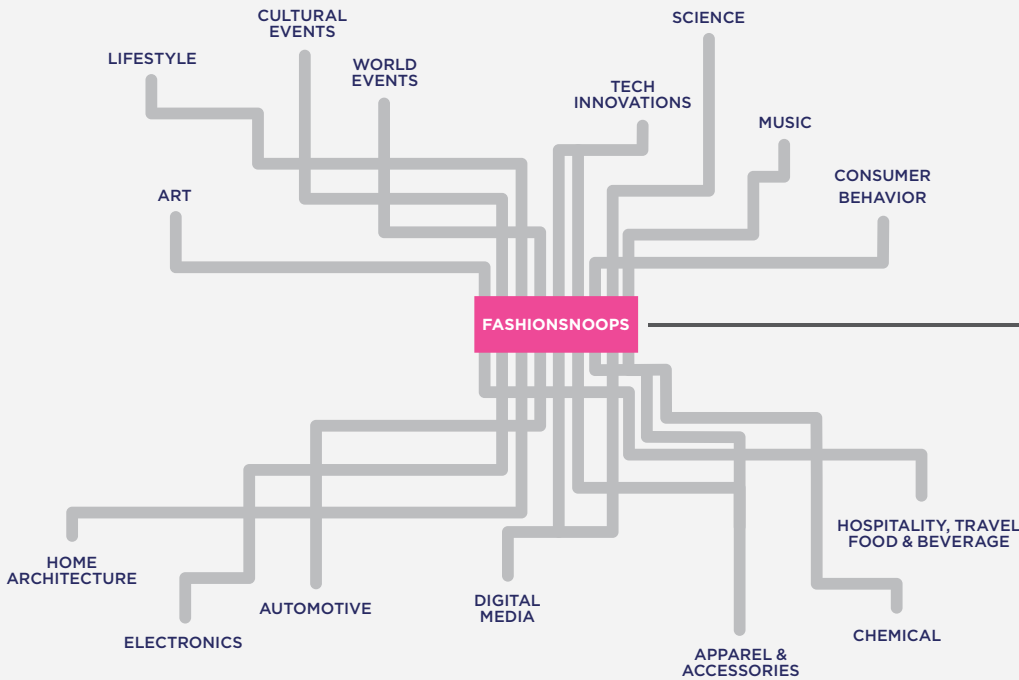
- Trend guidance & matching
- Branding & licensing
- Merchandising & product development
- Creativity boosting workshops

## IT'S ALL CONNECTED: WE'LL SHOW YOU HOW.

What conjoins climate change, fashion trends, and the design of your next product? We see a clear connection. As social awareness to ice melting and global warming grows, so does the influence on color and texture in products from fashion and beauty to hotel design, electronics, cars, and more.

This is just one example of our holistic approach to trends and how general cultural shifts and social conversations are affecting consumer preferences and your business today.

Count on us to connect the dots for you from culture to product. We provide the insights that are tracked and validated over time, certain to have an impact on your business.



### WHAT WE DO:

- Track trend seeds
- Sort the signals from the noise
- Connect the dots
- Map trend movements
- Analyze design & business implications
- Recommend market specific actions



*Brands that are still only looking in the prism of their narrow market are facing the risk of fading in a world of sameness. These brands are often blindsided by fast emerging trends that develop in other markets or sub-cultures.*



- Lilly Berelovich, Chief Innovations Officer, Fashion Snoops

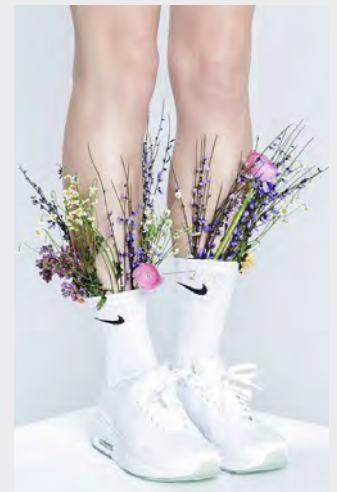
## OUR GUIDING PRINCIPLES

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## With Clarity Comes Amazing

Trend forecasting has been made both easier and far more difficult by the avalanche of information the Internet has brought us. Data is like food to us, but like food, having too much is nearly as bad as not having enough. When you're bombarded every day with so much data and imagery, you must know what to look for to separate the useful information from the noise, the trends from the dead ends.



## OUR GUIDING PRINCIPLES

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### We Inspire You to be Different

We dare you to expand your horizons. Look beyond your specific market and see the full scope of cultural trends that your business feeds into and is fed right back.

By doing so, you will find that you have more space, more freedom, and more inspiration to create and innovate than ever before. You may also be empowered to find and develop your own unique voice, using it to rise above the norm and get ahead of your competitors.



### We Guide You to Action

The essential characteristics of a Fashion Snoops report: It's clear and inspiring. More crucially, no one who reads it is ever left wondering what steps to take next.

It all starts with our co-founder and Chief Innovations Officer, Lilly Berelovich. Having led design and merchandising teams prior to launching the company, Lilly knows the challenges facing creative teams in need of new strategies. Following her lead, our editors are encouraged to find the practical angle in every insight they publish. This practice applies to our in-depth analysis reports as well as our Culture reports, where we address the relevance of lifestyle shifts to the business world.

# What will You Gain from Our Service?

We can sum it up in three ways.



You'll know what's next earlier than your competitors.



You'll be confident in applying new trends.



You'll have endless ideas and inspiration.

## THE COMPANY WE KEEP

NORDSTROM

PERRY ELLIS

H&M

SKECHERS

AÉROPOSTALE

Pier1 imports

VICTORIA'S  
SECRET

REVLON®



Disney  
Consumer Products

L'ORÉAL

BASF  
The Chemical Company

BABIES R US

Fisher-Price

SONY

TOYOTA