

# Introducing Our Creative Platform

The next generation of trend forecasting.

## CLEAR, INSPIRING, ACTIONABLE CONTENT

Fashion Snoop's subscription based next generation platform will keep you at the forefront of trends as they transpire, leaving you clear about what to do next.

## DESIGNED WITH YOU IN MIND

The platform's responsive design makes sure your view is optimized to any screen. Coupled with a clear navigation system, you will find the site easy to use and learn.

## BUILT TO SERVE YOU

Using advanced Internet technologies, our goal was to create a rich experience that is also clear, practical, and intuitive.

Contact us today at [sales@fashionsnoops.com](mailto:sales@fashionsnoops.com) to schedule a demonstration!

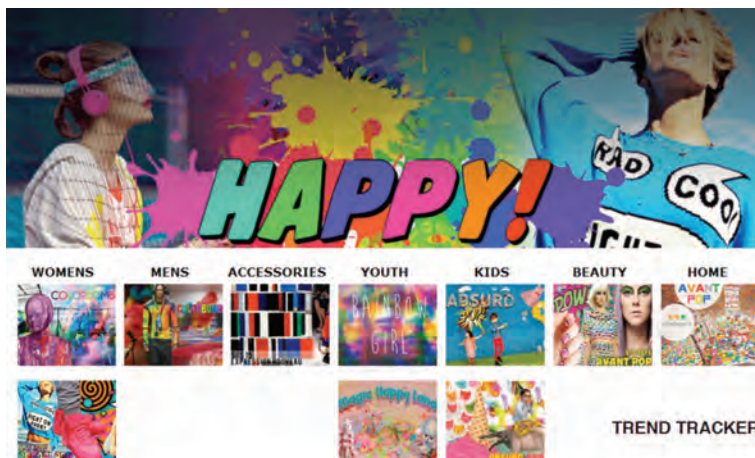
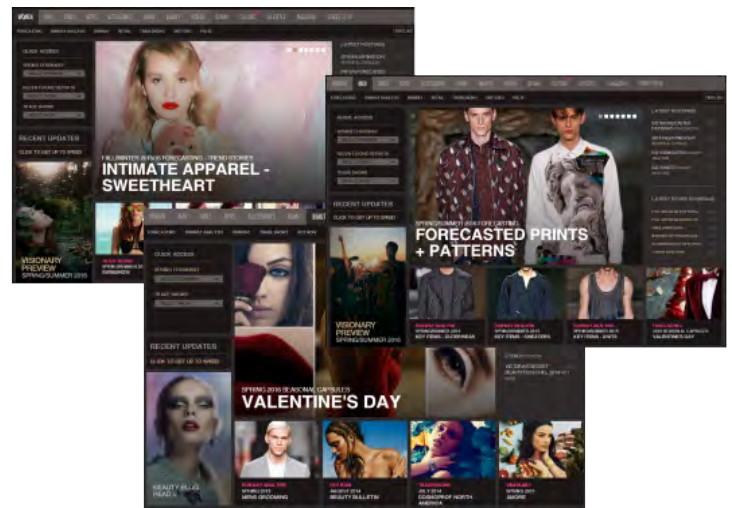
# A Market-Focused, Culture Infused Approach

At Fashion Snoops, each market receives unique care and a focused view, taking into account the complete spectrum of cultural influences.

## MARKET-FOCUSED

Each market in our creative platform is a world of its own, and we give it the focus it deserves.

Women, men, youth, girls, boys, denim, accessories, home, and beauty - these are well-defined markets in which we can confidently and reliably forecast trends. The market-focused navigation structure allows you to be immersed in one curated area where all your needs will be addressed.



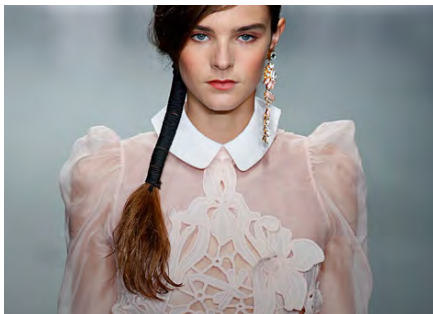
## CULTURE INFUSED

Companies that neglect to look beyond the borders of their market, risk being blindsided by trends that develop and mature in other markets or sub-cultures.

In our culture decoding process we visit many different sources and destinations. At the end of this journey we always clarify the projected influences both on business in general and the specific markets we cover.

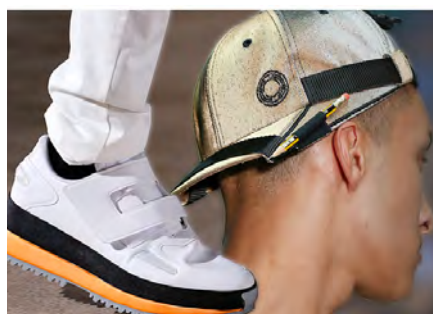
# Markets We Service

An overview and guide to the markets and services offered by Fashion Snoops.



## APPAREL & TEXTILE

Tailored guidance for Womenswear (Contemporary & Junior markets), Menswear, Youth, Childrenswear (tween, toddler and infant), with special attention to Denim, Active, Intimates & Swim.



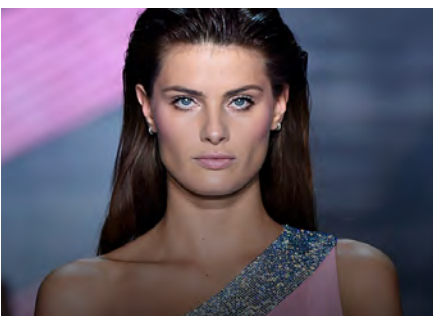
## FOOTWEAR & ACCESSORIES

Complete and detailed guidance for all accessory classifications - including jewelry, bags, belts, footwear, scarves, hats and more.



## HOME DÉCOR

Dedicated trends that shape the future of design in soft and hard goods, décor, tabletop, lighting and packaging.



## BEAUTY

A focused view of key products and emerging trends that shape the future of the beauty industry.



## CONSUMER PRODUCTS

An inter-disciplinary view of cultural, lifestyle and design trends that inspire the creation of the next generations of products - from toys and cars to food and more.



## YOUTH

A visually stimulating coverage of Youth encapsulates the lifestyle trends that affect the fashion choices of Millennials.



# Trend Inspiration

From our early forecasts to the short-term inspiring seasonal trend stories we create, you have a plethora of inspiration to draw from. These stories are fully on-trend, unique, and original.

## EARLY FORECASTING & VISIONARY REPORTS

Our Visionary stories provide a visual outline of trends projected to influence style and design in the following 18 – 24 months.

These stories are designed to be the starting point in your creative journey and reflect a wide perspective of influences across culture and industry lines.



## SHORT-TERM FORECASTING & INSPIRING TREND STORIES

Closer to season, we stop to connect the dots between our early visionary stories and more recent influences, from the global runway, retail, and trade show scenes.

These video and image-rich reports focus on our editors' point-of-view on how to transform upcoming trends into concrete, sales-driven merchandising strategies. The reports offer concise mapping of themes, colors, key items, prints, materials, and other essential elements that curate the seasonal design process.

# Trend Mapping

Trend mapping is a continuous, ever evolving process.  
Join our journey and know you are always at the forefront.

## TRENDMAP

TIME AHEAD OF SEASON

HAVEN: REFLECT



NEO TRANS



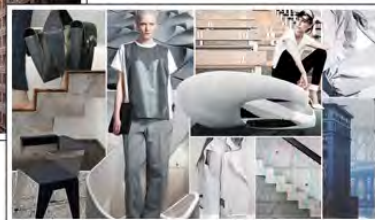
GENDER BEND



THE SPORTING LIFE



MENSWEAR MOTIFS



CITY SLICKER

VISIONARY  
Pre-Fall 2015

CULTURE + LIFESTYLE

WOMEN  
RUNWAY ANALYSIS  
F/W 14/15

YOUNG CONTEMPORARY  
RUNWAY ANALYSIS  
F/W 14/15

RUNWAY ANALYSIS  
PRINT + PATTERN  
F/W 14/15

WOMEN'S FORECAST  
F/W 15/16

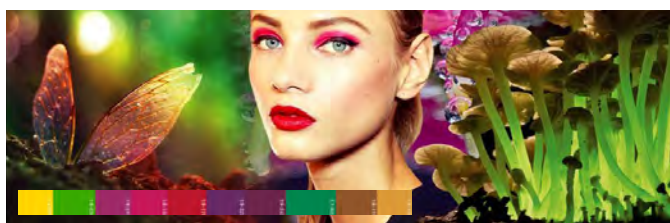
24-18  
MONTHS

12-8  
MONTHS

8-6  
MONTHS

# Trend Takeaways

Whether it's one store, or a complete trade show or runway season, we analyze key trends down to the core design elements.



## COLORS

Key color families, Pantone and CSI color references, color maps, combinations and emersion.



## THEMES

Thematic references and inspiration points that will shape future trend stories.



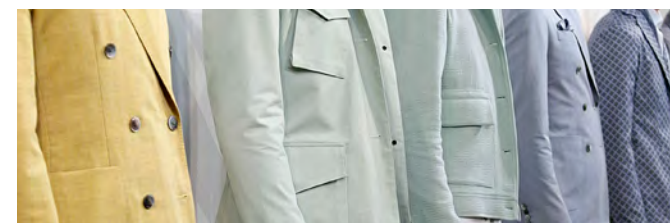
## KEY ITEMS

The must-have items in apparel, footwear, accessories, home and beauty across all product classifications.



## PRINTS & PATTERNS

Prints, patterns and graphic screens.



## MATERIALS

Essential fabric identification and direction.



## DESIGN DETAILS

Details that serve as design updates.



# Culture Decoding

We expand your horizons beyond your specific market trends, making sure you're ahead of the curve.

## INSPIRATION BEYOND THE OBVIOUS

Dedicated to tracking and mapping cross influences between design, travel, technology, gastronomy, marketing, art, and lifestyle. Culture is a must-have resource for every consumer-facing company looking to boost creativity and adopt product and business innovations.

Culture is intertwined with market-specific analysis to provide a unique and clear pathway from culture to product. This empowers customers to design and effectively market products to meet changing consumer lifestyles.



## “How did I miss the Hipster mustache trend?”

This is a question we have been constantly asked. In most cases, the issue lies within a narrow perspective. Today's consumer products are no longer fulfilling the basic need they were created for. More than ever, products are used to showcase the lifestyle of the person using them.

So how will you be ready for the next trend? We are here to help you expand your horizons and look beyond your specific market trends. It's time for you to see the complete spectrum of cultural trends that effect your market today.

# Event & Market Coverage

From global runways, trade shows, and retail stores to street style, news, and lifestyle events - we've got you covered.



## RUNWAYS ANALYSIS

Complete up-to-the minute coverage of looks from all designers in over 15 cities. Over 250,000 seasonal images (full body, close-ups and backstage) supported by in-depth trend analysis from major cities.



## RETAIL SCENE

In-store coverage from local correspondents in over a hundred stores in 15 cities.



## EXHIBITIONS & ART SHOWS

The scoop from the most influential art shows and exhibits, consumer product trade shows and other inspiring cultural events around the world.



## TRADE SHOWS

In-depth coverage and trend analysis from over 70 international fairs from fabric and color shows to seasonal market focused, wholesale trade shows.



## STREET STYLE

We bring you the best street style looks during fashion weeks to the hippest crowd at concerts and festivals around the world.



## NEWS

The latest industry news in fashion and technology brought to you daily.



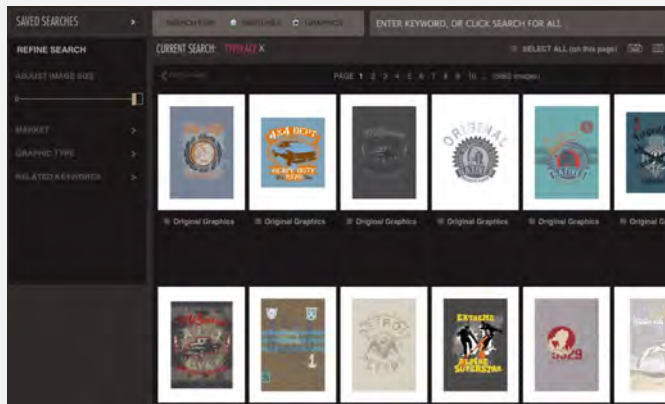
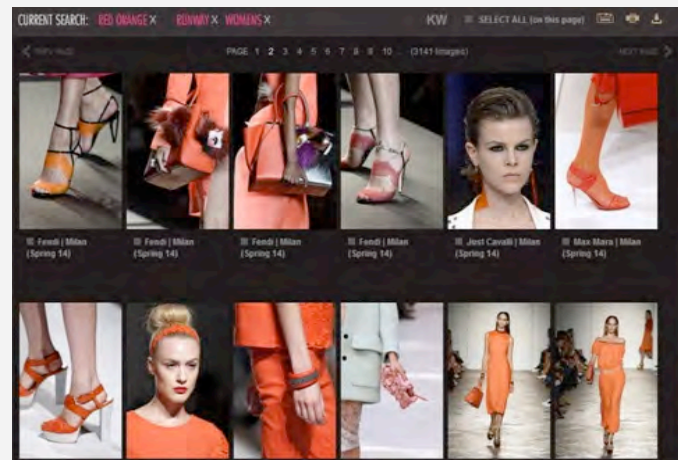
# Libraries & Resources

A searchable image library, vectorized graphics, dynamic city guides, our Scrapbook app and more – all just a click away.

## STATE-OF-THE ART IMAGE LIBRARY

Millions of high-resolution images from the global runway, retail, show rooms, trade shows, events, street style, and more.

- Find and sort images according to thousands of keywords with any combination of market, category, season, city, designer, store, event, and trade show.
- Save specific user-defined searches for future use.
- Print, drag to Scrapbook, and download groups of high-resolution selected images.

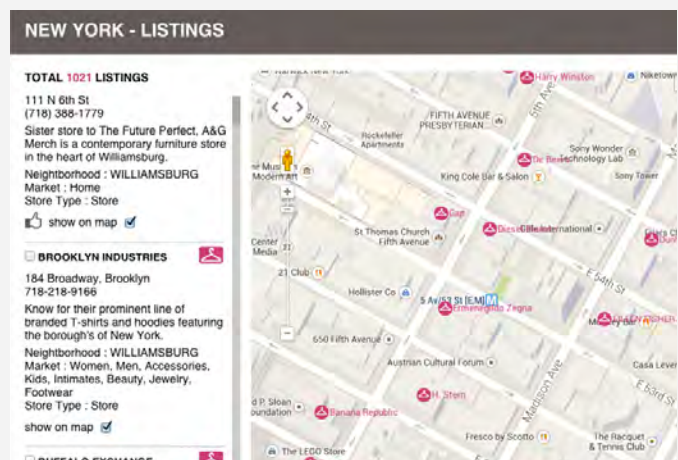


## GRAPHICS LIBRARY

With over 30,000 original, downloadable, vectorized and ready-to-use graphics already online and thousands more added each year, you have endless inspiration. Simply download, alter as preferred and use for your own design needs.

## INTERACTIVE CITY GUIDES

Everything you need to know for your trip - from shops to hotels and restaurants. Our interactive interface allows you sort our data base and create your own personalized city tour plan based on neighborhood, market, type of store, and our editors' recommendations.



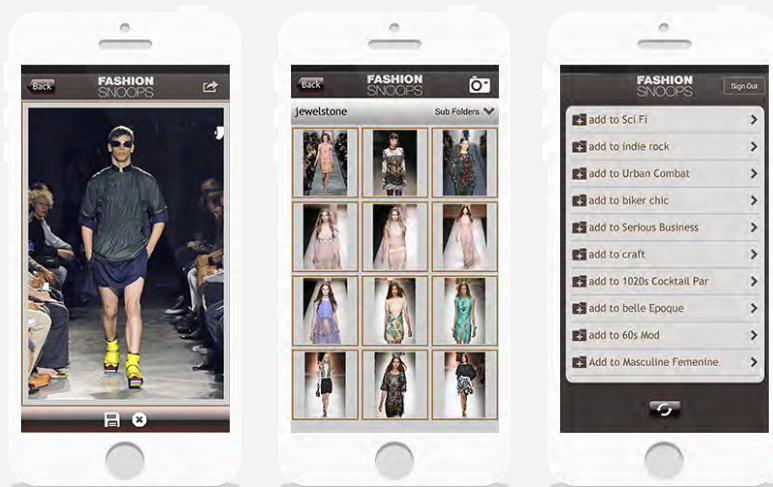
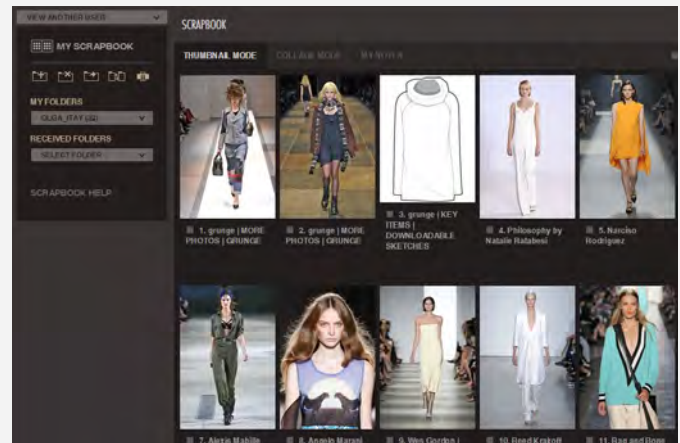
# Tools & Features

We put in the effort so you can have it clear,  
personalized and easy-to-use.

## MY SCRAPBOOK

Here you find your personal workspace.

Extract images from our creative platform or upload your own. Next, sort and rearrange, then print, create a mood board (see below), transfer to a colleague, or share with your suppliers.



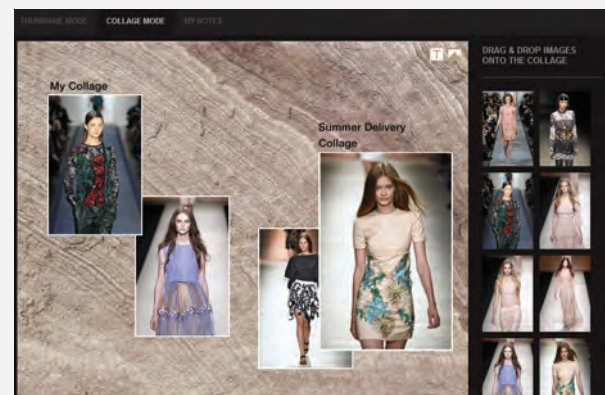
## SCRAPBOOK APP

Using our 'SCRAPBOOK by Fashion Snoops' App (available on Apple or Android devices) you can have your inspirational images on the go.

You can also directly upload images to your existing or new folders from your mobile device image gallery.

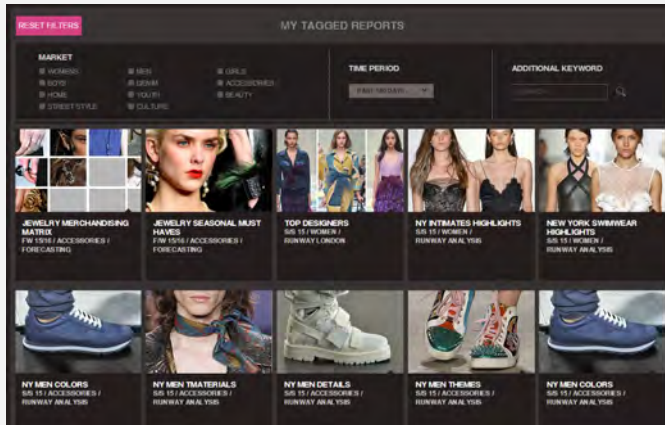
## FAST AND EASY MOOD BOARD CREATION

Simply drag your Scrapbook images into the collage area, rearrange, resize, add titles and background, then print or share. You may add to or edit the boards any time, as they are always accessible in your personalized library.



# Tools & Features

- Continued -



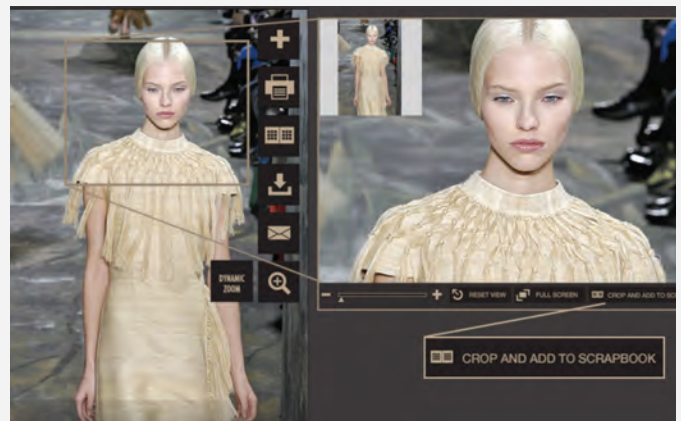
## PERSONALIZED TAGGING

Using our TAG-it tools you and your team members can now build your own report classification system. This allows you fast and direct access to the reports that you need.

## DYNAMIC ZOOM

Our dynamic zoom feature allows you to zoom into the details you need without losing any resolution. With our 'CROP AND ADD TO SCRAPBOOK' option, you can immediately save or print cropped versions for future use.

All of our images are saved in the highest resolution to ensure crisp quality on the screen as well as on paper.



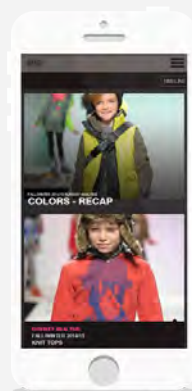
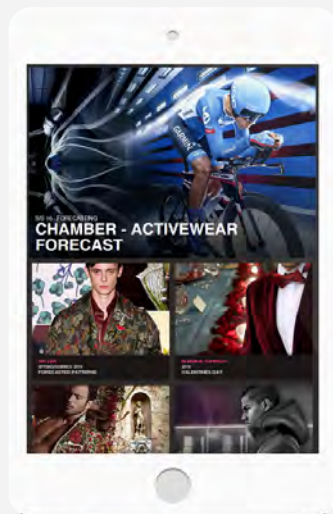
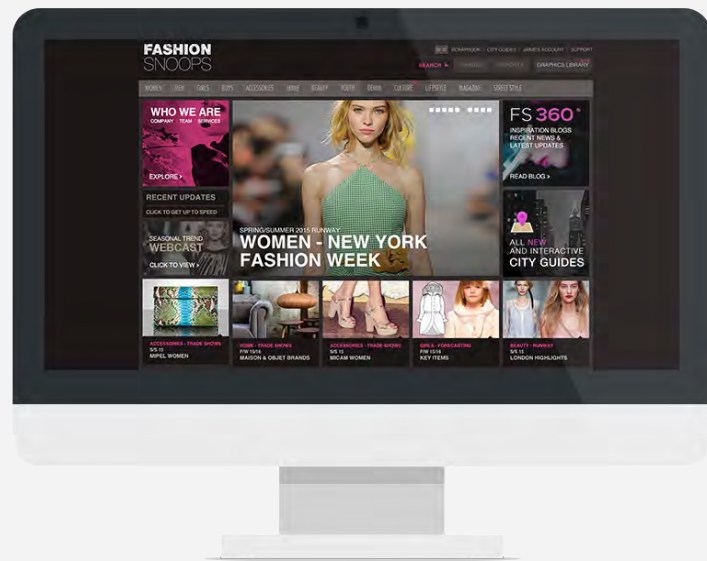


# State-of-the-Art Design

In designing our creative platform, our purpose was to create an experience that is clear, practical, and intuitive. We believe a good design is one that serves the user.

## EASE OF USE

Creativity shouldn't be confused with chaos. While we continuously strive to bring diverse and unexpected perspectives, we've made sure to feature them in a clear and structured way. This allows you to view, evaluate, and effectively make your trend choices.



## RESPONSIVE DESIGN TO FIT EVERY MOBILE DEVICE

Alternatively using a tablet or mobile phone? Our responsive design structure automatically adjusts the site to display vertically, eliminating the need to scroll sideways.