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Wgsn tendencias 2018 pdf

Helen, Head of Materials, Knitwear and Textiles, allows creative teams to translate future concepts into material realities. With experience in fiber, yarn, knitwear and textiles, she brings over 25 years of experience in materials prediction and product development for WGSN, working and consulting with mills, manufacturers and fashion brands from Europe to Asia. Helen stands out for carving together a great picture design and lifestyle concept with consumer ideas to create action product trends that allow customers to stay ahead in a changing market. Motivated by ethical and responsible design, she serves as a passionate advocate for the WGSN Board for Sustainable Development. Helen loves cats, crafts, pottery and the countryside. At WGSN, we believe in the world of outstanding product design. With our product design expert and consumer ideas, we help designers create the right products at the right time for tomorrow's consumer. WGSN is a global authority on consumer and design trends. We'll help you navigate change so you can create a better future. On Friday, March 10, at the Expansion Design Wholesale Fair at LATU, in addition to accessing a sneak peek into what is coming in this fall-winter 2017 season (yellow metal loafers!), we took part in a conversation by Rosalyn Villanueva Arce of WGSN, the leading trend predictor company worldwide. Whether wearing such or such a trouser neckline, a certain type of T-shirt or T-shirt model, what WGSN does is exploring social, political, economic and da macro-trends, in vogue, to determine which themes (or mental states as they are called) will dominate in the coming years. This study, which Rosalina explained to Couture being done with two, five and ten years in mind, includes solid data - known big data - and a more lively issue of society. Rosalina Villanueva in her conversation. Photo: Courtesy Expand Design. Thus, WGSN expects four major mental states or macro-plans for spring 2018: 1. Pause Future Suspended Future is about remembering the past to imagine the future. Anyone who has followed the Adidas news just reads this phrase remembers the inspiration of their latest models - NMD and E'T - for which they relied on historical projects and created something new. This theme or state of mind focuses on what the future of humanity will be, which certainly oversues the times of the past, in which pauses, calmness and even boredom were vital. At a time when social media seems to occupy every gap in our free time, information saturates us and consumption is plentiful, WGSN expects society to choose a minimalist, simple and cut-down lifestyle. As for fashion, this will be reflected in several aspects. In the most superficial, let's see what the theme of space in collections is becoming more popular, with prints prints galaxies, spaceships, moons and stars - hello, Chanel. As for the palette, we will be able to see a lot of metal - which we have already noticed in the winter 2017 collection - olives and rust. The Chanel spacecraft has become one of the hits of Paris Fashion Week Winter 2017. Attention to print on the right with astronauts. Photo: Vogue. 2. Affinity Affinity about cultures and groups, both real and virtual, that forge a greater sense of community. Just as in response to real consumerism we envision a minimalist future, hyper-communication through networks will become a reassessment of cultures, groups and one-on-one contact. In addition, as the name implies, it is a theme related to feelings, sensitivity and expression of individuality. In 2018, we will look at our physical and national identity with new eyes and seek more and more to bridge borders and break borders. In this line typical elements of different cultures, such as crafts, return to great value without being fashionable those clothes or accessories that tell the story. An example would be the line of purses that Gucci launched last year, the Souvenir Collection, in which they created an embroidery typical for each region to give it added value. In addition, being the subject is closely related to feelings, romantic prints such as flowers-revolutionary-, gingham and pastel colors are expected. A collection of souvenirs. Photo: Gucci. Photo: Urban Outfitters. 3. Psychotropic psychotropic explores an idealized character for the future. We are already seeing this, there is a tendency to search for natural. From the food that is increasingly emphasized, it is from farm to table in our spare time, in which we tend to go to open spaces and due to nature. And in 2018, we will be looking not only for the natural, but also the supernatural, whether through ecotropic and exotic paradise corners or man-made corners of dreams, as WGSN explains. The origin associated with nature is combined with futuristic, psychedelic and abstract elements. In fashion, we will see that tropical prints dominated by vegetation, psychedelia, neon tones - especially blue, green and orange - are preserved, unusual color combinations, patterns based on digital art, strange textures and recycled raw materials. Kenzo x HSM Photo: H'M. Adidas Parleys are made from recycled ocean waste. Photo: adidas. 4. Youth energy analyses youth culture that affects every area of the market with an eclectic rebellion and a strong sense of personality. The boundaries between Generation X and millennials are going to blur and young people will be more of a mental than a practical question: no one will care when you're born. The theme of Youth Energy suggests that everyone can demonstrate their individuality and Through a unique style, sin import sous edad. On the other hand, iconic elements of pasadas vuelven youth take life, such as las predas usadas por los Chicos de los 80s -hola, adidas-y se reinventan para volverlas actuality. La moda tendr' un espr'itu rebelde en el cue tampoku habre divisions de gueneros ni de deportivo o formal, algo que ya lo podemos empezar a ver de la mano de marcas como vetements y colaboraciones como las Supreme y Louis Vuitton. En cuanto los color, la paleta asociado con este estado mental es de pasteles con tonalidades ne'n amarillo artificial y lila el'ctrico m's que nada-combinados con colores oscuros. La moda de los parches como forma forma de personalize las prendas will continue in 2018, but nothing asociada logos o'pocas como McDonald's o Pepsi. Photo: Advanced Style. Vetements Invierno 2017. Photo: Vogue. As we can see, las macro-tendencias 2018 van surgiendo de una realidad que ya estamos viviendo y que ciertas marcas han comenzado a captar. Algunas son esperables, otras sorprendentes y hasta contradictorias entre ellas, pen lo que est' claro es que las fronteras y los l'mites se van a ir borrando para dar paso a la singularidad. Digital transformation has become a must-have agenda at marketing meetings. This is because several movements, such as big data, cloud computing, and artificial intelligence, were already part of the routine. This shows how irreversible the technology is, but the assessment of the human factor is becoming more and more relevant: the guiding thread of all actions remains the human character. In Brazil, some of these trends are already beginning to emerge. According to WGSN, a cultural example that demonstrates this issue of multilocal Francisco El Hombre, which is an electronic sound, but at the same time regional and with Brazilian characteristics. This type of influence will have an impact on the market as a whole, on the links that consumers will base on when making decisions. In the trends for the coming years, technology continues to lag the most. This is because perhaps the biggest difficulty in the Brazilian industry is how they use technology to find brands that benefit from these technological tools, which are already widespread, on a large scale. Trend analysis and forecasting expert WGSN points to four main trends for companies to follow in 2018. Identified by experts around the world, through them it is possible to anticipate the main directions that will guide behavior and consumption in the year that begins. See below what they are: Thinker - Appreciation of learning and creativity Thanks to digital communication, there has never been so many countries have had access to education as today. And in the evolution of these new ways of learning, people's desire to learn in new places is born. With less manual labor and more free time, in search to complete these these The space will take place with education and leisure, where schools and libraries - online and physical - will be a means of spreading creative thinking as well as providing moments of entertainment. Bleisure trips - where there is business and leisure - will transform the workforce. Not only will companies provide benefits for extending business travel, but they will also find ways to maintain their results by checking shorter working hours to facilitate work-life balance for their employees. In a world saturated with the same products, art will be even more inspiring: the concept of craftsmanship will evolve into an elegant combination of handmade products made in a series, and items will have their own knowledge, in addition to clearer communication regarding their designs and stories related to their design. Brands will hire more academics such as philosophers, historians and scientists to work from home and therefore add new dimensions of intelligence to trade. Finally, the digital intelligentsia will embrace social media, innovative technology and modern wellness practices to open their minds and sharpen their ideas. Human Nature - The value of intuition and emotion Unlike a movement that depicts the world being controlled by data for years to come, the tendency will once again rely on our intuition. This line of movement is already showing signs of life, and according to the Economist Intelligence Unit, 87% of ceos will doubt the data as a whole if they contradict what their instinct says. Given also that the global economy will suffer from a slowdown in growth, the use of instincts for many will have long-term prospects, sustainable resource development and the search for solutions in nature and other species. With the economy slowing, smart brands and tuned consumers will invest in long-term systems to support business and the planet. It is now thought that the instinct, known as the second brain, has a greater effect on health than DNA. With this in mind, gut health is transforming the wellness industry. The global probiotic market alone is expected to grow to \$66 billion by 2024. Emotional diversity will also be on the rise. The consumer will look for new sensations, emotions and words to express them. The technology of clothing and its experience will learn new nuances and, as a result, sensations, giving the consumer a physical sense of orientation and connection with the earth - so common in the past. The importance of meat in food will be further questioned by increased awareness of sustainability and animal rights issues. Thus, the food will take a new physical aspect in which its high point will be the feeling of touch and texture in which they will match sizes to counter the culture of ready-made food. The charms of the night - the growing relationship of people with technology This trend explores our deep fascination with technology and technological experience. In the near future we will overcome our human condition, get access to hyperhuman states. Let's use the power of data and artificial intelligence to change our lives for the better, experiencing its benefits, and at the same time explore its dark sides. Taking advantage of the feeling of charm and fear, we will experience the feeling of digital sublime. Because augmented reality (AR) and virtual (VR) will not only transform our everyday lives, but also provide moments of fun, sensuality and fun. Data and artificial intelligence strategies will be major factors of innovation and growth in large companies, as well as Internet strategies in the past. The data will be the new fuel of the industry and artificial intelligence will become the new electricity in the digital public services era. Designs that work with five senses will become the focus for products and spaces as the economy experience grows: welcome to dramatic design. As the concerns around technology continue to grow, it will offer a counterweight: the experience is becoming increasingly skillful. That is, the type of innovation that brings sensations and provides interaction with the consumer, bringing a more human side also to the technological revolution. Glocal Connection - a person is globalized, while the assessment of his origin There will be an increase in multilocality. So we will feel at home in a variety of places as well, we will be inspired by different times. Tensions between countries, nationalism and a more global vision will still be present, but even then there will be an increase in the sense that culture can be stronger than the locale itself. In addition, there is a deeper understanding of multilocal - a sense of identity shaped by a variety of places, experiences and cultures - and urban culture is an example of this: it is local, global and its influence extends beyond the city and nation. In this sense, as this urban movement is reimagined in a more global era, culture, community and history are becoming more open in developing countries, especially in places where the majority of the population is optimistic, receptive and under 25 years old. This spirit will cause the growth of a completely inclusive design as we move towards a period of design for all and has done everything. From this point of view, the industry will come together to create this model. Nostalgia will serve as a cultural unifier. At a time when culture and history are so easily spread on a global scale, the past may seem safer and more appealing than the present. a generation that has become aware of the lack of resources, the reuse of what comes from the past makes sense. Exhausted from cities, Generation Y, known to millennials, will opt for urban suburbs - suburban but urban-looking spaces that include open communities, multicultural areas, green spaces and flexible housing models. In this new lifestyle, new consumer formats will focus on people who make great journeys to work. The idea is that there will be a revolution in terms of transport, with automatic vehicles and mobile fitness stations in addition to incorporating retail space. Retail.

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