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London, 12 May 2020 –

WGSN, the global authority on trend forecasting, today

released ‘Future

Consumer 2022’, a

white paper for

executives, marketers

and product designers

alike, highlighting the

key consumer profiles

and sentiments that

will drive sales and

engagement in 2022.

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Carla Buzasi, Managing Director, WGSN, commented: “As the world shifts at an unprecedented pace under the coronavirus pandemic, we are seeing the evolution of numerous consumer attitudes.

WGSN Releases New Insights With “Future Consumer 2022 ...

Create and seize the future, today.

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Understand your consumer and anticipate their needs. Tap into WGSN's trend expertise and gain a 360° view of the broader consumer goods industry. Make confident decisions. Leverage insights into evolving consumer values and food and drink trends, from up-to-the-minute trends to 10-year forecasts. Get the timing right.

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**WGSN | Create
Tomorrow | Trend
Forecasting &
Analytics**

Her industry knowledge, creativity and cutting-edge eye drive WGSN's future innovation and macro trends, as well as product development forecasts. In demand as a speaker, Lisa curated the 2019 International Design Biennale in Saint-Étienne, France.

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Lifestyle & Interior Design Trends Forecasting | WGSN

The Future Makers
Mentorship
Programme. WGSN
Future Makers is a six-
month mentorship
programme. Initially
open to 10 mentees
from around the world
and after an
overwhelming
response, over 1058
entries, we are pleased
to announce we will be

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welcoming 26 mentees
in 2020.

**Introducing the
WGSN Future
Makers: Tyra Raquel
Galloway ...**

S/S 21 will bring a
rebounding, energetic
future, dreams fulfilled
and some much-
needed dreamscape
storytelling along with
a hefty dose of
realtime product.”

Jenny Clark, Head of
Colour WGSN “I’m

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really curious to see how the brands have evolved their palettes and the influence Covid-19 has had on their colour choices.

Five things trend forecasters are expecting for the future ...

In 2020 and beyond, the emulation of biological forms, processes, patterns and systems will become an integral

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part of future product development, from self-cleaning products inspired by the 'lotus effect' to colour inspired by butterfly wings and beetle shells.

Beauty Directions for 2020 - WGSN Insider

to future-proof themselves against shifting consumer priorities. More so than ever, that's the shift

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that matters – it's no longer a path to purchase, it's a path to people. WGSN's annual Future Consumer white paper analyses macroeconomic and societal drivers to understand how consumer desires and spending powers will evolve. This ...

WGSN Future Consumer

With a background in performance sport and

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knowledge of colour psychology, health and wellness, Clare helps shape the future trends across WGSN. An engaging speaker, Clare has presented for global brands and industry events. As a media commentator, she is known for her long-range vision and perceptive trend naming.

**Beauty Industry
Trends | Know**

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What's Next | WGSN

Long-range forecasts for ingredients reveal the beauty trends and influences that will have the greatest future impact. The evolution of ingredients. From current hot trends like CBD oil – as predicted by WGSN two years ago – to those hitting mass-market tipping point, such as coconut oil and charcoal, and onto the future

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WGSN Beauty | Create Tomorrow | Trend Forecasting

Part trend forecaster, part futurist, Andrea Bell has an in-depth knowledge of the consumer marketplace and mindset. As Director of WGSN Insight, she oversees all the Future Consumer content, planning and strategy for consumer insights.

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fashion trend forecast

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lose confidence in the

government,

companies will

intervene to solve

broader social

problems, from

housing to the common

good. Large companies

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are starting to admit that their size and build are both a privilege and a responsibility.

Companies will increasingly participate in political dialogues, occupy brand positions and serve social purposes.

WGSN fashion trend forecast 2020 PDF - listfunda.com

Trend forecasting service WGSN has

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revealed that a pastel shade of green, coined "neo mint", will dominate the worlds of fashion and interiors in 2020. Street Style SummerStreet Style LooksSummer Fashion TrendsVintage DesignCool Street FashionMellow YellowUrban FashionWomens FashionLatest Fashion

19 Best 2020 WGSN images in 2020 |

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**wgsn, trend
forecasting ...**

WGSN Presents Future Consumer 2022. The world is shifting at an accelerated rate and with it societal drivers of change. The Future Consumer highlights two global sentiments, fear and dysnchronised society, and how these mindsets are set to impact the future consumer landscape.

WGSN Presents

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Future Consumer 2022 - Cannes Lions

Part trend forecaster, part futurist, Andrea Bell has an in-depth knowledge of the consumer marketplace and mindset. As Director of WGSN Insight, she oversees all the Future Consumer content, planning and strategy for consumer insights.

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Anticipate the

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categories where innovation opportunity lies and accelerate the response by understanding the trends shaping the future market and consumer needs. Post-COVID: The New Normal. Life after COVID-19 is set to a significant evolution in consumer beliefs and attitudes. This shift will accelerate a number of strategic lifestyle trends...

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Future Trends Wgsn - dev.designation.io

WGSN claim to be able to forecast colours and trends up to two years in advance. Their textile and materials teams work even further into the future, as the fabrics they predict as key trends need ...

Trend Forecasting: How Does It Really

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Work? |

Highsnobiety

Future Consumer presents the key consumer sentiments and profiles (The Compressionists, The Market Makers, The Kindness Keepers and The Cyber Cynics) that will disrupt industries and drive growth in 2021. ... Firstname Last-Name Titlename Trend Specialist, WGSN. Ut sit amet nibh eget leo scelerisque ornare.

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morbi ...

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