

Trendbook

2019

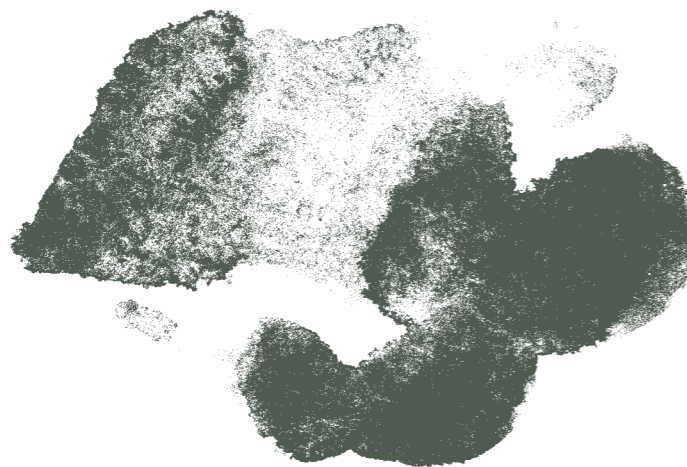
TRENDVISION
Jewellery + Forecasting





The TRENDBOOK

www.trendvisionforecasting.com



“WHAT IS FORECASTING?” NAVIGATING THE CHALLENGES OF THE DIGITAL ERA

FORECASTING IS THE USE OF HISTORICAL DATA TO DETERMINE THE DIRECTION OF FUTURE TRENDS. FORECASTING IS USED BY COMPANIES TO DETERMINE HOW TO ALLOCATE THEIR BUDGETS FOR AN UPCOMING PERIOD OF TIME. THIS IS TYPICALLY BASED ON DEMAND FOR THE GOODS AND SERVICES A COMPANY OFFERS, COMPARED TO THE COST OF PRODUCING THEM.

INVESTORS UTILISE FORECASTING TO DETERMINE IF EVENTS AFFECTING A COMPANY, SUCH AS SALES EXPECTATIONS, WILL INCREASE OR DECREASE THE PRICE OF SHARES IN THAT COMPANY. FORECASTING ALSO PROVIDES AN IMPORTANT BENCHMARK FOR FIRMS WHICH HAVE A LONG-TERM PERSPECTIVE OF OPERATIONS.”

In the complexity of the global scenarios in which we live, knowledge is power and is the means to have an effective strategy to survive in business during the Digital Era.

It is challenging to navigate the bombardment of information coming from TV, the internet and social media. The paradox is that while we are closely observing the Millennial, a large segment of society is stagnating in the last Century’s business practices and will not survive the global leap we are experiencing.

From the economic climate to technological evolution; geopolitical transformation affects global and local economies, and socio-cultural changes are inter-connected to all industries including the Luxury and Jewellery Sectors.

While Paris Fashion week is signing a partnership with Instagram and Snapshot, a large majority of the jewellery sector community is still struggling to grasp the idea of owning a website or understanding the relevance of knowing about “market trends” and consumer culture.

Understanding consumer culture and taste, translates into knowing which values, language, design atmospheres, product directions and colours they will buy into and how.

Trends Forecasting is the essential knowledge for any Company for planning with methodology and system: a strategy, a marketing campaign, mapping a production cycle, entering a new geographic market or segment.

Knowing in advance the market trends, will guide you into the Future of your Business.

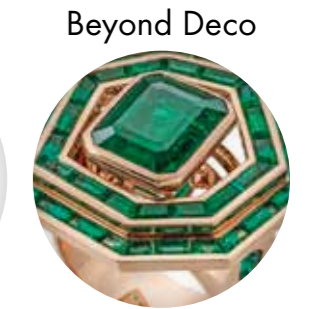
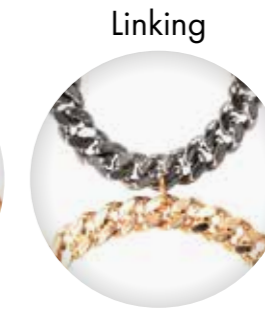
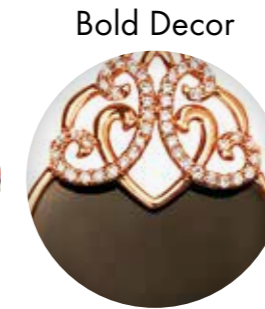
Source: Forecasting Definition | Investopedia - www.investopedia.com/terms/f/forecasting.asp#ixzz4DX2GEdfu

Panorama

jewellery
watches
diamonds

PANORAMA INDEX

Jewellery Directions



Jewellery Directions

Watch Directions



Watch Directions

Diamond Directions



Diamond Directions

FORRECAST

seasons
2018+

MACRO & SUBTRENDS



Sustainable Harmony
The Digital Modernist



Deco-Metry



Breezy Lightness



Exo-Skeletal



Preserving our Heritage
The Custodian



Neo-Goth



Magic Escape



Glamcore

VICENZAORO

Searching for Poetry
The New Globalist

Ancient Signs



Poetic Allegory



Spiritual Revel



Futurama
The Retro-Futurist

Spacewalker



Digital Surrealism



Cyborg-Athletic



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MACRO & SUBTRENDS





SUSTAINABLE HARMONY

The Digital Modernist

Courtesy Salone del Mobile, Milano



Flickr

THE DIGITAL MODERNIST

Sustainable Harmony

Interdisciplinary

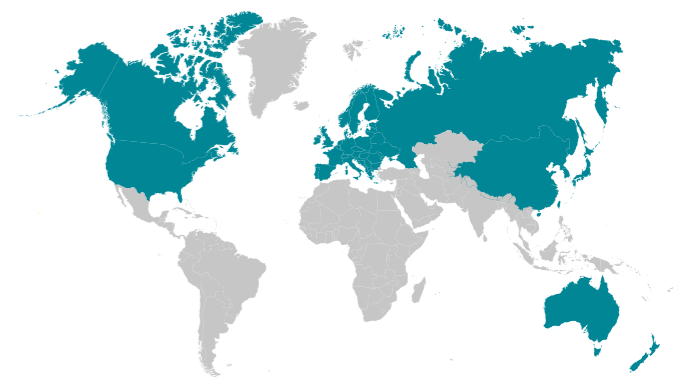
Constructivism 3D Utopian Utilities | Cubism

Juxtapose | Dichotomy

Cross-Functional Jewellery

Digital Dots

Fluid and Laser Cutting | Ripples and Swirls



LinkedIn



Hyper



Elo



Quora



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PRESERVING OUR HERITAGE

The Custodian

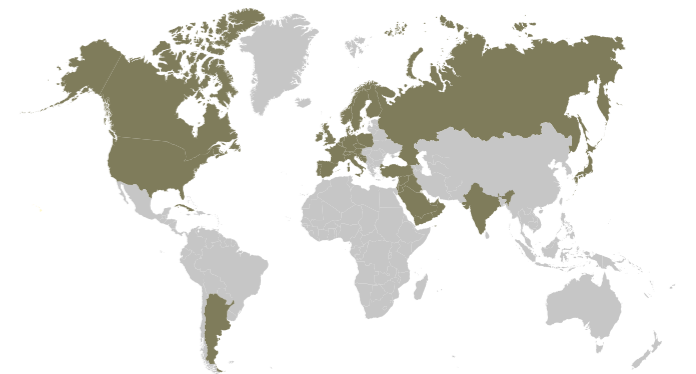


Stuart Haygarth - Prairie King

THE CUSTODIAN

Preserving our Heritage

Sourcing from Cultural Heritages
Indexing | Digital Archiving
Story-Telling Jewellery | Exotic Tales
Classical Culture



Instagram



Delicious



Medium



Storehouse



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SEARCHING FOR POETRY

The New Globalist

Escalier Grand Palais, 2011, 140 x 230 cm. © Jean-François Rauzier

VICENZAORO



Miriam Escobedo - FIDDLER'S HILL NEST

THE NEW GLOBALIST

Searching for Poetry

Allegorical | Artisans Bazaar
 Multicultural Influences | Exotic Couture
 Handcrafted | Middle Eastern Royal
 Hieroglyphics | Ancient Languages
 New Heritage | Artisan Flourish
 Hyper Natural | Botanical & Floral
 Bohemian 1970's Mix and Match





FUTURAMA

The Retro-Futurist

Au-dessus de New York - historical document, Aks Project, 2012. © Jean-François Razzier

VICENZAORD

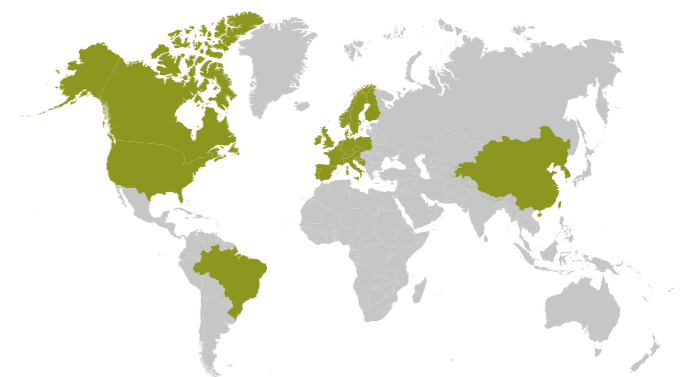


Maslow Architects - Tubular Glass House

THE RETRO-FUTURIST

Futurama

Digital-Kinetic | Digital Op Art
Elektro House | Mechanical Assembling
Robotic Art | Techno Fashion | Patchwork
Athleisure | Solar Odyssey



Snapchat



Periscope



Vine



Quora



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TRENDBOOK IS A PRODUCT OF TRENDDVISION, THE FIRST JEWELLERY INDEPENDENT OBSERVATORY IN THE WORLD.

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