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 Snapchat, 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.

“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 Snapchat, 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
jewellery
watches
diamonds
panorama
PANORAMA INDEX

Jewellery Directions

- Hard Wear
- Dotted Lines
- Cosmic Charm
- Fantasy Forest
- Chromatic Craze
- Exotic Treasures
- Bold Decor
- Linking
- Beyond Deco

Watch Directions

- Sleek Simplicity
- Vintage Flavour
- Prismatic Patterns
- Modest Opulence
- New Classics
- Garden Life
- Big & Bold
- Astro Mysticism

Diamond Directions

- Refined Lines
- Sprinkled Sparkle
- Diamonds in The Sky
- Infinite Curves
- Shining Armour
- New Angles
- Bridal
forecast
seasons
2018+
MACRO & SUBTRENDS

Sustainable Harmony
The Digital Modernist

Deco-Metry
Breezy Lightness
Exo-Skeletal

Searching for Poetry
The New Globalist

Ancient Signs
Poetic Allegory
Spiritual Revel

Preserving our Heritage
The Custodian

Neo-Goth
Magic Escape
Glamcore

Futurama
The Retro-Futurist

Spacewalker
Digital Surrealism
Cyborg-Athletic
Interdisciplinary
Constructivism 3D Utopian Utilities | Cubism
Juxtapose | Dichotomy
Cross-Functional Jewellery
Digital Dots
Fluid and Laser Cutting | Ripples and Swirls
Preserving our Heritage

The Custodian

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

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