



Trend forecaster and market analyst Li Edelkoort started her career as a buyer at the Dutch department store De Bijenkorf before setting up Trend Union, a trend forecasting service based in Paris and which provides the creative community with colour and lifestyle information published biannually. Also the President of Edelkoort, an American consulting corporation with offices in Paris, New York and Tokyo, Li has helped to shape products for international brands, advising on product identity and development strategy for clients such as Coca-Cola, Nissan, Lancôme, Camper and

Moooi. And then there is her think tank, established in the early 90s, Studio Edelkoort, which acts as a creative, artistic and international operational factory of ideas. It's little wonder she has her trend-identifying finger on the pulse of the world.

According to Li, trending is not a science but rather an art that arises from necessity. Trend forecasting, unlike trend spotting, is indispensable in every branch of industry, in spite of the need for it to not yet be revered. Li carefully admits that she does not discover anything new but observes and interprets moods and behaviour. Her magic formula is intuition, fused with perceptive awareness of societal

movements, political developments and social changes. She consistently uses the same methodology in her work's future-oriented projections; searching for answers to questions such as what will our lives be like in the future? What will people want? What desires and needs will they have? How does a product appeal to people's senses? How do you inspire people to want to buy things?

Li's latest trend forecast, locally presented at the Design Indaba earlier this year, anticipates that our relationships with nature and animals will amplify and grow into a movement extending from fashion to architecture. From a socio-cultural perspective: