

Kjaer Global London



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Trend forecasting Interview



Trend & Concept

Spring/summer 2003

Perhaps it's time for a bit of breathing space, in order to stay positive and productive. People are talking about a re-cession, but somehow I wonder whether it's an emotional or a material one? One thing is for sure, that there is a strong need for a re-definition of balance today. By re-defining and re-focusing, perhaps we can re-discover who we are and what we truly stand for.

Clean pure lines whisper for a new beginning. Peaceful landscapes of tranquil colour inspire thoughts and give a chance to re-new. By re-duc-ing all things to the stillness within, there are no limitations. Organic and rounded contours provide clarity. The potential of white invites endless opportunities. Touches of warmth are signalled by the inclusion of orchid and marigold.

The colours



1. Re-set



2. Re-think

Reflect on cool blue aquatic surfaces and gel-like elements for re-hydration. Glassy, transparent coatings mirror our thoughts. Soft solutions begin in this reflective state. New thoughts are like seeds beckoning for re-growth. Compressions of organic colour lead to fresh philosophies. Wood-chip tones lend a natural grounding to vibrant greens.

The colours



3. Re-build



After re-reflection comes re-creation. Transform vision into reality by re-assessing thoughts and emotions. Re-shaped and moulded surfaces peel away to re-veal hidden layers. Terracotta shades give earth to fiery yellow tones. Ordinary materials are re-worked and re-paired to become extraordinary. Opportunities are discovered in the most familiar of places.

The colours

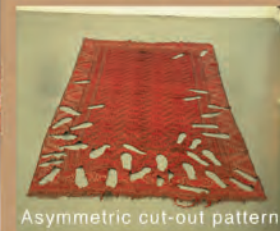


Flexible forms challenge scale and perspective. A collection of transparent colours are re-organised to depict openness to innovation. Smart fibres celebrate new discoveries, while rustic surfaces remind us of past influences. We step back to get a wider perspective of our reality. Re-organise and then re-interpret what you see.

The colours



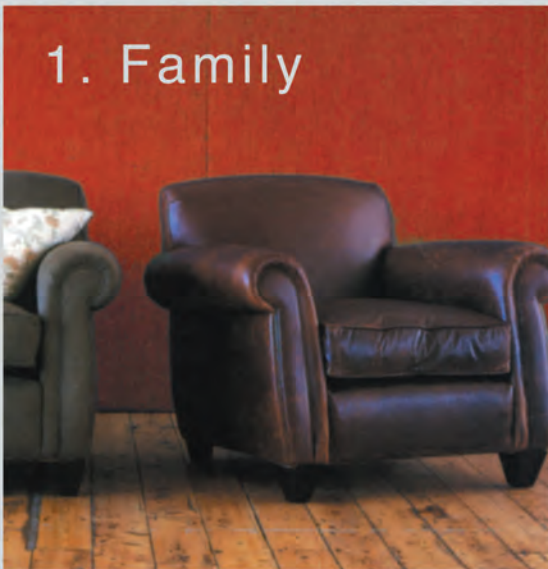
4. Re-define



Kjaer Global previewing autumn/winter 03/04

Why not look to familiar macro trends like family, at the physical level, fame, at the social level, feeling, at the intuitive level and faith, on the spiritual level, as a source of inspiration? We truly enjoyed our journey through the landscape of soft and hard values, making many fascinating discoveries. It is a real pleasure to share our findings with you.

1. Family



2. Fame



3. Feeling



4. Faith



Nothing is constant except change...

A clear identification of trends is essential for both short- and long-term decision making.

Kjaer Global - the new generation of trend forecasting and a leading force in colour and strategic trend concepts. We provide inspirational design tools and colour strategies for major international corporations. Our core expertise is pan European consumer behaviour.

Founded in 1988, we are specialists in customised future research. Our trademark is the definition and crystallisation of consumer and lifestyle trends.

We tap into a strong research network – tracking trends globally.

Our clients are primarily multinationals and span a broad spread of industries. We are very careful to maintain the confidentiality of our design projects – and have a strict policy of limiting ourselves to one key player in each market segment to avoid any potential conflicts of interest.

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