



October 29<sup>th</sup>, 2008

## **Anne Lise Kjaer Interview Brief**

**(First Part – Fashion)**

**Media:** Sabah Newspaper

**Readership:** Influential, national daily newspaper

**Circulation:** 384,457

**Journalist:** Yaprak Aras Şahinbaş is a seasoned journalist who currently writes a column called Trendometre for Sabah Newspaper in which she mainly writes about trends. For further information please visit [www.trendometre.com](http://www.trendometre.com) and <http://coolhuntinginlondon.blogspot.com>.

### **Questions:**

1. Do you foresee a change in fashion consumption according to the latest economic changes, credit crunch...etc?
2. I read that many producers are cutting back on luxurious materials, such as cashmere...etc. Do you think the materials of the clothes will change?
3. I also read that spring-summer orders are cutting back. What will be the long term affects?
4. What can you say about the future of the luxury goods sector?
5. Do you think there will be an increase in counterfeit goods?
6. How about the future of the online shopping?
7. Do you think fast and cheap (high street) fashion will boom? Or will we consider DIY, knitting, second hand and charity shopping will increase?
8. Will the recession...etc. have affects on the colours, cuts, hemlines...etc? Will it have affect on beauty consumption and hair styles?
9. Do you think the new media has an affect on fashion trends (too many fashion and street style blogs)?
10. How are trends and trend predictions useful for people and business?
11. People still think 'trend' means ' fashion'. How do you define the term?
12. . What are the macro trends to shape our near future?
13. .How will society and consumption change in the near future?



16. In the light of the economic developments, how do you think the consumption will change?

14. Do you think "emotional consumption" will spread even further?

15. Do you think the sudden loss of money will lead people more into 'emotional fulfillment' than before?

16. Is the age of 'mad consumption' over?

17. Will people still spend on experiences in the hard times to come?

18. Will glocalization be on our agenda even more?

19. Will we have time for self fulfillment or will we have to work more?

20. Do you think people will continue to care about the world, and environmental issues even during the hard times?

21. We are going through an interesting period. Do you think some of the trend assumptions have failed?

22. What are the key trends we should be aware of in society and business?