

## 'RETURN TO LIVE A MODEST LUXURY'

(Anne Lise Kjaer on the fashion)

Anne High School, a world-renowned trend analyst.

Originally a fashion designer, Kjaer, other designs are constantly trying to brand itself 'copying' wanted this sector is getting cold, and finds himself chasing trends.

After developing in the Trend analysis of the Kjaer Global's consulting company is establishing itself.

IKEA, Johnson & Johnson, Masterfoods, including dozens of brands such as Sony and Toyota that consulting company Kjaer, Brand 2008 Conference which will be held between November 27 to 28 in the most prominent names in the.

Anne Lise Kjaer prior to the conference, so to map the trend of the future, developments in fashion met and talked to his office in London.

Interview is dominated by the effects of the global economic crisis Kjaer, such as consumption, as well as many luxury underlined that the concept is beginning to change ...

\* The global economic crisis will affect spending on fashion, do you think? West 'not sustainable' economic growth will come to a sudden end, was to be expected for several years, in fact.

Finally, the balloon exploded. Finally, a new and more 'sustainable' have entered an era. Working life the last ten years, the necessity was based on a very ambition and greed. Excessive spending exhausted everyone and ourselves' how much do you really need them to be happy? "She started to ask. "Have a couple of more expensive shoes will add meaning to my life, or is there more important things?"

Now it's time to get answers to these questions.

\* Trademark of high quality material to make the economy avoided, for example, expensive materials such as cashmere kistiğini read. What will be the impact on economic developments in the luxury?

The media considers that the liquidity crisis is really very nice. Every day, the 'crisis elegance', 'recessionista' emerges as the new terms. If you ask me, 'creativity crisis' which can be named as we entered a new era. People to go for a higher quality but cheaper products. However, for recipients of high-quality and expensive products will not change anything, and they will continue to spend money.

\* How do you see the future of luxury sector then?

Developing countries, with rapidly growing middle classes in each sector, affecting the economy and the future is already present. Luxury these days, a little bit more 'mainstream mores landed.

What is the real luxury today? Now everyone wants to use the brands of famous designers to show the status, wore, "I have money enough to buy it," he shouts. Internet, is full of sites selling luxury brands, discount products.

luxury in a way everyone can reach. So I think it's more simple and trademark shout, live in a modest return to luxury. A smaller number of people, but things will get better. This trend is 'a limited number of internet sales' have the form already. 20 Ltd. 'Onono'nun sold in only 10 units were produced hand-made bottle şampanyalarından; price 2.900 Pounds and immediately sold out.

"Gone are the days spending borrowed"

Will there be a reduction in spending a lot of \* Fashionable? One thing is definite, it's like crazy, spending borrowed money like crazy periods in the past now. After that, as the former davranamayacağız brave. As a solution to every problem, but certainly also the recovery of economies interests.

certainly end the crisis. Summarizes this situation, a very nice saying: "When the winds of change that some would prefer to build the wall, while others windmill" ...

\* The lack of money to give people the luxury, imitation further expand the product market in this case?

have counterfeit products on the market. People will continue to be as long as they continue to receive. Some people think that's more like fazla'sını. And I got no time for fashion design, replica products can not pay. Take and not to contribute to this sector, completely nothing about people's moral values.

'People will continue to pamper themselves'

\* H & M, Zara, Mango, there could be further increase sales in chain stores like it? This 'fast fashion' stores doing a very good job. Whether you're rich, poor, in the 10-year-old, even if you 70, this store is very important for anyone who has become a fashion temples. I think it's shops and DIY flow (do it yourself-it-yourself) live in union. People will be more creative, these stores that they differentiate, begin to like themselves.

\* The economic recession, colors, cuts, skirt lengths, such as what will be the impact?

I recently watched a program on television. Last time, the recession still very modaymış plaids. Are we really able to relate these two propositions do you think? There is no scientific proof of this. Completely urban legend. How do you want to fashion

I hope so. Not wearing a distinct change in the economy as recession. I can wear clothes that can withstand more than one season, and I always endeavor to show you. I'm doing it still is. People will continue to pamper themselves, one way or another. 'Emotional consumption' I call this term, regardless of the economic situation, people feel good about themselves and will try to look predicts.

"Internet revolution happening in fashion"

\* New media's impact on fashion trends, fashion trend and what do you think about? What do you think the importance of fashion and street style blogs?

experiencing a revolution in fashion. Thanks to the internet manage to transcend traditional boundaries and allows the acceleration of the fashion cycle. People new products, services and is able to affect their environment.

"Internet shopping even more spread"

\* Do you think online shopping to live a growth industry? The major contribution of technology, people are more competent deactivation. Able to control our environment and our lives in ways we can not even imagine old, are able to direct. The most important reasons for the growth of online shopping stores at any time, to have at one's disposal, comfort and affordable prices. Once you are comfortable with shopping and seeing how these work, can not give up any more. Online shopping, there are many people wearing crazy bad. The biggest success is an instance of the internet and the association of fashion, net-a-porter.com.

'What, where and how much almalyız'ı discuss online fashion forums, a growing number of communities. That's why this trend will continue to spread even more.

## **BRAND CONFERENCE 2008**

BRAND Anne High School will participate as a speaker in Kjaer'in Conference will take place November 27 to 28 at the Ciragan Palace. Sponsored by the Heart and Building Credit WorldCard program this year, the ninth and detailed information about the conference and the speakers can [www.markaconference.com](http://www.markaconference.com).