

view

TEXTILE VIEW MAGAZINE ISSUE 71



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286 The future for Italian textiles

A major interview with leading Italian textile manufacturers analyzing the current and future state of the country's hard pressed industry.



293 Inspirations

Why do we measure ourselves on how busy we are instead of measuring ourselves on how effective we are?

Lifestyle

CONCEPT ANNE LISE KJAER – WWW.KJAER-GLOBAL.COM

'My grandmother taught me that patience is a great virtue. She also taught me to pray and so I did: Dear God please give me patience, but give it to me now.'

• Time to think

When did you last take time out of your busy schedule to really think about the future? Taking time out to think allows you to connect to the bigger picture. One thing leads to another and you become a true Explorer of Life.

We equate productivity with speed. If it can be done faster, we assume this is more productive. Have we completely forgotten that good old virtue called patience? Why do we measure ourselves on how busy we are instead of measuring ourselves on how effective we are? My grandmother taught me that patience is a great virtue. She also taught me to pray and so I did: "Dear God please give me patience, but give it to me now."

Having the time to think and to enjoy life is increasingly becoming a priority. In an era of outsourcing, success requires hard work, but what is more important is smart work and intelligent reduction. Thinking is the place where true actions begin. So why not take time out to connect to your inner values? Reaching consumers in meaningful ways is the way ahead. Meet the people who took time out to think and moved on. The Speed Hunter became a Free Styler, the Adventure Gatherer a Happy Boheme, both discovering life from an outside perspective. The Eco Gatherer became a Caring Explorer and the Karma Hunter a Spiritual Tourist, both discovering life from an inside perspective.



“The world is my playground”

The free-styler

Out-of-the-box thinking sets the agenda for the Free-Styler – sky is the limit. Their contrasting personality demands fast fun. They will go to Mauritius for a long weekend and call it a holiday. They will try anything once, signing up for a crash course in whatever is the flavour of the month. “I love my job. It is not work but a lifestyle” is a typical Free-Styler statement. Passion and energy are the drivers for the lively Free-Styler – this is life in the emotional fast lane.



OUT OF THE BOX THINKING



THEY WILL TRY ANYTHING ONCE



MAURITIUS FOR A LONG WEEKEND



LIFE IN THE EMOTIONAL FAST LANE



“A new informed world unites us”

The happy bohemian

The global Happy Boheme is cultivated and sympathetic. Education through life is their slogan. From young to senior, they will seek to combine education and leisure whenever possible. They are aware about the world around them. A clean and better environment for the next generation is a common cause – they love bicycle holidays. Cosy get-togethers at the family country home are essential for social exchange. Intellectual and wise they happily engage in political debates and arguments – they know what they are talking about.



THE GLOBAL HAPPY BOHEMIAN



COSY GET-TOGETHERS



THE HAPPY BOHEMIAN LATTE



HAPPY BOHEMIAN LIFESTYLE



“An equal world for everyone”

The caring explorer

The converted Caring Explorer is part of an inner circle that shares universal values on a deeper level. Their generous and moralistic attitude is a result of a wake up call in recent years. Now, soul searching and a greater meaning are priorities. Financial independence allows them to generously engage in several good causes. Because of their profound judicious personality, they will go and support their humane cause first hand. They always seek to take time out to listen and tune in.



TAKE A SABBATICAL FROM WORK



“My divine world of new discoveries”

The spiritual tourist

The newly enlightened Spiritual Tourist has recently faced a mid-life crisis. Taking a sabbatical from work, searching for their inner core, this spiritual shopper has become a self-help junkie. They are addicted to feeling good about themselves, overdosing on invigorating healing food and alternative ways. Looking for cleansing ‘on all levels’, they will opt for an extreme celebrity de-tox – just out on DVD. The ever-changing plethora of daily rituals dictates inner peace and harmony. They believe you can create your own destiny.



LOOKING FOR CLEANSING 'ON ALL LEVELS'



NEWLY ENLIGHTENED



CREATE YOUR OWN DESTINY



SEARCH FOR THE INNER CORE