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A canalside penthouse in a former gin distillery in Camden Town will give you one of the best views in north London...but it will set you back nearly a cool million.

Anne Lise Kjaer knows what will be fashionable in the future... because she makes her living predicting the latest trends for big business

FASHIONS come and go at an alarming rate. No sooner have you bought your batwing top than style gurus are telling us they are so last year. This sort of thing isn't a problem for Anne Lise Kjaer... because she knows what will be at the forefront of fashion before anyone else.

Anne Lise is a trend forecaster – she pinpoints the ideas that will become the hot looks of tomorrow.

The Danish former fashion designer works from her home/studio in Rona Road, Hampstead, with a small team of assistants.

It's not just clothing trends that Anne Lise predicts. Food, home furnishings, electronics and cars all undergo her scrutiny.

Some of her big name clients include Panasonic, Sharp, Clinique, Proctor and Gamble, Benetton, French Connection and BMW.

They each pay £2,000 a time for a book that Anne Lise and her team put together every year. It may sound pricey for a book filled with what looks like little more than wallpaper or paint samples, but this is Anne Lise's "bible".

"We put a lot of hard work into it," she says. "People are prepared to pay good money. We're a very exclusive service. It wouldn't be as charming if we were in a big building and employed 70 people."

The idea is that representatives from the companies will look at the samples, which will spark off design ideas.

For example, a couple of years ago, the book contained images of "happy thoughts" meant to suggest similar themes. Several months later Clinique – after perusing through Anne Lise's book – launched a new perfume called Happiness.

"The ideas trigger off inspiration," says Anne Lise. "The only thing we can guarantee is that we are inspirational. It's all about interpretation."

"I can't always say: 'I came up with that idea'. Each company will adapt it for their own particular needs."

So where does Anne Lise get her own inspiration from?

"I'm always out there observing. I never stop looking at things. In this job, you need to know a little about a lot. I go to lots of art exhibitions, they're a big influence. I have to use a lot of intuition."

But any sphere of life can provide Anne Lise



ANNE-LISE KJAER: I have to use a lot of intuition."

Trend spotter

with ideas – science, the environment, even dreams.

"Thomas Edison came up with the theory of electricity in a dream," she says.

And what does the future hold, according to Anne Lise?

"Well-being will be very important. We are becoming fed up with the fast way of life. We want to slow down. And food, especially organic. It's being given more and more importance."

By **JOANNE COCHRANE**