

THE FUTURE IS NOW

The past, present and future of sustainable fashion



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Photo © Kjaer Global Rio de Janeiro



Photo © Brekke - Oslo Opera

MY BIG IDEA – from Design Thinking to Trend Management



1988



Kjaer Global is founded
In 1988 Anne Lise Kjaer establishes the company in Denmark – soon relocating to Germany



1994 Trend Antenna
First trend forecasting book for the fashion industry is published



1999 The Illuminati
Kjaer Arena interview on the iGeneration



1999 First keynote
Kjaer's first international keynote in Sydney



2003 'The Predictors'
The Times cover story features Kjaer among leading UK futurists



2003 Trend Atlas
First Trend Atlas to envision 2025 lifestyle and automotive trends



2005-2006 Persona books
Last 2 Global Influences print titles focus on 21st century scenarios



2012 4P Business Model
Kjaer presents the new 4P business model of People, Planet, Purpose, Profit at The Economist's Big Rethink conference



2008 Trend blog
Global Influences trend blog launches



2012 Two books
Kjaer co-authors BBVA 'There is a Future', an OpenMind series, and 'Vision 2030' by T-Mobile



2014 The Trend Toolkit
The Trend Management Toolkit – A Practical Guide to The Future is published by Palgrave Macmillan



2015 Future of Business
Kjaer among 60 leading global futurist co-authors of The Future of Business



2015 Future of Luxury
Global press event to launch Volvo's XC90 and share Luxury 2030 report



2016 China
Chinese edition of Kjaer's book



2019 Shop
Launch of online shop

2015 Top futurists
Huffington Post's 2030 Tech forecasts features Kjaer among top futurists

2019 Academy 2.0
Relaunch of online Academy to teach individuals/businesses trend and futurist skills



2019-20 Futurist Toolkit
A series of 'How To' books launches to support the online Kjaer Academy

1988 - 1989 - 1990 - 1991 - 1992 - 1993 - 1994 - 1995 - 1996 - 1997 - 1998 - 1999 - 2000 - 2001 - 2002 - 2003 - 2004 - 2005 - 2006 - 2007 - 2008 - 2009 - 2010 - 2011 - 2012 - 2013 - 2014 - 2015 - 2016 - 2017 - 2018 - 2019 - 2020 - 2021 - 2022



1992 London studio
Kjaer relocates to the UK and opens its London studio



1995 WEB 1.0
Kjaer buys its first computer and joins the Internet



1998 Global Influences
First cross-sector book is published, marking a shift towards global trend intelligence



1999-2001 Trend Concepts
Kjaer designs and curates the Copenhagen International Fashion Fair (CIFF) trends + Scandinavian Furniture Fair's lifestyle trends



2000-2007 Trend Articles
Kjaer series of lifestyles articles and columns for Textile View Magazine and Jyldans Posten



2001 Trend methodology
Kjaer develops its unique multidimensional system and trend methodology



2002 Hugo Road
Kjaer purchase of first work/live space to house its 16 team members



2003 Time to Think 1.0
The Time to Think conference is launched in Copenhagen

2004 Goodwill Ambassador
Anne Lise Kjaer is appointed Copenhagen Goodwill Ambassador



2006 North London
Relocation as a network agency of social scientists, design thinkers, marketing and technology experts



2009 Networked Society
Kjaer features in Ericsson's The Networked Society film as one of 20 global thinkers



2011 Copenhagen
Nordic division lead by associate Louise Loeckle

2012 Academy 1.0
Online 'beta-academy' teaching basic trend mapping skills to clients

2015-16 Cambridge
Kjaer lectures at the University of Cambridge



2015 Trend Cards
The first edition of the Trend Cards launches



2015 Amsterdam
Netherlands led by anthropologist Timo Veikkola



2018 BBC scenarios
BBC Tomorrow's World global values catalogue with 2030 scenarios



2018 Singapore URA
Kjaer appointed IPE (International Panel of Experts) member of Singapore's Urban Redevelopment Authority URA (2018-2021)



2017 Kjaer retreat
Kjaer acquires Højbjerg – a Danish west coast 1750s cottage with a 1970s barn for retreats and events



2019 Time to Think 2.0
Re-launch of Time to Think conferences and events in Scandinavia and Europe

2023

KJAER RETREAT – A Time to Think location



Photo © Brekke – Kjaer Global – Workshop 2017



Photo © Brekke – Kjaer retreat Husby Kirke Denmark

Our work/live retreat on Denmark's west coast is an event space for recharging and re-thinking the future

A yellow slide with the text "WE CAN TALK ABOUT IT" and "EVERYTHING IS BETTER WHEN WE TALK ABOUT IT" written on it. The slide is part of a larger structure, possibly a playground or a stage set, with a yellow background.

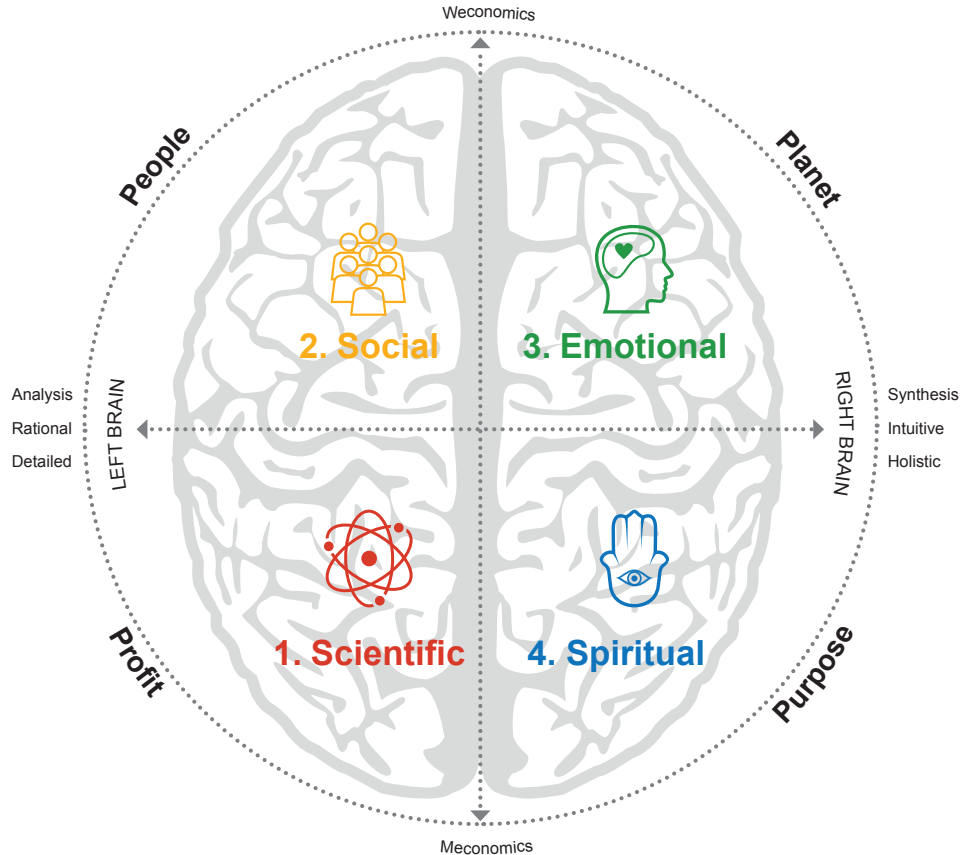
Photo © Njaer Global – supersub 2016 – deinfirle.ak

CHALLENGE – Navigating in a Liquid Society



Only 1 in 5 brands are seen as meaningful – so businesses need to rethink why they exist and why people should engage with them

WHOLE-BRAIN THINKING – the 4P Business Model



* People

* Planet

* Purpose

* Profit

Balancing people and planet with purpose
– will lead to sustainable performance

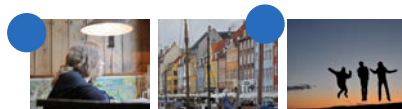
TREND TOOLKIT – The Trend Atlas 2025+



4. Spiritual



QUALITY OF LIFE



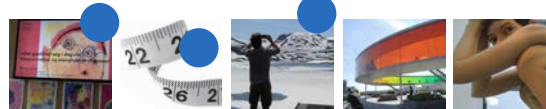
Mindfulness

The Good Life

Happiness Hunting



UNIVERSAL AWARENESS



Economics for Humans

Enoughism

Purpose-Driven Leadership

Art-Science Convergence

Anxiety Society

3. Emotional



WELLBEING



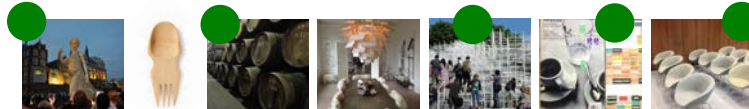
Active Living

Foodie Culture

Body Capital



LIFESTYLE & CONSUMPTION



Cultural Consumption

Inclusive Design

The Real Thing

Smart Living

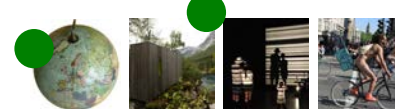
Collaborative Communities

Authentic Storytelling

Intelligent Reduction



A BETTER WORLD



One Planet Living

Considered Consumption

Betapreneurship

Good Causes

2. Social



COMMUNICATION



Cloud Computing

Net Neutrality

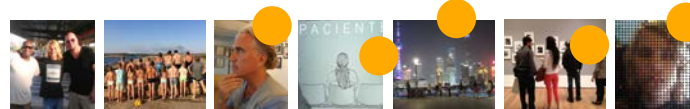
Real Dialogue

Education 4.0

Social Me



SOCIAL STRUCTURES



Redefined Families

New Parenting Models

No Age Society

Female Factor

Global Citizens

New Creative Class

Digital Natives



ORGANIZATIONS



Lifelong Learning

Work/Life Balance

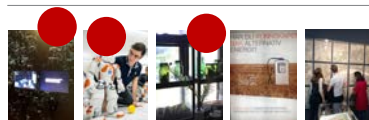
Social Capital

Meaningful Engagement

1. Scientific



TECHNOLOGY



The Global Brain

Next-Gen Robotics

Bio Revolution

Cleantech

Smart Cities



ECONOMICS



Rising Economies

Globalization

Turbulent Markets

Innovation Hubs

New Models



POLITICS & LEGISLATION



SOCIETY & ENVIRONMENT

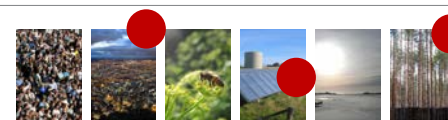


Soft Power

Radical Openness

Health Challenges

Public Policies



Crowded Planet

Hyper Urbanization

Biodiversity Crisis

Green Innovation

Climate Change

Resource Shortage

SOCIETY DRIVERS – Key Macro Trends



* BETAPRENEURSHIP

Maker Culture + Disruptive Innovation

* GLOCALISATION

Cultural Capital + Authentic Storytelling

* NEW MODELS

Circular Economy + Conscious Capitalism

* TRANSPARENCY

Traceability + Intelligent Consumption

* BETTERNESS

Economics for Humans + Building Trust

* THE GOOD LIFE

Mindfulness + Meaningful Experiences

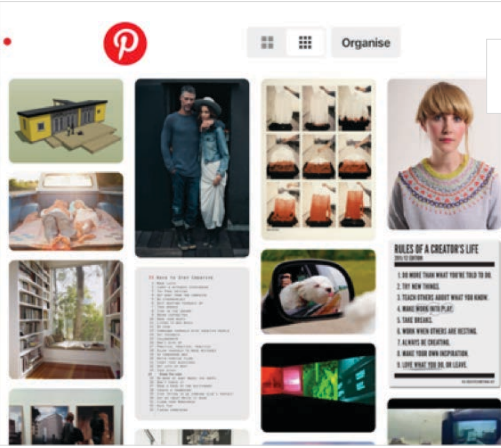
* GLOBAL BRAIN

Social Big Data + Sharing Economy

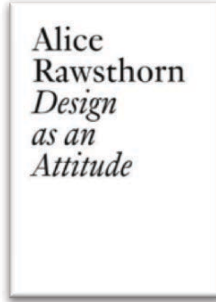
* LIQUID SOCIETY

Global Citizens + Hyper Mobility

CREATIVE COLLABORATORS



* BETAPRENEURSHIP Maker Culture + Disruptive Innovation



Screenshot @kjaerglobal pinterest



modestima, a Follow
Northern Quarter, Manchester



Photo @Brake - ARoS Denmark



Photo @ globeinterior.com - LVF

* GLOCALISATION Cultural Capital + Authentic Storytelling



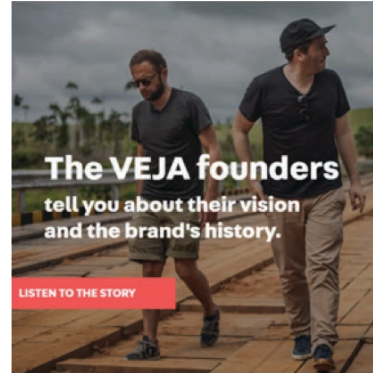
Photo @ mudjeans.eu



GLOBAL SUSTAINERS



Photo © Brøkke - Juvet Landscape hotel Norway

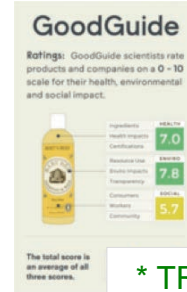


LISTEN TO THE STORY



* **NEW MODELS**

Circular Economy + Conscious Capitalism



* **TRANSPARENCY**

Traceability + Intelligent Consumption

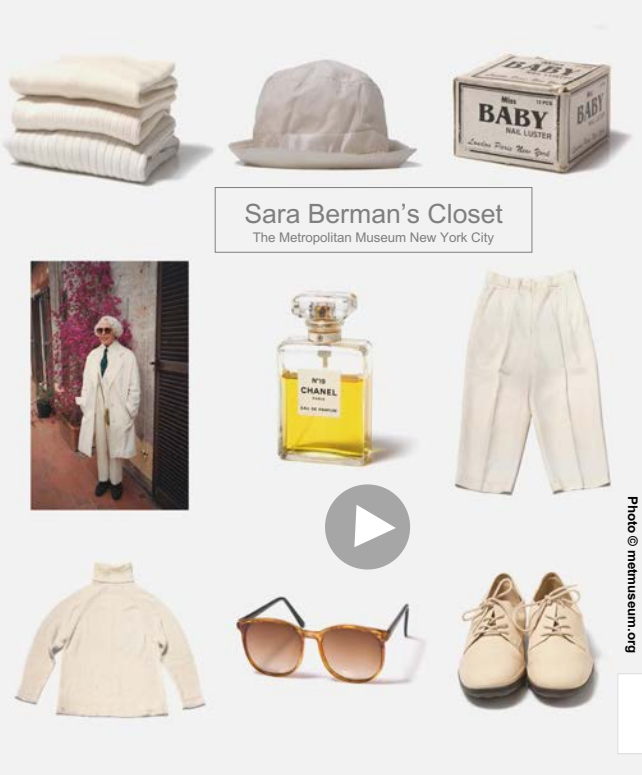


Photo © Martin Margiela vintage conduty ca. 2000-3

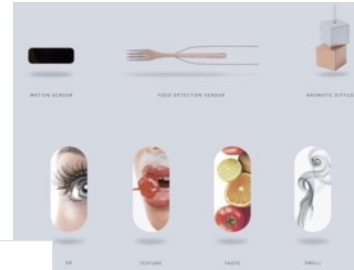


Photo © TimeOut - Clippier Roof Garden

LIGHTWEIGHT NOMADS



* THE GOOD LIFE
Mindfulness + Meaningful Experiences



* BETTERNESS
Economics for Humans + Building Trust



PROGRESSIVE OPTIMISERS



Photo © Shireeta SIMONA

*** GLOBAL BRAIN**
Social Big Data + Sharing Economy



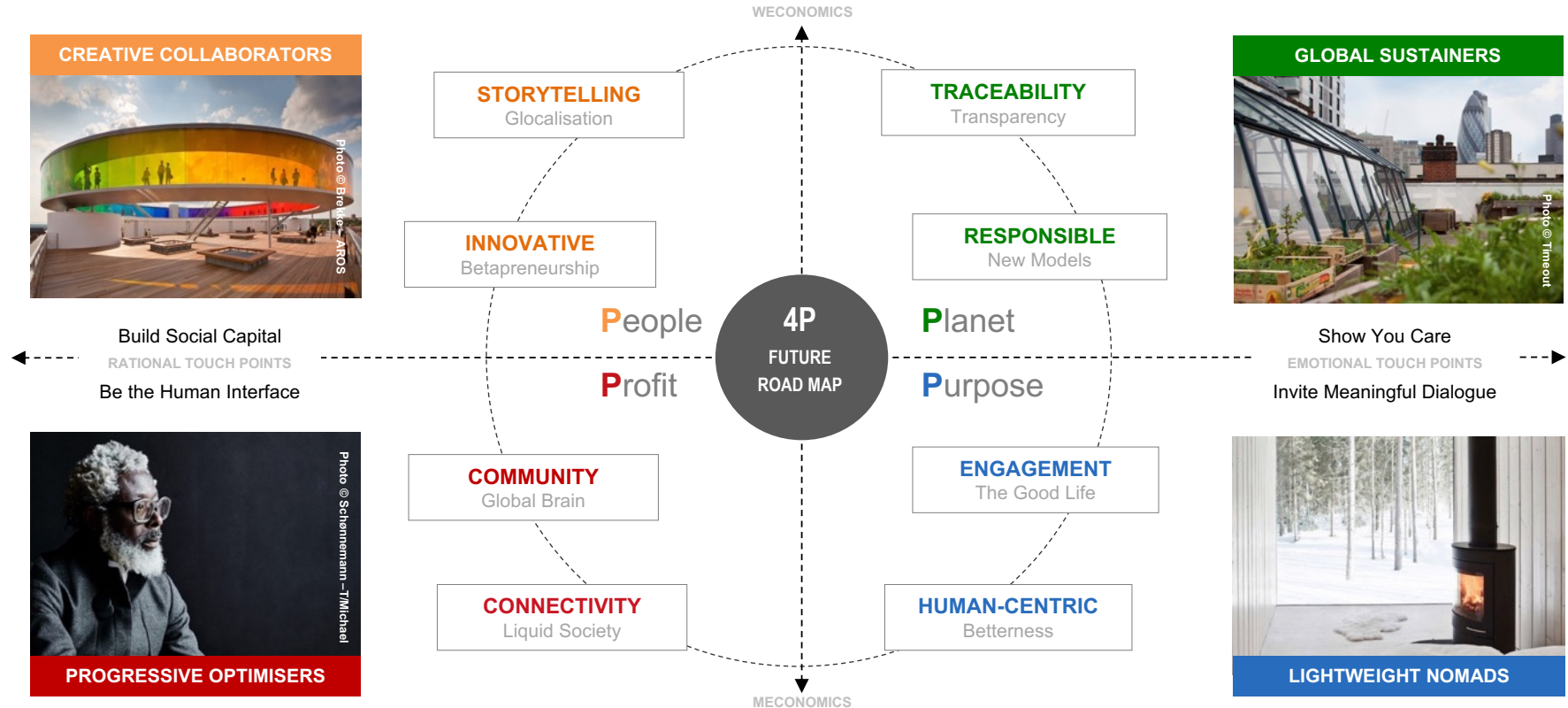
Photo © C2 event Montreal

*** LIQUID SOCIETY**
Hyper Mobility + Global Citizens

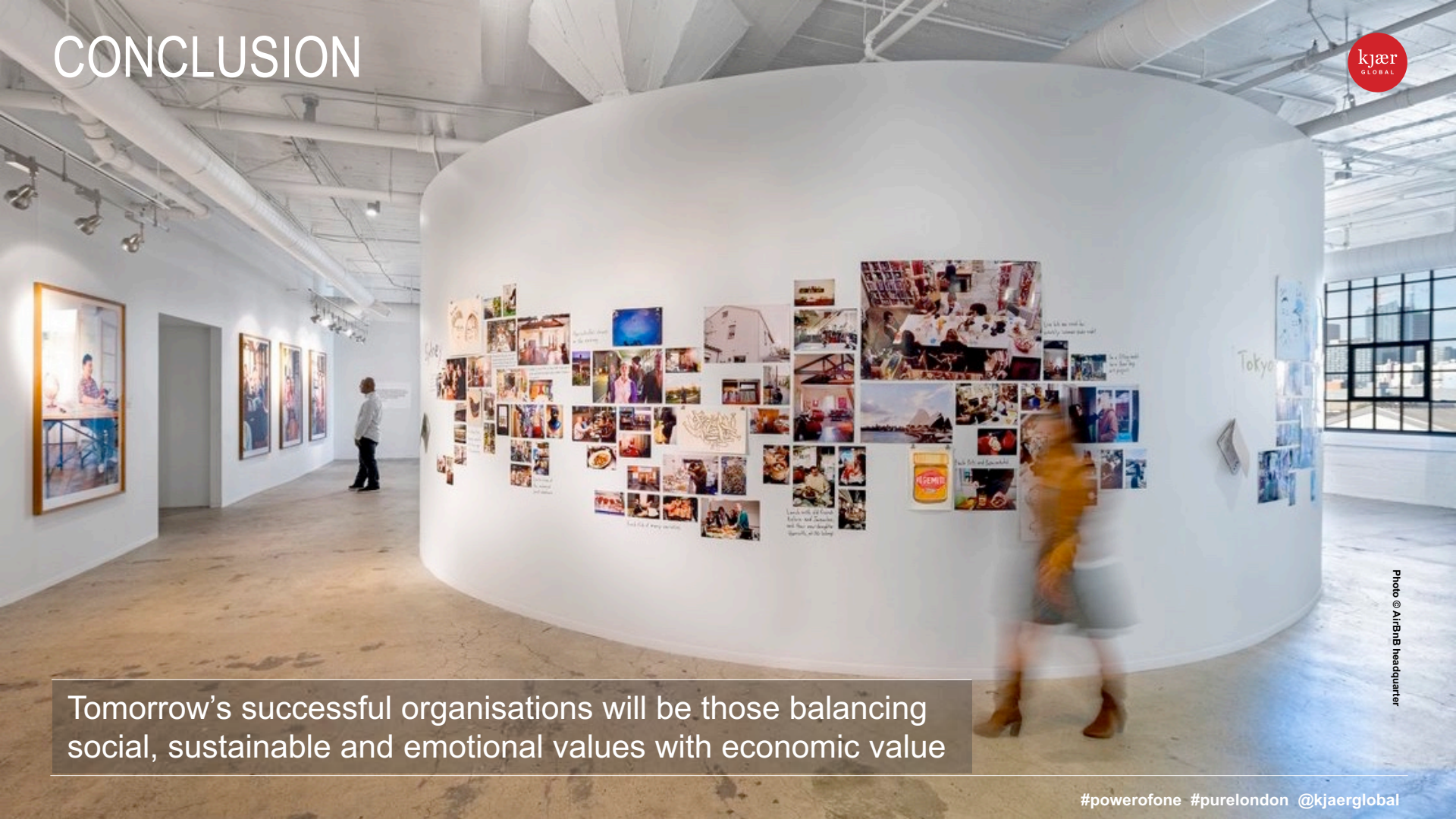


Photo © Anders Schønnemann - Michael T. Terrell Narrey

CONNECTING THE DOTS – How to engage tomorrow's people



CONCLUSION



Tomorrow's successful organisations will be those balancing social, sustainable and emotional values with economic value

Photo © Airbnb headquarters