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The Power of the Forecaster: An Exploration into the Value of Trend Forecasting for the Survival of SME's in the Creative Industries

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Art Design Architecture Huddersfield

Laura Greenwood

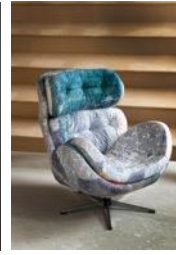
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The power of the forecaster: An exploration into the value of trend forecasting for the survival of SME's in the creative industry

Background: trend forecasting



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- **Growing resource**
- **Used in a diverse range of businesses (creative industries)**
- **Focus on interior sector (hard and soft materials)**
- **Understand the significance of trend research**
- **Recognise mechanisms for support**
- **SME are vital to the future of innovation & development**
- **“Design” is what links creativity and innovation**

Aim

- **Explore mechanisms to support emerging innovation through trend forecasting with interior SME**
(current practice, value, impact)

Forecasting Process & Presentation



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19-1761TPX 187C
19-3952TPX 280C
18-6024TPX 349C
17-3323TPX 2583C
19-3737TPX 269C
18-4432TPX 3025C
18-2336TPX
14-0951TPX

LiveLife

GLADE MATERIALS SPRING-SUMMER 2015

TRENDS PART ONE

mix.

Global Color Research™
Mix Publications

GLADE MATERIALS SPRING-SUMMER 2015



Parade Product Division

2+3
Pinks and surfaces are roughly painted and textured

4
Trendy types for tops and games

5
Photographic imagery is combined with hand-drawn geometric patterns

Scarlet OPUS
TOMORROW TODAY



Research Design



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Theoretical perspective

- Interpretivism
- Inductive approach – construct knowledge
- Ethnography strategies – culture within SME

Mixed data collection techniques

- Literature review
- Workshops & exhibitions (interviews, observational diary)
- Mini case studies (lit review, interviews, observation)

Triangulation



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Objective 1a: Creative Industries

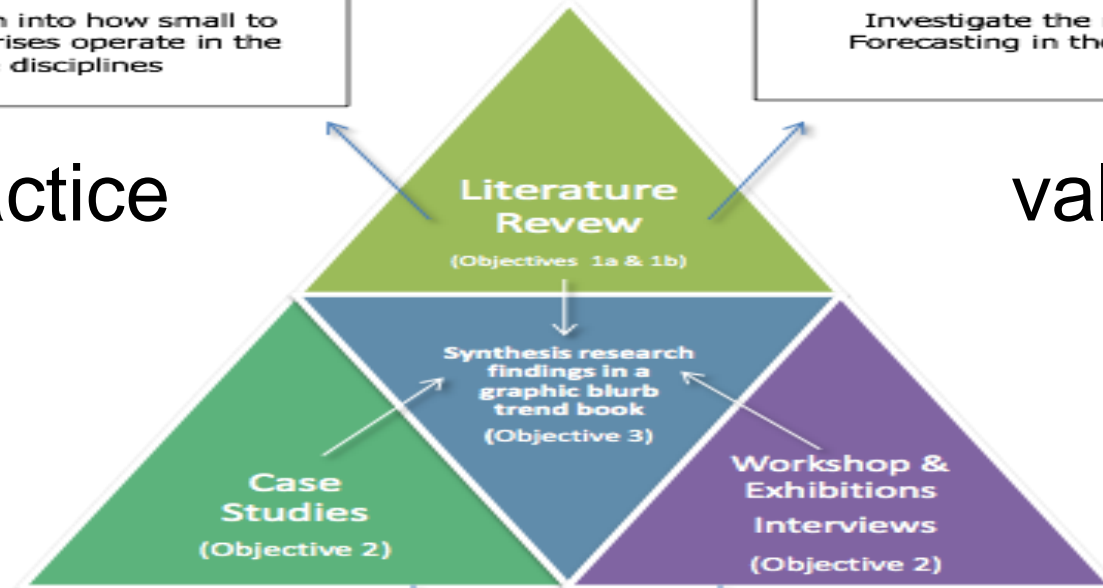
An investigation into how small to medium enterprises operate in the creative disciplines

Objective 1b: Trend Forecasting

Investigate the role of Trend Forecasting in these disciplines

current practice

value



Objective 2:

Analyse the impact of Trend Research within the Creative Industry.

Empirical Data:

- Observations
- Case Studies
- Interviews
- Exhibitions
- Workshops

Impact

Workshops and exhibitions



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- UK flooring show
- The international surface event (USA)

Key themes (observation, interviews, workshops)

- SME – presentation appeared dated
- Many had limited understanding of trend
- Limited understanding of value of trend researcher
- Companies with trend, got a lot more media attention
- Not all SME realised the value of forecasting – in terms of merchandising, motivation consumers, increased sales.

“An enlightening experience, this is the first time I have heard of using trends in this way and the services available”

UK Flooring Show TISE East (USA)



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Future Surfaces

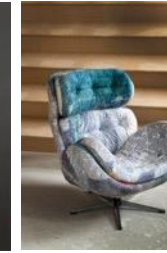
Adams Carpet

Plantation Rug



Flooring Show 2014

Interviews



- **Surface designer**
- **Craft maker**
- **Trend forecaster**

Key themes

- **Tended to use WGSN**
- **Did not always follow seasonal trends**
- **Needed a uniqueness to brand**
- **Stronger focus on materials and technology trends rather than colour and pattern**
- **Strong focus on lifestyle relevant to consumer habits**
- **SME – partnership and trust built up over time, important to differentiate brand from mainstream**

Interviews



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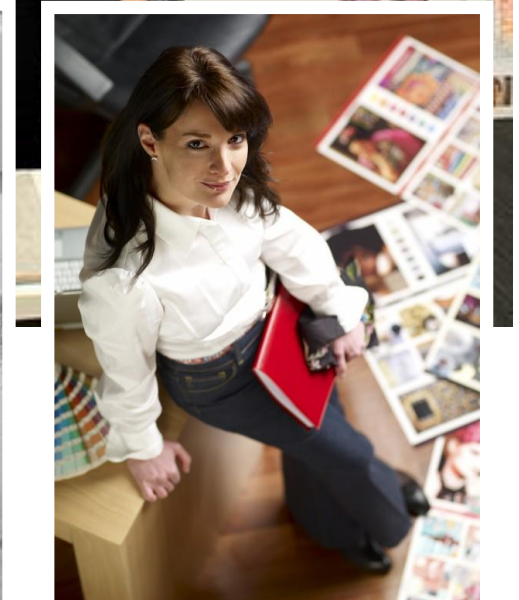
Surface Design Show



Olly Mason - Craft

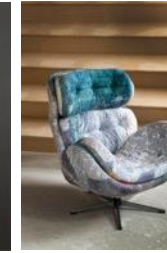


Stephanie Tudor - Designer



Victoria Redshaw -
Trend Forecaster

Case studies



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6 SME - Carpet / ceramic / homeware

- 4 companies did use trend forecasters

Key themes

- Lakeland worked with trend forecasters £50m to £200m (colour forecasting)
- Daedalian glass – working with trend last 2 years (lifestyle and social media and pinterest – lead industry)
- British ceramic tiles – own trend team – core business (Lookbook on internet)
- Le Creuset – working with trend last 2 years (preferred working with Scarlet Opus than WGSN seasonal reports – product)
- Westex carpets (100 shades of cream range – no link to fashion forecasters)
- Rotherhams – interesting to explore trend to assist with marketing their product globally.

Case studies - Example Trend Reports



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LOOK BOOK

by british ceramic tile

For all things inspirational, check the texture, home interiors and fashion, get ideas and inspiration on what look you prefer and how to achieve it, view real life case studies from people who've had success with tiles, and you can read our brilliant blog.

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LE CREUSET®



COLOUR & STYLING



Karath Chundoo

Case studies - Trend Brochure/Social Media



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ULTIMA TWIST COLLECTION
Available in 8 Qualities and 120 Colours. Made from 80% wool and 20% nylon

WESTEX
FINEST QUALITY CARPETS

daedalian GLASS DESIGN

TWEETS 310 FOLLOWING 64 FOLLOWERS 95 FAVORITES 43 LISTS 8

Daedalian Glass
@DaedalianGlass
Glass design, manufacture and installation - architectural, artistic and innovative glass. Since 1966.
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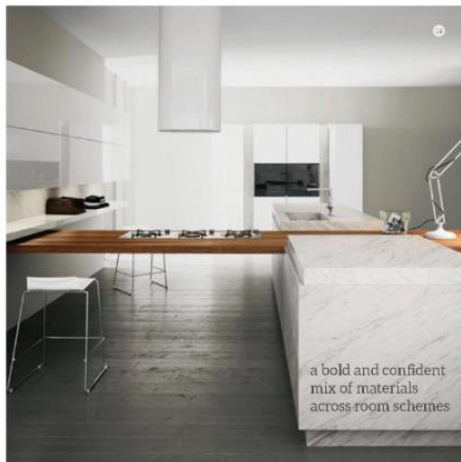
Thursday #inspiration #metal combined with #glass

Who to follow: Dev Real Ale Fest, Abu Dhabi Art, The Master's Craft

J. ROTHERHAM
EST. 1927

J. ROTHERHAM
EST. 1927

LUXURY WORKTOP
TREND FORECAST



MATERIALS, TEXTURES & EFFECTS

The key to successfully achieving this trend's look lies in strong contrasts between smooth, beautifully engineered materials and raw, natural textures.

Materials are reassuringly solid, heavy and organic, boasting evocative signs of their architectural inspiration via both simple block geometric shapes and sleek, ergonomic, curved forms.

White marble and Corian, alongside shades of grey granite, set gritty concrete dominates this trend, giving it strength and durability. These qualities are played off against bold color-block and glossy semi-transparent glass and resin which spill painting, dark shades onto surrounding surfaces.

The bold and confident mixing of these materials across room schemes, creates a balanced harmony of solidity and transparency, robustness and delicacy, hardness and softness.

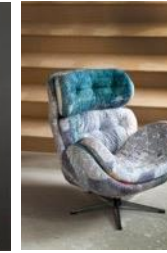


Worktop Colours

Hidden Door Colours

Smoky Quartz	Labradorite	
Dark Onyx	Dark Jade	
Charcoal Quartz	Black Nubuck	

Findings

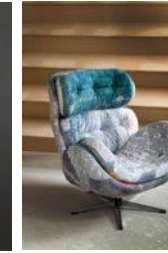


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(current practice, value, impact)

- Less flooring companies engage with trend forecasters and other sectors.
- If they do use trend research this is not demonstrated to their customer
- SME flooring sector tend to be profit driven
- Cultural resistance to pay for external trend information
- Difference between trend reporting and forecasting
- Lots of information online (general reports differentiate)
- Role of trend forecaster – specific to business needs
- Lot more interest in materials and technology
- Marketing information and social media

Conclusion



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- The research facilitated new ways to tailor trend to specific needs of company – social media (Pinterest)
- Strong relationship was required (SME) – change culture
- Trend forecasting package – (aesthetic design) brand awareness, market orientation, merchandising, exhibition design, social media.
- Workshops made biggest impact for SME, customers liked blog approach and links with social media.

Any
Questions
?

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