



# E

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### STYLE DRIVERS: A/W 22

#### - CONSIDERED COMFORTS -



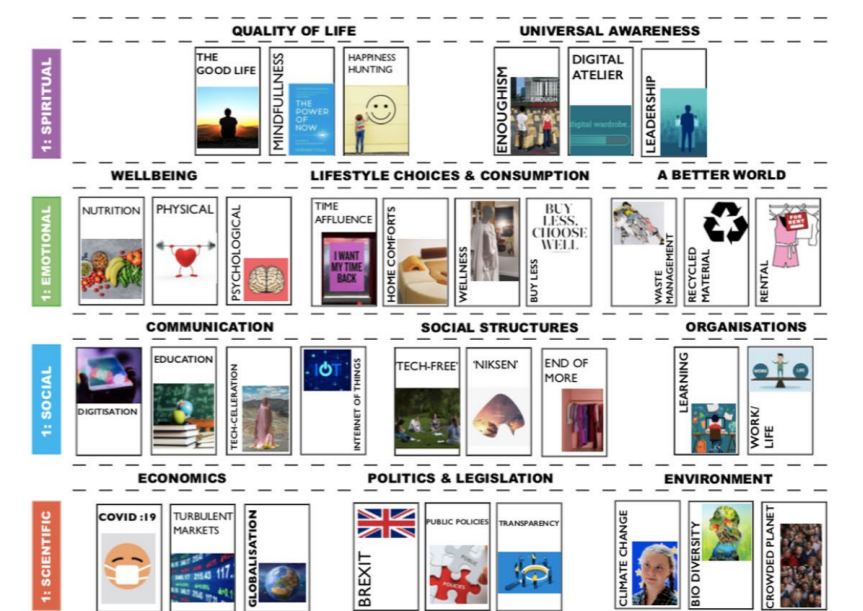
The following key style drivers presented for Autumn / Winter 2022, will be the focus for our Womenswear trend forecast which will be available to purchase from April 2020.

Exploring how fashion will respond to our changing relationship with the home, as it shifts to become a multifunctional system for living. Our working patterns are changing how we use our homes, and technological advances are enabling us to take traditional outdoor activities inside.

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### TREND ATLAS



CREATED ON ADOBE INDESIGN BY CHLOE.

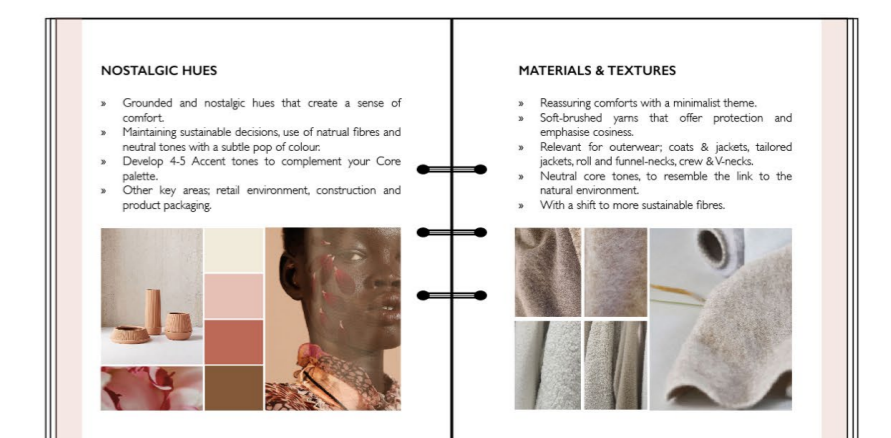
#### TREND INSIGHTS - BUILDING A TREND FORECAST -

How will we get our analysis right for you? Here's how we build our forecasts:

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### TREND BOOKS



#### Womenswear Autumn / Winter 2022 Trend Book

Find the latest trend insights and essential tool kits through our in-depth and concise trend books.

To kickstart the launch of Envision, we are offering a key Macro trend book. Presenting essential forecasting tools for product designers, buyers and business professionals working in the fashion and textile industry.

Our first collective trend book will be focussed on Womenswear for Autumn/ Winter 2022. With the combination of expert knowledge and commercial relevance, this innovative trend forecast will enable your business to make strategic decisions about how to respond to future change.

## CONCEPT

Envision is an independent trend forecasting agency, founded and directed by Chloe White. Launching April 2020, the agency is offering a strategically developed Womenswear trend forecast for Autumn/ Winter 2022. Future investment will position the brand in line with leading trend forecasting agencies across the UK market.

Influential trend insights have been built on the basis of qualitative market research, quantitative primary evidence, macro trends and looking forwards through to on-the-season in store retail analysis and colour forecasts.

Envision is able to closely track consumer behaviours, and through an effectively designed online website the agency is able to guide brands, businesses and industry professionals through the use of innovative skills and capitalise on cross-industry trends.

## STRATEGY

An in-depth report has been written to outline key features of the project including the process of developing a trend, designing a website and particularly growing product offerings on an advisory service. Writing this report became the fundamental aspect of how this project would build a brand's presence in a highly competitive trend forecasting market. To begin with, the particular focus for Envision is to become a leading independent trend forecasting agency within the UK market. Therefore, this strategy gives the project scope to evolve over time and expand into the global industry.

Consistent and comprehensive research into future trend drivers have been analysed to discover those that could significantly impact consumers purchasing habits. The creative vision is presented through written journalistic elements for the website, along with visual imagery to support the forecast. The combination of carefully curated written and visual trend boards is an accurate representation of the future womenswear trend.

## DEVELOPMENT

Integral development tools used to create a trend forecast have been explored throughout this project. The use of a trend canvas has allowed the agency to plot identified trends and determine their relevance, and future value in terms of a brand's vision. A commercially relevant Trend Atlas has also been created to visually map the macro trends that are likely to impact on a brand, business, or organisation in terms of four key drivers; scientific, social, emotional and spiritual.

The website has been created using Adobe Portfolio as a way to increase brand presence, and as a result generate greater revenue for the trend forecasting agency. In order to generate sales, Envision tells seasonal stories through carefully considered fashion forecasts. Providing insight into consumer thinking, emerging trend drivers and new style considerations enables brands and businesses to translate them into commercial success.

Envision will launch its website on 30th April 2020, with a simplistic design and innovative navigation system to promote influential trend insights. Consistent and engaging content is integrated across the fully functional e-commerce site. Multiple compact trend insights are displayed on the homepage which will encourage the visitor to explore external pages and generate report sales.

## OUTCOME

Using Adobe InDesign, a seasonal trend forecast has been designed and launched for Autumn / Winter 2022, incorporating considered comfort and the increasingly conscious consumer's mind. The trend 'Lucidity' focuses on the desire for clarity, and the ability to think clearly, especially in intervals between periods of confusion and uncertainty.

Accelerated by these uncertain times due to Covid-19, we seek clearness and calming lifestyles which offer reassurance and a sense of security. Whilst people prioritise emotional wellbeing both during and after the current crisis, a value-added shift is expected to continue to take hold as consumers increasingly question what brings fulfilment in their lives.

Through in-depth research, it is evident that this trend forecast will be relevant for years to come. It will target overwhelmed and anxious consumers who will be looking to re-prioritise in 2022, trading traditional markers of wealth and achievement for time affluence and space for feeling.