

TRENDS - WENN AUS IDEEN KULT WIRD

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Was haben diese Produkte gemeinsam?



Sie sind Kult!

Inhalt

- Was ist ein Kult?
- Wer macht Trends?
- Wo entstehen die Trends?
- Wann wird aus einer Richtung ein Trend?
- Wo orientieren und informieren wir uns?
- Wie sieht der Sommer 05 aus?

Was ist ein Kult?

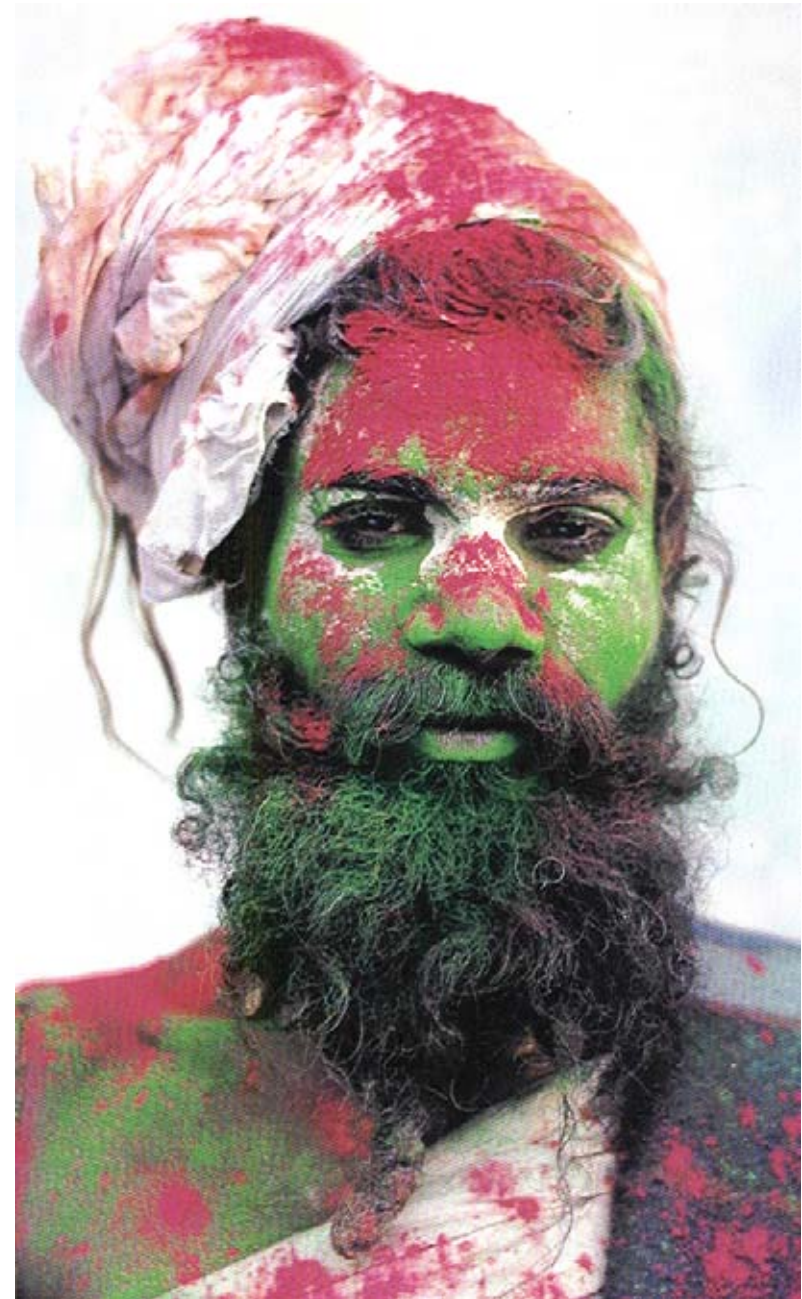


Jeans = Freiheit





Wer macht Trends?

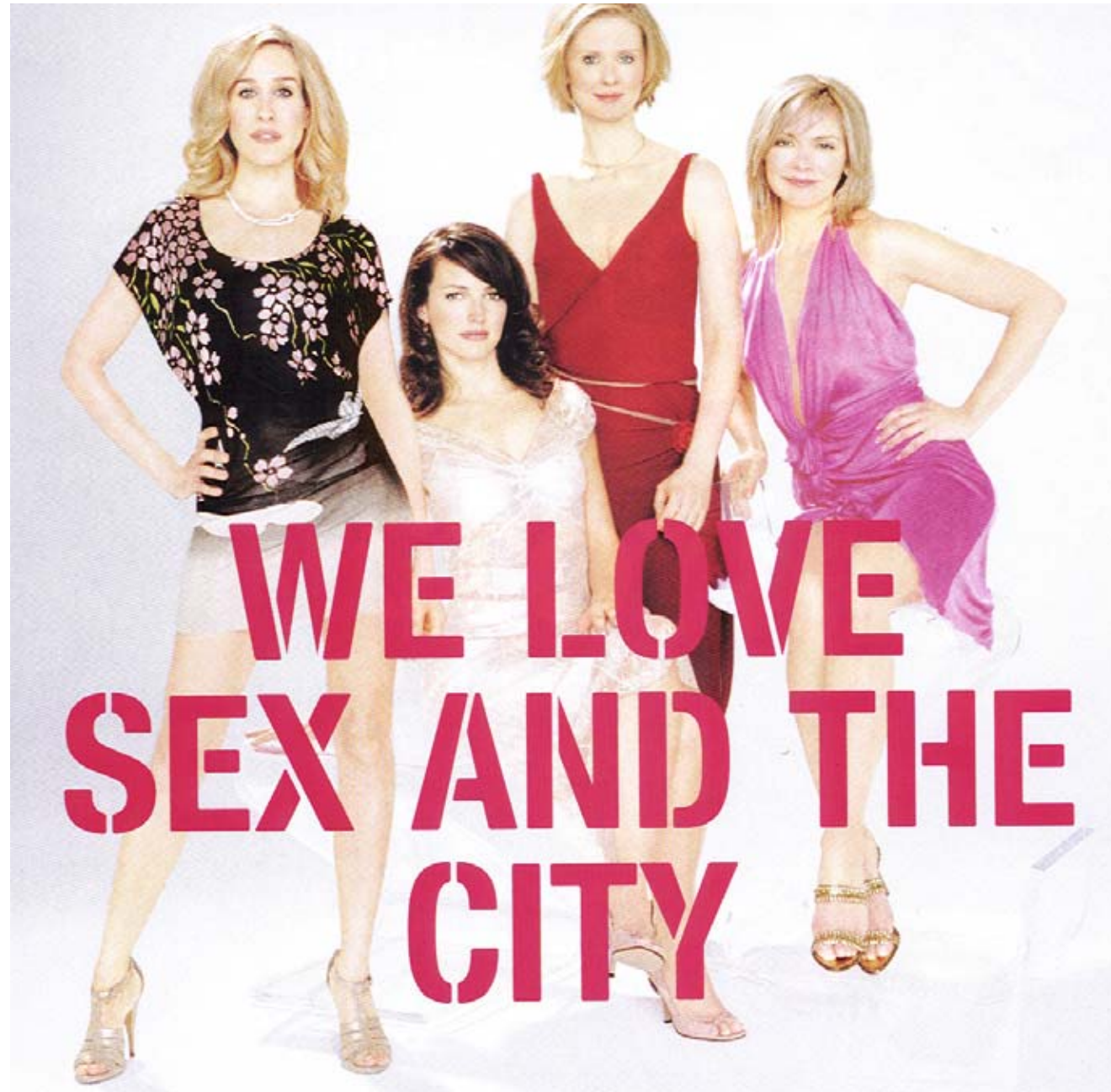


Trendsetter...



www.beckham-magazine.com





Wie weit voraus?



Inspiration



Farbkarte



Farbpigmente



ca. 2 Jahre voraus - Sommer 2006

Garne

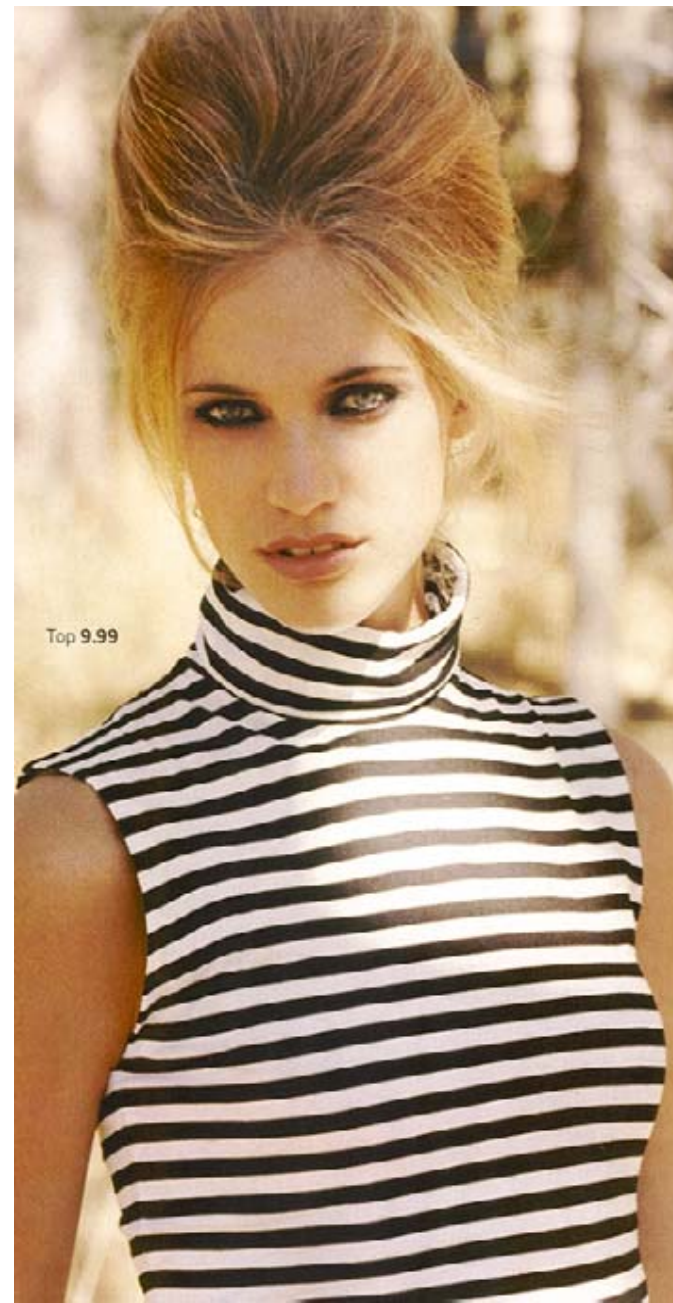


1.5 Jahre voraus - Wi 05

Stoffe



1 Jahr voraus - So 05

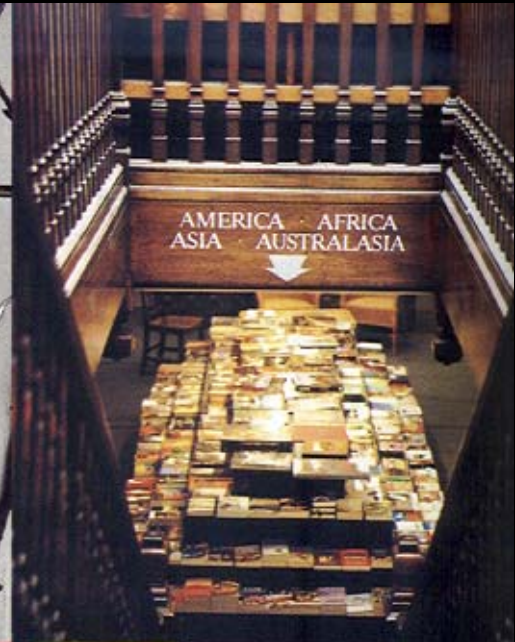


MANGO

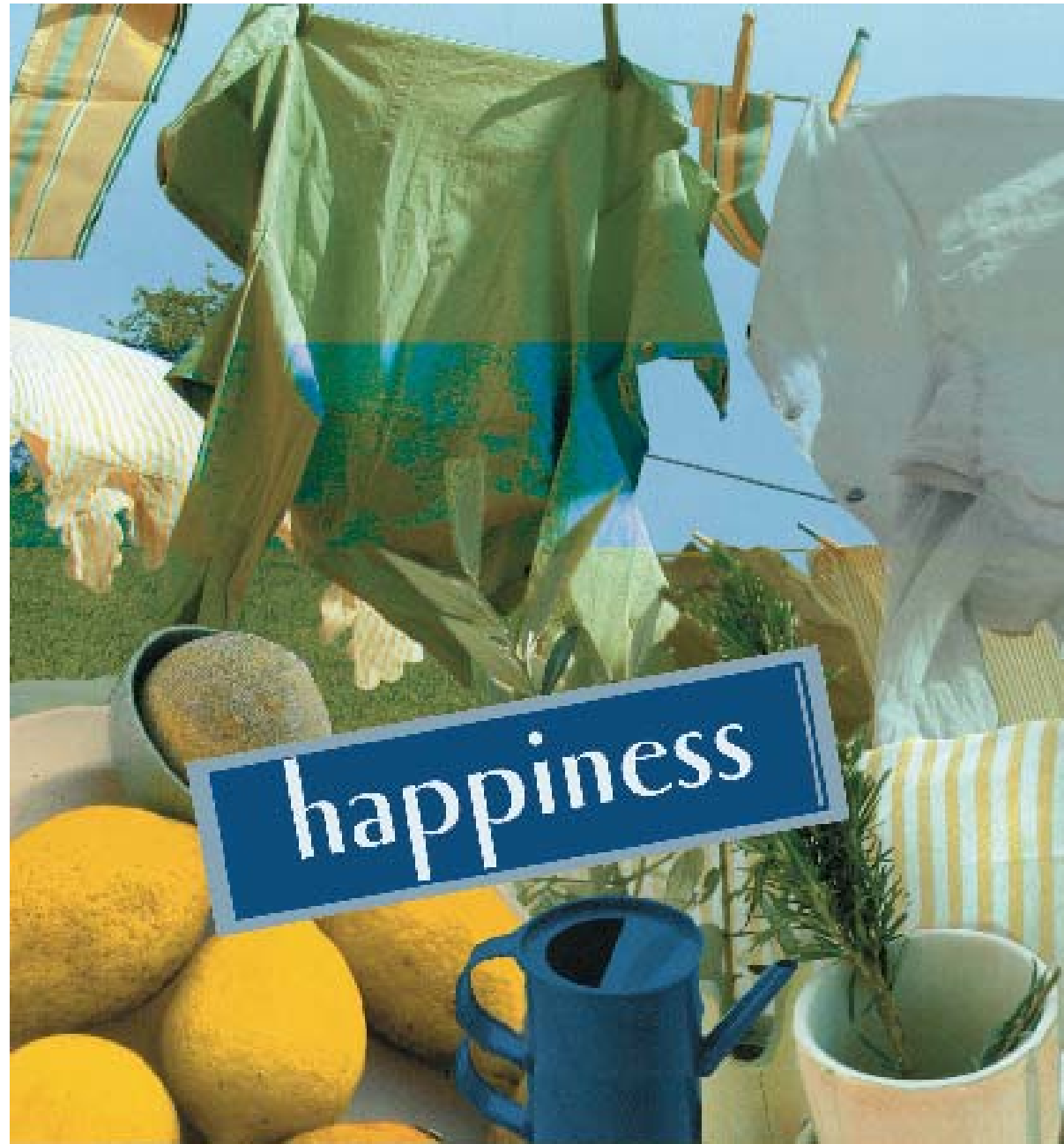
H&M

ZARA

Wo?

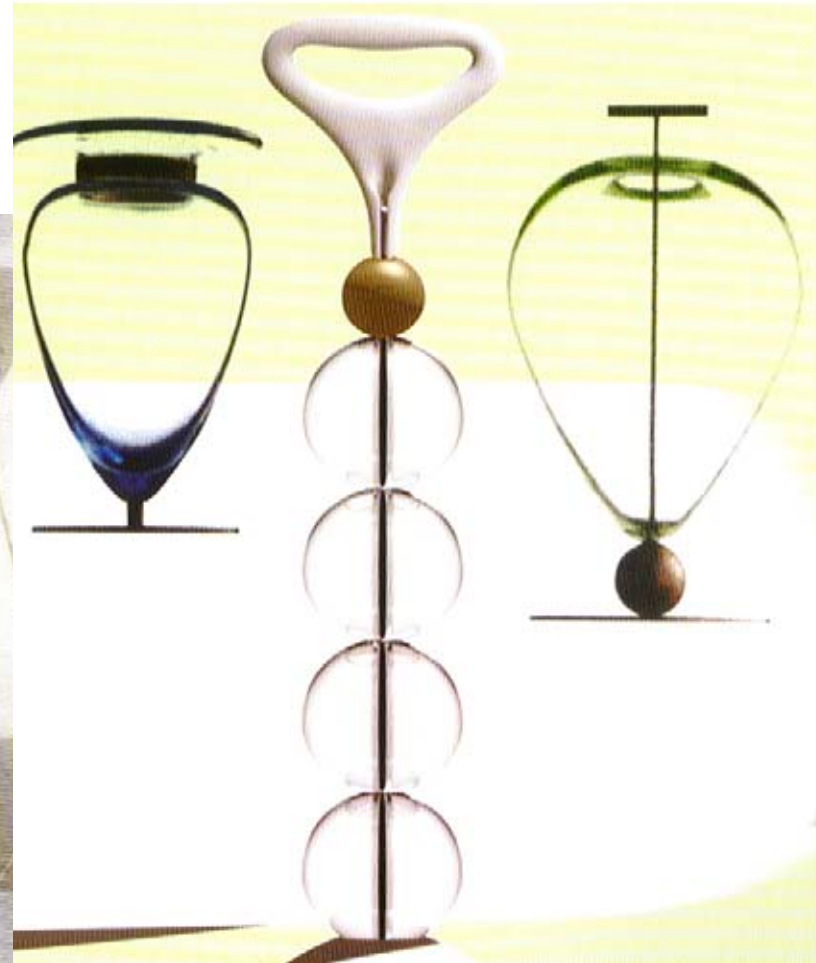


Sommer 05

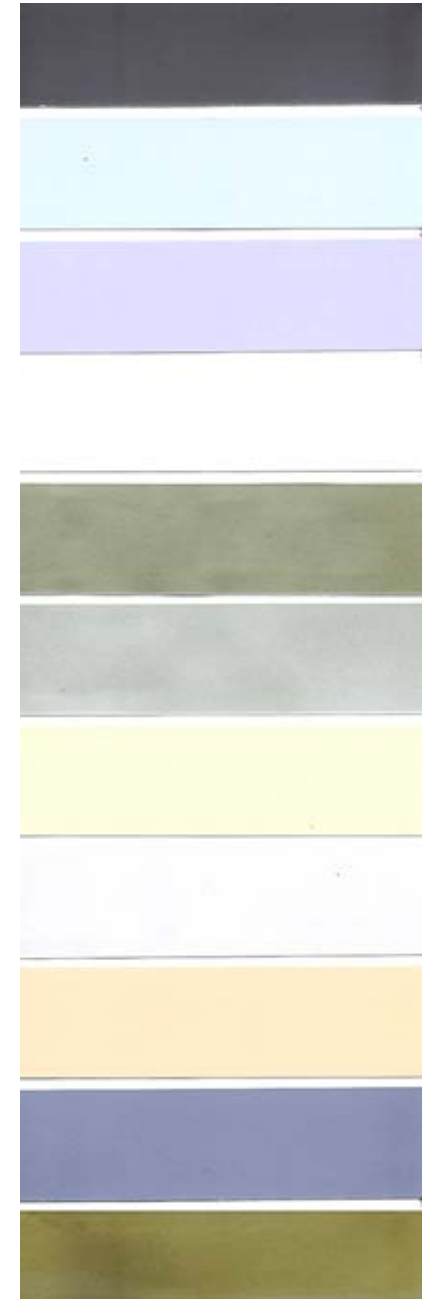


Harmony

AIR



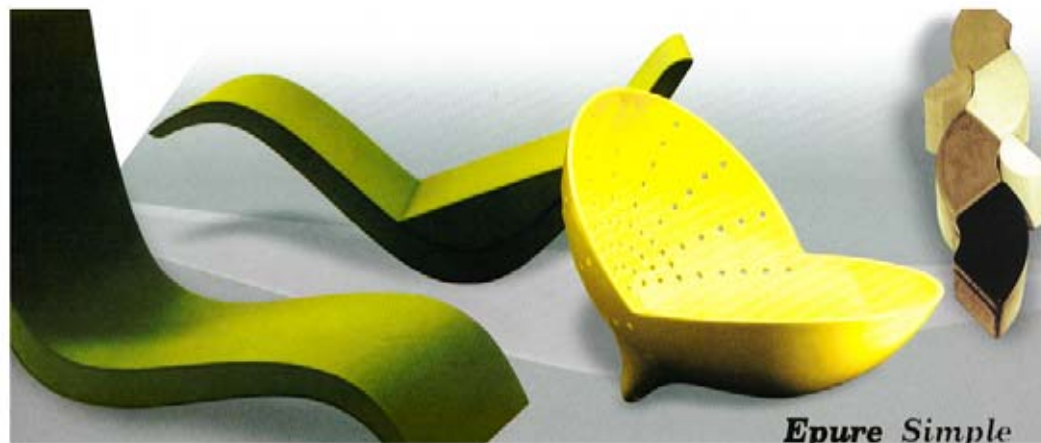
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Harmony



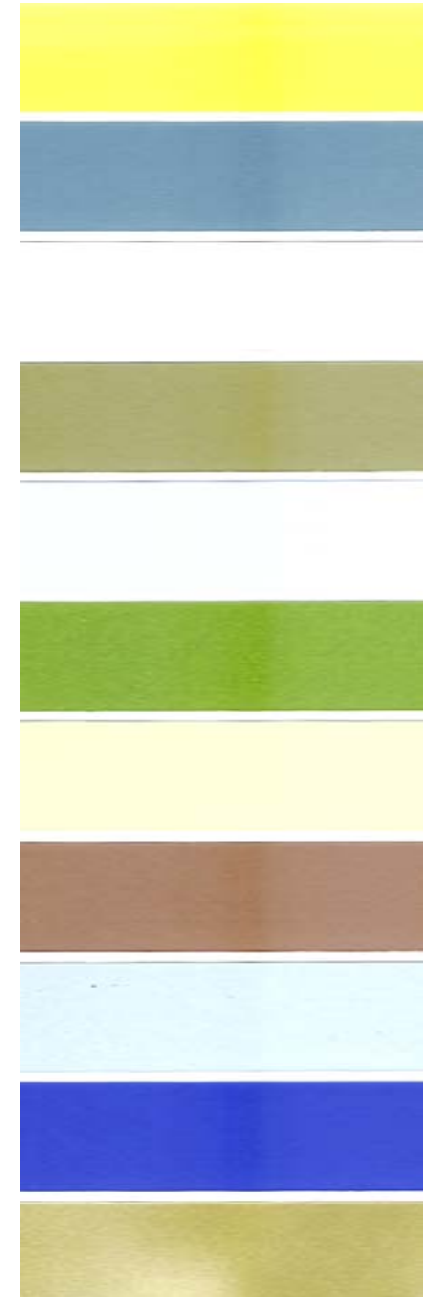
SERENETY



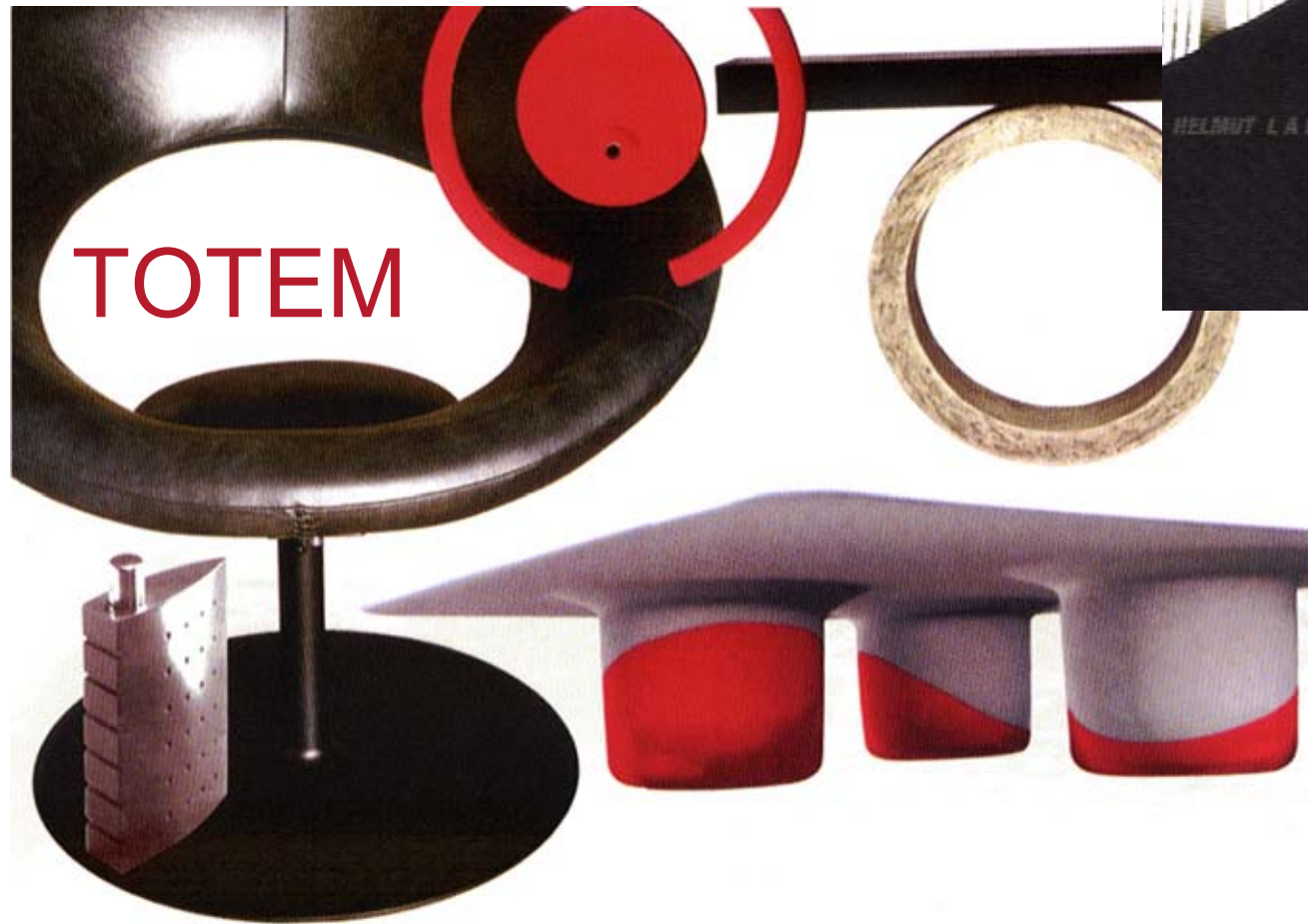
Epure Simple



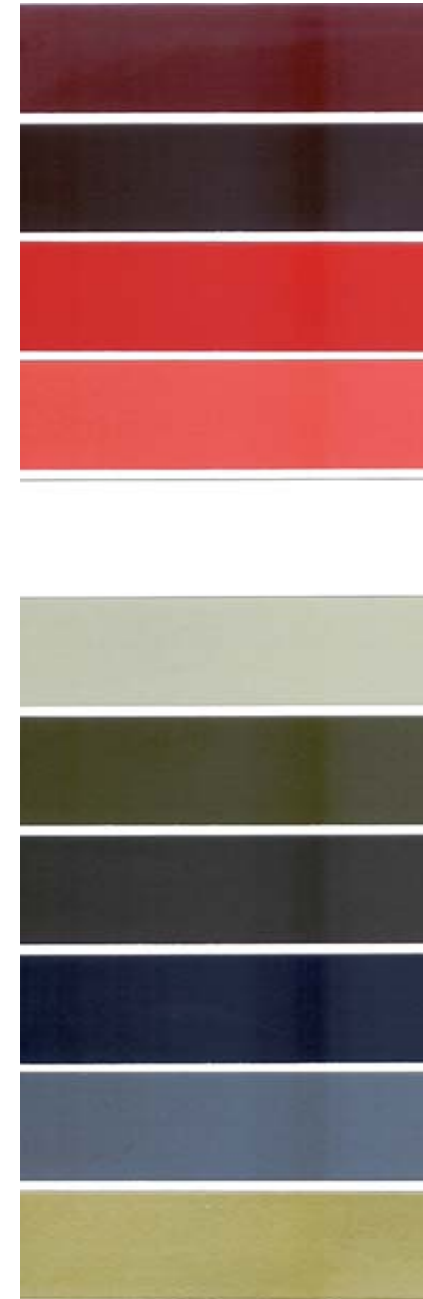
SERENETY



Alternative

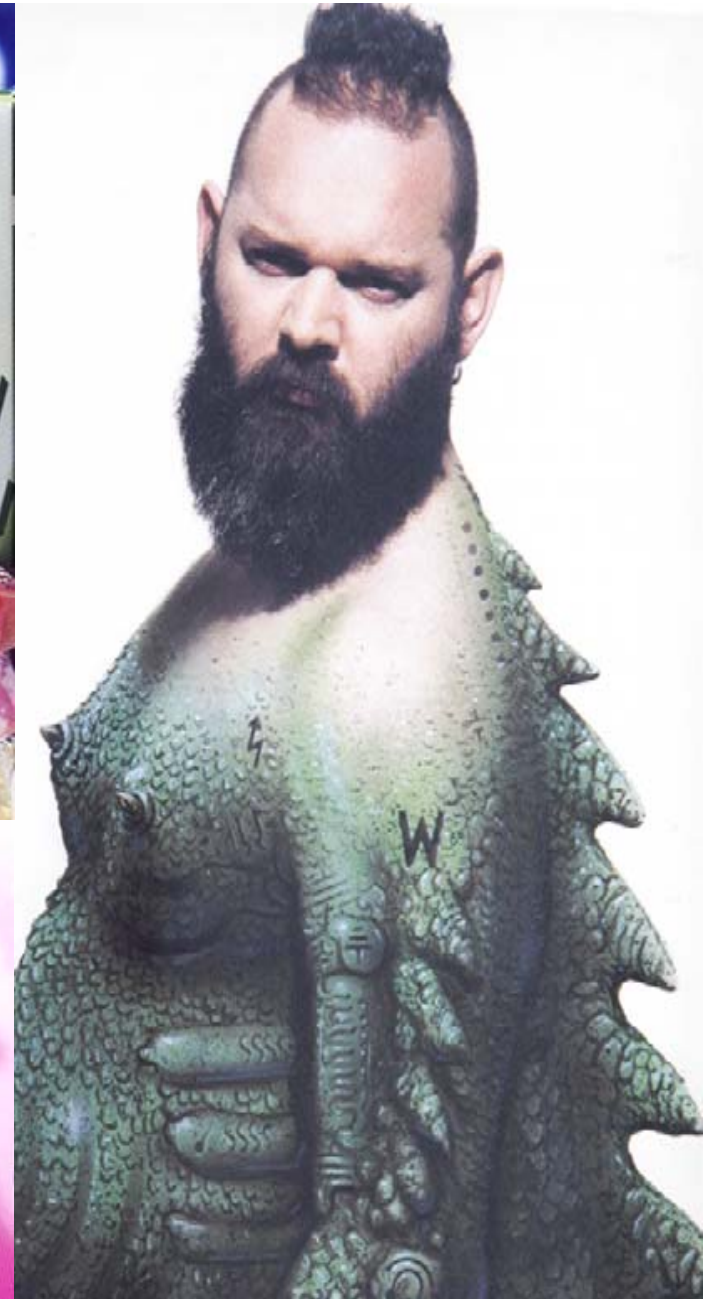


TOTEM



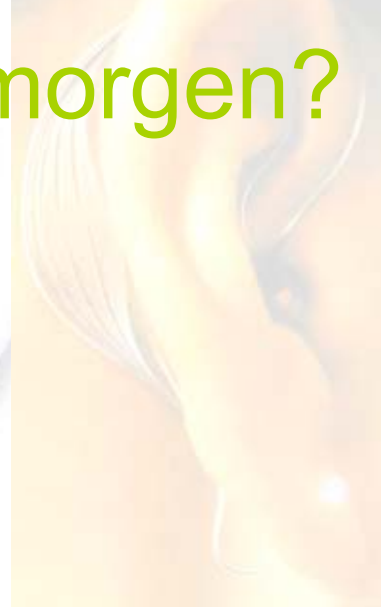
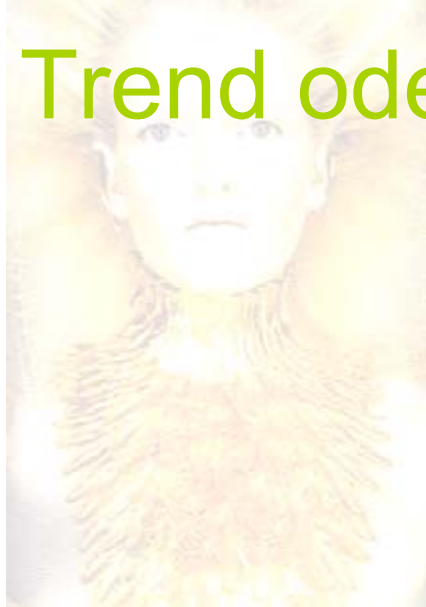
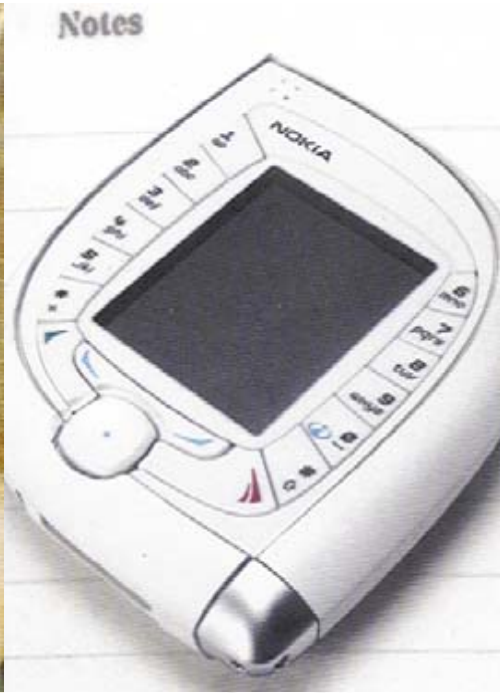
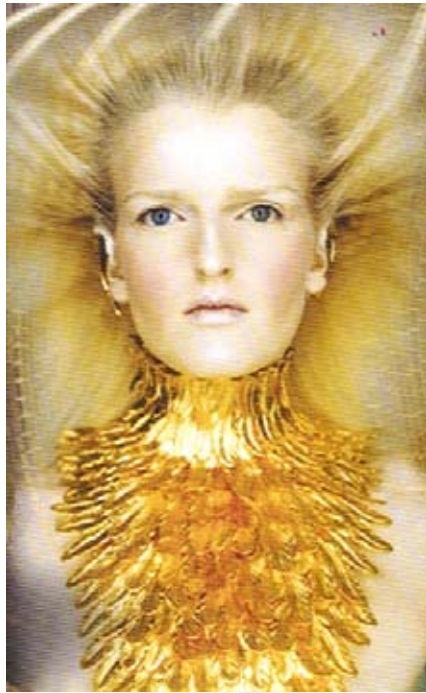
Alternative

BAZAAR



BAZAAR





Trend oder Kult von morgen?

HERZLICHEN DANK!

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