

Lidewij Edelkoort creates a collection of **trend books and audiovisuals** for the textile and fashion industries as well as the interior, design, beauty and well being markets. The **trend books and the audiovisuals forecast** trends in colours, fabrics, shapes and styles are according to the most cutting-edge consumer attitudes identified by the Trend Union team.

The forecasts are **handmade**, published in limited quantity and distributed worldwide.



The **collection of books** relevant to design markets working seasonally, is put together twice a year by Lidewij Edelkoort and the Trend Union team. The **forecasts** relevant to **design markets** interested in annual trends, are published once a year or every other year to service the creative purpose of **the design, interior, well-being, architecture and lifestyle** markets.

TREND
UNION

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30 **TREND**
years of
UNION

by
Lidewij Edelkoort

LIDEWIJ EDELKOORT

One of the world's most renowned trend forecasters and colorists, famous for her inspirational seminars and on-point trend books which are sold to companies in diverse industries from Armani to Zegna. Lidewij is an intuitive thinker who constantly travels the planet tracking how socio-cultural trends evolve to influence concepts, colors, materials, products and services. She is also a publisher, humanitarian, educator and exhibition curator. In 2011, Lidewij launched an interactive online trend forum called TrendTablet.com. Since 2015 she is the Dean of Hybrid Studies at Parsons The New School in New York.



TREND FORECASTS

We create **seasonal forecasts** two years ahead that are tools used by designers, strategists, merchandisers and marketers at international brands. The forecasts on concept, colour, shape and materials are accompanied by a detailed **trend report**.



AUDIOVISUAL PRESENTATIONS & TREND BOOK INAUGURATION

The **audiovisual presentations** accompanying the forecasts are presented by Lidewij and our speakers twice a year in Paris, London, Stockholm, Milan, Zurich, New York, Los Angeles, Tokyo, Seoul, Amsterdam and other cities.

These take place in a specially designed setting which immerses the clients and visitors into the **season's trends**. Every piece of art, furnishing and decor is carefully chosen in keeping with the **trend forecast theme**, and appeals to the visitors' **senses, imagination and creativity**.

Trend Union also makes **trend presentations** upon request **for companies, industry associations or institutions**.

The Trend Union global fashion and lifestyle audiovisual, with its magical soundtrack, reflects these seasonal trends every season for the autumn/winter and spring/summer releases. Other **audiovisual presentation** on lifestyles, industrial design, well being and architecture are **also available**.

CONSULTING

Established in Paris since 1991, Studio Edelkoort is a creative, artistic and operational think-tank on an international level.

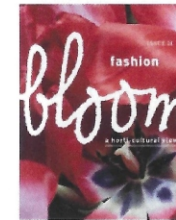
Relying on its expertise in trend forecasting and market study, **Studio Edelkoort** has developed made-to-measure services and offers an original, rhythmic, sensitive, generous and humanistic approach, where thought and analysis nourish intuition and creation.

As such, we maintain privileged relationships – indeed veritable partnerships - with our clients, based on consistency, mutual respect and confidence.

Our international team work in creative studios in **Paris, New York and Tokyo**, allowing us to conduct research first-hand on a daily basis in the global marketplace.

Sectors include: fashion, beauty, design, home, corporate, architecture, automotive, banking, food, well-being, hotels and more!

EDITIONS



Bloom is a **trend magazine** that provides information and visuals of global consumer trends in industries **inspired by flowers, plants and the organic world**.

A horti-cultural view on nature. **Catalogs & trend publications** feature our latest design and fashion exhibitions at international museums.

Bloom has been working with remarkable photographers throughout the world to create images that have become iconic today.

In collaboration with the photographers we have put together a **photo library** for your creative needs. Bloom offers you **images for advertising, brand visuals, books, magazine articles, patterns for fashion and interior design, banners and catalogues**.

For a personalised estimate and for more information please contact us at contact@bloom-magazine.com