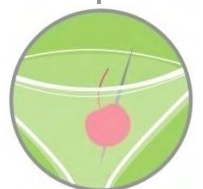


pattern recognition 101: the importance of identifying trends

HBA Global Expo
June 30, 2011
Amy Marks-McGee



intro to trendincite

- over 15 years of **fragrance / flavor experience**
- **trend forecaster** identify and analyze lifestyle trends
- look for inspiration across industries and markets for **new product development**
- **enjoy** creative process and engage all of your senses

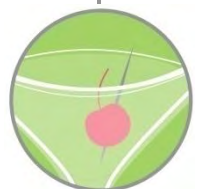




pattern
recognition 101

connections

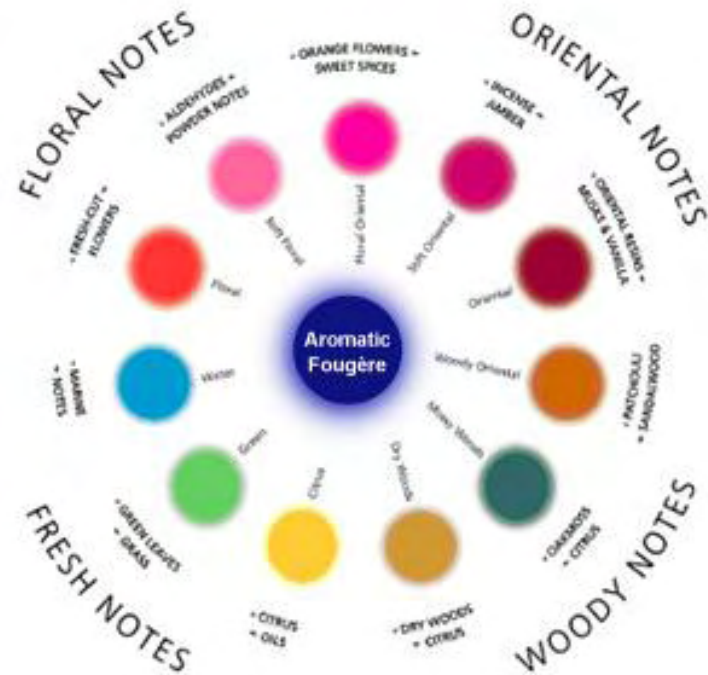
- common themes across industries
 - **color**
 - **tactile/texture**
 - **technology**
 - **travel**
 - **climate/seasonal**
 - **fun**
 - **individual/personal**



color & fragrance wheel



Similar to the Color Wheel?
... Similar Language Different Media



feminine florals inspiration



feminine florals

honeysuckle
Pantone 18-2120

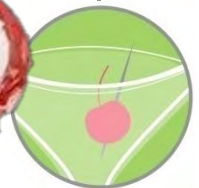
silver
peony
Pantone 12-1206



feminine florals

honeysuckle
Pantone 18-2120

silver
peony
Pantone 12-1206



feminine florals

honeysuckle
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peony
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fragrance follows fashion

Beauty | FRAGRANCE



The bottle design is a nod to the Balenciaga cocoon-shaped jackets and capes.



BALENCIAGA
PARIS, \$95/1.7 oz.;
at Balenciaga.



Fashion Scents

Forget the top notes, the first thing that struck us about these fragrances were the bottles. Look familiar?



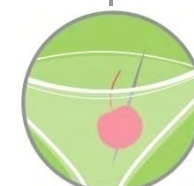
The grosgrain tie reflects her sweet Southern style.
Faith Hill True, \$32/1.7 oz.; at Ulta.



Corseted lacing is crossing over from lingerie to evening wear to ... perfume?
Kim Kardashian, \$35/1 oz.; sephora.com.



The time is always right for an hourglass silhouette.
Eva by Eva Longoria,
\$58/3.4 oz.; macys.com.



fancy footwork



Reb'l fleur
by Rihanna



about face



SWATCH TEAM

Sure, fashion influences beauty trends, but Chanel Makeup creative director Peter Philips and designer Karl Lagerfeld have kicked that into high gear. For the 30-shade Rouge Coco lipstick line, Philips studied Lagerfeld's fabrics for color and texture inspiration. His take on this swatch: A sheer golden rose that's "easy and comfortable to wear but still elegant."

Chanel
Rouge Coco
lipsticks,
\$30; chanel
.com.



what is this?



perfume bottle or liqueur?



what is this?



fragrance or purse?



what is this?



wine or soap?



what is this?



**mascara or
hair care product?**





pattern
recognition 101

how do you recognize a pattern?

- **intuition**
- **observation**
 - look for similarities & differences
 - look for triggers
- **go beyond job scope**
 - trends trickle down, up or concurrently

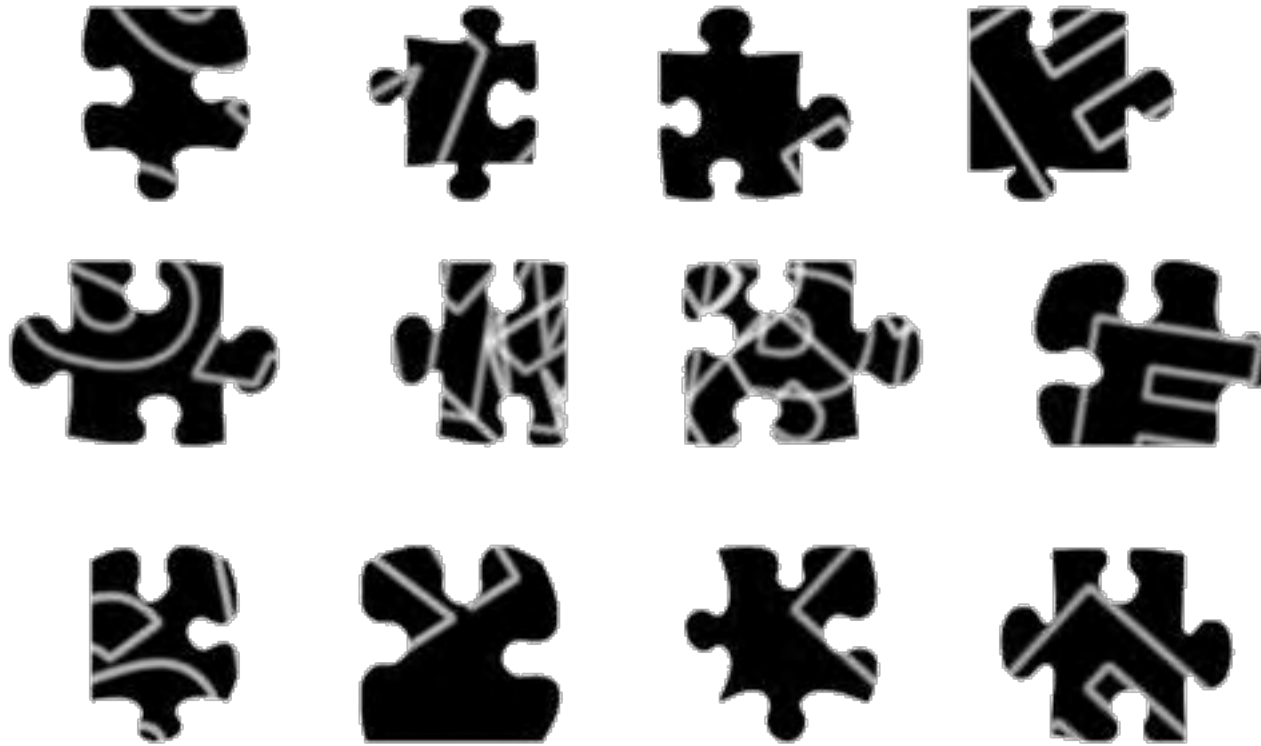


where to look?

- experiences
 - **cultural events**
 - **entertainment**
 - **services**
 - **consumer packaged goods**
 - **fragrance/flavors**
 - **fashion**
 - **architecture & design**
 - **travel**



summary



“To understand is to perceive patterns.” - Isaiah Berlin



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