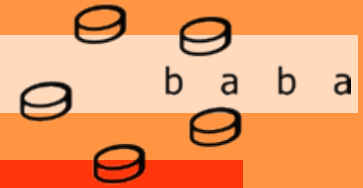
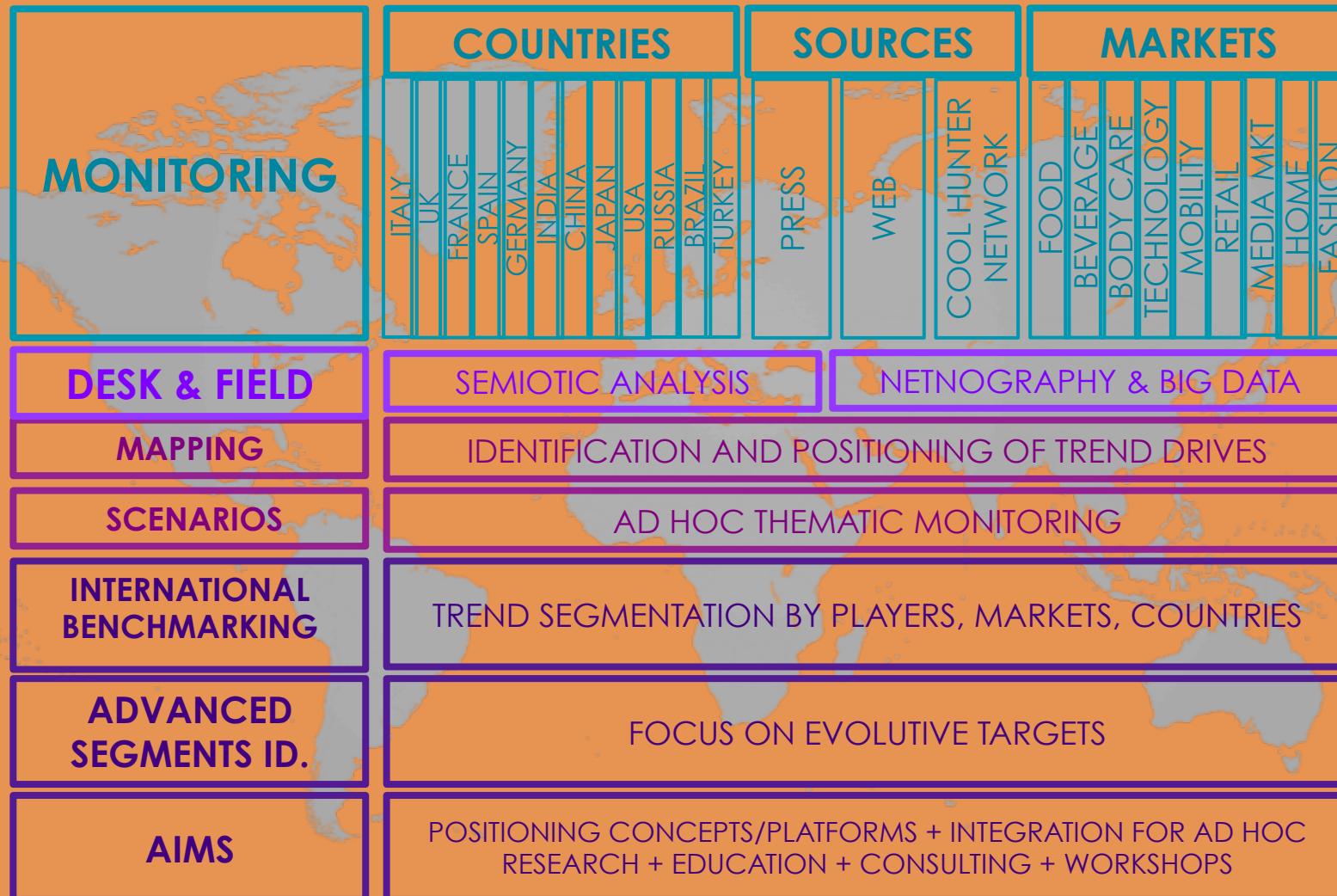
The background is a complex collage. It features a woman's face in profile, wearing a red visor. A large waffle cone is positioned on the left. A goldfish is visible in the center. The lower part of the face is filled with a blue sky and white clouds. The entire background has a pink grid pattern with white dots.

TREND MONITOR®
FORECAST 2016-17
#SURFACE

January 28th, 2016



TM[®] METHODOLOGY



AN OVERVIEW ON
**2016/17 PILLARS
& CATEGORY TRENDS**

TO PORTRAY THE **EMERGING SIGNALS**
FROM INTERNATIONAL MARKETS

INSIGHTS HIGHLIGHTING
POSITIONING AND RE-POSITIONING
STRATEGIES



➔ 6 PILLARS TO FOLLOW, GENERATING THREE SUBTRENDS EACH

1. SELF

UNIQUE

POSTSEX

GHOSTING

2. SOCIETY

SUBMISSION

POP CULTURE

NO HEROES

3. CULTURAL MODELS

UNBOUND

MERGE

NETCRASH

4. POLITICS & MARKET

BUBBLING

ULTRAECONOMY

SOCIALPOLITIK

5. ENVIRONMENT

SET TO ZERO

SURVIVE

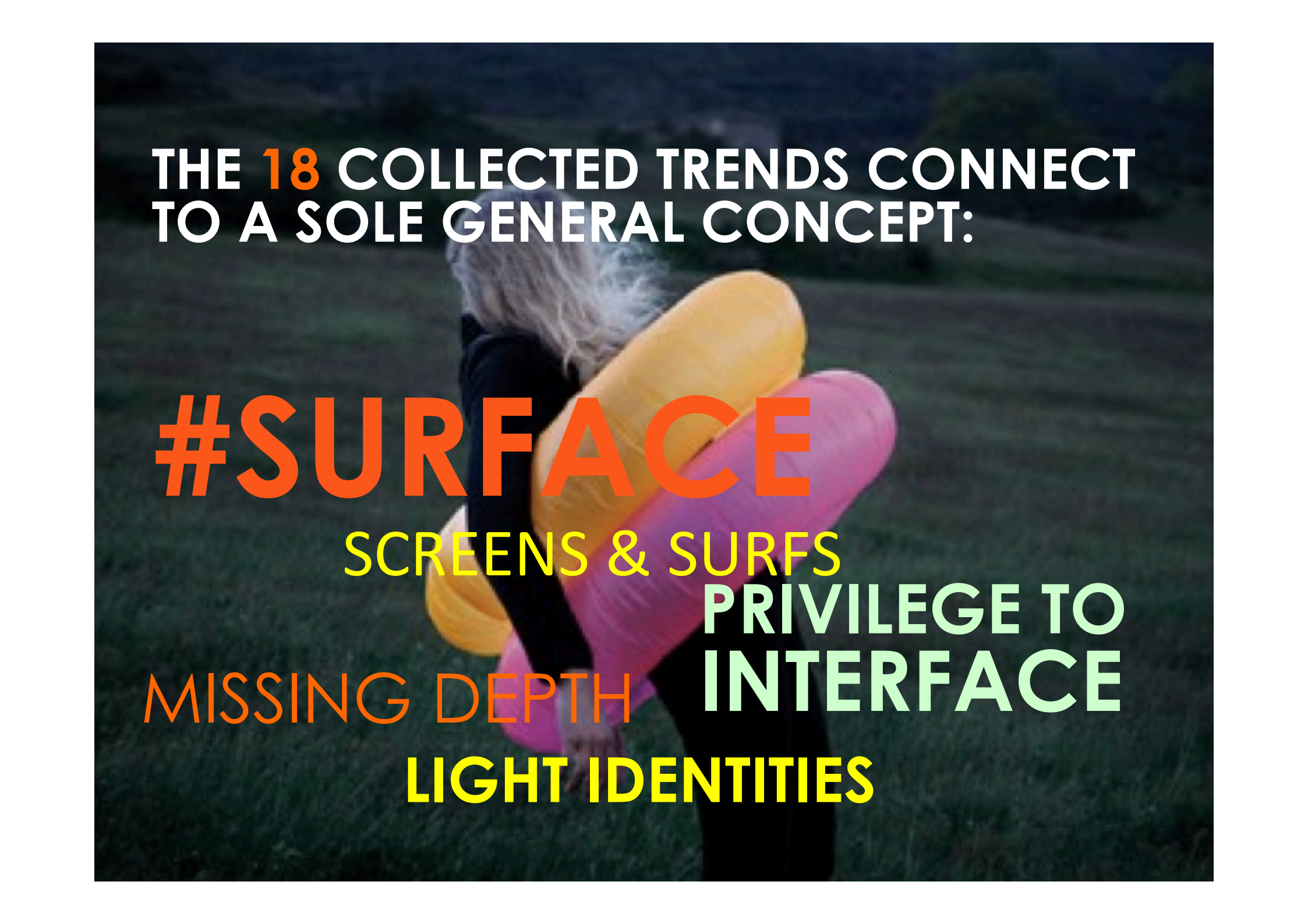
HUT

6. VALUES

BE-THERE

CON-TACT

BACKPACK



THE **18** COLLECTED TRENDS CONNECT
TO A SOLE GENERAL CONCEPT:

#SURFACE

SCREENS & SURFS

PRIVILEGE TO
INTERFACE

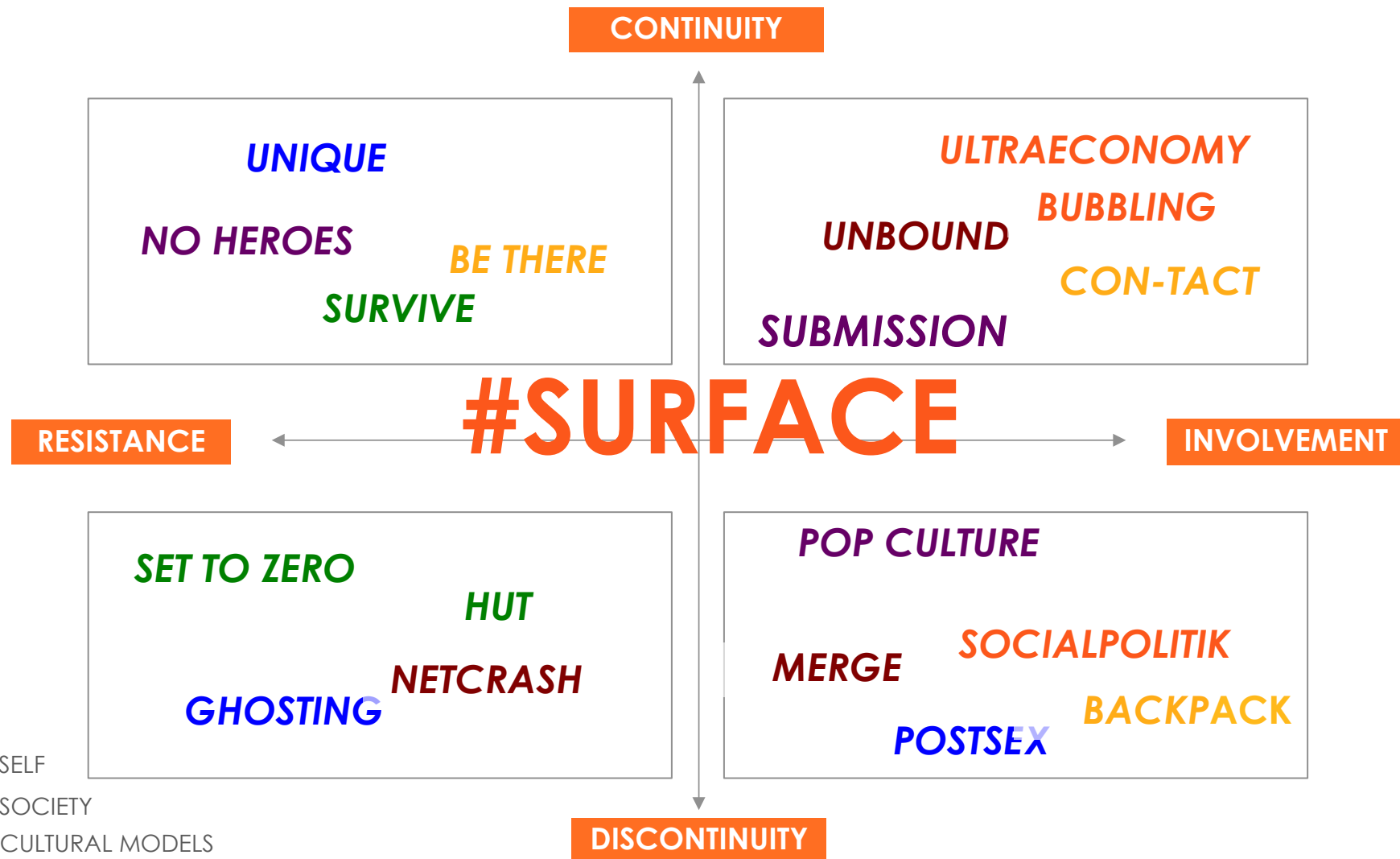
MISSING DEPTH

LIGHT IDENTITIES

1. PILLARS Mapping



➔ THE 18 SUBTRENDS ARE DISPLAYED WITHIN 4 POSITIONING AREAS:



- SELF
- SOCIETY
- CULTURAL MODELS
- POLITICS & MARKET
- ENVIRONMENT
- VALUES



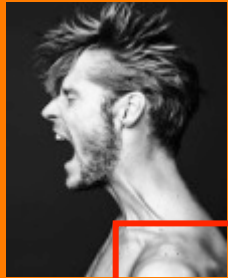
#SURFACE

18 TRENDS

4

POSITIONING

AREAS



DEFENDERS

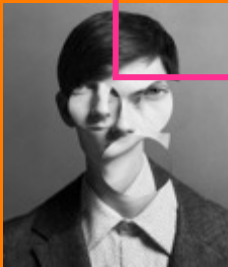


SWAPPERS

#SURFACE

RESISTANCE

INVOLVEMENT

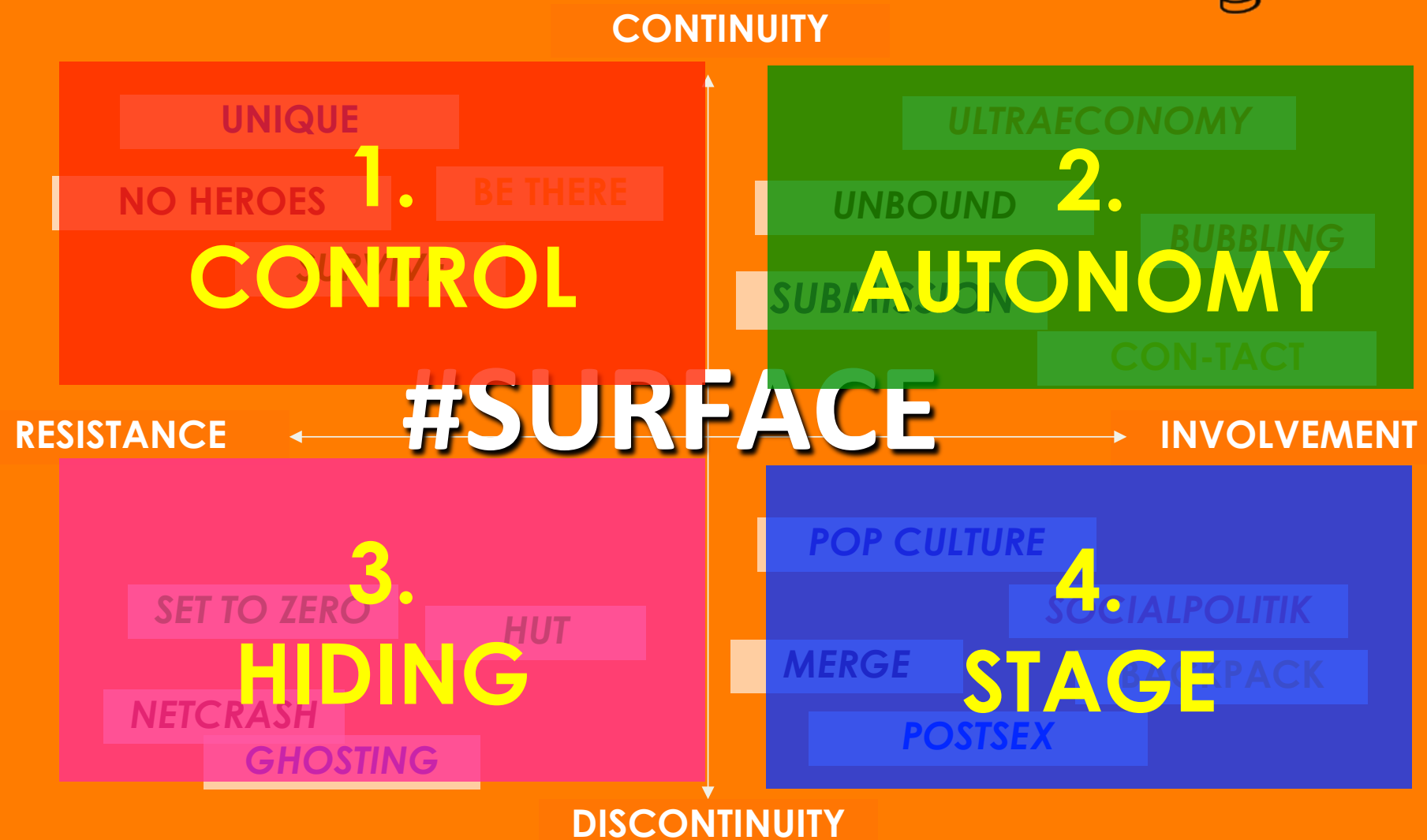
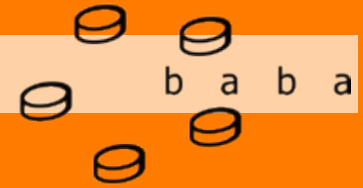


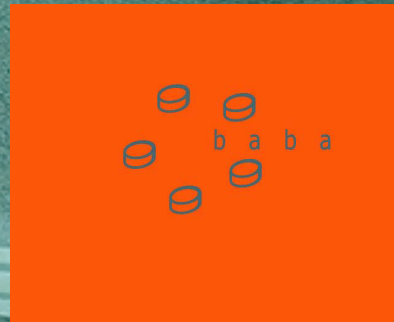
DRIBBLERS



EXPLORERS

DISCONTINUITY





babatrendmonitor.com

baba@babaconsulting.com

