

round table 2003

HOTEL NEGRESCO, NICE 23-25 OCTOBER 2003

PARTICIPANTS



style-vision
High-end future intelligence

Participates
Erik Bras
Tristan Butterfield
Nicole Contencin
Kirsten Dana
Jorge Forbes
Emmanuel Frenck
Mari-Louise Jonsson
Leif Kjærgaard
Axel Kniehl
Gary Korba
Andrew Krisson
Steven van der Kruit
Birgit Lohmann
Rory Maw
Wendy Mitchell

Ron Pompei
Lars Christian
Smith Stanton Stalnaker
Petra Staudenmaier
Danielle Swartebroeckx
Roger Tredre
Annette Tristan

Style-Vision team/associates
Facilitators:
Kai Ortmann
Stefan Skirl
Associates:
Inga Clausen
Team:
Aline Contencin
Agnes Kubiak
Bruno Flaven
Genevieve Flaven
Kristine Oustrup



Erik Bras

Area: Foods

Occupation: Customer Development Director, Unilever

Location: Rotterdam, The Netherlands

Contact: Erik.Bras@unilever.com

Unilever is one of the world's leading suppliers of fast-moving consumer goods with two global divisions - Foods, and Home & Personal Care.

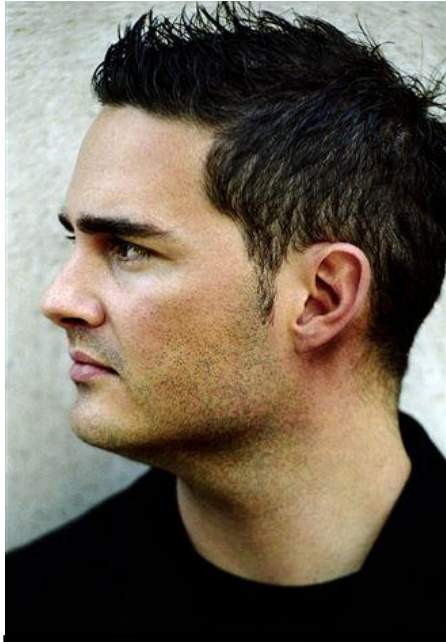
In much of the world, Unilever leads the Home Care market, which includes cleansing and hygiene products. Many products are market leaders and include Brillhante, Cif, Comfort, Domestos, Omo, Skip and Snuggle. Within the Personal Care market, they are global leaders in products for skin cleansing, deodorants and antiperspirants. Global core brands include Axe, Dove, Lux, Pond's, Rexona and Sunsilk.

The acquisition of Bestfoods in 2000 brought the company leadership in the culinary category. Knorr is now their biggest brand, with €2.3 billion sales in over 100 countries and a product range covering soups, bouillons, sauces, noodles and complete meals.

Erik Bras has worked for the last 15 years for Unilever. He has headed several Marketing & Sales teams and has been based in Belgium and Chili. Today Erik is Customer Development Director in The Netherlands.

TREND TALK

1. Chilled: Blue Band Finesse, Conimex, Bread and Cook-it
2. Health: Pro-active
3. Out-of-Home-market: Cup a Soup



TREND TALK

1. Hybridisation of disciplines
2. Traditional crashes into modern
3. Where do we go from here? A working palette

Tristan Butterfield

Area: Urban Interiors & Product Design
Occupation: MA (rca)
Location: London, UK
Contact: tristan@tristanbutterfield.com

Tristan Butterfield established his own design studio in 2001 after working for David Chipperfield Architects, and has since undertaken a wide selection of projects around the World.

Butterfield's studio is not a design practice in the traditional sense, hybridisation of disciplines, exploration of ideas, materials and working methods are blended to create radical solutions with a sense of 'rightness'.

Functional design is juxtaposed with strong visual or theoretical ideas to create new commercial products or interiors within a cultural context. Butterfield is also a Senior Lecturer in Architecture and Industrial Design at Central Saint Martins in London.

Clients include Dior's fashion photographer Nick Knight, FontanaArte and Czech & Speake.



Nicole Contencin

Area: Luxury Goods

Occupation: Copywriter & Consultant

Location: Paris, France

Contact: ncontencin@easynet.fr

After graduating in literature & linguistics, Nicole joined the world of communication as a copywriter. She worked in several international agencies such as Publicis & J.Walter Thompson, then started her own free-lance activity.

Nicole works as a consultant for various luxury brands such as Chanel, Dior, Lancôme, Ritz Hotel, Van Cleef & Arpels, TAG Heuer, champagne Veuve Clicquot or Charles Heidsieck...

Her assignments (and passion) is to find the right language for each brand or product, taking into account marketing data but also emotional and aspirational potential. From the overall definition of the concept down to the few lines printed on the packaging, everything counts.

She volunteered to be an active member of the Style-Vision network right from the beginning, both as a trend observer and copy-writer for some of the scenarios. She brings with her an extensive experience but often and humbly expresses « working with the this team brings crucial vitamins to my own imagination ».



Kirsten Dana Andersen

Area : Carpets & home textiles
Occupation: Design Director, ege
Location: Herning, Denmark
Contact: kda@ege.dk

With an original degree in Arts and Craft Textile Design, Kirsten has been involved in companies like Nordic Textile (bed linnen etc.), Inka Print - (table cloths, home textiles, fabrics for garden furniture), Fiona - (wall paper, curtains), Margit Brandt Design - (fashion fabrics, interior decoration, table ware) and as freelancer for design of carpets, fashion fabrics, furniture fabrics, home textiles.

Since 1985 she has been heading the creative team of 10 designers for the prestigious Scandinavian carpet mill: ege (www.ege.dk). Kirsten's main role is developing new carpet and area rug collections. She is also much involved in customer related interior decoration solutions.

TREND TALK

1. Personalized & Humanized
2. Colourful & Graphical
3. Designed & Unique

Ege is one of the most important European carpet mills, the creator of one of the most extensive ranges of tufted carpeting in the Interiors market and know for high quality standards and innovative design solutions.



Jorge Forbes

Area: Psychoanalysis, Luxury & Globalization

Occupation: Psychoanalyst

Location: São Paulo, Brazil

Contact: jorgeforbes@uol.com.br

Doctor Jorge Forbes is educated in medicine and studied psychoanalysis with Jacques Lacan in his Parisian School . He attended the seminars of Foucault, Levi Strauss and Roland Barthes taking place at the same period.

He was one of the founders of the Psychoanalytical School of Brazil and is currently the president of the IPLA (Lacan Psychoanalysis Institute). Psychoanalyst in São Paulo, he also directs research institutes, provides consultancy and is a well-known speaker. He has written numerous books and articles in Brazil and overseas.

Since 1997, he has developed a reflection that opens new perspectives in the psychoanalysis. By re-thinking the practical application and the theoretical background of the psychoanalysis in a global world, Jorge has rejuvenated both theory and praxis. He also applied his innovative concepts to various domains including Luxury & Public Relations (Lula has appreciated his advice on these aspects)

TREND TALK :

1. the Freud Theory: a genial “software”.
2. That no longer works in a global world
3. a new luxury definition



Emmanuel Frenck

Area: Flavors

Occupation: Marketing Director (Firmenich)

Location: Princeton, NJ (USA)

Contact: emmanuel.frenck@firmenich.com

Emmanuel Frenck joined the Flavors Creative Marketing Studio @ Firmenich about a year and a half ago after having held various Sales and Marketing positions at companies such as Nestlé in Switzerland & Mexico, Sunbeam in Boca Raton, FL and a startup called eMilios in Miami, FL.

Firmenich is one of the top three Flavor and Fragrance companies in the world active in the world of Fine Fragrance, Home Care and Body Care and Flavors for food, beverages and pharmaceuticals.



Mari-Louise Jonsson

Area: Advertising & Strategy

Occupation: Copywriting/Concept Development

Location: Aarhus, DK

Contact: mlj@scanad.dk

Mari-Louise's work at Scanad Advertising consists of helping companies with strategy, communication platforms and conceptual thinking.

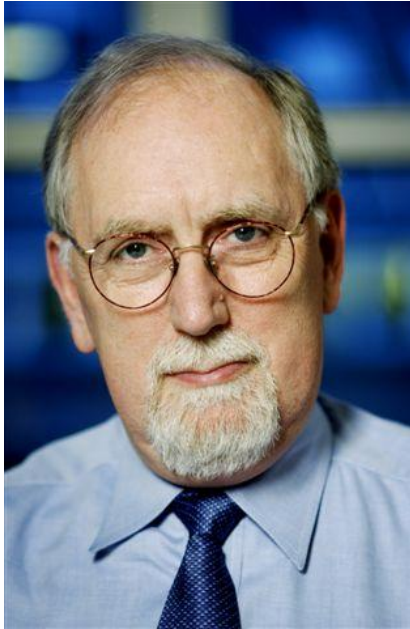
Consulting is as important in Danish advertising as the ads themselves! Creativity, innovation and new ideas are key factors in her daily work, trying hard to identify future consumer patterns.

At the moment she is working on a report for The Danish Advertising Trade Organization to shed light on consumer reactions and choices in the future. The big issue is to seek out a future alternative to today's focus on price/functionality where branding and creative ideas are being left in a lonely, non-selling (but beautiful) darkness.

Mari-Louise's academic background is an MA in Aesthetics' and Culture from Aarhus University and a degree in Modern Philosophy and Art Criticism from City University of London. Furthermore, she has a supplementary degree from The Danish School of Journalism.

TREND TALK

1. From storytelling to knowledge
2. The Media Revolution
3. Fat Kills - and so what?



Leif Kjærgaard

Area: Food ingredients

Occupation: Head of Global Innovation and Business Development, Danisco

Location: Copenhagen, Denmark

Contact: leif.kjargaard@danisco.com

Leif Kjærgaard holds a master of science in chemical engineering and a ph.d. in biotechnology. Since 1979 he has been with Danisco, one of the world's largest producers of food ingredients. Leif Kjærgaard is presently responsible for business development, innovation and venture.

Danisco develops and produces food ingredients, feed ingredients, sweeteners and sugar. The broad product portfolio includes emulsifiers, stabilisers, flavours, and sweeteners such as xylitol and fructose. Many of these ingredients are produced from natural raw materials and contribute, for instance, to improving the texture of products such as bread, ice cream and yoghurt. Danisco is also one of the largest and most efficient sugar producers in Europe.

A considerable proportion of the employees are engaged in research and development of new and more consumer-friendly products for the international food industry.



Axel Kniehl

Area: Marketing and Sales in Consumer Goods and Retail

Occupation: Consultant (Associate Principal) at McKinsey&Company

Location: Munich, Germany

Contact: axel_kniehl@mckinsey.com

Dr. Axel T. Kniehl joined McKinsey in 1998, and is a core member of the European Packaged Goods Leadership Group and the European Global Marketing Practice. He has extensive experience in the fields of innovation management, branding/ marketing, sales and growth strategies and worked for many leading packaged goods and retail clients worldwide.

His most recent projects include, for example, a direct marketing strategy for a leading European CRM provider, strategic redesign of a leading luxury goods company as well as branding and marketing spend effectiveness for a leading manufacturer of white goods.

Axel Kniehl has a degree in Business Administration from the Ludwig-Maximilians University in Munich, and a PhD in Political Sciences from the Catholic University in Ingolstadt-Eichstätt



Gary Korba

Area: Cosmetics & Packaging

Occupation: VP Creative Global Packaging Development, Estee Lauder Companies

Location: New York, US

Contact: gkorba@estee.com

Gary Korba is responsible for Corporate Packaging Innovation ; Creative Package Development Japan and Packaging Development for specific Brands of Estee Lauder Companies ---- MAC , Stila and Beautybank.

His main focus is the Development of a Packaging Innovation process and idea library to capture design elements, trends, processes, and inventions; in order to drive innovation into the upfront process of launching new products.

He is also managing the new product launches of rule breaker brands and creating a new model in bringing quality product to market quicker. Other areas include concepts, designs, and packaging innovation for Asia market launches.

With-in the last two year , the innovation team has launched 150 new packaging concepts.

TREND TALK

1. Process: Driving innovation
2. Quality elements: Tottles, Transparency, Accessories, Decoration
3. Value: miniatures, combos, dispensing, ergonomics



Andrew Krisson

Area: Home Interior Products

Occupation: Managing Director, Zoffany

Location: London, UK

Contact: Andrew_Krisson@zoffany.uk.com

Andrew has worked in the high-end of the interiors industry for 14 years. Originally at Zoffany heading the 'contract' (commercial interior projects) area of the business. During that time Zoffany enjoyed it's greatest period of growth and supplied wallpapers and fabrics for the refurbishment of many 5 star hotels including the Dorchester Hotel, Claridges Hotel and Langham Hotel in London, as well as The Georges V in Paris and many Sheraton Hotels around the world. Zoffany's core market has always been supplying fine furnishings through interior designers for homes in Europe and the USA but has worked closely with hotel designers to develop collections that maintained the quality, aesthetics and values of Zoffany with the practical characteristics required in hotels interiors.

He left Zoffany in 2000 to join the UK subsidiary of the US fabric empire Kravet with a number of interior brands, including the UK license for Mulberry Home. In April 2002 Andrew was enticed back to Zoffany as Managing Director. He has spent the past year returning the business to profit and is currently working with the Creative team and consultants on a revised brand strategy. Zoffany's business whilst fairly static in the UK is growing impressively in the US and the rest of Europe in what has been a fairly difficult market place.

TREND TALK

1. The translation of 'traditional' design for contemporary interiors.
2. The benefits of 'strategic alliances' in home interior products.
3. Cross-market purchasing choices in home interiors



Steven van der Kruit

Area: Fragrance - home & body care

Occupation: Creative Director, Firmenich SA Fragrance Division

Location: Geneva, Switzerland

Contact: steven.van.der.kruit@firmenich.com

Amsterdam 1974, Steven started his carrier in Marketing Research in advertising (BBDO). Then followed a job in London advising major European and Japanese companies on the theme of Globalization, before he returned to Holland for Naarden International as marketing specialist in their Fragrance Division. An excellent move since it allowed him to combine his personal passions for travel, culture, food and wine with an industry all about the senses.

A period at HENKEL cosmetics and household followed in Düsseldorf to head and coordinate their Fragrance Division, before he came under the spell of Firmenich. First in Germany Director for the Development Center Europe for Body care and Cosmetic products and later responsible for the Creative Marketing Services, Home- and Body care Division in the Geneva Headquarters.

Since 2000 Steven has been the Creative Director, allowing him to travel the world finding impulses from markets, shopping centers, street and nightlife in the golden triangle of Sydney, Shanghai and New York. With a hectic life divided by week-days in Geneva and week-ends in Amsterdam, he is the one giving future directions to Firmenich's Global Perfume Development teams in Home- and Body care and major clients such as Unilever, P&G, Colgate-Palmolive, L'Oreal, Henkel, BKS etc.

TREND TALK

1. Is Love suffering
2. The Trend trend
3. Wine, or how to live young long!



Birgit Lohmann

Area: (Industrial) Design and Design Communication

Occupation: Product Manager De Padova + CEO/editor-in-chief [designboom.com](http://www.designboom.com)

Location: Milan, Italy

Contact: mail@designboom.com

Since 1988 she has been actively working and training within the design and internet industries. As a designer and consultant, she has collaborated with architects/designers Achille Castiglioni, Renzo Piano, Enzo Mari and Bruno Munari. Since 15 years she collaborates with Vico Magistretti and is Product Manager for the Italian furniture company De Padova. As historic researcher, she has worked / works as design expert for international auction houses and legal courts.

In 1999 she founded, together with Massimo Mini, designboom (<http://www.designboom.com>) and has since undertaken a wide selection of projects, including design exhibitions and design competitions for international clients (Nokia, Sotheby's, 100% Design London, Reed Exhibitions, Milan Fair,...)

Birgit has also been a Senior Lecturer in Industrial Design with workshops at major European Universities, she now organizes 'design-aerobics' Online Education Courses, specifically for busy professionals. 'design-aerobics' brings together people of different ages, cultural backgrounds and over 50 different countries.

TREND TALK

1. Banality of form
2. Catching the most intriguing style inclinations
3. Revivals



Rory Maw

Area: Finance/Investment Banking

Occupation: Consultant

Location: London, UK

Contact: rorymaw@aol.com

Rory Maw was, over a 15 year career in investment banking, one of the leading advisers to the Consumer Products industry in Europe and North America.

Most recently, he was Head of European Consumer Products Group during 3 years at Morgan Stanley, having previously held the same position at Schroders.

Maw specialised in assisting Consumer companies, particularly in the ingredients, spirits and tobacco sectors, in the development and implementation of their growth and financing strategies. He advised on many of the major mergers and acquisitions transactions which have reshaped the industry in recent years

Clients have included Bacardi, Cadbury Schweppes, Coors, Diageo, IFF, Kerry Group, Nestle and Philip Morris



Wendy Mitchell

Area: Art/Interior Products

Occupation: Art Gallery Owner

Location: Villefranche-Sur-Mer, France & Monaco

Contact: wendy@gingerjargallery.com, Website:www.gingerjargallery.com

Wendy Mitchell established her gallery in 2001 after spending four years living and working in Asia developing home interior products for major high street retailers.

Ginger Jar Gallery represents emerging painters, sculptors and photographers, spanning across Europe & Asia, with an emphasis on Vietnamese Contemporary Art. Traditional concept art is combined with an exploration of new printing methods involving photography on canvas and giclée printing effects.

The gallery exhibits an extensive collection in both style and subject matter exploring the artists' imagination and distinctive personal approach. Wendy is also responsible for developing the 'art-jam' philosophy encouraging non-artists to develop their painting skills in a relaxed and fun environment.

TREND TALK

1. Affordable Art Syndrome (AAS)
2. Decorative Art verses Masterpieces
3. Revolutionary reproduction methods



Ron Pompei

Area: Architecture & Design

Occupation: CEO/Creative Director, Pompei A.D.

Location: New York, US

Contact: Rpompei@pompeiad.com

As CEO/Creative Director and co-founder in 1990 of the creative services firm Pompei A.D., Ron Pompei has done groundbreaking work in architecture and design.

His multidisciplinary training as an artist, sculptor and architect is the lifeblood of the firm's holistic design approach, integrating many forms of expression.

Best known for the design of Urban Outfitters and Anthropologie, the firm's work includes projects for brands such as Discovery Channel, Levi's, MTV, Sony, UCLA, Volvo, Lantana - a Bermuda spa & resort, the Rubin Museum of Tibetan Art, and The California Academy of Sciences.

Ron has been called one of the most creative and influential contemporary designers.

TREND TALK

1. The convergence of commerce, culture and community
2. Authenticity and intimacy
3. Taking responsibility as 'new citizens'

Lars Christian Smith



Area: Anthropology

Occupation: Director of Executive Education at the University in Monaco (UIM)

Location: Monaco

Contact: lsmith@monaco.edu

Lars Christian Smith was born in Copenhagen, Denmark

He holds two degrees from Harvard University and is currently professor and director of executive education at the university in Monaco where he teaches courses in Innovation and in Evolutionary Psychology.

He was trained as an anthropologist and has carried out studies of the Maya Indians in Southern Mexico and the Hadza hunter-gatherers in East Africa. He currently studies human behavioral ecology and economics in Europe.

Lars Christian Smith has started a number of entrepreneurial ventures, served on the board of directors of start-ups, and currently advises the management of entrepreneurial companies.

TREND TALK

1. From Victorian to nuclear to experimental family
2. Individualization, commercialization of private lives, and the rising tide of unhappiness
3. Little Europe



Stanton Stalnaker

Area: Global Marketing

Occupation: Author, Hub Culture; Magazine Publishing

Location: London, UK

Contact: stan.stalnaker@hubculture.com or stan_stalnaker@timeinc.com

Stan Stalnaker is the Marketing Director, FORTUNE Group, for Europe, Middle East and Africa, covering FORTUNE and Business 2.0 magazines. A division of Time Warner, his responsibilities include joint client development projects, strategic branding and multimedia exposure platforms for a variety of global blue-chip clients. Clients include: BMW, DaimlerChrysler, Giorgio Armani, HP, HSBC, Lexus, Remy Martin, Taschen, Tiffany & Co., UBS, Vertu, Wally Yachts

Stan is also the author of Hub Culture: The Next Wave of Urban Consumers; a branding and marketing book that was published worldwide in late 2002. The book explores the fast multiplying networks between urban consumers and examines their particular traits and buying habits, with strategies to reach this elusive, valuable consumer target.

Stan's other activities include monthly trend columns for Internationalist Magazine in New York and GQ Australia, as well as a blog at www.hubculture.com. He is active in charities, serving on fundraising boards for Make A Wish Foundation International and London's prestigious Serpentine Gallery.



Petra Staudenmaier

Area: Chocolate

Occupation: Head of International Marketing

Location: Kilchberg (Zürich), CH

Contact: pstaudenmaier@lindt.com

Petra Staudenmaier is holding a degree from CESEM (ESC Reims) in European Business Administration. Her previous experiences include the position as Marketing Director at Lindt France and also various marketing and sales functions in Unilever's food business in Switzerland and Germany both in the retail and foodservice sector. Her extensive brand experience include Rama, Lätta, becel, Sais, Boursin and Bi-Fi.

Today, Petra Staudenmaier is responsible for developing, leading and implementing brand and communication strategies within the Lindt & Sprüngli Group. Her main responsibility includes coaching and supporting the marketing teams in the process of strategic development and advertising/communication development, ensuring coherence of Lindt brand image all over the world. Petra is also responsible for organizing the internal information exchange/flow, events and marketing related training.

The Lindt & Sprüngli group of companies is aiming at the world-wide leadership position in the premium quality chocolate segment with Lindt chocolate specialities like Lindor, Excellence, pralines, tablets and seasonal specialities.

TREND TALK

1. Security
2. Simplicity
3. Pleasure



Danielle Swartebroeckx

Area: Haircare

Occupation: Director of Education, Joico/ ZOTOS Laboratories Europe

Location: Netherlands

Contact: d.swartebroeckx@joicoeurope.com

Danielle began her career in the professional hair care industry 15 years ago. After 6 years for Wella in Belgium, she moved on as training manager for Estee Lauder Benelux and learned about branding, public relations and retailing. Then a young American hair care company “Joico” approached her to help them expand and grow their business as their Education Manager.

In 2002, Joico was sold to ZOTOS, a subsidiary of Shiseido Professional and now belongs to one of the largest cosmetic company’s in the world. Danielle was granted the position of Director of Education which means, that next to Joico, she is also responsible for the expansion and implementation of the ZOTOS Brands in the European, African and Middle- East markets from an educational point of view.

Her job requires a lot of creativity, inspiration, flexibility and continuous self development. She needs to know what is going on in the market and to be able to predict and react fast to trends and changes in consumer behaviour. But, as she says: “This makes my job tremendously challenging and exciting!”

TREND TALK

1. From Runway to Reality
2. "VeroChrome" & customized color formulations
3. Salon atmospheres and branding



Roger Tredre

Area: Fashion

Occupation: Editor in Chief, Worth Global Style Network (WGSN)

Location: London, UK

Contact: roger.tredre@wgsn.com

Roger Tredre is a leading British writer and commentator on fashion. He has written extensively for newspapers and magazines on fashion, the arts and design in a career spanning 15 years. He was formerly Editor of Viewpoint, the Holland-based trends magazine, and Arts Correspondent of The Observer newspaper.

Tredre is currently Editor in Chief of Worth Global Style Network (wgsn.com), the international fashion industry online trends and news service. WGSN was founded in 1998 and has built a worldwide reputation for its trends information and research. The company is headquartered in London, with offices in New York, Hong Kong, and Melbourne.

Tredre is also Associate Lecturer in Fashion Journalism at Central Saint Martins College of Art & Design. He is an Honorary Professor of FID (Beijing) Hong Kong International Garment Designing Institute. Consultancy work includes: Hugo Boss AG, Oliver Sweeney Ltd.

TREND TALK

1. FAST RESPONSE
2. ANTI-GLOBAL, AUTHENTIC
3. HISPANIC POWER

...



Annette Tristan

Area: Design & Branding Education

Occupation: Head of Institute of Industrial Design

Location: Herning, Denmark

Contact: ant@teko.dk

Annette Tristan is educated as designer from Danmarks Designskole. After the completion of the education she has had her own design studio, "Tristan and Hoff" and has been working as Design Manager for both foreign and Danish fashion companies.

From 1983 to 2000 she was Design Manager for the department store Magasin du Nord. She was responsible for the strategy and the concept development of the live style area as well as for designing private labels. Magasin du Nord is the largest department store of Scandinavia and has its main domicile in Copenhagen.

In 2000 she was employed at TEKO, the Danish Academy of Education, Fashion and Management. At TEKO she is Head of Institute of Industrial Design. As such she is responsible for both the Design Technologist-education regarding the degree: Design and Pattern Making as well as the Industrial Design-education which covers specialization in Product Design, Pattern Construction, Brand Management and Product Management. The last four degree are at bachelor-level.

TREND TALK

1. Humanized design
2. Studies based on value chain
3. Fashion Sociology

Style-Vision team/associates



Kai Ortmann (IAK)

Area: Management Training

Occupation: Partner, IAK

Location: Köln, Germany

Contact: kai.ortmann@iak.de

After his Studies in Business Administration, Kai Ortmann worked for 10 years as Marketingmanager at Procter & Gamble and Colgate Palmolive. Part of his time at Colgate he spent at the Category-Innovation-Center in Rome, Italy.

Today he is working as a Management Trainer at IAK (Institute of Applied Creativity). As Partner of IAK he is conducting Management Training and interactive Presentations.

Focus of his work is the message not the messenger. He inspires to think over things that are self-explanatory. Impulses shall lead to individual insights and understandings. His aim is to stimulate conscious acting.



Stefan Skirl (IAK)

Area: Management Training & Innovation

Occupation: Co-Founder/Partner, Institute for Applied Creativity (IAC / IAK)

Location: Germany

Contact: Stefan.Skirl@iak.de

Stefan's area of professional interests is breathtaking: Teamtraining, Organization and Management of Meetings (20 - 500 participants), preparation and facilitation of creative-workshops, Organizational Development, Coaching, Innovations-management and Leadershipstyle-analysis.

His client references include: MAN AG, Daimler Chrysler AG, DASA, Debis, Bertelsmann, Bayer AG, Deutsche Verkehrsbank, Karstadt, Deutsche Telekom, Henkel, Thompson Siegel, Dun & Bradstreet, Illbruck, Opel, BMW AG, BMW Bank, F. Grohe, Gesellschaft für Mathematik und Datenverarbeitung (GMD), Grunder & Jahr, E-plus, Deutsche Gesellschaft für Luft-und Raumfahrt (DLR), Ramisch Kleinewefers, Bund deutscher Laborärzte (BDL), Schering AG, Hailo Werk, Vorwerk, Verlagsgruppe Milchstrasse, RAG Saarberg AG, Schwarzkopf, Gothaer etc.

Privately Stefan enjoys: cocking with friends, reading - very different catagoies (Management, Harry Potter, Philosophy, Asterix, Histoty and Thrillers), loves Pris and adores coming to Provence...



Inga Clausen

Area: Research and Consultancy, Journalism

Occupation: Affiliate to Style-Vision

Location: London, UK

Contact: inga.clausen@tiscali.co.uk

Following degrees in design and journalism, Inga has researched consumer trends and behaviour for the past seven years. She's a regular contributor and commentator on trends for various magazines, including Financial Times, Sportswear International, Glamour, FHM, etc. She has also collaborated with various strategic marketing consultancies, who all share an alternative-methodology, creative approach to consumer research. These have included Trend Bureau, Hamburg; Iconoculture, USA; New Solutions, London.

For two years, Inga headed the UK office of Sputnik Inc, a cultural intelligence firm that produces Mindtrends, a cultural video-report that interconnects and interprets the ideas of leading thinkers within the arts, sciences and technology, and specializes in transforming these insights into business opportunities for Fortune 500 companies.

Prior to this, she held the positions of Youth Editor with TextilWirtschaft, Germany's leading trade publication for the fashion, sport and retail industries; Associate Editor at Sportswear International, NY; and Youth Trends Reporter at WGSN, London, the online trends and news service providing insights for the global style industries.



from left: Genevieve Flaven, Bruno Flaven, Agnes Kubiak, Aline Contencin & Kristine Oustrup

Style-Vision team

Style-Vision is dedicated to creative scenarios of the future consumer. We anticipate consumer needs before they arise so that our clients can prepare products, services and communication to meet those needs.

Global leaders in Cosmetics, Foods, Fashion, Fragrance, Furniture, Textiles, Automotives, Travel, Hospitality, Banking and Electronics are currently using Style-Vision to improve their anticipation of changing consumer behavior and to sparkle innovation into the creative process.

With an excellence founded on comprehensive research, innovative tools, personalized services, and proprietary in-house creations, Style-Vision sets itself apart in the field of Qualitative Consumer Insight.

AGNES KUBIAK, Partner and Artistic Director, agnes.kubiak@style-vision.com

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