

SAMPLE

MORE INFO:

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2013 TREND REPORT SAMPLE

Nov 1, 2013 - Brought to you by Trend Hunter, the world's largest, most popular trend network. From CEOs to entrepreneurs, those looking for new ideas routinely source our trend reports.

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THANK YOU

Thanks for supporting our mission to fight
'gut instinct'

Thank you for checking out the **TREND HUNTER Trend Report Sample**. You are joining leading brands who use our "unrivaled trend report platform" to Find Better Ideas, Faster™, deeply understand consumer trends, identify opportunities and make decisions with more confidence.

Subscribing gives you access to the world's largest, most updated trend research. Instead of relying on the 'gut instinct' of a few trend spotters, you can now leverage the collective insight of 110,000+ Trend Hunters and the patterns that emerge from 1,100,000,000 views of data.

Now more than ever, economic uncertainty is giving birth to new consumer needs and opportunity. With our quantified consumer insight, you will shape your ideas, track evolving consumer needs and steal market share from less-informed competitors.

Feel free to contact me with any of your suggestions!



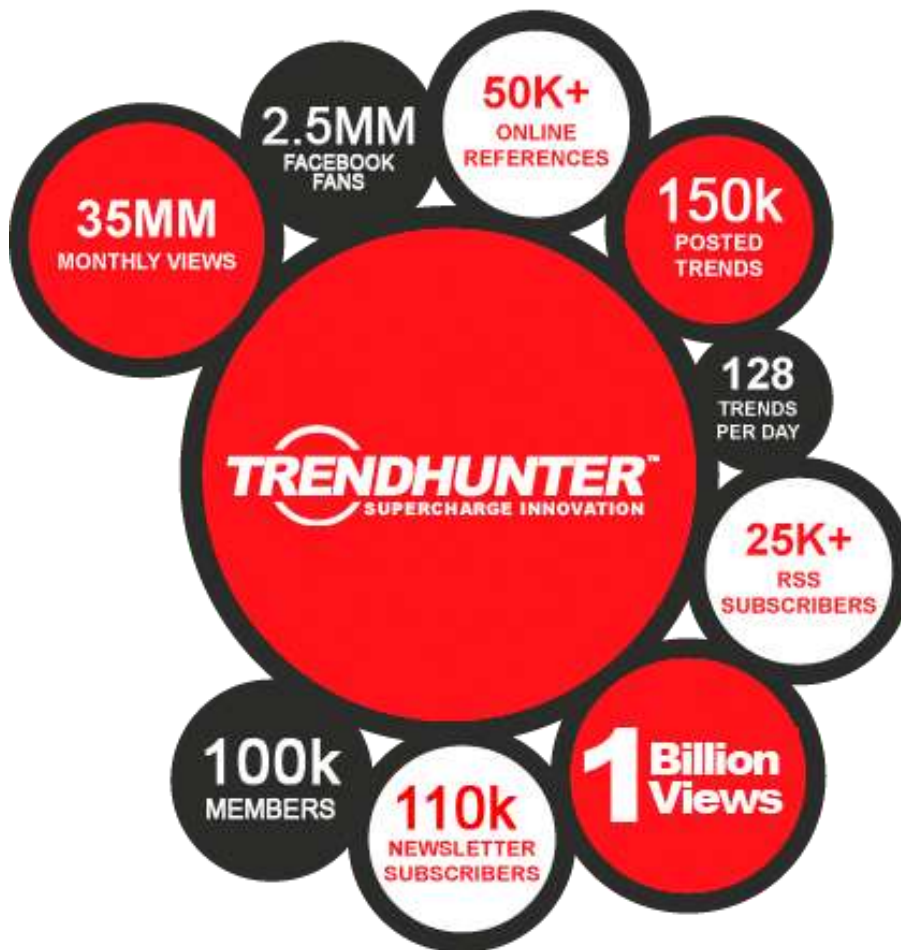
Jeremy Gutsche, MBA, CFA
Chief Trend Hunter
jeremy@trendhunter.com



SAMPLE CLIENTS



For context, Trend Hunter is the #1 largest, most popular collection of **cutting edge ideas**



Media



Clients



Trend Hunter is on a mission to
help people:

FIND
BETTER
IDEAS
FASTERTM

With our Enterprise Platform, brands can recreate the **full power** of Trend Hunter



**Innovation
Toolkit**



Hourly Updates



Advisors



Custom Reports



Alerts



Webinars



Workshops

Our platform is designed to help your team at **multiple levels**

1,500 PRO Trends



Custom Reports



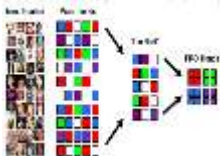
Senior / Mid-Level

1. Understand high-level trends & implications
2. Identify opportunities from other markets
3. Track consumer mindset

150,000 Ideas



Scoring & Data



Junior / Mid-Level

1. Find Better Ideas Faster™
2. Track competitor innovation
3. Identify emerging opportunities

As you've no doubt observed, brands are experiencing history's highest rate **change**

Social media

Chaos

Personalization

Compliance

Outsourcing

**Faster
competitors**

China

Uncertainty

Technology

Boomers

Lower barriers

Sustainability

Diversification

Eco

Lower attention

Eurozone

**Global
competition**

Millennials

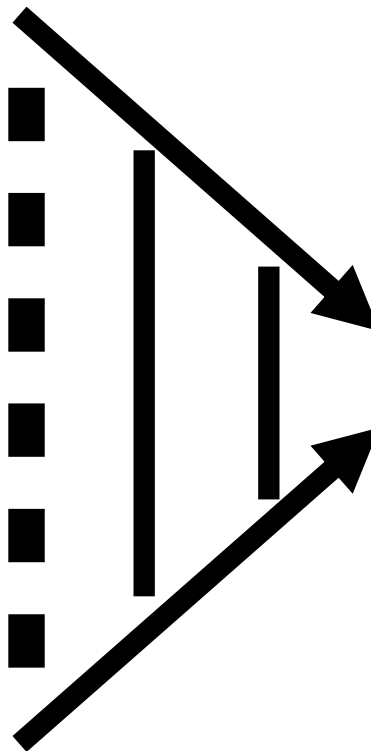
Change forces managers, CEOs, product designers and marketers to spot new opportunities and **adapt**



CUSTOMERS

COMPETITORS

STRATEGY





In all industries, there are already **so many brands**, products and competitors to follow...



... and each market breaks down into so many categories that trend spotting becomes **inefficient**



- Chocolate
- Brownies
- Ice Cream
- Candy
- Chocolate Bars
- Dessert
- Gummies
- Gum
- Snacks
- Baking Goods
- Gifts
- Seasonals (Halloween / Easter)

This Week:
Chocolate
Ideas for 7-12
Year Old Girls



For example, there has never been a practical way to find **chocolate ideas for 7-12 year old girls**

Google

shows what ranks well & what is current



Industry Portals

cover news

Generic
Industry
Portal

Twitter

is too messy and only shows what happened



Guru Sites

show generic industry reports

Generic
Guru
Trends

Agencies

are expensive

Ad Agency

Futurists

are high level



Plus, people are busy, so they skip steps or rely on imperfect gurus, plagued by **gut instinct**



CUSTOMERS



COMPETITORS

STRATEGY

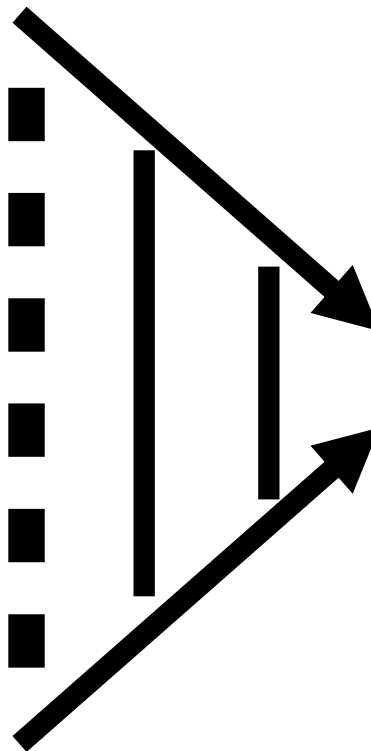
Trend Hunter empowers your team to **Find Better Ideas, Faster™**



CUSTOMERS

COMPETITORS

STRATEGY



We expand your team with our
global network of 110,000 people
who scour the world for new ideas



ALL Fashion Tech Pop Culture Art & Design Social Media Ads Business Eco Social Good Life Luxury

#1 IN TRENDS - the MOST updated,
LARGEST collection of CUTTING EDGE ideas



Our editors have published
160,000 articles, 900,000 pictures
and 23,000 videos (#1 in the world)



ALL Fashion Tech Pop Culture Art & Design Social Media Ads Business Eco Social Good Life Luxury

#1 IN TRENDS - the MOST updated,
LARGEST collection of CUTTING EDGE ideas



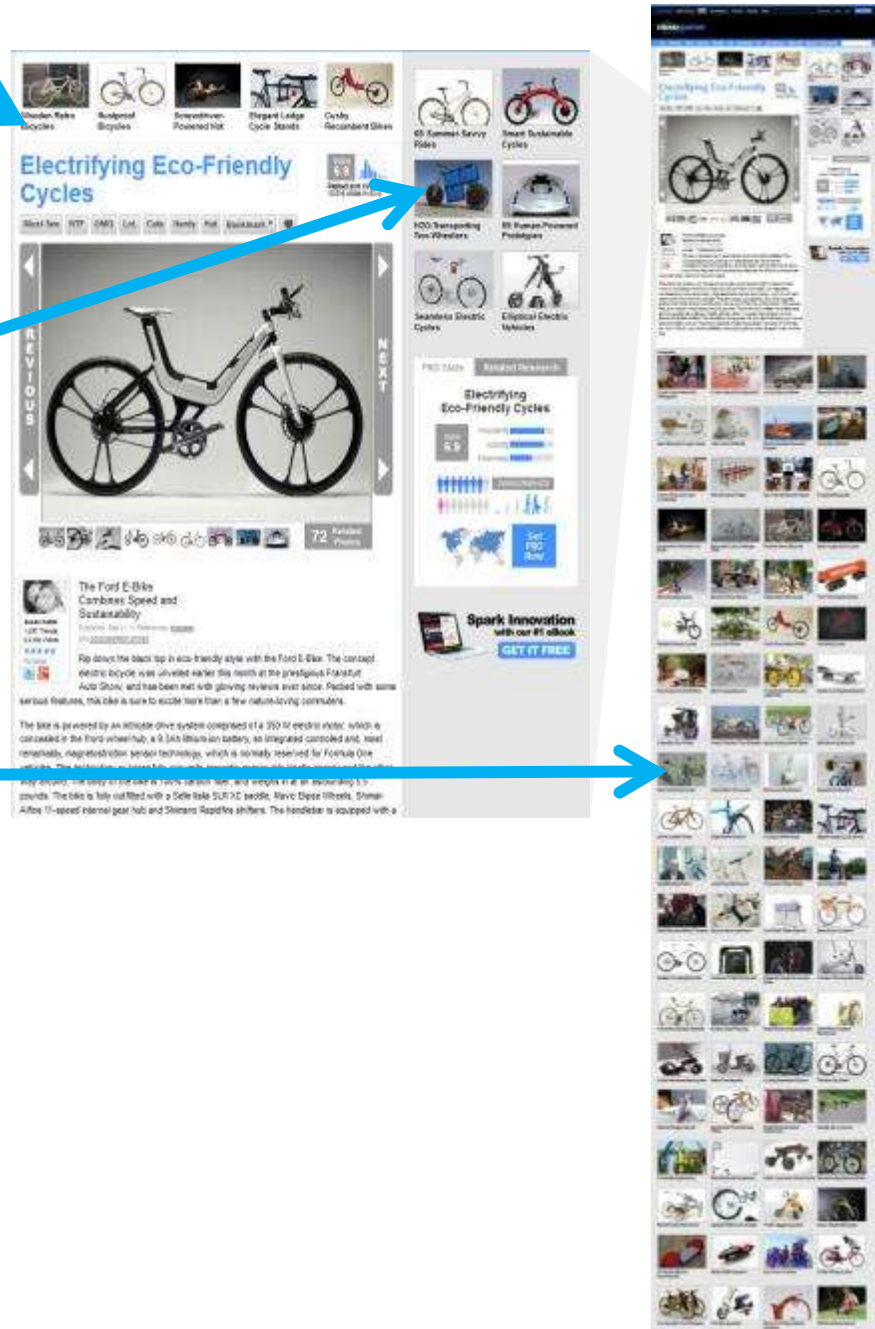
Each article is an idea with an **idea-focused** title, pictures, information and up to 100 related ideas

1) Idea-Focused Titles

2) Related Content Mapped by Editors (not just robots)

3) 100+ Highly-Related Ideas

4) Personalization & Scoring Increases Predictive Power



The content is extremely cutting edge,
drawing an audience of **early adopters**,
media & brands

30,000,000 Monthly Views
from Early Adopters

Media Lure



TRENDHUNTER
MAGAZINE

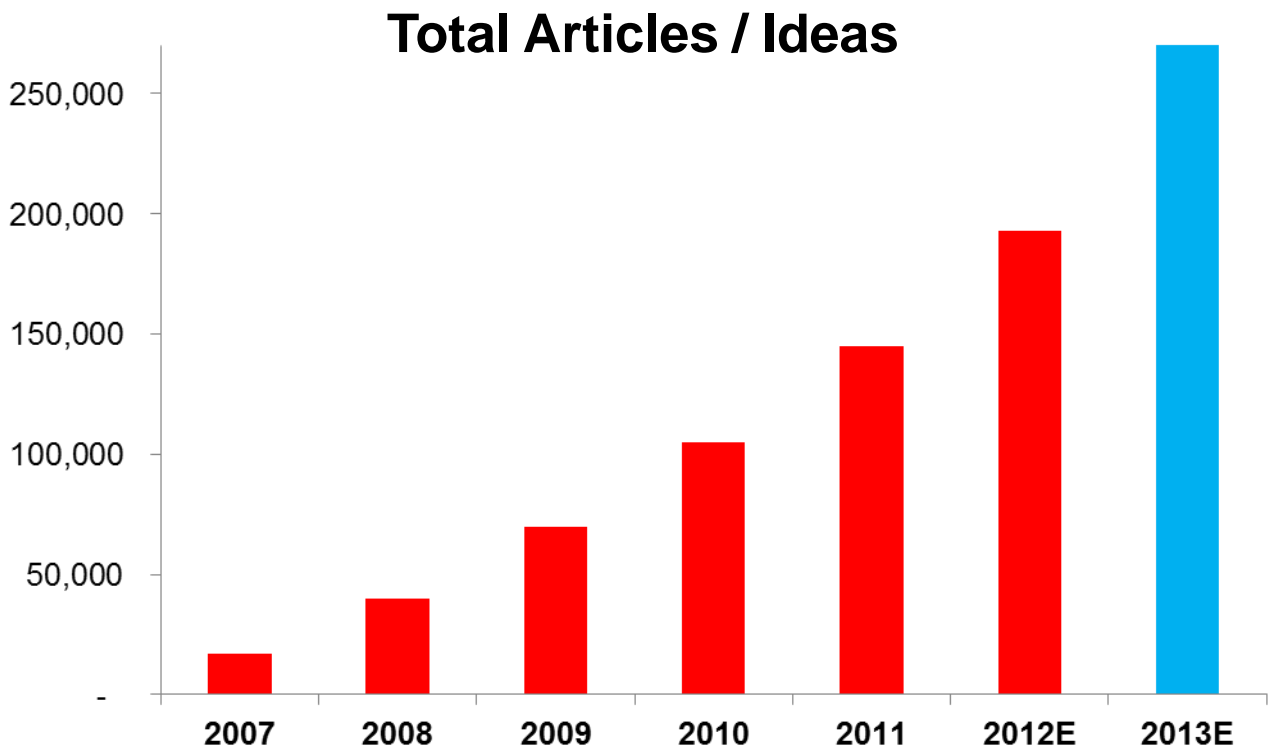
**CUTTING
EDGE
IDEAS**

Corporate Lure

SAMPLE CLIENTS



We discover and publish thousands of new ideas each month, so that your team doesn't have to



4,000
Articles / month

28,000
photos / month

480k
words / month

With our **massive audience**, we are able to quantify and score ideas



ALL Fashion Tech Pop Culture Art & Design Social Media Ads Business Eco Social Good Life Luxury

#1 IN TRENDS - the MOST updated,
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Our proprietary **algorithms** score consumer interest & demographics



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Score:

6.9

This Month and Warm

Top 5 Examples:
17,094 Total Clicks

Date Range:
Jan 11 - Jul 11

Popularity



Activity



Freshness



DEMOGRAPHICS



We use **Crowdsourced Insight™** to filter through the noise to identify high-level patterns of opportunity



ALL Fashion Tech Pop Culture Art & Design Social Media Ads Business Eco Social Good Life Luxury

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The patterns, which we call
PRO Trends™, are published in
our popular Trend Reports

Crowdsourced + Crowd Filtered
(less biased & more inspiring)



In addition to the PRO Trends™, our Enterprise Platform re-creates the full power of Trend Hunter

1,500 PRO Trends



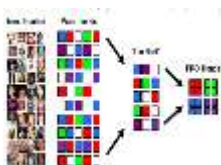
Custom Reports



150,000 Ideas



Scoring & Data



\$9k
/ year



Find Better Ideas Faster™

Our Enterprise Clients love our platform, relying on it to **Find Better Ideas, Faster™**



"We love the new trends platform. We believe it's awesome."

Kellogg's



"I could see 60 marketers playing [on this] 2 days a week."



"I use Trend Hunter all the time. I really appreciate everything you do. I love the PRO Trends and it makes our jobs a lot easier"



**SO
WHAT
DOES IT
LOOK
LIKE?**

Your team can track **hundreds** of your own topics and categories

YOUR BRAND HERE

CLICK HERE

TRENDHUNTERTM DASHBOARD

Popular Topics

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All Topics

Customization (23)

Marketing (78)

Luxury (1)

Chocolate (1)

Photography

Art & Design (451)

Hip Fashion (88)

Office (15)

Fashion

Laptops (2)

Speakers (7)

cereal

Nestle (5)

Cadbury (1)

Cupcakes

Computers (23)

Boomers (4)

Food (139)

Drinking

Learning

Feeds

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My Topics > cereal > Ideas

Ideas

Links

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Morbid Cereal Characters
 Artist Guillermo Fajardo Brings Classic Cereal Characters to Life

Breakfast Cereal Cocktails
 The 'Doo-Dah' Magically Delicious Martini is Infused with Lucky Charms

Caffeine-Conserving Containers
 The Vacuum Coffee Saver Does Not Allow for Stale Caffeine

Social Media Tutorials
 Casey Neistat's 'How Not to Suck at Instagram' Video is Intrusive

Illuminated General Stores
 The All Night Convenience Art Installation is a Glowing Phenomenon

Breakfast-Inspired Light Fixtures
 The Cereal Bowl Lamp is a Funky Alternative for Home Decor

Segregated Cereal Bowls
 The Kippy Krunch No Sog Enables Liquid Dipping But Keeps Snacks Crunchy

Cereal-Infused Sundaes
 This Lucky Charms Ice Cream Recipe is a Kid-Friendly Treat

Multi-Hued Cereal Snacks
 The Drawings of a Lunatic Trix Krispies are Vividly Cool

Mutated Mascot Drawings
 Spencer Mann Imagines Mickey Mouse & Others in Psychedelic Manner

35 Heaping Hybrid Desserts
 From Disguised Cereal Cakes to Precious Pastry Mash-Ups

Baby Gym Rat Videos
 The Oldest Commercial Launches with Babies Hitting the Weights

Breakfast-Shaped Novels
 The Great American Cereal Book is Shaped Like a Box

Slogan-Sporting Silverware
 Baby Puppy Designs Cutlery Features Cute and Clever Sayings

Smokable Morning Cuppas
 The Zang Products 'PiPEMUG' Will Be The Most Handy Home Product

Cereal Pizza
 A Pizza with Cereal Toppings

Cereal Vase
 A Vase Made of Cereal

Cereal Cupcakes
 Cupcakes with Cereal Toppings

Cereal Pancakes
 Pancakes with Cereal Toppings

Cereal Website
 A Website About Cereal

You can browse **ideas, lists, videos,
articles, PRO Trends™ or downloadable
trend reports**

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Video

PRQ

Article

Report

How to

The Deal

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Morbid Cereal Characters

Artist Guillermo Fajardo Brings Classic Cereal Characters to Life

Breakfast Cereal Cocktails

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Smokable Morning Cuppas

The Zang Products 'PIPEMUG' Will Be The Most Handy Home Product

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You can also filter ideas by a specific region, **demographics** or gender

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My Topics > cereal > Ideas

Icons for filtering: Ideas, Links, Videos, PRO, Articles, Reports, and a red circle around icons for Show all, The Deal, Demographics (people icons), Gender (male/female icons), and Region (globe icon).

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All Topics
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Morbid Cereal Characters
Artist Guillermo Fajardo Brings Classic Cereal Characters to Life
1.8k upvotes

Breakfast Cereal Cocktails
The 'Doo-Dah' Magically Delicious Martini is Infused with Lucky Charms
1.2k upvotes

Caffeine-Conserving Containers
The Vacuum Coffee Saver Does Not Allow for Stale Caffeine
1.1k upvotes

Social Media Tutorials
Casey Neistat's 'How Not to Suck at Instagram' Video is Intrusive
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1.1k upvotes

Smokable Morning Cuppas
The Zang Products 'PiPEMUG' Will Be The Most Handy Home Product
1.1k upvotes

Ketchup Pizza
1.1k upvotes

Cereal Art
1.1k upvotes

Cupcakes
1.1k upvotes

Pancakes
1.1k upvotes

Website Mockup
1.1k upvotes

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Morbid Cereal Characters
Artist Guillermo Fajardo Brings Classic Cereal Characters to Life
Breakfast wouldn't be the same without the realistic touch of Guillermo Fajardo. Revamped with an eerily creepy twist, these breakfast cereals are never going to be the same again.

The graphic artist always wanted to bring the breakfast mascots to life. In this reimagined series titled Breakfast Time, characters like Captain Crunch, Tony the Tiger, Count Chocula and the Trix Rabbit have been transformed into lifelike monsters. Fajardo explains that these reinventions were inspired by his "new sarcastic and adult vision," which results in a mashup of morbid cynicism. The famous Count sadistically mixes his cocoa goodness with succulent blood while Tony looks like he's been on steroids. The talented artist depicts nostalgic child favorites with a semi-demonic touch, turning the innocent characters into seemingly delectable monstrous eats. [\(Full Article\)](#)

Breakfast Cereal Cocktails
The 'Doo-Dah' Magically Delicious Martini is Infused with Lucky Charms
Conjure up memories of your childhood breakfast meals with the 'Doo-Dah' Magically Delicious Martini. Infusing the flavors of Lucky Charms, a popular kid-oriented breakfast food, this cocktail gives drinkers a nostalgic reminder of their favorite morning meal.


Despite the fact that this cocktail gains inspiration from a childhood favorite, it is not intended for children or anyone under the legal drinking age. With a few ingredients -- vodka, light cream, creme de menthe and white creme de cacao -- the Doo-Dah Magically Delicious Martini can be created and enjoyed. For those who are looking to complete this cocktail, rimming the martini glass with a variety of the Lucky Charms marshmallows will do just the trick.

This cereal-inspired cocktail will surely remind drinkers of the good days of sugar-saturated and marshmallow-packed breakfasts. [\(Full Article\)](#)

Related Ideas (+)

Caffeine-Conserving Containers
The Vacuum Coffee Saver Does Not Allow for Stale Caffeine
There are many tricks and urban myths on how to preserve the freshness of your coffee beans and grinds, but none as high tech as the Vacuum Coffee Saver.

Without the use of aluminum foil, plastic wrap or the freezer, the Vacuum



... or browse **hundreds** of ideas at once

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Icons: Ideas, Links, Videos, PRO, Articles, Reports, Show all, The Deal, People, World

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MAGAZINE

In **ZERO seconds**, you can instantly open an article, and see the related ideas (no load time)

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ONLY HIDE AND

My Topics > cereal > Ideas

Popular Topics

My Topics

Breakfast Cereal Cocktails



Breakfast Cereal Cocktails

The 'Doo-Dah' Magically Delicious Martini is Infused with Lucky Charms

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This cereal-inspired cocktail will surely remind drinkers of the good days of sugar-saturated and marshmallow-packed breakfasts.

[\[Full Article\]](#)

Related Ideas

Pumpkin-Flavored Martinis, Creepy Candy Cocktails, Seasonally Spiced Cocktails, Movie Snack Liqueurs, Sweet Sticky Spirits, Baked Sweet Liqueurs, Topsy Titled Shooters, Decadent Dessert Cocktails

Show More Related

Designer Breakfast Foods, Spine-Tingling Trading Cards, Sugary Sweet Manipulated Mascots, Historical Beer Breakdowns, Cupcake-Trumping Cereal, Creamy Cereal Creations, Luscious LEGO Scenes, Pyramid Chip Branding, Summertime Breakfast Containers, Adorable TV Personalities, Stitched Breakfast Meals, Parody Breakfast Decks, Frozen Fruity Cereal Treats, Product-Grabbing Barcodes, Frozen Cereal Treats, 8-Bit Pop Parodies, Frosted Victorian Figures, Cereal Frozen Treats, Cryptic Childhood Cakes, Boxy Confectionary Truffles, Fast Food Mob Bosses, Movie Monster Mashers, Bland Cookbooks, 30 Creative Breakfast Cereals, Life-Sized Cereal Toys, Delectable Breakfast Branding, Fair Trade Drink Goods, Tongue-Twisting Egghead Explanations, Six Movie Breakfast Boxes, 30-Ft Breakfasts

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Every idea features related articles, which you can pop open in **one click**

The screenshot displays the TrendHunter website interface. At the top, there's a navigation bar with 'YOUR BRAND HERE' and 'TRENDHUNTER'. Below this, the 'My Topics > cereal > Ideas' section is active. A sidebar on the left lists various topics like 'All Topics', 'Customization (23)', 'Marketing (78)', etc. The main content area features an article titled 'Breakfast Cereal Cocktails' with a sub-headline 'The "Doo-Dah" Magically Delicious Martini is Infused with Lucky Charms'. The article includes a score of 5, popularity metrics, and a description of the cocktail. A red circle highlights a row of 'Related Ideas' below the article, including 'Pumpkin-Flavored Martinis', 'Creepy Candy Cocktails', 'Seasonally Spiced Cocktails', 'Movie Snack Liqueurs', 'Sweet Sticky Spirits', 'Baked Sweet Liqueurs', 'Tipsy Titled Shooters', and 'Decadent Dessert Cocktails'. The bottom of the page shows a grid of various other trend ideas like 'Designer Breakfast Foods', 'Spice-Infused Trading Cards', etc.

You can easily: favorite, share, print, download images or **bookmark** an idea to your own list

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DISCOVER IDEAS

My Topics > cereal > Ideas

Popular Topics

My Topics

Breakfast Cereal Cocktails



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Breakfast Cereal Cocktails

The 'Doo-Dah' Magically Delicious Martini is Infused with Lucky Charms

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This cereal-inspired cocktail will surely remind drinkers of the good days of sugar-saturated and marshmallow-packed breakfasts. [\[Full Article\]](#)

Related Ideas

Pumpkin-Flavored Martinis

Creepy Candy Cocktails

Seasonally Spiced Cocktails

Movie Snack Liqueurs

Sweet Sticky Spirits

Baked Sweet Liqueurs

Tipsy Titled Shooters

Decadent Dessert Cocktails

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Sugary Sweet Manipulated Mascots

Historical Beer Breakdowns

Cupcake-Themed Cereal

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Summertime Breakfast Containers

Adorable TV Personalities

Stitched Breakfast Meals

Peculiar Breakfast Decks

Frozen Fruity Cereal Treats

Product-Branding Barcodes

Frozen Cereal Treats

S-Bit Pop Parodies

Frosted Victorian Figures

Cereal Frozen Treats

Cryptic Childhood Cakes

Boozy Confectionery Truffles

Past Food Mob Bosses

Movie Monster Mashers

Blatant Cookbooks

30 Creative Breakfast Cereals

Life-Sized Cereal Toys

Delectable Breakfast Branding

Fair Trade Drink Goods

Tongue-Twisting Egghead Explanations

80s Movie Breakfast Boxes

So-Fi Breakfasts

There are **10,000+** curated lists, like this one on, “100 Brilliant Breakfast Innovations”

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All Topics

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Custom Orders

Whimsical Portraits

Designer's Foods

Stitched B Meals

Past Food Stories

100 Brilliant Breakfast Innovations

Score: 8.6

Popularity: 30 / 40

Activity: 100%

Forecast: 100%

Demographics

Age

Gender

Location

These don't get you to love breakfast, then nothing ever will.

[Full Article]

Related Ideas

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Smirking Morning Meals

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Pre-Tell Trend Report

Taunee Hanson-Moore, Founder of the TOUCH Initiative (INTERVIEW)

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17 Marvellous Marshmallow Innovations

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In times of chaos, the deck gets reshuffled and the rules of the game are changed. People still buy things, but what they buy changes, creating tremendous opportunity for companies who can identify emerging trends and adapt to opportunity.

By studying companies that win during periods of change, we've learned there are five particular areas to focus innovation: Strategy in Chaos, Creating a Culture of Revolution, Trend Hunting, Adaptive Innovation, and Infectious Messaging. Our book, video lessons, keynotes.org portal and article dashboard all line up to this framework.


You can dive deeper by reading our award-winning eBook online, watching our 30-minute keynote video, or simply reading this page for a high level overview:

eBook


PPT Presentation


Flashcard

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 **Intro - Strategy in Chaos**

Micro-trends and viral innovations surround us. But if you layer on our customers, competitors and corporate strategies, it becomes difficult to focus. Inspiration has become distracting. So how do we make sense of all the noise? This section introduces the concept that chaos creates massive opportunity and explains how to harness that opportunity.

 **Culture of Revolution**



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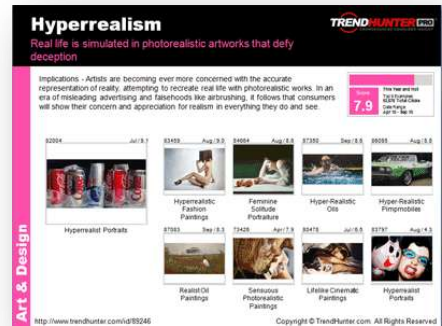
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"The perfect kick-off"- **HD Magazine**

We'll also send along free digital copies of our award-winning innovation book to teach your team how to make the most of trends and innovation

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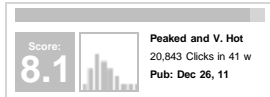
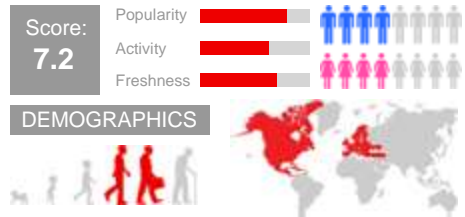
TOP 20 SAMPLE

2013 Trend Report

Modular Retail

Fold-away stores allow retailers an easy way to move locations

Implications - Over the past couple of years, pop-up stores have been allowing retailers to quickly test their products with convenience and efficiency in many different areas. Now, store designers are recognizing the importance of modular design when it comes to temporary -- and in some cases, permanent -- retail. Creating a modular physical store allows for it to be deconstructed and reconstructed quickly, which saves time when it comes to moving locations, and it also allows retailers to reuse materials, thereby saving costs.

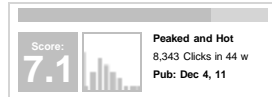


<http://www.trendhunter.com/id/136595>

Modular Cubed Pop-Ups

Illy Temporary Shop by Caterina Tiazzoldi Can Be Adapted to Different Areas
This Illy temporary shop in Milan, Italy, features an innovative reconfigurable design that allows it to be adapted to different areas and dimensional constraints.

Designed by Caterina Tiazzoldi and...



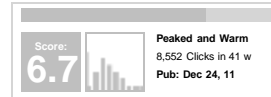
<http://www.trendhunter.com/id/134321>

Luxury Paper Pop-Ups

Hermes + Shigeru Ban Pavilion is an Eco-Friendly Design

A joint project between the French fashion house Hermes and ecological architect Shigeru Ban, the Hermes + Shigeru Ban Pavilion is a special exhibit part of Tokyo's Design Tide Exhibition.

The project...

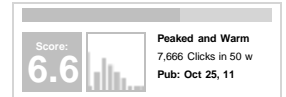


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Elegant Victorian Dessert Shops

Carbon Designs Bea's of Bloomsbury Cupcake Kiosk

Thanks to the design firm Carbon, the Bea's of Bloomsbury cupcake kiosk in Abu Dhabi features a stunning design. This particular Bea's of Bloomsbury cupcake shop is the London-based cafe's first international...

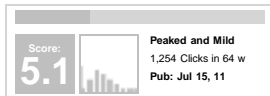


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Vibrant Pop-Up Cafes

The ING Express Mobile Coffee Bar is an Eye-Catching Modular Establishment

Adding to the increasing number of pop-up establishments around the world is the ING Express mobile coffee bar in Amsterdam. Created by Storeage, a retail design agency in Amsterdam, the ING Express mobile...



<http://www.trendhunter.com/id/119231>

Fold-Away Fashion Stores

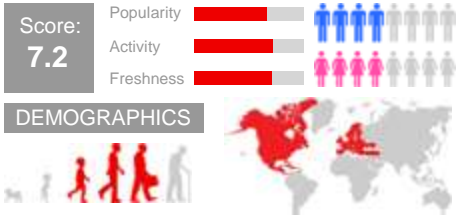
The 24 Issey Miyake Store Can Easily be Stored Anywhere

Hisaaki Hirawata and Tomohiro Watab of the Japanese design group Moment Design have created a unique clothing store for label 24 Issey Miyake. Located in Sapporo, Japan. Modularity and functionality were...

Dystopia Fascination

Attracted to the faux reality of a repressive futuristic world

Implications - Modern consumers are intrigued by the idea of a future dystopian world, as evidenced by the popularity of the recently released film The Hunger Games, as well as the prevalence of imagery, products and other innovations that suggest a repressive and controlled society operating under the guise of a utopian world. These innovations not only appeal to our fascination and wonder but also serve as reminders that the pursuit of utopia may not always be in our best interests.



<http://www.trendhunter.com/id/130714>

Monochromatic Dystopia Paintings

Michael Peck Transports Viewers to Foreboding Worlds

Michael Peck's paintings come across as tangible memories. The familiarity of the environments, the romanticism of the feelings felt in the moments and that longing one feels to revisit these passages...



<http://www.trendhunter.com/id/146496>

Dystopia Cartoon Mashups

The Hunger Games Characters as Simpsons Stars are Hilarious

The Hunger Games Characters as Simpsons Stars is a mash-up series made by Next Movie and Old Red Jalopy. With the upcoming release of the Hunger Games movie, everyone is loving dystopian connotations....



<http://www.trendhunter.com/id/140454>

Film-Inspired Photoblogs

Capitol Couture is a Tumblr Based on Fashion from The Hunger Games

The marketing people behind the film The Hunger Games have launched a Tumblr called Capitol Couture, giving fashionable fans of the film a place where they can get their fill of the movie's haute couture....



<http://www.trendhunter.com/id/123959>

Futuristic Dystopian Art

Alexandra Damacsek Uses Morbid Photo Manipulation to Create a Dark World

The work of Alexandra Damacsek is so much deeper than what meets the eye. Each of this talented artist's photo manipulations are carefully crafted so to reveal a dark and sinister world, which surpasses...



<http://www.trendhunter.com/id/117609>

Dystopian Industrial Structures

The Samitaur Tower Provides Information and Art to its Citizens

If I had to imagine the future, it would be filled with architecture like the Samitaur Tower. Its industrial look lends a dramatic touch to this city corner. An information tower, it will not only provide...



<http://www.trendhunter.com/id/115411>

Surreal Dystopian Illustrations

Niklas Lundberg Creates Dark and Dramatic Graphic Designs

There is something very dystopian about Niklas Lundberg's digital illustrations. The fact that his work is dark and dramatic, not to mention futuristic as well, really gives the illusion that he has created...



<http://www.trendhunter.com/id/134456>

Avant-Garde Anarchist Captures

The Jeff Bark Bullett Magazine Editorial is Dark and Dystopian

The latest fashion editorial for Bullet magazine stars models German Ruiz, Jeremy Wardlaw, Luciano Buttendorf, Nick Marini and Paul Boche. The dystopic shoot lensed by photographer Jeff Bark examines a...



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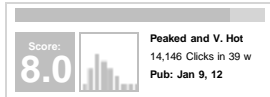
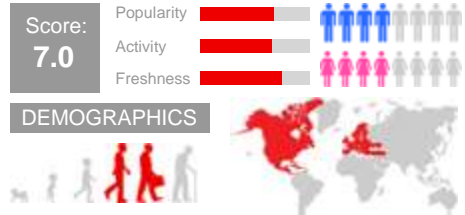
Post-Apocalyptic Pendants

The Hunger Games Necklace Pays Tribute to District 12

As the Twilight saga nears its end, the new Hunger Games trilogy is about to make its debut and take the box office by storm--what better way to prepare for the new dystopian craze by adorning...

Business interiors go ultra-minimalist with an industrial aesthetic

Implications - Designers have been embracing minimalism throughout the past few years, and now this direction is going to the extreme, with the industrial aesthetic becoming the design go-to for retail and business interiors. Featuring raw wood, concrete materials and other bare-bones, unfinished elements, these industrial-looking retail and business spaces provide consumers with a more subdued sensory experience and offer a clean aesthetic that helps to maintain the focus on the business's products and services.



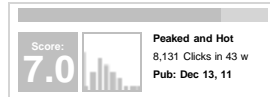
<http://www.trendhunter.com/id/137665>

Rustic Industrial Restaurants

Cocotte Presents a Gritty Interior Design

One that searches for french fine dining without looming chandeliers and cutlery that costs the same amount as the cuisine would do well to try Cocotte, a french restaurant in the midst of Singapore.

A...

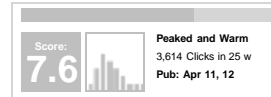


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Wine Cellar Lounges

Carbon Bar Offers an Industrial and Contemporary Atmosphere

With an interior designed by B3 Designers, London's Carbon Bar offers a cool mix of contemporary, industrial and laid-back architecture. The designers have managed to give this lounge a stylish but inviting...

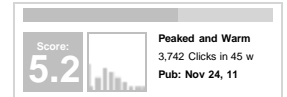


<http://www.trendhunter.com/id/148759>

Industrial Ice Cream Shops

Polka Gelato by Vonsung Features a Cool Concrete Design

The Polka Gelato Shop by Vonsung is as chilly as the product it is selling. Challenging traditional ice cream shop designs, this space trades in bright colors for concrete-clad walls. Looking stark...

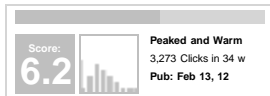


<http://www.trendhunter.com/id/133251>

Ruggedly Raw Boutiques

Hostem Shop in London Offers a Simple & Unfinished Look

The Hostem shop in London is a store that makes great use of the rugged and rough aesthetic. Created by design duo JAMESPLUMB, the Hostem shop is minimalistic, offering a raw look, as if someone spontaneously...

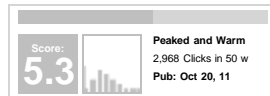


<http://www.trendhunter.com/id/142806>

Contemporary Concrete Galleries

Pitsou Kedem Designs Stylish Showroom for B&B Italia

The Israeli architecture firm Pitsou Kedem has created a contemporary gallery for B&B Italia, an Italian furniture design company, in Tel Aviv. The gallery is housed within an old industrial warehouse,...



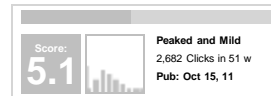
<http://www.trendhunter.com/id/129078>

Industrial Minimalist Shops

The Local Firm's First Concept Store is Straightforward & Stylish

Founded in 2007 by Richard Hutchinson and Axel Nyhade, The Local Firm is a Swedish fashion brand that specializes in premium jeans and other high-fashion designs for men and women.

The Local Firm brand...



<http://www.trendhunter.com/id/128581>

All-Encompassing Jean Retail

Levi Strauss's Industrie Denim Store is Complete with "Jean-iuses"

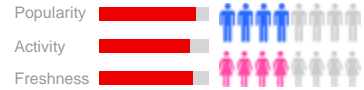
Industrie Denim is a new premium denim concept created by Levi Strauss & Co. and American Rag founder Mark Werts. The collaboration has resulted in new Industrie Denim stores, which feature industrial-style...

Imposed Interaction

Designers create workspaces that force collaboration and idea-sharing

Implications - Research suggests that the more people in a work environment are forced to interact and converse, the more innovative ideas will be created. Studies in this area have concluded that knowledge transfer of any kind can stimulate people to think more creatively -- seemingly unrelated conversations can often lead to moments of insight. To this end, augmenting worker interaction is becoming a primary goal of workplace design as more brands begin welcoming these interaction-promoting areas instead of looking at them as places of unproductive socializing.

Score:
8.7



DEMOGRAPHICS



Score:
9.1



Peaked and Viral
15,697 Clicks in 19 w
Pub: May 24, 12

<http://www.trendhunter.com/id/153625>

Creativity-Charged Cafes

BASE camp by Nest One is a Cutting-Edge Workspace

The BASE camp by Nest One is a technology-focused innovation center, channelling the power of creativity and communication. The hybrid space functions as a cafe, mobile shop, workstation, meeting...



Score:
8.1



Peaked and V. Hot
15,159 Clicks in 33 w
Pub: Feb 21, 12

<http://www.trendhunter.com/id/143530>

Imaginative Recreational Workspaces

LEGO Denmark Office Has a Slide and Building Stations

This LEGO Denmark office encourages work and play, offering a slide that connects the second and first floors and features a library of LEGO pieces and tables to build models. The office is LEGO's new...



Score:
8.5



Peaked and V. Hot
7,437 Clicks in 18 w
Pub: Jun 4, 12

<http://www.trendhunter.com/id/155055>

High-Tech Greenery Offices

The Microsoft Vienna Headquarters by INNOCAD Architektur is Lush

The Microsoft Vienna Headquarters by INNOCAD Architektur firm is a lush greenery-infused workspace that encourages creativity amongst workers and managers. The office certainly showcases the tech...



Score:
7.1



Peaked and Hot
13,049 Clicks in 59 w
Pub: Aug 17, 11

<http://www.trendhunter.com/id/123025>

Overgrown Outdoor Offices

The Natural Systems Domination Installation Encourages Healthy Workers

As much as society has become inundated with messages about the importance of health and the environment, this information still hasn't fully sunk in, and that is why art installations like the Natural...



Score:
7.3



Peaked and Hot
6,523 Clicks in 47 w
Pub: Nov 13, 11

<http://www.trendhunter.com/id/131541>

Interactive Office Hubs

The Horizon Media Office by a+i Architecture is Stunning

If you have a huge staff who spans around ten blocks and three buildings, then it's high time the staff coup in a spacious interactive office, and that's exactly what the Horizon Media Office by a+i Architecture...



Score:
7.2



Peaked and Hot
6,442 Clicks in 59 w
Pub: Aug 24, 11

<http://www.trendhunter.com/id/123671>

Mini-City Studios

The FS2 Office Design Promotes Community Among Co-Workers

People are now realizing the importance of community in the workspace, which is what the FS2 office design promotes. Modeled like a mini city, this design for tech startup The Flagship avoids alienation...



Score:
6.6



Peaked and Warm
1,570 Clicks in 16 w
Pub: Jun 19, 12

<http://www.trendhunter.com/id/157046>

Aquarium-Like Offices

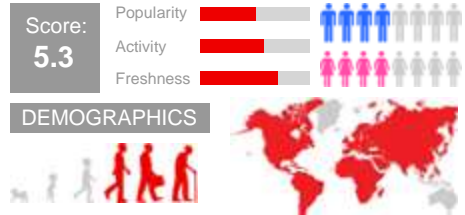
The Munoz Arquitectos Studio is See-Through All Over

The open-concept Munoz Arquitectos Studio is framed by delicate glass and industrial concrete walls. As visitors and employees enter the workspace, they feel welcomed by the airy, unobstructed...

Manufactured Addiction

Gamified shopping keeps customers hooked & coming back for more

Implications - An increasing number of websites are gamifying shopping, which, psychologically, can cause buying addiction. These sites include "flash shopping" sites with limited-time sales that make us feel a thrill when we buy something against a ticking clock, rewards-based sites that offer points in return for purchases, and deal-based sites like Plukka, in which the excitement is based on getting a great deal only if enough people agree to buy. All of these game-based shopping innovations elevate dopamine in the brain, which makes a person feel good about the shopping experience, thereby stimulating addiction and the desire to return for more. Thus, retailers will only continue to merge gaming and buying to intensify the shopping experience and attract -- and hook -- more customers.



<http://www.trendhunter.com/id/136191>

Budget-Friendly Fine Jewelry

Plukka Relies on Customer Interest Before Pieces Become Available

Online jewelry e-tailer Plukka has devised an incredible business model that reduces the brand's own cost and risk while providing its customers with affordable fine jewelry pieces. Plukka, recognizing...



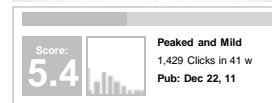
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Charitable Shopping Websites

'WorldWix' Donates Portions of Profit to Donation of Your Choice

'WorldWix' is the best place to shop online because it allows users to donate part of what they spend to the charity of their choice.

The retailer sets the donation amount (usually around 2%-7%) and...



<http://www.trendhunter.com/id/136302>

Interactive Designer Microsites

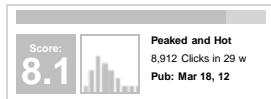
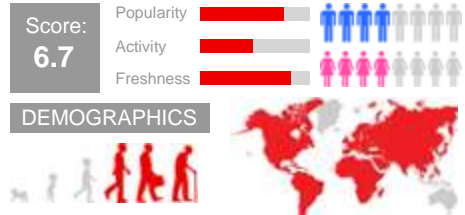
Karl's Kult on Net-a-Porter Offers Mobile Apps and More

Join Karl's Kult on the designer fashion eBoutique Net-a-Porter.com and you will be in for a wildly stylish ride. To create buzz around Karl Lagerfeld's newest collection, 'Karl,' the online site has created...

Physical Virtual

Providing both an augmented reality and tangible experience in one

Implications - According to Forrester Research, Inc., online shopping in the United States will increase to \$327 billion by the year 2016. This is no small number, but while online shopping is convenient, one thing shoppers don't get is a semblance of physicality -- a tangible store experience -- which may make online shopping a less pleasurable experience. However, bridging the gap between the physical retail store and the completely virtual shop are "stores" that provide a physical environment but virtual, or augmented reality, goods. This combination of virtual and physical works to satiate the appetite for virtuality while at the same time providing the comforting aspects of a physical environment.

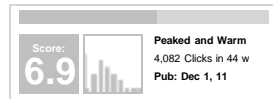


<http://www.trendhunter.com/id/145538>

Pop-Up Shopping Pods

The Nike+ FuelStations

The Nike+ FuelStations are the latest developments from the Nike+ brand that focuses on bringing brands into the interactive era. The designs are interactive shopping pods in which users can enjoy a...

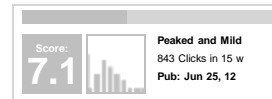


<http://www.trendhunter.com/id/134025>

Scannable Window Shopping

John Lewis Virtual Shop Lets People Conveniently Click and Collect

It looks like some brands are using QR codes to full advantage this holiday season, and British retailer John Lewis is one of them. The John Lewis virtual shop has been launched in Brighton, and it's a...



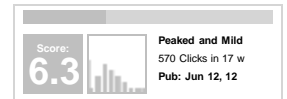
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Virtual Subway Supermarkets

Homeplus Uses Clever Marketing Campaign to Become Number One

While most businesses sell their products in grocery stores, Homeplus decides to sell theirs in a virtual subway supermarket.

Homeplus is Korea's second largest home goods store chain next...

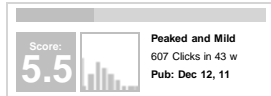


<http://www.trendhunter.com/id/156133>

Scannable Product Deliveries

Walmart and P&G's PGMobile Trucks Offer Convenience & Accessibility

Walmart and Proctor & Gamble are launching a set of "@PGMobile Trucks" in Manhattan, New York, to deliver P&G products directly to consumers. Food trucks have become a go-to...



<http://www.trendhunter.com/id/135245>

Real-Life App Stores

The Openspace Store is a Physical Retail Shop That Sells Apps

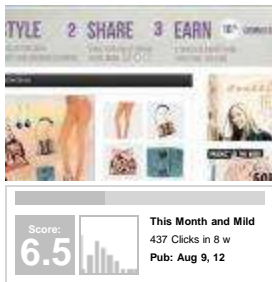
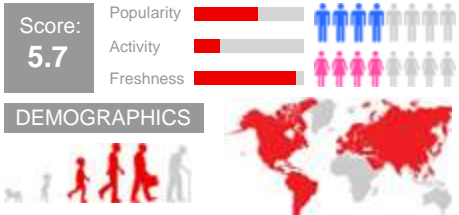
The usual goal of a brick-and-mortar retail store is to get online, but recently it seems more companies are going backward from online to offline, and the Openspace store is one of them.

The Openspace...

Shoptimization

Innovative tools and apps helping shoppers maximize benefits and discounts

Implications - With so many choices available in today's marketplace, shoppers are beginning to realize that paying full price isn't always necessary and that with fierce competition among retailers, there is always some reward or discount from which a shopper can benefit. Thus, a slew of tools and apps helping shoppers get the most out of their shopping experience -- whether it be through sale notifications or helping consumers optimize rewards -- have been hitting the marketplace. Not only will they influence the way people shop, but these shopping aids also stand to impact future retail strategy and promotion.



<http://www.trendhunter.com/id/163234>

Personalized Virtual Boutiques

Boutine Lets You Create Your Own Outfits, Shop Looks & Earn Money

If you're a fan of Polyvore, you will fall in love with the virtual fashion platform Boutine. Boutine.com is an online boutique and social shopping site that lets users mix and match items to...



<http://www.trendhunter.com/id/163439>

Price Drop Tracking Tools

Eyeona App Scans Receipts and Alerts You of Money-Saving Opportunities

Don't you just hate it when you buy something at full price, only to find out a week later that the item has gone on sale? With the Eyeona app, however, you'll be able to take advantage...



<http://www.trendhunter.com/id/127348>

In-Store Discount Apps

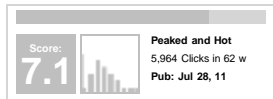
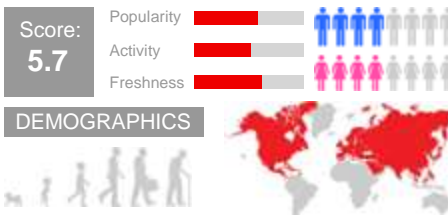
The Brouha App Reminds Users of Deals the Second They Step Into the Store

Stores looking to reach customers with special offers and deals might want to think about ditching the email offers in favor of the Brouha app. The Brouha app is an app that notifies customers of deals...

Sustainitecture

More than just green, these structures are built to sustain themselves

Implications - The last year has seen more and more designs of eco-friendly architecture, the most ambitious of which are sky-scraping towers that can actually, according to their designers, sustain themselves. Through the use of special agricultural systems and alternative energy elements, these structures are built to achieve a level of unprecedented sustainability, based on goals to feed large percentages of urban populations. As unbelievable as some of the designs seem, these self-sustaining buildings could very well be the future of architecture.

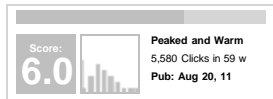


<http://www.trendhunter.com/id/120802>

Sustainable Crystallized Structures

The London Farm Tower is a Solution to Food Crisis

The prices at the grocery store keep on climbing for a reason; therefore, the London Farm Tower concept could be a great proposal for the very near future. Created to provide a solution to potential food...

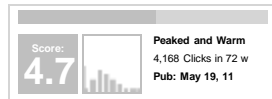


<http://www.trendhunter.com/id/123395>

Self-Sustaining Cubitecture

Matrix Gateway Complex is an Astounding Innovative Green Structure

This gigantic 180-meter cube, set to be located in Dubai, is called the Matrix Gateway Complex and is an eco-friendly and technologically innovative building design by Adrian Smith & Gordon Gill Architecture....

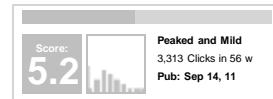


<http://www.trendhunter.com/id/112204>

City-Saving Eco Structures

Riparian Urbanism Aims to Revitalize the City of Detroit

Riparian Urbanism is a conceptual urban farm designed by Sprout Design & Media to breathe life back into the dying city of Detroit. The Motor City has seen a decline in recent years, thanks to the struggles...



<http://www.trendhunter.com/id/125884>

Mile-High Urban Farms

The Bionic Arch is the Latest Eco Project from Vincent Callebaut

Architect Vincent Callebaut is known for drafting outlandish building projects that virtually beg to be laughed at by financiers -- the Bionic Arch, however, is another matter altogether.

The Belgian...



<http://www.trendhunter.com/id/125860>

Actualized Urban Jungles

Vertical Farms for the AWR Competition are the Future of London

The attached designs for AWR's LOFT 2011 competition may be unconventional, but you'd better get used to the idea of vertical farms because they're among the most efficient means of food production and...



<http://www.trendhunter.com/id/115804>

Sustainable Twin Towers

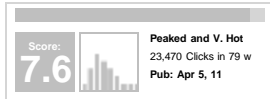
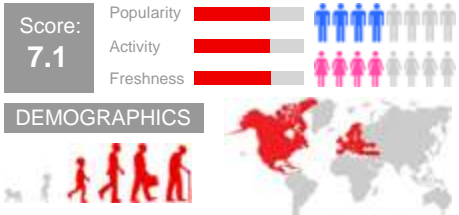
Vikas Pawar Designs an Eco-Friendly Set of Towers for Northern India

Vikas Pawar is an Indian architect who has designed a sustainable set of towers for Northern India which are expected to provide both food and shelter. The aptly named Eco Skyscrapers have a unique look...

Wearable Multitasking

Hi-tech watches that perform more functions than simple time-telling

Implications - Today's on-the-go consumers are constantly looking for products that will help them multitask, and one area in which multi-functionality may influence purchasing decision is watch design. Because watches can be worn, they provide a convenient method of storing data, connecting to friends, making payments and more. Saving people the time and trouble it takes to find similar functions and apps on their computers, phones or tablets, these built-in features appeal to time-starved consumers searching for convenience in their day-to-day lives.

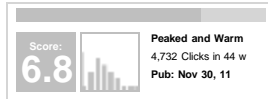


<http://www.trendhunter.com/id/108211>

Luxe iPod Nano Watches

The ZShock Diamond Lunatik iPod Nano Function Watch Shines

The ZShock Diamond Lunatik iPod Nano Function Watch may just be the most luxury you can ever add to an iPod Nano. The company known for creating stunning watch designs, has taken their experience and creativity...

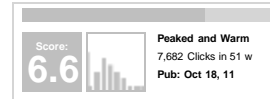


<http://www.trendhunter.com/id/133908>

Credit Card Timepieces

LAKS Watch2Pay System Allows for Contactless Payments

With all of the fast cash and instant payment systems popping up these days, something like the LAKS 'watch2pay' system not only fits the bill but offers even more practicality. This innovative watch-credit-card...

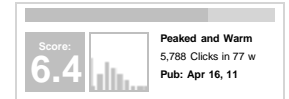


<http://www.trendhunter.com/id/128683>

Remote GPS Watches

The Citizen Satellite Wave Remains Accurate No Matter Where You Are

The Citizen Satellite Wave is made for those who tend to travel off the beaten path. Instead of relying on traditional radio signals, this hi-tech time-teller and GPS uses the time broadcasts of GPS satellites....

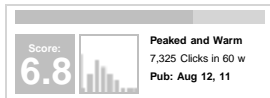


<http://www.trendhunter.com/id/109139>

Networking Pocket Watches

Serendipity from Hoang M Nguyen Puts a New Spin on Social Media

Serendipity from Hoang M Nguyen of CREATIVESessions is a neat little gadget designed to take the concept of social media to new heights. Serendipity is a pocket watch-shaped gadget that lets you connect...

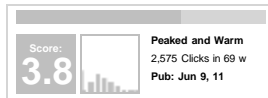


<http://www.trendhunter.com/id/122480>

Multitasking Wrist Watches

The imWatch Lets You Stay Connected Online Wherever You Go

If you're one of those people who hasn't worn a watch since you got a cell phone, that may soon change with the imWatch. The cool, tech-savvy watch connects to your iPhone or Android via bluetooth and...



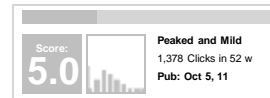
<http://www.trendhunter.com/id/114637>

Music-Tracking Time-Tellers

The Guitime Function Watch Tells Time & Helps You Fine-Tune Your Sound

Guitarists are going to want to pay extra close attention to the Guitime Watch. The Guitime Watch, designed by Elvis Fung, is a watch designed specifically for those who play guitar.

The watch has a dual-display...



<http://www.trendhunter.com/id/127446>

Triathlete Training Watches

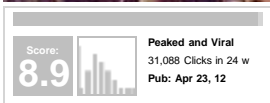
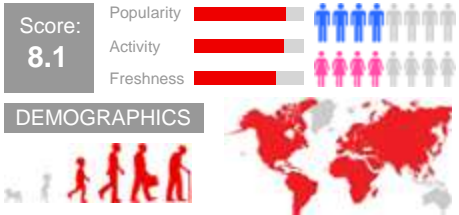
The Garmin Forerunner 910XT is Designed for Multisport Training

Training to be a triathlete is about to become a little easier thanks to the Garmin Forerunner 910XT. The Garmin Forerunner 910XT is a multisport watch designed to track your performance both in the water...

Deliberate Vintage

Growing obsession with making photos look 'antique'

Implications - Although recent years have seen a rise in high-resolution photography and tools, many people are becoming more partial to photography that takes on an antique look, with blurred edges, fuzzy images and faded coloring. This love for antique photography has created a renewed passion for the Polaroid photo as well as contemporary tools like Instagram that allow consumers to instantly turn their digital photos into "vintage" ones. Consumers are hardwired to appreciate nostalgic elements in products and advertising (nostalgia activates parts of the brain associated with feelings of pleasure), which explains why this direction in photography has grown -- and is growing -- so rapidly.

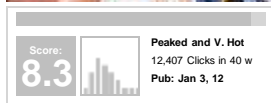


<http://www.trendhunter.com/id/150075>

Instagram-Inspired Editorials

Cara Delevingne by Nick Knight Playfully Poses with Baby Pets

Instagram sold for one billion dollars for a few reasons, and the photo series starring Cara Delevingne by Nick Knight hones in on one of them: The ability to take quirky photos with a professional...



<http://www.trendhunter.com/id/137111>

Hipster Polaroid-Inspired Shoots

The Vice 'Less is a Bore' Editorial Offers Wild & Youthful Prints

VICE Magazine recently released an editorial entitled 'Less is a Bore' that directly juxtaposes a minimalist style. The editorial features a group of young twenty-somethings in a variety of candid Polaroid-like...



<http://www.trendhunter.com/id/142458>

Polaroid Picnic Lookbooks

The Band of Outsiders Spring 2012 Catalog Stars Michelle Williams

The Band of Outsiders Spring 2012 Women's lookbook is as soft and sweet as the label's past campaigns. Shot with a vintage theme, the polaroids create the perfect boarder for the romantically quirky and...

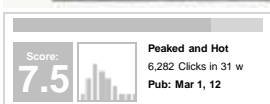


<http://www.trendhunter.com/id/133687>

Retro Polaroid Pictorials

Davis Ayer Captures Explosive Beauty

It's always refreshing to find good photography that explores new ways to approach life and emotions, such as the images by American artist Davis Ayer. These stunning photos have the quality to directly...



<http://www.trendhunter.com/id/144392>

Sleepy Celeb Polaroid Shoots

James Franco Covers the Debut Issue of Mister Muse Magazine

Hollywood's favorite jack-of-all-trades James Franco appears on the cover of the debut issue of Mister Muse Magazine, the new men's version of the independent Italian magazine Muse. James Franco appears...



<http://www.trendhunter.com/id/148170>

Living Photo Apps

Cinemagraph-Creating Company Fixel is Like Instagram on Steroids

Fixel is a the latest photography app that allows its users to create Instagram-worthy shots with a twist--they move. The term "Cinemagraph" was trademarked by visual artists and...



<http://www.trendhunter.com/id/142268>

Vintage Polaroid Lookbooks

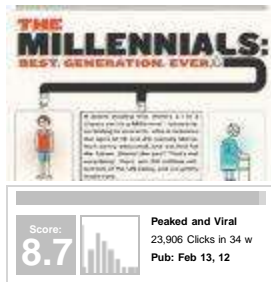
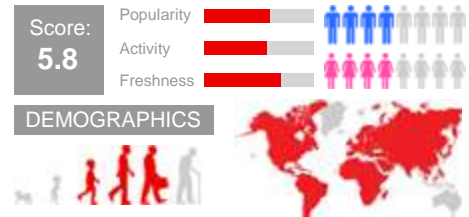
The Band of Outsiders Spring 2012 Collection Features Artist Ed Ruscha

In what's becoming a signature look, the Band of Outsiders Spring 2012 Collection has the nostalgic feel of yesteryear with a Polaroid-inspired spread. Extra bonus points can also be thrown in for featuring...

Millennial Madness

Focusing on the Gen Y segment to better understand burgeoning needs & demands

Implications - These days, it's all about marketing to Millennials. This demographic cohort has a higher level of discretionary income relative to prior generations, as well as vastly different preferences and mindsets, such as a greater familiarity with modern technology (and the willingness to spend money on it), lower level of religiosity and an entrepreneurial -- rather than rebellious -- nature. A deeper understanding of Millennials' needs and demands will give marketers and brands a significant opportunity to gain attention from this heavy-spending consumer segment.



<http://www.trendhunter.com/id/141437>

Generational Marketing Guides

The Millennials Infographic Breaks Down Gen Y

The Millennials infographic breaks down the habits and characteristics of Generation Y, or "millennials:" tech-savvy generation that marketers are anxious to get in touch with. According to Spiral16, the...



<http://www.trendhunter.com/id/145112>

Generation Y Foodie Graphs

The How Millennials Eat Infographic Tracks Cuisine Choices

ThinkSplendid.com's How Millennials Eat infographic explores the food and food spending habits of the millennial generation. Many marketers are realizing the difference in the general spending habits of...

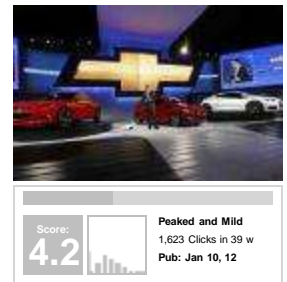


<http://www.trendhunter.com/id/143417>

Doomed Millennial Infographics

'Generation Screwed' Outlines Ominous Unemployment Rates

North Americans currently live in an age where education and job qualification unfortunately doesn't mean immediate employment, as the 'Generation Screwed: It's Not Easy Being a Millennial' infographic...



<http://www.trendhunter.com/id/138089>

Generation-Focused Autos

Chevy Code 130R and Tru 140S Aimed at Millennials

Chevrolet has revealed two new car models, the Chevy Code 130R and Tru 140S, which are to be targeted at the Millennial generation. They were revealed at the 2012 Detroit Auto Show, where the carmaker...

Subscription World

Busy consumers look to on-demand niche services for convenience

Implications - Food subscription services and home deliveries gained ground in 2009. Since then, a new wave of subscription-based services have hit the marketplace, offering all types of products and packages catered to different consumer groups. In today's world of busy schedules and on-the-go living, such targeted subscription services are exactly what convenience-minded consumers are looking for.

Score:
4.7

Popularity



Activity



Freshness



DEMOGRAPHICS



Score:
5.5



Peaked and Mild
6,664 Clicks in 68 w
Pub: Jun 15, 11

<http://www.trendhunter.com/id/115621>

Pantyhose Subscriptions

Hoseanna Makes Sure That You Never Have Ruined Stockings

A subscription to a magazine or newspaper can sometimes lose its luster pretty quickly, but Hoseanna will keep you interested. You may wonder how, but it's simple: they provide a pantyhose subscription...



Score:
5.7



Peaked and Mild
1,490 Clicks in 48 w
Pub: Nov 4, 11

<http://www.trendhunter.com/id/130724>

Curated Ethical Boxes

Monthly Blissmoboxes are Packed With Social Goodness

In addition to running a social-good daily deals site, Blissmo creates curated monthly packages of ethical products, from organic and healthy treats, to ethical options that are gentle on the planet and...



Score:
4.7



Peaked and Mild
1,687 Clicks in 47 w
Pub: Nov 11, 11

<http://www.trendhunter.com/id/131556>

Global Farmers' Markets

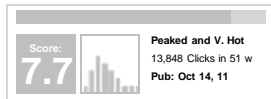
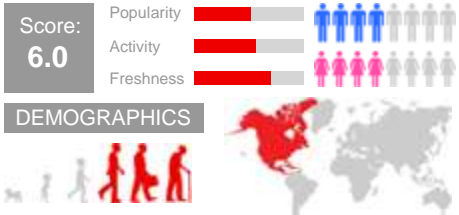
Liga Masiva Lets You Buy Coffee Straight from the Source

What if your weekly peruse of the farmers' market had a more global perspective? What if rather than simply buying the coffee via a middleman, you could buy fresh, organic, 100% sustainable coffee direct...

Upgraded Ordinary

Rebranding everyday condiments to increase customer awareness

Implications - When you think of spices and condiments like ketchup, you think of the most well-known brand (for example, Heinz) -- or you don't think of any brand at all. In an effort to recreate awareness, brands are rebranding these everyday products with more innovative and eye-catching packaging as well as augmented ingredients. When consumers perceive little difference between ordinary products like condiments, product revamps like these are definitely in order.

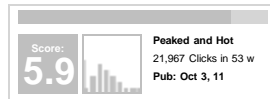


<http://www.trendhunter.com/id/128282>

Cute Nudist Branding

Zest Packaging Promises that its Contents Have Nothing to Hide

Never has nudity for the purpose of selling something been executed as innocently and adorably as it is on Zest packaging. Provocativeness is not the main appeal of these enchanting illustrations, rather,...

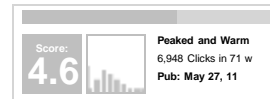


<http://www.trendhunter.com/id/127199>

Alchemist Spice Branding

Sheffield & Sons Packaging Evokes an Ingredient Purity

The nature of product wrapping is that it can be exploited to misrepresent its contents, selling an image that bears little resemblance to what's within. Sheffield & Sons packaging takes an approach of...

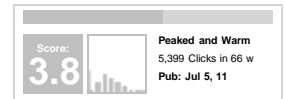


<http://www.trendhunter.com/id/113196>

Cute Condiment Cartons

Temma Packaging has a Delightfully Delicious Disposition

I'm much more accustomed to seeing foods like ice cream in such cylindrical containers, but Temma packaging breaks the convention by putting products like ketchup and currywurst in these cute cartons....

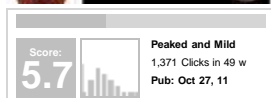


<http://www.trendhunter.com/id/118008>

Freehand Condiment Branding

Senor John's BBQ Sauces Packaging Helps the Homeless

Simply because most steps in the commercial graphic design process must almost always involve working on the computer, concepts for packaging like Senor John's BBQ Sauces still choose to make good use...



<http://www.trendhunter.com/id/129817>

Classy Condiment Upgrades

The Heinz Ketchup Balsamic Vinegar is for More Refined Tastes

Ketchup isn't exactly a sophisticated condiment, so to reach the millions of customers with more refined tastes, Heinz is launching its Heinz Ketchup Balsamic Vinegar.

Heinz, a condiment that, according...



<http://www.trendhunter.com/id/122039>

Caulking Branded Condiments

Montage Saus Packaging Looks More Like Epoxy Applicators

It is well-known that humor works well as a technique for marketing, but it need not stop at print ad campaigns and commercials. Montage Saus packaging amuses the consumer as it imitates the design of...



<http://www.trendhunter.com/id/105333>

Luxurious Cooking Condiments

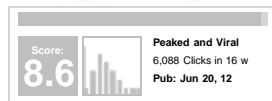
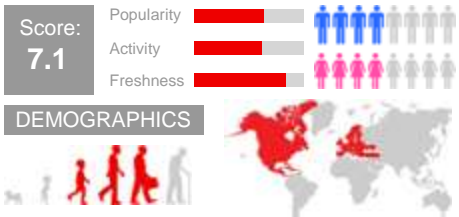
Golden Olive Oil is Infused With Real Flakes of Gold

Golden Olive oil has to be one the most extreme forms of cooking condiment luxury. The brilliant bottle glows with the 24 Karat gold flakes infused in the oil. The Golden Olive oil is a limited edition...

Crossover Cuisine

Food lovers embrace sushi all over the world, devise new interpretations

Implications - Sushi is becoming a globalized cuisine, as more and more Western cultures embrace the food with open arms. While at first Westerners did not particularly understand the concept of eating raw fish and seasoned rice together, over the course of the past few decades, it has become one of most beloved types of cuisine, with an increasing number of sushi restaurants and innovations sprouting up all over North America. According to Food & Wine, the number of sushi bars in the United States quintupled between 1988 and 1998, and it has kept on growing. With sushi's growing popularity, consumers are also getting crafty and recreating their own versions of the cuisine as well as sushi-inspired innovations, such as dessert-style sushi, rice-rolling machines and more.



<http://www.trendhunter.com/id/157188>

Lunchbox Maki Makers

The Wakasu Portable Sushi Maker Molds Homemade Meals into Fun

Too quickly, homemade lunches can lose their luster. The Wakasu Portable Sushi Maker strives to keep you craving your healthy and economical creations with a crisp and clever snack box that infuses...



<http://www.trendhunter.com/id/145225>

Edible Insect Sushi

Ento Uses Creative Branding to Encourage Eating Creepy Crawlers

Ento is a project by Aran Dasan, Jacky Chung, Jonathan Fraser and Julene Aguirre-Bielschowsky, who are a team working together on the Innovation Design Engineering joint Masters course at the Royal...



<http://www.trendhunter.com/id/137688>

Sweet Sushi Playthings

The Fakir Design Sushi Toy is an Adorable Delight

Parisian artist Fakir brings you this sweet Sushi toy as a way to help you play with food.

The resin toys resemble traditional Japanese delicacies. The hand-crafted series includes a group of sushi rolls....

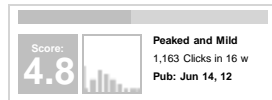


<http://www.trendhunter.com/id/157291>

Rice Roll-Making Machines

The Suzumo Inari Sushi Robot is Seriously Efficient

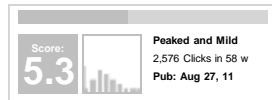
With the emergence of all-you-can-eat restaurants, the Suzumo Inari Sushi Robot may just be the answer to providing a constant supply of fresh bites. The automated droid is able to produce 2,500...



<http://www.trendhunter.com/id/156321>

Melting Maki Bites

These Sushi Ice Cream Cupcakes are a Cute and Kitschy Way to Beat the Heat
Keep cool this summer with these frosty and fabulous Sushi Ice Cream Cupcakes. The title (if taken literally) may not seem all that enticing, but rest assured; these tasty treats are happily fish...



<http://www.trendhunter.com/id/124122>

Ridiculously Large Rolls

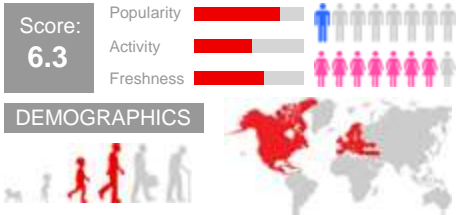
Giant Sushi is Taking Over in Japan Among Diehard Fish Fans

I will be the first to admit that I can eat a lot of sushi -- and often, too -- but the giant sushi craze in Japan may be a bit much, even for me. A recently opened restaurant in the Aichi prefecture of...

Fashionizing

Rebranding ordinary products to appeal to fashion-focused consumers

Implications - There are just some things that people don't expect to be fashionable -- like soft drinks and razors, for example. But that doesn't mean brands won't get consumer attention when it recreates or markets these ordinary products with a fashionable twist. A lot more people, both men and women, are interested in style these days, and turning a simple item into a stylish one stands to make it more appealing, especially when your target is a younger, hipper audience.



<http://www.trendhunter.com/id/108704>

Couture Cola Campaigns

The Karl Lagerfeld Diet Coke 2011 Campaign is Pretty in Pink

The Karl Lagerfeld Diet Coke 2011 campaign suits the pretty pink bottles of Coke perfectly, which were specially designed by the Chanel designer himself. The cutesy campaign features super models Coco...



<http://www.trendhunter.com/id/139236>

Posh Pop Packaging

The Diet Coke Get Glam Campaign is in Collaboration With Benefit Cosmetics

Pop cans have never been more fashionable than the Diet Coke Get Glam editions. This stylish campaign centers around three can designs: each one has a silhouette of a woman's face filled with either a...



<http://www.trendhunter.com/id/122284>

Fashionable Feminine Hygiene

U by Kotex Limited Edition Designer Series Offers Stylish Protection

Kimberly-Clark has expanded its U by Kotex line to include the U by Kotex Limited Edition Designer series. This new line features new fashionable box designs meant to reflect a young woman's personal style....



<http://www.trendhunter.com/id/107491>

Couture Icon Cola Bottles

Karl Lagerfeld Diet Coke Bottles Add Fashionable Flair to Soft Drinks

If you're the type who needs to be fashionable in every way, I suppose carrying the Karl Lagerfeld Diet Coke bottles would be the best way to go in the case of holding a beverage.

The Karl Lagerfeld Diet...



<http://www.trendhunter.com/id/139690>

Dapper Grooming Campaigns

Three Stylish Stars to Represent the Gillette Fusion ProGlide Styler

Gillette has enlisted the help of three stylish celebs to help launch its new Gillette Fusion ProGlide Styler. To celebrate the different facial hair styles, the male grooming brand is featuring male style...



<http://www.trendhunter.com/id/136983>

Haute Couture Water Vessels

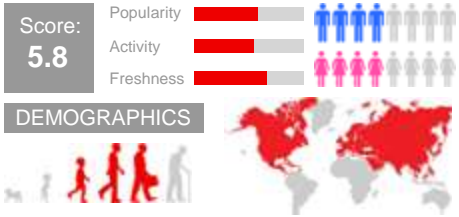
The Courreges Limited Edition Evian Bottle is Stylishly Vivacious

Bottled water heavyweight Evian combined forces with renowned French designer Courreges to create the Courreges Limited Edition Evian Bottle. Made using 100% recyclable packaging and organic ink, this...

Immersive Branding

Fully engrossing consumers in surrounded campaigns

Implications - A brand can captivate an audience through strong visuals, resonating messages and engaging interaction, but they can go above and beyond that with full immersion, creating a total brand experience in which the customer is surrounded and completely immersed in a brand. Coca-Cola and Cadbury are two brands that are trying out this new form of infectious messaging, in which campaigns include larger-than-life productions, fantasy lands, bus rides, parties and more.



<http://www.trendhunter.com/id/142819>

Immersive Brand Projections

Antilop Creates Coca-Cola Future Room for Santralistanbul

In celebration of Coca-Cola's 125th anniversary, Istanbul-based creative agency Antilop has created the Coca-Cola Future Room, an immersive digital experience and installation at Santralistanbul, a modern...



<http://www.trendhunter.com/id/142652>

Fantastical Doll Wardrobes

The 'See What Happens When You Play With Barbie' Campaign

To celebrate Barbie has a style icon, Mattel is launching an interactive campaign called 'See What Happens When You Play With Barbie.' The initiative is all about the world of Barbie -- more specifically,...



<http://www.trendhunter.com/id/142567>

Imaginary Chocolate Lands

Cadbury's Joyville Promotes the New Dairy Milk Bubbly

To promote its latest product, Dairy Milk Bubbly, Kraft Foods-owned Cadbury has created a fun and exciting campaign that includes an imaginary chocolate land called Joyville, where all of Cadbury's Dairy...

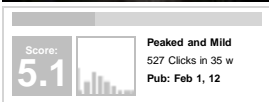


<http://www.trendhunter.com/id/140427>

Chic Advertising Apartments

The Billboard House from Apostrophy's is Large and Livable

Advertisers and apartment seekers alike are going to love the Billboard House. The Billboard House was designed by Apostrophy's as a livable piece of marketing. The adverhouse stands three stories high...



<http://www.trendhunter.com/id/141463>

Creative Incentivized Internships

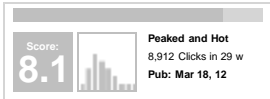
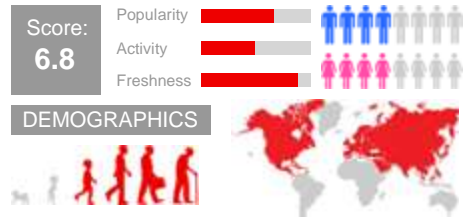
Trainees Must Earn Their Way Up the Mortierbrigade Hotel

While there are many ways to recruit talented people, advertising agency Mortierbrigade has devised one of the most creative ways to do so by turning the house next to its agency into the Mortierbrigade...

Shoppertainment

Engaging customers through an exciting and entertaining retail experience

Implications - To grab the attention of today's shoppers, retailers are looking for more innovative ways to create an exciting in-store shopping experience. Thus, the era of "shoppertainment" is born, in which stores are readily adding interactive and exciting elements such as theaters, musical displays, digital showrooms and more. IKEA, for example, even hosts slumber parties at its Essex store, giving customers a night of movies, food, manicures and more. Amidst heated competition and tightening wallets, it's no surprise that retailers are pulling all the stops to when it comes to giving customers an experience to remember.



<http://www.trendhunter.com/id/145538>

Pop-Up Shopping Pods

The Nike+ FuelStations

The Nike+ FuelStations are the latest developments from the Nike+ brand that focuses on bringing brands into the interactive era. The designs are interactive shopping pods in which users can enjoy a...

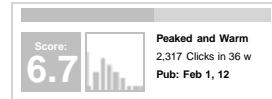


<http://www.trendhunter.com/id/161149>

Interactive Digital Showrooms

Audi City Will Provide Customers With a New Buying Experience

The next level of car-buying is here, with Audi City, which is set to revolutionize the auto industry. Audi City is an immersive digital showroom that allows customers to explore the different Audi...

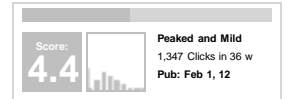


<http://www.trendhunter.com/id/141413>

Linguistic Retail Campaigns

Selfridges 'Words Words Words' Celebrates Power of Written Word

The retail world is exceedingly visual as people shop by taking in colors, patterns, design details and the like, but the Selfridges 'Words Words Words' campaign aims to emphasize the power of the written...



<http://www.trendhunter.com/id/141405>

Cinematic Couture Shops

Louis Vuitton 'Roma Etoile' Boutique Will House a Small Theater

The Louis Vuitton 'Roma Etoile' boutique has opened in Italy in a historical cinema, which has been redesigned by architect Peter Marino into the first Louis Vuitton Maison line of boutiques.

The new...



<http://www.trendhunter.com/id/137262>

Furniture Store Slumber Parties

IKEA Sleepover Offers Fans a Night of Fun & Pampering

Don't you always wish you could spend the night in one of the many super-comfy beds you see when furniture-shopping? The IKEA sleepover, an event held at the end of November, let customers do just that!...



<http://www.trendhunter.com/id/161219>

Boutique Simulation Games

Stylmee Lets Users Curate & Sell Fashion Products in a Virtual Store

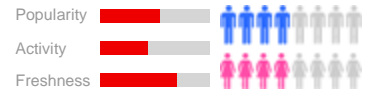
Merging entrepreneurship, fashion and virtual gaming in one, Stylmee is an online simulation game that makes you the owner of a virtual fashion boutique. Players take on the role of stylist, buyer...

Benefit Brands

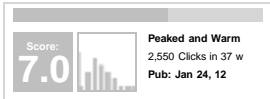
Social cause companies badging themselves with B Corp certification

Implications - B Corp certification is a new accreditation given to companies that use the power of business toward social and environmental issues. The number of B Corps is steadily increasing, with over 450 companies currently certified, and the impetus for the certification is clear: Just as Fair Trade and LEED certifications elevate the appeal of certain products to cause-driven consumers, so too does B Corporation certification elevate a company's brand image. Not only that, this new level of certification stands to change the way social businesses -- and perhaps even profit-driven businesses -- are created and operated, as well as redefine business success in today's socially conscious society.

Score:
5.4



DEMOGRAPHICS



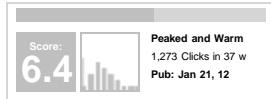
<http://www.trendhunter.com/id/140197>

Outdoor Gear for Good

Patagonia Pays Employees to Volunteer for Eco Nonprofits

"...most of the damage we cause to the planet is the result of our own ignorance." -- Yvon Chouinard, in his book Let My People Go Surfing: The Education of a Reluctant Businessman.

Eager to become the...

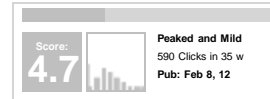


<http://www.trendhunter.com/id/139932>

1-for-1 Sport Businesses

One World Futbol Shares Unbreakable Soccer Balls

One World Futbol is a provider of revolutionary soccer balls that refuse to go flat, and through their 'buy one, give one' program are reaching out to support those in need. In late 2006, Tim Jahnigen...

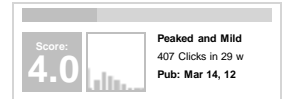


<http://www.trendhunter.com/id/142239>

Mission-Based Investing

'Renewal2 Investment Fund' Helps Foster Triple Bottom Line Success

Renewal2 Investment Fund works with North American investors and entrepreneurs who want to create positive change in the social and environmental sectors. The certified B Corp also works with Radian Carbon...



<http://www.trendhunter.com/id/145540>

Altruistic Law Firms

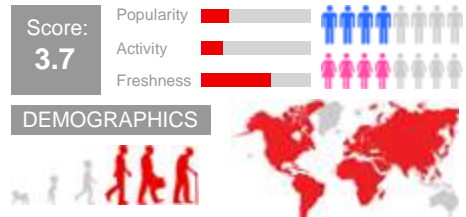
Rimon is a Certified B Corp and Donates 10% Of Its Profits to Charity

Rimon Law is a socially-conscious firm and Certified B Corp that has been recognized for its contributions to the environment as well as their philanthropic efforts. In addition to donating 10% of earnings...

Wellness Gaming

Enhancing health and providing treatment through games

Implications - Video games are still considered by many consumers to be a waste of time, and while that might be the case for some games, there is a growing market for wellness-based games, which actually help to enhance a person's quality of life. These games, whether they're used for stress-relief, treatment, fitness or overall mental health, are products that appeal to people who would never classify themselves as typical "gamers." And therein lies the advantage: by appealing to non-gamers, video game brands can secure an entirely different customer and market segment to augment overall sales.



<http://www.trendhunter.com/id/129793>

Real-Life Video Games

The Explorence App Provides Activity Incentives Through Races and Wagering

The Explorence App may not be the first attempt at encouraging more physical activity despite the modern-day obsession with virtual reality, yet it takes a stronger approach to getting both kids and adults...



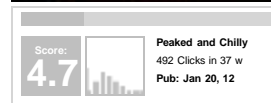
<http://www.trendhunter.com/id/126891>

Patient Empowering Video Games

PE Interactive Hopes to Strengthen the Resolve of Cancer Victims

Engineers, artists and 3D designers at the University of Utah have pooled their resources in order to help develop PE Interactive, a therapeutic video game aimed at children diagnosed with cancer.

Because...



<http://www.trendhunter.com/id/139055>

Vibration-Sensitive Racing Apps

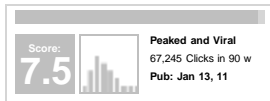
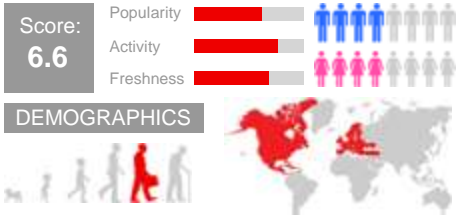
Fit Freeway App Allows Users to Speed to the Winning Diet

For those who ditched their New Year's resolutions or for those who want to get fit without the hard work, there's now Fit Freeway. Fit Freeway is a new face and movement-reading app that allows users...

Nostalgic Escape

Adult vacations inspired by childhood let consumers travel back in time

Implications - For some, the ultimate escape is more mental than physical--thus, certain regions are boosting tourism by adding a whimsical element to their attractions, allowing consumers to revisit the more simple times of childhood. These infantile escapes are kid-inspired, yet are meant solely for adults. This provides consumers with a chance for full freedom from grown-up life, encouraging them to let loose and be kids again.



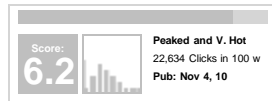
<http://www.trendhunter.com/id/98478>

Treetop Suites

Lumber Lodging in a Tree House in the Hotel Hofgut Hafnerleiten

Nature-lovers will find it hard not to stay at the Hotel Hofgut Hafnerleiten, a hotel that lets you get away from life on the ground.

Up top with the birds, this tree house suite found in Bavaria, Germany...



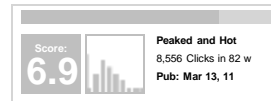
<http://www.trendhunter.com/id/92590>

Ethereal Lodging Spaces (UPDATE)

The Propeller Island City Lodge in Berlin is Visually Intriguing

If you happen to be in Berlin any time soon, be sure to check out the Propeller Island City Lodge. Every thematic room within the hotel is worlds away from the ordinary and promises an awesome stay.

Thematic...

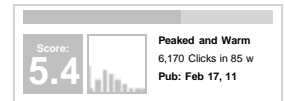


<http://www.trendhunter.com/id/106065>

Superhero Hotel Rooms

The Eden Motel Has a Crazy Batman-Inspired Couple's Suite

The Eden Motel located in Kaohsiung City in Taiwan has an interesting Caped Crusader-inspired room. The Batman couple's suite can be your place of rest, or lack thereof, for only \$50. Unfortunately, the...



<http://www.trendhunter.com/id/103168>

Graffiti-Inspired Luggage

Fly in Style With the Tumi & Crash Spring 2011 Capsule Collection

Single-colored luggage pieces get a makeover with the Tumi & Crash Spring 2011 Capsule Collection. This unfamiliar baggage design was created from a collaboration between famous graffiti artist John Matos...



<http://www.trendhunter.com/id/94512>

Experimental Boutique Boudoirs

The Wanderlust Hotel in Singapore is a Surreal Adventure

The Wanderlust Hotel in Little India, Singapore is a hip hotel with an extremely creative concept. The concept is that there is no particular concept; they boast 29 rooms of four different themes, each...

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