

MUO-E0105 RESEARCH AND INSPIRE 6 CR

WELCOME!

1.11.2022 | heidi.paavilainen@aalto.fi

A” Aalto University
School of Arts, Design
and Architecture

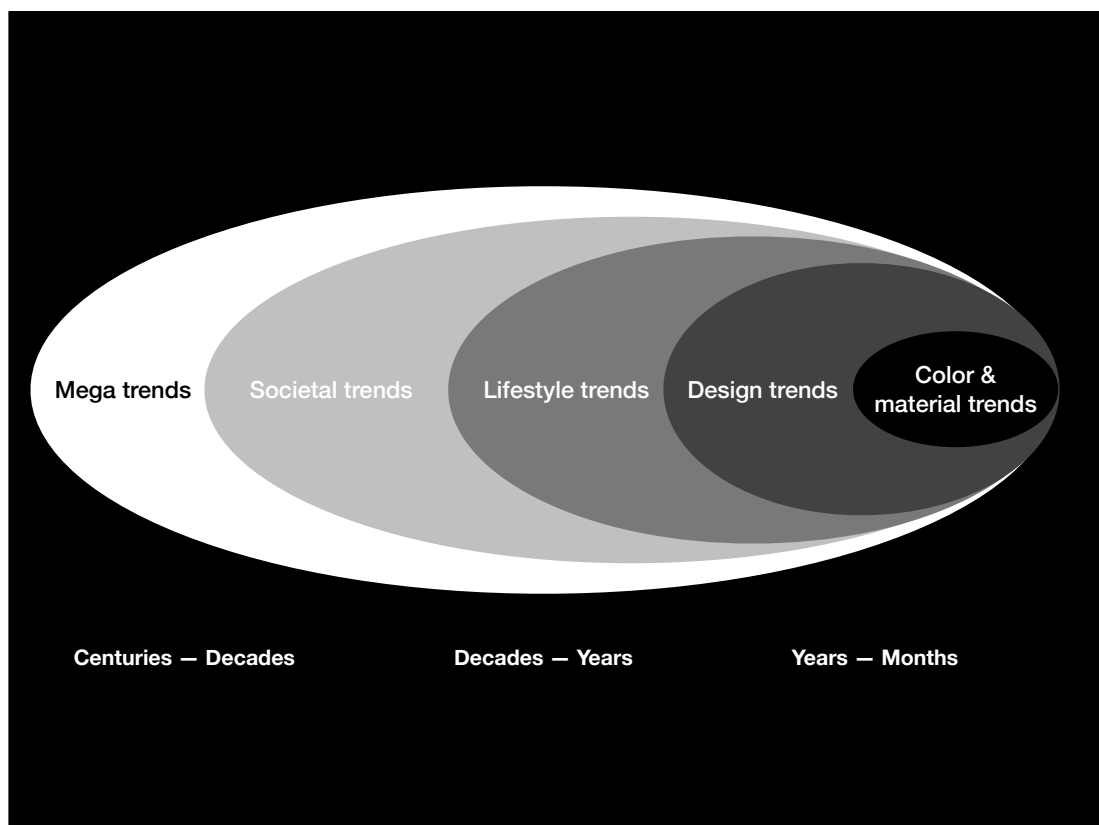
When & where	13:15-14:00 Lectures on change	14:14-15:00 Discussion
25.10. (Q201)	Fashion	Introduction to the course, course work explained
1.11. (F101) + Thu tutoring	Diffusion	Style of Presentation
8.11. (Q201) + Thu tutoring	Lifestyle	Structure of Narrative
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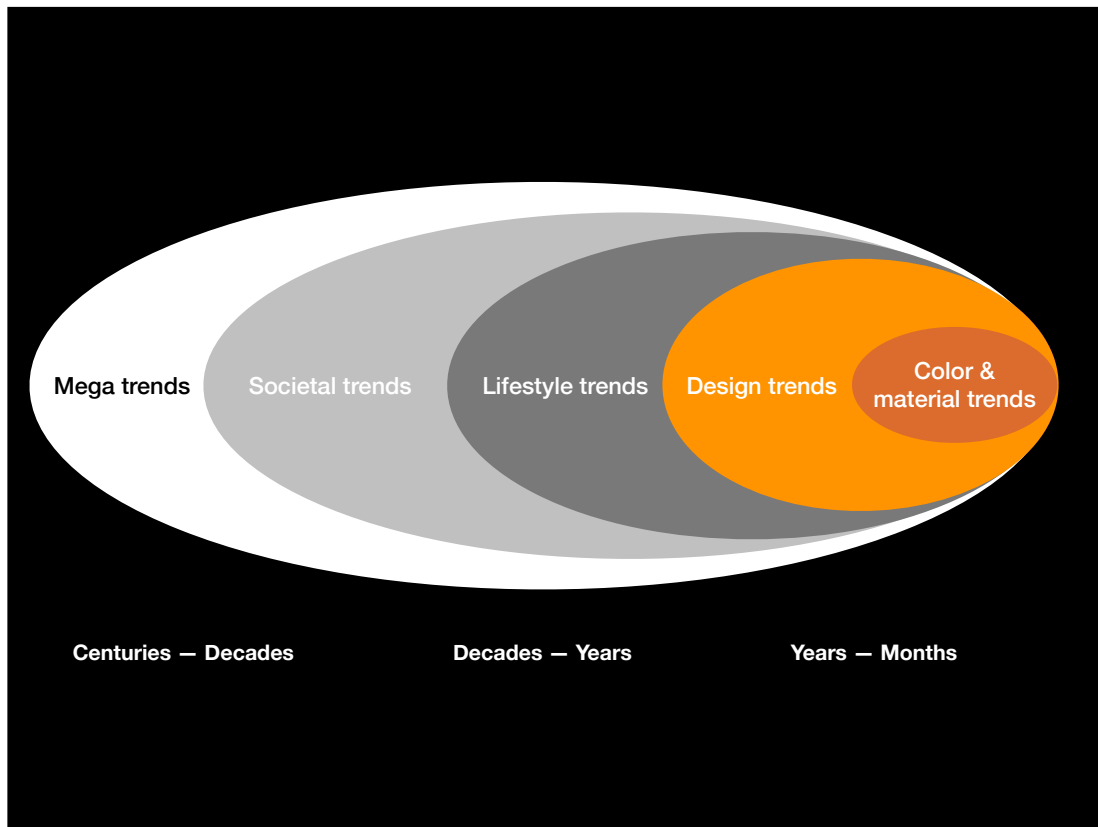
Last slide!

**IN THE CENTRE OF CHANGE:
DIFFUSION OF BIG & SMALL**

**THE QUESTION: TO WHICH CHANGING PATTERN
MY INTEREST LINKS MOST MEANINGFULLY?**

TRENDS: DESIGN, MEGA & LIFESTYLE







Colours, materials, finishes, feeling, flavour, fragrance, sound...



Design Capsule: Women's Loveworn Trail A/W 22/23

Combine an appreciation of nature with retro nostalgia to bring a fresh perspective to denim and boho styling

Sadie Perry
10.06.21 - 7 minutes



Première Vision A/W 22/23: Wovens, Jersey, Leather & Accessories

Concise analysis of key sourcing trends for wovens, jersey, leather and trims from Première Vision Paris, a hybrid digital and physical event

Gayle Johnston
10.06.21 - 10 minutes



COTERIE New York S/S 22: Women's Apparel

The return of COTERIE New York as an IRL event saw brands and retailers embrace the desire to celebrate #joyfulexpression through fashion

Angela Baidoo
10.06.21 - 9 minutes



Lineapelle A/W 22/23: Hardware & Components

Joyful craft and glamorous embellishment take a large share of collections, grounded by mainstay comfort and core classics

Julia Sklarova
10.05.21 - 8 minutes



Retail Analysis: Women's Footwear & Accessories Autumn 2021

The start of the season shows footwear and accessories are now more than just items for at-home comfort. As lockdowns lift, consumers are gearing up for work and in-person events

Punam Oza & Sahabi Jamali

Aalto students have access to WGSN foresight reports about fashion and interiors. Sign in to Primo and search "WGSN" database.



Retail Analysis: Women's Leather & Non-Leather Autumn 2021

After seasons of pandemic-driven cores and neutrals, retailers introduce #joyfulexpression print and colour stories to update comfort categories for autumn deliveries

Clare Scullion
10.04.21 - 13 minutes



Lineapelle A/W 22/23: Leather & Non-Leather

Focus on responsible values, innovation-driven materials progress the perennial categories with ultimate comfort, outdoor protection and experimental surfaces

Julia Sklarova
10.04.21 - 10 minutes



MICAM Milano S/S 22: Women's Footwear

Joyous brights and innovative silhouettes signal a shift in mindset at Milan's S/S 22 edition of MICAM

Anna Ross
10.04.21 - 7 minutes



Core Item Update: Eyewear S/S 23

Mood-boosting colours and Maximalist details will drive long-term appeal for S/S 23 core eyewear, creating better and more valuable products as shoppers become more conscious about consumption

Shae-Lynn Moskal
10.01.21 - 3 minutes



Key Items Fashion: Eyewear S/S 23

As consumers return to the physical world, eyewear is updated to match the joyful mood with optimistic colours, expressive silhouettes and nostalgic details. Align feel-good frames with functionality, protection and sustainability to play on eyewear's capacity to reflect our unique times

Shae-Lynn Moskal
10.01.21 - 5 minutes



Tropical flowers in the Spring 2018 collections



Ranskalainen sipuli-lihapata
4-6 annosta
20 min + haudustaminen 1 h
1 kg naudan sisipäistä
2 rkl öljyä
1 rkl voita
5 dl hlöäntä
1 tl kokonaisia mustapippureita
4 laakerilehtiä
2 tl balsamiviniettikkaa
KARAMELISCHDUT SIPULIT
1 kg sipulista
4 valkosipulinkynnä
50 g voita
2 rkl faniliasokeria
muutama oksa timjamia
2 rkl vehnäjuustoa
3 rkl valkosipulia

Karamellisoidin
sipulit hyytämällä
lihapatu suoraan
tanssipaikoin
hädänkestä puvut-
timia. Viva Valentino II
Classico Organic
2020, 14, 98 €, on
Merlot'n ja Nero d'A-
valan yhdistelmä, jossa
on herkullista laumaisuutta,
halloisuutta ja aromi-
kuvuutta. Myös kieny ja ralkas puvut-
timien Nebbiolo-tyyppiset valmistettu
Vajra Langhe Rosso 2020, 16,99 €,
hyväkäs täysin kypsän padan kas-
tiin metsäiset, marjaiset aromit ja
tanssittavat, pöytäkäsittävät



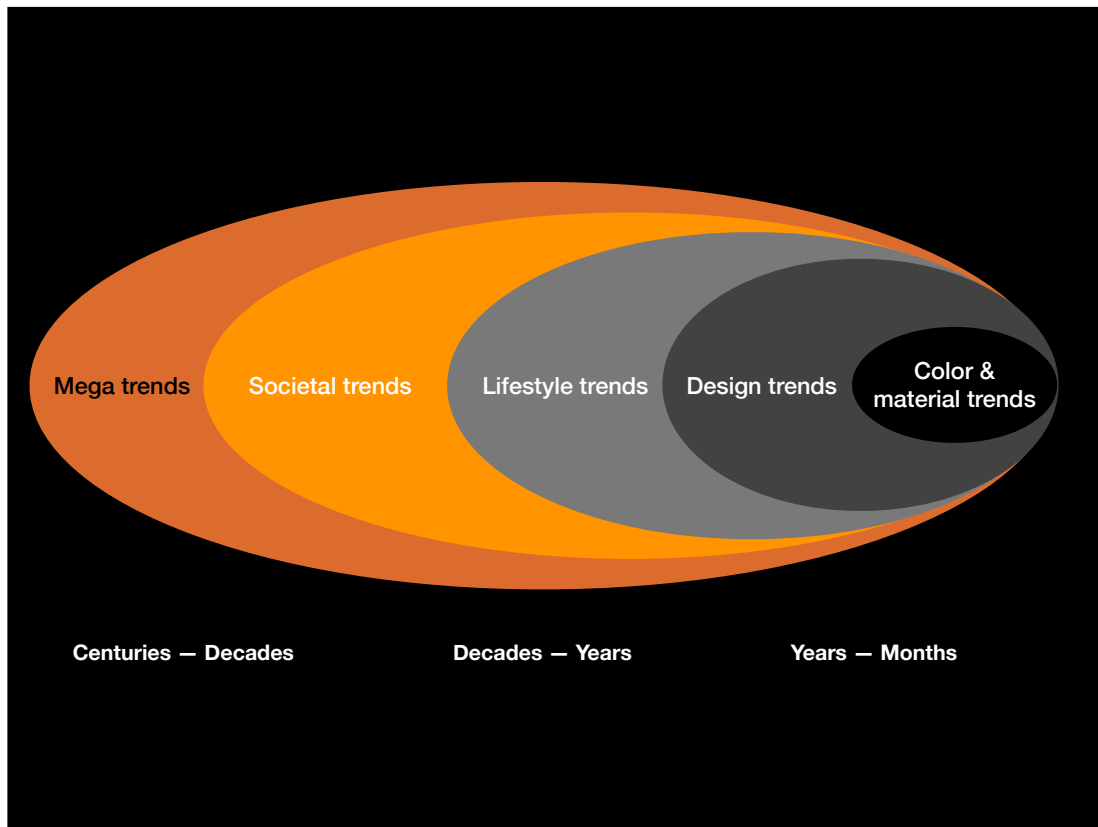
Austriaischen kurnitzkeiten



Ytöni Ottolenghi on kuuluisa kekseliäs ja kasviruokailija ja nerokkaita yhdistelmiään. Juurihellipöytä ja Café de Paris -voikastike on toivottu Ottolenghiä verkkoisesti: mehevällä poistettujen juurien lehti yhdistettynä makeanmakuiseen kastikkeeseen on nappahinta syksyyn.

**OTTOLENGHIN
JUURISELLERIPIHVIT
JA CAFÉ DE PARIS
-KASTIKE**

kastikkeeseen kanssa maistuu hede-
WJ2 2020, 14,98 e. Pinot Gris'n
iskian Alsacesta. Viinin kukkaisuus
on olivallisesti juurisalorin makuun.
Se oikein hyvin myös kastikkeeseen
myös Las Brisas Pinot Noir 2020,
mausteinen ja metsäinen. Viinin
uden raikkaana.



<https://www.sitra.fi/en/topics/megatrends/>

Megatrends 2023 will be published in January. The event seems to be in Finnish, but the cards are published in FI, SV and EN.

MEGATRENDS 2020 CURRENT **LATEST** MATERIALS WHAT IS THIS ABOUT? CONTACT

Megatrend cards 2020

Using the megatrends

MEGA TRENDS CAN BE STUDIED

LATEST

Food for the mind.

ARTICLES

What are megatrends?

ARTICLES

The big picture of the megatrends

ARTICLES

MEGATREND 1:
Ecological reconstruction is a matter of urgency

ARTICLES

MEGATREND 2: The population is ageing and diversifying

ARTICLES

MEGATREND 3: Relational power is strengthening

ARTICLES

MEGATREND 4: Technology is becoming embedded in everything





ARTICLES

MEGATREND 5: Technology is becoming embedded in everything



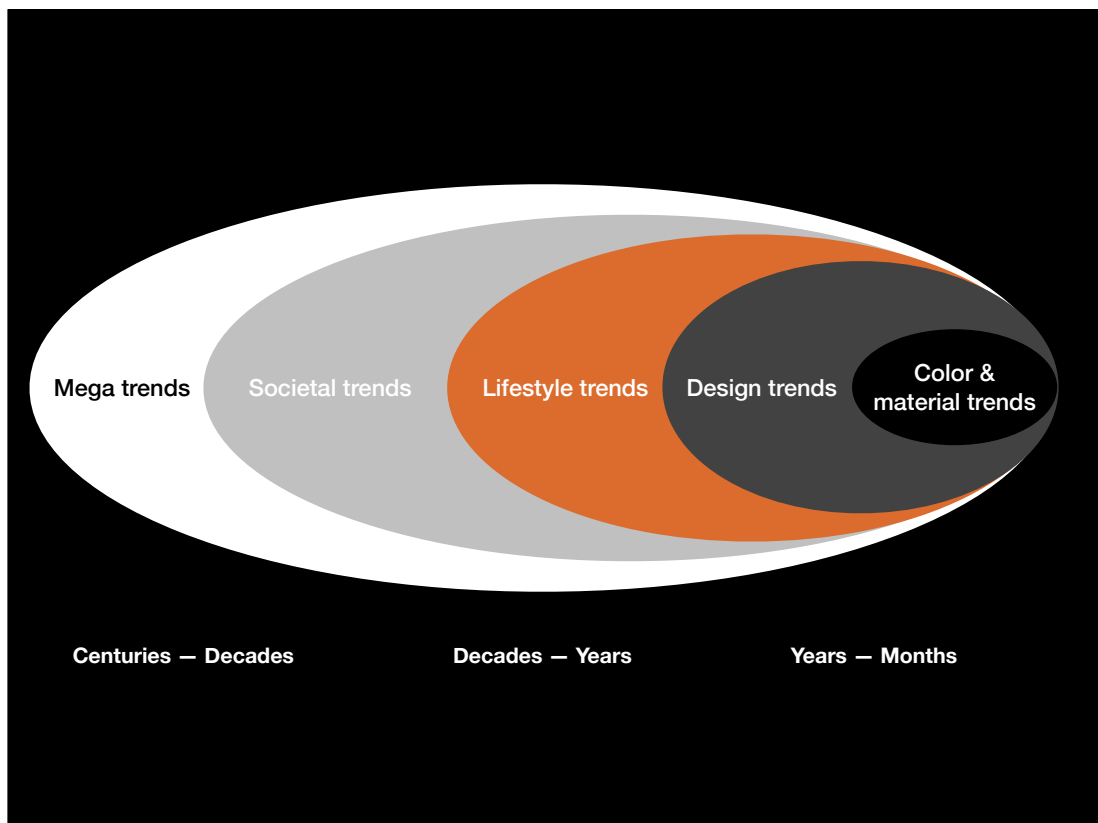
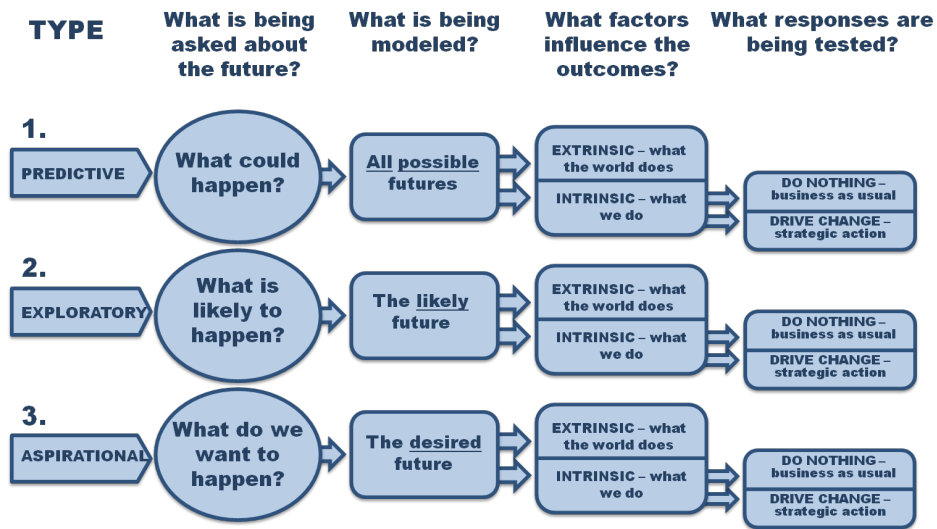
PESTE: Political, economic, societal, technology, ecology/ethics/environment

Figure SP3: Summary of 2040 Scenario Attributes

Scenario	Population	Employment	Distribution
Baseline	Population from 2010 Census. Labor Force calculated from Quarterly Employment and Wages data as well as age and gender 5 year cohorts from the Census. 178,383 People Labor Force 87,229	Regional employment was 112,612 in 2010 and is based on data from NH Employment Security 2010-2020 RPC employment projections 112,612 Jobs	The figure shows the baseline for the distribution of future land use 
Slow Growth	The OEP/RPC population projection is utilized in this scenario leading to a small increase in population. Demographic changes lead to a slight shrinking of the labor force. +17,050 People + 9.7% Labor Force -2,300 -2.5%	Employment reduced to levels supported by population projected by OEP/Planning Commissions. Jobs -2,372 -2.1%	The small population growth is distributed according to existing patterns and shows no real change in intensity or distribution of growth. 
Strong, Dispersed Growth	Population is increased to levels that support NH Department of Employment Security based Employment Projection. This adds about 57,000 people to the region by 2040 and almost 18,000 to the labor force. +57,200 People + 30.9% Labor Force +17,800 +20.4%	2010-2020 Employment projections from NH Employment Security are extended to 2040 increasing the number of jobs in the region by 39,000. Jobs 39,149 Jobs +34.5%	The substantial population and employment are distributed according to existing patterns. 
Strong, Concentrated Growth	Population is increased to levels that support NH Department of Employment Security based Employment Projection. This adds about 57,000 people to the region by 2040 and almost 18,000 to the labor force +57,200 People + 30.9% Labor Force +17,800 +20.4%	2010-2020 Employment projections from NH Employment Security are extended to 2040 increasing the number of jobs in the region by 39,000 Jobs 39,937 Jobs +35.2%	80% of new population and 90% of new employment growth is distributed to 5 largest regional employment centers. Remaining growth is distributed to the other 20 communities. 

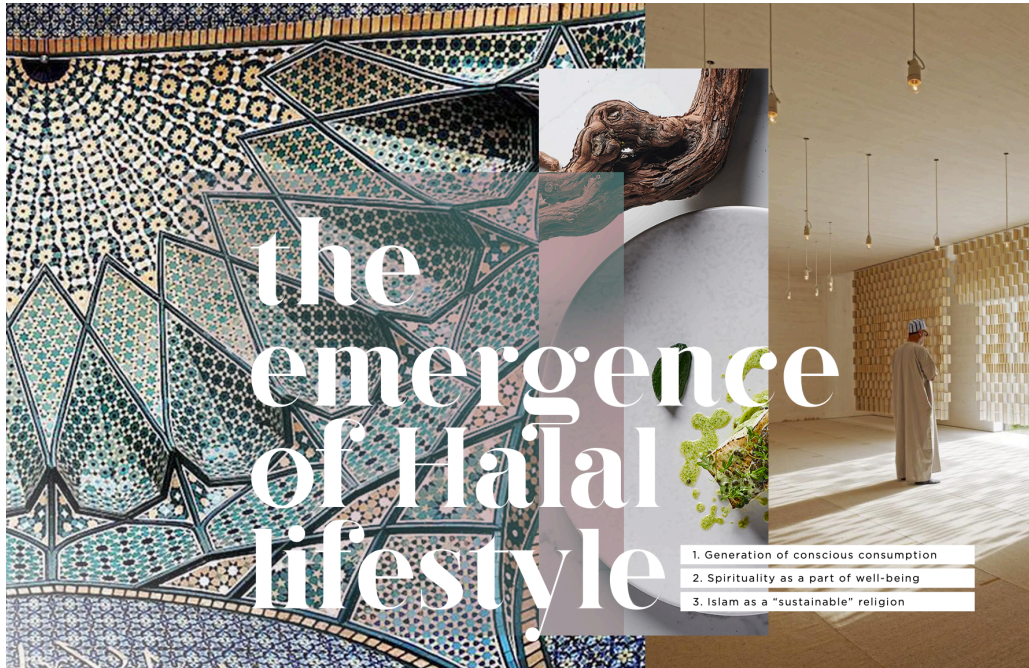
Population trends scenario for New Hampshire region, Rockingham planning commission ([link](#))

SCENARIO PLANNING “CHEAT SHEET”

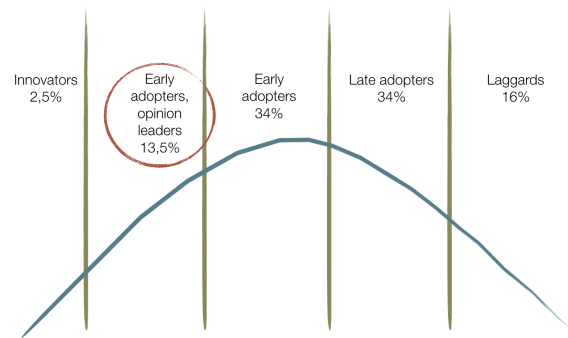
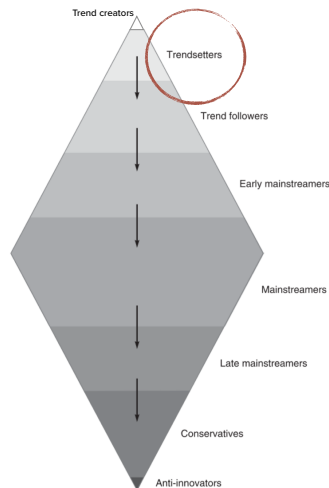




Consumer values and behaviour



ADOPTION & DIFFUSION



**Low risk < — — — > High risk
adoption adoption**

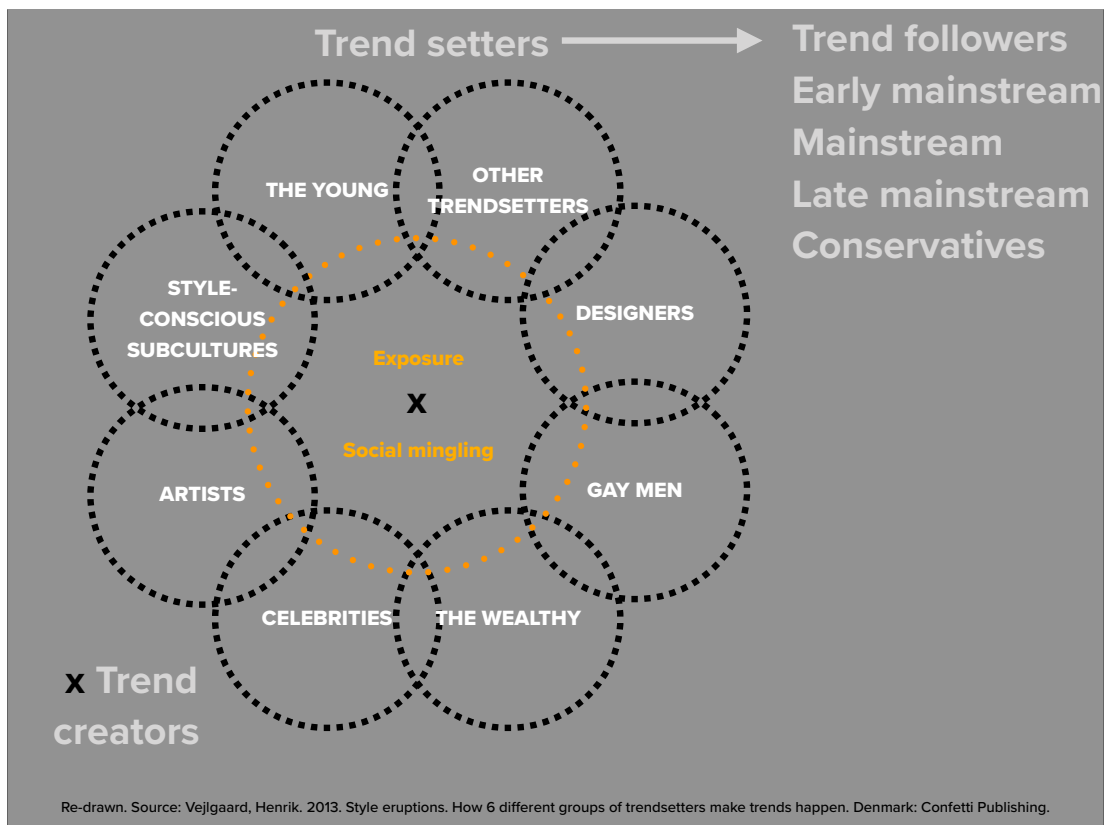
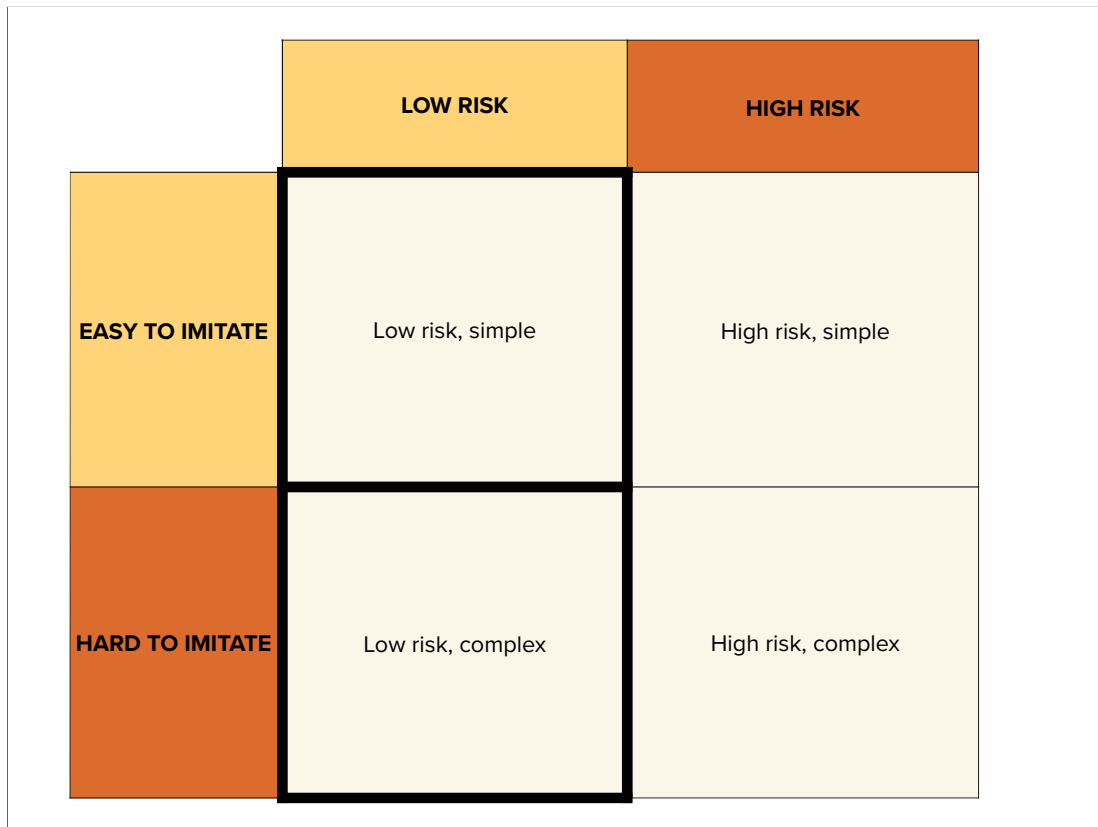
Anyone

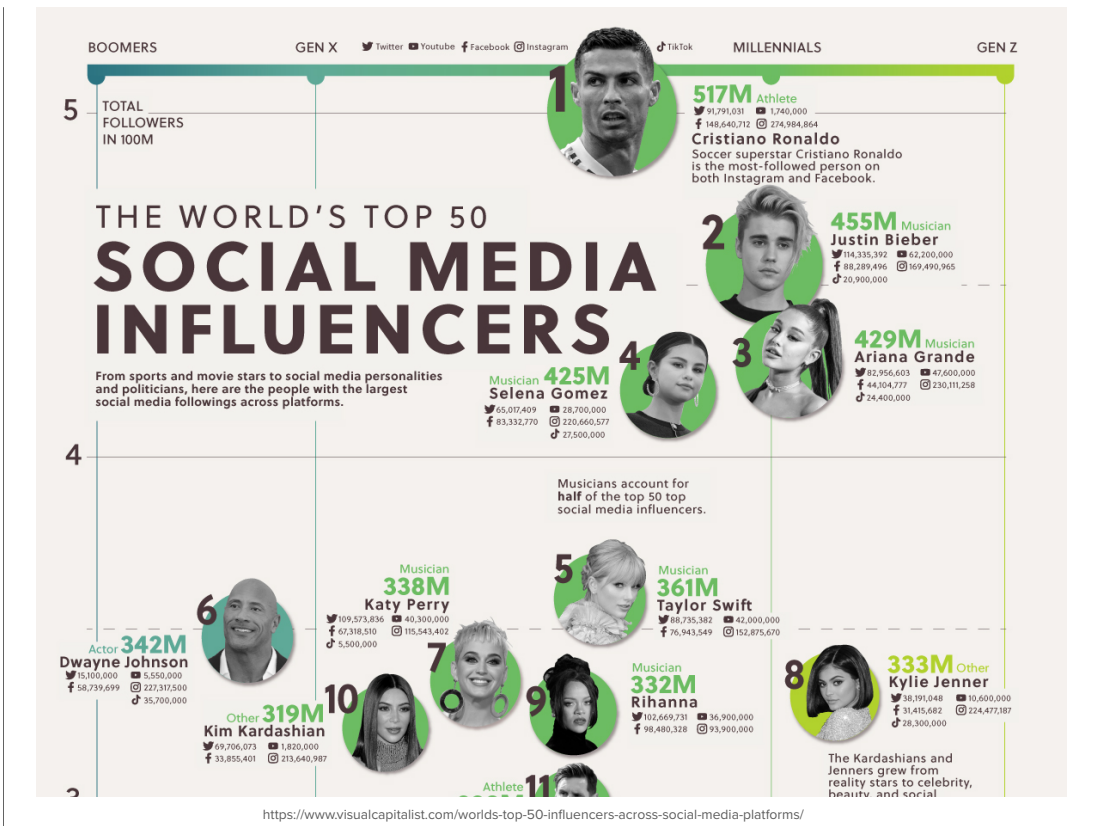
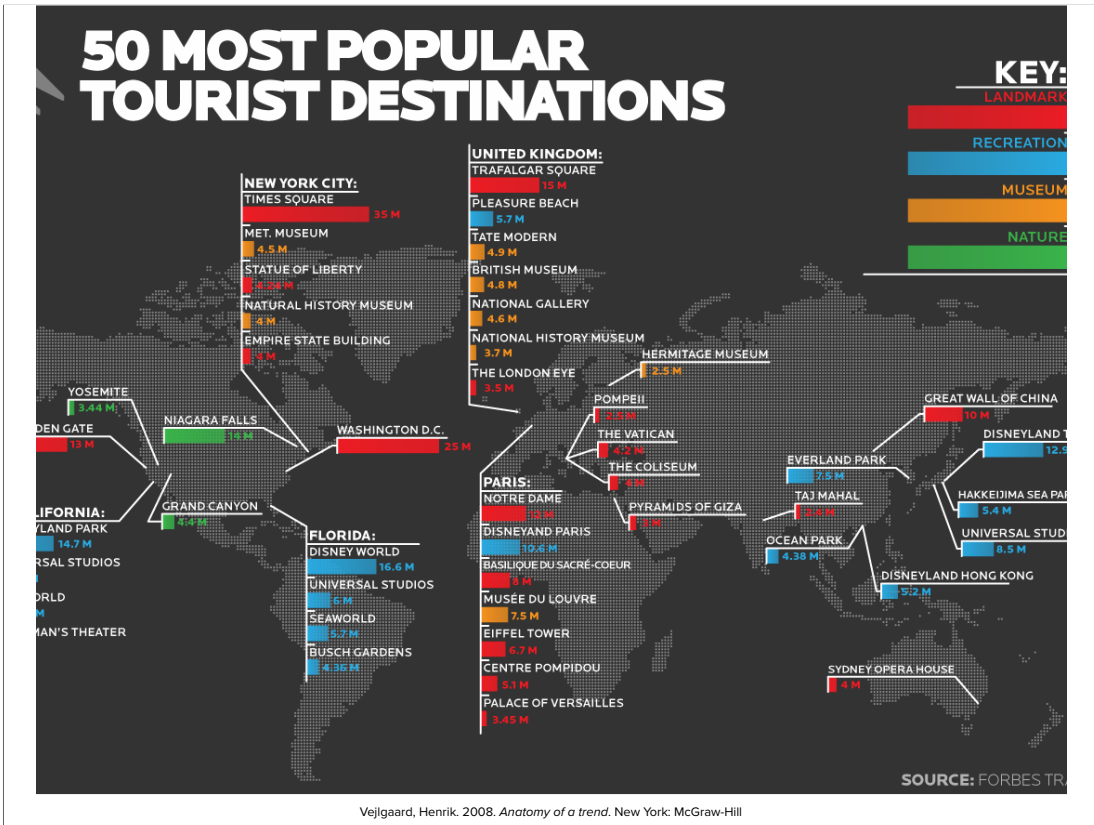
*Wealthy, mentally stable,
well-connected*

Vejlgaard, Henrik. 2008. *Anatomy of a trend*. New York: McGraw-Hill

Rogers, Everett M. 1962. *Diffusion of innovations*. New York: Free Press.

	LOW RISK	HIGH RISK
EASY TO IMITATE	Haircut	Cheating
HARD TO IMITATE	Electric car	Change of sex

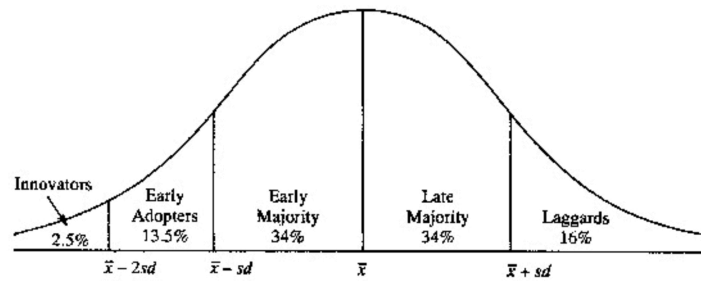




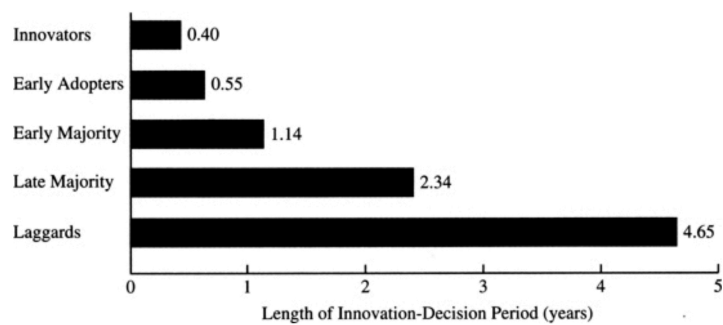


On car ride. Photograph circa 1902. Photographer unknown.

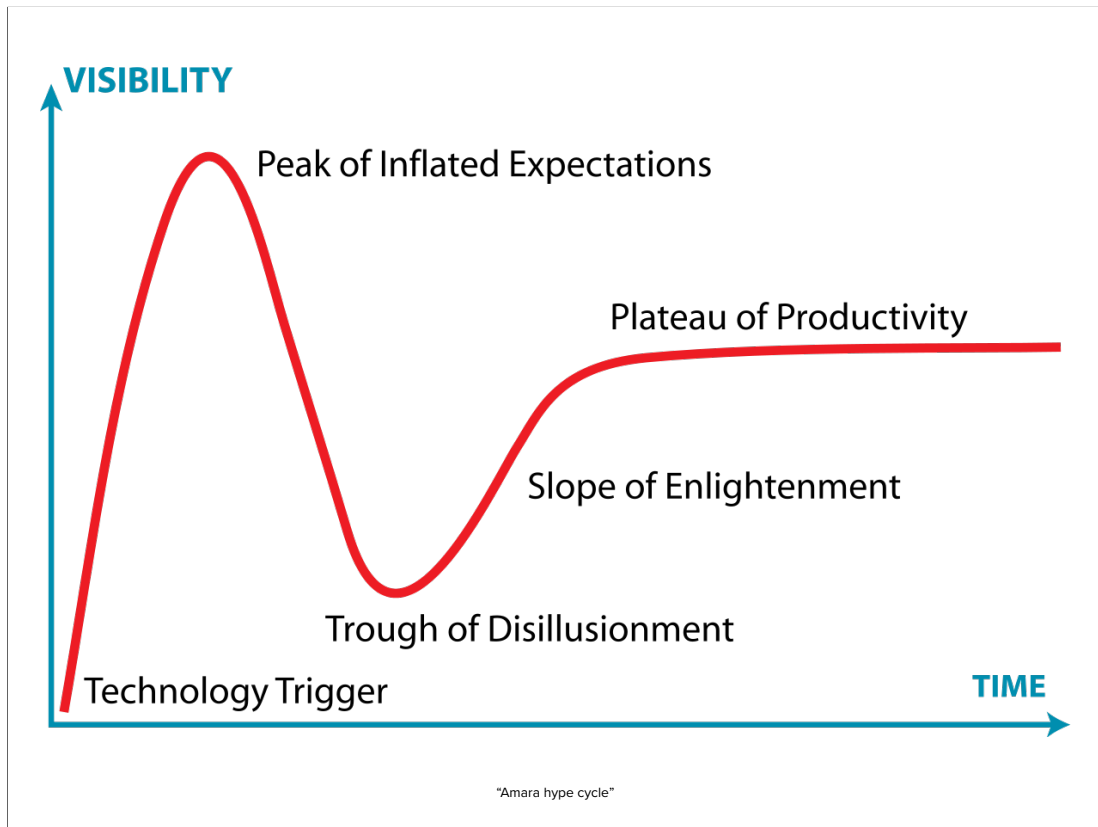
	LOW RISK	HIGH RISK
EASY TO IMITATE	Low risk, simple	High risk, simple
HARD TO IMITATE	Low risk, complex	High risk, complex



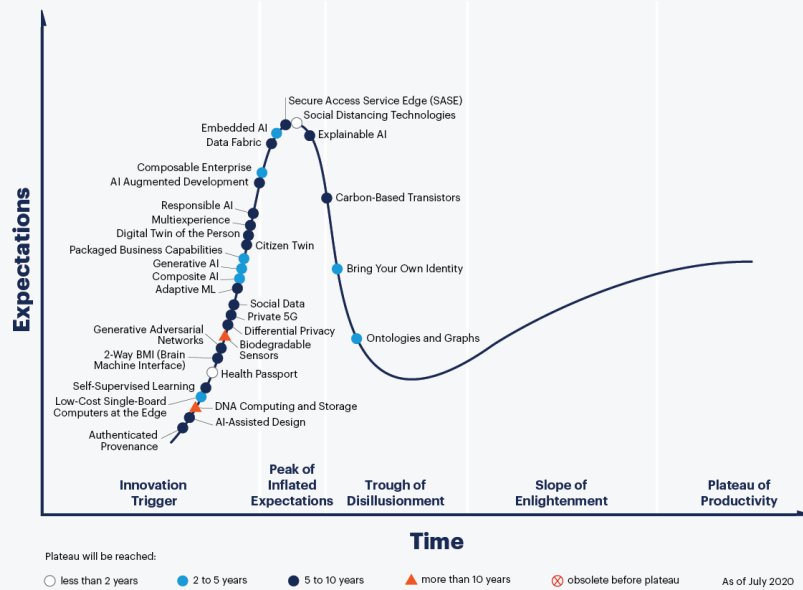
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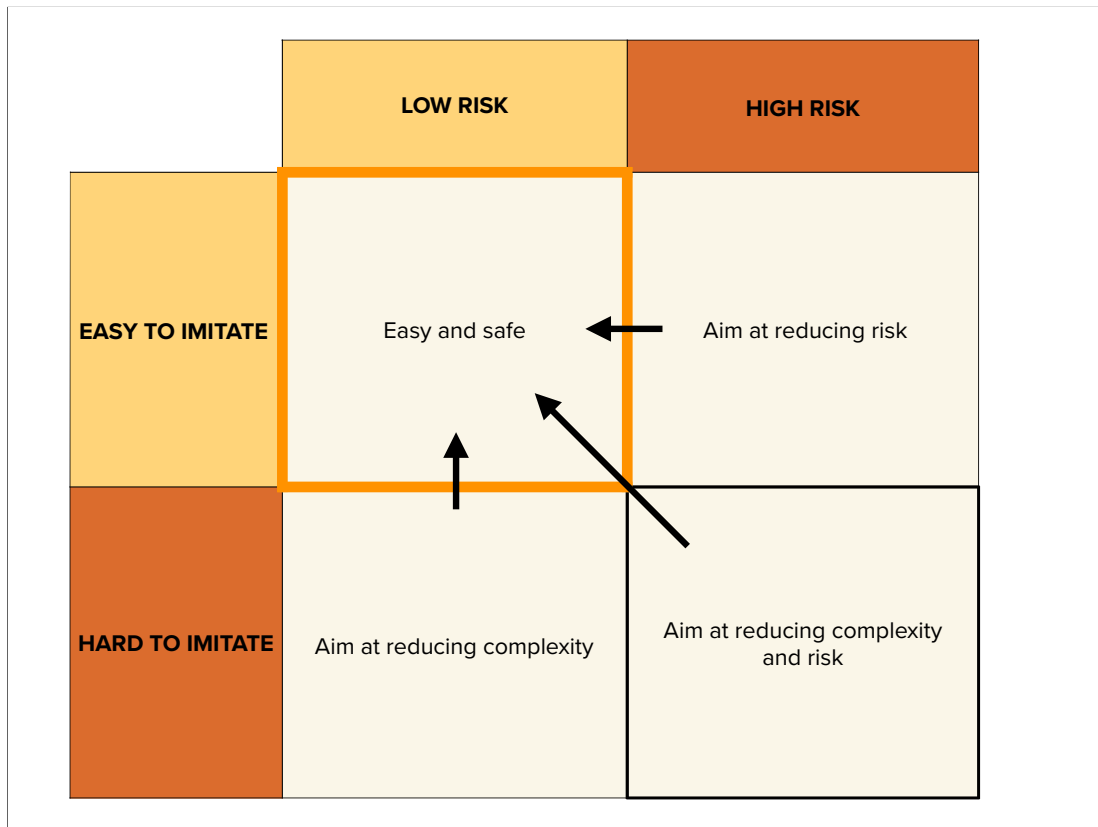
Hype Cycle for Emerging Technologies, 2020



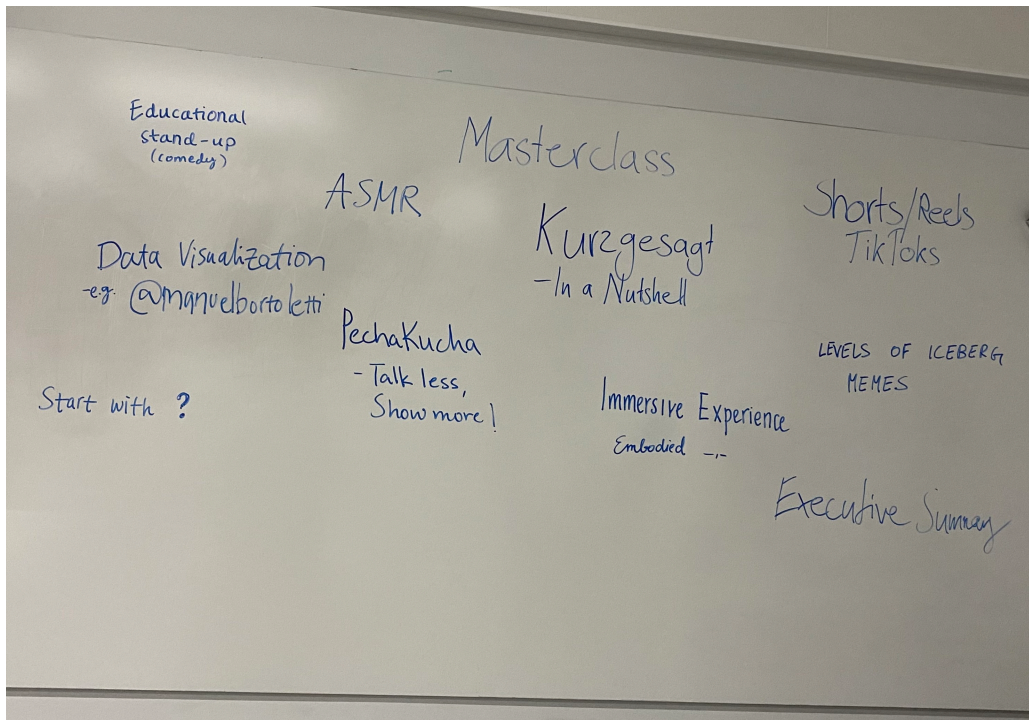
gartner.com/SmarterWithGartner

Source: Gartner
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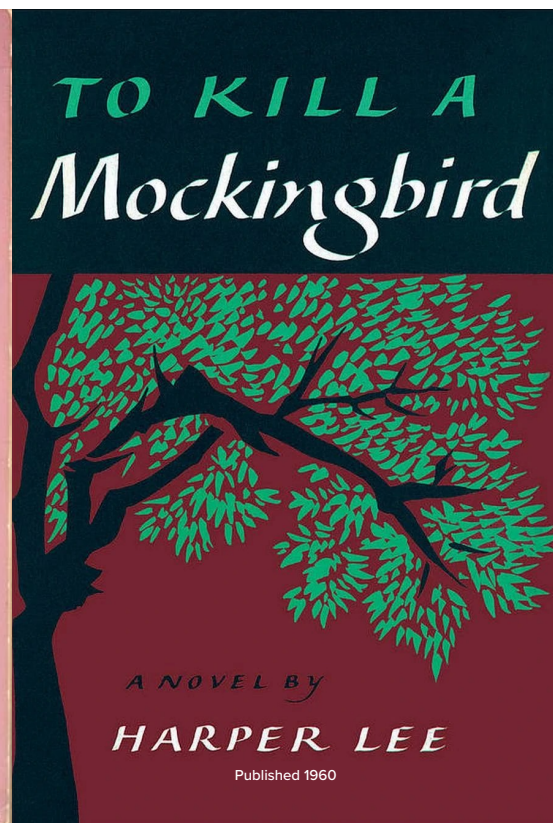
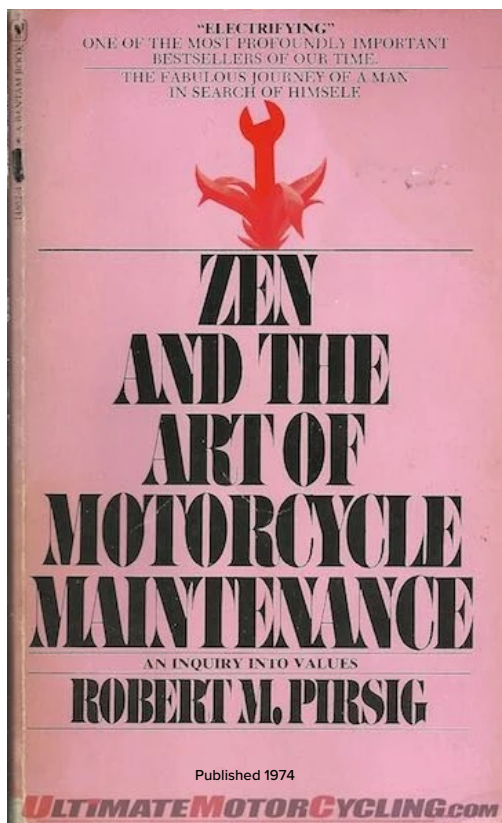
Gartner



STYLE OF PRESENTATION



Crowdsourced set of inspiring presentation styles



We looked at a course work by students from a 2009 course. The work is not here, but the point of presentation was that the work is

- Well structured (even though a visionary work of creative design)
- Based on empirical data
- Data and methodology transparent
- Smartly visualised
- There're check points for reader to guide comprehension
- Clever naming of themes and ideas
- Clever associations (interesting elements brought together to form inspiring outcome)
- Finally, concretisation (an example what the vision would mean in practice. In this case, the example is dr Martens boots, in which several of the trends discussed in the report can be seen to come together.

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THANK YOU!

WE'LL SEE NEXT TUESDAY
OPTIONAL ZOOM-TUTORING ON THURSDAY AFTERNOON.

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