

CLERIG



we are trends.  
THE POWER BEHIND YOUR BRAND

*Brands*  
&  
*Customer*

Session on Brands & Customer, 29 January 2011  
Md Sadiq, CLRI

Being creative can be easy



If you are a designer you will know that nothing is more important than trends, and having the right information leaves you with more time to do what you do greatest

*... create best selling design*

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# For the *Customer*

## Through a *Brand*

Have you ever felt the need to reinvent yourself, to take advantage of all the opportunities out there for change ?

- An opportunity for the **brands** that are committed to quality and strengthening their image.
- An opportunity for **consumers** to follow the dictates of their desires.
- An opportunity for the **values** with which the brand identifies itself.



## business intelligence for creative leaders



Talking:  
 Alberto Bonsignori/ Gucci –  
 Marina Loscalzo/Biokimica– Marga Indra-Heide, MODEUROP  
 industry.

spring/summer<sup>12</sup>  
 tomorrow's colour... today!

Released in December 2010



1<sup>st</sup> globally !



How did the Indian Leather Industry capitalize on this opportunity ?

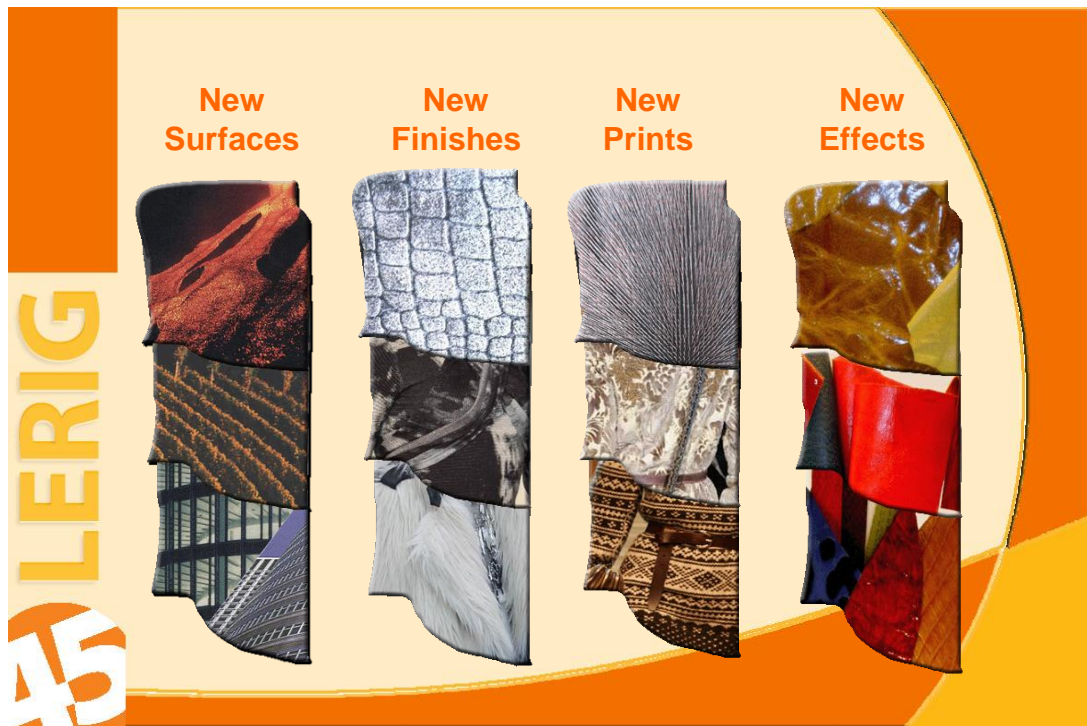


...the cascade effect !



➤ Challenges for the Leather Chemicals Industry ?





**What to follow ?**

**HOW to LEAD ?**

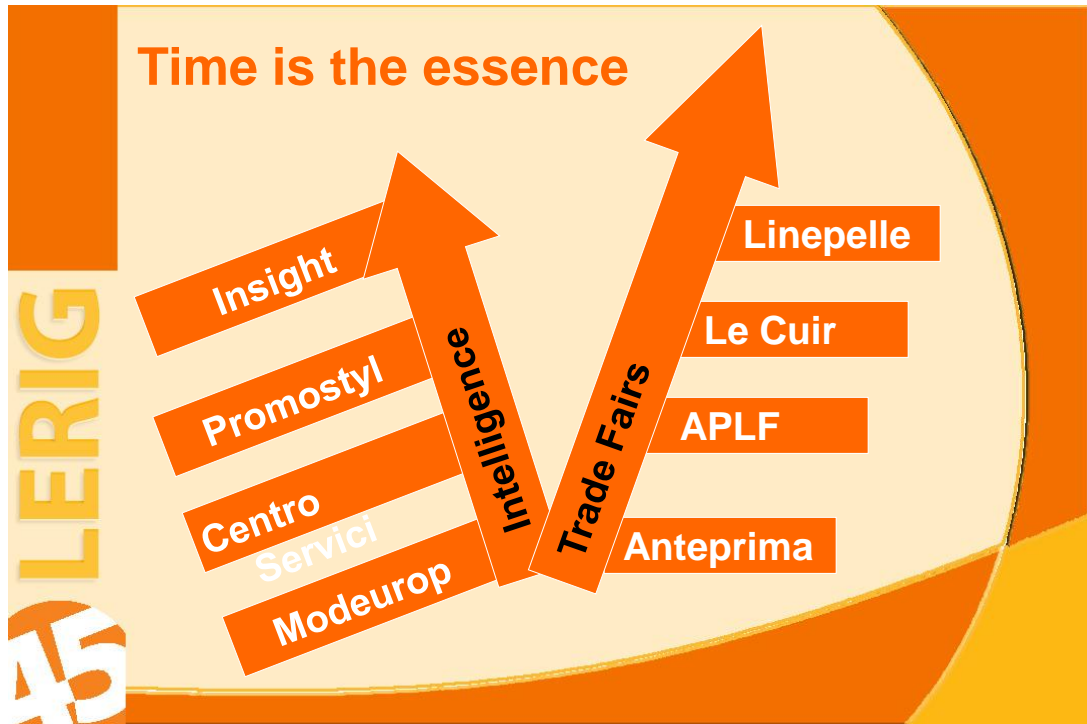
*Time is the essence .....*

## For instance ....spring summer 2012 'colours & textures'

- For some in our midst, the requirement of tendencies for spring summer 2012 was as early as August 2010...these were customers showcasing to Brands at ANTEPRIMA in Sep 2010 & LINEAPELLE in October 2010
- For some, spring summer 2012 was relevant in December 2010 as they were gearing up for their buyers visiting INDIA/ their tanneries and shoe factories during early Jan 2011.

## For instance ....spring summer 2012 'colours & textures'

- For some, spring summer 2012 becomes relevant as they gear up for APLF in March 2011 & LINEAPELLE in April 2011.
- And for some, spring summer 2012 is never relevant as 'BLACK & BROWN' is their Story.







trends are the  
**power** behind  
your brand.

1. **Trend Research**  
Popular culture, design,  
fashion, lifestyle,  
entertainment & economics
2. **Colour Forecast**  
Four seasons ahead  
Trend-led colour palettes
3. **Trend Forecast**  
Three seasons ahead  
Includes textures and  
silhouettes

**Be inspired ...**




**... get creative !**



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- When Pablo Manzur, a business and marketing consultant, associated with his business partners Michael Castro and Jose Medina, re-launched his BRAND last February under a new domain, he knew exactly what he wanted to offer his male customers.
- "We wanted [them] to enjoy a wide variety of colors, prints and themes," he said simply.
- "These ideas motivate us ...
- where would you like to go ?