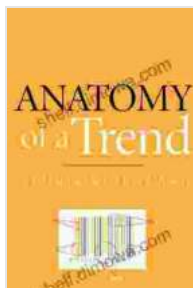


# Anatomy of Trend: The Ultimate Guide to Trend Forecasting



## Anatomy of a Trend by Henrik Vejlgard

★★★★☆ 4.1 out of 5

Language	: English
File size	: 4135 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 278 pages
Lending	: Enabled
Hardcover	: 366 pages
Item Weight	: 2.29 pounds
Dimensions	: 6.61 x 1.5 x 9.45 inches
Paperback	: 663 pages

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Trend forecasting is a critical skill for anyone who wants to stay ahead of the curve in fashion, design, or any other creative field. But how do you predict what's going to be popular next? That's where Henrik Vejlgard's book, *Anatomy of Trend*, comes in.

*Anatomy of Trend* is a comprehensive guide to the trend forecasting process. Vejlgard, a leading trend forecaster, shares his insights on everything from the basics of trend forecasting to the latest tools and techniques.

The book is divided into three parts. The first part covers the foundations of trend forecasting. Vejlgard explains what trends are, how they work, and

why they're important. He also discusses the different types of trends and how to identify them.

The second part of the book focuses on the practical aspects of trend forecasting. Vejlgaard provides step-by-step instructions on how to conduct a trend forecast. He also covers the different tools and resources that can be used for trend forecasting.

The third part of the book is a case study of how Vejlgaard used trend forecasting to help a major fashion retailer predict the next big trends. This case study provides a real-world example of how trend forecasting can be used to make informed decisions about product development and marketing.

If you're serious about trend forecasting, then *Anatomy of Trend* is the book for you. Vejlgaard's insights and expertise will help you to develop the skills you need to predict what's going to be popular next.

## **About the Author**

Henrik Vejlgaard is a leading trend forecaster and the founder of the trend forecasting agency, Pej Gruppen. He has over 20 years of experience in the fashion industry and has worked with some of the world's top brands, including Nike, Adidas, and H&M.

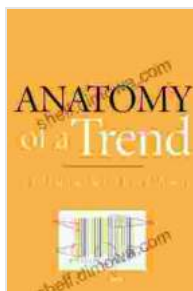
Vejlgaard is a regular speaker at industry events and has been featured in publications such as *The New York Times*, *The Wall Street Journal*, and *Vogue*.

## **Praise for Anatomy of Trend**

"Anatomy of Trend is a must-read for anyone who wants to understand the trend forecasting process. Vejlgard's insights and expertise are invaluable." - Suzy Menkes, fashion journalist

"Anatomy of Trend is the definitive guide to trend forecasting. Vejlgard provides a comprehensive overview of the field and shares his insights on the latest tools and techniques." - WGSN, trend forecasting agency

"Anatomy of Trend is a game-changer for trend forecasters. Vejlgard's insights and expertise will help you to develop the skills you need to predict what's going to be popular next." - TrendHunter, trend forecasting website



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