

FREE ONLINE TREND RESOURCES

You don't need a corporate-sized budget to remain current with market trends and information. Here's a guide to several free online resources to help you keep a pulse on what's next in your category or categories you'd like to learn about.



Visual



Content Rich

FREE ONLINE TREND RESOURCES



www.trendhunter.com

A large database of trend examples in the marketplace that fit into a larger trend framework. Their categories span Fashion, Tech, Luxury, Eco and even Bizarre!



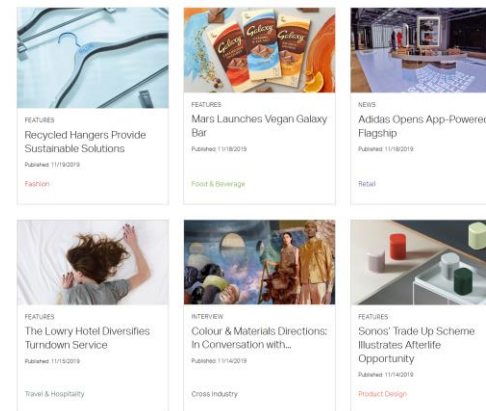
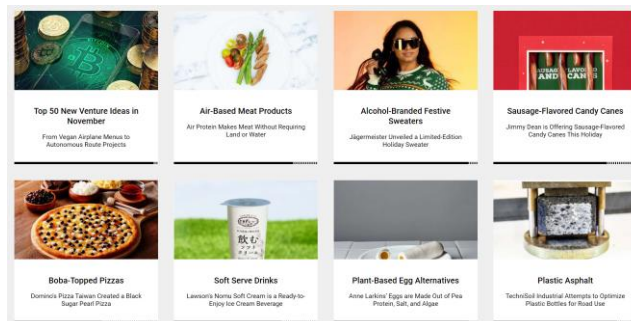
<https://www.stylus.com/thebrief>

This trend vendor who specializes in cross-industry trends and consumer shifts, shares content from their larger paid portal on their 'Brief' webpage.



<https://www.wgsn.com/blogs/>

WGSN (World's Global Style Network) focuses on trends in fashion, design, retail and lifestyle. You can visit their blog for content in these areas.



FREE ONLINE TREND RESOURCES

CASSANDRA

<https://cassandra.co/daily>

Free bite-sized daily email highlight an emerging trend along with 3 supporting market examples.

GLOW ON THE GO

In-flight skincare kits take off

As explored in Cassandra's *Nomad & Away Report*, today's youth are driving the growth of an entire culture built around travel and are even redefining the journey, sometimes to be as exciting as the final destination. This mindset creates ample opportunities for brands to make the act of traveling itself an even more positive experience. The following skincare brands are doing just that by offering consumers curated kits that address their in-flight skincare needs, giving them a moment of self-care in the air.



FLIGHT MODE

Flight Mode, a skincare brand that offers frequent flyers (and occasional jet-setters) on-the-go skin nourishment, recently launched its first skincare collection back in August. The launch consisted of seven products including a face cream, hydration mist, hydration booster, serum, restoring hand cream, skin mist, and lip and cuticle balm—which hydrate, protect, and calm travel-weary skin. What's more, Flight Mode's travel-size packaging addresses the anxiety that customers might have to repackage their skincare needs to TSA regulations. All products retail from \$29 to \$99 and are sold on the brand's website.



<https://trendwatching.com/freepublications/>

This trend vendor creates comprehensive quarterly reports covering relevant macro trends. They also offer a daily email with trend insights and examples.



TRENDWATCHING QUARTERLY

AUGUST 2019

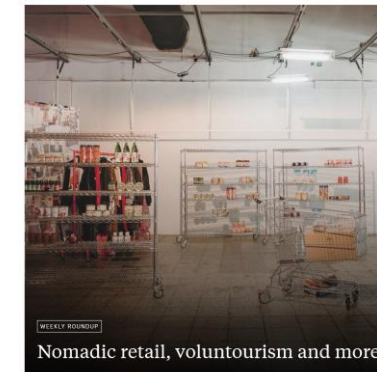
THE FUTURE OF WELLBEING

Two monumental challenges, laden with opportunity, impacting the health and happiness of consumers around the world.



<https://www.jwtintelligence.com/>

JWT focuses on identifying shifts in the global zeitgeist. Check out their free weekly newsletter, podcasts, or on relevant trend articles.



POPULAR

1. **The new singles lexicon**
Debated the "single positivity" movement, the value proposition and cultural understanding of single...
2. **Slow travel**
Trains offers travelers an eco-conscious alternative to flying - and an opportunity to...
3. **Nomadic retail, voluntourism and more**
Climate school, Spotty AR, Dr. Apple.

FREE ONLINE TREND RESOURCES

McKinsey & Company

<https://www.mckinsey.com/>

In-depth analysis on emerging megatrends such as 'Global Mobility Revolution' or 'America's Future of Work'. You can subscribe to receive updates.



Pew Research Center



<https://www.pewresearch.org/>

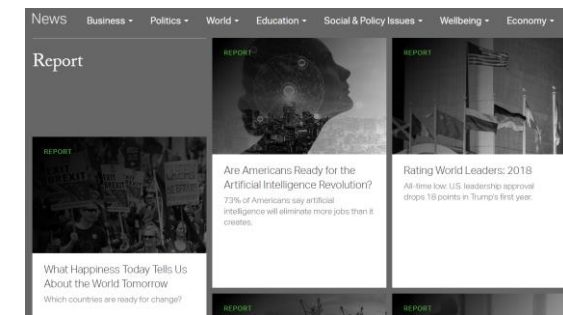
An amazing resource covering almost any topic imaginable, from geo-political to social and cultural trends. They have an abundance of reliable data points and charts.



GALLUP

news.gallup.com/topic/report.aspx/

Gallup creates content that is rich in insights and data. This is an excellent resource if you are trying to quickly learn a new subject matter or searching for great data points.



Contact me to learn about how the voice of the customer can help you reach your business objectives.



NATALIA TAFUR

Founder &
Chief Researcher

SUMMARY

- 20 years of business and project management experience
- 10+ years moderating as a corporate researcher
- A deep cross-cultural understanding from living and working overseas

AREAS OF EXPERTISE

- Consumer Experience
- Customer Journey
- Concept Testing
- Societal and Cultural Macrotrends
- Generational Cohorts

DEGREES / CERTIFICATIONS

- Certified Professional Researcher (Insights Association)
- Active member of the Qualitative Research Consultant Association (QRCA)
- Bachelor of Business Administration from the University of Notre Dame
- International MBA from Thunderbird, School of Global Management