

> WEB RESOURCES

There are over 2,000 trend forecasting and related sites online. All are relevant and should be book-marked as a matter of priority. The ones listed below are designed to offer you a cross-sector overview and should not be seen as definitive. They are, however, among the most widely used and are credited by fellow forecasters and bloggers for their ability to collate, interpret, and log trends.

- **www.breakingtrends.com**
Breaking Trends is a trends intelligence site that offers users a unique perspective on global consumer and media trends, and on emerging socio-cultural drivers from around the world.
- **http://www.cifs.dk**
The Copenhagen Institute for Future Studies is a unique, future-faced corporate, social, and public policy organization that places scenario planning at the heart of its future-faced publications, predictions, policy, and consumer insight papers and reports.
- **www.coolhunting.com**
Cool Hunting is one of the best sites for aggregating and interpreting “stuff” from around the globe.
- **www.davidreport.com**
The David Report is one of the best and most comprehensive trend forecasting sites with a design bias.
- **www.dezeen.com**
Dezeen is one of the most followed blogazines by trend forecasters keen to know more about new and emerging trends and styles in the design and interiors market.
- **www.engadget.com**
Engadget is the site most used by trend forecasters working in the technology, online, and D.I.Y. electronics sector.
- **www.faithpopcorn.com**
Faith Popcorn's BrainReserve is good for “nibble” sized updates on the latest macro trends set to impact on consumer thinking and buying patterns.
- **http://gizmodo.com**
Gizmodo provides updates on the latest technology releases set to create tomorrow's trends.
- **www.iconoculture.com**
Iconoculture is one of the better American consumer forecasting agencies.
- **www.japanconsuming.com**
Japan Consuming is a favourite for forecasters keen on new & emerging trends, & shopping habits in key Japanese cities.
- **www.joshspear.com**
Josh Spear's website is a rolling, rambling blog of “stuff” that matters and inspires.
- **www.lsglobal.com**
LifeStyle News Global is a members-only consumer insight, trends, and brand strategy network for the lifestyle industries.
- **www.next-big-thing.net**
The Next Big Thing targets brands and global corporations with ideas on how to improve their business edge.
- **www.notcot.org**
Notcot is a website dedicated to ideas, aesthetics, and visual amusements.
- **http://oxygen.mintel.com**
Mintel Oxygen is the future-faced online trends, insight, and statistics based service of Mintel, the online research and consumer data company.
- **www.psfk.com**
PSFK is an online news, insight, and trend consultancy favored by technology and lifestyle brands.
- **http://senseworldwide.com**
Sense Worldwide is a strategy, insight, and brand consultancy that places future-faced predictions and scenario planning methodologies at the heart of its client and innovation work.
- **www.Style.com**
Style.com is a fashion and lifestyle site covering the world of fashion, designers, models, celebrities, beauty, and shopping. It includes comprehensive runway reviews, images, and videos.
- **www.stylus.com**
Stylus.com is a trend and trade show portal for the interiors, packaging, and design markets.
- **www.thecoolhunter.co.uk**
The Cool Hunter does as it claims and helps you source some of the best and coolest trends globally.
- **www.thedieline.com**
The Dieline is a must for trend forecasters identifying what is new and next in the world of design, packaging, and promotional graphics.
- **www.thefuturefoundation.net**
The Future Foundation identifies and forecasts social and consumer trends and determines the extent of their impacts on markets, services, brands, and products.
- **www.thefuturelaboratory.com**
The Future Laboratory is a strategy, insight, and consumer research organization which uses network approaches and future-faced prediction models to anticipate and gauge consumer change.
- **www.thefuturescompany.com**
The Futures Company is a blog style format and consultancy which offers brands, retailers, and corporations insights on a range of future-faced concerns and concepts.
- **www.treehugger.com**
Treehugger is a fantastic sustainability website that has developed a cult following among forecasters with a specific interest in eco-related trends and themes.

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- **www.trendbuero.de**
Trendbüro is a Germany-based lifestyle and consumer forecasting site with a solid corporate bias.
- **www.trendhunter.com**
The Trend Hunter is a global resource for the more bizarre and outré trends on the rise.
- **www.trendstop.com**
Trend Stop is an online portal for colour, materials, design, and lifestyle trends in the fashion, accessories, and retail sector.
- **www.trendwatching.com**
Trendwatching is a Netherlands-based forecasting agency that offers free trend updates to subscribers on a monthly basis.
- **www.unitymarketingonline.com**
Unity Marketing is a boutique market research firm that specializes in consumer insights for marketers and retailers in the premium and luxury ends of the global lifestyle sector.
- **www.wgsn.com**
Worth Global Style Network is one of the best and most comprehensive subscriber-only fashion trend websites online.