



“Obsess about the business of thinking. A thought-provoking idea is not only a season must-have, it stimulates the notion of why.”

Befriend the Future.



Fall tends to be a time of new beginnings, new promises and undeniably, new wardrobes. We may vow to begin really taking care of ourselves (personally, professionally and physically); we may promise to be more open, creative or knowledgeable; and, like any Fashionista female or Divo male, we add something new to something old.

Read through the latest Market Trend Report as it brings you up to speed on the future, updates you on the present and even delves a bit into the not-so-forgotten past.

Has fall already kicked you into overdrive? Regardless, reflect and create a clear agenda: name one thing you're going to stop, continue and start doing this season and go from there. Don't think of it as homework – think of it as a change in routine – and although scary, change is good.

Marina Govic

Online Shopping's Next Frontier

By now, you've adjusted to online shopping, bid on eBay, understand how PayPal works, contributed to forums and heck – maybe even started your own blog. It's now time to welcome you to online shopping haven.

Crowdstorm is a social shopping site that allows consumers to find out what to buy by measuring the buzz around products. Buzz is measured by the amount of activity surrounding a product: how many times a product has been viewed, how many bloggers have written about it and how many Crowdstorm users have commented about it. So you'll never have to wonder what to buy again. □

Social shopping  Update

Which sets the Rules: men or women?

No need to read *Men are from Mars and Women are from Venus* to get a diagnosis in consumerism. But, an experience is something every consumer craves. Only here's the difference: a great experience will be remembered today and a bad experience will be remembered forever.

While a company's advertising can't fix a terrible product, complicated return policies or miserable service, marketers also shouldn't make promises to women that they can't keep. Because as we all know – if you promise you're going to call back in 10 minutes, that's what's expected. But interestingly, if companies market intelligently to women, they'll also sell more to men.

For example, an 'everything store' like Canadian Tire knew that an equal number of men and women were walking through the door, but only a mere 30% of women were buying. Canadian Tire realized that something needed to be done and this began with finding out what women want (only without the help of Mel Gibson). So, after opening its new concept store in Vancouver with airport-style escalators, gourmet kitchen centres and friendly signs, store traffic increased and overall sales went up. I guess that's what you get when you qualify the needs of women.

The verdict: Women want convenience, ambience, elegance and service (in that order); and when men shop, they want bigger, better and faster! □



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The World at Your Fingertip

Do you remember what life was like before high speed and search engines? Seems like a blur and perhaps the topic makes you feel old, so we won't go there. But where we will take you is to your new homepage – a site that you can add to your list of addictions.

www.google.com/trends compares the world's interest in your favorite topics. Google Trends aims to provide insights into broad search patterns and although it is still in the development stage and is based upon a portion of search results, it's another resource for when you just can't find what you're looking for. □

Keys to Success

Success is one of those subjective terms that mean different things to different people. Here, our favorite editor-at-large reveals his personal people must-have's.

Andre Leon Talley

Editor-at-Large, Vogue

1. Immaculate Grooming
2. Manners
3. Articulation
4. Confidence



Andrea Leon Talley with Naomi Campbell

Ok, I admit it. My insight is a tad last year but it's really cool. Promise. A campaign that has me green with envy hails from one of Europe's fashion hubs – London. The 'Seven Sins' Vanity Advertising Campaign, created by DDB London is for Harvey Nichols – which, if you were to compare, is like the H&M of London – upscale, aspirational and undoubtedly, fashion-forward.

The brilliant insight (brilliant because it evokes an emotion) is that fashion and therefore, Harvey Nichols is all about being tempted.



A Consumer Insight

The story unravels as temptation leads to sinning and there is no better place to indulge your wicked desires than Harvey Nichols.

Each execution visually depicts one of the Seven Deadly Sins (who is the visionary art director on that shoot!?) and links it to an appropriate department at Harvey Nics. Think 'Envy' promoting Womenswear and 'Vanity' promoting Beauty.

Which way to confession? □

