

未来预测 2021：新的消费准则 FutureCast 2021 : New Consumer Rules



专题小组会议 Panel Discussion

现今消费者生活在一个变幻莫测的时代，这个时代充分彰显人们的创意潜能和个人意义。通过对照不同灵感、从中选择适合自己的，消费者正主导着这段变革时期。消费者主要是想表达自己、脱颖而出，并根据自身情况去定制体验，比如通过日益人性化且具有创造力的视角，将新旧事物的精华融合在一起。我们正处于一个极具尝试性、创造力和自我表达的变革时代。成功的品牌将是那些能够理解定制化和个性化需求并通过新颖产品和独特体验满足这些需求的品牌。以下叙述的消费者及其生活方式转变体现了当今消费者的现状和潜力。

- 线始 (Threadstart) — 睿智时尚
- 终极状态 (Redux-State) — 削减的艺术
- 文化混搭 (CultureRemix) — 大胆尝试是新规则
- 灵活状态 (FlexState) — 技术与风格融合
- 新城市 (NeoUrbanity) — 城市的色彩与变化

主持人：

Roberto Ramos · The Doneger Group 创意及创新部高级副总裁

演讲嘉宾：

Anne Po · INEXCLSV 资深副总裁

Sarah Carson · Leota 行政总裁及创办人

Today's consumers are living in highly fluid times full of creative potential and personal meaning. They are navigating this period of change by juxtaposing inspirations and making them their own. The main goal is to make their own statements, to stand out and to customize experiences on their own terms. This includes mixing the best of the old and the new through an increasingly human and creative lens. In this age of change, we usher a period of extreme experimentation, creativity and self-expression. Winning brands will be those that understand this need for customization and personalization and empower it through novel products and unique experiences. The following consumer and lifestyle shifts illustrate the current state and possibilities of the modern consumer.

- ThreadStart – Smart Fashion
- Redux-State – The Art of Paring Down
- CultureRemix – Experimenting is the New Rule
- FlexState – Tech and Style Converge
- NeoUrbanity – Color and Movement of Cities

Moderator:

Roberto Ramos, Senior Vice President, Creativity and Innovation, The Doneger Group

Panelist:

Anne Po, Senior Vice President, INEXCLSV

Sarah Carson, CEO & Founder, Leota

日期 Date	时间 Time	地点 Venue
2019.9.26	13:00 – 14:30	5.1-K35 对话纺织 Textile Dialogue

影片导航 Video Introduction Tour

由The Doneger Group创意及创新部高级副总裁Roberto Ramos主讲

(将提供英语<>普通话交替传译)

By Roberto Ramos, Senior Vice President, Creativity and Innovation, The Doneger Group

(English <> Mandarin Chinese Consecutive Interpretation will be provided)

日期 Date	时间 Time	地点 Venue
2019.9.25	11:30 – 11:45	(国际馆) 4.1馆近1号门 (International Hall) 4.1H – Near Gate 1
	15:00 – 15:15	(国内馆) 6.1馆近1号门 (Domestic Hall) 6.1H – Near Gate 1
2019.9.26	11:30 – 11:45	(国内馆) 6.1馆近1号门 (Domestic Hall) 6.1H – Near Gate 1
	15:15 – 15:30	(国际馆) 4.1馆近1号门 (International Hall) 4.1H – Near Gate 1