

Trend guru partners with local publishing house

New Media has teamed up with internationally renowned lifestyle and design trend forecaster Li Edelkoort to foster and promote her trend services within the South African market.



Li Edelkoort, international lifestyle and design trend forecaster

According to Hannerie Visser of New Media, the association will provide a global platform to showcase South African talent through Edelkoort's increased contact with this country.

This deal follows the sell-out success of Edelkoort's 2005 and 2006 South African trend seminars, co-ordinated by New Media's *décor* magazine.

Edelkoort, named one of the world's 25 Most Influential People in fashion by *Time* magazine, shapes the future by advising her clients – including Coca Cola, Lacoste, Estée Lauder and Swarovski – about how tomorrow's consumers will want to live, dress, drive and eat.

Furthermore, New Media will distribute Li Edelkoort's collection of bi-annual *Trend Books*, which Trend Union - a group of companies created by Edelkoort - has developed.

The books introduce the key trends that Edelkoort and her team have predicted up to two years in advance. Only 250 copies of the sought-after books, which set forth the colours, materials, shapes, and lifestyles for seasons to come, are printed. In addition to visuals and copy that express the trend, the books also encompasses fabrics and materials that have been sourced from all over the world and carefully compiled by the Trend Union team.

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