



## Li Edelkoort

One of the World's Premier Trend Forecasters



### CSA CELEBRITY SPEAKERS

Li Edelkoort has pioneered trend forecasting as a profession; from the creation of innovative trend books and audiovisuals since the 1980s to long-ranging lifestyle analysis and research for the world's leading brands today. She is currently chairwoman of Design Academy Eindhoven and founding art director of Designhuis, the city's first design museum.

**"One of the world's most influential people in fashion" Time Magazine, 200**

#### In detail

Li has received continual recognition for her work in providing inspirational stimulus and fostering creative talent including the Netherlands' Grand Seigneur prize for her work in fashion and textile in 2004. In 2005, Aid to Artisans honoured her with a lifetime achievement award for her support of craft and design and in 2007 she was named Chevalier des Arts et des Lettres by the French Ministry of Culture and Communication. Every six months, Li Edelkoort, personally conceives the general Trend Book, which sets forth the main trends 2 years in advance. Printed in a limited edition of 250, this book expresses the trends in images, words, fabrics and materials that are sourced from all over the world and carefully assembled by the Trend Union team.

#### What she offers you

Li orientates professionals in interpreting the evolution of society and the foreshadowing signals of consumer tastes to come, without forgetting economic reality. Li Edelkoort has a unique talent for sensing upcoming trends and the ability to predict what consumers would want to buy several seasons ahead of time. With her insights and predictions she not only informs her audience about current trends but also inspires them to look into the future and shows businesses that innovative thinking is the key to gaining a competitive edge.

#### How she presents

Li Edelkoort is famous for her lively and inspiring seminars and speeches and her highly innovative and unusual audiovisuals leave the audience inspired and well informed about current trends.

#### Languages

She presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what she could bring to your event.

#### How to book her?

Simply phone, fax or e-mail us.