

Nicola Cooper joins Flux Trends team, presents in March

Flux Trends has announced that Nicola Cooper is the latest trend analyst to join its team. Once described as being on the top list of visionaries by Johan van der Merwe, she is well known as both a creative style icon and as an analytical and articulate critic and lecturer.



Trend analysis

She offers a unique take on trend analysis and a knowledgeable and cutting edge perspective on a multitude of trends, products, complexities and creative conceptual problem solving for business.

As Cooper explains, trend analysis is not simply a 'nice to have' anymore, when it comes to strategic brand thinking. Her approach is to offer practical applications and understanding of current fashion, lifestyle and pop cultural trends in order to implement and assist the industry to understanding its product, target audience or consumer typology.

Open Session event

She will present her expertise in the next Open Session that takes place every other month. Each one covers new trends specifically packaged for micro businesses and entrepreneurs with the March 26 session Who, What, When, Why and How S/S 2014/2015, presenting important trends that will influence significantly on the fashion season ahead.

The event will be held at the the Fire & Ice Hotel, Melrose Arch at 4pm on 26 March 2014. To book, call Tumi on +27 (0)11 726 5529 or email info@fluxtrends.co.za.

For more, visit: <https://www.bizcommunity.com>