The Visionary Fashion Trends: Lifestyle and Retail
潮流趨勢前瞻：時裝與零售

Date 日期   : 18 / 3 / 2021 (Thursday 星期四)

Time 時間   : 11am – 12:15pm

Speakers 講者 :
- Mr Michael Leow, Asia/Pacific Sales & Marketing Head, Fashion Snoops
- Mr Matthew Olivier-Lovett, Director of Retail, Omnilytics
- Ms Jaana Jatyri, CEO, Trendstop

Language 語言 : English (Simultaneous interpretation service will be provided)
英語 (設普通話即時傳譯)

Remarks 備註 : Free of charge, pre-registration required 免費參加，需預先登記

Abstract 活動撮要

To keep up in the fast-paced and ever-changing world of fashion, let's hear what the industry experts have to say on the upcoming trend forecast. A wide array of speakers will share insights from their perspectives.

Time 時間	Tentative Rundown 擬定程序
11am – 11:20am	Presentation: An overview of the Visionary Fashion trends for a post-COVID world in SS2022 **Mr Michael Leow, Asia/Pacific Sales & Marketing Head, Fashion Snoops**
11:20am – 11:40am	Presentation **Mr Matthew Olivier-Lovett, Director of Retail, Omnilytics**
11:40am – 12nn	Presentation **Ms Jaana Jatyri, CEO, Trendstop**
12nn – 12:15pm	**Panel Discussion** moderated by Panel Chair: Mr Michael Leow, Asia/Pacific Sales & Marketing Head, Fashion Snoops

About the Speakers 講者簡介

Mr Michael Leow
Asia / Pacific Sales & Marketing Head, Fashion Snoops

Mr Michael Leow is one Asia/Pacific region's most experienced speakers on lifestyle and fashion trends forecasting issues. Having worked in fashion trend's forecasting service since 1998, Michael has presented seminars at some of Asia's leading regional trade shows. Michael has his own trends forecasting sales agency representing 12 of the world's best rated fashion and lifestyle trends service in the Asia/Pacific region.

Mr Matthew Olivier-Lovett
Director of Retail, Omnilytics

After working as a freelance Business Development Manager for a number of Fortune 500 companies throughout the APAC region, Matthew joined Omnilytics in January 2017 as the Director of Retail. He is responsible for growing the Omnilytics brand globally and driving automated retail strategies for all his enterprise Fashion and Beauty clients. Matthew works with Adidas, Shiseido, Zalora and Salvatore Ferragamo to name a few, helping them use Omnilytics' real-time market intelligence insights. His mission statement is to pioneer the fastest and most accurate data platform in the market; providing data-driven intelligence to stocking and marketing decisions, optimizing assortments and trend analysis to minimise cost and time to market.

Ms Jaana Jatyri
CEO, Trendstop

Trendstop was founded in 2002 by Jaana Jätyri, a world-leading fashion futurist with a special interest in sustainability.

Trendstop was built on a desire to change the fashion industry – to help brands operate in a more considered, less wasteful and ultimately more sustainable way, by producing the right product at the right time that sells to the target customer.

Clients have included Karl Lagerfeld at Chanel, Facebook, Zara, H&M, Adidas, and Calvin Klein to name a few, where we work with creative directors, heads of design and design teams to establish trend direction.

Whilst there are plenty of fashion agencies, trend agencies and innovation agencies out there, Trendstop is unique in that we combine all three. We have a keen eye on innovation and early adoption in the fashion and lifestyle industries, and our research and insights are always consumer driven.

Today, Trendstop has a team of 30 passionate trend experts headquartered in London, and receive a daily live stream of global observations from 148 trend spotters located across 27 of the world's most trend-relevant cities.