

WORLDFOOTWEAR

Young-fashion inspirations for summer 2006



All images shown are reproductions of pages from summer 2006 trend books

Y-Trends, pronounced 'why' trends, claims to be the only international trend-watching agency in the world to specialise in young-fashion footwear and sneakers. The Amsterdam-based company works with footwear brands such as K-Swiss, Gravis, Timberland, Mexx Footwear, Royal Elastics, Mag and others who are not just looking for information but for inspiration and direction as well.

Y-Trends has an interesting approach, which combines the efforts of journalists and stylists. Journalists gather information from the latest trade shows and stylists combine this with inspiration coming from urban culture and with their own ideas. The idea is to be able to show the latest innovations in shoes and explain how these are translated to the consumer. Rather than use existing images taken from magazines, pictures are taken of trend leading consumers at events like concerts and exhibitions.

The latest trend books for summer 2006 uncover the directions in which both shoes and sneakers are moving and explain their origins.



The company offers three kinds of services:

Trend books Two books are published each season, one for sneakers and one for shoes. These show the latest developments in young-fashion footwear using images accompanied by a text in English. Each includes about sixty A3 pages and a CD-ROM with direction for colours, materials, last shapes, styles, soles and accessories. Y-Trends adds its own ideas using advanced techniques for photo manipulation and which have a visual advantage over sketches for many users.

Research and consultancy This service includes concept development, marketing and distribution strategies and consultancy for colours, materials and styles, all tailored to the customer's needs. The information can be presented in two ways:

- A tailor-made trend book with material swatches, carefully manipulated photos, graphics and explanatory text in English
- A multi-media digital presentation containing motion graphics, video and music either on CD or DVD. These aim to inspire the design team and can also be adjusted at a later stage to present the actual collection to the sales team.

Design service Y-Trends co-operates with experienced freelance footwear and graphic designers to help build a collection. This ranges from recolouring existing samples and materials to designing a complete collection. The company can also use its network to mediate between brands and designers. 