



*To thrive in our new, uncertain world, companies need more than flat answers to what's trending next; those will get stale fast. What's required is **creative agility**—knowledge and insights that will allow them to deeply understand signals of change, recognize evolving patterns and weave them into meaningful stories they can use to shape the future of their products—at any given time and against any circumstance.*

This is what FS is committed to.

Lilly Berelovich

*Founder, Chief Creative Officer
Fashion Snoops*



Who We Are

For over 22 years, FS has been the leading force in trend forecasting, serving clients in over 50 countries across Fashion, Accessories, Home Decor, Beauty, Wellness, and other consumer-facing markets.

By connecting the dots between culture and product, we give our clients the tools to spot and understand signals of change and provide them with the inspiration and insight to harness new opportunities.



Accurate and proven forecasting methodology, built on connecting dots and events to create the full picture



Global coverage with a localized perspective



Enhanced by AI and delivered by experts you can connect and collaborate with

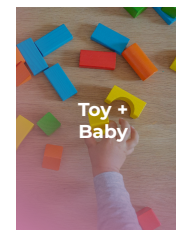
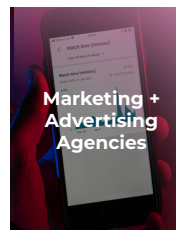
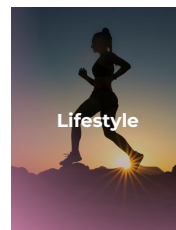
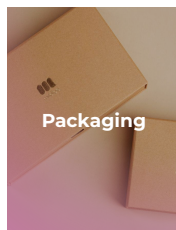
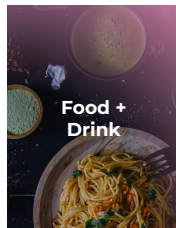
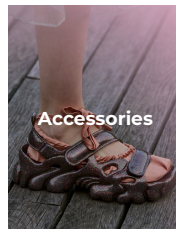
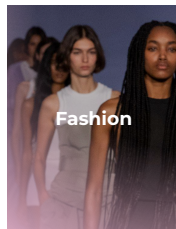


100+ in-house, global industry experts, thought leaders, and advisory consultants



Who We Help

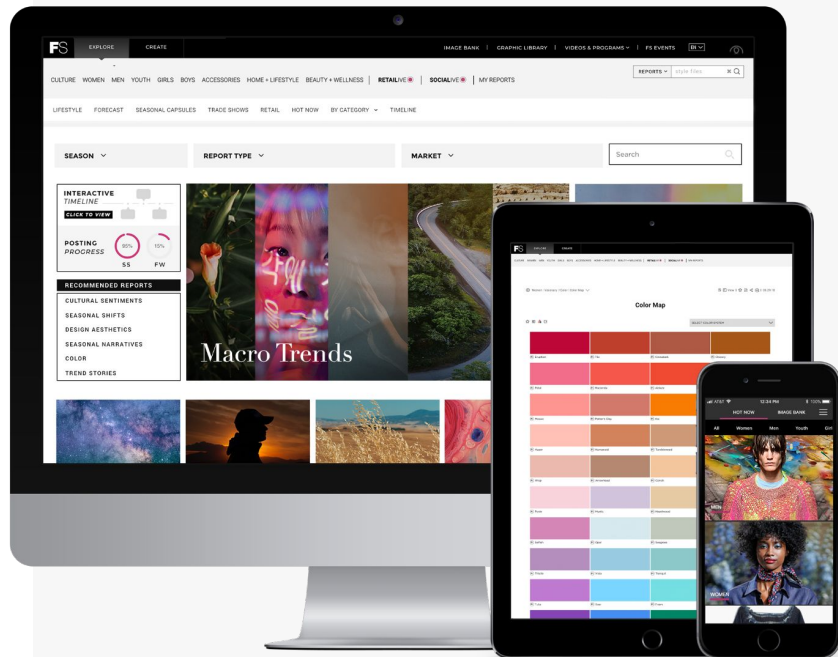
We work with a wide range of industries, helping them anticipate their consumers' needs so they can design and create with confidence.





Our Trend Platform

A membership-only, comprehensive idea-to-market trend forecasting solution providing insight on future trends along with powerful tools to put them into action.



What Makes us Unique

- We offer a **connected, continuous and integrated view**: from overarching macro culture and consumer trends to market-specific seasonal design guidance—in **one single platform, created by the same team of experts**.
- We are passionate about storytelling, and go **deeper in inspiration** than our competitors.
- **We enable an immediate path between exploring and creating**—allowing users to extract the platform images, co-build dynamic moodboards and color palettes, create visually stimulating presentations and share them with colleagues, suppliers and vendors.
- We offer unparalleled **market tracking tools**, including:

RETAIL LIVE

Daily tracking of deliveries to over 900 international stores and 30,000 brands.

SOCIAL LIVE

Daily tracking of key influencers in various markets.



Our Trend Platform



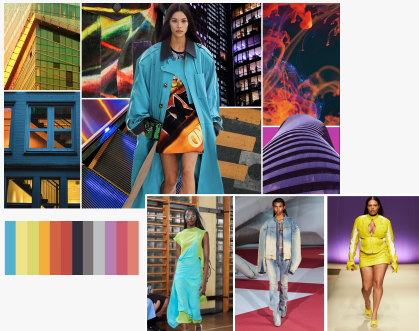
EXPLORE

CREATE

TRACK

FIND VISUAL ASSETS

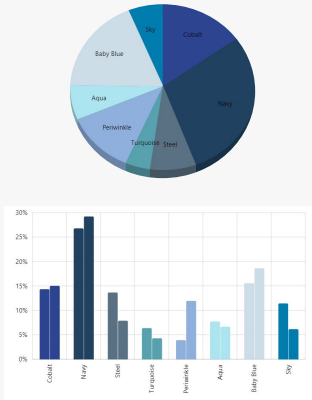
Foresight taking our clients on a journey from broad, overarching macro cultural trends identified 18-24 months in advance, to closer-to-season market / category-specific guidance.



Event Coverage and analysis (runway, retail, trade shows, street style, festivals, exhibitions, and more).



Dynamic color mapping and **AI-enhanced analysis tools.**



EXPLORE

CREATE

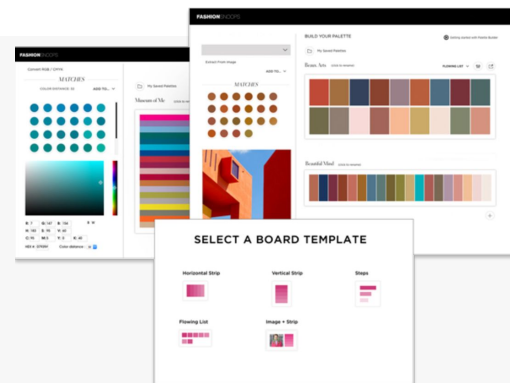
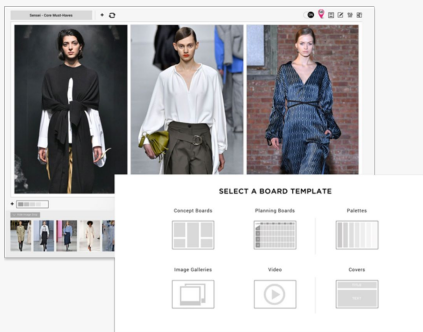
TRACK

FIND VISUAL ASSETS

A collaborative set of tools to empower users to turn ideas into solid concepts:

Rapidly build storyboards and merchandise plans.

Use our hundreds of ready-made seasonal templates to visualize your ideas. Quickly and easily. No more complicated tools. We keep it simple.



Create dynamic color maps, palettes, and plan in seconds.

Upload an image and know the exact RGB/CMYK code in seconds. Create dynamic color maps, palettes, and plans. Everything a color artist needs to perfect a forecast.

Our Trend Platform



EXPLORE

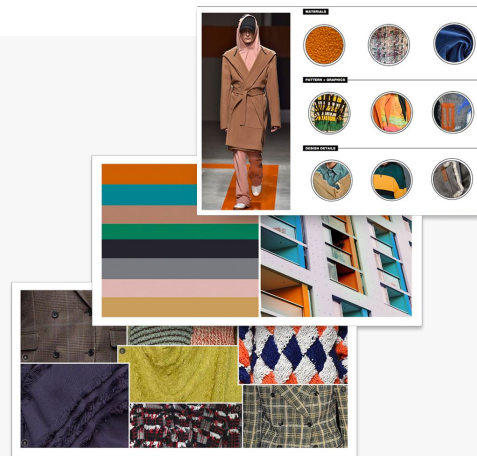
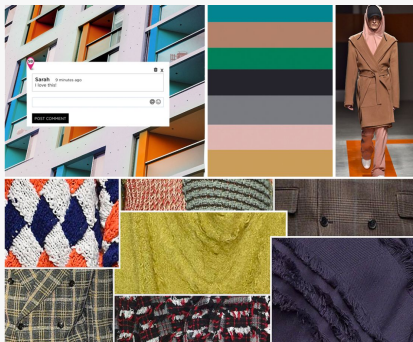
CREATE

TRACK

FIND VISUAL ASSETS

Share your new concepts easily and visually.

Share your creations with your colleagues, clients, vendors, and buyers. Get their live feedback and invite them to make edits as part of the co-creation process.



Present beautifully.

Wow your audience with your professionalism and present your project as a full-screen branded slideshow.

Our Trend Platform



EXPLORE

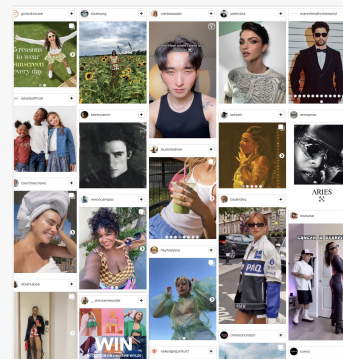
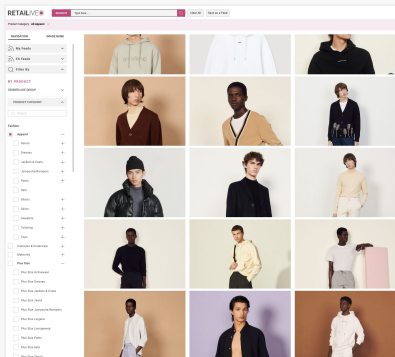
CREATE

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FIND VISUAL ASSETS

RETAIL LIVE

Aggregates global ecommerce assortments from **over 900 stores and 25,000 brands** into one central location. It helps brands track trends, validate design concepts, and build competitive advantage.



SOCIAL LIVE

Cuts through the digital noise to offer our clients a customized and expert-curated view of the most relevant and emerging social media trends, influencers, and posts across different markets and regions.

Our Trend Platform



EXPLORE

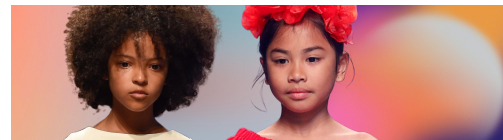
CREATE

TRACK

FIND VISUAL ASSETS

An ever growing searchable, and tagged dynamic library, including:

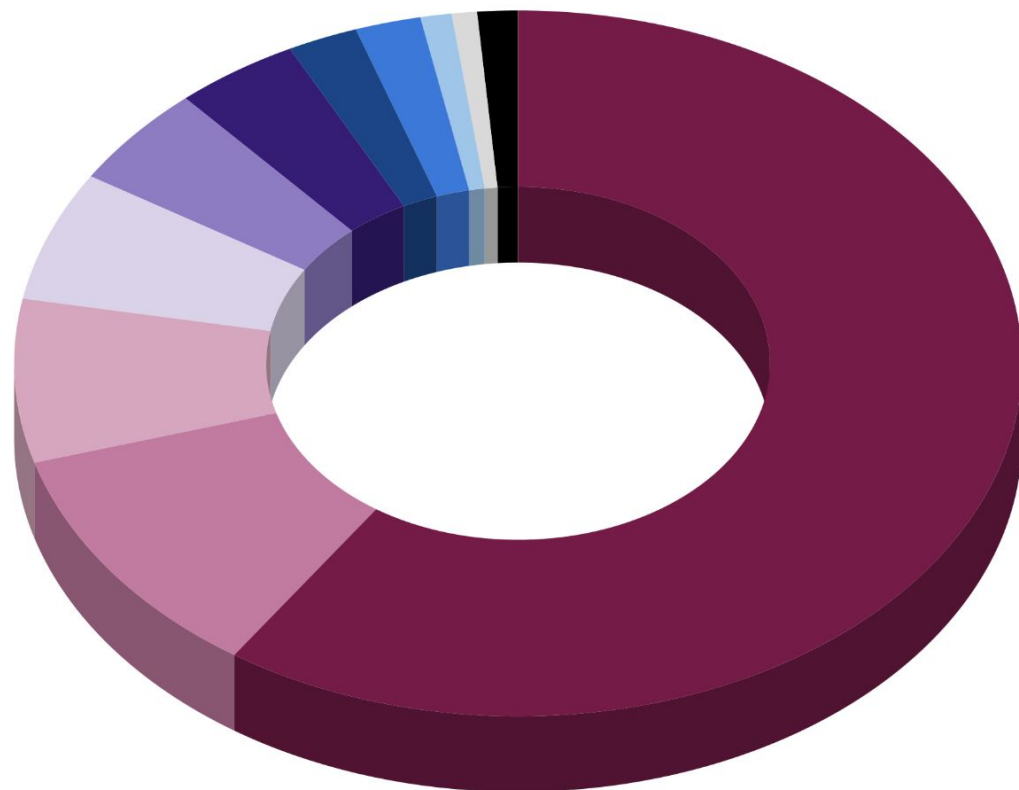
- Runway, tradeshow, retail images
- Royalty-free prints
- 2D & 3D downloadable sketches
- Customizable mood boards and color palettes



Our Clients



Job Roles



- Design
- Product Development
- Buying/Merchandising
- Trend Research
- Marketing
- Brand Development
- Art
- Manufacturing
- Consumer Insights
- Visual Merchandising
- Other

Our Reach



Partners Include

Messe Frankfurt
Maison & Objet
MakeUp In
Cosmoprof
Playtime
Browzwear
NY Now
Outdoor Retailer
World Perfumery Congress
Founder Made
Conscious Beauty Summit
In-Cosmetics Asia
Tranoi
High Point Market
SCC Scientific Seminar
Beauty Connect
Interwoven

Social Media



34k



59k



15k

75k

FS Newsletter

Our Weekly Newsletter reaches 75k
professionals across the globe



Some Of Our Clients



ESTÉE LAUDER

KraftHeinz

DECATHLON



Unilever

TESCO



BURT'S BEES®

VICTORIA'S
SECRET

LVMH



PRIMARK®



Timberland 

BESTSELLER

Walmart 



SAMSUNG



 LI & FUNG

 TAKASAGO

PEPKOR

Blissim



TJX®

BIG LOTS!

VIACOM

THE CHILDREN'S
PLACE

 **Kimberly-Clark**

JONATHAN  LOUIS



 **TARGET**

ROSS
DRESS FOR LESS®

*Galerias
Lafayette*



DXL

VANS

KOHL'S

What Our Clients Say



VOXMEDIA

"I've entrusted Lilly and Fashion Snoops with brand positioning and trend forecasting at three different media organizations. The work Fashion Snoops did was instrumental in giving us the direction and tools we needed to succeed at retail. Trend-smart multi-year eight and nine figure retail programs. For the rest of my career I will continue to come to Lilly and her team for guidance."

Senior Vice President



"I've never experienced such inspiration connected to relevance connected to the brand in such an actionable way..."

Color, Trend & Materials Design

"The best part of Snoops is the collaborative conversations we have. Many of my best ideas and initiatives have stemmed from conversations I've had with Lilly and team. Their perspective is always inline with the current zeitgeist."

Senior Trend Manager



"When creating product over a year in advance, you need a reliable voice for what's new + next and Fashion Snoops is that resource for us. My team trusts that their insights are a blend of intuition and intel, perfectly packaged in a way that feels translatable. We always leverage Fashion Snoops as a valued thought partner before starting any season."



Senior Trend Insights Manager

TALLY WEIJL

"In what can often be a very chaotic industry, FS helped focus brand DNA whilst inspiring and empower the in-house teams...What I find most unique about FS, especially when compared to other trend forecasting sites, is that their service is very personal, tailor-made, collaborative on every level in that they become instantaneously an extension of your design team, yet with that magic fresh outside eye."

Creative Director



"Our team has always found the seasonal presentation most informative."

**Senior Director of
Merchandising**



"Fashion Snoops' thinking and the way they brought it to life gave our team a new perspective and got us excited about possibilities for our brand."

VP / Creative Director

"FS has provided us with specialized forecast intelligence for over 7 years. The customized reporting and trends have given us validated insight that we use to develop trends and products for our customers. Building a great partnership with FS over the years has allowed for meaningful open-ended conversations about how to best provide our customers with a valuable experience"



Trend Manager

WOOLRICH

"I look forward to further leveraging the work done. We enjoy your approach and deep understanding of the complexity we run."

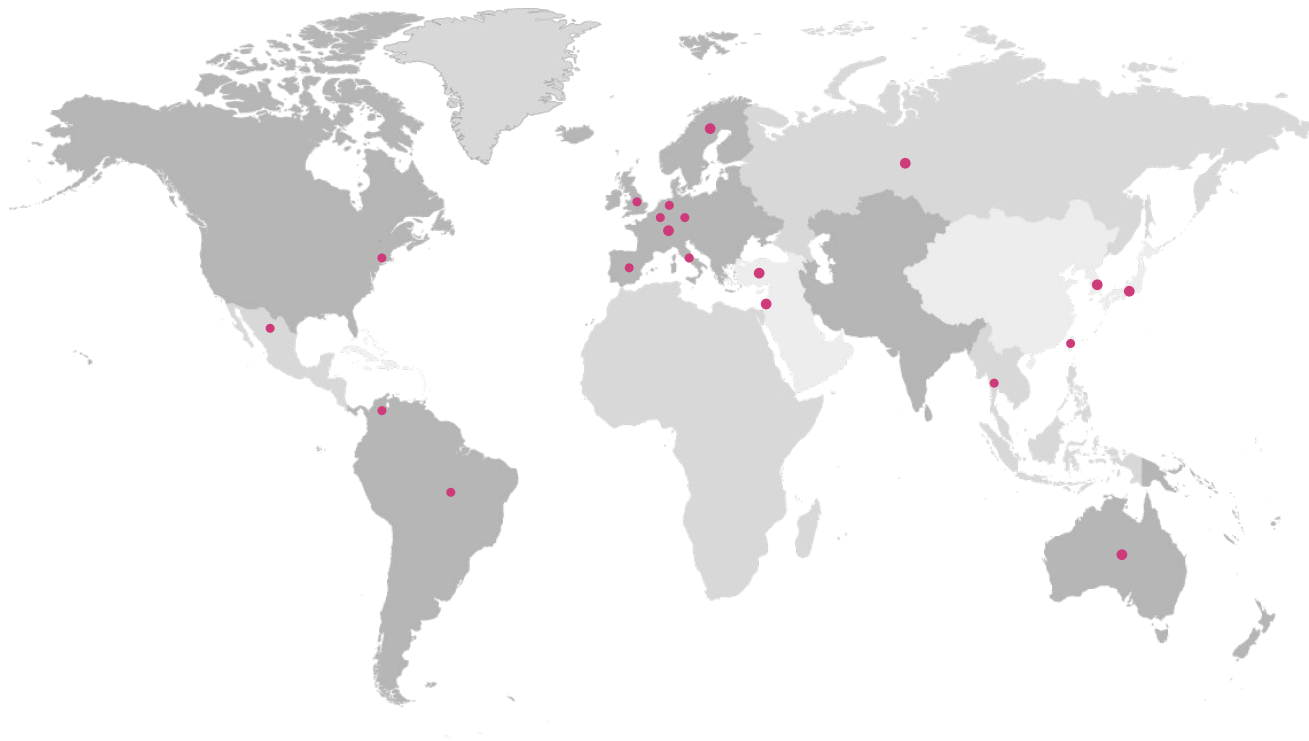
Chief Product, Design & Merchandising Officer

Our Offices



FS is headquartered in New York City, with satellite offices in Paris, Thailand, and Israel.

With sales representatives in the UK, Sweden, Germany, Spain, Italy, Holland, Belgium, Russia, Turkey, S. Korea, Japan, Taiwan, Australia, Mexico, Brazil, and Colombia, we are truly an agency with a global point of view.





Get In Touch

For media enquiries or to request a quote
from one of our experts, contact us at

media@fashionsnoops.com

FASHIONSNOOPS.COM





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