

# Understanding the brands of the future in Africa

Trend forecasting is becoming increasingly important for creative industries, and South African and African businesses are no exception. Succeeding at trend forecasting can define a brand's performance in the market place.



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Identifying trends before they reach critical mass enables companies to tap into unlimited potential growth. To this end, leading global trend authority WGSN (World's Global Style Network) will present the Futures Summit in Cape Town, 9 November 2017, at the Inner-City Ideas Cartel.

WGSN Futures will bring global trend and industry leaders to Africa for the first time, to share forecasts and insights that will enable local businesses to understand future global and African consumer trends; learn how innovative brands are creating experiences that heighten the consumer's state of mind; and what the key attributes are of the brands of the future.

WGSN is the world's leading trend authority for creative thinkers serving 6,500 companies in over 94 countries. The trend forecasting company was founded 19 years ago, has 14 offices globally and has been operational in Africa for the past 10 years.

According to Paul Coxhill, CMO of WGSN, "We are focused on working with businesses in Africa, planning on growing our presence on the continent, as the market possesses huge potential for opportunities and growth."

## Connect

Carla Buzasi, global chief content officer at WGSN says, "We created WGSN Futures to challenge the way brands see the world, inspire individual creativity, and connect our community. Trends are everywhere. We see them in what we eat, where we live and how we connect with each other."

“Whether we’re aware of it or not, trends dictate the products we want and the services we crave. With slow-moving trends shifting in cultural values, creative industry leaders are needing to closely observe the changing behaviours, attitudes and beliefs of consumers.”

With an ever-changing consumer behaviour, speakers at WGSN Futures will educate the 100 business leaders attending about how best to channel future trend insights. WGSN experts Andrea Bell, director of insight and Lisa White, head of lifestyle and interiors, will demonstrate how the economy will shift consumer behaviour in the future; and how connecting with consumers at an emotional level, through six main emotions, including joy and curiosity, will be crucial for brands to create a long-term relationship with them.

Representatives from leading consumer brands including, Luceny Fofana, global senior communications manager, adidas; and Brian Mtongana head of design, Woolworths SA, will reveal their strategies to future-proof their brands.

Michael Leslie and Duncan Maclennan, from South African creative agency, AndPeople, will talk about the key trends emerging in Africa that brands operating on the continent should be aware of. Finally, South African influencer Trevor Stuurman will present his work as a photographer, and multimedia visual artist.

WGSN CMO, Paul Coxhill, added that WGSN Futures will challenge the way brands see the world, inspire individual creativity, and create a connected community.

Tickets for the event are available on webtickets. For further information and ticket sales visit [here](#).

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