Stylus in Brief

In figures:

- Founded in 2009
- 30+ in-house analysts and industry experts
- 100+ contributors
- Covering 20 industries – split across: consumer lifestyle, fashion, beauty, food & beverage, hospitality, travel, product design, colours & materials, retail and media & marketing
- 100+ leading trade shows and industry events attended each year
- 300+ annual reports produced
- 500+ clients globally
Stylus gives more than 500 businesses, brands and agencies the tools they need to capitalise on cross-industry trends and consumer shifts.

Our experts identify, analyse and decode the most important global trends from 20 industries. Via reports, webinars, workshops and events, we empower our clients to break through the confines of their industry walls, future-proof their business decisions, and become drivers of positive change.

On top of this, our clients have access to Stylus Advisory, a bespoke service combining our expert trend analysis with powerful tailored research.

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Stylus was founded by Marc Worth – the original pioneer of online trend forecasting.

When Marc Worth launched Stylus in 2009, he did so with a firm belief that, in a fast-moving world, innovation is the key to success. But most critically, that the most brilliant innovation comes from the cross-pollination of industries and expertise. He created Stylus to offer a new, holistic approach to innovation research and trends that would serve businesses in all consumer-facing industries.

Marc has been involved as a founder, executive and operational leader in consumer and media industries for over 25 years. He previously founded Worth Global Style Network (WGSN) – the world’s first online information service for the fashion industry, which he later sold to Emap.
Stylus has become a go-to source of trends insight and commentary for media around the world. Whether you’re looking for a reactive opinion or more in-depth analysis, our in-house editors and Advisory teams are here to offer support.

Here are some of the press we have supported:

**National / Business:**
- BBC News (online)
- Channel 4 News
- BBC Radio 4 – You & Yours
- South China Morning Post
- The Telegraph
- The Sunday Telegraph

**Consumer:**
- HuffPost UK
- [NY] Observer
- Vogue
- ELLE
- House Beautiful
- Casa Claudia

**Trade:**
- FRAME
- Luxury Daily
- Drapers
- Business of Fashion
- The Drum
- Campaign

Emily Gordon-Smith, head of fashion at Stylus, looks to popular culture to explain fashion’s embracing of the underwear as outerwear style. “This trend comes and goes. It was first popular by Jean Paul Gaultier and Madonna in the 1980s and its current revival reflects the ongoing interest in all things 1990s, with Kate Moss-like she and dressed over tees and shirts being a key look.”

Artus of Myla, meanwhile, believes that wearing what women want to choose in today’s world. “Women are being heard and this creates a freedom that they never had before. Choice is being exercised like never before.”

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Stylus’ global innovation summits are a must-attend for anyone wanting the latest take on the cross-industry trends that matter. By combining our key findings with ideas and advice from the creative sectors’ brightest minds, they equip brands to look beyond their industry silo – not only to anticipate change, but also to capitalise on it.

In figures:

• One-day annual summit held in London and New York
• 70+ cross-industry speakers
• 650 attendees – brands, retailers, tech companies and press
“Innovation has become fundamental to success and key to survival, but at the root of innovation is change. And change affects us all. I believe that bringing change-makers and visionaries together in one place is the best way to inspire collaboration and cross-industry learning.”

Marc Worth, CEO
Contact

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