

## Stylesight LIVE Global Trend Tour in Hong Kong Stylesight LIVE (香港站)

Date 日期 : 16 / 1 / 2013 (Wednesday 星期三)  
Time 時間 : 2pm - 5:15pm  
Venue 地點 : Meeting Room N101, HKCEC 香港會議展覽中心 會議室 N101  
Speakers 講者 : Mr Isham Sardouk, SVP, Trend Forecasting, London, Stylesight  
Stylesight 倫敦潮流預測部門負責人暨高級副總裁 Isham Sardouk 先生  
Language 語言 : English (with simultaneous interpretation in Putonghua)  
英語 (附設普通話即時傳譯服務)  
Admission 入場 : Free of charge, pre-registration required 免費參加, 須預先登記

Co-organisers :  
合辦機構



STYLE SIGHT

Time 時間	Tentative Programme 程序表
2:00pm - 2:30pm	Reception 登記
2:30pm - 3:00pm	<b>Part I of presentation</b> F/W 14 Colour Premiere
3:00pm - 3:55pm	<b>Part II of presentation</b> S/S 14 Megatrends
3:55pm - 4:10pm	Tea/Coffee break (茶點供應)
4:10pm - 5:00pm	<b>Part III of presentation</b> S/S 14 Lookbooks - Women/Men
5:00pm - 5:15pm	Q&A Session 問答環節

Remarks 備註:

- Online pre-registration required. Free seating granted on first-come-first-served basis. 請於網上登記參加; 座位有限, 先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

## **Speaker's Profile** 講者簡介

**Mr Isham Sardouk**, Senior Vice President of trend forecasting, Stylesight

As SVP Trend Forecasting for Stylesight, Isham Sardouk oversees the seasonal trend research, fashion forecasting and product design for the company across all genders for the US, Asian and European markets.



**Isham Sardouk** 先生, Stylesight 倫敦潮流預測部門負責人暨高級副總裁

身為 Stylesight 潮流預測部門負責人暨高級副總裁，Isham Sardouk 負責監管每一季的潮流研究、時尚預測以及商品設計。

## **Seminar content:**

### **F/W 14 Color Premiere**

With directional color predictions edited 18 months ahead of season, Color Premiere kick starts the journey in design development, setting the tone for Megatrends and Design Development. Stylesight presents the F/W 14 color themes through four original stories: Sentiment brings a rich synergy to the fore, Quietude is submerged in tranquility, Allegory explores the darker side of desire and Rapture rejoices in the delights of surprise.

### **S/S 14 Megatrends**

Megatrends determines all areas of design, from fashion and beauty to interior design with a special focus on prints and graphics. An in-depth forecast reveals the macro trends for Spring/Summer 14 through four themes that will encourage new strides in design and innovation. This concise synopsis clearly indicates key directions in design development across all categories including wovens, knitwear, footwear and accessories.

### **S/S 14 Lookbooks – Women + Men**

The lookbooks presentation for S/S 14 introduce the essential design elements and key styling for the upcoming season. For each of the four themes, Stylesight's subject matter experts have identified key directions for colors, fabrics, prints, accessories and trims. This comprehensive presentation will unveil the major novelties for women and men through these exclusive forecasts that are instrumental to inspire and enable creativity.