

# Forecasting Design Trends for a Luxury Automotive Brand

## Developing a CMFP Strategy and Identifying emerging trends

### BACKGROUND AND CHALLENGE

This research project aimed at tracking design trends to serve as inspiration for color, material, finishes, and patterns (CMFP) for a luxury automotive brand.

### SCOPE OF WORK

The process involved trend scanning through secondary resources in order to understand latest design innovations in Product Design, Packaging, Branding, Arts & Crafts, Materials, Textures & Patterns across multiple industries (Automobile, Architecture, Fashion etc.).

A deep understanding of consumer trends through qualitative interactive sessions with a varied range of industry experts followed by analysis led to the definition of key emerging trends.

### SOLUTION

- Trend scans through secondary research and validation of these through expert interviews conducted, were categorized into emerging trends which translated into trend directions informing mood boards to inspire new design innovations.
- The outcome was a set of recommendations in marketing and communication strategies rooted from consumer trends.

### Leading Luxury Automotive Brand



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## IMPACT

Trend and Innovation Workshops were conducted with the client, with participation from all key stakeholders and senior management from various product portfolios. The goal was to build consumer-centric thinking, catalyze a creative culture and help them move from trend insights to meaningful innovation.

