

Trendwatching

Go to <www.trendwatching.com/about/>

How old is Trendwatching.com?.....

Where are its headquarters?

What does its activity consist in?

.....

Who does it work for?

.....

How many people work for Trendwatching.com?

How do they find new trends?

.....

What's Trendwatching.com's sister-site?

Now look for information on the “springspotters” (or “trendspotters”):

How many springspotters are there? Who are they? Where are they?

.....

How do you become a “trendspotter”?

.....

What do you get for spotting a new trend?

Now go to the “trend database” tab; scan a few trends and pick up basic information:

| Trend | Explanation of the name | Description | Example(s) |
|----------------------|-------------------------|-------------|------------|
| <i>It-ism</i> | | | |
| <i>OBC</i> | | | |
| <i>Starbucking</i> | | | |
| <i>Cribtimonials</i> | | | |

When you read the page on each trend, what did you notice about the FONT?

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