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KMB Trend-Check 2005

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## KMB Trend-Check 2005

An overview of European trend culture

As Disneyland Paris fights for survival and Turkey attempts to join the EU:  
What will the year 2005 bring us in terms of trends?

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250 opinion leaders in Western Europe were asked about their personal trend forecast for 2005. The results are based on qualitative online research undertaken in Spain, Italy, France, Switzerland, Germany and the UK. Areas in question were mega-trends, music-, sports- and fashion-trends, the celebrities of 2005 and personal trend-brands. This research aimed to discover potential lifestyle tendencies for the coming year. The motivation behind the KMB trend-check was to find out whether trends in different countries were similar and whether a "European trend" could be said to exist.

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### **"INTELLIGENCE WILL BE THE MEGATREND." \***

No matter what the future brings old values will be back: Religion and education. Europe will rediscover the book and the beauty of intellectual debate.

Conclusion: A friend who reads is better.

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### **"TERRORIST OR TOP MODEL."**

...or maybe a politician? Will it be Paris Hilton or George W. Bush? Kate Bosworth or Angela Merkel? Heidi Klum or Hervé Gaymard? A battle between long legs and lies. Only Tom Ford is untouchable: He will build the bridge between film and fashion and be the first gay Hollywood star at the same time.

Conclusion: There can only be one.

**"LOOSE AND EASY-TO-WEAR CLOTHING:" \***

Wearing H&M to prêt-à-porter shows? No problem in 2005. Mid-range, mass-produced brands will be reconciled with extravagant, exclusive labels. Joe and Jane Average invest in exclusive items.

Conclusion: Fashion negates class society.

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**"RETURN OF INDIE MUSIC." \***

The music business will awake from its slumber and focus on small labels with alternative, independent-minded sounds. The commercial mainstream will barely survive Napster and Independent Rock is back.

Conclusion: Rock'n'Roll rules!

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**"FOOTBALL WILL GROW STRONGER EVERY YEAR." \***

The end of the golf boom? What will follow Nordic Walking? It's time to go back to honest team sports. No more egomania, all hail team play and fan euphoria!

Conclusion: Kick and rush!

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**"VIDEO CONFERENCES ON MOBILE PHONES (FOR ANONYMOUS SEXUAL CONTACT). \***

From gadget to everyday companion: UMTS cell phones are going mad. Family videos on small screen are only the beginning. The erotic industry will be first to benefit from technological innovations.

Conclusion: Why don't we do it on the phone?

## "THE REFUSAL OF CONSUMPTION."

That is the devastating result when it comes to personal trend brand:

Brand ignorance as lifestyle label.

Conclusion: Your brand needs us.

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Information on the more unusual answers we received and which trends the opinion leaders agree upon is available in our detailed KMB Trend-Check 2005. Order it now at [trendcheck@k-mb.de](mailto:trendcheck@k-mb.de) for a nominal charge of EUR 20.

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\* all marked quotes are snap-shots from our research and are not representative.  
The conclusions are only reflecting a tendency.