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**KEY=FUTURE - PAMELA KAMREN**

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## Fashion Forecasting

*John Wiley & Sons* **Everyone in the fashion business needs to develop an essential survival skill: how to interpret the intelligence provided by the fashion forecasting industry, to anticipate and respond to emerging trends. Lavishly illustrated in full colour throughout, with clear and relevant explanations of the processes involved, Fashion Forecasting is for fashion students and young professionals who already have acquired some fashion knowledge and skills. The authors interviewed the key players within this exciting industry and provide here fascinating insights into the dynamic contemporary fashion forecasting world and the varied creative roles within it - from intelligence gatherers to project consultants. The book covers how a trend is sourced, anticipated and developed, and also explores the interaction with marketing and brand development.**

## Fashion & Music

*Springer* **This book will broaden readers' understanding of the links between the music and fashion industries. It highlights the challenges currently facing the fashion industry in terms of hyper-competition, definition of ever-faster trends, changing consumer demands etc. In fact, the fashion industry is heavily influenced by the digital revolution in the music industry, which has changed the face of individual music consumption and social reference, and therefore, also has impacts on fashion consumption and social reference. This understanding is crucial in order to realign any fashion company's strategies to the demands of modern fashion consumers. In terms of content, the book first discusses the social perspective of fashion and music. This includes an analysis of music as a key influencer of fashion trends, both theoretically and on the basis of a case study on grunge music. Then the role of music in the fashion business is addressed, and covers in-store music and the role of music in fashion communication. Following up, the role of fashion in the music business is analyzed. This includes the trend of co-design of fashion collections, music artists' role of differentiation by style, and the market for music fashion merchandise articles (both theoretically and drawing on a case study). In closing, potential lessons learned from the music industry are developed for the fashion industry. This includes an analysis of the digital revolution and the advent of the crowdfunding idea (both theoretically and in a case study).**

## IGen

## Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy--and Completely Unprepared for Adulthood--and What That Means for the Rest of Us

*Simon and Schuster* **"Analyzes how the young people born in the mid-1990s and later significantly differ from those of previous generations, examining how social media and texting may be behind today's unprecedented levels of anxiety, depression, and loneliness" --**  
**Prové de l'editor.**

## The Fashion Handbook

*Routledge* **The Fashion Handbook is the indispensable guide to the fashion industry. It explores the varied and diverse aspects of the business, bringing together critical concepts with practical information about the industry's structure and core skills, as well as offering advice on real working practices and providing information about careers and training. Tracing the development of the fashion industry, this book looks at how fashion can be understood from both social and cultural perspectives. Each chapter contributes to the knowledge of a particular academic or vocational area either through building on existing research or through the dissemination of new research undertaken into specialist vocational disciplines. The Fashion Handbook uses case studies, interviews and profiles and includes chapters written by recognised academics and fashion industry experts. Specialist topics include fashion culture, luxury brands, fashion journalism, fashion buying, design and manufacturing, retailing, PR and styling. The Fashion Handbook includes: a unique and wide overview of the fashion industry chapters on specialist topics contributions from recognised experts in both academia and the fashion industry expert advice on careers in fashion retailing. A must for all students of the fashion world.**

## Developing a Fashion Collection

*Bloomsbury Publishing* **"Guides fashion designers from initial concept through to the exhibition and sale of a finished collection, with 27 interviews to offer insightful advice from industry insiders"--**

## Colour Forecasting

*John Wiley & Sons* **The colour forecasting process is a major driving force in the fashion and textile industries but is complex, highly intuitive and little understood. This textbook for students of fashion and design discusses the development of the various driving forces of fashion, when colour forecasting began and how it has developed to its present day state. Colour terminology and some of the more subjective tools used by colour forecasters are explained, and their strengths and weaknesses are compared. Also, a model is given of the colour forecasting process and this is discussed in detail. Finally, readers are shown how forecasting methodologies are used to develop 'colour stories'.**

## Perspective on Design

## Research, Education and Practice

*Springer Nature* This book presents the outcomes of recent endeavors that are expected to foster significant advances in the areas of communication design, fashion design, interior design, and product design, as well as overlapping areas. The fourteen chapters highlight carefully selected contributions presented during the 6th EIMAD conference, held on February 22-23, 2018 at the School of Applied Arts, Campus da Talagueira, in Castelo Branco, Portugal. They report on outstanding advances that offer new theoretical perspectives and practical research directions in design, and which are aimed at fostering communication in a global, digital world, while also addressing key individual and societal needs.

## Textiles and Fashion

### Exploring Printed Textiles, Knitwear, Embroidery, Menswear and Womenswear

*A&C Black* Examines the process of creating and using fashion textiles and discusses the processes involved in fibre production, dyeing and finishing, and explores weaving and knitting.

## Fashion Trends

### Analysis and Forecasting

*Bloomsbury Publishing* In a fast-moving global industry, how can anyone know what the next trend will be? *Fashion Trends: Analysis and Forecasting* offers a clear pathway into the theory and practice of forecasting fashion, using professional case studies to demonstrate each technique and concept. This revised edition includes an updated model of the fashion trend analysis and forecasting process and expanded coverage of social media, digital influencers, sustainability and social responsibility. There are also first-hand visual materials relating to forecasts from leading firms. With the rise of individualism and concern for the sustainable world, the authors also walk you through the 'end of fashion' and what comes next, including: recycled and upcycled fashion, garment rental, subscription services, the circular economy, transparency and traceability, and the role of forecasting in encouraging sustainable lifestyles. Key topics - The characteristics of an innovation - The influence of consumer groups - Long- and short-term fashion forecasting - Sociocultural factors and their influence on trends - Fashion professionals' roles in creating and supporting trends - Consumer and industry trends accelerating product innovation and diffusion - Changing trend forecasting formats - The influence of trend forecasting on business decisions

## The Beauty of Time Travel

### Officine Universelle Buly and the Work of Ramdane Touhami

*Gestalten* This book dissects the Buly 1803 universe from A to Z, revealing the stories, tricks and (almost) all its secrets.

## Basics Fashion Management 01

### Concept to Customer

*A&C Black* **Basics Fashion Management 01: Concept to Customer** examines the fashion business in detail and is a crucial handbook for fashion merchandising, buying and business undergraduates

## The Fashion Forecasters

### A Hidden History of Color and Trend Prediction

*Bloomsbury Publishing* The fashion business has been collecting and analyzing information about colors, fabrics, silhouettes, and styles since the 18th century - activities that have long been shrouded in mystery. *The Fashion Forecasters* is the first book to reveal the hidden history of color and trend forecasting and to explore its relevance to the fashion business of the past two centuries. It sheds light on trend forecasting in the industrial era, the profession's maturation during the modernist moment of the 20th century, and its continued importance in today's digital fast-fashion culture. Based on in-depth archival research and oral history interviews, *The Fashion Forecasters* examines the entrepreneurs, service companies, and consultants that have worked behind the scenes to connect designers and retailers to emerging fashion trends in Europe, North America, and Asia. Here you will read about the trend studios, color experts, and international trade fairs that formalized the prediction process in the modern era, and hear the voices of leading contemporary practitioners at international forecasting companies such as the Doneger Group in New York and WGSN in London. Probing the inner workings of the global fashion system, *The Fashion Forecasters* blends history, biography, and ethnography into a highly readable cultural narrative.

## Designing Fashion's Future

### Present Practice and Tactics for Sustainable Change

*Bloomsbury Publishing* Fashion design beyond the designer -- Fashion systems thinking -- Designers, named and nameless -- Fashion's designerly narratives -- Designing in fast fashion -- Design for sustainability as strategies and tactics -- Weightless fashion -- Taming fashion by design -- Rewilding fashion by design.

## The Fundamentals of Fashion Management

*Bloomsbury Publishing* Revised edition of the author's *The fundamentals of fashion management*, 2012.

## The Fashion Forecasters

## A Hidden History of Color and Trend Prediction

*Bloomsbury Publishing* The first comprehensive historical study of color and trend forecasting for fashion in Europe, America, and Asia

## Research and Design for Fashion

*Bloomsbury Publishing* "Now in its fourth edition, this 'toolkit for inspiration' introduces the research techniques fashion designers use to find and develop ideas for their original collections"--

## Menswear Trends

*Bloomsbury Publishing* *Menswear Trends* will help you understand the relationship of menswear to society, enabling you to become both a forecaster and trend thinker - and bring new ideas, innovation and strategies to men's fashion. With designer and educator Aki Choklat you'll learn how menswear trends fit within the larger context of retail, how brands can use trends to be more competitive, and how to create an inspiring trend forecast. Later chapters show how to analyse catwalks, gather information from street-style coverage, compare short-term and long-term analysis and how to analyse and forecast colour trends. In the final chapter you'll explore the various job roles within the trend industry, learn to differentiate between trend services and how to navigate the contemporary job market and illustrate your skills in a portfolio. Industry Insight Interviews: Peter Betsche, CEO, Arvenco David Edgar, one of the founding partners of Bureaux Design Associates (BDA) Michael Fisher, Creative Director - Menswear, Fashion Snoops Jaana Jättyri, founder of Trendstop Volker Ketteniss, Head of Menswear, WGSN Sandy MacLennan, founder of East Central Studios Ember Todd Colour and Trend Manager for Chaco Brand, Wolverine Worldwide Barbara Vinken, Chair of Comparative and French Literature, University of Munich Geraldine Wharry, founder of Trend Atelier

## Gen Z @ Work

## How the Next Generation Is Transforming the Workplace

*HarperCollins* A generations expert and author of *When Generations Collide* and *The M-Factor* teams up with his seventeen-year-old son to introduce the next influential demographic group to join the workforce—Generation Z—in this essential study, the first on the subject. They were born between 1995 and 2012. At 72.8 million strong, Gen Z is about to make its presence known in the workplace in a major way—and employers need to understand the differences that set them apart. They're radically different than the Millennials, and yet no one seems to be talking about them—until now. This generation has an entirely unique perspective on careers and how to succeed in the workforce. Based on the first national studies of Gen Z's workplace attitudes; interviews with hundreds of CEOs, celebrities, and thought leaders on generational issues; cutting-edge case studies; and insights from Gen Zers themselves, *Gen Z @ Work* offers the knowledge today's leaders need to get ahead of the next gaps in the workplace and how best to recruit, retain, motivate, and manage Gen Zers. Ahead of the curve, *Gen Z @ Work* is the first comprehensive, serious look at what the next generation of workers looks like, and what that means for the rest of us.

## Apparel Industry Pre & Post Processes

*Manojvm Publishing House* Fashion forms an integral part of everyday life. We have to teach it with freshness and variety to make it meaningfully applicable to life. Fashion and garments provides a comprehensive overview of the fundamental topics one might be expected to cover when teaching or researching fashion and garments, ranging from design principles and elements to merchandising, through to apparel production, marketing and retailing. This book is ideal for college and undergraduate students studying textiles or fashion courses. I cannot claim that all the materials I have written in this book are mine. I have learned the subject from many excellent books. This text books is designed to meet the everyday requirements of students at college and the general readers of fashion. Suggestions for improvement are welcome

## Sensehacking

## How to Use the Power of Your Senses for Happier, Healthier Living

*Penguin UK* The world expert in multisensory perception on the remarkable ways we can use our senses to lead richer lives 'Talks total sense, lots of fun facts, right up there with the best of the best' Chris Evans 'Packed with studies on pain, attention, memory, mood' *The Times* How can the furniture in your home affect your wellbeing? What colour clothing will help you play sport better? And what simple trick will calm you after a tense day at work? In this revelatory book, pioneering and entertaining Oxford professor Charles Spence shows how our senses change how we think and feel, and how by 'hacking' them we can reduce stress, become more productive and be happier. We like to think of ourselves as rational beings, and yet it's the scent of expensive face cream that removes wrinkles (temporarily), a room actually feels warmer if you use a warmer paint colour, and the noise of the crowd really does affect the referee's decision. Understanding how our senses interact can produce incredible results. This is popular science at its unbelievable best. 'Spence does for the senses what Marie Kondo does for homes' Avery Gilbert, author of *What the Nose Knows* 'Everything you need to know about how to cope with the hidden sensory overload of modern life, engagingly told' Robin Dunbar, author of *How Many Friends Does One Person Need?*

## The Swimsuit

## Fashion from Poolside to Catwalk

*A&C Black* **The Swimsuit: Fashion from Poolside to Catwalk** documents the modern swimsuit's trajectory from men's underwear and circus/performance wear to its unique niche in world fashion. It emphasizes the relationship between fashion, media, celebrity, sport and the cultivation of the modern body. This fascinating book provides an historical, sociological and cultural context in which to view how the swimsuit - and Australia, the country that significantly influenced its modern form - migrated from the cultural and colonial periphery to the centre of international attention. In addition, the book offers new perspectives on national histories of the swimsuit and investigates how traditional European fashion centers have opened up to new markets and modes of living, bringing together influences from around the globe. The Swimsuit is essential reading for students, scholars, and the general reader interested in fashion, popular culture, history, media, sport, and gender studies.

## Fashion Marketing

*Routledge* A collection of international contributions from renowned academics and practitioners from the US, UK, China, the second edition of Fashion Marketing has been completely updated, revised and expanded to reflect the major changes in the fashion industry since 2001 and covers all of the key themes and issues of the area. Key themes and areas covered include globalization, fast fashion, luxury fashion, offshoring, business-to-business, forecasting, sourcing, supply chain management, new product development, design management, logistics, range planning, color prediction, market testing, e-commerce, and strategy.

## Influence

### How social media influencers are shaping our digital future

*Bloomsbury Publishing* Highly Commended by the 2020 Business Book Awards Digital influencing is one of the most exciting and disruptive new media industries, forecast to be worth over £10bn by 2020. Influencers now dominate the digital world and, when it comes to growth, they are consistently outperforming traditional media and brand advertising. Despite their prominence, digital influencers continue to be misunderstood and undervalued by many people, as those charged with incorporating the influencer space into their digital strategy rarely comprehend how this extremely powerful industry works. As one of the leading authorities on the influencer space, Sara McCorquodale demystifies exactly how it operates, as she interrogates the phenomenon, analyses its problems and forecasts its future. Influence draws upon first-hand interviews with world-renowned influencers, providing an invaluable insight into the inner-workings of digital culture and how it can best be used as an effective marketing and branding platform. This compelling guide on how to effectively identify and utilise the power of influencers is a must-read for anyone who wants their business to succeed and prosper online.

## Research for Designers

### A Guide to Methods and Practice

*SAGE* This book is the guide to understanding and doing evidence-based research in design.

## Influence

### How Social Media Influencers are Shaping Our Digital Future

*Bloomsbury Publishing* A detailed review of what businesses need to know about influencer strategies, social media and how digital communication works. Digital influencing is one of the most exciting and disruptive new industries, forecast to be worth billions by 2020, but those charged with making this an effective part of their digital strategy rarely understand how this emergent industry works. When it comes to online growth, digital influencers are now consistently outperforming traditional media and brand advertising, even if much of what they do remains a mystery to many people. Sara McCorquodale is the UK's leading authority on the influencer space, and this new book demystifies exactly how digital influence works, interrogates the phenomenon, analyzes its problems, and forecasts its future. A compelling and deeply insightful book, this will be a must-read for anyone whose business success is dependent on prospering online. In Influence, readers will gain a foundation of knowledge into how and why digital communication has become so dominated by influencers, as well as gaining invaluable, never-before-heard insights from the influencers themselves. They will understand how digital trends emerge, the building blocks that make bloggers, vloggers and instagrammers so compelling, and why the context in which influencer marketing emerged is so closely linked to its ongoing success. Thanks to Sara's independent analysis of influencer media and marketing, readers will finish the book with a clear understanding as to the problems now faced by businesses and brands around the world, and how such issues can be identified, tackled and overcome.

## Denim Dudes

### Street Style, Vintage, Workwear, Obsession

*Laurence King Publishing* Denim Dudes is a street style book with a difference. This richly illustrated title showcases over 80 metalheads punks, indie kids, rockabillys, bikers, hipsters, geeks, and other enthusiasts who are obsessed with denim. As well as talking to and featuring pieces key players in the global denim business, such as Henry Holland (House of Holland), Francois Girbaud (Merithé et Francois Girbaud), Adriano Goldschmied (The Godfather of Denim, Diesel, Evisu), and Kenichi and Kenji (Warehouse Japan), Denim Dudes also explores the very best and latest denim styling on the street. The photography has been shot exclusively for the book in the key international centres of denim, including Paris, Tokyo, London, New York, LA, Milan, Amsterdam, Stockholm, Barcelona, Osaka, Melbourne and Berlin. This inspirational title will appeal not just to designers and fashion professionals but to a public increasingly obsessed with the world of denim. It offers unrivalled insight into the stylish and sometimes eccentric 'dudes' involved in this fascinating and diverse industry.

## Mastering Fashion Marketing

*Bloomsbury Publishing* This is the first book on the subject that combines contemporary marketing theory with analysis of operational marketing practice within the fashion industry. It contains the views of key practitioners and much original case study material from leading fashion organizations to provide unique insights into the reality of fashion marketing.

## Human-Computer Interaction. Perspectives on Design

### Thematic Area, HCI 2019, Held as Part of the 21st HCI International Conference, HCII 2019, Orlando, FL, USA, July 26–31, 2019, Proceedings, Part I

*Springer* The 3 volume-set LNCS 11566, 11567 + 11568 constitutes the refereed proceedings of the Human Computer Interaction thematic area of the 21st International Conference on Human-Computer Interaction, HCII 2019, which took place in Orlando, Florida, USA, in July 2019. A total of 1274 papers and 209 posters have been accepted for publication in the HCII 2019 proceedings from a total of 5029 submissions. The 125 papers included in this HCI 2019 proceedings were organized in topical sections as follows: Part I: design and evaluation methods and tools; redefining the human in HCI; emotional design, Kansei and aesthetics in HCI; and narrative, storytelling, discourse and dialogue. Part II: mobile interaction; facial expressions and emotions recognition; eye-gaze, gesture and motion-based interaction; and interaction in virtual and augmented reality. Part III: design for social challenges; design for culture and entertainment; design for intelligent urban environments; and design and evaluation case studies.

## Rethink

### The Way You Live

*Murdoch* **Beskrivelse: RETHINK: THE WAY YOU LIVE** is a book to inspire and challenge. Told with beautifully photographed and evocative images of homes from across the world, it illustrates how quickly our world is changing, and how we are embracing new global trends and starting to reconsider the ways in which we live. It reveals how we can weave age-old resourcefulness with new methods, quality with creativity, and modern technology with sustainability into our homes and communities for a more modern and meaningful life.

## An Introduction to Circular Economy

*Springer Nature* This book is purposefully styled as an introductory textbook on circular economy (CE) for the benefit of educators and students of universities. It provides comprehensive knowledge exemplified by practices from policy, education, R&D, innovation, design, production, waste management, business and financing around the world. The book covers sectors such as agriculture/food, packaging materials, build environment, textile, energy, and mobility to inspire the growth of circular business transformation. It aims to stimulate action among different stakeholders to drive CE transformation. It elaborates critical driving forces of CE including digital technologies; restorative innovations; business opportunities & sustainable business model; financing instruments, regulation & assessment and experiential education programs. It connects a CE transformation for reaching the SDGs2030 and highlights youth leadership and entrepreneurship at all levels in driving the sustainability transformation.

## The Trend Forecaster's Handbook

### Second Edition

*Hachette UK* Sharp, in-depth and highly visual, this is the fully revised textbook and teaching aid for students, tutors and in-house learning and development teams keen to know more about the world of trends, forecasting, innovation thinking and strategic foresight. Designed and written as a practical 'how to' guide for design, marketing, brand and innovation studies students, updated chapters include the latest research and industry case studies on superforecasting, three horizon scanning, scenario planning, foresight framework building and the creation and running of your own trend and innovation sprints. Students also have a chance to mix and merge the worlds of forecasting with future studies as we look at how techniques and processes such as the Delphi Method, cross-impact analysis, futures wheels and backcasting are being used by next generation forecasters to expand the ways they map, assess and define the needs and behaviours of tomorrow's consumers.

## Fashion Marketing and Communication

### Theory and Practice Across the Fashion Industry

*Routledge* Some of the usual obstacles to modern teachings of marketing are ethnocentricity, the limitation of creative thought by conformity to existing theories, lack of questioning of ethics, and a disconnection from historic events or sociological discourse. This book, in contrast, draws together interdisciplinary approaches from marketing, branding, promotion and critical media studies as tools for understanding the way in which fashion works today, and re-evaluates what makes certain fashion marketing tactics fashionable. Offering a combination of theory and practice, Fashion Marketing and Communication is full of international case studies, practice-based examples and interviews with scholars and practitioners in the fashion and communications industry. Covering subjects including the history of consumerism, fashion marketing, the creative direction of the fashion brand and the use of bloggers and celebrities as marketing tools, this book delineates the opportunities and challenges facing the future of fashion media in the twenty-first century. Examining the last 100 years of marketing and communications, current theory and practice, as well as questions on the ethics of the fashion industry, this broad-ranging and critical text is perfect for undergraduate and postgraduate students of fashion marketing, branding and communication.

## Fashion Brands

### Branding Style from Armani to Zara

*Kogan Page Publishers* Analyzes fashion from a marketing perspective including brands, logos, advertising and psychology.

## Fashion Design Research Second Edition

*Hachette UK* Every fashion collection begins with research. But how do you start? How do you use that research? Fashion Design Research answers these questions and demystifies the process. The book begins with the basics of primary and secondary research sources and shows students how and where to gather information. Chapters on colour, fabric and market research are followed by the final chapter on concept development, which shows how to gather all the information together, featuring one research project from beginning to end. This revised edition includes updated images and new case studies, plus more on ethics, sustainability and research methods.

## The Design Student's Handbook

### Your Essential Guide to Course, Context and Career

*Routledge* What is design? What are the main design disciplines, and how do they interrelate? How does design theory and context help you improve your studio work? What do you need to know by the end of your course to get a good career? What can you do to become a knowledgeable designer and improve your skills so that you stand out from the crowd? Whether you are already studying design, thinking about choosing a course, or are well on your way to finding your first job, this essential and uniquely comprehensive book will introduce you to the world of design and support you throughout your studies and on into the industry. Key features Develops your core skills and supports you in making the most of your studies. Describes the multi-disciplinary design world by exploring the various design disciplines - graphics, fashion and textiles, three-dimensional design, craft, spatial, interactive media, and theatre, film and television. Contains crucial practical information so you're ready for your career - placements, working with industry and self-employment, networking, job-seeking and how to succeed in your own business. Covers the key practical, theoretical and cultural fundamentals of design to help you understand and inform your practice - chapters on creativity and innovation, history, culture and context, how to communicate design, colour theory, aesthetics, and how to design with ethical, social and responsible considerations. Comprises chapters written by designers and lecturers, all experts in their fields. Includes stories, career profiles and first-hand quotes by students, established designers and industry specialists exploring what it's like to study and to work in the design industry today. Identifies important books and websites for further reading. The Design Student's Handbook will guide you along the road to a successful and fulfilling career and is an essential text for studying any of the design disciplines.

## The Geographies of Fashion

### Consumption, Space, and Value

*Bloomsbury Publishing* Clothes are inherently geographical objects, yet few of us consider the social and economic significance of their journey from design to production to consumption. The Geographies of Fashion is the first in-depth study of fashion economies from a geographer's perspective, exploring the complex relationship between our attachment to the clothes we own, love and desire, and their geographic and economic ties. How far does a garment physically travel from factory to wardrobe? How do clothes come to have social or economic value and who or what creates it? What are the geographies of fashion and how do they interact with one another? This ground-breaking book powerfully reframes fashion spaces, from the body to the city, digital or virtual space to material production, positioning fashion at the centre of contemporary culture and collective identities. Combining contemporary theoretical approaches with a cutting-edge analysis of international fashion brands and institutions including Maison Martin Margiela, Zara, Louis Vuitton, ASOS and Savile Row, The Geographies of Fashion is essential reading for students of fashion, geography and related disciplines including sociology, architecture and design.

## Basics Fashion Design 01: Research and Design

### Second Edition

*A&C Black* Research is fundamental to the success of any fashion-related project and in Research and Design, you explore what research is and where to find inspiration

## Guide to Fashion Entrepreneurship

### The Plan, the Product, the Process

*A&C Black* A comprehensive text on how to develop, market, and sell your own product lines as independent labels or brands.

## Mercury Retrograde

### A Novel

Autofiction. Emily Segal, artist and trend forecaster in her 20s, tries to tell the future by reading the present. Literature finds commercial form in the shape of eXe, a mysterious and well-funded internet start-up that offers her a job. A conceptual take-over is deployed; gendered power play ensues; queerness incubates; memes converge. Set in New York City, post-Occupy and pre-Trump. First person / mixed media / pulp. Not actually about astrology. Published in 2020.

## Advances in Design, Music and Arts II

### 8th International Meeting of Research in Music, Arts and Design, EIMAD 2022, July 7-9, 2022

*Springer Nature* This book presents cutting-edge methods and findings that are expected to contribute to significant advances in the areas of communication design, fashion design, interior design and product design, as well as musicology and other related areas. It especially focuses on the role of digital technologies, and on strategies fostering creativity, collaboration, education, as well as sustainability and accessibility in the broadly-intended field of design. Gathering the proceedings of the 8th EIMAD conference, held on July

7-9, 2022, and organized by the School of Applied Arts of the Instituto Politécnico de Castelo Branco, in Portugal, this book offers a timely guide and a source of inspiration for designers of all kinds, advertisers, artists, and entrepreneurs, as well as educators and communication managers.