



# MADE

MERCHANDISING & DESIGN EXPERTS

research.

insight.

creative solutions.

MADE Trends creates bespoke trend reports that deliver deeply researched and highly relevant insight on market conditions, emergent opportunities, and key products- uniquely focused on your company to ensure ROI for every partner.

# Overview.

**We integrate strategy & creativity to support brands.**

We do the research so that you don't have to, finding relevant insight on market conditions and emergent opportunities. MADE combines expert knowledge, creative, collaborative approaches, and many decades of industry experience to build your business for the short and long term.

**At the intersection of macro trends, business needs and market shifts**

MADE Trends is able to identify and frame opportunities in a way that is not only inspirational to design and product teams but tangible to the commercial goals of the business teams, while working to advance strategic goals and vision. Supporting the growth and evolutions of the business with the ability to identify new opportunities.

## Our Pillars.



Consumer



Competitive Landscape



Retail Marketplace



Product Trend

# Process.

## Our Process.

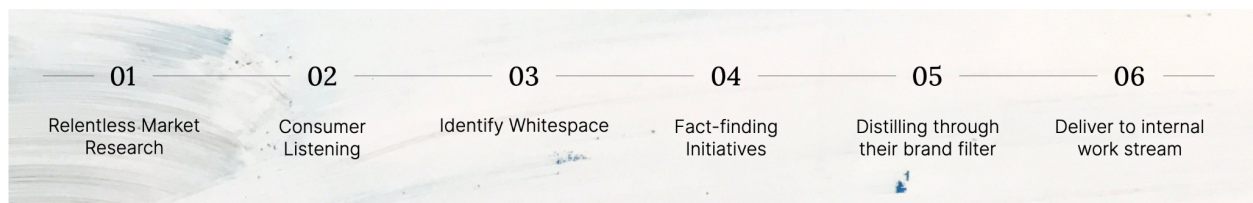
MADE prioritizes open communication in everything that we do—with clients, creatives, talent and staff. We take a deep dive into the business of our clients and use our expertise and our collaborative style to develop unique, matchless solutions for any issue.

### **At the intersection of macro trends, business needs and market shifts**

MADE Trends is able to identify and frame opportunities in a way that is not only inspirational to design and product teams but tangible to the commercial goals of the business teams, while working to advance strategic goals and vision. Experienced in rapid product development, logistics, and agile procurement, our team cuts your lead time on new projects, ensuring a market presence that is on-trend, every time.

## Method: Trendology.

MADE's proprietary process and point of differentiation. Our process offers valuable ROI by creating a cross-function product to achieve common goals. Our products can be maximized for any recession/inflation strategy by targeting multiple needs of the client.



# Who We Work With.

## Disruptors.

### **01: Brands & Designers**

White Space Analysis, Competitive Landscape, Brand DNA, Consumer Profile, Brand Extensions, Brand Activation

### **02: Retailers**

Private Label, Product Development, Trend Forecast, Growth Category Strategy, Consumer Profile, Brand DNA

### **03: Manufacturers**

Private Label, Product Development, Trend Forecast, Growth Category Strategy, Consumer Profile, Brand DNA

## Point of Differentiation: Your Brand Filter.

MADE can target your consumer and apply your brand filter. MADE trends can intensify the macro trends that will have long-term impact. And develop that into a client-specific strategy. We adapt our process to the specific needs of our clients. Our implementation strategy is highly sensitive to client budgets, goals, requirements, and capabilities.



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# Services.

## 01: Subscriptions

MADE's unique subscription model allows clients to subscribe for a set number of deliverables but flex the content as needed.

## 02: By Deliverable

One off projects quoted and delivered as needed

## 03: Shopping Services

Let the MADE team shoot and shop for you, your samples delivered within the week while you stay at your desk. Saving customers time and money.

## Reports.

MADE offers a diverse selection of versatile outputs which can be utilized across any sector. We specialize in Womenswear, Menswear, Kids, Footwear, Home and Spirits.

### Our Outputs

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Newsletters

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Color reports

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Seasonal Fashion

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Consumer Reports

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New Market Opportunities

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Competitive Landscape Mapping

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Packaging

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Photos Streams

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Retail Maps

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Blog

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DAASH

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Trend Presentations

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# Sample Pricing.

## Point of Differentiation: Your Brand Filter.

MADE can adapt its model to fit any budget big or small. We can work to the clients specific needs and timelines. MADE's process focuses on maximizing ROI as well as cross department integration.

|   |                |
|---|----------------|
| 12-Months / 13 Reports + Extra Report   | \$10,000/month |
| 4- Quarterly / 4 Reports + Extra Report | \$40,000       |
| 2- Seasonal (S/S & F/W) + Extra Report  | \$27,000       |
| Shopping Services                       | \$1000/day     |
| Photo Feeds / Category                  | \$1000         |
| New Media                               | \$500          |

# Our Story.

## Our Team.

### **Experienced and agile, strategically positioned around the globe.**

The MADE team is comprised of a diverse group of industry professionals from around the world, who traverse the globe to study emerging trends and identify growth opportunities.

We are buyers, merchandisers, planners, consumer analysts, creatives and trend forecasters, pooling many decades' worth of industry expertise to your advantage.



## Autumn Zimmerman.

### **MADE CEO & Founder**

After more than a decade of more traditional trend forecasting experience, the goal has been to bring a new approach to creating bespoke reports to meet customers' specific needs and build a methodological process that creates partnerships with clients.