

Dept.of Trend



Who We Are

Department of Trend is a boutique trend consultancy, based between London and Cape Town, delivering high-impact foresight and opportunities at the intersection of global shifts and South African market insights.

What We Offer

Our work focuses on **strategic foresight and market intelligence** that turns insight into the right action for your brand:

- **Macro and Consumer Trend Reporting**
Attitudes, behaviours, generational and cultural shifts shaping the beauty, wellness and lifestyle industries.
- **Custom Market Research & Innovation Strategy**
From new category developments to market analysis, we help teams identify and inspire what's next?
- **Bespoke Client Work**
Designed to suit your brief: once-off trend presentations, innovation scans, retail inspiration, or recurring foresight partnership.





Engagement & Rates

We offer flexible ways of working from **project-based deliverables** to **day-rate consulting** or more **ongoing strategic support**.

Let's connect to explore a format and scope that suits your needs whether it's a one-time opportunity or a consistent foresight partnership.

info@departmentoftrend.com

Stay Ahead

We share **insights and report previews** on our social channels and website — worth a follow for emerging trends, innovation highlights, and cultural shifts

Instagram LinkedIn Website

For deeper insights and strategic foresight catered to your business realities, let's connect to find your customised service.

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